



# ANNUAL REPORT 2023 – 2024

Co-Presidents  
Bev Blackley & **Amanda Hill**

District Governor:  
Ian Ballantine  
District 9810



**CREATE HOPE  
in the WORLD**

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## PAST PRESIDENTS

YEAR	PRESIDENT	ROTARY THEME
2023/2024	Beverley Blackley & Amanda Hill	Create Hope in the World
2022/2023	Amanda Hill	Imagine Rotary
2021/2022	Peter Read	Serve to Change Lives
2020/2021	Amanda Hill	Rotary Opens Opportunities
2019/2020	Stuart Le Gros	Rotary Connects the World
2018/2019	Stuart Le Gros	Be the Inspiration
2017/2018	Liz Ware & Jenny Fox	Rotary Making a Difference
2016/2017	Helen Wragg	Rotary Serving Humanity
2015/2016	Kylie McMillan	Be a Gift to the World
2014/2015	John Basarin	Light Up Rotary
2013/2014	Lance Blackley	Engage Rotary Change Lives
2012/2013	Richard Garner	Peace Through Service
2011/2012	Liz Ware	Reach Within to Embrace Humanity
2010/2011	Jennifer Newton	Building Communities - Bridging Continents
2009/2010	Phil Heath	The Future of Rotary is in Your Hands
2008/2009	Marie Arendsen	Make Dreams Real
2007/2008	Lorraine Huddle	Rotary Shares
2006/2007	Kim Visek-Johnson	Lead the Way
2005/2006	Beverlea Blackley	Service Above Self
2004/2005	Jenny Fox	Celebrate Rotary
2003/2004	Greg Wragg	Lend a Hand
2002/2003	Dick Garner	Sow the Seeds of Love
2001/2002	Tricia Rhodes	Mankind is Our Business
2000/2001	Geoffrey Tickner	Create Awareness - Take Action
1999/2000	Helen Wragg	Act with Consistency, Credibility, Continuity
1998/1999	Lindsay Morgan	Follow Your Rotary Dream
1997/1998	Helen Wragg	Show Rotary Cares
1996/1997	Andrew McGregor	Build the Future with Action and Vision
1995/1996	Juliet Riseley	Act with Integrity - Serve with Love -Work for Peace

## BOARD & TEAM MEMBERS

PRESIDENT	AMANDA HILL & BEVERLEA BLACKLEY
PAST PRESIDENT	AMANDA HILL
PRESIDENT ELECT	BEVERLEA BLACKLEY & GILLIAN MERZVINSKI
SECRETARY	LIZ WARE
TREASURER	ROS BODLEY
PROGRAM	LIZ WARE
FARMERS MARKET	LANCE BLACKLEY
COMMUNITY	GEOFF TICKNER
INTERNATIONAL	PETER READ
FOUNDATION	LINDSAY MORGAN
MARKETING	CHRISTINE LINDSEY
YOUTH	CHRISTINE LINDSEY
SOCIAL ACTIVITIES	BEVERLEA BLACKLEY, LIZ WARE & ANNETTE GRIME
WEBMASTER & BULLETIN EDITOR	LOU RODRIQUEZ
SOCIAL MEDIA	CHRISTINE LINDSEY
MEMBERSHIP	MARIE ARENSEN
ON-TO-CONFERENCE	BEVERLEA BLACKLEY

## COMMITTEES

<b>FARMERS MARKET</b>	LANCE BLACKLEY, BEVERLEA BLACKLEY, ROS BODLEY, CHRISTINE LINDSEY, ANJA HOLTZHAUSEN
<b>COMMUNITY</b>	GEOFF TICKNER, AMANDA HILL, JOHN SKERRITT, ANNETTE GRIME, JENNY FOX, LIZ WARE
<b>MEMBERSHIP/SOCIAL</b>	ANNETTE GRIME, BEV BLACKLEY, MARIE ARENSEN, LIZ WARE, AMANDA HILL
<b>INTERNATIONAL</b>	PETER READ, HANS STAHL, LINDSAY MORGAN ROS BODLEY, ANJA HOLTZHAUSEN
<b>YOUTH/EDUCATION</b>	CHRISTINE LINDSEY, MARIE ARENSEN, GEOFF TICKNER, GILL MERZVINSKI

## PRESIDENTS' REPORT



**Beverley Blackley  
and  
Amanda Hill**

**Co-Presidents**

Our goals for 2023-2024 were

- Increasing our club's visibility in the community
- Broader roll-out of the Teen Mental Health First Aid course in Secondary High Schools in the community
- Deliver hearing screening to 60% of the 2000-3000 primary school students (grade 1 and 2) in 60 schools in Tonga (project continues throughout 2024)

We are pleased to report that we have achieved these goals.

Our Farmers' Market committee led by Lance Blackley continued to improve facilities and equipment to help the volunteers set-up, put-down for the running of the market. Thank you to the Rotary Clubs of Sandringham and Brighton North for their assistance each month. Thank you also to Christine Lindsey for her work on Market Communications (social media, market signs to inform on fundraising recipients). Our Farmers' Market is our major fundraiser for club projects. It is fantastic that all club members give so much of their time and support to the successful running of the market.

Partnering with the Rotary Club of Brighton North, our Bayside Teen Mental Health First Aid project delivered training on mental health signs, symptoms and support to students from Brighton, Sandringham and Beaumaris Secondary Schools. Thank you to Christine Lindsey for all her hard work to make this project so successful.

One activity we would like to highlight is the Bayside Family Christmas Event which is sponsored by the Rotary Clubs of Brighton and Hampton. We were supported by members of BAYCISS, Family Life, Bayside Council, CWA Bayside, Victoria Police and Teams 4 Us. Hampton RSL catered the event and students from St Leonard's College donated gifts for disadvantaged families in Bayside. Jo Kwok from RC Brighton chaired the committee and the enjoyment on the faces of the children on the night was evident to all concerned.

Many of our Community Service and Youth projects continued throughout the year including Intergenerational Interviews for Melbourne University Physiotherapy students to practise their interviewing skills. Pre-school hearing checks and Gross Motor Skills run by Melbourne University students are assessed twice a year for Bayside pre-school students. Thanks to Marie for organising both these projects.

International Service Chair, Peter Read continued the Tonga project which commenced in early 2023. Students in Grades 1 and 2 have been screened for hearing problems in 60 schools in Tonga. This project will continue in 2024-2025. The proposed target for screening under the full program is between 2000-3000 students. Current data indicates that this target will be exceeded. Thank you for your meticulous planning, Peter.

Our club members participated in many social activities throughout the year. We resurrected "Guess Who's Coming To Dinner" and enjoyed fine dining and fellowship at Club member's homes. Thanks to Annette for organising the Theatre nights and of course, Liz for organising many restaurants for social nights.

We had six members attend our District 9810 Conference held in Warrnambool in March. There were excellent speakers, a wonderful masked gala dinner and the opportunity to meet and share Rotary projects with Rotarians from our District. This was the last District 9810 Conference due to the amalgamation of Districts 9810 & 9820. Our new district will be District 9815 from 1<sup>st</sup> July 2024.

Lastly, we congratulate John Skerritt on his appointment as a Member of the Order of Australia (AM) in the 2024 King's Birthday Honours list. John was recognised for 'significant service to public health administration and governance, and to scientific research' which includes joint roles as head of the TGA and Deputy Secretary of the Australian Government Department of Health from 2012 to 2023.

Being Co-Presidents of R C Hampton has been an enjoyable experience. We have worked very well together, each bringing our strengths to the role and learning so much from each other. We welcome Gill Merzvinski as President-Elect, along with Bev Blackley so our co-president structure will continue in 2024-2025. The R C Hampton is indeed one big team. Thank you to all Club members for their dedication, expertise and support that has been instrumental in achieving our goals and vision to create hope in the world.

## SECRETARY'S REPORT



**Liz Ware**

**Secretary**

Our Board meetings continue to be conducted via Zoom. This enabled Board members who were away on occasion to participate. My personal thanks go to Presidents Amanda Hill and Beverlea Blackley and Board members, Ros Bodley, Peter Read, Lance Blackley, Gill Merzvinskis and Annette Grime for their continued support throughout the year. Thank you also to Christine Lindsey (Youth Chair) and Geoff Tickner (Community Chair). This support enabled Board meetings to run smoothly. Board Reports were always submitted in a timely manner.

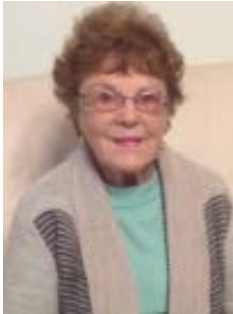
Our thanks and compliments must go again to Lou Rodriquez who has managed the website, keeping it up to date and interesting. He is always on hand to help with any technical issues I may have. Lou continues to track and update our member details and data base for the club. We acknowledge and thank him for keeping these details accurate.

I would also like to thank Marie Arendsen for looking after Membership as this provides the lifeblood of the Club. Membership is a large part of the Secretary's portfolio and Marie relieves me of this role.

The club Board convened for 11 meetings. Numerous electronic motions and other topics requiring comments were organised during the past 12 months and I thank Board members for their quick responses which has meant the tracking of such items was very straight forward.

I congratulate Presidents Amanda and Bev for their year at the helm and I am looking forward to working with joint Presidents, Gill and Bev in 2024-25.

## TREASURER'S REPORT



**ROSALIND BODLEY F.C.P.A.**

**Treasurer**

Our Farmers Market fund raising continues to be our main source of funds. We continue to hold a market every month with the help of Sandringham Rotary Club, the 1/14<sup>th</sup> Brighton Rovers and North Brighton Rotary Club every fourth Saturday in the month.

We have continued to provide the funds for an extensive training program for Youth Mental Health with the Rotary Club of North Brighton, and we also continue the program with our local school awards.

Another worthwhile community activity is Teams Sports 4 all, which we have sponsored again this year.

We have assisted Berendale Katandra special school with the purchase of new Gymnasium equipment, given BayCISS gifts for special events they have for needy families they support. We have volunteered our help and bought gifts for children at a special Christmas lunch run by Hampton RSL.

Our membership fees and some club income has not quite covered our Club operations, administrative costs and District and International fees this year.

Our Club is looking forward to the year ahead when we can continue our activities and fund raising.

Liz Ware our assistant treasurer is my understudy and I thank her for stepping in whenever I am unavailable.

Rosalind Bodley OAM. F.C.P.A.  
Hon.Treasurer Rotary Club of Hampton.

## COMMUNITY



***Geoff Tickner***

***Chair – Community***

### **Christmas Hampers for The Salvos.**

Hampton Rotarians have been making their own Christmas hamper donations to The Salvos for at least 20 years.



Our first connection with The Salvation Army at Bentleigh was via Merle Hedges who, with husband Henry, provided assistance to many disadvantaged families.

The Club normally invites The Salvos to a Club meeting prior to Christmas where they outline what their current situation in Bentleigh is and in return, receives our hampers.

This year, this was not possible. Club members brought their hampers to a Club meeting and Geoff Tickner delivered them to the Salvos Bentleigh office.

### **Assistance to BayCISS (Bayside Community and Information Support Services: -**

The Club has supported BayCISS in a number of ways this year including: -

- Men's Toiletries Packs
- Mothers' Day Packs
- Christmas Shopping Vouchers
- School Clothing

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**Men's Toiletries Packs:** The Club continue with this project of supporting men who are experiencing difficulties. This year we assembled 50 presentation packs and delivered them to BayCISS prior to Christmas. Prue and her grandchildren packed the bags which were then delivered by Geoff.



Prue Tickner & grandchildren



Geoff Tickner @BayCISS

**Mothers' Day Packs:** -All Mothers like to be recognized for their contribution to family harmony. The Club decided a little pampering could be beneficial to BayCISS mothers.

The Club assembled 50 presentation packs containing shampoo, conditioner, hand cream, moisturiser and soap and delivered them to BayCISS prior to Mothers' Day.



Products and fancy presentation packs presented to Rose Paduano, CEO of BayCISS by Geoff Tickner.

**Prior to Christmas** we donated a parcel of shopping vouchers to assist BayCISS clients meet the impact of inflationary costs and bring a little joy to families at this time.

## School Clothing

We also assisted BayCISS clients by donating boxes of surplus polo shirts and T-Shirts from Rotary's DIK (Donations-In-Kind) warehouse in West Footscray.

Shirts are displayed here  
by Rose Paduano (BayCISS)  
and Geoff Tickner



## Stamp Garbology – Recycling of Used Stamps

Philatelic Garbology is the simple act of saving and recycling used stamps. It is a Rotary District 9810 project which co-ordinates the collecting and selling of used stamps to dealers that generates funds which bring major changes to the lives of others.

Commencing in 1991, the project has raised over \$120,000.00. District funds raised this year are nearly \$10,000 with the funds supporting the 'End Trachoma' project.

Our Club is a regular contributor to this project and we encourage members and friends to collect their used stamps and bring them to the Club. Each year, Geoff Tickner delivers our contributions to the District Stamp Recycler.

## Bayside Family Christmas Event – Wednesday, December 13 at Hampton RSL

Once again, the Club was actively involved in this annual event for Bayside families. In conjunction with Brighton Rotary (led by Jo Kwok), Passport Rotary Club, Hampton RSL, Bayside Council, Victoria Police, BayCISS, Family Life, TeamSports4All, Country Women's Association and St Leonard's College.

The night was a resounding success and the children were thrilled with their gifts from Santa. Santa's elves (Bev, Liz, Amanda, Gill, Marie, Anja (and Anja's friend), spent the day before sorting age-appropriate gifts for the children attending. Passport Rotary Club and the CWA sourced and packed gifts for the carers.



## ENVIRONMENT

### Beach Cleaning



**On the first Sunday of each month Hampton Rotarians** and friends support **Hampton Beach Patrol 3188** at 1 of our 3 nominated local beaches. We gather to remove rubbish from the shoreline and the surrounding beach and paths.

Most months we are surprised with the items we find, from broken chairs, building materials, beach towels, fishing gear, shoes and sunglasses.

The volume of micro plastics hasn't reduced, nor the cigarette butts at Green Point, but as we found last year straws are now rare, and this year the implementation of Victoria's Container Deposit Scheme has had a dramatic impact on reducing the recyclables found. Most months we carefully dispose of used syringes.

**We gather through sun, cold and rain!**

## YOUTH & EDUCATION



**Christine Lindsey**

**Chair – Youth**

The Youth Committee for 2023-2024 focused on projects which develop youth leadership and resilience, promote educational opportunities and support the mental health of young people. Here is a summary of the projects undertaken this year:

### Pre-School Screening Project



During the past 12 months, Hampton Rotary has again held two very successful screening sessions for pre-school children in the local Bayside area, in September 2023 and April 2024, for both hearing and large motor skills development.

The hearing screening project was first piloted in 2015, and is a joint initiative between Hampton Rotary, Bayside City Council, the University of Melbourne and Hampton Primary School. Pre-school children are tested to identify any hearing issues, which can have the potential to impact both their short-term and long-term speech and language development. Students from the Master of Clinical Audiology at the University of Melbourne conduct the tests, under the supervision of a qualified audiologist.

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The testing results showed the value of running such a program. Typically, 20% of the children screened for hearing are referred to have follow-ups with their family doctor or specialist audiologist.

Two years ago, we also widened the scope of the screening by adding Physiotherapy testing of paediatric gross motor skills to the usual Audiology hearing checking. These screenings were carried out by Melbourne University's Physiotherapy doctoral students who tested children with games involving catching, throwing & kicking a soft ball slightly smaller than a basketball.

We are very appreciative of all the help from the various parties involved. Hampton Primary School once again very generously provided the venue. Each child was accompanied by a parent who had made a booking through Bayside City Council's Family Services department, who managed the bookings, the advertising to Bayside's preschools and promotion on their website. Then there were Melbourne University's Departments of Audiology and Physiotherapy who provided and supervised the students. Club members provided their time on the day to ensure everything ran smoothly once again.

Hampton Rotary are keen to continue this project with the support of Melbourne University, who are keen to get their students involved in community work, especially working with an age group which is not readily available.

The next testing session is proposed to take place in September 2024. Any further enquiries regarding this project can be directed to:

Marie Arendsen - Email : [arendsen.m.a@gmail.com](mailto:arendsen.m.a@gmail.com)

## Intergenerational Interviews for Melbourne University Physiotherapy Students



The Rotary Club of Hampton assisted the Physiotherapy Department of Melbourne University in a new learning experience for their students.

These involved students undertaking short interviews with older adults at several points across the year. The activity helped to further develop students' communication and interpersonal skills and were a valuable experience in preparation for students attending their gerontology clinical placements in subsequent weeks.

Hampton Rotary sourced volunteers (over 65 years) to assist the physiotherapy students to practice their interviewing skills. We needed volunteers who have (or have had) a health condition(s) impacting on their physical function. This could include conditions such as arthritis, osteoporosis, joint replacements, back pain, lung or heart disease, stroke, cancer, hearing or vision loss, cognitive issues or falls and balance problems. This did not include any physical assessment or treatments in the session.

Sessions were run via video conferencing (e.g., Zoom), supervised by a qualified physiotherapist, and occurred 6 times during the year. Participation involved speaking with two physiotherapy students for approximately 20 minutes each. During the interview, volunteers were asked questions about themselves, and their health conditions or changes associated with ageing. This included how their health had impacted their daily activities and how these had been managed. The sessions were confidential, and they only needed to divulge as much or as little as liked.

The feedback from both the students and their supervisors was very positive. The volunteers also enjoyed the sessions and provided many useful suggestions. Overall, this was considered extremely helpful by the Melbourne University Physiotherapy Department, and the next session has now been scheduled for July 2024.

Any further enquiries regarding this project can be directed to:  
Marie Arendsen - Email : arendsen.m.a@gmail.com

## Friendship Leaders' Awards Promoting Youth Leadership

The Club presents these awards to two local primary schools –Hampton Primary School where it was first presented in 1997 and is the longest standing award presented by the Club. It has been presented at St Mary's Primary School since 2000.

To receive the Awards, students are elected by their peers as the ones they consider to best meet the criteria of kindness, responsibility, fairness, friendship and acceptance. In addition, staff consider they uphold the school principles.

**Cleo Moran and Sam Sharp** were elected at Hampton Primary School this year and **Sienna Whyte and Willem Miserus** were elected at St Mary's.

Each receives a congratulatory certificate and a book voucher from the Club. Their names have been added to the Honour Boards for all to see in their final year at school.



**Sam Sharp and Cleo Moran**



**Sienna Whyte and Willem Miserus**

## Hampton East School Resilience Award

The Resilience Award was first presented by the Rotary Club of Hampton in 2010.

The Award is presented to a 'Year 11' student who has impressed the Head and staff by their ability to work through problems and learn how to apply themselves to realise true and improved outcomes for both themselves and those around them.

The Award is presented to a student who will be entering their final year at Hampton East so that the student and their peers can see the student's name on the Honour Board throughout their final year.



It is a significant achievement and the winner should be extremely proud of their effort in gaining this Award.

The Club presents the winner with a congratulatory letter and a gift voucher from JB HiFi. **This year's winner is Matthew Sharp**

With the amalgamation of Berendale (a Years 7 to 12 school) and Katandra (a Prep to year 6 school), the combined school is now Prep to year 12 and has been renamed **Hampton East School**.

## Assistance to Hampton East School

As well as presenting the Resilience Award at Hampton East School, Hampton Rotary has also assisted the school in purchasing some of the gym equipment for their new gym. We are also reviewing how we may assist them in their running of the Mini Woollies Store which commenced operation in May 2024.

With the renaming of Berendale School to Hampton East School, surplus named Berendale School uniforms had to be disposed of. The Club collected 10 boxes of stock and delivered them to our DIK (Donations-In-Kind) warehouse in West Footscray. From there, the uniforms will be sent to schools in Timor L'este where students have an urgent need of any uniforms. An incorrect name is not important.



Uniforms  
at DIK Store



Gym Equipment



Mini Woollies Store

## Bayside Teen Mental Health First Aid



Hampton Rotary are very proud to be joint organisers of the Bayside Teen Mental Health First Aid project.

This Rotary project delivers the Teen Mental Health First Aid training course to high school students in Years 9/10 at Bayside Secondary Colleges. The course, developed by Mental Health First Aid Australia, teaches students about the signs and symptoms of mental health problems that may be experienced by young people, and how they can support a friend who may be experiencing a mental health problem.

Since inception in 2022, the Bayside Teen Mental Health First Aid project has delivered this specialised mental health training to 650 high school students across 3 Bayside government secondary colleges, and during the remainder of 2024, it is proposed that a further 350 students will benefit from the training. Discussions are also underway for us to assist with the implementation of the training to a further 3 colleges, reaching an additional 500 students.

As part of our commitment to support the local secondary school communities with mental health training, we are also providing specialist training to teachers and school staff, so they too can support the local students at their colleges. This training, Youth Mental Health First Aid, is also developed by Mental Health First Aid Australia, and adults working or living with adolescents learn how to assist adolescents who are developing a mental health problem or in a mental health crisis. The next adult course is scheduled to be delivered to 20 high school teachers and wellbeing staff in August 2024.

Christine Lindsey, Director - Youth & Education

This is an exciting and impactful project and we are very grateful for the partnership with Brighton North Rotary, as well as the support from Mental Health First Aid Australia and the Rotary Foundation over the past year, as well as the Government Secondary Colleges in Bayside, all of whom are helping to support young people with their mental health.

Any further enquiries regarding this project can be directed to:  
Christine Lindsey - Email: [Christine.lindsey@gmail.com](mailto:Christine.lindsey@gmail.com)

## Hampton Rotary Sponsors TeamSport4All Team Relay Challenge24



Hampton Rotary were proud to be an official event partner for this year's TeamSports4All Team Relay Challenge Relay 24. We are very proud to support this fantastic local charity who do so much good in the community to connect and support disadvantaged children to get into community-based team sports.

Their annual fundraiser, Team Relay Challenge, raises vital funds which goes a long way to help them continue to grow and give families experiencing financial hardship the opportunities that come from being part of a community club and team sport.

Our Club hopes to continue the association with TeamSports4All into the future as well.

To find out more about TeamSports4All, you can visit their website at:  
<https://www.teamsports4all.com.au>

A big thank you to this past year's hard working youth committee: Marie Arendsen, Geoff Tickner and Gill Merzvinskis. Their commitment to the development of this year's initiatives to support youth in the Bayside area has been crucial to the success of all of these projects.  
Christine Lindsey, Director - Youth & Education

## INTERNATIONAL SERVICE



**Peter Read**

**Chair International Service and Foundation**

The Club's main current International Project Activity, the Tonga Hearing Screening project is being supported by a Global Grant from the Rotary Foundation and Rotary Clubs in Australia, New Zealand, Germany and Tonga. The project team mobilised in April 2023 and commenced training staff from the Ministry of Health Tonga in the process of screening Primary Year 1 and 2 children from schools in Tongatapu, the main island in Tonga, with specialist audiology equipment funded by the project, to assess the status of their hearing and ear health.

There are 62 schools in the current project which comprise all public and private primary schools teaching year 1 and 2 students in Tongatapu. The nursing staff who are conducting the screening are public health nurses from Tonga's main hospital, Vaiola Hospital and other rural health centres. Hearing screening is undertaken as a component of their community nursing activities. The project has provided an Audiologist to assist with their training and to manage their program of activities.



Results from the screening activities are documented and analysed with the results being shared with the student's families and school staff. The objective of this program is to identify hearing deficiencies which are likely to impact on the children's education and/or social integration. The screening team is supported by the ENT staff from Vaiola Hospital's ENT clinic who can provide support to address a range of identified problems and provide referral to medical staff where specialist medical attention is required.

The hearing screening activities are supported under the project by an educational program which includes the distribution of posters, signs and banners promoting practices which should be adopted to maintain ear health. Educational material is supported through publicity on radio and TV, particularly during annual campaigns such as the WHO World Hearing Day. The receptiveness and retention of the ear health message is further supported by inviting competitions in schools, to develop and present the message to their peers and community through singing or acting events.

In total, the project plans to screen 2000-3000 students. Following training activities, screening commenced in June/July 2023 and up to April/May 2024 students at 35+ of the 62 schools in the project area had been screened, representing approximately 2000 students.

Comprehensive data is collected and analysed as the project proceeds with assistance from Tupou Tertiary Institute. Results are being documented for each student and categorised by incidence and hearing quality and ear health. Identified problems are documented for follow-up action if required, or referral to the ENT clinic, based on severity of the problem, for further testing or examination.



Based on an initial broad analysis of the results, for the 22 schools screened in 2023 (1739 students), 19.4% of the students were found to have no ear or hearing problems. 55% of students screened were found to have a problem in the outer ear in at least one ear. For most of these cases the problem was wax, but other problems include the presence of a foreign body or an ear infection. These problems can be addressed through the nurses and doctors at the Hospital ENT clinic.

Some delays have been experienced to the progress initially anticipated, however they were primarily the result of scheduling to fit in with the school year and attendance of the younger children who do not necessarily attend school for the full year when starting school. The project is progressing well and is expected to be completed later in 2024. It is highly appreciated by the health authorities in Tonga who previously have not had a structured hearing/testing program. A main objective for the project is that the skills, knowledge and equipment when retained by the Ministry of Health, will be a sustainable long-term activity.

## MARKETING, COMMUNICATIONS & PUBLIC RELATIONS



Christine Lindsey

**Christine Lindsey**

**Chair – Marketing and Public Relations**

The Club's marketing strategy has been to promote and support Club events and membership development, introduce the Club and its projects to new audiences, as well as raise awareness and communicate the Club's role as a key service organization in the local community. A variety of marketing communication channels are used: website, email database, and social media. Below is a summary of marketing activities undertaken over the past year.

### **Website Promotion**

The Club website continues to provide a public relations face for the Rotary Club of Hampton providing:

- Overview of the Club, its activities and contact points for new membership enquiries;
- Club projects are featured – local, community, youth and international – with regular updates on activities Club members are involved with;
- The calendar of upcoming events features the weekly meeting schedule, with details on guest speakers and other features of each upcoming meeting;
- Fundraising events, such as the Bayside Farmers' Market, are also promoted on the website, including a video promotion of the market;
- The Club's monthly newsletter is also available to the public on the website.

A big thank you to Lou Rodriguez who does a fantastic job to keep our website fresh and regularly updated.

### **Social Media**

The Club maintains a social media presence with Facebook and Instagram, with accounts for both the Rotary Club of Hampton and the Bayside Farmers Market, the main fundraising event for the Club. Posts on the Club's page are made on average twice weekly, and include updates on Club projects, fundraising promotion, events promotion and other general Rotary news. Videos and reels have also been used over the past year which have had very strong results. The Club also promotes its events and activities on local community social media hubs, which extends our reach and profile to those in the broader community.

## **Monthly Newsletter**

The Club's monthly newsletter, the Hampton Herald, continues to be a well-read publication delivered electronically to members and other contacts of the Club, such as past members, and local community groups. The newsletter includes articles each month covering past and upcoming meetings, project updates, details on upcoming fundraising events, as well as District and Rotary International news items. The monthly Hampton Herald is a vital communication channel for members and community to be engaged and kept updated on Club and Rotary news.

Another big thank you to Lou Rodriquez for all his hard work to co-ordinate articles and publish our monthly newsletter.

## **Bayside Farmers' Market Promotion**

The principal fundraising event for the Club is the monthly Bayside Farmers' Market. The marketing team support this event with extensive promotion through street signage, brochure production, web and email marketing, web portal listings and extensive social media campaigns with photos and videos, including paid ads, throughout the year.

With average attendance each month throughout the year of 1500 visitors, the market also offers a unique opportunity to promote the Club's profile and brand to a diverse local community. Promotional posters are displayed at the market, showcasing the range of projects undertaken by the Club, as well as posters for specific projects when market donations will be directed to that project. The Club's Rotary stall at the market has also become a focus for new membership enquiries, and a number of membership enquiries to the Club this year first connected with us at the market.

## **Bayside Volunteer Expo**

This year, Hampton Rotary participated in the inaugural Bayside Volunteer Expo, which was organized by the Bayside City Council. We developed customized posters and brochures on volunteer opportunities available at our Club which were made available to attendees. This event also proved to be a great opportunity to further connect with other local community groups.

## **Membership**

Continuing to build the database of potential membership prospects from Club events, projects and activities, and developing appropriate follow-up membership marketing strategies, is an ongoing priority for the Club. A Club promotional brochure is updated annually and provided to all membership enquiries, which are then followed up by the Club membership co-ordinator.

## MEMBERSHIP & SOCIAL



**Annette Grime**

**Chair – Membership & Social**

### Membership

This year Hampton welcomed a new member, and a returning member after a long leave of absence. One of our members, who was in Australia for a fixed term work transfer, has returned to Europe and transferred to RC Salzburg International. We retain our membership at 17.

The Farmers Market continues to provide the major source of new members.

## MEETINGS and SOCIAL EVENTS

### Program

The Club continued the weekly cycle of Tuesday meetings - Speaker, Club forum, Social Night, and Board meetings (via Zoom). The Hampton RSL was no longer able to accommodate us on Tuesday nights so we have relocated to Picasso's Restaurant in Hampton St.

Some of our Speakers have included PRIP Ian Riseley (Foundation), Sally Wragg (Defibrillator and First Aid), David Tolstrup (Risk and Rotary Insurance) SES, Shirly Grace (Post Polio), Graeme Woolacott (Indonesia), travel stories and Behind the Badge (members).

We have enjoyed joint meetings with RC Brighton North and RC Sandringham. General club meetings continue to provide the opportunity for all members to contribute ideas.

# ANNUAL REPORT 2023 - 2024

## Social

The Club has continued to meet socially once a month. We have enjoyed dinner at Hampton restaurants 8 Bowls Pho, Southall and Picasso's, returned to our old stamping ground, the Brighton Beach Hotel and, dined at Sandringham Yacht Club on a number of occasions.

Guess Who's Coming to Dinner was reinstated and members enjoyed the mystery destination and guests. Christmas dinner at Amanda Hill and John Skerritt's home was a highlight and enjoyed by all.

## BAYSIDE FARMERS' MARKET



**Lance Blackley**

**Market Co-ordinator**

The Bayside Farmers' Market is the main fundraising event for Rotary Club of Hampton and has grown to become a much-loved major community event for the Bayside area. Now running for more than 10 years, it is also rated as one of the best Farmers' markets in Melbourne. The market is held monthly on the 4th Saturday every month.

Our special Christmas market this year was held in December, (our last market before Christmas) and we again had a special visit from Santa and his helpers, who distributed treats for children, and proved to be a big hit with everyone. Thank you, Hans, for arranging Santa's sled again, even though you're no longer in the country. Also, a thank you to Santas' Elves who also help out each year.



Thank you to all the Club members who get up early to set-up and volunteer at the market each month, as well as our partners, Regional Farmers' Markets, who all work so hard to make this market such a fantastic event.

We also extend thanks to the Rotary Clubs of Brighton North and Sandringham for supporting the market each month with your volunteers. We also have some new volunteer helpers from the Rovers to assist.

This year we completed our annual risk assessment and emergency evacuation plan. An online presentation via our web site is now available to induct new market volunteers. Our risk assessment identified the condition of the depression at the market entry gate. A report of its condition was issued to Bayside City Council and we have been advised that repairs will occur in the spring months.

We also identified that we no longer had a trained traffic management person in the Club and Anja volunteered to undertake the Stop Bat training course which she passed with flying colours so well done Anja.

The Market trailer now has a permanent home at Hampton Bowls Club and we have ready access to the facility via a combination lock on the car park gate so we can enter as needed. Ongoing maintenance of the market trailer has continued to maintain the equipment in good condition, and we are proposing to apply for a District Grant to replace the tent canopies that are showing real signs of wear.

We continue to advertise our activities and projects on the display boards each month, having advertised items such as X-mas Raffle, BayCISS Xmas Dinner, Polio, Bayside Theatre Fund Raiser, Tonga Hearing Project Progress and Schools Mental Health First Aid Training Project. We have also included this year, feedback to the market attendees on the status of these projects and details of funds raised that were donated to our projects.

A big thank you to Bev who has now taken on the role of organising the market volunteer roster each month.

Christine Lindsey continues to do a fantastic job with the Market promotion and keeping our market at the forefront of the community

Finally, a big thank you to this past year's Market Committee – Bev Blackley, Amanda Hill, Ros Bodley, Lance Blackley, Christine Lindsey and Anja Holtzhausen – who all worked incredibly hard to address the issues and make our market one of the best in Melbourne.

## FINANCIAL STATEMENTS

### BALANCE SHEET AT 30TH JUNE 2024

#### ASSETS

##### Current Assets

Bank Accounts	
Westpac - Cash Reserve	19,802
Westpac - Cheque Account	18,691
Westpac - Tonga account	40,824
<b>Total Bank</b>	<b>79,316</b>

##### Other Current Assets

Sundry Debtors	4,000
<b>Total Other Current Assets</b>	<b>4,000</b>

**Total Current Assets** **83,316**

##### Fixed Assets

Market Canopies	757
Market Trailer	800
<b>Total Fixed Assets</b>	<b>1,557</b>

**TOTAL ASSETS** **84,874**

#### LIABILITIES

##### Current Liabilities

Provision Market Expenses	957
Volunteers Provision	430
Tonga Hearing Project	40,824
Sundry Creditors	6,135
<b>Total Current Liabilities</b>	<b>48,346</b>

**TOTAL LIABILITIES** **48,346**

**NET ASSETS** **36,528**

##### EQUITY

Opening Bal Equity	20,779
Retained Earnings	4,514
Net Income	11,236
<b>TOTAL EQUITY</b>	<b>36,528</b>

# ANNUAL REPORT 2023 - 2024

## STATEMENT OF INCOME & EXPENDITURE - 1 JULY 2023 - 30TH JUNE 2024

<b>INCOME</b>		<b>EXPENSES</b>	
<b>Club Income</b>		<b>Club Expenses</b>	
Interest	251	Administration	174
Membership Dues	5,533	Badges, Regalia & Supplies	176
<b>Total Club Income</b>	<b>5,784</b>	Bank Fees	290
		Computer and Software	615
		Conference Levy	352
<b>Fundraising</b>		Fees and permits	88
Farmers' Market	13,124	Meetings & Meals	283
Theatre Night	1,018	Presidents Meeting	515
<b>Total Fundraising</b>	<b>14,143</b>	Rotary Dues & Magazines	<b>2,992</b>
		Subscriptions & Registrations	688
<b>Donations, Grants &amp; Sponsorship</b>		Website & Internet Expenses	738
District 9810 Mental Health Gra	3,600	<b>Total Club Expenses</b>	<b>6,911</b>
Regional Farmers Markets	12,000		
<b>Total Donations &amp; Sponsorship</b>	<b>15,600</b>	<b>Donations &amp; Grants</b>	
		Australian Rotary Health	1,000
<b>Total Fundraising &amp; Donations</b>	<b>29,743</b>	BAYCISS	4,429
		DG Partner Program	1,860
<b>TOTAL INCOME</b>	<b>35,526</b>	Foundation Annual Giving	2,601
		Fund Raising Insurance	784
		Katandra Berendale Special School	1,500
		Mental Health Project	1,805
		RSL Children XMAS	900
		School Awards Expenses	500
		Team Sports 4 All	2,000
		Total Donations & Grants	17,379
		<b>TOTAL EXPENSES</b>	<b>24,291</b>
		<b>NET INCOME</b>	<b>11,236</b>

**Finally, to Incoming Co-Presidents**

**Beverlea Blackley and Gill Merzvinskis**

**Enjoy your term as President of the Club**



**2024 – 2025**

