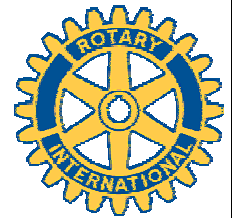




Boroondara Cares

**A special report to the members of the Rotary Club of Camberwell
15 November, 2007**



Members will be aware that a considerable amount of activity is under way in many Boroondara located Rotary Clubs to deliver meaningful services to residents of the Shire of Moira in the Murray Valley. This report was requested by District Governor John David and duly provided to him following the successful multi-club community event at Katunga on 31 October, 2007. It is provided here verbatim to ensure that all members of the Club have a good understanding of what promises to be one of the great Rotary initiatives .I

unsustainable. Traditionally proud, independent and private farmers were now isolated and generally unqualified to deal with the dual crises of business and family. The consequences of these included marriage break-ups, mental health issues and suicides. The stresses in the farm community were spread throughout country towns. These depended largely upon farm income for their economic health. City officials too were stretched beyond their available resources as they endeavoured to provide support. A particular concern in country communities

Councillor Phillip Healey
Past District Governor Don Jago
Warwick Heil
Peter Allen

After a number of informal meetings, decisions were taken and actions mounted that promised to lead on to a support program for the Moira Shire. These were –

Why Moira?

The actions of Moira Mayor Frank Malcolm in bringing the problems in his shire to the attention of a wide audience and to the mayor of Boroondara had led to this early

THE REPORT

Boroondara Cares

In support of the Shire of Moira

A report to the board of the Rotary Club of Camberwell and District Governor 9800, John Davis from the Boroondara Cares Committee of the Rotary Club of Camberwell.

This report was requested by District Governor John Davis during his visit to the Rotary Club of Camberwell on Wednesday 24 October. At that time DG John expressed interest in a wider discussion on the Boroondara Cares (BC hereafter) program at District 9800. The report will also have use for others seeking to understand this promising and apparently rapidly growing community service program.

Genesis

The BC program had its beginnings in a notion of Councillor Phillip Healey, Mayor of the City of Boroondara. Moved by an article in the Melbourne Herald Sun newspaper about the plight of the Shire of Moira caused by the severe drought, Councillor Healey contacted his Moira counterpart, Mayor Frank Malcolm to explore what might be done to support the Moira Shire.

The magnitude of challenges facing farmers in Moira and elsewhere due to the drought was of such magnitude that it seemed that only federal and state governments could make significant improvements through water policies, funding and other major government support solutions. These resources were clearly beyond the scope of even a comparatively wealthy city like Boroondara or its peer metropolitan municipalities. Ultimately the only single solution to the country crisis would be a hoped for return to normal rainfall patterns. Meanwhile, significant financial support was a matter for governments beyond the local level.

While finance, farm debt, bankruptcies and related business pressures were at the centre of the rural drought crisis, the flow on effects of these were being manifested more widely in an erosion of 'social capital'. Families were under severe stress as income dried up and debt loads became



**Boroondara Cares interim committee members "on the ground" at Katunga with special guest, The Hon. Jeff Kennett, President of the Hawthorn Football Club, Beyond Blue Chairman and Boroondara resident.
Left to Right: PDG Don Jago, Boroondara Mayor Phillip Healey (back to camera), Warwick Heil, Jeff Kennett and Peter Allen**

was a perceived lack of concern about their plight in the cities. It seemed to them that the populations of Melbourne and other major cities believed they were suffering because they could not water their gardens at will. City people seemed to have little perception of or feelings for 'the crisis in the bush'. The recent decision by the Victorian government to fill Melbourne dams with water 'stolen' from the country did nothing to allay the feelings of country people.

Enter Rotary

Against the background described above, it seemed to Councillor Healey that support for a useful program could be gathered from a partnership between the City of Boroondara, Rotary Clubs and other community resources within its boundaries. He made contact with a long time business associate, Rotarian Peter Allen of the Rotary Club of Camberwell.

An interim discussion group was formed comprised of members of the Rotary Club of Camberwell and Phillip Healey. The group comprised –

structure and ideas for a program. While it was true that there were approximately twenty shires under extreme stress, the Moira case was the one before us and in Rotary parlance provided "an (immediate) opportunity for service". The contacts between Phillip Healey and Frank Malcolm made the possibility of "twinning" between Boroondara and Moira much more feasible. It was agreed to focus the BC program on Moira Shire.

1. It was noted however that there would be opportunities for other metropolitan municipalities and their contained Rotary clubs to adopt the BC model now under development in Moira. The BC program could therefore be seen as an example for wider actions by other cities and shires. In this context the BC program for Moira could be seen as an incubator and as work in progress for a potentially state-wide or national Rotary program.

2. A single community focus.

There were known to be several Rotary Clubs involved in support programs for country people. Each of these was valuable. However most if not all of these were one-off projects. The BC intention however was to provide for an ongoing support program with meaningful and various levels of services "until it rains" in Moira, or until the drought was over. These services would not impinge on programs already in place unless that was the wish of the managing Rotary Clubs.

By focusing all of the gathered community resources of the relatively affluent, large City of Boroondara and applying these upon a single country shire, Moira, meaningful levels of service would be provided. The prospect of nine Rotary clubs of Boroondara plus four Moira clubs working together was most promising. The potential for formal City to Shire programs subject to the approval of the two councils was also noted.

3. The first visit to Moira

It was decided that the new committee should visit Moira Shire to be 'on the ground' and to learn how BC might be of service.

The BC Committee members were guests of the Moira Shire in a meeting hosted by Mayor, Frank Malcolm at Cobram. Also in attendance were councillors, police, ambulance, farm and other community. The meeting was invaluable in exposing the BC members to the realities of the cause that they were entering. The briefing was harrowing, emotional and informative. It reinforced the commitment of the committee to move from theory to actions on the ground in Moira. The passion and commitment of the local attendees was more than

impressive.

It was decided on the recommendation of the Moira people that notwithstanding programs that might come later, the immediate need was for a demonstration of concern for and solidarity with the Moira Community. This would be achieved by the mounting of a community event, a free barbecue, for the community. This event to be mounted by a joint effort between the Rotary Club of Camberwell and the four Rotary Clubs of Moira Shire would be attended by



With (more than) a little help from our friends. The four Rotary Club of the Moira Shire support the Boroondara Cares program. (Fourteen Rotary Clubs were represented at Katunga.)

delegates from all the Rotary Clubs of Boroondara. There would be celebrity speakers and opportunities for Rotarians to mingle with local farmers and to "talk with their ears" to learn more about the dimensions of the issues and to frame ideas for services.

4. Rotary ownership and structures.

While based upon well meaning but loose ideas and interim structures, it was necessary to provide for sustainable management and administrative structures for the Boroondara Cares program. As Rotary International was structured to act as a service organisation through its member clubs, it would be relatively simple to "own" the BC program in a Rotary Club. By this means governance resources statutory matters and other concerns like public risks

would be covered. It was agreed that as the Rotary Club of Camberwell had provided the initial impetus and resources for this program that "Boroondara Cares", as a program of support for Moira Shire would be a program of the Rotary Club of Camberwell (subject to the approval of the Club board which was anticipated.)

Noting that the BC program, in addition to its promise as a support program for Moira Shire, was also an incubator for wider applications and a work in progress it seemed likely that other cities and their contained Rotary Clubs would wish to emulate the BC model. This would hopefully see a proliferation of the BC programs under new titles like "Yarra Cares", "Stonnington Cares" and "Monash Cares". To provide for this progression a second committee was notionally provided.

To be known as "Sharing Communities", this governance committee, to be led

by PDG Don Jago would be responsible for the standardisation, documentation and promulgation of the BC principles. It would contain a Rotarian member from each "X Cares" program.

"Sharing Communities" is a business name to be owned by the Rotary Club of Camberwell.

5. What services... and how?

The essence of the BC program lies in the matching of Boroondara community resources with their counterparts in Moira Shire.

Examples of these proposed linkages are listed on the next page. The list is not comprehensive. It is proposed that each of these linkages will form a sub-program of BC. Once in place the parties to these arrangements would

develop their own programs of support and sharing.

In addition to these proposed linkages, there would be other programs to be developed by Rotary Clubs. These might include for example –

Holidays for children at Rotary assets (Cape Getaway etc.)
Use of holiday houses owned by Rotarians and others.

Visits to Moira farmers by Boroondara Rotarians
Christmas puddings (or cakes) for all Moira farmers.
Financial support for Food Bank (e.g. Rice and pasta)
Funding to be raised from high net worth individuals in Boroondara
Funding Rotary membership fees/meals for new Moira Rotarians.

1. The Katunga barbecue event.

The community barbecue was held on Wednesday 31 October, 2007 at the Katunga Sports Reserve a few kilometres north of Numurkah in the Moira Shire. The event was a cooperative effort between the Rotary Club of Camberwell which substantially funded the event and the four Rotary Clubs of Moira Shire who ran most of the event. The Shire was well represented with the mayor, councillors and management in attendance.

Fifty-three Rotarians and partners representing ten Rotary Clubs – eight from the City of Boroondara and two from Stonnington travelled to and from the event by Ventura bus. (The bus was heavily subsidised by Ventura Bus Lines who are regular supporters of the Rotary Club of Camberwell.)

Approximately ten others travelled to Katunga by car in part because the bus was over subscribed.

Program	Responsible	Progress
Mayor to Mayor	Phillip Healy/Frank Malcolm	Established
Council to Council	Phillip Healy/Frank Malcolm	Under discussion
School to School	Rotary Club	To be assigned
Church to church	Rotary Club	To be assigned
Probus to Probus	Rotary Club	To be assigned
Sports Club to Sports Club	Rotary Club	To be assigned
Other communities to other communities	Rotary Club	To be assigned

All visitors were briefed on the purpose of the visit and advised to 'talk through their ears'. The aim of the visit was to listen and learn but not to prescribe solutions. The event was to be the start of a journey and not an end in itself.

Admission was free as also were food and some drinks. The attendance was difficult to gauge accurately but 'around four hundred' seemed close to the mark. There were games for children and a generous



Boroondara Mayor, Phillip Healy. Points the way to Anne Scott (Rotary Club of Hawthorn.)

ice cream vendor.

The key speaker was former Premier, Beyond Blue leader, Hawthorn Football Club President and Boroondara resident Jeff Kennett, who flew in from a luncheon event at Mildura. Using football as the lead in to his subject, Mr. Kennett was successful in commanding the attention of the rural audience. Along the way he committed the Hawthorn Football Club to

support for the Boroondara Cares program.

Many Rotarians spent time with farmers, local business people and others and gained a feel for the dimensions of the problems faced by Moira residents. A collateral benefit was the fellowship enjoyed by Rotarians and their partners from a total of fourteen Clubs. Fellowship was not a primary aim for the day but it was clearly achieved.

The return bus trip to Melbourne was a hive of motivated discussions about 'what next'. The impromptu 'team' on the bus was highly motivated and enthusiastic to move forward. Generally, it was agreed to maintain the momentum by organising a meeting of Rotarians and others as soon as possible to set the agenda and to promptly "get some rubber on the road".

2. Committee debriefing – 2 November.

The BC committee met on 2 November to debrief on the events of the past few days and specifically the Katunga event. The aim was to move the BC project forward. It was agreed to mount a major workshop involving representatives from all Boroondara Rotary Clubs, City of Boroondara, Shire of Moira and Moira based Rotary Clubs. All parties would be contacted and invited to attend this pivotal function to be hosted by Boroondara Mayor, Phillip Healy and professionally facilitated by former Mayor or Jack Wegman who had attended the Katunga event. The workshop would be held from 1 PM to 4 PM on Friday 9 November, 2007.

This report covers the period from the beginnings of the Boroondara Cares program until the commencement of the multi-Club meeting on 9 November, 2007. The minutes of that meeting are provided on the following pages to complete the story to date.

**Minutes of a special meeting of the
*Boroondara Cares Committee, held
in the Boroondara Room of the City of
Boroondara,
Friday 9th November 2007,
commencing at 1.00 PM**

**The Boroondara Cares project is a
program of the Rotary Club of Camberwell
Inc, ABN 70552 493 266 Inc. A0020974E,
District 9800 of Rotary International.*

1. Membership of Interim Committee

Peter Allen – Rotary Club of Camberwell
Phillip Healey – (Councillor) Mayor, City of Boroondara

Warwick Heil - Rotary Club of Camberwell
Don Jago – Past District Governor, District 9800 of Rotary International

2. Apologies.

Warwick Heil

3. Guests of the meeting.

(This is a list of those guests who provided their details. The list is therefore not complete as some did not provide written details. Perhaps 3-5 names are therefore missing from this list. – PA)

4. Reason for the meeting

Allen, Peter	RC of Camberwell
Bourke, Kevin	Moira Shire/Rotarian
Briggs, Jacqui	City of Boroondara
Brown, Anne	RC of Kew on Yarra
Cannon, Mike	VicRelief Foodbank
Cheyne, Gordon	RC of Toorak
Feder, Ian	RC of Camberwell
Granger, Bill	RC of Canterbury
Healey, Phillip	City of Boroondara
Heath, Geoff	RC of Camberwell/Foodbank
Jago, Don	RC of Camberwell
Johnstone, Peter	City of Boroondara
Kreutz, Heinz	City of Boroondara
Malcolm, Frank	Moira Shire (Mayor)
Matthews, Peter	RC of Camberwell
Nagle, Kylie	City of Boroondara
Pohl, Ian	RC of Hawthorn
Robinson, David	RC of Canterbury
Ross, Coral	City of Boroondara
Scott, Anne	RC of Hawthorn
Tsui, Bonnie	Guest of RC of Camberwell
Savage, John	RC of Kew

The Boroondara Cares program had been launched a few weeks ago. It had been successful in creating a management structure and a broad mission to deliver services to the Shire of Moira. The public barbecue event held at Katunga in the Moira Shire had achieved its broad objectives. Attendees at that event had agreed that following that first step, it was very desirable to maintain the momentum. This would be achieved in part by a meeting for debriefing and wider discussions about sub-programs to be introduced as soon as possible. It was hoped that a list of workable projects would be decided and allocated to Boroondara based Rotary Clubs. It was also hoped that each involved Rotary Club would provide a committee members for the Boroondara Cares Committee.

5. Introductory remarks

Past District Governor Don Jago opened proceedings. He welcomed guests and noted the worthiness of this innovative program. He thanked the City of Boroondara for hosting this meeting and wished the proceedings well.

6. Welcome by Councillor Phillip Healey, Mayor, City of Boroondara

Phillip Healey welcomed members and guests to this important event. He expressed his conviction for the Boroondara Cares program and its possibilities. He had been impressed and moved by the abilities of the Rotary Clubs to move quickly and selflessly into service mode. He hoped that this meeting would continue to move quickly to develop and deliver real benefits to residents of Moira Shire. He then invited Moira Mayor, Frank Malcolm to address the meeting.

7. Address by Moira Mayor, Frank Malcolm

Frank Malcolm spoke briefly and expressed his gratitude for the support already delivered and for the programs that were to come from today's meeting. He added that there were benefits to both

municipalities from the fledgling association.

8. Presentation by Peter Allen, Rotary Club of Camberwell.

Peter Allen delivered a detailed briefing and revue of the Boroondara Cares program for the benefit of members and guests. He advised the meeting that he had prepared a detailed report on the project to date for the board of the Rotary Club of Camberwell and for the District Governor who was taking a keen interest in the progress of the program.

Electronic copies of that

report would be distributed within the next few days together with the notes of this meeting.

He noted that there was need for care in the creation and delivery of programs. Sensitivity was required to ensure that no offence was caused to traditionally proud and independent country residents. Care would also be needed to ensure that country businesses were not adversely affected by well-intentioned programs. These challenges would be managed best by close consultation with our colleagues from the Moira Shire and its Rotary Clubs.

The clear aims for today's meeting were to discuss progress to date and to brainstorm ideas for service programs for the benefit of Moira Shire residents. Once this process had been completed the various ideas 'on the table' would be ranked by priority and a limited, manageable numbers adopted for action by the committee. It was hoped

that each Boroondara based Club would participate by accepting one program from the developed list. It was also hoped that each participating Club would appoint a member to the Boroondara Cares Committee.

He noted that there were broadly two types of programs. The former had to do with linking resources between the municipalities. These included schools to schools, churches to churches and sporting clubs to sporting clubs. The latter type was all other programs that might be developed by the member Rotary clubs alone or together with fellow members of the 'Boroondara group'.

Peter Allen then introduced Councillor Jack Wegman, former Mayor of Boroondara. Councillor Wegman had agreed to facilitate the brainstorming session and to work with the group to deliver the required outcomes as outlined by Peter Allen.

9. Workshop led by Jack Wegman

This lengthy segment delivered more than twenty ideas from members and guests for service programs. Each of these was discussed and listed for later reference. At the completion of this process, the meeting agreed that the people best qualified to rate the list for priorities would be the visitors from Moira Shire. The task was given to Frank Malcolm and Kevin Bourke who ranked out ten programs for action. These were agreed by the meeting which then moved to recommend Rotary Clubs who might adopt the chosen programs. It was noted that these recommendations were not binding on the named clubs. However it was hoped that each named club would accept the challenge recommended for them. Where clubs were represented in the meeting, their representatives chose their preferred programs. In cases where clubs were not present the meeting suggested clubs that would be asked to accept the proposal made to them.

It was agreed to hold a list of other programs identified by the group for potential later action.

10. Thanks from Moira Shire. Mayor Frank Malcolm

Frank Malcolm thanked the parties present for their support and in anticipation for the programs to come. The work being undertaken was invaluable to lightening the load of country citizens.

11. Closure

As the business agenda for this special meeting had been well resolved the meeting closed at approximately 4 PM as planned with a strong mood of general satisfaction that worthwhile progress had been made.

Peter Allen
Rotary Club of Camberwell
(as acting secretary.)

Projects adopted by the workshop of combined Rotary Clubs

Program	Club	Comment
School to school program	North Balwyn	Aim is to link all/some Boroondara schools with Moira based schools and develop their own support programs. Club role is to promote this program to local schools.
Church to church	Kew on Yarra	"Church" means also synagogue, temple, and mosque. Aim is to link up these bodies and to have them develop their own programs.
Sporting Club to sporting club	Hawthorn.	As above – a linkage program to develop programs. It was noted that Jeff Kennett had offered to include the Hawthorn Football Club to Boroondara Cares program.
Return visit to Moira pre Christmas	Camberwell	Aims to visit 2-3 farms for each group and to learn 'at the kitchen table'. Weekend program with social/fellowship content with locals
Christmas Cakes, puddings and rice supply program	Kew to manage with support from all clubs	Aims to put a Christmas cake and pudding in to every property in Moira. Estimated 2000 locations. This to be managed in conjunction with Foodbank. Estimated cost \$8 per household. \$16,000 in total. Rice program is separate and aims to deliver (say) two tons of rice per month via Foodbank. Cost around \$700 per ton. \$1400 per month. Annually \$16,800.
Funding kid's break to zoo, Moomba, cricket (as examples)	Canterbury	
Holiday camps for kids using Rotary assets. E.g. Camp Getaway.	Hawthorn	
Farmers Market in city for Moira farmers	Glenferrie	
Social evening/s for couples in Moira Shire	Camberwell	
Funding for Barramine Gift foot race.	Balwyn	This important local event is in danger of failure and needs modest financial support. Visits by Rotary Clubs would help too.