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ENHANCING OUR PUBLIC IMAGE



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6 tips

for more powerful communications

DRONE PHOTOGRAPHY


Taking to the sky
to tell Rotary's stories

THE Power OF VIDEO

5 ways

your club can prioritise public image





Every picture tells a story

By Amy Fallon

ROTARY in Tasmania has embraced the use of drone photography to shine a light on major club fundraising events.

The Devonport Motor Show, held in Tasmania's stunning Aikenhead Point, is a major annual drawcard for the Rotary Club of Devonport North, attracting around 600 display vehicles and 6,000 people every March and bringing in more than \$50,000 in donations. But promoting this wouldn't be possible without talented member Ian Macleod, who is now taking advantage of drone photography to encapsulate the essence of the club's events.

"Capturing images from the ground of course works well for many situations," says Ian. "However, being able to get the bigger picture or different angles and compositions only achievable from the air is

a great tool. I really enjoy being able to generate different images from a range of different angles."

The Rotary Club of Devonport North is an early adopter of this technology in their storytelling and promotional materials within Rotary.

Besides the Motor Show, which has provided the setting for the cover photo that Ian has used on a club calendar in the past, he also uses drones to cover the Breakfast in the Park event, held on the Mersey River foreshore every Christmas Eve, and Devonport's annual golf day in support of prostate cancer research. Ian has also employed drone technology to showcase images of and promote the Home Hill Fete, which takes place in the grounds of the National Trust former home of former prime minister Joseph Lyons, and the *Windeward Bound*, used for

youth sail training in Rotary programs.

"The saying every picture tells a story is certainly evident in Ian's work and is of great benefit to the club," says Past District Governor Bruce Buxton.

"The Rotary Club of Devonport North is lucky to have such a talented and skilled photographer as a member. His work showcases the club's events and is of great benefit in promotion and publicity, particularly big public events like the annual Breakfast in the Park at Christmas time and the SeaRoads Devonport Motor Show."

The Rotary Club of Smithton in Tasmania has also been using drones to photograph major community event for years.

Rotary in Tasmania encourages other districts to invite drone photographers to join their clubs or employ drone photographers to help promote their events. RDJ

ABOVE: Rotary Club of Devonport North member Ian Macleod is embracing the use of drone photography to lend a new perspective to Rotary service in Tasmania, including the *Windeward Bound* youth sail training program.

OPPOSITE PAGE: Cinematographer and editor Adam Reibel filming on World Polio Day. (Photo: Paul Guo)

Shouting it from the hilltops

By Amy Fallon

MARK Balla, also known as 'The Toilet Warrior', has used his work to dramatically change the lives of thousands of schoolgirls and their communities around the world to promote Rotary.

Mark discovered the challenges confronting teenage girls in India who had no school toilets on a 2012 business trip there.

It was here that Mark was introduced to Rotary and upon returning to Australia he joined the Rotary Club of Box Hill Central in 2014. Consequently, the club set up Operation Toilets Australia, an entity of the Rotary Club of Box Hill Central, to raise money to build school toilets in India.

The project, which builds toilets and delivers school hygiene education programs in developing countries to enable girls to stay in school longer and get married later, was launched the same year. Working with the Rotary Clubs of Nasik Road and Delhi Ashoka in India, Operation Toilets opened 15 toilets in a school of 500 children in 2015.

Mark was soon after dubbed 'The Toilet Warrior' by an Indian community publication in Australia.

Today, the team works in India and Ethiopia and has recently undertaken a pilot project in Nepal.

Operation Toilets is promoted around the world by knocking on doors of clubs. The team also does school presentations in Australia and the UK.

Through this and other efforts, plus relationships formed at Rotary International Conventions, they've raised nearly US\$1 million for Operation Toilets Australia in a decade.

The project "lives and breathes Rotary" says Mark.

"Every presentation, interview or publication highlights over and over again that we could not do the work that we do without Rotary," he says.

Mark has spoken at more than 100 clubs in Australia, New Zealand, the US, Canada, UK and

India, and presented at 17 district conferences and four water, sanitation and hygiene WASH-RAG World Water Summits. Mark has also delivered a TEDx Talk, published a book, and appeared on television, radio and in newspapers in India and Australia, most recently on ABC Conversations.

He says that Operation Toilets has achieved its success because of its "never give up attitude".

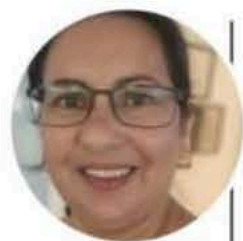
"We never turn down an opportunity, no matter how small it may seem, as the small ones may lead to the big ones," says Mark.

He also attributes its progress to a wonderful committee.

"I am the noisy-standing-on-the-hill-tops-shouting-about-it face of Operation Toilets," says Mark. "But everyone else on the committee makes all that possible through their less noisy but equally diligent and committed roles in the background." ^{RDJ}

BELOW: 'Toilet Warrior' Mark Balla has promoted Rotary and the work of Operation Toilets Australia, an entity of the Rotary Club of Box Hill Central, via TEDx Talks, a book, television interviews, and newspaper articles in India and Australia. Most recently, he was featured on the ABC's radio program Conversations.





ABOVE: Zone 8 Public Image Coordinator Sarita McLean.

Encouraging clubs to tell their stories of impact

By Amy Fallon

IN the year that Sarita McLean was District Governor of D9970 (the district then made up of the upper South Island of New Zealand) the presidential theme for the year was *Making a Difference* and communications between the DG and other club members heavily featured this message.

In her current role as Rotary Public Image Coordinator for Zone 8, overseeing Rotarians promoting club projects and activities outside the organisation in Australia, New Zealand and Pacific Islands, Sarita and her team have certainly faced many ongoing challenges. But they are achieving progress. "It is wonderful to

work with a great team of Assistant Rotary Public Image Coordinators who bring their expertise and energy to the table," says Sarita.

Sarita joined Rotary in July 2008 "so I could be part of a network of like-minded people who put service before self in making their communities a better place". With no prior experience in the public image field, it's been a steep learning curve for her.

The difficulties the team grapples with are mostly related to awareness of being consistent with the Rotary brand.

"We have so many resources at hand, from a revamped and easy to navigate Brand Centre and Learning Centre, to the District Public Image Chairs and the Zone Public Image team," says Sarita. "The Brand Centre does not even require a log in and includes so many tools available at our fingertips."

The Rotary logo changed about a decade ago. Sarita

says that while it's still common to see the old logo in club promotional materials, clubs and districts are becoming better at featuring the current logo on websites and social media.

Over the years, Sarita has used online speakers and learning seminars covering a variety of subjects from using Canva to being a travelling Rotary Ambassador to the basics of Rotary branding.

Examples of projects that stand out to her as great examples of Rotary's public image are the Castle Hill Markers project by the Rotary Club of Townsville, Qld, and the Rotary Club of Berry's Boongaree Rotary Nature Play Park on the NSW South Coast.

With the Zone 8 Regionalisation Pilot Project beginning in July, Sarita wants to encourage clubs to continue telling their stories of impact.

"Projects don't need to be the big-ticket items. They can also be small to achieve this," she says. ^{ROU}

Lessons from a District Public Image Chair

By Amy Fallon

MEREWYN Wright's belief in the importance of public image can be summed up by the key message she gave to clubs during her term as District 9550 Governor: "Not only do we need to 'do good' in our communities, we need to also make sure we tell everyone about it! But we need to do it well – using consistent branding."

A Rotarian of 26 years and the current District 9560 Public Image Chair, she adds that "it is not just about saying how good we are to get a pat on the back. Storytelling helps people know who we are, helps us attract more members, helps us gain more community

partners – it opens opportunities to do even more good in the world."

In her current role, which she's held since 2022, and others as District Governor, Assistant Governor and Public Image Chair D9550 from 2017-18, Merewyn's passion for good communication across Rotary and the community has grown, and strengthened how the organisation is viewed externally.

With District 9560 comprising a huge geographic area, taking in Queensland from Maryborough and Hervey Bay to the south and Mossman to the north, most of the Northern Territory and Timor-Leste, the distance presents challenges for communication with clubs and district personnel. The only district-wide photo opportunities come via district conferences and governor changeovers.

Fortunately, Merewyn is a keen amateur photographer and attends events with her camera wherever possible to

capture Rotarians in action.

The District Public Image Committee covers all matters related to communication, such as the district email system, social media, district newsletter and district directory. In her role as the Public Image Chair, Merewyn supports committee members, mainly through online meetings but also via face-to-face meetings where possible. She assists the District Governor and clubs on a broad range of public image matters, including branding, storytelling through social media, mass media and club bulletins, and also manages the district Facebook and Instagram accounts.

Utilising Canva Pro, Merewyn creates designs for district events and activities, and for the newsletter and Facebook sites. She promotes and encourages clubs to also embrace this design platform.

Zone public image trainings are conducted online, which Merewyn actively promotes to clubs and Rotarians in the district.

As a self-taught but "confident" user of Hail To, the platform used for Rotary's district newsletter, she's also mentored and supported Rotarians to do the same.

Although it has taken some time, Merewyn's efforts have paid off handsomely.

"I believe that more Rotarians and clubs in the district have become aware of branding and other public image processes, and at least know to contact me for support and clarification," she says. ^{ROU}



ABOVE: District 9560 Public Image Chair PDG Merewyn Wright.

SPOTLIGHT ON OUR PI TEAM

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DISTRICT PUBLIC IMAGE GRANTS

AN initiative of District 9560 Public Image Chair Merewyn Wright, the district public image team is offering grants of up to \$250 per club to update public image assets in order to promote their club and Rotary in general.

Items eligible for funding include (but are not limited to):

- Signage
- Sandwich boards
- Pull-up banners / tear drop banners

- Branding on marquees
- Tablecloths
- Artwork for club shirts
- Costs associated with developing or upgrading club website

Conditions of grant approval include:

- Current, correct branding to be used, using the Brand Centre templates and guidelines
- Design must be approved by the Public Image Chair

- Only new items will be funded (i.e. clubs cannot seek reimbursement for items already made/purchased)
- Provision of at least one quote

Applications will close at the end of April 2024 to allow processing and finalisation of payments before the end of the Rotary year.

If your club is interested in applying for a grant, please email District Public Image Chair Merewyn Wright via publicimage@rotary9560.org to express your interest and ask for an application form.

