



ROTARY:  
MAKING A  
DIFFERENCE



# The Pelican News

## ROTARY CLUB OF THE ENTRANCE INC.

Chartered 26<sup>th</sup> April, 1972 District 9685

Facebook; Rotary Club of The Entrance

Website: <http://www.rotarytheentrance.org.au>

PO Box 8173 Tumbi Umbi 2261

WEEKLY BULLETIN 2017 – 2018

Volume 46 Issue 30 February 27, 2018

45 years helping the local community

RI President: Ian Riseley (RC of Sandringham. Vic) (Juliet)

District Governor: Peter Ward (RC of The Entrance) (Anne)

### CLUB BOARD MEMBERS

#### President

Gordon Crawford

#### Secretary

Con Bartsos

#### Treasurer

Gordon Crawford/ Clive Denmark

President Elect (18-19): Robin Hearder

International: David Waterhouse

Foundation:

Club Admin: Robin Hearder

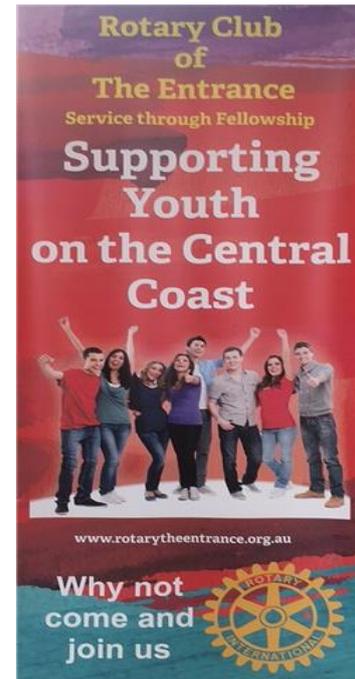
Youth: Alan Palmer

Membership: Michael Sawczak

Vocation/Community : Torben Nielsen

Bulletin Editor: George Clifford

Auditor: Community Audit Services



FEBRUARY IS PEACE and CONFLICT/  
RESOLUTION MONTH

#### Address Correspondence to:

The Secretary Rotary Club of The Entrance  
PO Box 8173 Tumbi Umbi: 2261

Bulletin Editor

[gclif@bigpond.com](mailto:gclif@bigpond.com)

#### CATERING

To assist with seating could you make your apology or book in any guests to  
**PE Robin Hearder** by telephone call or SMS by noon on Monday on 4333 8087 or 0404 160 548

Child Protection – apply at [WWW.check.cyp.nsw.gov.au/Application/Applicants](http://WWW.check.cyp.nsw.gov.au/Application/Applicants)

Use the name on your driver's licence. Receive a number APPxxxxx. Attend RMS office with number & proof of ID. A WWC number ending with V will follow by E-mail eg. QQC1234567V

## MEETING Report Martin Davies

**Members present** Gordon Crawford, Stephen Hammond-Parker, David Waterhouse, Torben Nielsen, Con Bartsos, Clive Denmark, Peter Lethbridge, Barbara and Martin Davies.

Meeting opened at 1830, President Gordon explained a reversal of usual procedure, in that there would be an address by guest speaker Julie Stevens from Max Potential Community Youth.

Julie Stevens, of Max Potential, spoke about the responsibilities and rewards of working and mentoring with Max Potential and invited members to attend to see the scheme in operation, and was presented with a certificate of appreciation by Con Bartsos.

### Presidents' report.

Combined Breakers dinner at \$35 per head , count of those interested.

Report on progress on the Science and Engineering Challenge, detail on financial support - 2 volunteers required.

Discussion on BBQ manning , Martin Davies to provide roster.

**Torben Nielsen** reported on PCYC requirements and financial requests. High tea being organised by PCYC for 5<sup>th</sup> May.

Also Pride of workmanship attendances.

Torben also repeated invitation to visit Marine Rescue at North Entrance.

**David Waterhouse** reported on departure for Nepal, Support for RAWCS methods , by paying bills or equipment costs.

Also resolved a change to Board Meetings. Henceforward 2 Business meetings per month, 1 Social meeting, 1 board meeting only.

## BUNNINGS BBQ ROSTER

### MARCH

as at 28<sup>th</sup> Feb

#### First Shift – Morning

**Times:** Day Manager 7.30 am to 1pm      Others 8am to 1pm

Date	Day Manager	2IC	Helper
Wed 7/3/18	Martin Davies	Gordon Crawford	Con Bartsos
Wed 21/3/18	Martin Davies	Clive Denmark	Con Bartsos

#### Second Shift – Afternoon

**Time:** 12 Noon to 4pm

Date	Day Manager	2IC	Helper
Wed 7/3/18	Robin Hearder	Peter Lethbridge	Torben Nielsen
Wed 21/3/18	Gordon Crawford	David Adermann	Peter Lethbridge

## BUNNINGS BBQ ROSTER

**APRIL**

as at 28<sup>th</sup> Feb

### First Shift – Morning

**Times:** Day Manager 7.30 am to 1pm      Others 8am to 1pm

Date	Day Manager	2IC	Helper
Wed 4/4/18	Martin Davies	Clive Denmark	Peter Lethbridge
Wed 18/4/18	Clive Denmark	Martin Davies	Peter Lethbridge

### Second Shift – Afternoon

**Time:** 12 Noon to 4pm

Date	Day Manager	2IC	Helper
Wed 4/4/18	David Waterhouse	Gordon Crawford	Robin Header
Wed 18/4/18	Robin Header	Gordon Crawford	Torben Nielsen

## SPIN & WIN ROSTER

**Please note: Spin & Wins times are now 10.00am to 12.30pm**

Saturday March 17      Michael Sawczak  
Robin Header  
*Easter Eggs*      Stephen Hammond-Parker  
Con Bartsos  
Torben Nielsen

Saturday March 24      Clive Denmark  
Gordon Crawford  
*Easter Eggs*      Anthea Dean  
David Adermann  
Torben Nielsen

# **SOCIAL MEDIA and ROTARY**

**Folks, I am sure you will have had a communication from AG Jane Mote by now—I would encourage you to join us at the Breakers Wamberal on Sunday the 4<sup>th</sup> March for a 3 hour session on this fascinating subject.**

The creative use of **Social media** tools can benefit your Club's engagement with the Community and lead to building the Rotary Brand and adding to your volunteer/membership ranks.

I hope you and your President (perhaps Incoming also) can take the opportunity of joining your colleagues from other Clubs and benefit from the presentation.

See attached for detail of the morning activities.

Attached also is a reminder of the District's Social Media guidelines for your use.

All the best

Regards

Ian Cameron  
District 9685 Public Relations Director 2017/2018  
E: IanCameron@rotarydistrict9685.org.au  
M: 0411240513

## **Rotary District 9685 Social Media Engagement Guidelines – June 2017**

Purpose Social media offers the opportunity for people to create, share and consume content, connecting and engaging with others around the world. The popularity of social media has grown to the point where it is often a primary source of information and interaction for a growing proportion of the world's population.

Rotary embraces social media as an important tool for Public Relations, attracting new members, connecting with like-minded people and organisations and creating new opportunities to serve. Rotary also recognises the value of social media to members on a personal level, sharing information and ideas with family, friends and communities.

With the rapid growth and impact of social media, Rotary District 9685 recognises the need to provide some guidelines to ensure that members understand the organisation's expectations and standards for social media engagement, particularly when members are involved in communicating about Rotary, its services, its people, its community partners and partner organisations.

Scope In the context of these guidelines, 'social media' includes any online tool, platform, Website or digital publishing medium that allows an individual to interact with it, upload and share information, comment or engage in conversation. Examples of these tools include (but are not limited to):

- Social networking sites – Facebook, Bebo, Friendster & LinkedIn
- Video & photo sharing sites – Flickr, YouTube, Pinterest & Vimeo
- Micro-blogging sites – Twitter & Tumblr

- ‘Blogs’ – Corporate blogs, personal blogs & blogs hosted by media organisations
- Forums & discussion boards – Whirlpool, Yahoo! Groups & Google Groups
- Information portals – Wikipedia & Answers.com
- Review websites – TripAdvisor & Yelp!
- Crowd funding websites – GoFundMe, Kickstarter & MyCause.

We recommend that all Rotary Clubs invest time into researching which platforms might suit their needs and how best to utilise them for Rotary objectives.

Application of the Guidelines D9685 Rotary’s Social Media Engagement Guidelines are intended for all D9685 Rotary Clubs and members of those clubs. Clubs are encouraged to apply these guidelines and ensure they are circulated and understood by all members. It is expected that Clubs may wish to develop these guidelines further, as may be deemed relevant to specific club activities, or to address any concerns raised by members—please circulate your Club Guidelines/Statement/Policy to all members.

The golden rule of social media is to maintain the same core principles and values as you would do in any off-line social interaction. As Rotarians, we already hold ourselves accountable to a high standard of conduct and we must be mindful of this, even in new and unfamiliar forums. If you become aware of any Social media interaction that is detrimental to Rotary, whether on your Club social media sites or otherwise—DO NOT engage in response—make your Club President aware of the incident who may seek District guidance to develop a Plan to address the matter accordingly.

Social Media Guidelines There are three pillars of social media engagement to protect the interests of Rotary and its members. These are:

1. Representation 2. Responsibility 3. Respect.

It is also important to consider the values expressed in the Rotary 4 Way Test.

**1. Representation** Consider that you are a Rotarian 24 hours a day. Your conduct must always reflect the values upheld by Rotary – the same values that were considered when your club accepted you as a member.

You are required to: ☐ Identify yourself as a Rotary member ☐ Ensure you do not imply in any way that you are authorised to speak on Rotary’s behalf ☐ Ensure you do not knowingly use the identity of another Rotary member ☐ Be mindful during your social media engagements of the importance of not damaging Rotary’s reputation and interests and/or bringing Rotary into disrepute.

**2. Responsibility** You are personally responsible for the content of your online activity. In this context, you have a responsibility to ensure that: ☐ Any information about Rotary that you provide is informed and factually accurate, by checking the D9685 website or with the relevant D9685 representative(s). ☐ If you wish to express your opinion, please ensure that you state that they are your personal opinions. ☐ If you are offering your personal perspective on a matter related to Rotary, be mindful that your commentary and opinion does not cause, or have the potential to cause, damage to the organisation or its interests and does not purport to be an official Rotary position.

You are required to: ☐ Use a simple disclaimer to ensure that your stated views and opinions are understood to be your own and not those of D9685 Rotary when you refer to any aspect or works of Rotary ☐ Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Rotary, its members, volunteers and partner organisations ☐ Think before you post and carefully consider the text, photos and videos from the perspective of those who may see them and react to them.

**3. Respect** You are required to: ☐ Be respectful of Rotary D9685, its Clubs and members in everything you post online ☐ Be respectful of all other individuals and communities with which you interact online ☐ Be polite and respectful of other opinions, even in times of heated discussion and debate ☐ Adhere to the Terms of Use of the social media channel you are using, and seek to conform to the cultural and behavioural norms of the social media platform being used ☐ Respect copyright, privacy or any other applicable laws (see 'The Law' below).

The 4-Way Test It is instructive to keep the 4-Way Test in mind when engaging in any social media or other online activity. The values inherent within this simple moral code, created by Rotarian Herbert J Taylor, in an era well before the advent of computers, stand the test of time. Below are some simple examples of how the 4 Way Test might apply.

The 4-way test of the things we think, say or do (online):

**YES NO Is it the truth?** Verifiable facts about Rotary & Rotary projects Reports on Club activities Shared press releases from Rotary International Conflicting Personal opinions Exaggerated claims Unverifiable statistics.

**Is it fair to all concerned?** Sharing good news stories about other clubs' activities Promoting relevant causes Self-promotion and bragging Putting other people down Multi-level marketing

**Will it build goodwill and better friendships?** Sharing stories with others who may benefit Helping to connect people Compliments & encouraging words Liking, commenting on & reposting positive Rotary stories Personal attacks Racist, sexist & discriminatory remarks

**Will it be beneficial to all concerned?** Online donations and sharing information on Rotary causes to friends and associates Participate in Rotary polls or requests feedback Support your club, district & RI online activities by engaging & interacting Spamming Personal tirades Activities which involve conflicts of interest

Please feel free to consider your own examples and how you might apply the 4-Way Test to your online activities.

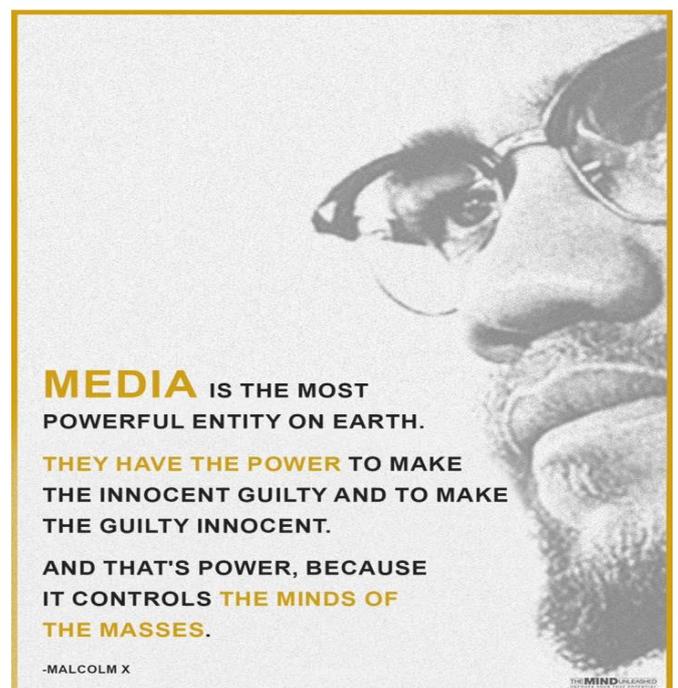
### The Law

Over and above these guidelines there are National and State laws and regulations that apply to online activity. These include, but are not limited to:

Commonwealth of Australia ☐ Broadcasting Services Act 1992 ☐ Copyright Act 1968 ☐ Crimes Act 1914 ☐ Privacy Act 1988 ☐ Spam Act 2003

New South Wales ☐ Anti-Discrimination Act 1977 ☐ Defamation Act 2005 ☐ Electronic Transactions Act 2000 ☐ Fair Trading Act 1987

It is advisable to keep in mind that your online activities must remain above the law and to do your own research or consult a legal professional if you are in any doubt.



If you have any concerns or questions about any of the above information, please contact the office of your Rotary District 9685 PR Director on: [IanCameron@rotarydistrict9685.org.au](mailto:IanCameron@rotarydistrict9685.org.au)

Social Media is a powerful tool for the promotion and development of Rotary goals and ideals. Rotary District 9685 encourages all Rotarians to become actively engaged and participate in this exciting and engaging communication medium.

## SCIENCE AND ENGINEERING CHALLENGE 2018

- When is it? May 10 and 11
- Where is it? St Edwards College Hall, Russell Drysdale St. East Gosford
- What is it? A series of construction challenges set by the Uni of Newcastle The object is to stimulate interest in STEM subjects in year 9 and 10 students.
- Who is involved? About 500 students from 16 high schools, the Uni of Newcastle and every rotary club which chooses to be involved.
- Is it fun? It has been greatly enjoyed by students for the past 17 years. Many have gone on to careers in science or engineering. 48% of enrolling physics students stated that the S&E influenced that decision.  
Its also fun for assisting Rotarians.
- How much will it cost? The 2 day event will cost about \$5000.
- How much would each club contribute? Only \$150 per club. We have achieved discounts and funding to reduce the rotary cost to only \$1788
- What if it is oversubscribed? As we did last year Gosford Rotary will refund equally all contributing clubs.
- Are there winners? Yes, the winning school on each day goes on to the state finals and hopefully then to the national final. It is a national event which began here on the Central Coast.
- How many Rotarians are required? A minimum of 18per day is necessary but there is no upper limit. Non Rotarians or potential Rotarians are good to invite. WWC cert is not required as teachers do not relinquish control.
- Does it attract publicity? Yes, so bring your banners. Federal and state polititians attend and CC Advocate devoted 2 pages last year. Coast Community News has already committed.
- What do I do next?
1. If you haven't already please discuss with your club your level of involvement
  2. Set aside the days. You may wish to cancel your weekly meeting.
- Can I learn more? Gosford Rotary will host a briefing evening with the Uni of Newcastle on April 19. Advise me for catering if you wish to come along.
- Who should I contact? Barry Henwood; [barryhen@bigpond.net.au](mailto:barryhen@bigpond.net.au) Ph 0429290517

## SCIENCE and ENGINEERING CHALLENGE 2018

The 18<sup>th</sup> consecutive Science and Engineering Challenge is now confirmed for dates and venue so it's time for coast Presidents to discuss the event with your board/members. Last year we achieved 13 out of 14 clubs offering financial support.

This was a great result and meant we could refund each contributing club by their oversubscribed proportion.

This year let's try for 100% to make the burden even lighter. Any way we look at it though, \$150 is a very small amount to fund a 2 day event with all clubs exposed to nearly 500 students, media and local politicians.

Volunteers to help over the 2 days have been much more difficult but it is such a positive experience it is hoped numbers will be more easily achieved this year. I draw your attention to the possibility of asking non Rotarians to join in, particularly if they have a science, engineering or teaching background. It may help with future membership. Can you please discuss and select and advise 1 of the following

1. ....Rotary wishes to be involved financially and with volunteers
2. ....Rotary wishes to only be involved financially
3. ....Rotary wishes only to be involved as volunteers
4. ....Rotary does not wish to be involved

Please send your response to me, Barry Henwood at  
[barryhen@bigpond.net.au](mailto:barryhen@bigpond.net.au) or just phone on 0429290517

May 10 and 11  
St Edwards College

Nb; Gosford Rotary will hold a briefing evening with the Uni of Newcastle on April 19 for those who might wish to attend. Gosford Golf Club, \$30, contact me for catering purposes.

### QUOTABLE QUOTES

The art of politics is to know precisely when it is necessary to hit an opponent slightly below the belt. Konrad Adenauer

Politics: *Poli*, a Latin word meaning 'many'; and *tics*, meaning 'blood sucking creatures'  
Robin Williams

An appeaser is one who feeds a crocodile - hoping it will eat him last. Winston Churchill

The incestuous relationship between government and big business thrives in the dark.  
Jack Anderson

Politics is supposed to be the second oldest profession. I have come to realise that it bears a very close resemblance to the first. Ronald Reagan

The reason there are so few female politicians is that it is too much trouble to put make-up on two faces. Maureen Murphy

## CLUB PROGRAM FOR 2018 PE Robin Hearder

Day	Date	Activity	Time	Venue
<b>March</b>				
Sat	3 <sup>rd</sup>	Wyong Race Club with RC Toukley @ 11am for lunch (Martin)		Wyong RC
<b>Tues</b>	<b>6<sup>th</sup></b>	<b>No Meeting</b>		
Wed	7 <sup>th</sup>	PRIP John Germ (combined meeting)		Breakers (Wamberal)
Sat	10 <sup>th</sup> -11 <sup>th</sup>	District Conference		Leura, Blue Myns
Tues	13 <sup>th</sup>	Business Meeting	6.00 for 6.30	Mingara
Wed	14 <sup>th</sup>	<b>Bunnings BBQ</b>	8.00-4.00	Tuggerah
Sat	17 <sup>th</sup>	<b>Spin &amp; Win</b>	10.00am – 12.30	Bateau Bay
Sun	18 <sup>th</sup>	Supply BBQ for Wyong RC (PAH)	11am-2pm	Picnic Point
Tues	20 <sup>th</sup>	Visit by DG Peter Ward	6.00 for 6.30	Mingara
Wed	21 <sup>st</sup>	<b>Bunnings BBQ</b>	8.00-4.00	Tuggerah
Thurs	22 <sup>nd</sup>	Board Meeting	7.00pm	
Sat	24 <sup>th</sup>	<b>Spin &amp; Win</b>	10.00am – 12.30	Bateau Bay
Tues	27 <sup>th</sup>	Sarah Fraser RYLA	6.00 for 6.30	Mingara
Wed	28 <sup>th</sup>	<b>Bunnings BBQ</b>	8.00-4.00	Tuggerah
Fri	30 <sup>th</sup>	Good Friday – Public Holiday		

### Other Important dates

<b>April</b>				
Tues	3 <sup>rd</sup>	Business Meeting	6.00 for 6.30	Mingara
Wed	4 <sup>th</sup>	<b>Bunnings BBQ</b>	8.00-4.00	Tuggerah
Sat	7 <sup>th</sup>	<b>PETS (Robin)</b>		
Tues	10 <sup>th</sup>	Pride of Workmanship – partners	6.00 for 6.30	Mingara
Sat	14 <sup>th</sup>	<b>Spin &amp; Win</b>	10.00am – 12.30	Bateau Bay
Tues	17 <sup>th</sup>	Social Breakfast for Entrancers	9.00am	Barbara & Martin Davies
Wed	18 <sup>th</sup>	<b>Bunnings BBQ</b>	8.00-4.00	Tuggerah
Sat	21 <sup>st</sup>	<b>Spin &amp; Win</b>	10.00am – 12.30	Bateau Bay
Tues	24 <sup>th</sup>	Hugh Gynot – Conversation M.O.D.E.	6.00 for 6.30	Mingara
Wed	25 <sup>th</sup>	ANZAC Day Public Holiday		
Sun	29 <sup>th</sup>	District Assembly All incoming Officers and Directors	8.30 – 4pm	King's School
<b>June</b>				
Tues	19 <sup>th</sup>	Club Changeover	6.00 for 6.30	Mingara
<b>July</b>				
Sat	7 <sup>th</sup>	District Changeover		Hornsby RSL

**My most brilliant achievement was my ability to be able to persuade my wife to marry me.**  
**Winston Churchill**

**I know that Aussie Bush Etiquette is recognised throughout the civilised world but we all need to be reminded from time to time.**



### **In General:**

1. Never take an open stubby to a job interview...
2. Always identify people in your paddocks before shooting at them.
3. It's tacky to take an Esky to church.
4. If you have to vacuum the bed, it's time to change the sheets.
5. Even if you're certain you're included in the will, it's rude to take your ute and trailer to the funeral.

### **Eating Out:**

1. When decanting wine from the box, tilt the paper cup and pour slowly so as not to bruise the wine.
2. If drinking directly from the bottle, hold it with only one hand.

### **Entertaining at Home:**

1. A centrepiece for the table should never be anything prepared by a taxidermist..
2. Don't allow the dog to eat at the table, no matter how good his manners.

### **Personal Hygiene:**

1. While ears need to be cleaned regularly, this should be done in private, using one's OWN ute keys.
2. Even if you live alone, deodorant isn't a waste of money.
3. Extensive use of deodorant can only delay bathing by a few days.
4. Dirt and grease under the fingernails is a no-no, it alters the taste of finger foods and if you are a woman it can draw attention away from your jewellery.

### **Theatre/Cinema Etiquette:**

1. Crying babies should be taken to the lobby and picked up after the movie ends.
2. Refrain from yelling abuse at characters on the screen. Tests have proven they can't hear you.

### **Weddings:**

1. Livestock is a poor choice for a wedding gift.
2. For the groom, at least, rent a tux. A tracksuit with a cummerbund and a clean football jumper can create a tacky appearance.
3. Though uncomfortable, say "yes" to socks and shoes for the occasion.

### **Driving Etiquette:**

1. Dim your headlights for approaching vehicles, even if your gun is loaded and the roof is in your rifle sights
2. When entering a roundabout, the vehicle with the largest roof bar doesn't always have the right of way.
3. Never tow another car using panty hose and duct tape.
4. When sending your wife down the road with a petrol can, it's impolite to ask her to bring back beer too.

## **The Country Preacher...** Thanks to Clive Denmark

An old country preacher had a teenage son, and it was getting time the boy should give some thought to choosing a profession. Like many young men his age, the boy didn't really know what he wanted to do, and he didn't seem too concerned about it. One day, while the boy was away at school, his father decided to try an experiment. He went into the boy's room and placed on his study table four objects:

- 1. A Bible.**
- 2. A silver dollar.**
- 3. A bottle of whiskey.**
- 4. A Playboy magazine.**

"I'll just hide behind the door," the old preacher said to himself. "When he comes home from school today, I'll see which object he picks up.

"If it's the Bible, he's going to be a preacher like me, and what a blessing that would be.

"If he picks up the dollar, he's going to be a business man, and that would be okay, too.

"But if he picks up the bottle, he's going to be a no-good drunken bum, and Lord, what a shame that would be!"

"And worst of all, if he picks up the magazine, he'll be a womanizer all his life!"

The old man waited anxiously, and soon heard his son's foot-steps as he entered the house whistling and heading for his room. The boy tossed his books on the bed, and as he turned to leave the room he spotted the objects on the table. With curiosity in his eye, he walked over to inspect them.

Finally, he picked up the Bible and placed it under his arm. He picked up the silver dollar and dropped into his pocket. He uncorked the bottle and took a big drink, while he admired the magazine's centrefold.

"Lord have mercy," the old preacher disgustedly whispered, "He's gonna run for Parliament!"

## THE FOUR WAY TEST

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Of the things we think, say or do:

Is it the **TRUTH**?

Is it **FAIR** to all concerned?

Will it build **GOODWILL** and better  
**FRIENDSHIPS**?

Will it be **BENEFICIAL** to all concerned?

## We thank our Sponsors

