



Rotary Club of Brisbane High-Rise Inc.

R.I. No. 29520

2010-11

HOT AIR

District 9600
Serving the Heart of Brisbane
16 Jun 2011



FELLOW ROTARIANS

Club Secretary Kym and I were finalising the agenda for the last Board meeting of this Rotary year to be held on Monday 20 June. We inevitably got to the talk about the volume of the inwards correspondence. It's breathtaking. Each month Kym receives upwards of 35 separate emailed newsletters and notices from Rotary. I get a further ten to fifteen. In February alone Kym received 45 and by mid June she had 36.

I believe this to be a very real issue that Rotary needs to address. All clubs receive this 'barrage of bump' and it is undoubtedly a classic example of *Information Overload*. One of the great disadvantages of our electronic communications system is that there are fewer practical economic sanctions on preparing and distributing information. It is now quite simple to create a high quality bulletin or newsletter in colour with photos and flash graphics. Then with a push of a button; send it to hundreds of email addresses. No longer are there printing and postage costs to consider; just hit the big 'SEND' button.

What some people fail to appreciate is that there is an equally large 'DELETE' button and it is being hit just as frequently. The latent function of this mass of material that gets dumped into peoples inboxes is that busy recipients (like us) feel overwhelmed, and even irritated by what is seen as an uninvited intrusion into our inboxes. So those busy people (like us) are hitting 'DELETE'. Unfortunately important information - information we wanted or needed gets flushed down the cyber dunny with all the rest.

There is a fundamental communication rule that states that it is the responsibility of the sender to ensure that the message is received and understood - it is not the receiver's responsibility. Communication in Rotary gets a fail grade in this exam.

We are trying to attract busy and committed young people to Rotary; well they just won't bother if they are electronically assaulted with data they have to sort through to find what is important and what is simply fluff and padding. The producers of these newsletters are dedicated to their particular cause, be it: *RYLA, WCS, RCC, ROMAC, Rotary Medical Research* or a hot lunch for orphaned bilbies. The problem is, that they may be time rich and/or committed to their particular cause, but their target audience probably isn't. The result is that important messages and news are lost in a flood of....stuff and are simply swept down the cyber stormwater.

There are a couple of techniques Rotary can adopt to minimise the negative effects of *Information Overload* and I will be suggesting them to people who are in a position to do something about it over the next year.

Yours in Rotary,

Kit

GUEST SPEAKERS

Jun 16 *Sharyn Sinclair, Traveller's tales, Scotland*
Jun 24 Changeover Dinner
Jun 30 TBA
Jul 7 TBA

ROSTER

| | 16 Jun | 24 Jun | 30 Jun | 7 Jul |
|-----------------|----------------------|--------|-----------------------|----------------------|
| CHAIRMAN | John Mc | | Rosemary M | Mark M |
| SET UP | Rosemary M Mark M | | Mark M Christine M | Christine M Vic M |
| CLOSE | Christine M Vic M | | Vic M Ron M | Ron M Roslyn M |

JOKER DRAW

Current amount..... \$1,234.50

ROTARY GRACE

*O Lord and giver of all good, we thank you for our daily food.
May Rotary friends and Rotary ways help us to serve you all our days.*

INTERNATIONAL TOAST

According to the internet:

In 1711, Queen Anne was riding near Windsor Castle when she glanced upon an area of open heath that she decided would be an ideal place for "horses to gallop at full stretch". The first race meeting was held there that same year and since 1768, each royal family has attended the five-day carnival at what became Ascot racecourse.

In celebration of Royal Ascot's 300th anniversary, the international toast it to the Rotary Club of **Ascot** (District 1090) who meets at the Mill Ride Golf Club in Ascot, Berkshire, England.

MAKE-UPS

MEMBERS PLEASE EMAIL DETAILS OF MAKE-UPS TO:
make-ups@rotarybrisbanehighrise.com

ATTENDANCE - 9 Jun 2011

| | | | |
|----------------|----|--------------------------|-----|
| MEMBERS | 33 | VISITING ROTARIAN | 0 |
| GUESTS | 2 | ATTENDANCE | 53% |

APOLOGIES, GUESTS & PAYPAL

MEMBERS UNABLE TO ATTEND MEETINGS & BRINGING GUESTS PLEASE NOTIFY HIGH-RISE BY 9:00 a.m. WEDNESDAY: apologies@rotarybrisbanehighrise.com (NB: Please ensure you receive a confirmation your email has been received).

MEMBERS can now prepay their meetings, subscriptions etc. via the Club's website:
<http://rotarybrisbanehighrise.com/members.htm>

MEMBER INTEREST - DATE CLAIMERS – REMINDERS

CHANGEOVER DINNER – Fri. 24 JUNE 2011

The Pavilion, Alan Border Field, 6:30 p.m., 1 Bogan St, Breakfast Creek

President Elect, Bill Phillips, and Noela invite Members, Guests and Friends for an evening of fun and frivolity to celebrate the High-Rise Changeover. Price \$65 per person, dress snappy. **For more information please contact Rosemary M – please RSVP Rosemary.**

THE GREY MAN FUNDRAISER – Thurs. 30 JUNE 2011

Banco Court of the Supreme Court, Level 2 Law Courts Complex, 6.15 p.m. for 6.30 p.m. start, 304 George Street, Brisbane
Tickets \$48 per person.

DR ZHIVAGO - Tues 2 AUG 2011

Lyric Theatre, 7.30 p.m.

High-Rise has 40 good seats, tickets \$95 per person – Reserved parking \$19. **For more information please contact Phil B.**

BRISBANE HIGH-RISE PROJECTS 2010-11

ALBERT PARK FLEXI SCHOOL

BOUNDARY ST BOARDING HOUSE

CLEAN UP AUSTRALIA

DIABETES WALK FOR THE CURE

GREY-MAN FOUNDATION

OUTING FOR THE DISABLED – Supporting Cerebral Palsy League

RED SHIELD APPEAL

ROTARY YOUTH DRIVER AWARENESS - RYDA

SHELTER BOX - (On Hold - awaiting developments)

SMITH CHRISTMAS APPEAL

DISTRICT 9600 – UPCOMING EVENT

DISTRICT CHANGEOVER – Sat. 2 JULY 2011

Eatons Hill Hotel & Function Centre, 6.30 p.m. for 7.00 p.m.,
646 South Pine Road,
Eatons Hill

District Governor Eric Wood & Jo-Anne along with District Governor-Elect Carolyn Krueger & Egon invite all Rotarians, partners & friends to share the celebration of their changeover at a dinner & dance.

For more information please contact Kym M



**Donate now to help Rotary
achieve a polio-free world.**