



# ROTARY CLUB OF HAWTHORN



## 23 February 2010

**President Neil Roberts** (president@hawthornrotary.org)

### Notes From the Week

#### District Governor

**Colin Muir** (RCWerrabee)

#### Websites

[www.rotarydistrict9800.org.au](http://www.rotarydistrict9800.org.au)  
[www.hawthornrotary.org](http://www.hawthornrotary.org)  
[www.rotarydistrict9800.org.au/Members/Networker](http://www.rotarydistrict9800.org.au/Members/Networker)

#### Secretary

**Richard Logan**  
Ph: 0421 094 567  
secretary@hawthornrotary.org

#### Editor

**Lawrence Reddaway**  
Ph: 9889 1418  
editor@hawthornrotary.org

#### Apologies (Essential)

- Enter in the book,
  - Or tell Norman Hall
- Ph: 0401 100 177  
Norman\_p\_Hall@hotmail.com

#### Meetings

**Hawthorn Receptions**  
555 Glenferrie Road  
Hawthorn 3122  
Tuesdays 12:30pm for  
1:00pm (Finish 2.00pm)

#### Rotary Club of Hawthorn

**PO Box 33, Hawthorn 3122**  
Bulletins etc available from:  
<http://groups.google.com/group/hawthorn-rotary/files>  
Discussions, correspondence etc available from:  
<http://groups.google.com/group/hawthorn-rotary/topics>

#### Diary Notes from President Neil :

**RELAY FOR LIFE** – Cancer Support walk 4pm Sat27-Noon Sun28 March

- \$30 for first walker, \$15 for other family members walking.
- Call in & support the walkers
- Volunteer to Noel Halford.



**RCH PRESENTATION NIGHT** - Monday 29 March 6.00 - 8.00pm

- Light dinner. Replaces normal lunch meeting on Tuesday 30 March.
- Members, partners, friends, potential members et al. “must attend”.
- I am seeking a large attendance for this event.
- RCH charitable gifts will be made and members recognised for their special contribution of *SERVICE ABOVE SELF*.
- Contact Neil Roberts 0418 105 587

**DONATIONS IN KIND**- Sat 30 March 9.30—12.30 @ DIK Warehouse

- Rear of Shed 40, Gate 1, Somerville Rd, West Footscray (Mel 41E7)
- Fellowship, Working Bee & BBQ (with RC Prahran). Share transport?
- Learn about DIK; and help out in sorting & packing!
- Contact Ian Stoney 0400 209 802

**BOROONDARA PAPER** - Thursday 15 April A Cluster Clubs project

- Contact Bernie Walshe 0419 525 145

**BUNNINGS BBQ** - Sunday 25 April (Anzac Day from noon)

- Volunteer to Neil Roberts 0418 105 587 to co-ordinate this event!

**COUNTRY VISIT** - Sunday 2 May Fellowship BBQ Lunch—BYOG—\$20

- At the Rosbacks' Wandin North home—Tennis, golf,
- Transport? Yes! Contact David Pisterman 0447 323 593

**RON CARR PRESENTATION EVENING**—Pencil in Tues 04 May

- Names of potential entrants to Jackie@priorities.com.au

## Foundation News (Rotary International District 9800) Edition 1 February 2010

This 14 page new publication is too big to fit into this bulletin. But it is so professional, so heartwarming and so uplifting that every reader should get hold of a copy: From the website, or (hopefully) for borrowing from the lunch venue next Tuesday.

*“The Rotary Foundation – Is it relevant today?” is really the wrong question.  
What we should be asking is “Can we imagine a world without The Rotary Foundation?”*

### Automotive Design Process – From Concept to Reality

By Doug Findlay (Recently, Ford Executive)

The history of our current society is marked so much by the history of the motor car, which is a symbol of affluence; of independence; of a kind of supremacy of technology; and of so much else as well.

Little wonder then, that a talk detailing how the motor industry develops a new car should be so fascinating. This was a talk where the pictures on the screen told more than half the story. So this is a report that cannot do justice to the talk.

How long to develop a car in this era? 3 years. Why so long a time? Because of the immense complexity of combining the technology with that most fickle of concepts, the aesthetics. Why so short a time? Because fashions change so fast, and technology develops so rapidly, that a development period that was any longer would mean that the ‘new’ car was old fashioned even as it appeared in the show rooms.

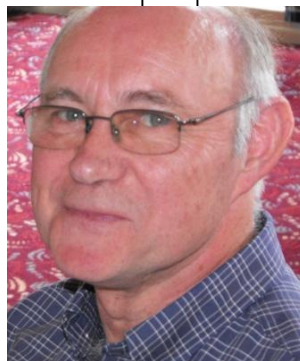
Doug Findlay, recently retired from being an ultimate international Ford insider, was a master of his subject. He cantered us through the phases of

- Product planning
- Aesthetic design processes
- Market research
- Management review
- Feasibility study

Finally, he showed us computer simulation of all the individual mechanical components of a Ford Falcon coming together – an amazing spectacle.

But Doug spent most time on the aesthetic design processes. Not surprisingly, design artists and their beautifully hand drawn sketches have given way to electronic forms of sketching, together with Computer Aided Design. More surprising was the extent of the physical model making that is used:

- First, a model at 2/5 size, made from polystyrene



coated in synthetic clay.

○ Later, ‘theme scale models’ – with a steel frame, polystyrene and synthetic clay - of maybe 6 alternative designs, to be put in front of market research audiences via photograph and simulated video.

External aesthetics can only be but one element in the overall design: Internal aesthetics and ergonomics; colour, materials, textiles, functionality, makeability, and cost etc are, of course, all vital to the success of a new car.

Maybe all this should not have been so much of a surprise to this correspondent, who was brought up in the 1950s in England with the legend that every new Jaguar car had to be personally approved by Mr Lyons, the managing director; and his approval technique was to have the car put in a field, and for him to turn round and see it for the very first time: His eye and his heart had to agree, instantaneously, that this design was breathtaking; and if they did not, then the design had to be re-worked.

In question time we learned that, with the need for speed in the development process, the engineers are let loose into the design team far earlier than they used to be, in order to minimise the risk of the aesthetic demands creating unresolvable technical challenges.

So much effort to try to win in the competitive market place!

Maybe we should ask Doug to come back and tell us, for example, why the car industry needs such enormous subsidies – not only in Australia, but also, for example, in the USA. Perhaps Doug could also predict which of the Australian car manufacturers will be the next stop local production. And tell us whether hydrogen or electricity will be the next fuel for cars, after petrol becomes too expensive. But then again, maybe even Doug’s crystal ball is not quite that omniscient.

(By Lawrence Reddaway)

### Want to Borrow Club Gear?

- Please ask Club Service Director (Norman Hall)
- Please return gear by 12.15 Tuesday

### Doing the Jobs Better: Chair of the Day (1)

(By **Norman Hall**)

If you are privileged to be asked to act as the Chair-person of the Day you will be required to be the club's "front line" contact with the guest speaker. If the meeting is to be changed from our normal arrangements you will be advised and expected to pass such information onto any guest speaker. The Speaker Program Director will advise you several weeks in advance as to who will be the guest speaker, their contact details and the topic of their presentation.

Nearer the date of the presentation you must contact the guest speaker and:

1. Confirm the speaking arrangements, Arrival Time, Location, Date
2. Seek a short CV so that you can introduce them and their topic appropriately.
3. Advise the Sergeant of the Day of the time the speaker will need.

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### This Week's Meeting:

**Attendance:** 51 Members + 6 Guests = 57 Total

**Guest Speaker:** Doug Findlay (ex-Ford executive)

**Guests of Members:** nil

**Visiting Rotarians:** Barry Minster (RC Kew), Gabrielle Morgan (RC West Footscray), Hansa Patel & Thakor Patel (RC North Downs, UK)

**Other Guests:** Gill Wilson

**Thanks to:** Ian Stoney (Chair), Chris Hanson (Sergeant), Geoffrey Davey (Raffle Donor)

<b>Apologies</b>	PATKIN Nehama	STEWART Phil
JANKA Joan	SEAR Jonathan	WEEKS Jill
O'DONOGHUE Simon	SMITH Bruce	

**Make-Ups:** .B Walshe (RC Port Melbourne 22/02; International House 15/02; RC Camberwell 23/02).

Board Meeting 23/02: N Roberts, M Hayes, J Cook, I Pohl, I Stoney, G Dumayne, R Logan, S Bennet, N Hall

## Around

## The

## Club

### Welcome visitors

It's not often that we have visitors, man and wife, who both belong to the same Rotary club. Nor is it common for a couple to have such a complex migrant history:

Thakor Patel: born in India, lives in UK, daughter in Australia.

Hansa Patel: born in Kenya, lives in UK, daughter in Australia.

Long live multi-culturalism, one hope for world peace?



### Vic & Bruce & Malcolm

Good to see Vic Burns between bouts in hospital. Best wishes to Bruce Smith in hospital trying to manage pain. Good to see Malcolm Teague again.

### The Pink Batt Affair:

First there was Watergate (remember that?). Now our esteemed Sergeant has extracted fines from almost everyone on the back of the *scandale du jour* that he terms 'The Pink Batt Affair'. The Shadow reckons that it will soon be called "Battergate", and will rank alongside other great tragedies in the sweep of human history.

### Devereux Tribal Ambitions

Joe D is rejoicing in the very recent arrival a grandchild, but complains that he has 21 grandchildren. Given that he and Marie had 7 children, this should not be too much of a surprise. Soon he is off to Milan to meet the parents of a suitor of a daughter. Ah, to be a patriarch!

*The Shadow*

## 'Project Ladakh'

The Rotary Club of Hawthorn (RCH) has successfully registered 'Project Ladakh' with Rotary Australia World Community Service (RAWCS) for tax deductibility, funding and volunteer support. Project Ladakh is run by the 'Lille Fro Foundation' (LFF). You will recall that LFF's founder, **Tamara Cannon** spoke to us last November about her work.

LFF was founded primarily to encourage sponsorship for educating children at recognized schools in the Ladakh area in Northern India and to assist in the creation of job opportunities and food supply initiatives through local women's alliance groups, solar greenhouses, etc. She has visited the Ladakh area and other parts of Northern India several times over the last two years. She has already been able to provide sponsorship for more than 50 children, establish at least one solar greenhouse and undertake a number of other initiatives. Sponsorship for each child is \$830 pa and for a solar greenhouse \$2,300.

Tamara has been supported by a number of organization in the area including

- Ladakh Autonomous Hill Development
- Lamdon Model Senior Secondary School
- Women's Centre Zanskar
- Druk White Lotus School
- Druk Padma Karpo Institute.

LFF has been very busy in raising funds in Australia (particularly from Tamara's family, friends and work colleagues) and generating support for its projects in Northern India. It aims to sponsor some hundreds of children, develop accommodation facilities adjacent to relevant schools, support women's alliances (including arranging micro-financing facilities) to generate job opportunities and stimulate more reliable food production networks. It has asked RCH to assist it, to provide guidance in the development of its programs, to help it raise funds and, maybe, to assist volunteers to travel to Ladakh to provide on-the-ground support.

(Thanks to **Ian Stoney**)

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4. Discuss what equipment (AV or other) they may require. If they have equipment requirements you should ask the IT Support Officer or the Club Services Director to arrange to set up our computer and projector. Early advice is necessary to ensure that the equipment is available and that it is set up prior to the meeting.
5. Ask if the speaker has any dietary requirements, and if they wish to bring anyone to the lunch. And let the Club Services Director know.
6. Ask the speaker if they could leave a copy of their speaking notes for use in the Bulletin – and, before you leave, give the notes to the Bulletin Editor, to help with the write up of the speech.
7. Offer the speaker the opportunity to be added to our Google groups to receive the club bulletins on a regular basis.

You should ensure that you are at the venue no later than 12.30 to greet the Speaker and to introduce them to the Club President and other members. A running sheet for the day's agenda will be provided to you at the meeting [this will be left for you on the front table by the Club Services Director]. Following the speech you will need to present a small gift to the speaker [this will be left for you on the front table by the Club Services Director]. And after the meeting you should personally thank and farewell the speaker. A courtesy follow up letter or email should also be sent to the speaker within 2 days of the meeting end.

(Next week's bulletin will carry a sample letter that can be sent to a speaker in preparation for the meeting.)

<b>Housekeeping</b>						
(If you cannot perform your duty, please find a replacement. Or call Norman Hall 0401 100 177)						
Date	Setting Up	Badges	Front Desk	Grace	Raffle	Clearing Up
02 March	Philip Slobom	David Owen	K. McNamara	Geoffrey Wright	Joe Devereux	Terry Perree
			N. McInnes			Gerry Cantwell
09 March	Daryl Moore	John Gowers	Ian Warren	Ian Pohl	Brian Reid	David Rush
			Ian Macfarlane			J. Christoffelsz

<b>Forthcoming Speakers</b>					
Date	Topic	Speaker	Organisation	Chair	
March 02	<b>Nuclear Power for Generating Electricity</b>	<b>Sander Vandeth</b>	Retired Chief Engineer, Orica	<b>Ian Warren</b>	
Sander will provide a quick insight into the world of nuclear power for generating electricity including the extent of nuclear power generation, how a reactor works, radioactivity, waste management, and safety (including a brief look at Chernobyl and Three Mile Island accidents.)					
March 09	<b>My Fencing Experiences</b>	<b>Gerald Swinnerton</b>	Club Member & Fencer Extraordinaire	<b>Richard Bainbridge</b>	
Gerald doesn't need any introduction: Hear the story, see the photographs of Rotary in Action					
March 16	<b>Two Australian Leaders: 'Weary' Dunlop and Ken Myer</b>	<b>Sue Ebury</b>	Author	<b>Jonathan Sear</b>	
Sue Ebury is the author of 'Weary, The Life of Sir Edward Weary Dunlop' and 'The Many Lives of Kenneth Myer'					
March 23	<b>Member Behind The Badge</b>	<b>Colin Crawford</b>	Club Member	<b>Chris Hanson</b>	
'Member Behind the Badge' talks are always highlights of the year—not to be missed!					
March 30	<b>No Meeting (Dinner on Monday evening)</b>				
Enjoy your own, different, Tuesday lunch time!					
April 06	<b>TBA</b>				
Yes—there is a meeting on Easter Tuesday!					

<b>Leave of Absence</b>		<b>Second Bite Roster</b>			
		Feb	27	Noel Halford	Philip Slobom
		Mar	06	Bill Troedel	Dennis Shore
		Mar	13	Richard Groom	David Rush
		Mar	20	Ian Hamilton	Norman Hall