

# 2019 ANNUAL REPORT



**Rotary**  
ELIZABETH QUAY

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**INSPIRE  
GENEROSITY**

**FACILITATE  
GENEROSITY**

SERVICE TO  
OTHERS IS THE  
RENT YOU PAY FOR  
YOUR ROOM HERE  
ON EARTH

- MUHAMMAD  
ALI





It is both surreal and amazing to be approaching our third Annual General Meeting! While we continue full steam ahead in pursuit of our mission to inspire and facilitate generosity it's fair to say that 2018/19 will be remembered as a great year of consolidation and connection. REQ remains true to its values – connect, empower, exchange – both in terms of the way we relate to one another and through our actions in the community. I continue to be lifted up by the kindness, the ingenuity and the commitment of our members.

In the last 12 months REQ has begun to mature and concentrate on its key areas of focus. These include homelessness, environment, mental health, youth, refugees and domestic violence. Highlights include;

- Attending WA Homelessness Week events, connecting with Bob Jordan (Housing First Ireland), partnering with the WA Alliance to End Homelessness, participating in District 9455's Homeless Hub and hosting Michelle Blakeley of 'My Homes'.
- Promoting Greenbatch (Perth's first plastic reprocessing facility) through hands-on volunteering and social media.
- Hosting Kendall Whyte of the Blue Tree Project to converse about mental well-being and disrupt the stigma of suicide.
- Participating in the launch and roll out of Rotary's Global Citizen Award to enhance the experience and opportunities for international students residing in Perth.
- Leading Perth's End Polio Train Ride 2019 to raise funds for Rotary's PolioPlus campaign.

- Championing local not-for-profit Dismantle through provision of volunteers and donations towards their self-directed youth development programs.
- Formalising our relationship with AYLA (Assisting Your Life to Achieve) who established Copelands, Perth's first LGBTQI crisis accommodation service. AYLA will be the recipient charity of REQ's Catwalk for a Cause 2020.

Maintaining our line-up of diverse guest speakers has meant that REQ members continue to learn from leaders and change-makers within and beyond our local community. This pooled knowledge not only gives us in depth perspective, but it allows us to make considered decisions as to how we as Rotarians can make the most impactful contributions to some of the most challenging social issues of today.

As always, we continue to seek feedback from our members and create an experience that is fun, inviting and enriching. With a reduction in our membership to 24 active members (and 4 honorary members) we have been conscious of the need to manage expectations, support one another and refine our KPIs. Our biggest challenges stem from the fact that our vision is always larger than our capacity. At times we've fallen short on attendance and by and large we've seen less consistency in our fundraising activities. Despite this we have chosen to listen to our members and enhance our connections through a formalised buddy system. We see this as integral to maintaining the culture of REQ and most importantly to keep people coming back. In this way we have remained in touch, on track and realistic about how we can serve our community month to month.

The opportunity to lead REQ has given me a great sense of achievement and satisfaction. It has pushed me to overcome fears, trust myself and build unique and deeply rewarding friendships. My community has expanded, and I am thankful for the sense of belonging and purpose I have found. There is nothing that replaces the buzz of giving and with Catwalk on the horizon I am pumped for the remainder of my term!



**Alexandra Truelove**  
President



# CLUB LEADERSHIP

## **Rotary of Elizabeth Quay Board 2019/2020**

### **President**

Alexandra Truelove

### **Vice President / Immediate Past President**

Stephanie Terwindt

### **President Elect**

Nick Lim

(November 2019 onwards)

### **Treasurer**

Vivian Wang

### **Secretary**

Danielle Winzenried

### **Director Membership Experience**

Melissa Dor

### **Director Projects**

Kimberly Jones

### **Director Strategy & Innovation**

William Codd

### **Director Partnerships**

Balraj Hansra

### **Director Marketing**

Megan MacNeill

(July- September 2019)





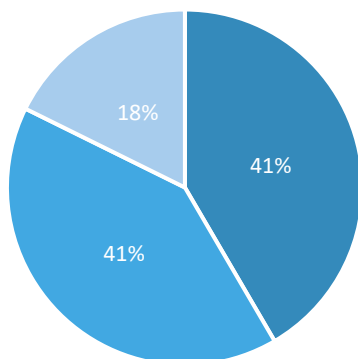
# TREASURER'S REPORT

This November marks the third anniversary of our charter and it is incredible to see what we have achieved as a club in this short period of time.

In the 2018/2019 year, we have focused our efforts on more hands-on activities within our community and have held several fundraising events raising over \$8,000 with more than half of the funds raised donated to our partnered charities.

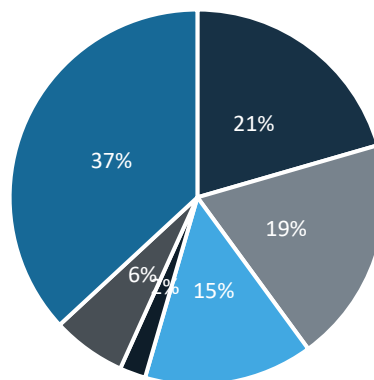
The financial performance for 2018/2019 are as follows. For more detail, please refer to the full audited 2019 Financial Report.

## INCOME



- Membership fees
- Charity fundraising income
- Club fundraising event income

## EXPENSES



- Charity fundraising expenses
- Funds disbursed to charities
- Club fundraising expenses
- Donation to Rotary Foundation
- Club operating expenses
- Rotary District & International Subscriptions

<b>OPENING BALANCE AS AT 1ST JULY, 2018</b>	<b>25,021</b>
<b>INCOME</b>	
Membership fees	8,573
Charity fundraising income	8,395
Club fundraising event income	3,648
	<u>20,616</u>
<b>EXPENSES</b>	
Charity fundraising expenses	4,583
Funds disbursed to charities	4,338
Club fundraising expenses	3,249
Donation to Rotary Foundation	500
Club operating expenses	1,423
Rotary District & International Subscriptions	8,237
	<u>22,330</u>
<b>CLOSING BALANCE AS AT 30TH JUNE, 2019</b>	<b>\$ 23,307</b>

<b>HELD AS:</b>	
Club Bank Account 96-894-7845	22,407
Debtors	900
Creditors	-
	<u>\$ 23,307</u>



**Vivian Wang**  
Treasurer









# PROJECTS

Our aim for REQ Projects going into 2019 included strengthening our relationship with partner organisations and other Rotary clubs, providing plenty of opportunities for hands on volunteering (which was highlighted as important to our members) and focusing our member resources on REQ's areas of priority, which include: homelessness, disadvantaged youth, the environment, mental health and refugees.

## January

Under the leadership of our 2018/19 Director of Projects, Dani, we kicked off 2019 with an Australia Day BBQ arranged by Heirisson Rotary. Lisa and Balraj took the lead with this project, ensuring many sausages were sizzled and eggs flipped before the 2019 Australia Day Skyworks.

## February

In February Aaron rounded the REQ team up for a Ronald McDonald House Big Breakfast cook up. By the end of February many of our members, including Moe, Katie, Usman, Megan and Rachel, had perfected their cooking skills.

## March

March was a month of collaboration with our fellow Rotarians and Rotaractors.

- At the beginning of March members Katie and Stephanie lent a hand at the Hyde Park Fair with the Rotary Club of North Perth.
- On March 9 James mustered the support of Stephanie, Danielle and Eeshwar to 'Clean Up Australia', with Rotary of South Perth at the South Perth foreshore.

- At the end of March, Lisa and Melissa assisted Heirisson Rotary with its annual Duck Derby, to help build public awareness about Rotary and its projects and programs.

March also saw Eeshwar step in to help oversee our REQ projects, when Dani was required to take over the role of club Secretary earlier than expected. Thank you Eeshwar for the experience and enthusiasm you brought to this role.

## **April**

In April, our Master Chef Lisa again encouraged members, including Aaron, Steph and Kate, to get their aprons on and assist the Rotary Club of Perth by serving breakfast to ex-service personnel on Anzac Day.

## **May**

May was our RYPEN enthusiast Aaron's time to shine. Rypen is the Rotary Youth Program of Enrichment (RYPEN) and involves a weekend residential experience for youth aged 14-16 years designed to develop skills that will assist them in the transition to adulthood. Participants are involved in a variety of workshops and activities, which provide an opportunity for them to personally develop, gain self-confidence, challenge themselves, build friendships, and develop life skills. Aaron is very passionate about RYPEN and in September he commenced as Head Facilitator for RYPEN in our district. Joining Aaron for RYPEN 2019 was Moe, TK and Eeshwar.

## **June**

June was mainly spent wrapping up our Rotary year and preparing for 2019/20

## **July**

The new Rotary year kicked off with a hands-on volunteering opportunity with St Vincent de Paul, or Vinnies. On 27 July, 14 of our members and friends painted one of Vinnie's Community Mental Health Houses, a recovery focused low care supported accommodation service for adults with a persistent and enduring mental health diagnosis, who may otherwise be at risk of homelessness. This project was led by our new Director of Projects, Kim, and was very well attended by our members, including Sas, who came all the way from Northam to help, and Balraj, from just around the corner. This was a great opportunity for some of our new members, including Giverny, Suanlee and Boris to get stuck in and spend quality time with their new REQ friends.



## August

On 7 August, Alex and Kim went along to a very packed boardroom for the 'Homelessness Hub', a meeting of members from various Rotary clubs in the district, to discuss a more collaborative approach to tackle homelessness in our city and state.

## September

One of our major events for September was a good 'ole Bunnings sausage sizzle on the 14<sup>th</sup>. Our madam president Alex led this project, which again was met with a lot of enthusiasm from our members (see below), including sizzlers and our treasurer Vivian, who was happy to bank the money we raised for our youth projects.

On 13 September REQ officially kicked off its involvement with the Rotary Global Citizen Award, with an induction for our international students, Prapun, Hazel and Rachel, and their REQ mentors Alex, Balraj and Megan. The Global Citizen Award is a project developed to include international students in local Rotary and Rotaract Clubs, to enhance the student experience and the attractiveness of Western Australia as a study destination, which includes providing mentoring from Rotarians. Prior to the induction event Steph and her project team, including Will, Alex and Balraj, diligently worked with Study Perth and City Rotary and Rotaract to pull together the Global Citizen Award.

Shout out to Boris for his work to assist the Norkama project in September by picking up office furniture at very little notice to be shipped to children in Burkina Faso.



## October

Since 1988 cases of polio have dropped from 350,000 in 125 countries to 33 cases of wild polio virus in just 2: Afghanistan and Pakistan. Rotary has played a key role in this and is still working to eradicate Polio worldwide. On 24 October REQ hosted the 2019 Train Ride to End Polio. Alex and Boris lead the charge of Rotarians dressed in red, who rode Perth trains and congregated at central train stations to collect money and raise awareness on World Polio Day. Rotary International's partners in the fight to eradicate polio, the Bill and Melinda Gates Foundation double any donation towards ending polio, resulting in the total fundraised for this morning event being \$2628.90.

## COLLABORATIONS

2019 has provided opportunities to collaborate with other Rotary and Rotaract Clubs, including Rotaract Perth, City East, Beaufort, Heirisson and North Perth to name a few. Through these collaborations we have been able to maximise our impact and resources to tackle the causes we are passionate about.

Alex, Kim and Melissa have been focusing on the relationship between REQ and Rotaract of Perth in 2019, to lend support to each other's projects. This has included REQ members volunteering for packing toothbrushes for the Kimberley Dental Team and baking good for the Perth Homeless Support Group. In June 2019, our own Eeshwar Rajogopalan was elected the WA District Rotaract Representative, thus cementing further our opportunities to collaborate with and support young Rotarians.

In 2019 we began meeting with City East Rotary and Beaufort Rotary to put together a plan to assist refugees in Perth. This refugee committee was formed due to government changes affecting the eligibility for some refugees to receive government support, placing increased pressure on not for profit organisations, such as CARAD, to assist with basic needs such as food and living costs. Planning meetings have taken place approximately every two weeks, and the project is set to kick off in February with a social event bringing the clubs together to sample foods from CARAD's food truck initiative.

We have regularly assisted with Greenbatch on its public drop off days, sorting plastics for recycling. Our members have also planted more than a few trees on Trillion Trees planting days. Melissa, Steph and Alex have been fundamental in drumming up support for our environmental causes and have led by example by getting stuck-in to these activities, which our members, including Giverny, James, Rachel and Boris have enjoyed.

## OUTSIDE REQ

Our members are actively assisting the community within REQ and through their own non-Rotary projects. Our member Levente recently raised nearly \$3,500.00 for Cancer research by donning his lycra and cycling 200km and Will our Strategy and Innovation Director is undertaking the MSWA Ocean Ride for Parkinson's Disease research and support in November 2019.

## LOOKING FORWARD

REQ is committed to ongoing assistance for many of the organisations we care about, such as Vinnies, Greenbatch, Trillion Trees and CARAD, particularly by providing volunteers from our member base and associates.

We also have some exciting new projects coming up, including assisting Dismantle delivering some of their bikes to the community in December. Dismantle is a not for profit group that uses bicycle mechanic activities and mentors to help young people develop social skills, build confidence and connect to educational and vocational opportunities. We hope this will be a great start to a long-term relationship with Dismantle.

Our major fundraising project for 2020 is Catwalk for a Cause in support of AYLA Inc's LGBTI support and housing project Copelands Accommodation. Stephanie and her team, which includes Giverny, Suanlee, Melissa, Rachel and Alex have high ambitions for this fundraising event. REQ last ran this event in 2017, raising over \$50,000.00 for Trax for Gastro Tracts. The Catwalk team have their hearts set on raising more than in 2017 and will require the full support of all members in March 2020 to achieve this.

Thank you to all members who have contributed to hands on activities this Rotary Year, contributing to REQ continuing its mission to inspire generosity in the Perth community.



**Kimberly Jones**  
Director Projects







A photograph of three people, two women and one man, smiling and posing for a photo. They are all wearing yellow Rotary shirts. The woman on the left is making a peace sign. The man in the center has his arm around the woman on the right. The woman on the right is also making a peace sign. They are standing in front of a wall with several framed posters. One poster on the right says "YOU CAN BE your local Rotary Club". Another poster below it says "Rotary FOUR WAY TEST: 1. Be honest 2. Be fair 3. Be clean 4. Be friendly". A large yellow duck is visible on the right side of the photo. The text "MEMBERSHIP EXPERIENCE" is overlaid in large white letters on the left side of the image.

# MEMBERSHIP EXPERIENCE

This has been a challenging year for membership engagement at Rotary of Elizabeth Quay as we have grappled with how to reconcile club engagement with the busy and evolving lives of our members. The demands of a job change, family, or new study commitments can easily shift people's priorities, and this was the case for nine of our members when it came time to renew their memberships before the 2018/19 Changeover. While we miss those who have departed, we know they are moving on to do great things in the world.

*Our current membership sits at 28, of which 4 are Associate Members*

As we gave our best wishes to those that served and gave of their friendship generously, we also inducted and welcomed three new members at the Changeover event; Giverny, Boris and Suanlee. Our new members have breathed new life into the club, adding to the passion and perseverance of the dedicated members that sustain our mission to facilitate and inspire generosity.

A further member has joined our ranks with Minh joining us in July, with another new member David about to be inducted. In addition to our new members, four of our departing members accepted the invitation to switch to an associate membership in acknowledgement of their strong connection to the club. The associate membership initiative has proven to be a beneficial flexibility options for the members who for various reasons have needed to step back but continue to show their support whenever possible.

Despite lower attendance at club Projects Meetings, strong turn-out has continued at hands-on volunteering opportunities organised by the club, and we are maintaining valuable partnerships through attendances at the meetings of surrounding clubs. Our members also benefit from the experiences gained at volunteering and events organised by our partners in other Rotary and Rotaract clubs.

There has been much change within the Membership Experience team this year, particularly following the exits of past Membership Director Moe San Thu, Engagement Lead Gavin Hannagan, Business Improvement Lead Kirthiga Thangadurai and On-Boarding Lead Lisa Ahwan throughout the year. While Lisa has remained at the club as an Associate Member, we certainly miss her expertise as On-Boarding Lead. Despite our current team often having limited capacity, Usman Dal, Rachel (Jessica) Hiu, Boris Divis and Minh Dang continue to give 110% to everything they do for the club.

As the fourth Membership Director, since July 2019 I have worked collaboratively with the team and together, we resolved to entirely remove the roles as previously defined. We have instead pooled and distributed responsibilities as and when team members have capacity to assist. Recognising that capacity is not equal, so neither can delegation be shared evenly. While this has meant that some tasks were not completed, we have instead focused on what was achievable and have made decent progress on several plans through coordination at our monthly team meeting. The team strives on and maintains a growth mindset, with hopes and plans to ramp up our activity to reach our membership attraction, engagement and retention goals for 2020.





## Team Highlights for 2019

- Melissa Dor completed 2 Membership Highlight videos featuring Moe San Thu and Alexandra Truelove, before the series was discontinued, as well as the 2018/19 Highlights Video showcased at the Changeover event.
- Member onboarding process reviewed with the club Board of Directors and streamlined. This resulted in a new workflow being established with clear delineation between the responsibilities of the Director of Membership Engagement, Club Secretary and Treasurer.
- Member Health Survey 2019 launched and receiving good feedback so far on the structure and questions within the survey.
- Establishment of the REQ Buddy System in conjunction with the President. Each club member has been paired with a board member. These partnerships are flexible to what each member needs, while providing a valuable avenue for feedback on membership engagement.
- Usman Dal completed a 6-month mentee program under the mentorship of Melissa Dor.

## Plans for 2020

- Membership Spotlight articles for [rotaryeq.org](http://rotaryeq.org) and sharing via LinkedIn, to be generated via online questionnaire currently under development.
- Improved monitoring of REQ's social media reach and search engine optimization for [rotaryeq.org](http://rotaryeq.org) in collaboration with the Communications team.
- Targeted membership engagement and retention actions as directed by improved data analysis of the buddy system, attendance, volunteering activity and Slack usage.



- Provision of clear, easy to read and accessible critical information updates for members and potential members; to make things easier for those with limited capacity.
- Working with the Director Partnerships to progress plans to attract new members through Corporate Social Responsibility programs, graduate programs and alike.
- Quarterly Fire-up sessions for orientation of new and returning members and facilitating opportunities for the formation of friendships.
- A line-up of purely social activities to deepen fellowship amongst members, and to which members can invite their friends and families.
- Assist with organising the Annual Showcase Night.
- Organise Greenbatch fundraiser event in April 2020 showcasing sustainability living and technologies from around the world.

I look forward to continuing to support the Membership team to build capacity, inspiration and generosity within themselves and in turn for that effect to ripple out to the club and then the wider community that we serve. It has been a privilege to serve on the Board of Directors alongside such dedicated and resilient people, especially our President Alex Truelove and Immediate Past President Stephanie Terwindt, whose actions and leadership motivate me every day.

Thank you to my team and all those that have supported me in my first official role in leadership.



**Melissa Dor**  
Director Membership  
Experience









# STRATEGY & INNOVATION

Before I talk about the future, let's reflect on the Clubs' achievements so far. In late 2015, the vision of an innovative Rotary Club emerged as a vehicle to create change in the community with a motto of 'Inspire Generosity | Facilitate Generosity'. By February 2017, REQ became chartered and in June 2018, REQ was recognised at the District Changeover by taking home both the Club of the Year and Fastest Growing Club awards.

Our belief is that philanthropy is not reserved for the wealthy and everyone has the ability to make a difference. Our members have ensured that this is not just an espoused belief by successfully raising greater than \$85,000 for charities and 1,700 volunteer hours to worthy causes since the club's inception.

As our club continues to mature, new challenges emerge that require us to adapt to ensure we continue to thrive in the future. In the last year, we have seen several members regrettably leave the club to pursue careers, have families and many other priorities which young professionals have the privilege of dealing with. However, the club has also had the pleasure of welcoming new faces with a passion to contribute to the community while growing their skills and capabilities.

Since our last strategy planning day, held in August 2018, we have responded to challenges by engaging with our members, listening to their concerns, and scaling back aspirational growth plans. The Board has recognised that achieving a sustainable membership base in a dynamic, volunteer organisation like ours, requires realistic targets to be set to avoid burnout. We have worked hard to introduce a culture that values contributions as and when members are available and believe this is key to retention.

Prior to handing over to the new Board, we ran a 'Strategy & Alignment' session in May 2019 to ensure we had a strategy that was fully supported by all incoming Board members. This enabled both existing and new Board members to reflect on the past and present focus areas for the club whilst challenging the status quo and identifying areas for improvement. This was then cascaded down to all members in June 2019 at a Project's meeting.

Tackling homelessness in WA continues to be a key focus for REQ. Following a design thinking workshop, facilitated by our very own Nick Lim, a large number of concepts were generated in an evening. To focus our efforts into the areas with limited support from existing charities and organisations, we ran a homelessness strategy discussion (see below) with the broader Rotary community, Homeless Hub, and the WA Alliance to End Homelessness in September 2019. Our guest speaker, Bob Jordan, the National Director for the massively successful Housing First programme in Ireland gave us his thoughts following appearances at WA Homelessness week in Perth the month prior.

Further work is required to integrate our work with the wider homeless efforts in WA to enable maximum impact through a coordinated approach. Four key areas identified for REQ to contribute to include community education, prevention, housing and transitional services. The new year will bring more collaboration with WA's homelessness community to clearly define REQ's pathway in addressing this major issue.



1.	Community Education	<ul style="list-style-type: none"> <li>Changing the public's attitude; advocating with politicians; Bringing the whole community and all schools along with Rotary homelessness efforts</li> </ul>
2.	Prevention	<ul style="list-style-type: none"> <li>Providing early intervention to people at risk of homelessness e.g. supporting domestic violence, intervention with children at risk, out-of-home care</li> </ul>
3.	Housing	<ul style="list-style-type: none"> <li>Finding a permanent home for individuals eg. Housing First</li> </ul>
4.	Transitional Services	<ul style="list-style-type: none"> <li>Addressing what an individual needs to get back to being a useful member of society – health, self-reliance, employment</li> </ul>

Additionally, I have been working with our Board to refine our KPIs over the past few months which were finalised at our October Board meeting. We feel the agreed KPIs are now realistic while at the same time motivate everyone to energetically pursue our initiatives to deliver on our purpose. Prior to the new incoming Board being appointed, a refresh of our strategy will be undertaken with broader club engagement to set us up for success in FY21.

It’s going to be an exciting year ahead with major projects like Catwalk 2020 and our work in the homelessness space giving us a massive opportunity to create lasting change in WA. I challenge all of you to play your part in moving this club forward and look forward to working with you all to inspire and facilitate generosity in our community!



**William Codd**  
 Director Strategy & Innovation



**INSPIRE FACILITATE**  
**GENEROSITY GENEROSITY**



**Rotary**  
ELIZABETH QUAY



[www.rotaryeq.org](http://www.rotaryeq.org)