



# The Rotary Club of Brisbane Centenary

Vol 32 Edition 35

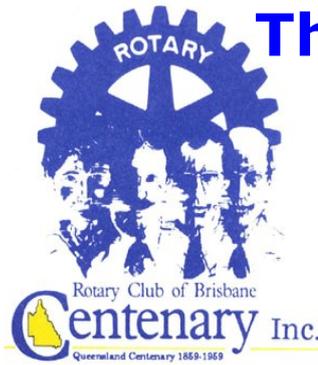
24<sup>th</sup> June 2020

The Rotary Club of Brisbane Centenary Inc. meets on Wednesday at 6:30am for 6:45am at:

Solitude Solutions,  
5 Wills Court,  
Mt Ommaney

P O Box 214 Mt  
Ommaney Q 4074

*Currently meeting  
on-line*



## The Carson Commentary

The topic of last week's meeting Social Media reminded me that Rotary formed over 100 years ago as a network of individuals that grew larger by establishing connections and opening opportunities. We should all continue to develop our skills in using our social media connections to showcase Rotary in the community and encourage others to participate at whatever level that may suit them.

Your challenge is to make social media connections with the other members of the club, the club, our district, Rotary down under, Rotary International.. you get the idea. This will strengthen not only our club but Rotary in general.

After some research by Graham there is expected to be a 40' Shipping container being organised by the Rotary Club of Archerfield to send goods to Fiji. Items that have been accumulated by Glen and Bob will be able to be incorporated in the shipment. A great idea is that Archerfield is buying a container and, when the contents are distributed, the container can be either donated or sold and the proceeds donated to leverage the benefit.

*Craig*



*Craig Carson*

*President 2019—20*



**ROTARY DISTRICT 9630  
DISTRICT CONFERENCE  
5th - 7th March 2021  
Emnire Theatre Toowoomba**



### The Board for 2019—20

President  
Past President  
Treasurer  
Secretary  
Effective Services

Craig Carson  
Neville Blomeley  
Gerry Gebert  
Nick Curry  
Di Scotte

PR  
Membership  
Foundation  
Club Administration  
Bulletin Editor

Terry Killen  
Graham Osterfield  
John Woodward  
Craig Carson  
Nick Curry

### *This week*

**Jenette Etherington**

**Interplast**

**26 June**

**On-line Social**

**1 July**

**Board Meeting**



◀ Looking Back  
*Moving Forward* ▶

# That was the week that was or TW3

**Treasurer:** Gone to South America. Warrants have been issued!

**Satellite Club:** They have been allocated a weekend in August for DIK to which they are looking forward.

**Rotakids:** Only one and a half weeks left of this term. So it will start up in term 3. Neville was concerned that Middle Park SS seemed to be going *off piste* with their implementation and will take care to bring it back on track

**BeefBank:** Jindalee Rotary Club are donating to BeefBank. Many thanks Jindalee!

Andrew and Graham are to sort out an invoice for 446 kg which they believe to be two cows that went to Noosa for the chefs' feeding the needy programme. If so, they were very big animals!

**Di Scott** also noted that she had been speaking with Holly at Centenary State High and that Holly had taken some ideas to the deputy Principals for onward discussion. Holly is also a Rotaractor with the S W Brisbane club.

**Fiji:** With communications such as postal services virtually impossible and very expensive, Glen has been exploring alternatives. Graham has spoken to Archerfield Rotary Club who hope to be able to send a 40ft container out later this year. Hopefully, Glen will be able to get stuff on board. The club had previously sent a 20ft container out earlier this year. Apparently the club buys the containers which are then left over with Nandi Hospital for them to sell and use the funds. Graham also noted that it is difficult to get things through the docks at Fiji since everyone is looking for their 'cut'.

## From the desk of the President:

- Craig attended a zoom meeting of President elects and the DGE. Of particular interest are the 100 years in Australia and New Zealand celebrations for Rotary in April. A number of different events are being mooted. One is a baton run which Craig has nominated himself out of! The whole idea is not only to celebrate but to showcase Rotary and its programmes and funds have been allocated at various levels including district to do this.

## Sasha Lester—Social Media

Sasha told us that there are a very large number of Social Media platforms so the suggestion at the start is that one begins with one and then grow a social media presence. However, you need content and you need to continue to put content up. This is a challenge that some feel is too difficult to get across but it is relatively simply provided you are organized and disciplined.



Instagram, etc.

Sasha also told us that we should use social media to gain traction. The idea is to keep active and she told us about a 'see first' button

which we should tick on our own social pages. This enables us to see new content on our pages and enables us to like, comment or share. In doing so we keep the page active. In fact, even if the post is old, any comment automatically brings it to the top again so it keeps looking busy. In doing so, we increase coverage and traction.

To do social media does take time and effort but one thing is consistency. From this, we can grow our coverage. It is obvious that we missed some opportunities to do this in recent times.

## Barriers

**Lack of time**  
**Lack of knowledge**  
**Not convinced about the value**  
**Lack of awareness**  
**Lack of help and assistance**  
**Lack of skills**  
**Preconceived ideas**



**"I don't know what to post, what to do?"**

Sasha noted the barriers we faced but they could also be excuses since you often only need basic skills for most things and it takes only 10 seconds to hit the like or share button....and love rather than like is more powerful in the Facebook hierarchy.

## Social Media – its not just about ....



Facebook and Instagram can be tricky to understand as they seem to be constantly changing their algorithms. However, some things do not change. Stories are good and remain for 24 hours so one can get good exposure through these. And one of the key messages is to post something rather than nothing! Sasha noted that our escapades in Fiji would have been a rich source of stories because people are interested in the sort of things we were doing. We could have used a number of different platforms because each has its own purpose, e.g. Facebook, Blogs, U-tube, Twitter,



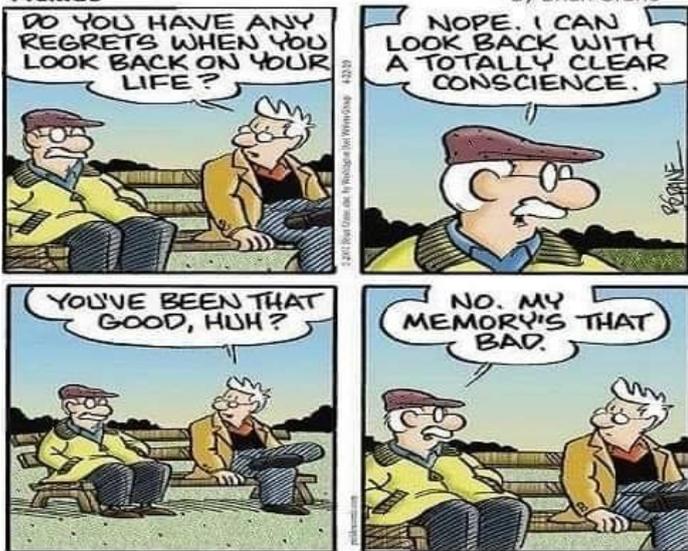
# Polio Cases Reported this last week (10th June)

Country or territory <sup>3</sup>	Wild virus type 1 confirmed cases							
	Full year total					01 Jan -09 Jun <sup>1</sup>		Date of most recent case
	2015	2016	2017	2018	2019	2019	2020	
Pakistan	54	20	8	12	147	22	50	11-May-20
Afghanistan	20	13	14	21	29	8	12	22-Mar-20
Nigeria <sup>3</sup>	0	4	0	0	0	0	0	21-Aug-16
Iran	0	0	0	0	0	0	0	NA
<b>Total (Type1)</b>	<b>74</b>	<b>37</b>	<b>22</b>	<b>33</b>	<b>176</b>	<b>30</b>	<b>62</b>	
Tot. in endemic countries	74	37	22	33	176	30	62	
Tot. in non-end countries	0	0	0	0	0	0	0	
No. of countries (infected)	2	3	2	2	2	2	2	
No. of countries (endemic)	3	2 <sup>3</sup>	2 <sup>3</sup>	3	3	3	3	
Total Female	30	13	7	18	72	14	28	
Total Male	44	24	15	15	104	16	34	

**Headlines:** On 4 June 2020, the UK Government hosted Gavi's third donor pledging conference, the Global Vaccine Summit, to mobilize at least US\$ 7.4 billion to protect the next generation with vaccines, reduce disease inequality and create a healthier, safer and more prosperous world.

	Today (a while ago)!	
217 BC	The Romans, led by Gaius Flaminius, are ambushed and defeated by Hannibal at the Battle of Lake Trasimene.	Responding to this unique call for global solidarity, leaders from donor countries and the private sector made unprecedented commitments of US\$ 8.8 billion in order to save up to 8 million lives.
637	The Battle of Moira is fought between the High King of Ireland and the Kings of Ulster and Dál Riata. It is claimed to be the largest battle in the history of Ireland.	Since 2019, the Global Polio Eradication Initiative (GPEI) has strengthened its collaboration with Gavi, inviting Gavi to become the sixth core partner of the GPEI. While the GPEI will continue its focus on interrupting virus transmission and eradicating polio through immunization campaigns using the oral polio vaccine (OPV), Gavi's support for the inactivated polio vaccine (IPV) at an estimated cost of US\$ 800 million during its 2021-25 strategic period represents the insurance policy for the success of the Polio Endgame Strategy.
1314	First War of Scottish Independence: The Battle of Bannockburn concludes with a decisive victory by Scottish forces led by Robert the Bruce.	Thanks to the remarkable mobilization and solidarity of leaders worldwide, Gavi will be able to maintain immunization in developing countries, mitigating the impact of the COVID-19 pandemic. Gavi will also be able to sustain health systems so that countries are ready to rapidly introduce COVID-19 vaccines. And by 2025 Gavi will have immunized more than 1.1 billion children, saving 22 million lives. Ngozi Okonjo-Iweala, Chair of the Gavi Board, highlighted why this is so important, saying, "Vaccinations should be recognized as a global public good. With your support and commitment, we can generate US\$ 70 to US\$ 80 billion additional economic benefits."
1497	John Cabot lands in North America at Newfoundland leading the first European exploration of the region since the Vikings.	<b>Summary of new WPV and cVDPV viruses this week</b> (AFP cases and ES positives):
1902	King Edward VII of the United Kingdom develops appendicitis, delaying his coronation.	- <b>Pakistan:</b> one WPV1 case in Balochistan province. The number of cases reported in 2020 stands at 50 while the total number of cases reported in 2019 cases remains 147. 20 WPV1 positive environmental samples were reported: one each in Balochistan and Khyber Pakhtoon, four in Punjab and 14 in Sindh..
1916	Mary Pickford becomes the first female film star to sign a million-dollar contract.	- <b>Côte d'Ivoire:</b> five cVDPV2 positive environmental samples.
1948	Cold War: Start of the Berlin Blockade: The Soviet Union makes overland travel between West Germany and West Berlin impossible.	
1949	The first television western, <i>Hopalong Cassidy</i> , starring William Boyd, is aired on NBC.	
1982	"The Jakarta Incident": British Airways Flight 9 flies into a cloud of volcanic ash thrown up by the eruption of Mount Galunggung, resulting in the failure of all four engines.	
2010	Julia Gillard assumes office as the first female Prime Minister of Australia.	
2012	<u>Death of Lonesome George, the last known individual of <i>Chelonoidis nigra abingdonii</i>, a subspecies of the Galápagos tortoise.</u>	

# SMILE!



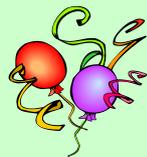
**AS I LAY ME DOWN TO SLEEP,  
ANY MINUTE I'LL FALL DEEP**



**NORMAL**  
AROUND HERE IS  
JUST A SETTING  
ON THE DRYER!



**Happy Birthday to:**  
**Neville Blomeley**      **22 June**  
**Craig Carson**        **4 July**  
**Barbara Williams**    **6 July**



**The Club welcomed:**  
**Neville Blomeley**    **1 July 1995**  
**Bruce Wilson**        **30 June 2003**

**The 4-way Test**

Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

I'm starting to miss people I don't even like.

2020 summed up in one sentence: A roll of toilet paper is worth more than a barrel of oil.

