

Cooma Rotary Club Inc

Theme: Maternal & Child Health Month

**21 April – Trica Hopkins
The 5 P's of Marketing**



Coming Meetings and Social Events:

28 April – Social Evening

5 May – Sandra Mortimer – What the funds from the Red Shield Appeal do in the community

12 May – Social Evening

19 May – TBA

26 May – Social Evening

BIRTHDAYS in April – 6th John Ch, 15th Des, 17th Geoff Best wishes



This week's points of interest

Guests – Roger (Jan P).

A highlight from this week's meeting was the induction Sara and Phil to the membership of the Cooma Rotary Club. Congratulations and welcome Sara and Phil.

Hass – If you are interested in joining the Meals on Wheels Team, Hass has the forms.

Jan P – This week's social evening is on Wednesday 28 April 6.30pm at the Roses Restaurant. Please respond midday Monday email jeanpayne24@yahoo.com.au or phone 0429 707 792.

If you have any suggestions for upcoming venues, please let Jan know.

Jeannette – Thank you to Nadine, Liz, Neil and Nima who took the last of the bulbs out to the Adamidaby Easter Fair. To those who filled in for me at the Markets when I was not able to be there for my rostered duty. To Sandra for coming out to the farm to package



of

by

the bulbs and with the clean-up. From the sale of the bulbs \$200 was raised which will be added to the \$600 that was donated in memory of John, for the Rotary Foundation.

Mark JN – Siobhan has been interviewed by the Monaro Post and by ABC South East.



Terry – Crackenback Clearance sale was small and we sold some food, our presence was appreciated. The Market raised about \$1870, COVID rules are being met and the flow of people is working. Well done Judy for doing a through clean of the food van in her down time.

PLEASE ADVISE LIZ IF YOU ARE COMING TO THE MEETING AND WANT A MEAL, IF YOU ARE BRINGING A GUEST OR ARE APOLOGISING FOR NON-ATTENDANCE, BY MODAY EVENING BEFORE THE COMING MEETING: 0437 233 377

or lizmartyn@bigpond.com



Guest Speaker – Trica Hopkins

Following completing a University degree majoring in languages she spent some time wandering the world and ended up living in Japan for a couple of years. When she came home, she got a job with Japan Airlines which lead to a Master of Commerce degree majoring in Marketing. She worked in Sydney and Tokyo and travelled around South East Asia and the Pacific looking after the marketing for Japan Airlines. She then



came back to Sydney and moved into corporate incentives and events, then into event management throughout Australia, which is her job now.

In Marketing there are 5 P's. These are the people, the price, the promotion, the product and the place.

The **people** are the members of any Rotary Club, never underestimate the power of the people.

The **price** is not really relevant for a volunteer organisation but it is important in relation to fundraising.

Promotion is probably the most important of the P's. What is the message! What does the club want to promote and who is the target for the promotion?

What is the **product** of Rotary? Is it the current people, fundraising, fellowship or getting new members? You need to know your product to know how to promote it.

The **place** relates to how you are promoting your product. Is the advertising occurring in the right place to attract people or to let people know what Rotary is doing. For example social media, print media or flyers.



As President of the Cooma RSPCA, Trica implemented these strategies. The Cooma RSPCA has been established for 40 years but it was not without its problems. The first thing Trica and the Committee did was sit down to determine what the issues were and how to fix them and what direction they wanted to go in for the future. They also considered the strengths and how to utilise and promote them. Also what were the weaknesses and how could they

be turned into strengths or eliminated. The goals which were determined was to raise awareness, bring in more volunteers, retain current and new volunteers and source more money. The strengths were their loyal volunteers and their reputation. A couple of weaknesses was the core of volunteers while strong was reducing as members got older. Communication was by very long face to face meetings or by telephone. This telephone grapevine made it hard to get involved if you were new.

So they went back to the P's. People, volunteers needed to know what they could do to help, foster dogs or cats or bake cakes or whatever else was needed. Social media is a valuable tool for getting these messages out. Promotion on Facebook works for them whether letting people know what they can do or for fundraising purposes. For example, this type of promotion means that it is not only local people who buy raffle tickets. What is the product of the RSPCA, obviously the animals but they wanted to be relevant and fun to ensure the volunteers feel their contribution is needed and people choose to do what they can, when they can and provide assistance in the areas they are interested in. The Cooma RSPCA now have a place all over the district. They also went back to the goals and now have more volunteers, community support has increased, there are less meeting, sub-committees are utilised and most meeting are now on Zoom making them more accessible.

MEETING ROSTER

If your name appears on the roster and you are unable to be there, please organize an alternative for your role

Tasks	5 May	19 May
Meet & Greet	Charlee Bob	Trisha
Fines or Did You Know	John Ch	Mark JN
Wine Raffle	Mark JN	Charlee
Jiggle the Joker	Nadine	Nadine
Property	Dave H	Dave H
Banners	Hass	Hass
Toll Collector	Liz	Liz
Meal Service	Sandra Peter D	Bob Richard H
Vote of Thanks	Terry	
Pastoral Care	Elaine S	Elaine M

MARKET ROSTER

Tasks	16 May
Towing - Food Van - BBQ - Coffee Van	Terry Peter D Mark JN
BBQ Cooks	Neil Mark C
Food Order Taker	Dave H
Van Operators	Jeannette Katrin Hass
Photographer & PR	Charlee
Meet & Greet	Glenys
COVID 19 "Policeman"	Glenys
Coffee Van	Mark JN Kiara John Ch
Entertainment	RSPCA 40 th Birthday Celebrations