



# ANNUAL REPORT 2020 – 2021

President  
Amanda Hill  
District Governor:  
Alma Reynolds  
District 9810



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## PAST PRESIDENTS

YEAR	PRESIDENT	ROTARY THEME
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
PAST PRESIDENT	STUART LE GROS
PRESIDENT ELECT	PETER READ
SECRETARY	LIZ WARE
TREASURER	ROS BODLEY
PROGRAM	RHONDA PINCOTT
FARMERS MARKET	STUART LE GROS/MARIA SIERRA
COMMUNITY	RHONDA PINCOTT/ GEOFF TICKNER
INTERNATIONAL	PETER READ
FOUNDATION	PETER READ
MARKETING	CHRISTINE LINDSEY
YOUTH	CHRISTINE LINDSEY
PROJECTS	GEOFF TICKNER
CONSTITUTION	LOU RODRIQUEZ
WEBMASTER	LOU RODRIQUEZ
SOCIAL MEDIA	CHRISTINE LINDSEY
MEMBERSHIP & SOCIAL ACTIVITIES	ANNETTE GRIME
FUNDRAISING	ANNETTE GRIME

## COMMITTEES

<b>FARMERS MARKET</b>	JENNY FOX, LINDSAY MORGAN, STUART LE GROS, ROS BODLEY, CHRISTINE LINDSEY
<b>COMMUNITY</b>	RHONDA PINCOTT, CHRISTINE LINDSEY, STUART LE GROS, GEOFF TICKNER, HANS STAHL
<b>MEMBERSHIP/SOCIAL</b>	ANNETTE GRIME, RHONDA PINCOTT, LANCE BLACKLEY, BEV BLACKLEY, MARIE ARENSEN, JULIET RISELEY. LIZ WARE
<b>INTERNATIONAL</b>	PETER READ, HANS STAHL, JENNIFER NEWTON, ANNETTE GRIME, LINDSAY MORGAN
<b>YOUTH/EDUCATION</b>	CHRISTINE LINDSEY, JENNIFER NEWTON, MARIE ARENSEN, GEOFF TICKNER MARIA SIERRA

## PRESIDENT'S REPORT



**Amanda Hill**

**President**

Just as in our personal lives, the club has operated in a background of uncertainty as the COVID-19 crisis unfolded over the last 16 months. During these times it has been great to have the certainty of the fellowship and commitment to service of our Rotary club. With our weekly club meetings and committee working groups we have come together, let our minds be active and enjoyed friendship and support. As the club navigated its way through the lockdowns, I would like to thank District Governor Alma Reynolds and Assistant Governor Steve Macdonald for their support and guidance.

We delivered against our goals for the year - greater member engagement in projects, restarting the Bayside Farmers' Market and supporting Covid19 recovery in the Bayside community. Our Community Committee led by Rhonda Pincott initiated service activities supporting the community including collecting items for baby bundles to St Kilda Mums, gaining a district grant for FoodBank, sourcing and supplying men's' packs for Christmas for BAYCISS to distribute. We joined with the Rotary Clubs of Beaumaris, Cheltenham and Sandringham to donate to the Highett Neighbourhood Community House to source food supplies and cooking meals for international students struggling during the lockdowns across Melbourne.

Through our Youth Committee led by Christine Lindsey, we provided Back-to-School packs for primary children supported by Family Life and sponsored two teenagers to attend Camp Awakenings, a personal development program. We also continued the long-running School Friendship awards to Hampton Primary and St Mary's primary students and the resilience award to a Berendale student. With the Rotary Club of Brighton North, programs were developed to improve youth mental health and the first Youth Mental Health First Aid course was run in March. The Youth and Membership & Social committees joined together to organise the Lift the Lid Walk which raised funds for Youth Mental health Research.

October was a special month – the club turned 25 and I would like to acknowledge our charter members – Juliette Riseley, Geoff Tickner, Lindsay Morgan, Marie Arendsen, Lou Rodriguez and

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Liz Ware. We celebrated this important milestone face to face in March. We also re-launched the Bayside Farmers' Market, after a number of months in lockdown. Thank you to the Market Committee, led by Maria Sierra, and to Stuart Le Gros for his tireless efforts navigating a variety of challenges to ensure a COVID-safe market. It was also Mental Health Month and Christine and Annette organised us to walk over 3 million steps to raise funds for research into Youth Mental Health through Australian Rotary Health.

We had excellent speakers due to the great efforts of our program director Rhonda Pincott - we heard from PDG Dr Jessie Harman, director on the board of Rotary International; our DG; the Bayside City Council Community Resilience and Safety team; an expert on Creating a Zero Waste and Sustainable Future; the Rotary Club of Melbourne and Hepatitis Victoria on the End Hepatitis Now Initiative; Gregory Ross from Australian Rotary Health; Peter Sindrey from the Rotary Club of Bairnsdale on how our contributions were used in the bushfire relief program; Matt Tilley, from Foodbank Victoria, on their history and purpose; John Barnes from the Rotary Club of Oakleigh Clayton Huntingdale on the district Foundation Annual Programs; Professor John Skerritt head of the TGA on Covid 19 vaccines and challenges, and experts on the impact of hearing impairment on educational and social outcomes.

As we move into the next year, our International Committee led by Peter Read will be finalising our new project in the Pacific on screening the hearing of young primary school age children.

The COVID-19 pandemic challenged us all throughout the year and I am so proud of the way our club responded. A special thank you to the Membership and Social Committee, led by Annette Grime, for organising social activities keeping us sharp, engaged and connected. Finally let me thank the Board for their support and advice particularly Liz Ware and Ros Bodley for sharing their wealth of knowledge and I look forward to supporting incoming President Peter Read during 2021-2022.

## SECRETARY'S REPORT



**Liz Ware**

**Secretary**

The 2020-21 Rotary year provided many challenges. Our Board meetings were conducted via Zoom which worked well and enabled Rhonda to participate from Queensland! My personal thanks go to President Amanda Hill (a joy to work with) and Board members, PE Peter Read, Ros Bodley, Rhonda Pincott, Maria Sierra, Christine Lindsey, Stuart le Gros, and Annette Grime for their continued support throughout the year. This support enabled Board meetings to run smoothly. Board Reports were always submitted in a timely manner. I would like to thank President Amanda for revamping the formats of the Board Reports and Board Outcomes. This made my job much easier.

Our thanks and compliments must go again to Lou Rodriguez 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. It has been a challenging to attract new members this year. Hopefully, when we are meeting in person on a regular basis again, this will change.

The club Board convened for 12 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 President Amanda for her year at the helm and I am looking forward to working with President Peter in 2021-22.

## TREASURER'S REPORT



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

**Treasurer**

This year has continued to be difficult. Our fundraising activities have been severely curtailed since the shutdowns due to the Covid 19 virus pandemic.

Our Farmers Market fund raising did not resume till October 2020. We held 8 markets from October in conjunction with Sandringham Rotary Club, at Trey Bit Reserve every fourth Saturday in the month. We share the gate donations with various community groups who volunteer to assist at the market. The proceeds are allocated according to the number of volunteers from each organisation. In this way we directly support local community groups.

Our members have continued to fund raise whenever possible. A BBQ at Bunnings helped towards our Tonga children's hearing testing project. A computer updating and reselling project was very successful.

The final payment was received from previous year's Bayside Business Awards project which involved several local Rotary Clubs.

We have continued to support our Fiji student studying veterinary science; also, Foodbank, Salvation Army and our local school awards, to list a few.

Our membership fees and some club income covered our Club operations, administrative costs and District and International fees this year.

We are all looking forward to the year ahead when our lives hopefully will return to normal and we can actively continue our work and fundraising.

Thanks to Liz Ware our assistant treasurer for stepping in whenever I am away.

## COMMUNITY

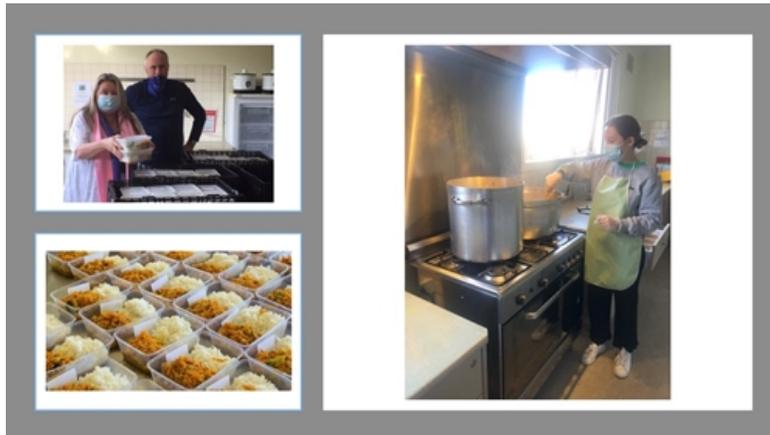


***Rhonda Pincott***

***Chair – Community***

The 2020/21 Rotary year saw the formation of new committees one of which was Community. While off to a slow start as we navigated the implications of COVID, in terms of effect on club members and activities but more importantly the impact on our wider community. As such the committee agreed to undertake a review of the needs of the local agencies who were already addressing the needs of the most vulnerable members of our community. This proved to be a great success as the club was able to allocate resources widely according to identified need.

### **Providing Meals to support Holmesglen International Students**



The club joined with the Rotary Clubs of Beaumaris, Cheltenham and Sandringham to donate a total of \$2,000 to the Highett Neighbourhood Community House who were sourcing food supplies and cooking meals for International Students at Holmesglen TAFE. This donation secured the cooking program for a further 10 weeks which represented 1,000 meals to help these students who were struggling during the lockdown across Melbourne.

## Donations to Sandringham Hospital staff



The Club donated a range of gifts to healthcare workers at Sandringham Hospital (Alfred Health), in recognition and thanks for their dedication and service in keeping the local community safe during this challenging time of COVID-19.

150 gifts were delivered by Rhonda Pincott and Christine Lindsey to the hospital, which were gratefully received by hospital representatives Alison Palmer (Operations Manager) and Cathy Howard (PA to the Director of Nursing) on behalf of staff.

## Donations of New Baby Packs and Children's Items to St Kilda Mums a True Community Project!



The Community Committee identified a project to provide a range of items to St Kilda Mums to support needy families. Rhonda Pincott (Community Chair) did a shout-out to the Hampton and Highett communities seeking donations of baby and children's items. We were astonished at the generosity of the local community.

There are so many generous people in our area. We were overwhelmed by the donations - so many beautiful and much-loved baby items – clothing, car seats, strollers, baby & cot blankets...the list is endless! Such great community spirit and support for those families in need. A range of additional baby toiletry items which have been funded by donations to our Club were also included in the baby packs as well. We extend a huge thank you to everyone who donated.

In this COVID world, we also had to do things a bit differently as well. Although the intention was for Club members to help sort and pack the items, the current restrictions meant this was not possible. So, Rhonda (with the help of daughters Jane and Tess) sorted and packed the items ready for transport to St Kilda Mums. This proved to be a great community project!

## 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. Merle & Henry in turn support us by advertising our Farmers' Market with a sandwich board outside their home in the week before the market.

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

This year, due to Covid, this was not possible. Club members delivered their hampers to Geoff Tickner who delivered them plus some of our Rotary Christmas Cakes & Puddings to Samantha Oldfield at the Bentleigh Office.

## Christmas at the Bayside Farmers' Market



The Christmas Farmer's Market saw a fantastic turnout from the local community with families, friends...and even the family dog...getting into the Christmas spirit.

Thanks to all the wonderful stallholders for the fabulous range of produce and gourmet products...and a big shout-out to Santa (aka Arran Ferguson), Hans Stahl (Santa's personal driver), and the elves (Rhonda, Jane & Tess) who were the highlight of this very special day.

Also, thank you to BMW for providing the beautiful white "sleigh" for Santa to travel in around the market.

A huge thank you to all the volunteers from our Club as well as Sandringham Lions who helped with the set-up, including decorating our tents with Christmas tinsel. Thanks also to Sandringham Rotary who fired up the barbie to keep a very Aussie tradition going! We were also joined this year by the 1st Sandringham Scouts who were taking orders for real Christmas trees...and we also had Rotary Christmas Cakes and Puddings for Sale.

All in all this was a fantastic team effort that has meant we all helped to spread the Christmas cheer & make this such another fantastic market for all the community.

## BayCISS Men's Toiletries Packs



The Club learned from BayCISS, a local support organisation, that men in particular were struggling to fund their basic hygiene needs and were often overlooked in donations by support groups.

BayCISS stated that September was their busiest time as clients started to feel the effect of the withdrawal of government services and assistance. The Club assembled 62 presentation packs and delivered them to BayCISS.

Geoff and Prue Tickner took the opportunity to display their "Lift the Lid" t-shirts when making the presentation to Karyn Doyle, Manager of BayCISS.

## Support for Foodbank 0



The Club made a \$3,000 contribution to Foodbank of Victoria, to go into their operational budget, which would be spent on purchasing nutritious food to be distributed across the state of Victoria.

In addition, thanks to Stuart Le Gros, with the support of Peter Read, the club was successful in having a Rotary District Grant approved for \$4,000 to fund an in-house editing suite, with the objectives of producing better videos to share with the public and their partners.

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This enables Foodbank to continue building awareness of their work across the state of Victoria. This, in turn, will assist in bringing in more food donors, financial donors, corporate and philanthropic supporters and partners. With a better way of sharing their story they can gain additional support, therefore be able to better serve the community in distributing food across the state to their charity partners.

We look forward to continuing our partnership with Foodbank Victoria over the coming years.

## YOUTH & EDUCATION



**Christine Lindsey**

**Chair – Youth**

The Youth Committee for 2020-2021 focused on project initiatives which develop youth leadership and resilience, promote educational opportunities and support the mental health of young people, especially given the challenging times arising from COVID-19 restrictions over the past year.

A number of projects were ones that have been on-going, but this year, the committee researched and developed initiatives to address additional recognized needs of youth in our local area.

Here is a summary of the projects undertaken this year:

### **Back-To-School Supplies for Disadvantaged Local Primary Children**



Backpacks filled with back-to-school supplies were donated to Family Life who distributed these to local primary school children in need before they headed back to school for the start of the 2021 year. This was a great project to kick-off the New Year and Hampton Rotary would like to extend a big thanks to Officeworks Highett for their support to sponsor this project as well.

## Pre-School Hearing Screening Project Restarted in 2021



After the COVID restrictions during 2020 put a halt to face-to-face events, we were thrilled to be able to re-launch the Pre-School Hearing Screening project in 2021. The first session was held in May 2021 at Hampton Primary School and was fully subscribed, with a waitlist already set-up for our next date later in the year.

This project was first piloted in 2015, and is a joint initiative between Hampton Rotary, Bayside City Council and 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 conducted the tests, under the supervision of a qualified audiologist.

Hampton Rotary's job is to co-ordinate all the arrangements for this session. Many thanks to all the Club members who volunteered to support this project and helped out at the registration table during the day. We also want to extend our thanks to the team from the University of Melbourne who do an amazing job testing all the children. We also would not be able to have such a successful day without the very generous help from both the Bayside City Council who manage the bookings and advertising, and Hampton Primary School who provide the excellent premises.

The screening project will continue to run during 2021-2022 and testing dates will be announced in due course. We are very appreciative of the wonderful support of all those involved to enable such a great project.

## Friendship Captains' Awards Promoting Youth Leadership

The Club presents these awards to two local primary schools  
Hampton Primary School  
St Mary's Primary School



The Award was first presented at Hampton Primary School in 1997 and is the longest standing award presented by the Club. The Award was first presented at St Mary's Primary School in 2000 and was known as the Friendship Captains' Award before being renamed as The Spirit of St Mary's Award in 2018.

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

Sierra Rubin and Alexander Tzimos were elected at Hampton Primary School.

Evie Leeds and James Jebb were elected at St Mary's. Each receives a congratulatory certificate and a book voucher from Hampton Rotary. Their names have been added to the Honour Boards for all to see in their final year at school. The photos show them with their respective Honour Boards and Geoff Tickner.

## Berendale 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 Berendale 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. The 2020 winner is Kailem Thomas.

## Hampton Rotary Sponsors Teenagers to Attend Camp Awakenings



Rotary Club of Hampton sponsored two teenagers to attend Camp Awakenings in 2021. This is a truly unique personal development program for Australian teenagers. Over three days, various sessions, games and team building activities are conducted, designed to push the participants out of their comfort zone, where new skills and friendships are born, and can last a lifetime.

The positive and supportive environment builds confidence and self-esteem and leads to an overall better attitude and motivation for life. Camp Awakenings is different from a lot of programs out there – it’s raw, real, open, honest, without agenda, and truly believes in every participant’s ability to live their best, most genuine lives (and embrace the hiccups and mistakes along the way).

Hampton Rotary were thrilled to be able to support two teenagers to attend. Here's what one of the participants had to say about the program:

*“Thank you so much for a wonderful 3 days. I can’t explain how much I miss it already and how much it taught me. I came into the camp being a little nervous and not knowing what to expect but walking out I felt different and like a new person. I took the opportunity to come to the camp and it led me to being the best thing I’ve ever done. i will always remember the fun, the memories, the lessons I learnt and the amazing people I met. I appreciate every moment of it and everyone that helped and taught me to be myself and live life like you mean it”.*

## Hampton Rotary Club raises \$3,300 for Youth Mental Health Research



This project was an initiative of the Youth Committee to fundraise for youth mental health research and support Australia Rotary Health’s Lift the Lid Walk for Mental Illness. Members of our Club walked with family and friends throughout October (Mental Health Month) and stepped out around Hampton and Bayside to join the Lift The Lid Walk. We smashed our steps target and walked more than 3 million steps to raise awareness and funds for youth mental health research and in total, raised over \$3,300. Thank you to each and every one of our walkers, and a big thank you to everyone who donated to this cause which has provided funding to improve the mental health of young people.

## Youth Mental Health First Aid Training



The Youth Committee identified youth mental health as a key area of focus during the year. A project was initiated to partner with the Rotary Club of Brighton North to deliver Youth Mental Health First Aid training in Bayside. 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 first two-day intensive training program was held in March and was fully booked, with participants from a cross-section of organisations, from primary and secondary schools, community service groups, police and education consultancies. Course participants learnt about:

- adolescent development,
- the signs and symptoms of the common and disabling mental health problems in young people,
- where and how to get help when a young person is developing a mental illness,
- what sort of help has been shown by research to be effective, and
- how to provide first aid in a crisis situation.

Everyone came away with a better understanding of what signs to recognize when youth are struggling with their mental health, and strategies for how best to assist them. This collaborative project with Rotary Club of Brighton North was a huge success and plans are now underway to run more courses over the next year.

A big thank you to this past year's hard-working team: Marie Arendsen, Geoff Tickner, Jennifer Newton and Maria Sierra. 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.

## SPECIAL PROJECTS



**Geoff Tickner**

### **Computer Recycling – Rotary IT Inc**

Throughout 2019 and 2020, former member Russel Barnes and his IT team were actively involved in obtaining surplus to needs computers, deleting all their existing content, upgrading components where necessary, installing new software and reselling them on behalf of the Club.

It was a challenging and profitable exercise which has delivered a significant benefit to the Club. The Club owes an enormous vote of thanks to Russel and his team for an outstanding effort.

Obtaining suitable computers for refurbishment proved too much of a challenge to Club members and Russel's team and the project was closed down in late 2020.

Profit for this Rotary Year was \$1002.57.

### **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.

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.

## INTERNATIONAL SERVICE AND FOUNDATION



**Peter Read**

**Chair International Service and Foundation**

### Summary

In the latter part of Rotary Year 2019-20 the club supported the investigation of a new international project in Tonga to screen the hearing of children in junior primary school years, which is intended to be a 'signature project' through 2020-21 and beyond. However, as Covid 19 took hold, our plans to get the project established were frustrated and activities confined to what could be achieved from Melbourne.

Despite this, the club still managed to continue to support some other international activities including funding for two students in Fiji, and an annual donation to School of Jude Tanzania.

Peter Read, as a member of District 9810 International Service Committee, attended and presented papers at a number of District Training seminars.

The club's annual contribution of \$3578.00 was made to TRF (The Rotary Foundation) and the annual Grants Seminar and District Foundation Seminar attended by club members. A number of club members are members of the 'Centurian Club'

### Supporting Scholarships -Fiji

During the 2020-21 year to May 2021 Hampton Rotary Club continued to support Students during their final years of studies in Fiji contributing almost \$8224.00. One student completed her course in Physiotherapy and the second student is in his final year of a Degree course in Vet Science. HRC has supported their living costs.

Reports of academic performance will be published when available.

## School of St Jude - Tanzania

During the year HRC continued to provide financial support to the School of St Jude in Tanzania and AU\$ 500.00 was paid to continue our support to the school.

## Hearing Screening for Children – Tonga

This project is our major international ‘signature project’ initiative RCH is pursued in 2020-21 which is on-going.

The concept for this project was developed from the successful hearing screening project Hampton RC has undertaken over a number of years in conjunction with the Audiology Department of University of Melbourne (providing technical support) and Bayside Council (providing administrative support). Tonga, as a target community for the project, was developed through contacts established by our International Chair during his business activities and visits to Tonga.

Meetings with Melbourne University and an ENT Registrar from Tonga confirmed the interest of the University and Ministry of Health Tonga, in joining the project.

The project also involves the active participation of the Rotary Club of Nuku’alofa as our in-country partner. Nuku’alofa is the capital of Tonga.

The objective of the project is to develop the capacity within Tonga’s health system, through the provision of training and specialist equipment, to undertake regular screening of the hearing of young children within the country. It is intended to screen approximately 3000 students initially from Primary schools within Tonga’tapu, the main island in Tonga. Capacity will be built within the District Community Health network to continue to undertake screening on an on-going basis.

A visit to Tonga was undertaken by our International Chair Peter Read in February 2020 to meet with communities and government representatives to further confirm the need for the project and that they are prepared to continue support the need after the project.

In 2012 and a pilot program conducted by Rotary Clubs in South Australia identified, through a sample of 700 students screened for hearing and ear related problems, a high percentage (30%) of children with problems requiring some form of intervention.

With the need confirmed our international committee proceeded to plan the project scope, identify a team, prepare a work plan and develop a budget.

Immediately following our District International Chair’s return, lockdowns were enforced due to the Covid 19 pandemic, which imposed major constraints on travel for a significant part of 2020-21 and frustrated a possible early start to the project.

To maintain some progress the, our international committee initiated regular communication via Zoom with the host Rotary Club of Nuku'alofa and other members of the proposed project team.

It is anticipated that the team will comprise a Senior Audiologist and two technical assistants from the University of Melbourne, two support audiologists (from the Rotary Club the Coromandel Valley South Australia and one Resident in Tonga (to assist with the intensified training program) and two Rotarians from RC Hampton to provide overall management, monitoring and community education programs.

The project is intended to run over a 12-month period following initial intensified training and progressive on-going management, monitoring and evaluation.

A global Grant application has been prepared to support funding the project.

In addition, an intensive fundraising program has been initiated through approaches made to interstate and international Rotary Clubs and internal fund-raising campaigns by RC Hampton.

The project has also been registered as RAWCS project to attract possible funding from corporate donors.

A Global Grant application will be submitted for consideration early in Rotary year 21-22. and if approved the team mobilised when travel restrictions are lifted.

## 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 it’s 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;
- The Club’s monthly newsletter is also available to the public on the website.

### **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. Interaction rates are tracked and typically higher rates are experienced for posts featuring active involvement of the Club in projects. Over the past year, we have seen a 40% increase in page followers of Hampton Rotary and 30% increase in followers of the Bayside Farmers’ Market.

## **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. During the COVID-19 pandemic this year, when Club face-to-face meetings were suspended, the Hampton Herald was one of the vital communication channels for members to be engaged and kept updated on Club and Rotary news.

## **Fundraising 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, including paid ads, throughout the year. The market was suspended in March 2020 due to the COVID-19 restrictions, and then re-opened in October 2020. Due to the re-scheduling of the market from the 3<sup>rd</sup> to the 4<sup>th</sup> Saturday of the month, considerable effort was placed on promoting the new dates for the market to the wider community.

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. 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. A Club promotional brochure is made available and provided to all those enquiries, which are then followed up by the Club membership co-ordinator.

## **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.

## **Membership Survey**

In preparation for the strategic review of the Club and planning for the 2020-2021 Rotary year, a Member Survey was developed by the marketing team, and distributed to all current members and immediate past members. The objective was to gather feedback on specific areas of Club activities including:

- Club projects and activities
- Club meetings & forums
- Club communications.

Club members were also asked to share their views on what they liked about the Club and areas they felt could be improved. There was an 85% response rate to the survey, and the results were used by the Board for strategic planning for the new Rotary year.

I'd like to thank Lou Rodriquez for all his hard work over the past year for managing the Club's website, email marketing activities and the publication of the Hampton Herald. The marketing team now looks forward to again working closely with Club members and partners to support all the proposed plans and projects for the coming year.

## MEMBERSHIP AND SOCIAL COMMITTEE



**Annette Grime**

**Chair – Membership & Social**

### MEMBERSHIP

Membership has remained static during difficult times, including lockdowns but, particularly through contact at the Farmers' Market, much more interest has been generated in recent months and a number of people have expressed interest in becoming involved.

**Rotary Apparel** – Members are now proudly wearing Hampton Rotary caps, polos and vests which advertise the Club at various events.

### SOCIAL ACTIVITIES

Throughout the year the membership and social committee organised events for club members to stay engaged, and importantly connected as we came to terms with much less face-to-face interaction.

**July – Our first Club Online Trivia Quiz.** Three teams came up with ingenious ways to converse with their team mates on the possible answers without sharing tips to the other teams on zoom...but it was clear there was lots of competition between the teams. Lots of tough questions...but lots of fun and laughs!

**August - Finding the Sleuth in You.** 19 participants used their inner sleuth powers to see if they could put a name to the fun fact. Three lively rounds provided fun entertainment to the participants - everyone learning a little bit more about their fellow members.

**September – Feldenkrais** At this very special social evening, Marie Arendsen explained the principles of the Feldenkrais Method®. With eyes closed, we rotated, rolled and rejuvenated with this relaxing and therapeutic technique.

**October – Lift the Lid Walk.** During October the Member and Social committee along with the Youth Committee organised a 'lift the lid' walk for the club. Members of our Club "virtually" came together with families and friends and stepped out around Hampton and Bayside to join the Lift the Lid Walk.

We smashed our steps target and walked more than 3 million steps to raise awareness and funds for youth mental health research. We raised a total of \$3,329 for Mental Health. Club members also submitted photos each week on a variety of themes – Challenge, Lid, Australiana, Bayside, Spring. The photo competition was a great success making choosing winners from each theme very difficult.

## November

**Melbourne Cup Race Day.** Members came out in their finery for the running of the RCOH Inaugural Cup. Race-caller Rhonda Pincott was in fine form. Members laughed their way through a very entertaining race call, where the members were all in the race. During this meeting the Lift the Lid award winning photographs were presented.

**Club's 25<sup>th</sup> Birthday.** We also celebrated the Club's 25<sup>th</sup> Birthday. Lance and Bev Blackley shared a presentation that profiled some of the people and projects that the Club had been involved in over the years.

**Trivia Night.** A fantastic evening hosted by our Club's sponsor, Noel Susay from Buxton's East Hampton. Noel was our Quiz Master with 3 teams in fierce competition. 'The Rep Team' started strongly with a perfect Round 1. The questions were varied, interesting and on occasion very hard. Over the following 3 rounds 'Bev's Brains' and 'Get a Zoom' tried valiantly to take over the lead, but 'The Rep Team' held on strongly.

**December – Christmas Party.** Due to lockdown the Club's Christmas Party, cocktail party was held at one of our member's homes. It was the first social face-to-face gathering for the rotary year.

**January – Lawn Bowls night.** Our first meeting for 2021 started with a BBQ and lots of convivial discussions. Then the lawn bowls competition started! The competition on the first green was fierce whilst on the second green the novices were laughing watching the bowls going in unexpected directions.

**February – Two truths and a lie.** This night saw members once again enjoy a fun social night on Zoom. Linking in with the skills practised in a prior social night "Finding the Sleuth in You" members were asked to bring with them 2 truths and 1 lie about themselves. It was up to those listening to determine which of course was the lie. The night provided further evidence our members are always up for a bit of fun and that we have all lived very rich lives.

**March – Club 25th Birthday Celebration.** Amanda and John once again hosted a dinner to celebrate our 25 years. It was lovely to meet in person and enjoy the superb dinner provided by Amanda. We welcomed guests, our 'Godfather' David Tomlinson and Sandra and Russel Barnes and Christine. Russel was presented with a PHF in recognition of his service to the Club. A highlight of the evening was the 'lucky dip' representing 25. Donations collected may be used to purchase a Peace Pole for a local school.

## FUNDRAISING EVENTS

**March - Decathlon Moorabbin.** A number of members and friends helped raise funds for our community projects. We were very lucky with the choice of day – the previous day being washed-out. Decathlon visitors and staff were very happy to purchase a snag or a drink.

**May - Bunnings Mentone.** The Club ran a very successful BBQ fundraiser for our Tonga Hearing project. We were blessed with a sunny late autumn day. The crowds were very enthusiastic for our sausages and very happy to support our fundraising. We couldn't have done it without our many helpers – Rotarians, family and friends.

## BAYSIDE FARMERS' MARKET



**Stuart Le Gros**

**Market Manager**



The Bayside Farmers' Market is the main fundraising event for Hampton Rotary 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.

During the COVID-19 lockdowns in 2020, the market was postponed, however, we were excited to re-open again in October, with a new scheduled date of the 4<sup>th</sup> Saturday every month. Lots of hard work behind the scenes by the Market Committee, working closely with our partners Regional Farmers' Market, ensured the market re-opened to be COVID-Safe.

# ANNUAL REPORT 2020 - 2021

At the November market (our last market before Christmas) 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. We also had the local scouts on hand to take orders for real Christmas trees as well, which was a great feature of this year's market. For the first time ever, we then ran our December market on Boxing Day, and thank all those who participated to ensure this market was also a great success.



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 Club of Sandringham, for supporting the market each month too. Finally, a big thank you to this past year's Market Committee – Ros Bodley, Jenny Fox, Lindsay Morgan, Christine Lindsey, Maria Sierra – who all worked incredibly hard to address the changing landscape posed this past year by COVID, and ensuring the market continues to be a wonderful event for the local Bayside community.



# ANNUAL REPORT 2020 - 2021



## STATEMENT OF INCOME & EXPENDITURE - 1 JULY 2020 - 31ST MAY 2021

<b>INCOME</b>		<b>EXPENSES</b>	
<b>Club Income</b>		<b>Club Expenses</b>	
Meetings & Meals	490	Administration	696
Computer Project	1,153	Bank Fees	167
Interest	12	Fees and permits	244
Membership Dues	7,250	Meetings & Meals	352
Rotary Clothes	24	Rotary Dues & Magazines	4,615
<b>Total Club Income</b>	<b><u>8,928</u></b>	Supplies	45
		Trailer Expenses	478
<b>Fundraising</b>		Website & Internet Expenses	468
<b>25th Anniversary Dinner</b>	130	<b>Total Club Expenses</b>	<b><u>7,064</u></b>
Barbeques	2,431		
Bayside Business Awards	394	<b>Donations &amp; Grants</b>	
Christmas Cakes & Puddings	1,329	ARH Lift the Lid	57
Constitution Project	600	BAYCISS	283
Medium Night	302	Blue Ribbon donation	150
Salvos Christmas Donations	314	Camp Awakening	700
Farmers' Market	10,148	Fiji Scholarship Fund	8,224
<b>Total Fundraising</b>	<b><u>15,646</u></b>	Foodbank Victoria	7,000
		Foundation Annual Giving	3,578
<b>Donations, Grants &amp; Sponsorship</b>		Fund Raising Insurance	630
District Grant - Foodbank	2,000	Highbett Neighbourhood Community	500
Other Donations	65	Holland Foundation	500
Donation Regional Farmers Markets	7,100	Polio Eradication	500
<b>Total Donations &amp; Sponsorship</b>	<b><u>9,165</u></b>	Salvation Army	814
		School Awards Expenses	790
<b>Total Fundraising &amp; Donations</b>	<b><u>24,811</u></b>	School of St Jude	500
		St Kilda Mums	734
<b>TOTAL INCOME</b>	<b><u>33,740</u></b>	Xmas puddings & Cakes	1,333
		<b>Total Donations &amp; Grants</b>	<b><u>26,293</u></b>
		<b>TOTAL EXPENSES</b>	<b><u>33,357</u></b>
		<b>NET INCOME</b>	<b><u>383</u></b>

**Finally, to President Peter Read**

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



**SERVE TO CHANGE LIVES**

**2021 – 2022**