

Applecross Rotary



Annual Report 2021-2022



*We acknowledge the Wadjuck Nyungar people, past and present,
as the original custodians of the land where we live.*

Applecross Rotary 2021-22 Annual Report

CLUB MEMBERS

Tom	ATKINSON
Nik	BLUETT
Andrew	BOWER
Ronald	BOWER
Lorri	BRAZIER
Max	CUNNINGTON
Chris	DAWSON
Masih	DIBA
Gordon	DUNBAR
Logan	DUNCAN-SMITH

Dr Ian	FAIRNIE AM
Tony	HAEUSLER
Brett	HAMMILL
Tim	INGLIS
Jamie	KELLY
John	KELLY
George	MAVROS
Peter	McEWEN
Dr Barry	MENDELAWITZ
Liz	PALMER

Clive	PEARSON
Ray	PHILP
Michael	SMITH
Mal	TAYLOR
Hamish	TURNER
Bruce	UREN
Chris	WHELAN
Kenn	WILLIAMS
Matthew	WOODALL

LIFE MEMBERS

PDG Bruce
Doug

JAMES
TELFER

John HENDERSON

HONORARY MEMBERS

Dr Chris
Ben

BACK
MORTON

Leslie
Kim

COMBES
GIDDENS

Hon. George GEAR

PAST PRESIDENTS

1971/72	Tom Cook	1997/98	Peter Major
1972/73	Doug Shaw	1998/99	Ossie Symonds
1973/74	Frank Cruthers	1999/00	Prof Ray Wales
1974/75	Allan Cary	2000/01	George Mavros
1975/76	Lloyd Bassett	2001/02	Greg McKenzie
1976/77	Don Wignall	2002/03	Malcolm Taylor
1977/78	Bruce James	2003/04	Tony Jakovich
1978/79	Murray Miller	2004/05	Ralph Fardon
1979/80	Doug Telfer	2005/06	Chris Dawson
1980/81	Peter Gardner	2006/07	Dr John Hosking
1981/82	Michael Dillon	2007/08	Dr Barry Mendelawitz
1982/83	Robert Bray	2008/09	Ronald Bower
1983/84	Geoff Bennett	2009/10	Kenn Williams
1984/85	John Cook	2010/11	Melodie Kevan
1985/86	Richard Lewis	2011/12	Jamie Kelly
1986/87	Tim Barwood	2012/13	Dean Lawrence
1987/88	John Hayes	2013/14	Murray McKay
1988/89	David Donaldson	2014/15	John Kevan
1989/90	Gil Goodwin	2015/16	Lesley Combes
1990/91	Dr Ian Lander	2016/17	Chris Whelan
1991/92	Tom Cox	2017/18	Hamish Turner
1992/93	Cyril Geach	2018/19	Dr Ian Fairnie
1993/94	Dr Graham Sexton	2019/20	Dr Barry Mendelawitz
1994/95	Ian Hutchinson	2020/21	Ray Philp
1995/96	John Henderson	2021/22	Peter McEwen
1996/97	John Kelly		

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DISTRICT GOVERNORS

1984 - 1985 Tom Cook

1996 - 1997 Bob Cooper

2006 – 2007 John Kevan

2015 - 2016
Melodie Kevan

1991 - 1992 Bruce James

2000 - 2001 Gerry Faulkner

2011 - 2012 Liz Westoby

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President's Report - Peter McEwen

It has been a privilege to serve Applecross Rotary Club as President for 2021-22.

We started the year with a bang with the celebration of Applecross Rotary's 50th Anniversary at the Sunshine Harvest Works on 6th July 2021. This was also our 2021 changeover. Almost 100 Rotarians, partners and friends attended the event.

While COVID was around us, and indeed some members were forced to miss meetings, our Club continued with regular meetings at Dome, Mount Pleasant. The meetings were complimented with online ZOOM. Thank you to the management of Dome for allowing us to use their facilities on a weekly basis.

Our primary fundraising activities were again well supported.

With the Jacaranda's in full bloom, our 21st Jacaranda Festival was held on 27th November 2021. While the heat intervened, it was another successful community event in which over 160 stallholders showcased their goods and an estimated 8,000 people enjoyed the day. Over 100 volunteers made it happen! Thank you to all the Rotarians and volunteers who generously gave of their time to make this event such a special day.

We must also acknowledge the ongoing commitment of City of Melville and Lotterywest, as well as our Club sponsors, Ross North Developments, Pharmacy 777, Mont Property and The Good Grocer. It would be remiss of me not to mention the enormous contribution of our Jacaranda Festival Leader Kenn Williams.

Whilst COVID caused some date changes, 7 Perth Makers Market (PMM) events were held during the year. Our Club with the support of volunteer groups such as Attadale Rotary, E Club and Waylen Bay Sea Scouts organized the parking for these events. Since 2016, car park donations have surpassed \$100,000. Thank you to Chris Whelan who organized our Club PMM activities. Chris has recently handed this responsibility to Brett Hammill.

Our third major fundraising event is the annual Art Show. This is a joint initiative with Melville Rotary Club. The 47th Art Show was held recently at Garden City, and provided the opportunity for 150 local artists to display their creations. In all, 402 paintings were displayed, with 60 sold. Thank you to our coordinator Hamish Turner and all Rotarians and family who assisted.

During the year, two membership milestones were achieved. PDG Bruce James celebrated 50 years with Applecross Rotary and Doug Telfer was awarded Life Membership of our Club. Special presentations were made with family members present. Despite continued effort, there was little change on the membership front. A new three-tiered approach is being implemented to boost members.

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Despite COVID, our Club meetings were generally well attended. Thank you to our Sergeant Chris Dawson, Deputy John Kelly, who ensured that the meetings were not only on time, but that we left with a smile on our face. Thanks also to Tony Haeusler for managing reception. The Clubs guest speaker programme, managed by Gordon Dunbar, is a critical part of our meetings.

At one meeting, Erin Hegarty outlined Mama Responds activities, and vision for a disabled class and ablutions block at a school in Noonkopir, Kenya. PP Chris Whelan took a lead role with the result that the new facilities are now being built. With Erin's efforts, and Rotary's support, USD95,000 has now been raised for this special project. Chris's efforts didn't stop there. In a new initiate, Chris organized a joint ZOOM meeting with the Washington Rotary Club, Pennsylvania (WRC). WRC have since pledged a further USD15,000 for the fit out of the new facility.

Fellowship has always been a key component of life at Applecross Rotary Club. Members enjoyed a full programme of social activities. Thank you to Liz Palmer, Lorri Brazier and Max Cunnington for your efforts.

Throughout the year, Applecross Rotary distributed over \$64,000 to worthy organizations and projects. This is a wonderful effort and I would like to thank all members, family and volunteers who contributed to this great result. A special thank you to Life Member John Henderson who generously donated \$10,000 towards a local community project.

Finally, I would like to thank all Directors for you're your contribution and support throughout the year. In particular, immediate PP Ray Philp efforts have been highly valued. Ray has been our Vice President, Treasurer, Bulletin Editor and Technical Expert. I wish incoming President Logan and his team, all the best for the year ahead.

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Community Report - Clive Pearson

During the year the Community director was transferred to Brett Hamill from Clive Pearson when Clive had a few health issues.

1. Wheatbelt and Beyond Youth Mentoring (WBYM) (\$3,000)

The Club continued to support this program with financial support of \$3000. The WBYM program now provides mentoring for secondary students at District High Schools at Bruce Rock, Carnamah, and Quairading, with another school interested in joining. The Memorandum of Understanding between the Club and WBYM is specifically to support the costs of mentors supporting students at Bruce Rock, for example travel costs. While the Bruce Rock program continued to be active, with mentors maintaining contact with their mentees mainly through social media, COVID 19 restrictions precluded mentor visits to Bruce Rock and student visits to Perth this year. For this reason, the funds were not fully acquitted this year and will carry over into the next year.

2. Shirley Strickland Project (\$818.50).

The Melville City Council was donated two images of Shirley De la Hunty by her family, for display in the foyer of the newly completed Community Pavilion at Shirley Strickland Reserve. In consultation with the Council Project Manager, Rotary agreed to fund the reframing and mounting of the pictures, as well as a bronze wall plaque with indicative text. These activities are complete, and the pictures and bronze wall plaques are all in place.



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3. Benefactors Donation (\$10,000)

Applecross Rotary are very fortunate to have members such as John and Helen Henderson, who were generous enough to donate \$10,000 to a local project. Their aim was to support a project that positively impacts the local community and the lives of those living with a disability, as well as providing a place for the community to ask questions and get involved in what Rotary does. An investigation of what projects were available to support, resulted in the selection of the Mt Henry Reserve redevelopment, and the specific component of the installation of a water feature. Once constructed, the Project Manager has promised some good publication of which we would encourage John and Helen's participation and input.

This project has been paid for in this Financial Year but will be delivered in the second half of 2022.

4. Foodbank (\$1000)

Greg Hebble, from Foodbank presented to our Rotary Club the challenges being faced both by the Organisation, and the community who uses its services. Rotary agreed to provide a donation of \$1000 for "Give a Feed".

5. Mental Health

This has been in abeyance for another year. Will be reconsidered next year.

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6. Starick (\$1247.15)

Lorri Brazier continues to maintain to relationship between Starick and the Club. Presentations to the club by Starick representatives is testimony to this support

7. Australian Rotary Indigenous Health Scholarship

Nothing to report

8. Cruising Butterflies

The Club continues to support the South of Perth Yacht Club with this program providing the mentally and physically handicapped a day on the river. Gordon Dunbar is on the Yacht Club organising committee. The program for 2021 was cancelled due to Covid 19. It is assumed it will take place as usual in late 2022. The Club has been asked to provide the BBQ and labour for feeding up to 500 disadvantaged kids.

9. Community Donations

The club made the following donations to Community based charities during the year:

Blazeaid	\$2000
RARF Flood Appeal	\$3000
Guide Dogs	\$2000
Stitches of Hope	\$1000
ShelterBox	\$1000
ShelterBox Ukraine	\$2000
Camp Inspiration	\$850

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Rotary Jacaranda Festival – Kenn Williams



JACFEST 2021... ANOTHER FANTASTIC EVENT: PITY ABOUT THE WEATHER!

Our 21st annual Jacfest was another wonderful community event for Applecross Rotary and justified the enormous effort and commitment brought to the event by the Project Team.

Unfortunately, and as always will be the case, the weather that turns up for the day holds influence over its absolute success, irrespective of the planning that goes into it, and we copped a stinker for this one!

Hot as it can get, for sure, and very trying for so many of our vested interests.

As this is my last report as JacFest Team Leader, with Peter McEwen now in charge, I will provide an overview on what I believe it takes to keep the event at the top of its mark.

ATTENTION TO DETAIL.

One of the key reasons that AxR is recognised as running a premier Street Festival is because of the detailed attention applied by your Project Team.

NOTHING IS LEFT TO CHANCE in a very competitive marketplace of similar events.

VOLUNTEERS COMMITTED TO OUR CAUSE.

Over the years, we have developed a very dedicated team in AxR who take real pride in our community contribution. We follow a *RATIONAL PROJECT MANAGEMENT FORMAT, and this DELIVERS EVERY TIME.*

THE WEATHER WILL ALWAYS BE OUR NEMESIS.

That over which we hold no control will always rule the outcome for our event.

Whilst we are coming back one week for the '22 JacFest, any particular weekend in November can be a hot one, as previous years demonstrate.

We have NEVER had a wet JacFest!!

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THE EVENT IS NOT ABOUT ONE DAY.

Dedicated pre-planning that takes place over months, and we must always be aware of the changes taking place in our community expectations and demands, and endeavour to deliver accordingly.

We also have so many vested interests to accommodate, including the CoM, our Event and Club Sponsors, stall holders, entertainers, village traders... our community... on and on.

SO many moving parts: traffic management, event Grants and Approvals, compliance and insurance requirements, food and kids, critical event day management, emergency services support, volunteer co-ordination....

SUSTAINABILITY.

We have now engaged the outside consultancy skills of Erin Madeley Consulting, who largely manages the complete Stallholder booking and communication process, and now the core Administration role as well.

We have largely been extra funded via the CoM Event Grant for these services in order to take the pressure off our Project team, whilst leaving AxR with the key event decision making requirements.

The city has been wonderfully supportive of our ongoing commitment to this key community event, and we are grateful, as we are to Lottery West for its annual Grant helping to underwrite the costs of the day.

And *LET'S NOT FORGET OUR CLUB SPONSORS* who collectively support AxR to the extent of \$16,000 each year in recognition of what we do in our community.

FUNDRAISING.

Part of the long-term planning has been aimed at ensuring that, whilst the JacFest is labelled a 'FREE' community event, we actually make a reasonable profit from our efforts to then be able to GIVE BACK to those in need, as well as the volunteer groups that support us.

I believe that we do this very well now, with a total of over \$120k distributable profit over the past 5 years. (Last year, due to the heat, was down about \$8k on our 2020 record year).

THANK YOU'S.

Whilst the whole AxR gets behind the big day, it is the dedicated Project Team who make it happen, and for many, year after year.

A truly sincere vote of appreciation to ALL the Project Team!

Long may the JacFest continue to be our successful signature event, and long may we continue to apply our great skills to making it happen.

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Perth Makers Market – Chris Whelan & Brett Hammill

The Perth Makers Market continues to be a key fund-raising event for Applecross Rotary, with the carpark donations surpassing \$100k since it first was identified as an opportunity in 2016. We have Erin Madeley to thank for the opportunity, and Chris Whelan for championing and managing this activity since its inception. Brett Hammill has now taken on the role of championing this going forward and has big shoes to fill.

Over the course of this financial year, there were 7 Perth Makers Markets held. Due to COVID, some of the dates were changed, but surprisingly this had a positive impact rather than negative on the income. The change of date to the Easter Sunday in 2022 resulted in one of the busiest days ever, and we must thank for the volunteers who made themselves available over this weekend. There is one planned on the same weekend next year, so we will need to plan early and lock in volunteers.

Public donations during this financial year totalled \$26153, of which \$6148 was shared with other support groups. A big thankyou to Attadale Rotary, E-Club, and Waylen Bay Sea Scouts for their continued support in volunteering, as well as our other volunteer groups, as their contribution continues to be key to the success. Thankyou as well to our own members for their continuing support for without them, it wouldn't happen.

There have been some minor process improvements throughout the year, and this is making it a little easier on everyone, but there is still more to be done. Erin has purchased some new signs for us that we will put into use in the next PMM on the 25th of September, whilst we will try to make better use of our marquee as a promotion for relevant charities in the future.

Like everything nowadays, we must accept that there are some changes coming, with the Council receiving submissions and engaging with us, other government bodies and the Community on how to best develop the Goolugatup Lowerlands (which is where most of the parking takes place). The project aims to rejuvenate the natural environment, create a recreational passive space for people to enjoy, and provide opportunity for cultural activity. The next opportunity for public comment is due in August 2022. The development has some conflict with our activities; however they all understand the importance of the PMM and what it brings to the overall Heathcote precinct, and we will work together to ensure that we do what is best for the site.

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2022 Art Show Report – Hamish Turner

The 47th Rotary Art Show was held in the week commencing 12th June to 19th June inclusive.

The objective being to provide a platform for local artists to display and sell their creations.

The event was jointly organised by Melville and Applecross Rotary Clubs. A special thanks to the 19 Applecross members and the 6 spouses who assisted in the running of the event.

We had a lot of rainy days over that week. We were really very lucky with the weather in that we dodged the rain in all the outdoor stages in setting up, dismantling, and finally storing the display in the shed at the Fremantle Men's Shed.

In my experience the foot traffic through the Westfield Garden Centre was well down on previous years.

Number of Paintings on Display	402
Number of Paintings sold	60
Number of local artists represented	150
Value of all paintings sold	\$19145.50
Profit:	\$ 4914.52
Applecross earnings @ 50%	\$ 2457.26

Observations made during the week have resulted in a review of some of the activities. These changes will be implemented in the 48th Art Show.

I am willing to be the APXRC co-ordinator of the event next year



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International Report – Chris Whelan & Barry Mendelawitz

INTERNATIONAL

This year's major initiative was to support Mama Respond International's project to build a Special Needs Unit for those students at Noonkopir Primary School in Kitengela Kenya.

Applecross Rotary worked with 7 other local Rotary clubs in Western Australia, and the RC Embakasi in Kenya to obtain a Rotary Foundation Global Grant to build the new ablutions facilities and provide limited financial support for medical diagnosis of the special needs students at the school. This grant was US\$35,000. Construction has commenced and should be completed by end of 2022. Applecross Rotary support was A\$9,800.

Applecross Rotary also assisted Mama Responds to request aid funding from DFAT. This was successful and a US\$40,000 grant was obtained. In a similar way Applecross Rotary helped Mama Respond's program with Global Giving that collected public donations of US\$10,000. These funds will allow the other elements of the Special Needs Unit to be completed during 2022.

Applecross Rotary donated \$2000 to Wheelchair for Kids, a further \$1250 to deliver 50 wheelchairs to Kenya and \$1000 to deliver 10 refurbished computers to Kenya.

The club was approached by the Rotary Club of Raipur Greater, India for financial support for a project. This club with other Indian clubs has been strongly supportive of the construction of a medical campus near Raipur. The hospital is known as the Sri Sathya Sai Sanjeevani Hospital Raipur. This hospital provides free services, especially cardiothoracic services to all comers. The club is involved in the building of a Mother and Child Care facility at the hospital. The hospital concentrates on children aged 9 -14 and every day about 10-12 surgeries and catheter lab procedures are performed. The Raipur Greater Rotary Club has funded the Cath Lab equipment, OT Unit and Blood Bank projects under a global grant worth \$US81000. The new centre is expected to cost \$US197000. Applecross Rotary and one member were able to assist this very worthy cause by a donation of \$3500.

The Club made a \$5000 donation to the Rotary International Fund to support the refugees affected by war in Ukraine.

The Club made a \$2500 donation to RC Victoria Park to support their project to address the impact of trauma on the population in Rwanda.

Barry Mendelawitz has been International Director on the Club Board for many years. In 2022 he retired and was replaced by Chris Whelan.

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Foundation Report – Kenn Williams

FOUNDATION

The Club supported Rotary Programs with a \$8,750 donation to the Rotary Foundation and \$1,875 to Polio Plus.

The Club also purchased three Shelter Boxes, two of which were specifically requested for the Ukrainian refugees.

The Club supported Rotary Indigenous Health program with the final \$ 500 contribution to the PhD student.

Program Report – Gordon Dunbar

Regular Tuesday meetings continued to be held at the Dome Café at Deep Water Point, Mt Pleasant mostly as breakfast meetings, with three dinner meetings held while the fourth became a victim of Covid 19. Participation at meetings using Zoom became a norm for several members and guest speakers. Among the joint meetings with Zoom, the Rotary Club of Washington Pennsylvania (USA), were one of the great achievements.

The smooth sailing of our meetings must be credited to Ray Philp our “Electronics Wizard”, Tony Haeusler our Receptionist and Attendance Officer, Lorri Brazier and Liz Palmer coordinating with the Dome and the Sergeant, and lastly Chris Dawson or his stand in, John Kelly.

Forty-Six meetings were held during this year and the main topics addressed were loosely grouped as Rotary (24), Community (11) and General Interest (11).

ROTARY

Following Gordon Hudson’s Wheelchairs for Kids presentation earlier in the Rotary year we had a meeting with R/C Scarborough, and a tour through the Wheelchairs for Kids facility in Wangara. This is an amazing organisation meeting so many social, community and international aid objectives.

Rotarian’s presentations covered ROMAC, Rotary Foundation, proposed scholarships to encourage aboriginal learning at a tertiary level, membership issues and representatives from R/C Victoria Park presented a “Laughter Yoga” program in Rwanda to help rehabilitate genocide survivors from the mass violence that occurred in 1994.

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Joint Meetings were held with R/C Booragoon while an international meeting was held via Zoom with R/C Washington Pennsylvania, USA.

Two vocational presentations were given. Gordon Martin spoke about the development of Coogee Chemicals and Derek Fisher outlined “Growing Blueberries” at a commercial level. While the subjects were different, the common theme was knowing your business, getting advice and staying up to date with technology to have confidence in your decisions.

The Guest Speaker at the meeting prior to ANZAC Day was Justin Back. He spoke of the implementation of Rotary’s “Four Way Test” interwoven with his time as a Rotary Exchange Student, the decision making required in his military career as an army officer in Iraq and Afghanistan along with his current role as CEO of a paramedic organisation in the USA. As an Orator he can stand tall by his father, our Honorary Member, Chris Back.

COMMUNITY

Homelessness in our society were addressed by several speakers, with one initiative being sleeping bags sewed by Stitches of Hope in villages in Cambodia. This was being purchased by Rotarians and AxR for distribution by Street Connect for homeless people sleeping rough in both Perth and country towns.

The related issue of poverty in our community and the reliance that some people have on organisations such as “Feed It Forward” and Foodbank were covered by several speakers, while the joy that Christmas hampers give to the disadvantaged was bought home by Wayne Smith’s presentation in early November.

Following from the waste management initiative at the Jacaranda Festival, Leah Adams from the City of Melville spoke about the Education of Waste Management. This matter is certain to remain as a social objective of the Club particularly at Jacaranda Festivals.

We had speakers from Melville Cares, (a non-profit organisation providing support for aged members of our community), the proposed Children’s Hospice, Guide Dogs of WA, Friends of Jemma (recycling baby clothes and distributing to remote indigenous communities), and Blazeaid (a volunteer organisation helping rebuild fencing and community spirit throughout Australia, after the devastation of bushfires and floods).

GENERAL INTEREST

Agriculture, fertilizers and related economics were shared by an expert, our own President Peter McEwen. While other topics including the history of the Australian Flag presented by the grandson of one of the designers and the protocols of flying the flag; the Business of Sport; Whale Watching; the Jewish History of WA; Native Gardens and Plants and a discussion on Electric Cars (cost, range, charging times and capacity of charging stations along with the life expectancy of batteries).

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An evening meeting was shared with R/C Booragoon, by the father of P/E Logan, Dr Mark Duncan-Smith - WA President of AMA, speak about the issues that he sees confronting the WA health system.

It is pleasing to note that the Board agreed to support many of the initiatives brought to the Club through the Speaker Program and the credit must go to the many members who recommended speakers and topics that they thought should be addressed.



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Club Asset Report – Kenn Williams



For a little old Rotary 'Club', what an exceptional project asset base we have developed over the recent years, especially support of key events we ran and co-ordinated, such as the JacFest and Perth Makers Markets.

Much of this promo material is aimed at the attending public, ensuring that they are aware it is *Applecross Rotary* behind the events, and making things happen.

Let's not forget the Container Deposit bins, BBQ trailer, 5 x money spinners, AxR memorabilia etc. all adding to the storage demands in my 37 McCoy St storage unit.

There is also the plethora of pull-up banners and meeting signs that all helped to promote the role that we play as volunteers in our community.

The recently *Federal Govt. Grant acquired Nissan Traytop and the 8 x 5 single axle trailer with frames* gives us the independence for AxR to undertake all of its own project work without falling back on the generosity of the few who, over the years, have provided their own assets in support.

It also means that we can 'lend out' these community assets in support of other community groups if and as needed.

Recently we undertook a review of the specific assets required for the PMM and have reorganised the storage to make life easier for the setup, delivery and return storage. A great move and it means that it does not necessarily depend on any one key team member to take on the setup/return workloads.

Whilst the JacFest is a ONE DAY EVENT, it does involve many assets and lots of storage, and it is a credit to AxR that we have developed and maintained a quality signage and promotional register for our premium public offer. Further, not only the storage demands, but the capacity to lay it all

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out, update signs and deliver out signage in the weeks prior to the event all take organising, and space.

Plans are underway to seek a combined Melville City Rotary Clubs asset storage facility through the City of Melville: this will take time to secure but must be in our thinking to ensure a long-term independent home for the joint Clubs assets.



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Fellowship Report – Liz Palmer

Even though some covid restrictions were in place, the year 21/22 started off with a big party to celebrate Applecross Rotary's 50th Birthday. It was held at Sunshine Harvest Works in Fremantle & put together by many people, resulting in an enjoyable night.

Another Monday lunch at Millbrook Winery was enjoyed by a good number people so a bus was organised. A lunch was held at Lorri's home to honour the Hendersons. A Curry night held at Peta & Ken's home was enjoyed by those who attended.

The beginning of 2022 started with an impromptu breakfast at Tompkins on Swan. Peter & Dany held a Presidents BBQ in their home. The Sundowners continued meeting for drinks at Tompkins on Swan on occasions.

Big Thankyou to Lorri & Max who supported me during the year.



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Membership – Peter McEwen

Following are the membership statistics for the Year:

Membership Statistics	Members	Honorary & Life	Associate
As @ 30/6/21	31	6	10
New Members			
Resignations	1		
Transfer to Life Membership	1		
As @ 30/6/2022	29	7	10

During the year Cindy Wiese resigned for employment reasons.

Doug Telfer was invited to Life Membership category.

Membership Activities:

1. Two committee meetings were held during the year.
2. “A” frame promotion signage was used during club meetings to encourage membership interest
3. Zone volunteers meeting was held during the year

Future Activities:

A new strategy will be implemented in 2022-23. It will focus on the following groups:

1. Youth (17-30 years)
2. Professional (30-55 years)
3. Retirees (+55 years)

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Operating Profit	-4,144.63
Other Income	
Tom Cook Interest	12.25
Cooper Oxley Interest	10.56
Charity Liquidity TD Interest	11.49
Total Other Income	34.30
Other Expense	
Bank Fees	2.50
Total Other Expense	2.50
Net Profit	-4,112.83

Applecross Rotary		Balance Sheet	2021-22
Asset		Liability	0.00
Administration Account 3750	2,040.38	Net Assets	77,337.26
Charity Account 3769	50,778.67	Equity	
Tom Cook Memorial Term Deposit	6,960.01	Current Earnings	
Cooper Oxley Term Deposit	9,939.16	Current year earnings	-4,112.83
Charity Liquidity Fund TermDep	7,619.04	Retained Earnings	81,450.09
Total Asset	77,337.26	Total Equity	77,337.26

Our MYOB Essentials program is simplifying the audit requirements and providing instant reports for the Club's financial position as well as keeping track of our various projects and activities. Our honorary auditor, Mr Brendan Poepjes, will again do our audit which we are very appreciative for his assistance.

As more people are using 'tap and go' and other card facilities in lieu of carrying cash, we are requiring more terminals to collect donations at our major fundraising activities which are added costs to our operations. Through a closer working relationship with clubs in our zone, we are now starting to share our terminals to meet the requirements of our respective activities.

We are very fortunate having our major fundraising events, JacFest and Perth Makers Market carparking management. These events allow us to support other Rotary and community organisations through providing them a way to raise funds, as well as providing funds that we can use to support Rotary programmes and activities both locally and globally.

We are also very fortunate to have our sponsors for our Club as well as the Jacaranda Festival for which we are very appreciative.

**Applecross Rotary
2021-22 Annual Report**

**We acknowledge the generous support of our Corporate Sponsors in
2021-22**



Jacaranda Festival Sponsors

