

# Rotary

## CLUB OF BURNIE



*CLUB NUMBER - 18437*

# THE BULLETIN

80<sup>TH</sup> YEAR - No 5 – JULY 26<sup>TH</sup> 2021



## **SERVE TO CHANGE LIVES**

President – Themba Bulle  
Secretary - George Austin  
Treasurer - David Bennett  
Bulletin Editor – Allan Jamieson

### **INVOCATION**

For good food, for good fellowship, may the giver of all our blessings make us truly thankful.

## ROTARY MONTH AUGUST – MEMBERSHIP MONTH

**Apologies please call - Dr Themba Bulle on 03 6432 2222**

**Duty Roster – Dilani WIJESOORIYA & ‘Net’ WIJEWARDHANE**

**When do we meet? You can always find the answer on our**

**Club website: <http://www.burnierotary.org.au/>**

Date	Event or Speaker/Topic	Venue
August 2	??	RSL
<b>Ideas for speakers? Contact Paul Kearney or Secretary George Austin</b>		

### BIRTHDAYS AND ANNIVERSARIES – AUGUST 2021

	Birthdays		Wedding Anniversary		Rotary Anniversary
9	Dean CHAMLEY				
13	Robyn McCARTHY				
13	Ian GUEST 1953			11	Bekithemba BULLE
17	Eleanor Austin				
19	David McCARTHY 1955				
25	Paul KEARNEY 1950				
26	Dr Roopa Mulik				

<b>RAFFLE WINNER</b>	John Glen
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<b>ATTENDANCE</b>	17 (+ 3 make-ups) = 74%
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#### President Themba

- Sec. George is not here, so it will be a short meeting (many laughs).
- We will make a short video to promote our Plumtree Hospital project.
- I will check with the Burnie City Council regarding their rules for holding an open air cinema somewhere in the city.
- I will ensure that over the next several weeks, each member will address the club and tell us about themselves and their reasons for joining Rotary.

#### Wayne Richards

- Brass Band fundraiser: The band is discussing holding the event at the Rhodo Gardens. Burnie Rotary could manage promotion of the event. [Ian Guest: Maybe we could hold an ‘open-air cinema’ event there too, to follow on from the band’s concert]

A reminder:

- **Make a note in your diaries:** We aim to make three Paul Harris Fellow awards at our August 23<sup>rd</sup> meeting – *partners' night*.

John Glen:

- We are still liaising with the many schools in our region to try to run a single 'Don't Meth With Me' forum this year that *all* schools could take part in. This is a *complex* problem! It might end up that we have to schedule this for early in 2022, using a similar format to what we ran last year.

Guest Speaker: PP Allan Jamieson

Allan talked about *Value Propositions*, with the aim of starting our club along the road to defining its own *Value Proposition*:

1. The concept of a **Value Proposition** was first defined for *commercial* companies by the management consultants McKinsey's. It is: "*a statement that clearly identifies what benefits a customer will receive by purchasing a particular product or service from this vendor.*"

Thus, it focuses on why *any* person chooses to buy something from that company. A successful value proposition should be persuasive and help turn a prospective customer into a paying customer.

2. When applied to a service organisation such as a Rotary club, a *Value Proposition* should help the club to more easily recruit volunteers ready to apply an effort to help the club. Thus, the *customer* in this instance is a prospective club member, a volunteer, and instead of paying something, this person will be stimulated to put an effort into the life of the club.
3. Burnie Rotary club has been in existence for 79 years, but it has never attempted to define a Value Proposition.
4. Statistics kept by Rotary International show that 50% of all new members around the world leave Rotary within two years! About 15 years ago, there were 1.2 million Rotarians in clubs around the world; nowadays there are 1.2 million Rotarians in clubs, yet during the intervening years, *1.3 million* people joined Rotary.
5. Allan wondered if that situation would change if every club allocated time to develop and periodically re-examine its *Value Proposition*? It has been said that a Rotary club is like a family. If a new family member arrives, a baby, or a son-in-law for instance, the whole family dynamic changes. So it should be with a Rotary club.
6. In the past 12 months, Burnie Rotary has inducted *eight* new members; these now represent *one-third* of all our members – yet nobody has asked them what *they* want to do with the time they spend in our club!
7. Time is important! Everyone is time-poor nowadays. Don't just think it is "OK" if it takes five years for a new member to learn what Rotary is about – *they won't be here then!* The time each of us spends at Rotary is time we can't be anywhere else, so it has to be valuable time.

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A copy of Allan's complete talk will be sent separately to every current member of Burnie RC.