



LIONS IS IN YOUR HANDS

District 201C1 Bulletin

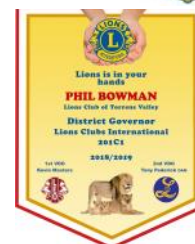


DG Phil

THE PHIL REPORT

News from the District

And beyond



OCTOBER

HERE WE GO AGAIN, G'day

You're kidding, September almost gone and I'm 3 months into my year as DG.

Anyway, been a terrific month starting with my first MD Council Meeting in Sydney. An experience you don't forget. Particularly, because the decisions that you make and arguments you put forward are to make an impact on how our Multiple District operates.

We had the opportunity to meet 1st IVP Dr Choi from South Korea together with ID Jaswan from Indonesia. Great people to meet and we had the opportunity to listen to presentations from both at the opening session of the Council meeting.



With ID Jaswan

Another who paid us a visit was Matthew Boggan the Leo of the Year, a very talented young man.



New members inducted on the night

Have spent my time visiting clubs including, Barossa, Gawler, Wallaroo and Balaklava. The highlight of the month was to listen to the Clare Lions Impromptu Choir, and then to have the privilege to induct 7 of the Choir into their own Club Branch.

And of course it's almost CONVENTION TIME !! Really looking forward to the Convention in Port Augusta where the team has put together a fun filled entertaining weekend. So much so that we have more than 120 registrations at this time as and good numbers for Sunday Brunch and the Pichi Richi Train.

If you haven't already registered please do so NOW, because decisions we make on your behalf may not suit you, and you don't have a say!! **Details are on pages 3,4 and 5.**

So before I join you in Port Augusta, Jeanette and I have been invited to attend the C2 Convention in Darwin. Should be great to catch up with DG Snooky and Pam together with IPDG Judy and the rest of the team.

To keep you in the loop, we are looking to see how we best can assist those in need in the Drought declared areas of South Australia. I have been talking with ALF Chairman PIDTony Benbow who has offered advise on what we should be looking at.

As in the past our DG Team continue to use "ZOOM" to conduct meetings. On a weekly basis we reflect (late into the night) on the week that has past including clubs visited and any issues found. This is a great way to conduct extra meetings that may occur from time to time at club level.

Zoom is available for use for up to 40 minutes Free of Charge, give it a try.

Again, If I or any of our team can assist in any way please don't hesitate to call.

And Jeanette and I are looking forward to catching up in Port Augusta, so don't forget to come and say g'day.

DG Phil

Bulletin placed (date)..... Contact (phone).....
By Lions Club of.....

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ADVERTISING THE DISTRICT AND YOUR CLUB FUNCTIONS

From time to time I am asked to place a flyer into the Bulletin to advertise a club function. This takes up a lot of space in the Bulletin. I try to keep the Bulletin to 12 pages or less. I also try to keep the file size to less than 2mB. As some members mailboxes will not accept larger files.

So in future, the function will be placed on the District Website under "DG Visits & Club Events" and shown on the appropriate date and accessed from this page.

Thank you Ted Osborn, Bulletin Editor & Information Chairman

To access the information please click on the link shown in Blue and Underlined

WHATS ON IN THE DISTRICT



DISTRICT CONVENTION AT PORT AUGUSTA

Oct 12th to 14th 2018

"A TOP SPOT"

All details are on pages 3, 4 and 5 of this bulletin

[District Convention Port Augusta](#)



**For DG Team visit dates
please click on the link
below and search
months**

<http://201c1.lions.org.au/events>



Australian Lions Hearing Dogs

Hearing Dogs Centre Market and Open
Day

7th October 2018

[Hearing Dogs Centre Market and Open Day](#)



LEHP-Australia
Lions Eye Health Program

World Sight Day

11th October 2018

[World Sight Day](#)



Australian Lions Hearing Dogs

Adelaide Antique Fair a fundraiser for the
Australian Lions Hearing Dogs

19th—21st October 2018

[Adelaide Antique Fair](#)



Torrens Valley Lions Club

50th Anniversary

20th October 2018

[Torrens Valley 50th Anniversary](#)



Angle Vale Lions Club

Movie Fundraiser

22nd October 2018

[Angle Vale Movie Fundraiser](#)



Mawson Lakes Lions Club Branch

Business Breakfast

16th October 2018

[Mawson Lakes Business Breakfast](#)



West Beach Lions Club

Women in Lions Forum

28th October 2018

[Women in Lions](#)



Gilles Plains Lions Club

supporting North East
Community House

3rd November 2018

[North East Community Day with
Gilles Plains](#)



Angle Vale Lions Club

Car Boot Sale

4th November 2018

[Angle Vale Car Boot Sale](#)



Paralowie Lions Club

Family Fun Day

4th November 2018

[Paralowie Family Fun Day](#)



Richmond Lions Club

Op Shop Special opening
Friday 9th Nov 2018

[Richmond Op Shop](#)



Gumeracha Show and Shine

[Gumeracha S & S](#) Gumeracha Oval 11th Nov





Lions Club of Port Augusta Inc

District 201C1 Convention 12th, 13th, & 14th October 2018 Registration Form



Section 1. Attendee Details			
Name 1	Title: DG/ PDG/ Lion/ Lioness/ Leo/ Lions Partner/ Other		
Name 2	Title: DG/ PDG/ Lion/ Lioness/ Leo/ Lions Partner/ Other		
Club Name			
Is This Your First Convention ? Yes / No			
Address :		Phone :	
		Mobile :	
Email :			
PLEASE MAKE YOUR OWN ARRANGEMENTS FOR ACCOMMODATION			
PLEASE BRING YOUR OWN NAME / DINNER BADGE			
SECTION 2. HOSPITALITY DETAILS			
At The Central Oval sporting Community Hub	Number	Cost	Total
Friday--6:30pm for 7:00pm - Opening Ceremony Supper and Fellowship -- Dress : Neat Casual		\$12 Per person	
Saturday -- 08:45am - Business Session Dress: Neat Casual Morning Tea Lunch Afternoon Tea		\$8 Per Person \$15 Per Person \$8 Per Person	
Saturday Night --6:30pm for 7:00pm -DG's Dinner Theme " Dalmations " Black and white Upstairs South Augusta FC rooms, Central Oval (Lift Available) Dress : Smart Casual (black & white)		\$45 Per Person	
		Total cost (Section 2)	\$
SECTION 3. CONVENTION EXTRAS			
	Number	Cost	Total
Multiple Draw Prize Tickets (3 Tickets per book)		\$5 Per Book	
Partners Tour , Bus Cost. - Trips to RFDS Base and Arid Lands Gardens		\$25 Per Person	
Convention Pin		\$5 each	
Pichi Richi Train trip and Lunch Sunday, Costs , Numbers Required to ensure train		\$ 50 Per Person	
PLEASE NOTE, MEMBERS WHO HAVE PAID THE HIGHER AMOUNT (\$62) MAY REQUEST A REFUND			
		Total Cost (Section 3)	
TOTAL AMOUNT PAYABLE			
Section 2 + Section 3 --- Total Cost			\$
Less Early Bird Registration Fee Paid (\$20)-please attach receipt			\$
Total Amount			\$

NOTE Partners tour 0830-1230 back for lunch to Central Oval.

Note Closing Ceremony Woolshed Flat and lunch, Train Dpt Pt Aug 10am, Dpt Woolshed Flat 1:30pm

SPECIAL REQUIREMENTS AND PAYMENT DETAILS ON NEXT PAGE



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Section 4. Special Requirements

Dietry Requirements : please state,

Other special Requirements : please state,

Venue is Central Oval Sporting Hub, Augusta Terrace, Port Augusta.

Payment Methods

CHEQUE

Made Payable to: LIONS CLUB OF PORT AUGUSTA INC.

DIRECT CREDITING DETAILS

Account Name : LIONS CLUB OF PORT AUGUSTA INC.

BSB : 035 065 Account Number : 214 931

Please forward a copy of your E-banking receipt with this registration form.

When paying your registration, under Payee Ref., please include your Surname.

FORWARD REGISTRATION FORM AND FULL PAYMENT TO:

Lions District 201C1 Convention 2018

The Treasurer, PO Box 644, bazfly38@hotmail.com

Port Augusta, SA 5700 lionsportaugusta@gmail.com

BY NO LATER THAN **FRIDAY 28TH SEPTEMBER, 2018**

Will go into a draw for 6 bottles of assorted wines

Convention Chairman, Dean Parish 0429857866, Treasurer, Barry Flynn 0409281631

Secretary, Myles McClure 0427796689

Office use only	Date Received	Registration Number
	/ / 2018	

CONVENTION ACCOMMODATION OPTIONS

The Crossroads EcoMotel has offered a 15% discount to convention attendees and also the Big 4 Caravan Park has offered 10% off their accommodation options.

Due to many projects occurring in town, it is advisable to book early to avoid disappointment.

Hotels

Hotel Flinders - 8642 2544
www.thehotelflinders.com

Pastoral Motel - 86422818
www.pastoralhotelmotel.com.au

Apartments

Majestic Oasis Apartments 8648 9000
www.oasisportaugusta.com.au

Augusta Westside Eco Suites 8642 2488
www.augustawestside.com.au

Caravan Parks

Port Augusta Big 4 8642 2974
www.aspenparks.com.au

Shoreline Caravan Park 8642 2965
www.shorelinecaravanpark.com.au

Fuller Views Cabin Park 8643 6689
www.fullerviews.com

Motels

Standpipe Golf Motor Inn 8642 4033
www.standpipe.com.au

Acacia Ridge Motor Inn 8642 3377
www.acaciaridgemotorinn.com.au

Augusta Courtyard Motel 8642 3622
www.goldenchainmotels.com.au

Comfort Inn Westside 8642 2488
www.augustawestside.com.au

Crossroads EcoMotel 8642 2540
www.ecomotel.com.au

Motel Poinsettia 86422411
www.motelpoinsettia.com

Highway One Motel 8642 2755
admin@highwayonemotel.com.au



MORE TO DO AT PORT AUGUSTA CONVENTION



District Convention 2018 What's on on Sunday 14th

Just a reminder that we have a spectacular train trip organised for the final day of the Convention, on Sunday, October 14th. Join us for a return ride on the historical Afghan Express. Journey up to Woolshed Flat where lunch will be provided by the Lions Club of Port Augusta. The closing ceremony for the Convention will be held here, so please join us to make this a memorable final day.

Depart Port Augusta 10am, return approximately 2.30pm

Price inclusive of lunch is \$50

(dependant of securing sufficient numbers)

**This is the major prize for the
raffle at the
Convention Dinner**



FROM GOLDEN GROVE CLUB

It was with great pleasure that we were able to present awards to Lions Annette Slater (Golden Lions Bicentennial) and Gerry van Niekerk (Silver Bicentennial and Key Member). The Club was presented with a certificate of appreciation for their support of The Classic Car Show by an organiser and Golden Grove Lion, Gary Carr (very appropriate name) The proceeds from this event went to support The Pegasus Pony Club.

The club has donated \$1000 each to ALF, Need for Feed and LCI to assist with disasters that seem to happen so regularly. As a token of appreciation we were given an MJF qualifying banner patch.

We are now approaching our busiest time of the year with Show and Shine at Gumeracha, Health and Skin Cancer Screenings, Christmas Cake sales.



Lion Gerry van Niekerk with President Harry Webb



Lion Annette Slater with President Harry Webb



Gary Carr with President Harry Webb

Our hard-working Cake Chairman, Tony Fortanier, managed to get us over \$23,000 in sales last year and no doubt he aims to do as well, if not better, this year.

With all of the activities on Gumeracha Show and Shine day, Golden Grove Lions are hard pressed to assist in all of them and in the past we have relied on fellow Lions from other clubs to assist. If you have some spare time on that day and are able to assist, you will be welcomed with open arms. Peter Panagaris will have details in this issue of the Bulletin so contact him if you are able to help.

On Sunday 16th. September, Golden Grove Lion assisted Fred's Van at Salisbury. Our new BBQ trailer attracted a great deal of interest from Fred's Van volunteers as well as from the clients. We cooked hamburgers (very popular) and sausages (very traditional) for 65 adults and 10 children. This was a record attendance which may indicate the increasing need for this service and not just an appreciation of our cooking.



Centennial Tin Promotion.

Discount:

Purchase price by Clubs.

\$ 86.78 per carton. (a discount of \$13.20 on last year's price of \$99.98) = \$14.46 per tin.

Retail price is left to each Clubs discretion.

Suggested Sale price	Profit per cake
\$17.00	\$2.54
\$18.00	\$3.54
\$19.00	\$4.54

Incentive.

Based on the total number of Centennial Tins cartons purchased between 10th of September and the 7th of December a Club will receive one chance, in the following draw, for each multiple of 5 cartons purchased. (i.e. 5 cartons 1 chance, 10 cartons 2 chances, 15 cartons 3 chances etc)

1st Prize \$5000.00

2nd Prize \$2000.00

3rd Prize \$1000.00

Suggest Club purchases a supply for their guest speakers for the next 12 months.

Gifts for Youth of the Year Judges.

Suggest that each Club member purchase one for themselves as a memento.

Suggest sale by Clubs as Christmas gifts not just a Christmas cake

Clubs to approach Corporate clients / Businesses / Car Yards etc in area to purchase cake as presents Christmas presents for Staff and Customers.

"Donate to" button on Lions Australian Website to allow individual Lions and the public to donate to purchase a cake to be sent to a farmer or other residents affected by drought. (MD is working on this at the moment and the link should be running shortly)

Clubs not in a drought area to buddy up with a Club in a Drought area and offer to purchase Cakes so that they may distribute them within their area.





PUBLIC RELATIONS EXERCISE AT ELIZABETH PLAYFORD CLUB

It has been a busy period for Public Relations for Elizabeth Playford Lions Club, which started in the last week of August when I attended the National PR Workshop in. The workshop was relaxed but filled with lots of information and the ability to network with Public Relations Officers from 15 out of the 19 Districts in Australia in attendance. Lots of information on how to best market our Clubs, lots of information about Social Media and much more. I will dispatch this information over the coming weeks.

The 11th and 12th of September was spent at the Northern Adelaide Senior College promoting what the Lions Club of Elizabeth Playford and Lions do. No, Senior College is not our Senior Citizens, but predominantly Students of the age from 16 to 30, who through various circumstances have not been able to complete years 11 and 12 regular schools. These young adults are very bright and most are driven individuals and I hope a possible future Lions. However as a Club we are first looking at Leos within the College, let's see how we go, lots more work to be done on that front. The seeds have been sown and I will follow up with Nathan from NASC to visit again and hold talks with some of the Students. Because of this opportunity, we are now displaying various pamphlets at the College, from our own Club pamphlets to the T.I.N.O pamphlets and some of the ALDAF pamphlets.



Oscar greeting our DG Phil



Wanda with Lulu and Bronte with Oscar

On Saturday the 15th, a very cold, windy and miserable day, with hail and rain, saw Bronte Cameron, Wanda Sullivan, Mary from Lions Hearing Dogs, Megan Butler and myself hanging out in the Munno Para Bunnings Atrium. We highlighted what we as Lions do and yes show off Lulu and Oscar the Hearing Dog Puppies Wanda and Bronte are looking after as part of the Puppy foster program. Our resident Photographer John Worrall popped past for a chat and some encouraging words of wisdom, thanks John.

A lesson learned, something that Wanda did bring up on the Day, was why we do not have a table set up in the Atrium whenever we have a Bunnings BBQ, something to seriously consider. Not only are we missing a chance to tell Playford who we are, but also a great way to Tin Rattle and seek donations for Disaster Relief (Droughts, Flood and Bushfires) which can be used by our Club or passed on to ALF/LCIF.

LIFE MEMBERSHIP PRESENTED TO TWO ATHELSTONE MEMBERS



Left Photo:-

Lion Ross Dawson, centre, with President Lloyd Nelson on his right and VDG Tony on his left.



Right Photo:-

Lion Michael Cook, centre, with President Lloyd Nelson on his right and VDG Tony on his left.

At its meeting on 3 September, Lions Ross Dawson and Lions Michael Cook were recognised for their long service to Lions Clubs International by being awarded Life Membership of Lions Clubs International. Ross has been a Member for 45 years after spending many years beforehand in Apex and Michael 41 years in the Lions Club of Athelstone.

The Awards were presented to Lions Ross and Michael by Vice District Governor Tony Pederick during his Club Visit.

Many congratulations from their fellow Club members to each on receiving this Prestigious award.



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QUORN LIONS CLUB HAS BEEN BUSY

On Wednesday 8th August the Lions Club of Quorn welcomed 2 new members. A dinner meeting was held at the Austral Inn and a special guest, Vice District Governor Lion Kevin Masters, inducted the members. Lion Kay Popp and Lion Pam Hunt are welcome additions to our ranks and have already been part of our catering team.

Both Kay and Pam helped at the recent Quorn Races where the Club served hot chips and soup from the catering van. The Club also served up steak sandwiches, sausages, hamburgers and hot dogs on the day, which was very successful. Both new members also managed the Quorn Market barbecue on Sunday 26th August.

The Lions Club was helped by 4 members of the Booleroo Centre Lions Club, without whom we would not have been so quick and efficient.

The Lions Club of Quorn extends a warm welcome to any prospective members. Come along to a meeting or two (held on the second Wednesday of each month, 7pm in the Clubroom on Railway Terrace) and see for yourself how rewarding being a Lion can be. You get to cook donuts!

Great to receive Bulletin article from Quorn Lions Club : Ed



Left to right: Lion Kay Popp, Secretary Lion Anne Freebairn, Lion Pam Hunt, VDG Lion Kevin Masters



Lion Caroline Walters cooking steaks at the Races



Booleroo Centre Lions

NEWS FROM MALLALA CLUB

At the Mallala Lions Club's Works Meeting in early August members were told that the Local IGA store would like to have a seat for their customers out the front of their premises. Lions founding members Geoff Donlon and Mick King were happy to take on the project. The members had in storage the last two cast cement lions that were minus their timbers that formed the seat and back rest.

I was asked to join them in the project by giving the two cement ends some form of recognition other than just their shape. I enjoy dabbling unprofessionally in paints and wood burning but this to me sounded like a real challenge and I agreed. Mick King began to prepare the new timbers for the seat and all was put together last Friday at the amusement of the IGA staff and passers by. We certainly hope it won't frighten the small children shopping with their parents at IGA, but maybe the odd dog or two.

We, as Lions members have been proud to achieve many projects in the town of Mallala and surrounding areas of the Adelaide Plains and intend to continue adding to our already lengthy list as long as possible because "We Serve" is our motto.



Mallala Lions testing out their creation

NOTICE FROM GAWLER CLUB

Guest speaker from the Craniofacial association is coming to Lions Club of Gawler on the 23rd October, her name is Andrea Ogier their Ambassador to give us a presentation, to be held at Nixon Restaurant, Nixon Tce, Gawler 6-30 for 7-00pm. RSVP by the 25th September would be appreciated.

We have invited clubs in our zone if other members would like to attend could you please let Lion Jim Downer on 0418 821 667





LEHP-Australia Lions Eye Health Program



World Sight Day 2018

World Sight Day (WSD) is an annual day of awareness held on the second Thursday of October, to focus global attention on blindness and vision impairment. World Sight Day 2018 is on 11 October 2018.

This year LEHP is focusing their promotional and marketing efforts towards the importance of Children's Eye Health. We need all Lions clubs to get involved in order to make an impact! We are implementing a 2 stage promotional initiative!

Follow the link for more information
[11th Oct World Sight Day](#)



LIONS INTERNATIONAL STAMP CLUB

The LISC collects postage stamps of all categories

- New and used stamps
- Australian and all overseas countries
- On paper and off paper
- First day of issue envelopes, pre-stamped envelopes
- Stamp gift packs
- Un- wanted collections and albums
- And any other postage memorabilia

The stamps are sorted into various categories, packaged and sold at stamp auctions. Some are sold on eBay.

The proceeds of the sales are donated annually to the Australian Lions Children's Mobility Foundation. In 2017 \$15,500 was raised. In 2018 the figure was \$25,500.

Members attending the convention in Port Augusta may bring their stamps etc and leave them at the ALCMF booth. We will forward them on to the LISC.

Ted Osborn, Registrar ALCMF I'll be the



NEW MEMBERS IN DISTRICT - SEPTEMBER

Club	Member	Sponsor
Adelaide Hellenic Inc		
New	Cherrie Liew	Evelyn Chefalachis
Glenside Inc		
New	John Standingford	David Young
Moonta Inc		
New	John Smart	Lorraine Darling
Transfer	Leith Smart	
Paralowie Inc		
New	Jane French	Frank McRae
New	Robert Robinson	Vicky McIntyre-Knowles
New	Sandra Talbot	Frank McRae
Torrens Valley Inc		
New	Robert Willoughby	Butch Phillips



Caption says: If something I said can be interpreted in two ways and one of those ways has upset you, Then I meant the other





ONKAPARINGA CLUB—A MUSICAL REWARD FOR LIONS' SUPPORT

Members of the Lions Club of Onkaparinga received a pleasant reward for their support of local musical talent last month when the world class Japanese choir Chor_Farmer visited from Tokyo. Some of the guests traditionally stay with Lions members during their biennial goodwill tours to Australia and New Zealand, and fine friendships have resulted from the experience. "They are a truly splendid choir, and we always enjoy our activities together," PDG Charles Mattner said.

At the celebratory concert featuring their hosts, the Lobethal Harmony Club and the visiting Chor_Farmer sang to a packed house in the Lobethal Lutheran Church; guest items were presented by young winner of the Harmony Club's Lions/Pfeiffer Family Memorial scholarship for 2019, Royce Wong, and Clara Serena Memorial vocal scholarship winner Hanna Goh, who was accompanied by this year's instrumental winner, William Horan. The \$1,000 bursaries are provided by the Onkaparinga Lions and Mount Barker Rotary clubs.

As an added incentive to young instrumentalists, the Lions this year also gave \$100 to each of the youngsters who auditioned for the prize, which is earmarked towards tuition fees and other means of furthering the youngsters' musical education.



Clara Serena Memorial vocalist Shanna Goh and Royce Wong celebrate their awards.



Top Photo: PDG Charles Mattner presents the \$1000 cheque to young pianist Royce Wong.



Bottom Photo: Betsy and Charles Mattner welcome their Japanese guest, Takamasa Suga.



I know a good deal when I see it



MOONTA LIONS CLUB CHANGE OF EMAIL ADDRESS

Please note that the email address for Moonta Lions Club has been changed to
moontalions@hotmail.com



Email





LIONS IS IN YOUR HANDS

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" MD 201 Council Meeting Briefing Notes "
September 2018

lionsaustralia
we serve



I would normally provide a briefing note shortly after the Council meeting. Unfortunately, this has been delayed due to the ANZI Forum and my annual leave.

You will have received the Council minutes, but I would highlight a number of matters that you may wish to pass to your cabinet. The matters in this report may be considered public.

- 1. Endorsement** of PID Dr Patti Hill: PID Patti was endorsed by the Council for the position of 3rd Vice President to be elected in Milan in 2019.
- 2. Finance** – Recording of members for payment of Dues: Club Secretaries should ensure that information on MyLCI is correct, especially member numbers. Any requests for adjustments to the numbers recorded as at 30 June and 31 December cannot be acceded to.
- 3. Geelong Convention 2019:** Council has endorsed the hospitality events for the Geelong Convention. The Registration form will soon be posted online.
- 4. Townsville Convention Survey:** Thank you to the Lions who contributed to the survey. The results are generally consistent with previous Conventions with strong support for Convention displays and the Youth-related events. The Notices of Motion session were not well-supported and delegates' respondents indicated that the Lions project Spotlight sessions were not considered essential.
- 5. Code of Conduct:** Council has adopted a new Code of Conduct that will be placed on the website. Clubs and Districts are encouraged to consider adopting this Code of Conduct for their own use.
- 6. Child Protection Procedures:** MD201 has commenced a review of Child Protection procedures. The initial focus will be on the Outbound Youth Exchange Program.
- 7. Disaster Relief:** Council has abandoned its initial plans for a Disaster Relief Advisory Team as it was not believed to be an effective response to Disaster planning. Council will appoint a Disaster Recovery Coordinator to work with District Governors and the Australian Lions Foundation to ensure sound Disaster responses as they occur.
- 8. Adopt a Club:** As a direct response to assist our Lions Clubs in drought affected areas, Council will appeal to clubs who may be able to support clubs in hardship through the subsidization of administration fees.
- 9. Leadership:** Two matters have been referred to Lions Clubs International through the International Director. Firstly, a request to LCI to increase the notice period for the scheduling of Leadership institutes where international travel is required and secondly, to request that LCI consider adding the positions of GLT, GMT and GST District Coordinators as eligible pre-requisites for candidates for the office of 2nd Vice District Governor.
- 10. Youth and Community Projects National Coordinator:** Districts should note that the position of YCS National Coordinator has been advertised due to the resignation of PDG Rosemary Gale due to work commitments. Lions with suitable qualifications are encouraged to apply.
- 11. Leo Advisory Panel:** Council has established a Leo Advisory Panel, reporting to the MD201 Leo Committee, made of up the previous Leo of the Year finalists and chaired by the outgoing Leo of the Year.
- 12. Lions Cake promotion:** Districts will be advised directly regarding a number of incentive programs to encourage the sale of Lions Centennial Cakes. Districts are encouraged to promote the Centennial Cakes actively in the coming cake season. The full minutes of Council have been distributed and I encourage you to refer to them for additional details.

Yours sincerely Rob Oerlemans Executive Officer



**TIME TO START PLANNING YOUR CAKES AND PUDDINGS
SALES. DON'T FORGET DISCOUNT APPLIES ON PURCHASES
MADE BEFORE 31ST OCTOBER**

Please ensure that all articles are submitted no later than 14th. of each month to-

Bulletin editor, Ted Osborn (e) U164 /32 Homestead Ave Walkley Heights SA 5098 (H)08-8368-1826 (M)0403 065 357
tednelse@bigpond.com (Gilles Plains) Pictures to be in jpeg (less than 100kb) format if possible.

Any opinions expressed in this bulletin are those of the individuals providing the information and/or the editor and do not necessarily represent the view of Lions Clubs International



Article 2 of 5

Examples of Public Relations Campaigns



Even a small business needs to effectively communicate its mission to its target demographic. Large corporations spend millions on public relations campaigns that are designed to build the brand, coordinating the campaign with current events or with specific goals. Small business leaders can learn a lot from major industry campaigns. Let's look at examples of who makes up the market, what the message is and which media platform the campaign is built upon. These will give you some idea of what, who and how to target your audience for any future PR Campaigns for your Club.

BlueCross BlueShield of Western New York

BlueCross BlueShield serves an industry to see exactly how its target market is adversely affected by painkiller addiction. Recognizing the exorbitant number of people who are dying each year from prescription painkillers, BlueCross Blue Shield of Western New York created a public relations campaign in coordination with Eric Mower + Associates. The campaign was named "Painkillers Kill," and it became more than just a campaign e advocating for awareness. It developed partnerships not only with the medical community, but also with parent groups, charities as well as other corporations that were looking to find a solution.

Google's Fight Against Ebola

As Western countries saw an increasing number of Ebola cases, the illness became world news, as the Western incidents became more prominent and brought a global focus on the epidemic that previously had been seen primarily only in under-developed African communities. Google created a [website](#) to collect donations to fight the disease. In addition to creating a platform for donations, Google pledged to donate two dollars for every dollar donated, ensuring that a huge number of financial resources could be raised to fight Ebola and to help provide the necessary medical attention to some of the poorest regions of the world. The timing was perfect for Google to maximize this positive branding, because international governments were failing.

Coca Cola: Share a Coke

Coca Cola is one of the most recognized brands in the world, yet it continues to look for ways to bring people together in an inclusive, accepting fashion. The "Share a Coke" campaign customized bottles and cans of Coke with 250 of the most common Millennial names and terms such as "friend" or "family." Consumers could go to the store and find a Coke for themselves and one for a friend. This clever campaign promoted not only inclusion, but also created a desire in people to not exclude themselves, making sure that they got a bottle with their own name. This went viral with social media posts proudly displaying people who were drinking the personalized Coke with friends or family.

Burger King's Proud Whopper

Gender issues have been given an increased amount of attention in the media and in public awareness of gender issues. Burger King took a controversial stance when it started the Proud Whopper campaign. It took the Whopper -- Burger King's main product -- and changed the wrapping to a rainbow, in support of the Lesbian, Gay, Bisexual, Transgender and Questioning/Queer (LGBTQ) community. As customers unwrapped the burger, the inside of the wrapper simply stated, "We are all the same on the inside." Although controversial, this campaign became the number one trending topic on several social media platforms, and it got not only attention but also support.

FROM TEA TREE GULLY CLUB

This is the Tea Tree Gully Lions at Highbury Primary School The school held a Parent / Teacher evening, opening up the classrooms to show off the children's work, it was also a school fundraiser evening to upgrade their playground equipment. Our club donated \$ 250.00 to the school fundraiser.

