

The Port Wheel

The weekly bulletin of the Rotary Club of Port Macquarie Inc

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Website www.rotaryclubportmacquarie.com.au

Facebook - <https://www.facebook.com/RotaryClubPortMacquarie/>



Of ROTARY in Port Macquarie

1948 - 2024

The Rotary Club of Port Macquarie

P.O. Box 136, Port Macquarie
NSW 2444 Australia

President - Ray Hodgson

President-elect - PDG Debbie Loveday

Vice President - Neil Porter

Secretary - Frank Moxon

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Club Service Director -

PDG Debbie Loveday

Community Service Director -

Phil Perry

International Service Director -

Ray Hodgson

Vocational Service Director -

David Mayne

Youth Service Director -

Neil Porter

Environment Service Director -

Ted Giblin

Membership & Public Image -

PDG David Mayne

Rotary Foundation -

Phil Perry

Club Meetings Wednesdays @ Port Panthers 5-30pm for 6pm start. BUT check program on page 2 for what is happening.

Club bank details - BSB 932-000
a/c 500 186 792

Past District Governors

Roger Dulhunty 1969-70

Ivan Meldrum 1975-76

Laurie Barber 2006-07

Debbie Loveday 2020-21

David Mayne 2021-22

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Tonight's guest speaker was Dustin Welbourne, a well travelled academic with a PhD in Science and an MBA in Scientific Communication. Dustin Welbourne brought valuable insights to the table regarding ways to educate the local community about Rotary and attract new members through various channels. Leveraging social media and podcasts is indeed a great approach, especially when targeting a younger demographic. Here are some ideas and considerations based on Dustin's suggestions:

Social Media Engagement:

- **Targeted Platforms:** Identify social media platforms popular among the younger demographic, such as Instagram, TikTok, or Twitter. Create engaging con-

tent tailored to each platform.

- **Visual Content:** Use visually appealing graphics, videos, and infographics to convey Rotary's message. Highlight community projects, events, and the impact of Rotary.

Podcast Strategies:

- **Guest Selection:** Invite dynamic and influential guests on your podcasts. Consider featuring local community leaders, successful entrepreneurs, or individuals impacted by Rotary initiatives.

- **Storytelling:** Structure the interviews to tell compelling stories related to Rotary's work. Personal narratives can resonate strongly with listeners and create a connection with the organization.

Audience Segmentation:

- **Identify Target Demographics:** Define the specific demographics you want to reach. This could include young professionals, students, or individuals passionate about community service.

- **Tailor Content:** Customize your content to address the interests and concerns of the identified demographics. This ensures that your message resonates with the intended audience. Other ideas might include,

Interactive Content:

- **Q&A Sessions:** Host live Q&A sessions on social media platforms. This allows prospective members to directly engage with Rotary representatives and learn more about the organization.

- **Promote Rotary Values:**

- **Highlight Impact:** Showcase the tangible impact Rotary has on the community. Share success stories, testimonials, and before-and-after scenarios to emphasize the positive change Rotary brings.

- **Connect with Values:** Demonstrate how Rotary's values align with those of the target demographic. Emphasize the principles of service, community, and global impact.

- **Collaborate with Influencers:**

- **Local Influencers:** Partner with local influencers or community figures who can help promote Rotary's message to a broader audience.

- **Consistent Messaging:** Maintain a consistent and positive message across all platforms to reinforce Rotary's values and mission.

By combining these strategies, Rotary can create a comprehensive and engaging outreach plan that effectively educates the community about its mission and attracts new, enthusiastic members. Thanks very much Dustin, we have much to talk about.

Club program - If you are unable to fulfil your role, swap with someone & advise Port Wheel Editor Kerry.

Date	Program	Speaker	Program	Program Chr	Sergeant
Nov. 29th	One hour meeting with optional meal @ Bistro	Cameron Marshall	ABC Radio Announcer	Neil Porter	Kerry Medway
Dec. 6th	One hour meeting with optional meal at Bistro	Club AGM	Annual General Meeting & Election of 2024/25 Board	Ray Hodgson	Glenda Barber
Dec. 13th	Christmas Party at Garden Village	Final meeting for 2024	Xmas Party at Cascades at Garden		

Vaccinate against polio

Paralytic disease still dangerous for all throughout the world

CAIRNS NORTH

Isabella Guzman Gonzalez

LOCAL polio survivor Susanne Rea is encouraging the local community to keep vaccinating their children and raising awareness about polio in the battle for eradication of the disease prior to World Polio Day on October 24.

Born in England, Ms Rea was diagnosed with polio at four-years-old years before the release of the polio vaccine. After one year in hospital, she survived the illness and eventually overcame her paralysis, but she said it was a traumatic experience for a child.

"I woke up one morning and couldn't get out of bed and I was diagnosed with polio, which was going around at the time. These were days pre-vaccine," the

Cairns North resident said. "I ended up at Birmingham Hospital for a year, just laying down because I was paralysed from the waist down. We weren't allowed to see our parents, all I remember is seeing my parents peering at me through a porthole-type window."

Although eventually the paralysis subsided, Ms Rea had to undergo a series of operations and therapy to be able to walk again, and as she reached her 50s, she started experiencing post-polio syndrome which now requires her to use a wheelchair.

"Polio hits you twice. There's hundreds of thousands of Australians now living with post-polio syndrome because there was no vaccine when they were children, so I can't stress enough that it's really important for people to get

vaccinated and put an end to polio once and for all," she said.

On World Polio Day, Ms Rea who has been a fierce Rotary advocate for polio eradication, advised parents to always vaccinate their children.

"There are only two countries left where polio is endemic which are Afghanistan and Pakistan but there were recent cases in New York and London," she said.

"My message on this World Polio Day is to keep your vaccination schedule up, including anti polio immunisation. All parents need to ensure their children are vaccinated for every childhood disease.

"Just because we don't have polio in Australia right now, it doesn't mean it can't come back, people travel so much, we need to take the lessons from COVID."



Cairns North resident and polio survivor Susanne Rea is encouraging all families to keep vaccinating their kids against polio. Picture: Supplied

Attention all new members—Have you registered for My Rotary ?If not go to <https://my.rotary.org/en/login> and register. Any problems contact Debbie.

Club News

Stay in the Know!

Dec 6th—AGM and Youth Protection update
Dec 13th—Christmas Party RSVP
Debbie

Jan 24th—Shelly Beach BBQ
Jan 31st New Year Return to Rotary

Birthdays Nov/Dec 2023

22/11 - Bill Nixon
22/11 - Terry Crossley
25/11 - Ray Hodgson
2/12 - Sue Gaukroger
26/12 - Phil Perry
27/12 - Donna Nancarrow

Wedding Anniversaries Nov/Dec 2023

25/11 - Frank & Narelle Moxon