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contents

ISSUE 655 (NOVEMBER 2022)

06 News Bulletin

The life of Brian; Rotary car to serve our youth; Never too early to do good; Flying the flag with pride

14 The Rotary Success Cycle

Those who have seen firsthand what The Rotary Foundation makes possible often become passionate supporters of the Foundation – and this delivers the funding required to support further high-impact projects

16 A New Weapon in the Fight Against Polio

A modified vaccine offers hope that eradication is closer than ever

28 Get involved in Building Peace

For several years, Rotary has had a global partnership with the Institute for Economics and Peace, which is bringing clarity to a complex issue by measuring the eight key pillars of peace

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Sharing our Rotary stories from the heart

BEING asked to *Imagine* Rotary can seem like a big, heady exercise, but the most important element of it is something quite small, even personal.

Not too long ago, Rotary members were expected to perform our acts of service quietly. I understood and appreciated the thought behind that – humility is a wonderful trait, and we should continue to nurture it in other ways.

But keeping Rotary to ourselves has a cost. And by sharing our Rotary moments, we are being generous with others and giving them an opportunity to understand the impact of Rotary.

It brings to mind that wonderful aphorism: “People will forget what you said. People will forget what you did. But people will never forget how you made them feel.”

So how do we make people feel Rotary? The best way is to share our Rotary moments. We have all had them – when the ordinary collides with intention to create something extraordinary.

Some people have those Rotary moments the first time they go to a meeting. For others, it can take years, before seeing the joy in the eyes of someone we serve. Or perhaps in hearing from another member something that hit close to home.

As Nick and I share this journey, we are amazed at the work you are performing and the lives that are transforming.



Jennifer Jones
President
Rotary
International

Throughout the year, I’m going to share with you the sights and the stories that made those tours meaningful for us.

I hope you can do the same in your corner of Rotary. It can be something you share in meetings or on social media. For the most savvy and ambitious, it could be an event you publicise with local media. Even sharing your stories with friends has impact.

We need ambassadors for Rotary’s message and our dreams for a better world. The best ambassadors are you. The more you share stories – and share them from the heart – the more you encourage others to partner with us, to join us, and to stay.

To give you just one small example, in the months ahead I will be turning over this column to Rotary members who will share their personal stories as they relate to diversity, equity and inclusion in our organisation. It’s important that we hear these stories directly from the people who experienced them as a way of feeling the importance of DEI for the future of Rotary.

In everything we do, what people feel about Rotary will shape our future. I can only imagine what you will inspire through the stories you’ll tell.

P.S. November marks the 60th anniversary of Interact! I want to express my fondest wishes to our Interact members and the people who support them. Thank you for everything you do. RDU

The Life of Brian

IN the October issue of *RDU* we introduced a unique opportunity for budding young aviators – the International Fellowship of Flying Rotarians Brian Condon Memorial Flying Scholarship. This month we learn more about the scholarship's namesake and his life-long love of aviation and Rotary.

The \$5,000 International Fellowship of Flying Rotarians Brian Condon Memorial Flying Scholarship is paid as a contribution towards the successful applicant's recreational pilot licence – the first step in obtaining their private or commercial pilot licence.

The intention behind the

scholarship is to foster an interest in aviation as a career or hobby, within the context of Rotary's many youth initiatives.

The scholarship is named in honour of Brian Condon OAM, a member and past world president of the IFFR. Brian was a dedicated son, husband, father, brother, outstanding Rotarian, and a skilled aviator.

Brian's love of flying started when he was five years old. Sir Charles Kingsford Smith was doing joy flights in the Southern Cross to fundraise for his overseas ventures, and Brian had a flight with Smithy in Port Pirie, SA. In the 1980s he was also given an opportunity to fly in the Southern Cross replica. He was probably the only person to have ever flown in both of those planes; a feat not even Smithy achieved!

As a pilot, his greatest thrill in the skies was when he and wife Joyce had two separate flights on the Concorde from New York to London. On one of those, they were lucky enough to be invited to sit in the jump seats in the cockpit with the captain.

Brian was heavily involved in Rotary and with the IFFR. It was a huge part of his life, and he made so many lifelong friends along the way. He was still flying his beloved Cessna aircraft VH-WXM until he was 90 years of age!

"Aviation has absolutely changed my life. The most significant thing in my life was learning to fly," Brian said in 2016. "It hones your attitude to life. When you are up there in the three dimensions, you are in a different world."

Brian amassed circa 3,400 hours as pilot-in-command after first learning to fly in 1968. He saw it as an efficient way to increase sales in the vast South Australian outback while working for Coca-Cola.

He became a member of the Rotary Club of Port Pirie in 1958 and was president 1969-71. Brian received every Paul Harris Fellow award up to three rubies; the first in 1976. He joined the IFFR in 1972 and was world president from 1994-96.

In 2007, he received the Order of Australia Medal for service to the community, particularly through the Rotary Club of Port Pirie and the IFFR.

The IFFR is honoured to name their scholarship after this generous Rotarian and passionate aviator. *RDU*

BELOW: Brian Condon and Joyce with their plane, *Whiskey* Xray Mike.



For further information, please contact Rob Hannemann (Australian chair) via rob@maktrans.com.au or Mike McFarlane (VP Asia-Australasia) via mikemcf@bigpond.net.au

Rotary car to serve our youth

By Paige Sullivan
President, Rotary Club of
Lincoln, NZ



YOUNG people in Canterbury, NZ, will now be able to access free healthcare at the 298 Youth Health Centre regardless of their transport situation, thanks to 19 Rotary clubs from across Christchurch.

The 298 provides free healthcare and counselling to young people aged 10-25 in Greater Christchurch. Established in 1995, it is one of 11 Youth One Stop Shops (YOSS) in New Zealand, providing a number of youth services in one place. While 298's services are free, they identified that a large barrier to accessing healthcare was transport. Rotary Club of Lincoln President Paige Sullivan has been involved as a trustee of 298 Youth Health for several years and

identified an opportunity for Rotary to get involved in a worthy cause.

Her project began with a simple plan: raise money to buy a car for 298. She decided to set her sights a little higher and aim to bring together every single Rotary club in the greater Christchurch area. Then, she set them a little higher again and aimed for a late model, low-kilometre car. An inclusive model was established where every club could join in and have their name on the car equally, regardless of their dollar contribution. This meant that even the smallest clubs could get involved, and it worked!

One year later, a visit to every club was completed and \$31,000 was raised from

19 Rotary clubs, a district grant, the Hugo Trust, and two individual donations. The project received incredible sponsorship from Cockram MG and Signbiz, which donated a sponsored vinyl wrapping job worth \$10,000.

In late August, a brand new 2022 MG was handed over to 298, vinyl wrapped with the names of all 19 Rotary clubs and sponsors.

"We hosted a reveal event with over 30 Rotarians attending, followed by tours of 298," said Paige. "For an organisation that never dreamed of owning a car, to own a brand new one is super exciting and will make a huge difference to the lives of young people accessing 298." **RDU**

ABOVE: Rotary Club of Lincoln President Paige Sullivan with the new vehicle.



'THE IFFR BRIAN CONDON MEMORIAL FLYING SCHOLARSHIP'

Applications are invited via Australian Rotary Clubs for a Flying Scholarship in memory of Brian Condon, Australia's first **IFFR** World President. The concept is to foster an interest in aviation as a career or hobby, within the context of Rotary's many Youth initiatives. Your Club can participate by seeking applications from youth within your community.



A Flying Scholarship to the value of **\$5,000** will be provided by **IFFR** being a contribution to the successful applicant's Recreational Pilot Licence as a first step in obtaining their Private or Commercial Pilot Licence.

The sky is the limit!

To request an Application Form please make contact directly with:
Rob Hannemann (IFFR Australian Chair) at rob@maktrans.com.au or
Mike McFarlane (VP Asia - Australasia) at mikemcf@bigpond.net.au

Never too early to do good

CHARTERED in April 2022, the EarlyAct Club of Forrest Primary School, ACT, has wasted no time in 'doing good' in the community.

The club's first event, Big Action Week, was held in July and certainly lived up to its name. Showcasing 'Diversity in Action' throughout the week through music, language, art, sport and food, each day also highlighted specific social concerns including the environment, mental health, the war in Ukraine and this year's floods.

A total of \$2,295 was raised for the benefit of not-for-profit organisations including the Gotcha4Life Foundation, Fearless Women, the Worldwide Fund for Nature (WWF), the Red Cross and Rotary's National Flood Appeal.

"Bearing in mind that these students are no more than 12 and that EarlyAct is new, this is a brilliant effort," D9705 Interact and EarlyAct District Chair Gail Freeman said.

In August, a group of four students representing the EarlyAct Club of Forrest Primary School attended the ACT Branch of the Order of Australia Association's Student Citizenship Awards, where they were awarded the Association's Group Award for Outstanding Community Service. The annual awards recognise school students and school groups for voluntary community service and the demonstration of good citizenship.

During his speech at the presentation of the award, Vice-president Samuel Nicol said that participating in EarlyAct had been inspiring.

"EarlyAct has given us all the opportunity to take action and do something about the world's problems.

We are grateful to try and make a difference, even if the part we play is small," Samuel said.

"The club keeps a working board of ideas that members might want to explore. We choose something of interest then research it further. Action can include advocacy, social justice and lifestyle choices. We hope to improve our whole community's awareness of the issues we explore."

On a personal note, five years spent living in Vanuatu with his family gave Samuel a great appreciation of just how fortunate we are here in Australia.

"The economy of Vanuatu is developing and is much smaller than Australia's. With my family we did many adventures there and I witnessed first-hand how people live without the benefit of a wealthy country and a good home. Of course, my friends in Vanuatu were very happy, but it did show me that we are a lucky country. It also taught me that helping other people, sharing, and showing that we care about others is the right thing to do. I feel that should be a natural part of being an Australian.

"EarlyAct therefore gave me and my peers an opportunity to make a difference."

Gail said that the speech was well received.

"It is testament to the calibre of these 12-year-old students."

A second presentation was held on September 8, when all EarlyAct students received a certificate. **RDU**

BELOW: Members of the EarlyAct Club of Forrest Primary School received certificates for their commitment to community service.



Flying the flag with pride

THE recent passing of Her Majesty Queen Elizabeth II highlighted the significance of the Glenbrook Flag Precinct, located in Glenbrook Park, NSW, and administered by the Rotary Club of Lower Blue Mountains under the leadership of Flag Master Roger Winterburn.

Mayor Mark Greenhill acknowledged the importance of the flag precinct, along with similar flag installations at Blue Mountains City Council headquarters in Katoomba and on the Great Western Highway at Wentworth Falls.

He said the flags at Council headquarters were administered by Council staff and, at Wentworth Falls, by the local Chamber of Commerce. The Glenbrook Flag Precinct also contains a fitting memorial to Glenbrook residents who were victims of the Granville train disaster.

A new fully sewn, quality Australian national flag was purchased recently by the Rotary Club of Lower

Blue Mountains as part of its ongoing replacement program – just in time for a month of increased activity.

- Australian National Flag Day was recognised on September 3, marking 121 years since the national flag was first flown at the Royal Exhibition Building in Melbourne – the site of Australia's first Parliament.

- That date was also Merchant Navy Day and, in accordance with protocol, the national flag, the Australian Red Ensign, and the NSW state flag were also flown on the three flagpoles at Glenbrook.

The Red Ensign is particularly valued, having been donated to the club many years ago by the late Rotary Past District Governor and returned serviceman Paul Henningham.

Roger Winterburn received advice from the Commonwealth Flag Officer on the passing of the Queen at 4.45am on September 9. The flag was lowered to half-mast at 7am and remained until the day after the funeral – other than for the day the new Sovereign, King Charles III, was proclaimed. This occurred on September 11,



and the flag was raised to the peak from 12 noon to dusk.

In a message of thanks to the club, Mayor Greenhill praised the ongoing practice and especially the service of Roger.

"These important observances don't happen by accident. I want to thank Rotary, and Roger in particular, for meticulously ensuring all protocols are followed and our flags are cared for," he said.

"Quiet community activities like this happen because people care and give their time. On behalf of the community, I am very grateful and give thanks," the Mayor concluded. **RDU**

ABOVE:
Mayor Mark Greenhill and Rotary Club of Lower Blue Mountains Past President Roger Winterburn at the Glenbrook Flag Precinct after the raising of the new national flag.

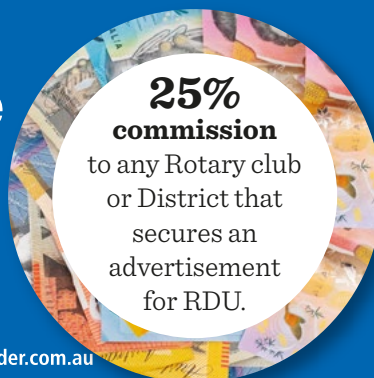
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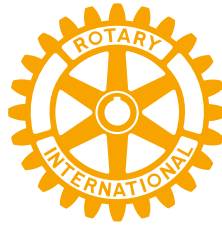
Use your contacts to raise money for your club.

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A close-up photograph of a hand, palm facing forward, completely covered in dark, wet mud. The fingers are spread out. In the background, a man with glasses is partially visible, looking towards the camera. The background is a bright, slightly blurred outdoor setting.

The Great Enabler

Since its founding more than 100 years ago, The Rotary Foundation has enabled more than US\$4 billion worth of life-changing, sustainable projects both close to home and around the world.

**What impact can
one donation to
The Rotary
Foundation have?**

60c

For as little as 60 cents, a child
can be protected from polio



\$50

\$50 can provide clean water to
help fight waterborne illness

\$500

\$500 can launch an antibullying
campaign and create a safe
environment for children

Why should you donate to The Rotary Foundation?

To make a difference to the lives of millions of people around the world.

By PDG Grant Spackman
Assistant Regional Rotary
Foundation Coordinator

WHEN you make a donation to The Rotary Foundation, you are helping Rotary members make a difference to the lives of millions of people around the world by promoting peace, preventing disease, supporting education, bolstering economic development, protecting the environment, and providing clean water and sanitation.

Let's remind ourselves what The Rotary Foundation is all about.

What began as an endowment fund in 1917 with a contribution of US\$26.50 from the Rotary Club of Kansas City, US, has grown to be one of the largest charities in the world with contributions exceeding US\$1 billion.

For the 14th consecutive year, The Rotary Foundation received the highest rating from Charity Navigator, the independent auditor of charities. The rating reflects how it uses its donations, the sustainability of programs, along with good governance and transparency.

Unlike other charities, 91 per cent of donations received into the Annual Fund are used for

programs, with the balance for administration and overheads. One way this is achieved is by investing Annual Fund contributions for three years. The interest earned on the investments helps fund the administration of the organisation.

After three years, 50 per cent of the funds each of our districts contributed are returned to us as District Designated Funds. Districts can use up to a half for district grants to Rotary clubs to initiate community and international service projects. Foundation committees in each district use the other 50 per cent to support global grants

and the *End Polio Now* program to fight against this devastating disease.

The other 50 per cent goes to the Foundation's World Fund, which is used to support the Rotary Peace Fellowships and to provide matching funds for global grants. Global grants support activities in Rotary's Seven Areas of Focus – Peace, Disease Prevention, Water and Sanitation, Child and Maternal Health, Education, Economic Development and the Environment.

The Rotary Foundation is our unique charity, which sets us apart from other service organisations. In order for our Rotary districts to continue providing grants in support of international and community projects, we as Rotarians need to contribute. The Rotary Foundation depends on the ongoing support of Rotary clubs and Rotarians like you and I to continue 'To Do Good in the World'. RDU

"For the 14th consecutive year, The Rotary Foundation received the highest rating from Charity Navigator, the independent auditor of charities. The rating reflects how it uses its donations, the sustainability of programs, along with good governance and transparency."



Rotary's forest of hope and peace

By PRIP Ian HS Riseley
Foundation Trustee Chair

MANY of you will recall my challenge to Rotary clubs when I was RI president in 2017-18: to plant one tree per member to help the environment. Thanks to you, we estimate over four million trees went into the ground in Rotary's name – quite a forest indeed.

This month, as we celebrate The Rotary Foundation, let's remember that each Foundation project is much like planting a tree. With each sapling of hope, health and peace we plant through the Foundation, we make an investment in the future that will one day grow into something even greater.

Such a tree was planted by Rotary in Sri Lanka, where more than 2,000 children born annually with a congenital heart defect can now get a corrective surgery that allows them to survive to adulthood. Local Rotarians identified the need to make the surgery more available and effective, and rallied 17 Rotary districts around the world to contribute District Designated Funds. After the Foundation matched those funds, a total global grant of \$365,000 was used to create the first human heart-valve tissue bank in Sri Lanka, with the government providing the building, staffing, and supplies to ensure its sustainability.

Visiting this life-saving facility in 2017 was an unforgettable experience for me. But I have seen countless other great 'trees' planted across our seven areas of focus. We planted *PolioPlus* in 1985 and it has grown into one of the greatest public health initiatives in history, helping reduce cases of wild poliovirus by 99.9 per cent. Seven Rotary Peace Centres around the world have also taken root and are now bearing fruit as scores of peacebuilders and community leaders go forth with the skills to make the world more safe and secure.

Charity Navigator, an independent agency, has given The Rotary Foundation its highest ranking for more than a decade. Why? Our overhead expense level is much lower than most similar organisations – 91 per cent of gifts to the Foundation go to programs and operations. Not only are we efficient stewards, but Rotary's requirement of a community-needs assessment for global grants helps ensure the sustainability of our projects over the long term. And the Foundation is a charity you can trust because it is run by your fellow Rotarians.

However, only about 38 per cent of members actively support our own organisation's great charity. We can and should do better. Just as I challenged you to plant trees as president, as Foundation trustee chair I would like to challenge each club to make a giving plan for our Rotary Foundation this year.

Imagine our impact – Rotary's great forest of hope and peace that will flourish. Please give today. ROU





RIGHT: A relationship developed between polio survivor Musa Maaji, who was left disabled by the disease, has enabled him to further his business building hand-operated tricycles designed to provide mobility for disabled adults and children.

FAR RIGHT: In an ongoing project, Rotary and its partners funded 31 solar powered bore holes to provide clean water in northern Nigeria. (Photos: Andrew Esiebo/Rotary International)

BELOW RIGHT: In Maiduguri, Falmata Mustapha rides a hand-operated tricycle donated to her by Rotary's Nigeria PolioPlus Committee. She is joined by several health workers for a door-to-door immunisation campaign, bringing polio drops to areas without basic healthcare.

The Rotary Success Cycle

By Rob Byrne
*Senior coordinator,
The Rotary Foundation*

WHEN a club delivers real humanitarian impact through great service projects the club becomes much stronger as a result.

What's not always apparent is the role The Rotary Foundation plays in enabling club members to deliver projects that truly make a difference in the world.

For example, a district grant often provides that extra funding a club needs to better engage with its community, by delivering outcomes that make a

significant difference. And disaster response grants enable very timely relief when the community is impacted by crisis, allowing members to more effectively support local people in need.

By enabling clubs to deliver inspiring projects – projects that would otherwise have been out of reach – the Foundation helps clubs build their reputation in the community, and in the process attract new members. People want to be part of an organisation that's doing great things.

This applies to current members as well. They too get inspired by the impact

these projects deliver, which builds pride and greater engagement in the club.

Take the example of global grant projects. Invariably, these large projects are developed by Rotary members who have a passion to address an important issue. Global grant projects not only attract significant funding from the Foundation, they also receive financial support from like-minded districts, clubs and others around the world – along with the hands-on involvement of Rotary's global network of members.

With this kind of backing, even a small club can deliver



amazing impact, dramatically extend its reach, and engage its community in whole new ways.

However, that's not the end of the process. Clubs, members and others who have seen firsthand what the Foundation makes possible often become passionate supporters of the Foundation – and this delivers the funding required to support further high-impact projects.

This self-reinforcing process is called a success cycle. And that's exactly what your Foundation is here to do – to help our People of Action be extremely successful in doing good in the world.

The success cycle is a key outcome of the Rotary Action Plan to increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt. ^{RDU}



Delivering value through our Foundation

ROTARY'S

Foundation – our Foundation – is the heartbeat of Rotary. It is at the very centre of Rotary's value to our beneficiaries and our members.

Rotary would be a shadow of itself without our Foundation. We are proud of the projects that deliver clean, safe drinking water to Indigenous school children and provide life-saving medical services to mothers and newborn babies in remote areas.

Similarly, we are proud of the projects that help families recover from natural disasters and other emergencies, and provide food and livelihoods for those in need. Rotary Foundation-funded projects like these, and many others, make a positive difference in communities everywhere.

There is no doubt that Rotary would be a shadow of itself without our Foundation, but just as importantly, Rotary's Foundation would be a shadow of itself without all of you – members who donate their time, treasure and talent to ensure that we can continue to deliver such positive and lasting change.

Thank you for supporting Rotary's Foundation, for enabling all of us to make a difference in our communities and around the world.

I am very proud of our Foundation and very proud of all of you. ^{RDU}



By Jessie Harman
Rotary International Director 2021-23

A new weapon in the fight against polio

A modified vaccine offers hope that eradication is closer than ever.

By Jason Keyser



In mid-2017, two groups of 15 strangers lived together for 28 days each in a ring of shipping

containers assembled in the parking lot of Antwerp University Hospital in Belgium. They had access to books and movies, a small courtyard for barbecues, a common kitchen and dining

room, and a fitness room – all of it behind secure interlocking doors and under the watch of personnel in protective gowns.

What sounds like a reality TV or sci-fi scenario was, in fact, a remarkable clinical trial of the latest weapon in the battle to eradicate polio – a re-engineered vaccine called the novel oral polio vaccine type 2, or nOPV2. The study aimed to evaluate whether the altered formula, the first major

update to polio vaccines in about six decades, could help end outbreaks of circulating vaccine-derived poliovirus, also known as variant poliovirus. Such cases arise in rare instances when the live but weakened virus contained in oral polio vaccines circulates in areas of low vaccine coverage and mutates back into a dangerous form that can infect those who have not been fully vaccinated.

These variant vaccine

outbreaks have emerged over the past two decades as a significant stumbling block in the effort by Rotary and its partners in the Global Polio Eradication Initiative (GPEI) to wipe out the disease.

The outbreaks are different from the wild poliovirus that circulated naturally in the environment for millennia and is now endemic in just two countries, Afghanistan and Pakistan. But their outcome is the same – they can, in rare instances, cause paralysis.

In 2011, staff at the Bill & Melinda Gates Foundation, one of the GPEI partners, wondered if the live virus in the traditional vaccine could be tweaked to limit its ability to mutate.

“The first challenge was purely scientific,” says Ananda Bandyopadhyay, a deputy director of the polio team at the Gates Foundation, which funded and led the effort. “How do you make the vaccine more genetically stable without compromising its immunogenicity [ability to provoke an immune response]? That was really, really challenging.”

And even then, researchers would need to figure out how to test the idea. Any attempt would require strict isolation of study participants. At a breakfast meeting in Brussels in 2015, Ananda pitched the audacious idea to Pierre Van Damme, director of the Centre for Evaluation of



LEFT AND INSET: At Poliopolis, a purpose-built container village in Antwerp, Belgium, nOPV2 vaccine trial participants had to live together for 28 days, sealed off from the outside world. “It was surreal,” says Caro Bouten, a volunteer from the Netherlands whose aunt had polio. The village was constructed in just three days. To the researchers’ knowledge, no one had ever attempted a containment study quite like it. (Photos: University of Antwerp)

RIGHT: A polio vaccinator marks a child's pinkie after vaccinating him outside a home in Karachi, Pakistan. By early August of this year, 14 cases of wild polio were confirmed in Pakistan and one in neighbouring Afghanistan – the last two countries where wild poliovirus is endemic. (Photo: Khaula Jamil)

Vaccination at the University of Antwerp.

"We had to be very creative," says Ilse De Coster, who would lead the clinical trial team with Pierre in Belgium, "because at that time we didn't have any facility that was developed for containment."

They considered sequestering study participants at isolated holiday resorts or vacant centres that had been used to house asylum seekers, eventually settling on the idea of a purpose-built modular container village, dubbed Poliopolis by Pierre's wife. The centre's scientists have conducted more than 500 vaccine trials, but had little experience with polio, which long ago ceased to be of daily concern in the country thanks to routine immunisation.

For much of the developed world, polio is a distant memory. Long gone are the days of the summertime terrors in Europe and North America in the 1940s and 50s, when children went to bed with what their parents thought was a mild flu only to wake up rubber-limbed and burning with fever. Thousands were paralysed. Some ended up in the dreaded iron lung device that enclosed the body and helped them breathe.

There is no cure for polio, but with the development of vaccines in the 1950s and subsequent routine immunisation, the United States and Belgium saw their last wild polio cases in 1979. Australia and New Zealand were ahead of the game, with the last wild



poliomyelitis virus case in Australia in 1972 and in 1977 in New Zealand. Vaccination campaigns went global in the decades that followed, with Rotary launching PolioPlus in 1985 and helping found the GPEI in 1988. The goal was to eradicate a human disease for only the second time in history, after the World Health Organisation declared the world free of smallpox in 1980.

In 1988, wild poliovirus paralysed hundreds of children every day, with an estimated 350,000 polio cases in more than 125 countries that year. Since then, cases have plummeted 99.9 per cent, sparing an estimated 20 million children from paralysis. By early August of this year, 14 cases of wild polio were

confirmed in Pakistan and one in Afghanistan – the last two countries where it is consistently present. Four additional cases have been reported in Mozambique in an outbreak that began in Malawi in late 2021 and was linked to a virus strain that had circulated in Pakistan.

That progress would not have been possible without the oral polio vaccine.

"It's a critically important tool and has saved millions of lives and prevented paralysis," Ananda says.

A vaccine developed in the early 1950s by virologist Jonas Salk using killed virus, known as the inactivated polio vaccine, or IPV, carries no risk of seeding vaccine-derived, or variant, outbreaks because the killed virus cannot mutate. Many places



use this vaccine for routine childhood immunisation. But it only protects the vaccinated individual and cannot prevent person-to-person spread, which is required in an eradication program.

The oral polio vaccine, or OPV, was developed in the late 1950s by physician Albert Sabin. It's become the vaccine of choice for polio eradication because it's safe, inexpensive, easy to administer, and the live but weakened vaccine virus replicates in the gut and produces strong intestinal immunity. As a result, vaccinated children can shed the weakened vaccine virus in their stool for several weeks. In areas with poor sanitation, the weakened virus spreads, stimulating

an immune response in the unvaccinated.

But this ability of the weakened virus to circulate carries a vulnerability in areas of low immunity – one that stayed hidden for years, until 2000.

When children started getting sick that year in the Dominican Republic and neighbouring Haiti, no one suspected the cause was polio, which hadn't been seen in the Americas for nearly a decade. Initially, pesticide poisoning was blamed.

From July 2000 to July 2001, 21 children were paralysed on the island shared by the two countries. Two of them died. A virologist from the U.S. Centres for Disease Control and Prevention analysed stool samples from two paralysed children and found that the cause was, in fact, polio.

More troubling was where precisely the virus came from. This was not wild polio. The weakened vaccine-virus had circulated unchecked for too long and had mutated and become virulent. Researchers had long speculated such a scenario was possible, but until then it had never been detected.

All but one of the children in the Caribbean outbreak were either unvaccinated or incompletely vaccinated, researchers found. They were from communities with vaccination rates as low as seven per cent.

"It's not really a vaccine issue; it's a vaccination issue," Ananda says of the variant outbreaks. "It only evolves

How does giving to The Rotary Foundation enhance your experience with Rotary?



Yuichi and Keiko Fukuhara
Japan
Arch Klumph Society
Trustees Circle

We hope our donation benefits those who need it most and we are grateful to Rotary for this opportunity. Giving is not just about making a donation, it's also about making a difference.



Chung-Ming Leung and Phoebe Leung
Hong Kong
Arch Klumph Society
Chair's Circle

The Rotary Foundation is working towards creating a better world through programs and humanitarian projects. We wish to give others hope and to improve the lives of those in need. We are pleased to be Foundation donors.



Jane Pennington
Australia
Major Donor Level 1,
Legacy Society

I see my donations at work through Rotary Foundation grants awarded to my own club and clubs in my district. This practical, close-to-home demonstration of Doing Good in the World affirms my decision to support The Rotary Foundation.

out of a vaccination problem if there is a population where we are not immunising properly and not all the susceptible kids are getting the vaccine.”

Some 3.2 million children were quickly vaccinated on the island, and the outbreak was stopped. But the risk of variant poliovirus outbreaks was now clear, along with the need to improve vaccination rates in vulnerable communities everywhere.

Most variant cases involve type 2 poliovirus, one of two strains that have been eradicated in the wild. In 2016, the year after its eradication was certified, the type 2 strain was removed from oral vaccine formulas, in part, to avoid the risk of seeding new vaccine variant outbreaks during routine immunisation campaigns. It seemed like the right moment to make the change, which was recommended by the Strategic Advisory Group of Experts on Immunisation, an independent body advising the WHO. There were only two reported type 2 vaccine variant cases that year, one in Pakistan and the other in Nigeria. But virus modellers at the time underestimated the amount of type 2 vaccine variant poliovirus still circulating around the world.

The number of children paralysed by the type 2 variant poliovirus surged from two in 2016 to more than 1,000 at its peak in 2020, spread over two dozen countries, most of them in Africa. The situation was made worse because of a four-month halt to

immunisation campaigns during the COVID-19 pandemic that left 80 million children unprotected.

“It created a window for further expansion of the outbreaks,” says John Vertefeuille, chief of the polio eradication branch at the CDC. Variant cases now vastly outnumber cases of wild polio, though they are starting to decline.

Two high-quality vaccination rounds with the existing oral polio vaccine containing only type 2 virus have been effective in stopping 77 per cent of variant poliovirus outbreaks, but still, that vaccine carries the risk of the virus mutating back to a more virulent form if it circulates in populations with low immunity. At the Gates Foundation, there was a realisation that a new type 2 oral polio vaccine was needed, and fast.

“This entire situation with the variant poliovirus outbreaks is a challenge, but it’s also an opportunity to innovate,” Ananda says.

The foundation established and funded a scientific consortium to develop the new oral vaccine, including the UK’s National Institute for Biological Standards and Control and the University of California San Francisco. Researchers at those two institutions altered part of the old type 2 vaccine virus’s genome to make it more genetically stable while preserving its ability to produce strong immunity in the gut. But the challenge of how to test it in humans without risking environmental spread remained.

Polio's last mile

The global health community has the scientific knowledge and the tools to extinguish polio for good. When it will deliver on that promise will depend largely on resources and funding for everything from reaching children with vaccines to battling misinformation. The last mile of the journey, as campaigners often point out, is the toughest.

In April, the Global Polio Eradication Initiative launched an appeal for \$4.8 billion to fund its 2022-26 strategy for speeding up outbreak response times, making vaccination campaigns more effective, and gaining access to hard-to-reach areas. Germany co-hosted a pledging event for the GPEI strategy at the World Health Summit in Berlin in October.

A long-term fundraising partnership between Rotary and the Bill & Melinda Gates Foundation generates up to \$150 million each year to contribute to the effort. Here is a look at how that money is spent:

Raising awareness

Health workers are combatting vaccine hesitancy and misinformation, which worsened during the COVID-19 pandemic. One strategy has been to partner with religious leaders and local officials who can build trust in their communities.

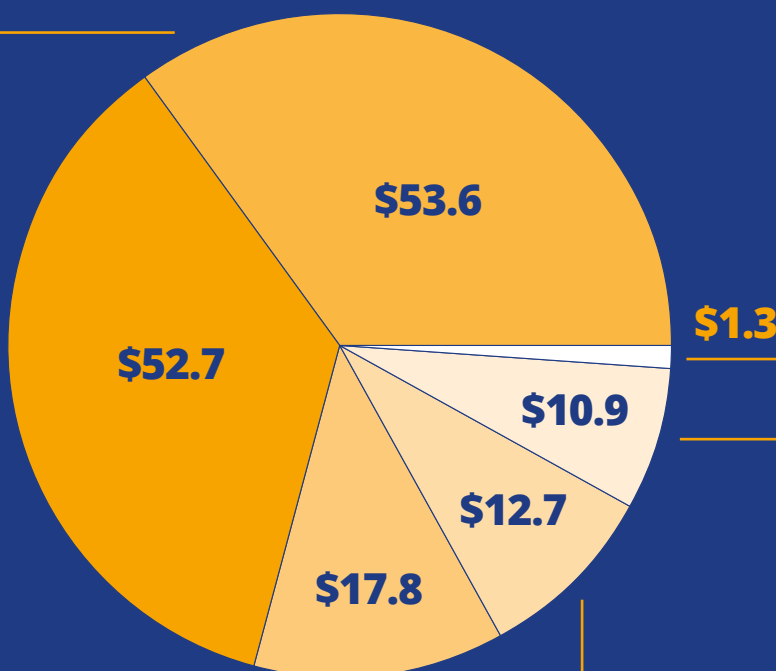
Getting vaccines to children

The GPEI aims to vaccinate up to 370 million children annually through the end of 2026. Reaching them is difficult. Frontline vaccine workers must cover difficult terrain, sometimes risking their lives in areas of conflict such as Afghanistan and Yemen.

Vaccine

Though there is plenty of traditional oral polio vaccine and no overall vaccine shortage, there are demand pressures for the new nOPV2 formula, produced by a single company, Bio Farma of Indonesia. Efforts are underway to expand production to a second manufacturer.

How the money is spent 2021-22 spending, in millions



Detecting disease

Quick and accurate detection of polio is key to a rapid and high-quality response. That involves testing samples from children with acute flaccid paralysis as well as conducting environmental surveillance by testing sewage for the presence of poliovirus. Nearly 150 labs in 92 countries analyse hundreds of thousands of samples every year. The GPEI's latest global polio surveillance action plan calls for expanding environmental monitoring in high-risk areas through the identification of new sites, skilled workforce training, and improved data collection.

Research

In addition to the more genetically stable novel oral polio vaccine type 2 (nOPV2), researchers are developing similarly modified vaccines for types 1 and 3 of the poliovirus to use in response to outbreaks. Research is underway on methods of producing the inactivated polio vaccine (IPV) without using live virus, which would eliminate the need to have facilities around the world continue to store live poliovirus. Even after eradication, IPV would still need to be used in routine immunisations for at least 10 years, according to the Strategic Advisory Group of Experts on Immunisation.

Experts

Epidemiologists and technical experts at the local, national, and international levels help guide polio eradication activities.

The team at Poliopolis was moving fast. The 66 containers, which were prefabricated off-site, were assembled in just three days in April 2017 and were ready for operation a month after that. Altogether, it had been less than half a year since the team decided to proceed with the Poliopolis concept. To the researchers' knowledge, no one had ever attempted a containment study in such a purpose-built facility and for so long.

Other vaccine trials requiring containment measures have been carried out in hospitals and even motels. But since vaccinated people shed the weakened virus from the oral polio vaccine in their stool for several weeks, researchers would need a facility where sewage could be strictly contained, kept separate from any public waste systems, and decontaminated. Clothing, towels, utensils, uneaten food, and anything else handled by participants would be disposed of securely or decontaminated with chlorine dioxide gas. Entrances were equipped with airlocks, meaning an inner door could not open until an outer one was locked.

Because of the length of time the virus can continue to be excreted, trial participants would have to stay sequestered for at least 28 days. Volunteers had to undergo medical and psychological screening to ensure they were up to the challenge and could function as a group.

"We had two psychologists

who screened the subjects," says Ilse, adding that participants had access to mental health support throughout the trial. "They talked a lot about possible scenarios that could happen with your family while you are inside and how will you cope with that. What are you going to do if one of your children at home becomes ill, for instance? The subject is a volunteer, so that means they always can quit the study. But this time there was a lot at stake."

Volunteers, most from neighbouring Netherlands, included a housewife, a student finishing a master's thesis, and a working professional who wanted a little time off. They got along well despite occasional friction over insignificant things like messes in the kitchen.

"Put some people together and there will be friction, like on the reality TV show *Big Brother*," explains Caro Bouten, one of the volunteers. "I was writing a book, so I didn't care. I'd go back to my room. I had a focus. So that helped me."

Polio left Caro's aunt with a limp, a leg brace, and a difficult life at a boarding school, separated from the family that felt ashamed of the condition. Those memories, along with her work as a nurse and counsellor for refugees, motivated her to join the study. She realised just how important it was afterward when she was invited to meet the queen of Belgium.

The trial was conducted with two back-to-back groups of 15 volunteers from May

to August in 2017. (Only one volunteer left early, on the evening before the final day, though he returned the next day to complete remaining study requirements.) Further studies were conducted on adults in Belgium and children and infants in Panama. nOPV2 received the first-ever emergency use listing by the World Health Organisation in November 2020. The vaccine was rolled out in March 2021, first in Nigeria and Liberia. Through the first half of 2022, more than 370 million doses were administered in more than 20 countries.

"It's looking very promising, and it's looking like it's doing what it is supposed to do: induce population immunity and interrupt transmission in most settings and with a much lower risk of seeding new outbreaks," Ananda says. "It's that data that gives me the confidence that this is one of those tools that could be the turning point."

The new vaccine, by itself, is not a silver bullet. It won't stop transmission if immunisation campaigns cannot reach close to 90 per cent of children in the response zones. Adding to the challenge in Africa, a drop in routine childhood immunisations during the COVID-19 pandemic has led to surges in cases of measles, yellow fever, cholera, and other infectious diseases, leaving governments with other public health priorities.

"It's hard for polio to always be top of the list," says WHO's Simona Zipursky, co-chair of the nOPV2 working group, which includes all GPEI

“The new vaccine is looking like it’s doing what it is supposed to do: induce population immunity and interrupt transmission. ... It’s that data that gives me confidence that this is one of those tools that could be the turning point.”

partners. “That’s where we have really benefited from the partnership, and the Rotarians have played a really key role in that advocacy.”

Integrating polio response with other important community needs is key to gaining trust and cooperation, she says. That’s crucial because under-immunisation remains an obstacle, allowing cases of variant polio to leap across the globe and pop up in places where the disease hasn’t been seen in years. Officials detected polio in London and New York City sewage this year, for instance. And in July 2022, health authorities announced an unvaccinated man in New York state had been sickened with variant poliovirus genetically linked to the spread in London.

‘We’ve never been closer than we are now’ has been

a frequent refrain for the polio eradication campaign, but there are plenty of reasons to believe it today. The global community is united around the latest GPEI strategy. The Taliban leadership that returned to power in Afghanistan a year ago agreed to allow house-to-house immunisation campaigns to resume nationwide after a three-and-a-half-year ban in some areas, raising hopes that the remaining reservoirs of wild polio can soon be extinguished. And there are more scientific innovations in the pipeline, including more genetically stable versions of the oral vaccines for the other two types of polio, modelled on nOPV2.

Like many polio campaigners, Nana Yaa Siriboe, a member of the Rotary Club of Accra Labone, Ghana, has a personal stake in crossing the finish line. Her cousin is a survivor who once needed crutches but now walks unaided, with only a limp.

“My mother would tell her, ‘I’m not going to allow you to think that you’re going to be helpless,’” she recalls. “And I tell you, my cousin is a fighter.”

Nana became chair of the Ghana PolioPlus Committee in 2019, just as variant polio cases were emerging in the country after about a decade of being polio-free. She mobilised Rotary volunteers to visit homes, schools, mosques, churches, and markets to find and immunise children, and the outbreaks were suppressed for two years. But polio paralysed one person this June, prompting another mass immunisation campaign that was to start in August.

The arrival of the nOPV2 gives her hope. So do the mothers she has watched over the years bringing their children to be vaccinated.

“It’s a joy,” she says of meeting the children. “You get to play with them. Some like to see their little finger marked with the pen to show this child has been immunised. We give them toffee. It’s a wonderful experience.” ROU

Help leverage the opportunity to reach a polio-free world. Make your contribution at endpolio.org/donate



#OneStepCloser to ending polio

Rotarians and Rotaractors are lacing their walking shoes to raise money and awareness for polio eradication.

BELOW AND INSET:

Mike Mauser and Helen Hankins (pictured) of the Rotary Club of Global Action, along with Jim Ludwick from the Rotary e-Club of District 5190, walked 523km across Italy to raise awareness and funds for *PolioPlus*.

OPPOSITE BELOW:

The Rotaract Club of Auckland City and Rotary Club of Auckland, NZ, supported the #OneStepCloser campaign by walking from Te Komititanga Square to Ponsonby Central on October 11.

SINCE 1979, Rotary has worked continuously to eradicate wild poliovirus, as a founding partner of the Global Polio Eradication Initiative. Even though polio is now endemic in only two countries, it's crucial to continue working to keep other countries polio-free.

Mike Mauser and Helen Hankins of the Rotary Club of Global Action, along with Jim Ludwick from the Rotary e-Club of District 5190, are using their love of walking very long distances to raise funds for *End Polio Now*.

On Thursday, October 6, after 28 days, 523 kilometres and a lot of gelato, the #OneStepCloser team finished their epic journey along Italy's Via de Francesco, setting out from Florence on September 8 and arriving at the Vatican in Rome on

October 6, where they were greeted by Rotary Club of Global Action Past President Brian Rusch, before joining Rotary International Director Alberto Cecchini for dinner.

Along the way the trio raised awareness and \$25,000 for *PolioPlus* which, with the Bill & Melinda Gates Foundation two for one matching funds, takes them to their fundraising goal of \$75,000.



This isn't the first time the team has pulled on their hiking boots for The Rotary Foundation. In 2016 they undertook a similar project, raising \$45,000 while walking the Camino de Santiago in Spain.

To support this project and spread the word, Rotary



If you would like to contribute to #OneStepCloser, you can find out more at rotaryglobalaction.org/one-step-closer or donate at raise.rotary.org/Global-Action/fundraiser

What impact do you hope your donation will have on future generations?



and Rotaract clubs were encouraged to hold their own fundraisers based around walking – admittedly shorter ones!

On October 11, the Rotaract Club of Auckland City and Rotary Club of Auckland, NZ, held a stall in Te Komititanga Square outside Britomart Train Station, and then walked approximately three kilometres to Ponsonby Central, where they enjoyed pizza and drinks to give the evening a little bit of an Italian theme.

Dressed in red *End Polio Now* shirts, they shared the message of Rotary's mission to end polio and raised funds to support the Rotary Club of Global Action's project to bring the end of polio #OneStepCloser.

This project is a great example of how clubs can work together to achieve

Rotary's purpose. It is a result of the work of members of both clubs to build reciprocal and equal links with one another. The word has also been spread by the work of Area Governor Joyti Singh to build a monthly meeting of the clubs.

It's important to continue the work of vaccinating against polio for two reasons. Firstly, because even one child being paralysed or otherwise harmed by polio is unacceptable when we have the ability to prevent it. Secondly, because even at this late stage, if all eradication efforts stopped today, polio could paralyse as many as 200,000 children each year within 10 years. ^{RDU}



Mireille Merliere
France
Bequest Society Level 6

I am proud and honoured to donate to The Rotary Foundation, recognised as one of the best charitable organisations by Charity Navigator. I'm happy to contribute to children's education, enabling them to live better lives. Through my gift, I feel like a true Rotarian, which brings me peace.



Del W. and Roxanne E. Paterson
Canada
Arch Klumph Society Trustees Circle

Our hope is that our donation to The Rotary Foundation will improve literacy rates for females and males around the world. Literacy is the key to success!



Cheng-Te and Shu-Wen Tsai
Taiwan
Arch Klumph Society Chair's Circle

With a robust Rotary Foundation, we are Doing Good in the World and moving the mission of Rotary forward. We hope that by taking action together, we can create long-lasting impact, open opportunities, and change lives through service.

All aboard the Rotary steam train

A cast of 300 passengers on an historic steam-hauled train with a VIP conductor, a restored turntable, and lineside enthusiasts resulted in a great Rotary experience – two years in the making.

ON Sunday, September 4, Rotarians and supporters from District 9940 rode a steam train on a return journey from Paekakariki, north of Wellington, NZ, to Taihape, 200 kilometres away in the Central North Island to publicise Rotary, and to raise funds for *End Polio Now*.

The event was planned in conjunction with Paekakariki-based Steam Inc., which restores heritage locomotives and rolling stock for use on excursions on the national rail network. It also owns one of New Zealand's largest fleets of heritage passenger carriages certified for mainline operation.

Professor Michael Baker, a noted NZ epidemiologist who gave over 200 media interviews during the pandemic, joined the ride as VIP conductor. While on the train he was presented with a PHF on behalf of District 9940.

The train set out at 7.50am, with spectators lining vantage points wherever they could get a good view, and some enthusiasts following in



cars all the way to Taihape and back.

Some passenger groups made the most of the day with picnic hampers, while a group from the Rotary Club of Wellington, along with Professor Baker, enjoyed silver service throughout the journey. At the stops to pick up passengers and take on water for the engine, Rotarians rattled buckets to raise funds for *End Polio Now*.

Back in the days of mainline steam, Taihape was the southern point of the climb over the Central Plateau, necessitating an extra steam engine having to be rotated on the station's turntable. With the change to electric

locomotives it became redundant, and in 2002 was removed for scrap.

The Rotary Club of Taihape realised that if they wanted to be part of the Lower North Island steam train scene, they would need a turntable. They located, purchased and overhauled it – reinstating it back in the original pit. It now sees steam-hauled trains making Taihape its destination for day trips.

During the stopover in Taihape, local Rotarians organised tours as part of their fundraising efforts. After a long day, the train finally arrived back in Paekakariki at 9pm with its weary, but happy passengers. **RDU**



ABOVE
RIGHT: NZ epidemiologist, Professor Michael Baker, was honorary conductor on the District 9940 End Polio Now train ride in September.

INSET:
Members of the Rotary Club of Wellington joined the 300-strong crowd for the 200km journey.

Welcome our new *End Polio Now* coordinator

In July, Dr Murray Verso took on the role of regional *End Polio Now* coordinator for Australia, New Zealand and the Pacific Islands.

AS a past district governor and past district Rotary Foundation chair in District 9800, Murray is well known to many Rotary members in Melbourne and central Victoria.

He took over the REPNC role from Bob Aitken AM, and says that, "Bob did an outstanding job as the REPNC for five years, and has been an immense help as I settle into the position."

In addition to his extensive Rotary experience, Murray has had a long career in his community as a medical practitioner.

His focus since commencing the role has been to build relationships with district leaders; especially governors, Foundation chairs and PolioPlus chairs throughout Australia and NZ. This included the first of what he hopes will be regular meetings of the district PolioPlus chairs from the 21 districts in the zone, to share ideas and to discuss ways to increase awareness and funds for the End Polio cause.

Murray joined the Rotary Club of Williamstown, Vic, in 1981 and remains a one-club Rotarian, serving the club in many capacities, including two terms as club president.

In addition to his DG and DRFC roles, Murray has held

a variety of district roles, including District Conference chair, assistant governor, director of membership development, chair of the Finance Committee and chair of Club Vision.

Currently, he is the district's Council on Legislation representative and a member of the Host Organising Committee for next year's RI Convention in Melbourne.

"One extremely memorable activity I undertook," he says, "was to lead a Group Study Exchange in Maharashtra, India, in 2012."

Murray was an assistant regional Rotary Foundation coordinator (2015-18) with responsibility for Districts 9800, 9810, 9820 and 9830. He is a director of Rotary's End Trachoma project and is a member of the ANZ Rotarian Committee for Interplast. He has been an RI president's representative on two occasions.

Murray and his wife Irene are both retired general medical practitioners. They ran a family practice in Williamstown for 37 years and sold it just before Murray became district governor. He intended to go back and work part-time after the governor year

was over, "but somehow Rotary got in the way", he jokes.

Murray was a visiting medical officer at the Williamstown Hospital, the medical officer of health for the City of Williamstown, and later the MOH for the Hobsons Bay City Council, where his duties included supervising the council immunisation programs.

For 27 years, Murray served on the council of the independent boys' school, Trinity Grammar School, Kew, and was its president for nine years. The school's early learning centre is named in his honour.

Murray and Irene have hosted Rotary Youth Exchange students from Denmark, Japan and the US and, through Rotary programs, have together visited France, Turkey and Cambodia. Murray and Irene led a Rotary Peace Tour to Turkey for the ANZAC centenary in 2015. They enjoy travel, and love the internationality of Rotary.

Having seen first-hand the work of the Foundation in India and in Cambodia, Murray is a passionate advocate for Rotary's charity of choice. He is a multiple PHF recipient and a Major Donor to The Rotary Foundation.

Murray is keen to see the new concept of PolioPlus Societies (PPS) become established in each district in Zone 8, where Rotarians are encouraged to commit US\$100 per year to the PolioPlus Fund until polio is eradicated. RDV



"Having seen first-hand the work of the Foundation in India and in Cambodia, Murray is a passionate advocate for Rotary's charity of choice."

Get involved in building peace



For several years, Rotary has had a global partnership with the Sydney-based Institute for Economics and Peace (IEP). Peace is a complex issue, but IEP's approach is to bring clarity by measuring the eight key pillars of peace.

THIS research then forms the basis for Positive Peace programs in which Rotary clubs and members can participate, delivering tangible peacebuilding outcomes. Together, Rotary and IEP have developed an international network of over 150 peacebuilders, known as Positive Peace Activators.

Positive Peace is at the heart of the Institute for Economics and Peace and Rotary's strategic partnership. Launched in 2017, the Rotary-IEP partnership was designed to enhance Rotary's peace and conflict resolution efforts with data-driven methodologies and tools.

What is IEP?

IEP is an independent, non-partisan, not-for-profit think tank dedicated to building a greater understanding of the key drivers of peace, as well as identifying the economic benefits that increased peacefulness can deliver.

The organisation aims to create a paradigm shift in the way the world thinks about peace; achieved by developing global and national indices, calculating the economic cost of violence, analysing country-level risk and fragility, and understanding Positive Peace.

This research is used extensively by governments,



academic institutions, think tanks, non-governmental organisations and intergovernmental institutions such as the OECD, the Commonwealth Secretariat, the World Bank and the United Nations.

Why does the Rotary-IEP partnership exist?

A joint focus on peacebuilding and conflict prevention, one of Rotary's seven areas of focus, inspired the partnership. IEP's work on Positive Peace suggests that lasting peace must be built on the active presence of good factors such as access to vital services, good governance, a sound

business environment, and respect for human rights.

Serving to reinforce and enhance Rotary's work, Positive Peace offers a theory of peacebuilding and conflict prevention that informs Rotarians' work in communities around the globe.

The three key outputs of the partnership – namely the Positive Peace Activators Program, the Rotary Positive Peace Academy, and Rotary Positive Peace Workshops – show Positive Peace as an understandable and actionable framework for Rotarians to deliver peace projects in their local communities.

What is Positive Peace?

Originally theorised by Johan Galtung, IEP defines Positive Peace as the attitudes, institutions and structures that create and sustain peaceful societies. Higher levels of Positive Peace are linked to higher GDP growth, better environmental outcomes, higher measures of wellbeing, better developmental outcomes, and stronger resilience.

IEP uses the concept of Positive Peace not only as a tool for measurement, but as a starting point for activating peace within communities.

Rotary Positive Peace Activators Program: East Africa

To ensure the progression of Positive Peace work, Rotary and IEP have developed an international network of peacebuilders, known as Positive Peace Activators. From its conception in 2020, the Positive Peace Activator program has trained five cohorts across Latin America, North America, Europe, South-East Asia, and recently, East Africa.

These 150 (and growing!) Positive Peace Activators have been trained to lead initiatives in the form of lectures, workshops and ongoing projects, in addition to educating others and acting as peace mentors for their regional Rotary clubs.

In early September, 40 peacebuilding professionals gathered at Makerere University in Kampala, Uganda, for the East African Activators Training Program. Led by professionals from IEP and Rotary International, the

RIGHT: From September 2-4, 2022, 40 peacebuilding professionals gathered at Makerere University in Kampala, Uganda for the East African Activators Training Program. Led by professionals from IEP and Rotary International, the group engaged in three days of activities and discussions.

group engaged in three days of activities and discussions.

Rotary International president Jennifer Jones not only attended the launch, but immersed herself in the Positive Peace Pillar Mapping exercise, alongside participants.

Rotary International's Rebecca Crall explained that East Africa was carefully chosen as the next region for Activators, due to the existing commitment to peace displayed through the Makerere Peace Centre. Following the success of this cohort, plans have begun for West and North African Positive Peace Activator cohorts in the coming months.

"Rotary's strength is investing and building capacity in peacebuilders. This program is one of our best in ensuring that we are living up to our goals and achieving the impact we want to see in the world," Rebecca said.



been the exploration of the use of the eight pillars model of Positive Peace in an increasing number of areas where violent conflict has prevailed.

Many adults in Paquibato, a small district in the Philippines, talked about not knowing anything else but violent conflict since the 1960s under the Marcos administration's martial law, which saw atrocities committed by both the military and the New People's Army.

Concerned about lives and opportunities lost, the mayor formed the Davao City Advisory Committee on Peace and Development (DC PEACE-DEV) to engage in local peacebuilding. Fear and hunger were the immediate concerns expressed in the consultations. An emergency response was needed, and hence Peace 911 was formed.

IEP's Positive Peace framework was utilised in this project, alongside

the Rotary Club of Davao, through:

- **Equitable distribution of resources:** Organising a caravan of services to visit the 14 barangays with representatives from agencies responsible for health, agriculture, legal services, social services, education, cooperatives, civil registry, land transportation and other areas to provide services to the community.
- **High levels of human capital and sound business environment:** The project arranged training in container gardening for women in the community, which enabled them to grow organic vegetables for their families and provided a small income.
- **Free flow of information:** Project administrators created a hotline for local residents to call for assistance or information; a simple service that led to 92 men and women calling



Peace 911: a Rotary-IEP Positive Peace project in the Philippines

One of the most promising developments in peacebuilding recently has

“Serving to reinforce and enhance Rotary’s work, Positive Peace offers a theory of peacebuilding and conflict prevention that informs Rotarians’ work in communities around the globe.”

in to surrender themselves and their arms.

Within nine months of the Peace 911 project, the military declared Paquibato clear of the communist insurgency – an extraordinary outcome.

Positive Peace Workshop: Rotary Club of Adelaide, Australia

The Rotary Club of Adelaide’s Positive Peace Workshop was born from local Rotarians’ drive to teach their community more about the Positive Peace Framework. To do this, they brought IEP facilitators to Adelaide to lead a practical Positive Peace Workshop geared toward a Rotary audience.

Through interactive activities and participant-led discussions, the group of 16 Rotary members and non-members gained a better understanding of how peace affects their daily lives, as well as how they can use Positive Peace to effect change in their communities.

The workshop was the first of its kind, and the team hopes to inspire other Rotary clubs to take similar action.

Get involved

If you are interested in developing your peacebuilding skills and knowledge, there are a number of opportunities

available that you can pursue thanks to the long-standing, valued partnership between Rotary and IEP.

The Rotary Positive Peace Academy teaches Rotarians to define Positive Peace and turn this knowledge into action. This free course is available to anyone online at www.positivepeace.academy/rotary

Those who have completed this Academy are eligible to apply for IEP’s world-renowned Ambassador Program that is core to their peace education. Join a group of over 4,500 Ambassadors from 106 countries to explore the practical applications of peace research in your community.

Positive Peace Workshops are a fun, engaging modality that places IEP’s research into the hands of people to enact real, meaningful changes towards peace. These workshops are scalable and can be delivered in a variety of contexts and languages. **RDU**

BELOW: The Rotary Club of Adelaide’s Positive Peace Workshop was born from local Rotarians’ drive to teach their community more about the Positive Peace Framework.



Contact IEP today to see how you and your Rotary club can get involved. Visit www.economicsandpeace.org



A pragmatic path to peace in the Middle East



RIGHT: Project Rozana was inspired by the remarkable story of survival of four-year-old Palestinian girl Rozana Salawhi. In 2012, Rozana sustained life-threatening injuries when she fell from the ninth floor of the family's apartment. If not for the quick thinking of her mother, Palestinian journalist Maysa Abu Ghannam, Rozana would have died. Maysa was able to have her treated at Hadassah Hospital in Jerusalem, recognised as a world leader in paediatric emergency care. She arranged with the Palestinian and Israeli ambulance services to transfer Rozana at the checkpoint, a decision she made because she believed Rozana's survival was more likely if she was treated in Israel's healthcare system.

IN the minds of most, the ongoing conflict between Israel and Palestine is intractable at best, or hopeless at worst.

The list of eminent statesmen, presidents and peace envoys who have applied their well-honed skills to the task of conflict resolution is long and impressive. Peacemaking is challenging at the best of times and is certainly not for the inexperienced or faint-hearted. By any measure, the pathway forward seems strewn with insurmountable obstacles.

The question must be asked: is there a parallel path that can be pursued that will gradually, incrementally, and inexorably bring Israelis and Palestinians closer together? Perhaps an approach that focuses on peacebuilding in parallel to and distinct from peacemaking, and which helps to build trust and

confidence at the people level – while at the same time reducing high levels of fear of the ‘other’ on both sides – may be possible? Project Rozana and Rotary International believe it is.

In late 2021, 30 Rotary clubs and six districts from Australia, Canada, Israel and the United States, together with the support of The Rotary Foundation, committed US\$87,000 to support an initiative called Project Rozana, to build bridges to better understanding between Israelis and Palestinians through health.

A global grant project was created and actively supported by the Rotary Club of Sydney in District 9675 and the Rotary Club of Southbank ESG Group in District 9800.

An opportunity was identified to build on a successful pilot program and

provide 100 physicians (50 Palestinian and 50 Israeli) with the opportunity to learn together and sit for the important Advanced Trauma Life Support (ATLS) course. Five courses of 20 participants, each with an equal number of Palestinian and Israeli doctors, have been conducted in 2022. The program was so successful that the United States Agency for International Development (USAID) announced on September 30 that it was allocating \$600,000 over two years to support the expansion of the program.

This is powerful testament to a Rotary strategy that is meaningfully contributing to peacebuilding in the Middle East, through cross-border people-to-people engagement.

In the apparent darkness, there are signs of real, substantial light. **RDU**

UQ Peace Centre celebrates 20 years

The Rotary Peace Centre at the University of Queensland in Brisbane has just celebrated its 20th anniversary, marking a proud history of contributing to world peace by training future leaders in peacebuilding and conflict resolution.

IT is one of seven Rotary Peace Centres worldwide sponsored by The Rotary Foundation. Ten Rotary Peace Fellows from around the world arrive at the university each year to complete a 16-month master's program in Peace and Conflict Studies. Since the centre began in 2002, some 208 Peace Fellows have participated in the program. And globally, around 1,600 Peace Centre graduates are working on peace and development initiatives in more than 140 countries.

The aim of the UQ Rotary Peace Centre is to train the peacebuilding leaders of tomorrow, providing them with the knowledge, skills and network necessary to solve conflicts in non-violent ways, and build foundations that create more peaceful communities to prevent conflict from happening.

Centre director Professor Roland Bleiker points out how unique and important this Rotary initiative is.

"It is one of our best chances of making the world a better place, because the Peace Centres equip those who will be leaders in the future with the ability to make a



EMILY Nabakooza is a recent UQ Peace Fellow graduate who is using her fellowship knowledge and leadership skills to improve conditions for women and girls in Uganda.

Emily graduated from UQ in 2019 and founded Assisi Centre for Social Justice and Peace in Uganda. Assisi Centre focuses on youth-oriented social change and promotes an equal, just and peaceful Ugandan society for all. In particular, the centre seeks to address the root causes of violence against girls and women and help them realise their full potential in a society that often limits their choices.

The centre's initial interventions focused on reducing COVID-related hunger and malnutrition among highly vulnerable communities. The program reached more than 1,000 community members and provided women food vendors with the opportunity to revitalise their businesses and thus support their families with essential necessities.

Emily's work has been supported by the Rotary Club of Canberra and District 9705 from the beginning, and most recently by the Rotary Club of Dalkeith, WA, through a District 9455 Grant of \$8000. The grant has enabled the construction of water, sanitation and a menstrual hygiene facility at three of the centre's partner schools.

In January this year, the centre also enabled 50 Ugandan teen mums to resume their education journeys after conceiving babies during lockdowns as a result of sexual violence. For this incredible achievement, Emily and two of her staff were brutally attacked on several occasions over the past four months, resulting in hospitalisation and lengthy recoveries.

"I have suffered significant and potentially lasting physical and psychological harm as a result of the attacks," Emily said.

"What I need the most at this time is protection of my physical, social and psychological wellbeing and integrity.

"I am being threatened and spied on until this day and so it is impossible to go about minding my business anywhere in this part of the country without looking over my shoulder.

"I need to feel safe and to be in the right mind to continue with my work. I need my voice back to continue advocating for social justice in my country in the best way I can."

While Emily will continue her leadership role at the centre from a distance, at this stage she is unable to frequently interact with the communities she is assisting.

"Our work will not stop," she emphasised. "We will explore every option to safely continue serving communities."

For more information on Assisi Centre for Social Justice and Peace, visit www.acesjp.org

The local Rotary community held a welcome morning tea on July 21, 2022, for the UQ Rotary Peace Fellows Classes 19 and 20 before their official induction the following day.



Recent activities at the UQ Rotary Peace Centre

WITH travel restrictions now lifted, UQ welcomed Rotary Peace Fellows classes 19 and 20 in July. One of the first events was a one-day induction seminar and welcome gathering with the local Rotary community, with the chance to meet the new fellows, who come from Asia, Africa, the Middle East, Europe, North America, and Central and South America.

Local Rotarians have an important role in supporting these fellows as they settle in and adjust to their new surroundings. The Rotary host coordinator and host counsellors assist fellows with finding housing and other practical matters. The fellows become part of the Rotary community right from the start, and life-long bonds are formed.

In September, the centre collaborated with the United Nations Association of Australia on an International Day of Peace event. The event featured a public lecture by prominent Indigenous scholar, lawyer and activist Professor Megan Davis. Fellows learnt about one of the most important challenges in Australian politics: how to acknowledge the country's colonial legacy and find ways of respecting the voices and lives of Indigenous peoples.

In February 2023, Rotary Peace Fellows Class 21 will arrive, which means there will be 24 Peace Fellows at UQ collaboratively working to make the world a more peaceful place

“It is one of our best chances of making the world a better place, because the Peace Centres equip those who will be leaders in the future with the ability to make a difference – whether it is in local communities, national governments or international organisations.”



difference – whether it is in local communities, national governments or international organisations.”

Peace Fellows benefit from a comprehensive program that involves rigorous course work, real-world experiences, and opportunities for cultural and service activities. They are challenged to learn new perspectives and gain understanding of how

conflicts emerge and can be resolved in non-violent ways.

A central part of the program is a fully funded 8- to 12-month internship, training or research project – called the Applied Field Experience – with an organisation of their choice. Current fellows will leave in November for internships in places as diverse as Mongolia, Nepal, Uganda, Fiji,

Germany, Sydney and the UN in New York.

One of the centre’s program highlights is the annual seminar, which allows Rotary members and supporters to learn how each fellow is applying their fellowship to the work they do and the impact they hope to achieve. The 2023 annual seminar will be held on April 22 – all are welcome! **RDV**

ABOVE: On September 21, the UQ Rotary Peace Centre co-organised an annual International Day of Peace lecture at St. John’s Cathedral in Brisbane, Qld, featuring prominent Indigenous scholar, Professor Megan Davis, pictured with UQ Rotary Peace Fellows and the new centre director, Professor Roland Bleiker.

LEFT: The UQ Rotary Peace Fellows Classes 19 and 20 after induction on July 22, 2022.



Recognising a woman's worth

BELOW: A mother helps weigh her child as part of a growth monitoring and promotion exercise at Dei Dei Comprehensive Health Centre in Abuja, Nigeria. (Photos: Jan-Peter Sander/RMCH)

Programs of Scale grant winner
Together for Healthy Families in
Nigeria helps families by focusing on
the fundamental needs of women.

changing the lives of millions of families – all because of that serendipitous encounter 28 years ago.

“The story of our project is a story of Rotary friendship,” Emmanuel says. “I thought it was something I would do as governor and go away. But it has lasted the better part of my life.”

In June, The Rotary Foundation announced that the program, known as Together for Healthy Families in Nigeria, is receiving the Foundation's second \$2 million Programs of Scale grant, an award that will build on the program's past success to accomplish even more in the future.

“This isn't just any philanthropic project,” says John Townsend, chair of the Rotary Action Group for Reproductive, Maternal, and Child Health, and chair of the ethical review board at the Population Council. “This is really about changing the way societies and health systems address the fundamental needs of women. And that's important because women are also the drivers of family and development. If a woman dies or is seriously disabled, the entire family is affected.”

Ultimately, Together for Healthy Families in Nigeria wants to reduce maternal and neonatal mortality in the target local government areas by 25 per cent. To do so, it aims to improve maternal health and access to family planning services while strengthening health systems at the national, state and local levels. It also aims to increase the use of maternal care and family

By Diana Schoberg

IN March 1994, at the Anaheim Hilton and Towers, US, Emmanuel Adedolapo Lufadeju and Robert Zinser struck up a conversation. The two men were district governors-elect, and they had travelled to California — Emmanuel from Nigeria and Robert from Germany — for Rotary's annual International Assembly. As they spoke, the men discovered that their interests overlapped, and Robert listened intently as Emmanuel described a visit he'd recently made to a hospital maternity ward in Nigeria. Emmanuel had been horrified to learn about the high rate of newborn fatalities that resulted, in part, from poor prenatal and maternal care.

Robert spoke up. “I can help.”

In 1995, Emmanuel and Robert started a small maternal and child healthcare project in Nigeria's northern state of Kaduna. Today, their interventions have spread across the country and are



planning services by educating community members about their benefits, and to train health care workers to improve skills and track data on maternal and neonatal deaths so that interventions can be tailored to specific needs.

Together for Healthy Families in Nigeria is sponsored by Rotary District 1860 (Germany) in partnership with Districts 9110, 9125, 9141, and 9142 (Nigeria), as well as the Reproductive, Maternal and Child Health Action Group. Rotarians and Rotaractors in Nigeria coordinate project activities, oversee training, lead advocacy efforts, and engage with the government. Members in Germany lend their technical and administrative expertise to support management, monitoring, and evaluation. The group has applied for funding from Germany's Federal Ministry of Economic Cooperation and Development, which has been contributing since the very first project, including \$1.36 million toward the most recent global grant project.

"Right from the beginning, they were the co-funders," Robert says. "Not once, but always. You can convince somebody once for co-funding, but if you convince them year after year, you are on the right track."

Nigeria is a prime location for maternal and child health work. The country accounts for 23 per cent of maternal deaths and 11 per cent of neonatal deaths worldwide, says Jan-Peter Sander, the lead contact for the Programs of Scale grant. The Rotary Action Group for Reproductive, Maternal and Child Health, which has targeted large projects in



*Ready to
scale up?*

PROGRAMS of Scale is a Foundation program that awards grants to Rotary or Rotaract clubs or districts that have demonstrated evidence-based interventions in one of the areas of focus. The grants fund large-scale, high-impact projects that can attract partners while tapping into Rotary members' capacity and enthusiasm. The first Programs of Scale grant was awarded in 2021 to Partners for a Malaria-Free Zambia, a program led by Rotary members in Zambia and the United States.

If your club or district is interested in applying for the next Programs of Scale grant, start by considering the following questions:

- Is your project successfully achieving measurable outcomes, and is that assessment based on strong evidence?
- Does the project solve a problem for the target population that can be sustained beyond the program timeframe?
- Is there a clear and logical implementation plan to effectively grow the program?
- Do the implementing partners have the ability and leadership to deliver a larger program over several years?
- Are all stakeholders fully committed, including co-funders?

To learn more, visit rotary.org/programsofscale



ABOVE:
Together
for Healthy
Families in
Nigeria wants
to reduce
maternal
and neonatal
mortality in
the target local
government
areas by 25 per
cent.

Nigeria, grew out of Robert and Emmanuel's early work.

"With interest because of [the grant], we will grow and grow," Robert says.

As they plot their course forward, the program's planners can find inspiration from their earlier progress. After their success in Kaduna, Rotary members in Nigeria and Germany partnered on a larger Foundation grant, which expanded the work to six states that contained almost 100 local government areas.

"We were focusing on these local government areas because 70 per cent of births in Nigeria are delivered at home," Emmanuel says. "We

got similar results: more women coming to clinics for deliveries, and more clinics built by the government to accommodate the increases in attendance."

Then, a prominent gynecologist from Germany recommended focusing on quality assurance across the broad field of obstetrics: that is, quality of the facilities and equipment, quality of the process, and quality of the outcome. In 2008, Rotary members began collecting data on maternal deaths to help determine which interventions made the most sense – looking at not just how many mothers died but why. A scientific review,

published in 2011, reported that the project had reduced maternal mortality by 50 per cent.

"That encouraged us," Emmanuel says.

Soon after, the federal government of Nigeria was working on Maternal and Perinatal Death Surveillance and Response, a maternal death audit recommended by the World Health Organisation. Members of Rotary realised that their quality assurance work was similar, and they began collaborating with the government on that work. They had been working with a German statistician to translate their data into an electronic format, and in 2018 the digital platform he developed was integrated into the Nigerian health system. The platform allows statistics to be reported automatically, a first for the region, Emmanuel says.

In collaboration with the Nigerian government, what began as an eight-state electronic surveillance project spread nationwide. The Rotary project trained medical officers at the local, state and national levels on collecting and reviewing the data, and it supported government officials in introducing a bill, later passed by the Nigerian parliament, that required the accurate reporting of maternal deaths.

"We have made maternal death in Nigeria a notifiable condition. It can no longer be hidden. It is now in the public," Emmanuel says. "The government can use this information to employ more staff, do their budget,

concentrate on areas of need, and make sure their national planning includes aspects of maternal health.”

The Together for Healthy Families in Nigeria program of scale will take the lessons learned from the previous phases and perfect the system in three Nigerian states and the federal capital territory.

“We want a good model that we can replicate in other states in the country, and in other parts of Africa,” Emmanuel says.

The collaboration is key to the project’s sustainability.

“From the start, there was this connection with the government because we were thinking about sustainability and future funding,” he says. “If you want to do a project in Africa, if you do it without the government, traditional rulers, or political leaders, when you finish, the project dies.”

The program builds on the comprehensive work that Rotary has done in eradicating polio in Nigeria, which “developed a sense of trust and a sense of scale,” John Townsend says. “You’ve got to think about [polio] in a national, regional and global perspective, and certainly maternal health relates to that. This is something that requires a big scale, and Rotary in Nigeria is particularly well-placed. There are clubs all over the country, its members are influential, and there are increasing numbers of women in leadership. And they are committed to doing things that really make a difference for society.” ^{RDU}

Women in Agriculture

By PDG Janne Speirs
Rotary District 9820

DURING a prolonged Australian drought, East Gippsland in Victoria was one of the regions devastated by the Black Summer bushfires. East Gippsland is part of Rotary District 9820, and we were very fortunate to receive support from The Rotary Foundation in the form of three global grants. I’d like to describe one of these.

Apart from support from the Foundation and local sources, the global grant also enabled receipt of significant international funding from the Rotary Club of Woodstock-Oxford in Ontario, Canada, with further funding provided by ROTEX alumnus Betty-Jo Parent from Mississauga West, also in Ontario.

A major focus of the project was provision of fodder to keep animals alive, but another critical aspect was provision of training in both pasture improvement for drought and fire affected properties, and advice to women working within the agricultural sector in the affected area. This training was particularly important to our international partners.

COVID had a serious effect on the logistics of delivering this training, however, I was thrilled to attend the two events identified and organised by East Gippsland Regional Agricultural Landcare Facilitator Emma Orgill.

First was a one-day workshop run by Robyn Moore. Robyn is an Australian actor, voice of Blinky Bill, long-time supporter of Make a Wish Foundation, and resilience/ motivational speaker extraordinaire! Participants laughed, cried and learnt, but mostly were excited at what Robyn presented.

The second event was a dinner for Women in Agriculture and Business, with the amazing Frauke Bolten-Boshammer, an outback pioneer who overcame tragedy to create Kimberley Fine Diamonds. Frauke came to this unusual trade via farming life in Germany, South Africa and finally Kununurra, to which she had followed her husband, who had fallen in love with the place. Her story, told with the aid of her ‘roly poly doll’, described personal tragedies from the age of three, but her doll always showed her how to get up and keep going. Again, tears, laughter and learnings abounded.

Emma was kind enough to emphasise Rotary’s role in making these activities possible, particularly that of the Canadians. Attendees were amazed and touched that Rotarians from overseas were so interested and concerned that they would help their communities, on the other side of the world, to recover from the Black Summer bushfires.

For me, this grant was made so much more special because of the Canadians’ input, and I will always be grateful to them for being such generous supporters of our first global grant. ^{RDU}

Rotary's 'Down Under' Centenary project

Most Rotarians will be familiar with Rotary Give Every Child a Future (RGECAF), with almost every district across Australia and New Zealand, and many clubs and individuals, supporting the project. Support has also come from districts and clubs in other parts of the world.

RGECAF is Rotary's 'Down Under' Centenary project. It is introducing three new vaccines (HPV, rotavirus and pneumococcal) into nine Pacific Island countries (Cook Islands, Kiribati, Nauru, Niue, Samoa, Tonga, Tokelau, Tuvalu and Vanuatu) and is being implemented in partnership with UNICEF.

Vaccines and vaccine storage equipment has been procured. Healthcare workers have been trained in how to store and transport vaccines and communicate confidently with families, and so manage vaccine hesitancy.

Community engagement programs to inform communities of the safety and efficacy of these new vaccines have been delivered. Children are now being immunised with over 11,000 infants and adolescents vaccinated so far.

The pneumococcal and rotavirus vaccines, now being delivered to infants, will protect them against meningitis, blood poisoning, pneumonias and gastroenteritis. These diseases are life-threatening, particularly in regions where families do not have access to the intensive care facilities that we take for granted in Australia and New Zealand. In addition, human papillomavirus (HPV)

"Rotary's relationship with UNICEF has a long history, going back to the start of the Global Polio Eradication Initiative in 1988. This project is but the latest chapter in that story and goes to show what can be achieved with the right partners."





LEFT: Parents and guardians waiting with their children for vaccinations at a health centre in the Cook Islands. (Photo: UNICEF/Sosene)

BELOW: Primary Health Nurse, Ake, transferring vaccinations at a health centre in the Cook Islands. (Photo: UNICEF/Sosene)

OPPOSITE PAGE: A mother with her two-month old baby receiving the rotavirus vaccine at a health centre in Kiribati. (Photo: UNICEF/Itaeta)

vaccine is protecting the next generation of mothers, grandmothers and aunties from the virus that causes cervical and other cancers.

The budget to deliver this program is US\$3.9 million. With significant support from The Rotary Foundation, over US\$3.6 million has been committed to the project to date. A total of 22 global grants have been approved by the Foundation and the project is now fully funded in eight of the nine target countries. The introduction of HPV vaccine into Kiribati remains our final piece of work with less than US\$300,000 required to complete this.

The challenges of undertaking this project have been significant. The measles outbreak in Samoa in 2019 was a major setback as UNICEF's attention, quite rightly, was diverted to a mass vaccination campaign in that country. Then, of course, there was COVID-19. Never could we have envisaged that RGECAF would be rolled out in the midst of a global pandemic! Pacific Island governments have understandably been giving priority to managing the pandemic and rolling out COVID-19 vaccines. Only now

are travel restrictions within the Pacific starting to relax. The ability of clubs to run fundraising events has also been severely affected.

Nevertheless, much has been achieved – but it could not have been done without UNICEF as our project partner. Rotary's relationship with UNICEF has a long history, going back to the start of the Global Polio Eradication Initiative in 1988. This project is but the latest chapter in that story and goes to show what can be achieved with the right partners.

Approximately 100,000 children will benefit directly from this project. However, it is important to recognise that the governments in all these countries have committed to continue these immunisation programs long after the RGECAF project is complete. And they will be able to do this because the savings from not having to treat the resultant diseases will allow them to fund the vaccines

indefinitely. The sustainability of the program is thus ensured, guaranteeing whole populations protection against these diseases for generations to come.

RGECAF is having a major impact in our region and demonstrates the relevance of Rotary International to the world as we move into our second century of service 'Down Under'. Rotarians, Rotaractors and Interactors across the region are continuing to support the project. However, for you as an individual to save a life in the Pacific please visit everychildafuture.com and donate \$45. Or maybe \$45 for each of your children and/or grandchildren, gifting a life in their name. Every dollar you donate goes directly into the RGECAF program. Let's finish this important project and reach every last child in the Pacific. **RDU**



Te Tai Tokerau Tamariki Mental Health and Wellbeing Project

Rotary is tackling the impending mental health crisis in Northern New Zealand with an innovative early intervention program for primary and intermediate aged school children.

OPPOSITE PAGE: Think and Be Me founder and mental health advocate Cat Levine.

Think
andbe.me

Think and Be Me

Rotary International has partnered with Cat Levine, creator of the Think and Be Me resource for schools, to deliver the resource to 60 Te Tai Tokerau schools throughout 2023-24.

Since 2019, Cat has travelled around New Zealand delivering lessons on mental wellbeing to over 60,000 tamariki in schools. The lessons revealed a strong need for NZ-made resources, and so Cat created the Think and Be Me Wellbeing Hub with resources for home, school, and professionals working with children.

Think and Be Me teaches emotional literacy, positive coping strategies, and cognitive-emotional strategies. Delivery of the resource includes:

- Teacher training – emotional regulation in the classroom
- School presentations – emotional regulation, dealing with anxiety and anger
- Development and supply of digital resources such as plug-and-play videos and classroom activities

Think and Be Me:

- Has been designed in collaboration with mental health and education professionals
- Delivers complex concepts in a simplified, fun and memorable way
- Is aligned with the NZ Curriculum
- Helps with anxiety issues and managing emotions
- Is based on cognitive behavioural theory

ROTARIANS in District 9910 are responding to calls for help from teachers and principals at schools across the northern part of New Zealand in what is being called an impending mental health crisis in young people. Northland is an area of New Zealand with the highest level of social deprivation as well as shockingly high rates of suicide and mental health issues. Research shows that 50 per cent of mental health issues start before the age of 12, hence the reason for early intervention and providing skills for resilience for children at an early age.

Rotary has teamed up with Cat Levine, mental health advocate and founder of a training and resource program for schools called Think and Be Me, to deliver

THE FACTS

There is an urgent need to address the growing mental health problems among our youth.

- 50 per cent of mental health conditions start before the age of 12
- One in four Kiwi kids will experience a mental health issue before the age of 18
- The cost to the New Zealand economy due to mental illness is estimated at NZ\$6.2 billion
- Development of emotional self-regulation in childhood is a core determinant of adolescent mental health.



When you think about The Rotary Foundation's future, what are you most excited about?

the resource to 60 Te Tai Tokerau (Northland) schools throughout 2023-24. The project is known as the Te Tai Tokerau Tamariki Mental Health and Wellbeing Project (Translation: Northland Children's Health and Wellbeing Project).

The program involves training presentations for both students within these schools and a thorough professional development program for staff, so they know how to continue the conversations started with the students during the presentations. Discussions with teachers and principals reveal they are not adequately equipped during teacher training to deal with some of the serious mental health issues that confront them in the classroom environment. Resourcing via the Education Ministry is insufficient, and they are eager to obtain assistance from Rotary.

The project is to be operated as a pilot scheme with the hope that, if proven effective, it could be expanded further across New Zealand and potentially internationally.

Given the ambitious size of the project (NZ\$600,000 in total) a lot of support was needed, and the organising

team was heartened by the fact that funding was arranged within six weeks from a wide variety of sources including individual Rotarians, charitable trusts, Rotary clubs and through a global grant supported by every District in New Zealand, five in Australia, and three in South Korea.

The organising team is also aiming to get as many individual Rotarians involved in the delivery of the program as possible. One issue they are aiming to address is that many of the students in Northland who could benefit the most from receiving the messages delivered by the in-school presentations are often absent from school. Rotary clubs from across District 9910 will be travelling to Northland to visit each of the participating schools on the training days and delivering a range of fun additional activities like games, barbecues, and donations of Rotary Illustrated Dictionaries to try and ensure that as many kids are at school to participate in the training sessions as well as the games.

Mental Health is the responsibility of everyone in the community, and Rotary is very keen to play its part. RDU



Johnny Gaw Yu and Veronica Yu
Philippines
Arch Klumph Society
Chair's Circle

We are excited about seeing a major breakthrough in the improvement of human lives through Rotary and the eradication of polio.



David Gibson Moore
United Arab Emirates
Arch Klumph Society
Trustees Circle

When I think about The Rotary Foundation's future, I look forward to the overwhelming importance of advancing world understanding and serving to change lives.



Nirav Niranjan and Devina Shah
India
Arch Klumph Society
Trustees Circle

We are excited for bigger, bolder, and better projects that are sustainable and measurable, made possible through The Rotary Foundation.



Chuck and Becky Mason
United States
Arch Klumph Society Chair's Circle, Legacy Society

We believe that when the world completely eliminates polio, we, as an organisation, will feel energised and empowered to tackle other challenging issues.

Tongan Orthopaedic Surgical Project

By Tony Hodge
Rotary Club of Wanganui
North, NZ

THE Rotary Club of Wanganui North, NZ, has been working on its Tongan Orthopaedic Surgical Project for the past three years, with the goal of upgrading the orthopaedic surgical services at Vaiola Hospital in Nuku'alofa, Tonga. The project is the long-held vision of club member John Van Dalen, a well-known Whanganui orthopaedic surgeon.

The \$120,000 project is fully funded by a Rotary Foundation global grant and a New Zealand Aid grant, along with support from the Rotary Club of Wanganui North, the Rotary Club of Whanganui, and other Rotary clubs in New Zealand and overseas.

On August 29, Vaiola Hospital received the latest shipment of orthopaedic surgical equipment, organised by the Rotary Club of Whanganui North. The eight boxes, with a value of



RIGHT: Head surgeon at Vaiola Hospital Dr Bill Tangi, right, with visiting orthopaedic surgeon Dr John Van Dalen and trainee surgeon Dr Marina Tuinukuafao.

NZ\$30,000, were shipped by the overseas supplier, and the market value is estimated to be four to five times greater.

Until recently, the outdated technique of six weeks' traction to treat fractures was still being used in Tonga. This will now be supplanted by modern fixation techniques, made possible through the acquisition of a trauma table donated by Whanganui Hospital in 2019 and the equipment received in August, as well as the input from visiting surgeons. The purchase of this equipment was enabled through generous donations from NZ Aid, The Rotary Foundation, and the Rotary Club of Whanganui North.

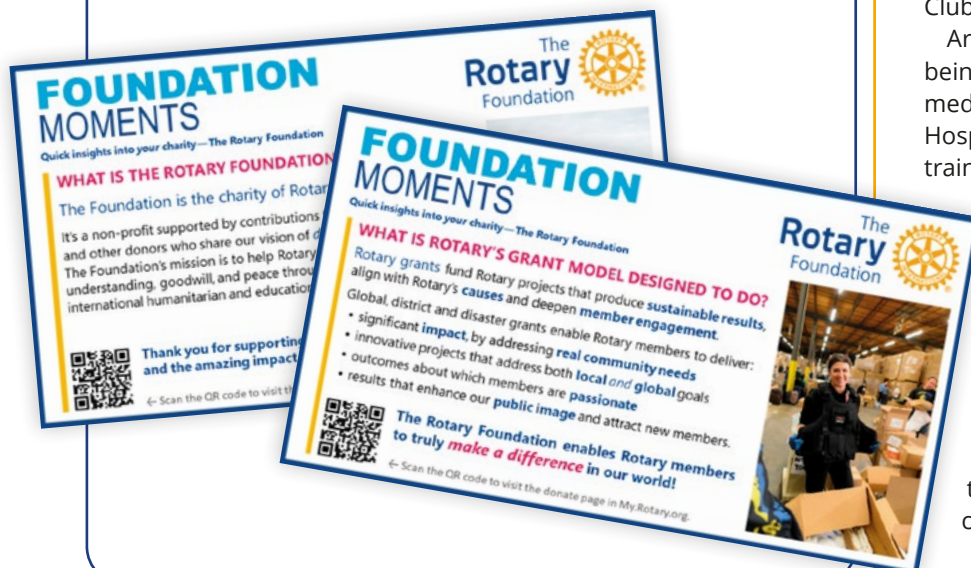
Arrangements are now being made to provide the medical team at Vaiola Hospital with ongoing training in orthopaedic surgery. Training of a resident Tongan surgeon to upskill in fracture management is also being arranged in Whanganui, NZ, for 2023-24.

It is estimated the project will take another two to three years to complete. **RDU**

Foundation Moments

Foundation Moments is a new program that provides quick snippets of information about Rotary's charity, The Rotary Foundation.

Each month, a new Foundation Moment will be available for clubs, districts and members to use in their social media, newsletters, websites and other communications. They will be distributed both as PDF and image files, making them quick and easy to cut and paste. Here are the Foundation Moments for September and October.



Two iconic brands – one shared mission

By PDG Philip Archer
Rotary District 9800

JOINING forces with the Bendigo and Adelaide Bank has assisted Rotary in developing new strategic approaches to assist communities in times of natural disaster.

Our two iconic brands have a shared mission to lead natural disaster recovery. We do this by supporting communities through long-term recovery and with a community-informed view. The partnership has a national focus, but with local execution at the heart of all project delivery.

In recent times, our communities have faced the devastating impacts of drought, bushfires, floods and pandemic. Rotary and Bendigo Bank have responded in a variety of ways, including partnering with Great Northern Brewing Company, which generously activated

fundraising campaigns in its venues. Our combined power has enabled us to leverage more than \$4 million of support to communities through their natural disaster recovery journey.

In 2019, Bendigo Bank launched the Rotary Clubs of Australia Drought Appeal and, by working closely with local financial counselling services, 2,400 debit cards were distributed to help struggling drought-affected families.

During the Black Summer bushfires of 2019-20, the Rotary International D9800 Australian Bushfire Disaster Relief Appeal was established and administered by Bendigo Bank. The appeal assisted with the immediate homelessness crisis through provision of caravans and containers for temporary accommodation.

To aid medium to long-term recovery, the appeal funded projects including equine therapy, revegetation of bushfire areas, bushfire survivors support through Griefline, and mental health recovery programs.

In March, when the devastating floods hit Southeast Queensland and Northern New South Wales, our collaboration with Bendigo Bank and Great Northern Brewing Company continued. The partnership enabled us to conduct the Rotary Foundation Australia Flood Appeal, with all funds raised being distributed through Rotary Foundation Australia.

Funding will provide an opportunity for local Rotary clubs in flood-affected areas to conduct community-led consultations and, once projects are scoped, apply for flood resilience grants. Clubs in flood-affected areas can find more information regarding flood resilience grants by contacting rfa@rotary.org. ^{RDU}



Philanthropy funds three new projects

One generous donor to The Rotary Foundation has enabled three exciting new Indigenous support projects in Sydney and the Northern Territory.



IN both eastern and western Sydney, NSW, there are significant Aboriginal communities with residents who live with ongoing disadvantages – and who need support in different ways.

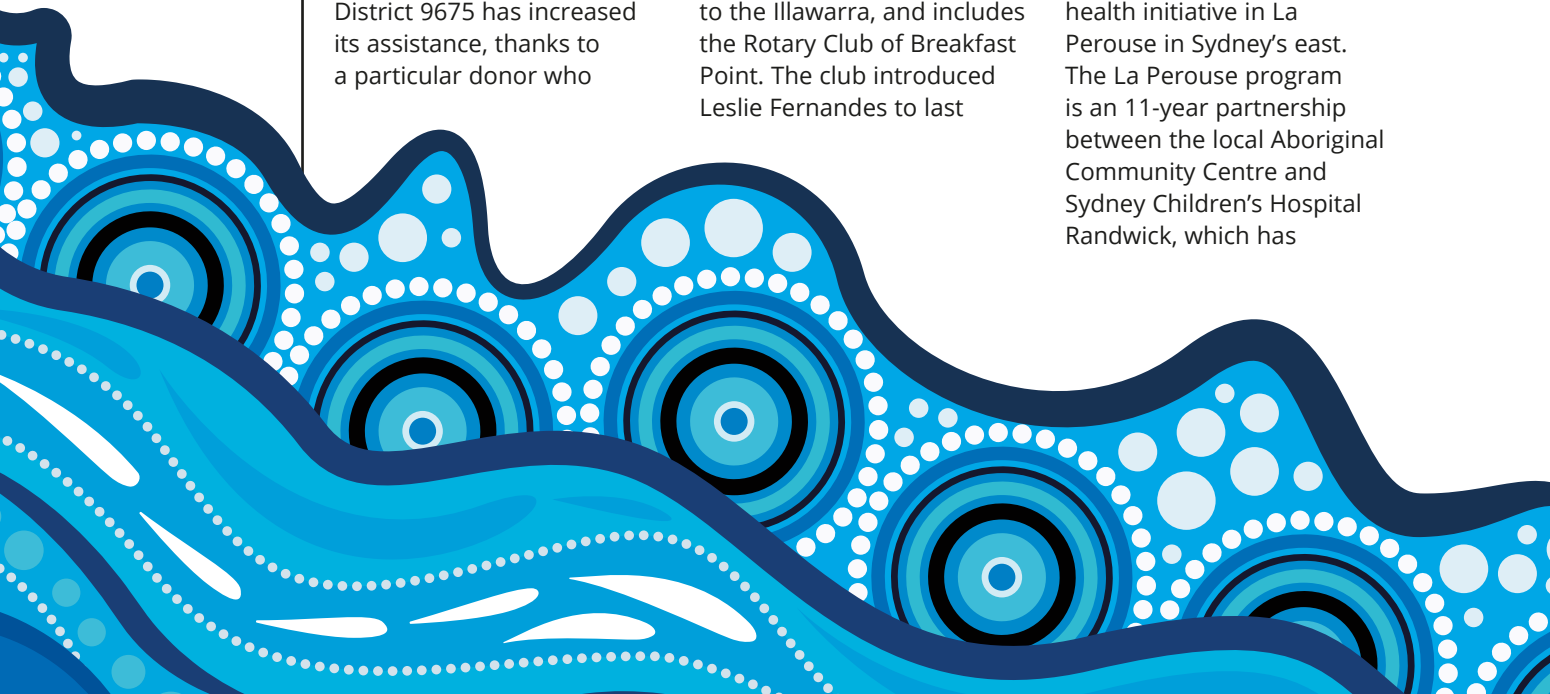
To help address these disadvantages, Rotary District 9675 has increased its assistance, thanks to a particular donor who

has helped with generous directed gifts to The Rotary Foundation. Directed gifts allow corporations and philanthropists to direct their support to specific major projects being delivered by clubs and districts.

District 9675 spans these areas of Sydney, and south to the Illawarra, and includes the Rotary Club of Breakfast Point. The club introduced Leslie Fernandes to last

year's District Governor, Jeremy Wright AM, and over a period of 10 months, Leslie enabled three new Indigenous support projects via his generous Foundation giving.

The first of these projects involves replicating a very successful Aboriginal health initiative in La Perouse in Sydney's east. The La Perouse program is an 11-year partnership between the local Aboriginal Community Centre and Sydney Children's Hospital Randwick, which has



“I’d like to help these people – our Indigenous population – who have looked after Australia so well for so long. It seems only right for any of us who are new to this country to assist.”

successfully addressed child and family health issues. The new project (overseen by the Rotary Club of Sydney Cove) aims to take this model and forge a similar partnership between the Children’s Hospital Westmead and the relevant community facilities in the west.

The second project focuses on an Aboriginal-designed training program for Indigenous youth, with an initial focus in Redfern. In partnership with the Tribal Warrior Corporation, the Rotary Club of Strathfield is assisting the development of ‘Ready-for-Work’ training for local Indigenous youth and adults. The training aims to develop participant skills in job preparation.

The third project goes outside Sydney to address the significant problem of rheumatic heart disease in Northern Territory Indigenous communities. The Rotary Club of Kiama, NSW, is overseeing this project, which will fund the training

of health professionals to assist NT communities in early recognition to prevent the illness and significantly slow progression.

These three projects could not have happened without the generosity of Leslie Fernandes, who settled in Australia 15 years ago after retiring from work in India, Japan and the Bahamas.

“I’d like to help these people – our Indigenous population – who have looked after Australia so well for so long,” Leslie explained. “It seems only right for any of us who are new to this country to assist.”

Leslie has previously donated directly to the Rotary Club of Breakfast Point, NSW, for its community projects, including support for Stewart House Children’s Charity in Curl Curl. With his recent generous directed gifts to The Rotary Foundation, Leslie has enabled all of these important new projects to get underway. RDU

How does donating to The Rotary Foundation expand Rotary’s reach?



İtler and Suzan Ergürbüz
Turkey
Arch Klumph Society
Trustees Circle

Everybody can do good, but if we do good through The Rotary Foundation, our impact is multiplied many times over. That’s why we donate to the Foundation. The more support we can give, the more we can expand our reach to solve problems.



Yvonne Kumoji-Darko
Ghana
Arch Klumph Society
Trustees Circle

Donating to The Rotary Foundation enables the Foundation to support, through Rotary clubs, bigger and more impactful projects around the world. More lives are changed and society gains.



Duk-Sam Lee and Hyun-Suk Jane
Korea
Arch Klumph Society
Chair’s Circle, Bequest
Society Level 1

A way to show our gratitude is to donate to The Rotary Foundation. It is our duty as people of action to lend a helping hand when we are in trouble. It’s why we donate to the Foundation without hesitation.

Your lasting gift to Rotary

What will your Rotary legacy be?

**By Neil McWhannell JP GAICD
Bequests and Endowments
Sub Committee chair,
District 9685**

IN recent months, a number of Rotarians have listed a bequest to The Rotary Foundation in their will, and therefore became members of the Bequest Society. These generous donors will also

be formally recognised at a donor recognition event, hopefully to coincide with the visit of Rotary International President Jennifer Jones and/or Rotary International President-elect Gordon McNally.

Many have used our new Codicil form (bit.ly/3Mq4NYz), which enables a quick and cost-effective process to list this addition to existing wills.

Some members without wills have also used the service being offered by Safe Wills (safewill.com/rotaryfoundation) to create a completely new will for as little as \$100.

These bequests continue the generous support offered by Rotarians over the past 100 years and ensure the future of Rotary's global work to assist in our seven areas of focus.

We encourage all Rotarians to consider leaving a bequest to Rotary, as it will be through your generosity that we will continue to transform lives across the world.

A bequest starting at

View a video to see why people are leaving a bequest to The Rotary Foundation at www.youtube.com/watch?v=DmR3cSnAYIQ

US\$10,000 entitles donors to become members of the Bequest Society. This amounts to a fraction of one per cent of most people's assets and will enable Rotary to fulfil its promise to do good in the world.

Other options include:

- US\$500,000 – Special seating and registration benefits at the Rotary International Convention
- \$250,000 – Posthumous induction into the Arch Klumph Society
- \$100,000 – Customised Rotary's Promise crystal
- \$50,000 – Separate named endowed funds directed to two areas of focus or districts
- \$25,000 – Rotary's Promise crystal and named endowed fund. RDV

Please let us know

Once a will or Codicil is developed that lists The Rotary Foundation as a benefactor, we request that the Rotary office be informed so that they can record this and ensure appropriate recognition and stewardship occurs. This form can be found at:

www.rotaryfoundationaustralia.org.au/bequests



Additional resources can be found at www.rotaryfoundationaustralia.org.au/bequests

Donor Stewardship: building a culture of giving at Rotary

When we're asked the most important values our parents have instilled in us, most of us mention generosity and the simple habit of saying 'thank you'.

By Mark Anderson
Senior Coordinator,
The Rotary Foundation

AT The Rotary Foundation, we've taken that lesson to heart and do our best to express our sincere thanks for the inspirational generosity of our donors. For example:

- our goal with the Paul Harris Fellow, Major Donor and Arch Klumph Society programs is to say thank you to our most generous donors,
- the goal of the Centurion, Paul Harris Society and now the PolioPlus Society programs is to recognise donors who pledge to provide ongoing support, while
- the Benefactor, Bequest Society and Legacy Society allow us to express our appreciation to people who pledge to support Rotary's activities through their wills.

The good news is that there is so much opportunity for us to say thank you! Kiwis and Aussies are extremely giving people, with about two thirds of the population together contributing billions of dollars to charities every year. Australia is ranked

eighth in the Rotary world in contributions to the Foundation, with over 8,000 of our 25,000 members contributing about \$6 million.

Expressing thanks to our donors is the starting point in what we call 'donor stewardship'. Stewardship also includes explaining the connection between our donors' generosity and the impact that their giving makes possible.

Again, we have plenty of opportunity to talk about impact because of the amazing outcomes that Rotary members deliver in the world through Foundation-supported activities. Whether a donor's gift supports district, global or disaster grants, the *PolioPlus* program, the Programs of Scale, or the Rotary Peace Centres, each contribution helps build a culture of giving and cements a life-long partnership between The Rotary Foundation and our donors.

The highly informative annual reports published by the Foundation are a rich

source of information about the impact of Rotary's grant-funded activities.

A great example of a relationship between the Foundation and a donor being built over a period of time is that of Dan Holzapfel. Dan was a member of the Rotary Club of Cleveland, Qld, for well over 40 years and after several decades actively supporting the Foundation, he became a member of the Arch Klumph Society (AKS) in 2004, with a gift of over US\$250,000. Throughout a decade or so of receiving insights into the astonishing difference that his gifts had made possible, Dan multiplied this gift ten-fold to become an AKS Platinum Trustees Circle member.

AKS donors such as Dan receive appropriate recognition at high-level Rotary events and are also included in the Arch Klumph Society Gallery at Evanston, and in the Annual Report. Along with donors with a Named Fund, AKS members receive detailed reporting on the outcomes of their gifts, including personal outreach from Rotary Senior Leaders about their areas of interest and how their giving is utilised.

Every single one of our donors truly makes a difference, allowing The Rotary Foundation to support the dreams of Rotarians and deliver more impact with each passing year. Thank you for supporting Rotary and for *Doing Good in the World.* RDG

"We have plenty of opportunity to talk about impact because of the amazing outcomes that Rotary members deliver in the world through Foundation-supported activities."

For more information on The Rotary Foundation giving levels and donor recognition, visit www.rotary.org/en/donate/recognition



End polio champions honoured

By Anne Matthews



CONGRATULATIONS to **Susanne Rea OAM** (pictured above), from the Rotary Club of Cairns Sunrise, Qld, on receipt of The Rotary Foundation Distinguished Service Award. The award, which includes a pin and crystal plaque, was personally presented to Susanne by District Governor John Hall on September 26 at a meeting in Cairns.

The Trustees of The Rotary Foundation give this award to Rotarians and Rotaractors who have given exceptional service to the Foundation beyond the district level, or for an extended period of time. No more than 50 Distinguished Service Awards are presented each year. Individuals who are nominated must have received the Citation for Meritorious Service at least four years prior. The award is given only to those who have demonstrated active service; someone who has contributed only financially is not eligible.

Bill Peacock OAM (pictured below), District 9560 PolioPlus Chair and President of D9560 Passport Club, was awarded the 2021-22 Service Award for a Polio-Free World. District 9560 Assistant Governor and RYPEN Chair Daniel Roussounis travelled to Bribie Island to present Bill with this special award.

This award honours those who give outstanding contributions to Rotary's polio eradication efforts. Bill was recognised for his efforts in raising awareness, as well as his financial contributions. Only three such awards were given to Rotarians in the Western Pacific region in 2021-22. Congratulations to Mary Anne Solomon and Nelson Aspe, both from the Philippines, who were the other two recipients in the Western Pacific. RDU



The PolioPlus Society

Rotary's number one priority remains the worldwide eradication of polio.

By PDG Murray Verso
Zone 8 End Polio Now coordinator

THE amazing progress made by Rotary and its partners towards eradicating polio is inspirational, but the job is not yet done. Raising the US\$50 million each year to obtain the maximum Bill & Melinda Gates Foundation 2-to-1 match is a challenge.

The PolioPlus Society is a new fundraising and recognition program that specifically supports PolioPlus. The program began in Oregon, US, in 2012 and is now being used successfully by districts throughout North America, Brazil and the Philippines. Now, Rotary members and others in Australia, New Zealand and the Pacific Islands will have the opportunity to participate.

What is the PolioPlus Society?

To increase sustainable giving, the PolioPlus Society (PPS) encourages Rotary members and others to pledge at least US\$100 per year to the PolioPlus Fund until polio is eradicated. Worldwide, there are now more than 5,000 PPS members contributing at least US\$2 a week, generating over half a million dollars annually.



“To increase sustainable giving, the PolioPlus Society (PPS) encourages Rotary members and others to pledge at least US\$100 per year to the PolioPlus Fund until polio is eradicated.”

The society has been praised by Rotary leaders as a model for others to follow. Now, district leaders in Australia and NZ are looking at establishing societies in each of our 21 districts.

Each PPS will be managed by the district itself, in much the same way as the Centurion program (which focuses on giving to the Annual Fund). In most districts, this will be handled

by the district PolioPlus chairs, or their designates.

How do I join the PolioPlus Society?

Joining your district's PPS is a simple two-step process.

Firstly, you will need to complete the PolioPlus Society Commitment Form and send it to your district PolioPlus chair. The forms are available from your district chair. They can also

be found on some district websites.

The second step is to make your contribution to the Polio Fund on the RI website: my.rotary.org/donate (for taxation reasons, New Zealanders should contribute via their districts).

My Rotary provides options for annual, quarterly and monthly recurring giving. Currently, US\$100 converts to AU\$154 / NZ\$176 so a monthly contribution of, say, AU/NZ \$15 is a convenient option.

Rotary members and their friends who join the society will be honoured with a special lapel pin and certificate. Your contributions will count towards Paul Harris Fellow recognition and Major Donor status, and will be matched 2-to-1 by the Gates Foundation.

District governors, Foundation chairs and PolioPlus chairs across our zone are backing this initiative. Please consider joining your local PolioPlus Society and encouraging your friends and colleagues to do the same. **ROU**

BELOW: Mollie the PolioPlus Society mascot in Zones 26 and 27.



Giddy up!

Melbourne Cup comes to the 2023 RI Convention

THE Melbourne Cup, run annually since 1861 on the first Tuesday of November, is a horse race that literally stops a nation. Melbournians enjoy a gazetted holiday, but elaborate Cup parties are held all around the nation to watch the race.

We can't experience the race itself during the Rotary International Convention,



Rotary express train to Flemington departing and returning to Southern Cross Station, a short walk from Melbourne Convention Centre and most Convention hotels. At Flemington, the station is right outside your venue.

The fellowship on the train will itself be worth the admission price, especially on the return journey!

The Melbourne Cup, the richest 'two-mile' handicap in the world, is a demanding 3,200-metre race limited to 24 starters over three years old. It says something that the only horse to win three times (in successive years) was the mare Makybe Diva. Michelle Payne, the only female jockey to win the Cup, had her story told in the film *Ride Like a Girl*.

The Cup has spawned numerous stories and other films, including a film about Phar Lap, winner in 1930, and immortalised (at least in the Australian psyche) as the greatest racehorse of all time. Certainly, Phar Lap is up there with the best, and his mysterious death in California in 1932 after winning the then-richest race



held in Melbourne on May 27-31, 2023, but we can offer the next best thing.

Imagine being at Flemington Racecourse – one of the most picturesque in the world – in one of their fabulous stands, for a gourmet dinner featuring outstanding Victorian food and wines. Imagine reliving past Cups, being photographed with an actual Melbourne Cup trophy, even meeting past winning horses, who really do thrive on meeting people.

Like many of the 130,000 people attending the Cup annually, you will enjoy an exclusive complimentary



in the world ensures the legend lives on. Popularly known as 'Big Red', Phar Lap was a crowd favourite during the Great Depression, winning 32 of his 35 races between 1930 and 1932.

In 2022, total prize money will be AU\$8 million, of which \$4.4 million is first prize. The iconic cup presented since 1914 is hand spun from 1.65kg of 18-carat gold and worth over AU\$250,000!

Melbourne Cup race day is much more than the race, and famous for its food and fashion – of all kinds. Attendees at our event are encouraged (but certainly not compelled) to wear their best clothes, and ladies are encouraged to wear a fascinator or stylish hat.

You will be welcomed by the chairman of the Victoria Racing Club and there will be fashion prizes, phantom race calls, entertaining speakers and entertainment to ensure a brilliant and memorable night out.

If you follow the sport of kings, you can't miss this event. Regardless, this event will be a highlight of your Melbourne Convention experience. RDU

Getting around Down Under



Photo: @rhysmartinphotographer

By Eva Remijan-Toba

BY foot, tram, boat, or even waterbike, there are plenty of ways to tour Melbourne while you're in town for the 2023 Rotary International Convention, May 27-31. Each mode offers a unique perspective on the city's architecture, culture, history, and hidden gems.

Get in some extra steps and check out one of Melbourne's walking tours. One company called I'm Free Tours offers (you guessed it) free walking tours, with local artists, musicians, and travel aficionados serving as your guide. Their specialty tours cover the city's architecture, gardens, best-kept secrets and more. Along the way, you'll learn about the rich history of Melbourne from its Indigenous beginnings to the vibrant, multicultural metropolis of today.

Running through the heart of downtown, the Yarra River offers another vantage point for exploring the city. Board a river cruise at Southbank. There are boat tours for all ages and tastes, including sightseeing, photography, cocktail, dinner, and sunset cruises. There are even tours by waterbike, which are pedal bikes set on pontoons. You can also head out to sea to take in the area's beaches, wildlife and extraordinary coastal scenery.

Circling the business district, Melbourne's City Circle Tram is a free hop-on-hop-off ride popular with tourists. Making 28 stops, the tram is a great way to travel between city landmarks. Notable highlights include Flinders Street Station, State Library Victoria, and the Melbourne Museum. The tram provides audio on the significance and history of each attraction. RDU

MSO

Experience the Melbourne Symphony Orchestra
during the Rotary International Convention

WHAT'S ON

Torrio! Jazz in Contrast

Thursday 18 May / 7.30pm
Melbourne Recital Centre

A Snapshot in Time: Elgar's Cello Concerto

Thursday 1 & Saturday 3 June / 7.30pm
Arts Centre Melbourne, Hamer Hall

Chamber music series: Clarinet Quintets

Sunday 21 May / 11am
Iwaki Auditorium, Southbank

MSO Chorus sings Rachmaninov Vespers

Friday 2 June / 7.30pm
St Patrick's Cathedral, East Melbourne

Use promo
code **ROTARY15**
for a 15% discount
on these concerts!

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Should we worry what the public thinks of us?



Sarita McLean
Public Image
Coordinator,
Zone 8

AS members, we can typically say that Rotary unites leaders from all continents, cultures and occupations to exchange ideas and take action for communities around the world. This is how we see ourselves.

But Rotary's public image isn't just what we think of ourselves; it's what people outside of Rotary think about us. Should we worry about what others think of us? The answer is a resounding yes.

In the crowded service organisation space, we need to distinguish ourselves from other servicing opportunities. We need to put our best foot forward with a strong public image, which will hopefully motivate the public to support our efforts and projects, inspire others to get involved, engage new members and community partners, and hopefully attract new donors to help us do more good in the world.

So, does public image differ from brand?

Both public image and brand are not physical assets. However, they share the same goals and are shaped by communication.

Brand is about visual and emotional perceptions that can be controlled, shaped and nurtured by an organisation. It's an internally managed asset.

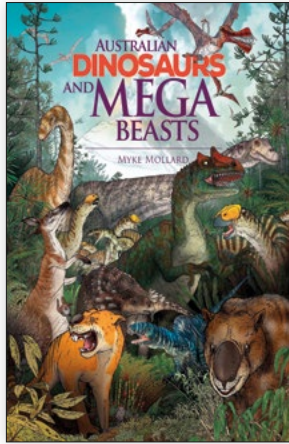
Public image, on the contrary, is the external public's opinion about an organisation's actions. Organisation can't really control it. For example, a good brand impression can be created through a smart advertising campaign, but you can't really advertise your way to a good public image. Brand makes you relevant, while public image makes you credible.

Public image and brand are a reflection of each other. A good example to demonstrate the correlation between the two is a flower garden. The work behind the scenes may involve preparing the soil, fertilising, mulching, watering and generally taking good care of the garden, but what we are rewarded with (and what the public enjoys and admires) are beautiful flowers. The Rotary brand is our way to communicate who we are and what we do for the external public.

Next month we will look at the communication tools available. As always, if you need help with public image please do contact the Zone Public Image team of Darryl Iseppi, Andy Marselos, Pauline Stewart, Ros Teirney, Malini Raghwan, Liz Courtney, Wayne Milnes, Barry Antees and myself. Our contact details are on the Rotary Zone 8 website (www.rotaryzone8.org) under the Public Image tab. We'd love to hear from you. **ROU**

**Australian Dinosaurs
and Mega Beasts**
Myke Mollard
Woodslane Press
RRP: \$29.99

This unique book captures the wondrous Australian wildlife from prehistory. It features over 70 animals that lived in Australia during the Mesozoic and Cenozoic eras, including sea creatures, amphibians, dinosaurs, reptiles, birds and mammals.



With meticulous attention to the environment, the book presents a succession of the huge animals

that marched, flew and swam. Assisted by leading palaeontologists, author Myke Mollard has ensured the illustrations are as anatomically correct as possible, vibrant and engaging.

Fully indexed, this stunning book invites and engages kids (and kid-adults) of all ages to find, discover and learn all the animal names and compare their different types.



GIVEAWAY

For your chance to win one of three copies, email giveaways@rotarydownunder.com.au with 'Australian Dinosaurs and Mega Beasts' in the subject line. Please include your contact details, including delivery address.

BANGERS TO BLUFF

March 21 – to April 1, 2023

Half Moon Bay, Auckland to Bluff, NZ

www.bangerstobluff.co.nz

Having to postpone the 2020 and 2022 Bangers to Bluff Rally due to COVID, organisation is well advanced for the 2023 rally. This annual event hosted and organised by the Rotary Club of Half Moon Bay, NZ, is a fun and fellowship car rally of approximately 2,500km on 'roads less travelled' in cars costing less than \$2,000 (the cars are auctioned off at end of rally). The event aims to raise funds for MS (Multiple Sclerosis), Hopeworks Foundation (a brain trauma trust) and Rotary charitable activities.

See parts of New Zealand that few people have the privilege of visiting – and have fun doing so. The rally is nothing too serious or competitive and is a great way to see places you have probably never heard of or will never get the opportunity to visit. A support vehicle will tow a large barbecue trailer for fun meals.

A limited number of positions are available for 2023. For further information and/or registration forms, contact David Jamieson via davidjam12003@yahoo.co.uk or 021 0606 378. Check out the Bangers to Bluff Facebook page to see what it's all about!

Pride of Workmanship Awards

This program aims at identifying and recognising people who excel in their vocations. Through the program, clubs connect with businesses and the community and gain opportunities for Membership Development and Public Relations as well.

For more information check out our website at www.pride-of-workmanship.com or contact the Rotary Club of Pennant Hills - District 9685

Phone: 0444 565 780 or email us at: orders@pride-of-workmanship.com



Contact us for a
FREE copy of our
program guide

The Work Wives

Rachael Johns

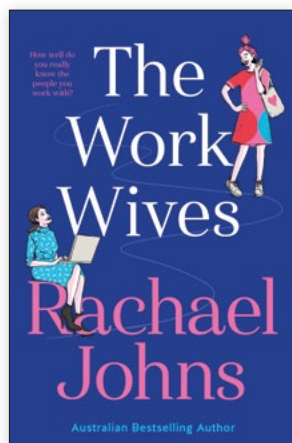
HarperCollins

RRP: \$32.99

How well do you really know the people you work with?

For work wives Debra and Quinn, it's a case of opposites attract. They are each other's lifelines as they navigate office politics and jobs that pay the bills but don't inspire them.

Outside work, they are also friends, but where Quinn is addicted to dating apps and desperate to find love, Deb has sworn off men.



Although Deb is not close to her own mother, her teenage daughter is her life and there's nothing she wouldn't do to protect her. But Ramona has other ideas and is beginning to push boundaries.



For your chance to win one of three copies, email giveaways@rotarydownunder.com.au with 'The Work Wives' in the subject line. Please include your contact details, including delivery address.

Life becomes even more complicated by the arrival of a new man at the office. One woman is attracted to him, while the other hoped she'd never meet him again. But when Deb, Quinn and Ramona are forced to choose between friends, love and family,

the ramifications run deeper than they could ever have expected.

The latest novel by "the undisputed Queen of Australian women's fiction" Rachael Johns will make you laugh, cry and wonder what secrets your friends are keeping!

AN EVENING WITH RI DIRECTOR JESSIE HARMAN

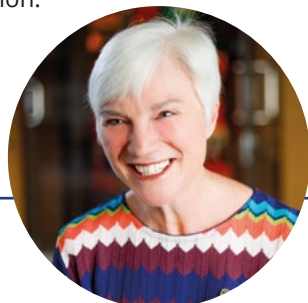
📅 6:30pm November 25, 2022

📍 Hume Global Learning Centre
Sunbury, Vic

💰 \$25 per person
(includes canapes and wine)

🌐 trybooking.com/CCBUV

Join a magical night with RI Director Jessie Harman, who will talk from her heart, explaining her path from RYLA to becoming one of the first female directors on the International Board of Rotary International. As we Imagine Rotary, and what Rotary might be, Jessie will give an update on the RI Board meeting after the regionalisation vote. Whether you are new to Rotary or have been a member for years, come and listen to the direction Rotary is moving in and how you can be part of the action. All profits from the night will go to The Rotary Foundation.



DINNER AND DANCE FOR ANGEL FLIGHT

📅 6:30pm November 19, 2022

📍 Centennial Vineyards Restaurant,
Bowral, NSW

💰 \$150 per person

🌐 centennialvineyardsrestaurant.com.au

Hosted by Julia Zemiro, enjoy an entertaining and fun night raising funds for Angel Flight. There will be a Q&A session, silent and live auctions, live music, and a two-course meal with drinks. For further details contact the Rotary Club of Bowral-Mittagong via rotarybm@acenet.com.au or 0493 147 790.



**10th
October**

Rotary
Districts of Australia



www.australianrotaryhealth.org.au

ROTARY AT A GLANCE



Rotarians: 1,192,376* in 36,995 clubs in 545 Districts in 220 countries/geographic areas.

Rotaractors: 204,103* in 11,449 clubs in 532 districts in 184 countries/geographic areas.

Interactors: 427,823* in 18,601 clubs in 498 districts in 161 countries/geographic areas.

Rotary Community Corps members: 200,615* in 12,480 clubs in 235 districts in 90 countries/geographic areas.

As at July 13, 2022, there are 23,731 Rotary members in 1008 clubs in 16 districts in Australia, and 6,771 Rotary members in 254 clubs in five districts in New Zealand and the Pacific. In addition, there are 821 Rotaract members in 63 clubs in Australia and 160 Rotaract members in 19 clubs in New Zealand and the Pacific. Australian and New Zealand districts include Nauru, Papua New Guinea, Solomon Islands, Timor Leste, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, New Caledonia, Norfolk Island, Samoa, Tonga and Vanuatu, where there are 570 Rotarians in 37 clubs and 116 Rotaractors in 11 clubs.

OBJECT OF ROTARY



The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- 1 The development of acquaintance as an opportunity for service;
- 2 High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- 3 The application of the ideal of service in each Rotarian's personal, business and community life;
- 4 The advancement of international understanding, goodwill and peace through a world fellowship of business and professional persons united in the ideal of service.

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Windsor-Roseland, Canada

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GORDON MCINALLY
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El Rímac, Peru

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GENERAL SECRETARY
JOHN HEWKO

Kyiv, Ukraine

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JOHN HEWKO

Kyiv, Ukraine

Rotary District Governors 2022-23

Ineke Oliver (D9455); Ric McDonald (D9465); Paul Thomas (D9510); John Hall (D9560); Tim Keeler (D9620); Karen Thomas (D9640); Neville Parsons (D9660); Janice Hall (D9675); Mina Howard (D9685); Geraldine Rurenga (D9705); Kathy Rivett (D9780); David McPherson (D9790); Amanda Wendt (D9800); Ken Miller (D9810); Paul Mee (D9820); Bob Calvert (D9830); Matt McLeod (D9910); Allan Smith (D9920); Kevin Forgeson (D9930); Marilyn Stevens (D9940); Jan Boustead (D9999)

Rotary Down Under - The Board of Directors

PDG Tim Moore (chair); Past Governors Craig Edmonston (deputy chair); Brian Eddy; Jennie Herring; Kalma McLellan; Brian Peters; Wayne Milnes; DG Bob Calvert; DGE Craig Dowling



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