

# Expanding Horizons

From the Region Boardroom



ITC Australian Region Inc.

## From the Region President

### Remember...

Blog Articles for your Club Sub-domain

Writing Contest Entries

Pun competition—see PREM section

Testimonials—see PREM

Conference Registrations by early-bird date



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**It's hard to believe we are nearing the end of the year already.** Melbourne Cup has ended and Christmas will soon be upon us.

Many clubs are commencing their speech contests—we wish all clubs and contestants well.

As we now have two Councils and four Clubs-at-large, there could potentially be 8 entrants for the Region Speech contest this year, with one entrant from each Club-at-large and two entrants **from each Council. I'm looking forward** to what promises to be a strong Region speech contest in May at Wollongong.

As there are now only two Councils, the Region Board has decided to retire the Rose-bowl award for now. The Alex Applebaum award nomination process is also changing. This will allow all clubs in Region to be eligible for selection—more information will be sent by CLO.

**I'd like to commend Lorne Jones, of Brisbane South who put his hand up to help out by compering the North Burleigh Surf Club's Melbourne Cup lunch event.** Assistance of this nature helps to keep our name in the Public eye. From all accounts, Lorne represented us admirably—congratulations Lorne.

Members will have received a copy of the proposed revision of the Constitution for the Australian Region. The Corporations Act of Australia requires that **we have a 'Constitution' and the law of the land takes precedence over the rules of ITC—thus we have a 'Constitution' which really is the same as 'Bylaws' - as Shakespeare would say, "A rose by any other name..."**

Please review the proposed Constitution and give feedback to Pat Cartwright by the recommended review date, in order that the process is completed in time for the AGM at Region Conference in May.

During the Christmas break, International reports will be due. I am happy for Clubs and Councils to send their reports ahead of time, as nothing will change through the break prior to the due date. That way, you can go on your break and not be disturbed with requests for your report. Please ensure you send reports prior to the due date, as each report is compiled into a next-level report which eventually ends up on the Board table at International. Late reports negatively impact the person at the next level and cause them to be late in sending required information. Working together makes the process much less stressful.

Have you used your club blog yet? If not, perhaps your club could ask each member to write a short article [100 words is plenty] about their favourite moment of the year, and post it on your blog page as a Christmas greeting. Remember to write that you **are on recess on your blog so guests aren't** turning up to an empty meeting room.

And while you are getting in the swing of writing, why not attempt an entry for the Writing Contest—you may surprise yourself with what you achieve. Note the new closing date of 1 February 2017.

The Region Conference Pack has been distributed via CLO. If you don't have yours, please ask your club CLO to forward it again. Remember to register prior to the early-bird cut off date of 15 February to save \$50 and go into the draw for a \$100 bonus. Conference is always a highlight of the POWERtalk year. I look forward to seeing you there.

Best wishes for a safe and happy Christmas and an exciting New Year,

Mary Wong

President

ITC Australian Region Inc

POWERtalk International



August	\$45.00
September	\$41.25
October	\$37.50
November	\$33.75
December	\$30.00
January	\$26.25
February	\$22.50
March	\$18.75
April	\$15.00
May	\$11.25
June	\$7.50
July	\$3.75

## Region Fees and Notes for Treasurers

A pro-rata list of Region fees is in the column to the left.

**When joining a new member, please ensure a copy of your Club's international paperwork is also copied to the Region Treasurer [as this allows us to keep our records up to date] and to the Council treasurer.**

Region requires address, phone number, date of joining and membership numbers for all members [this is a legal requirement], so please forward all information, and send membership number once it is received from International.

Please send Australian Region fees to VP Finance, Bernadette Knight, 90 Richmond Street, Gordon Park QLD 4031 and/or email forms to [bernknight@gmail.com](mailto:bernknight@gmail.com)

*Thank you for your assistance.*

## Important Dates for the Term

**There's always something coming up, and in our busy lives we forget sometimes. So, to assist you with your planning, here are some dates for the term that you might want to pop in your diary now.**

### NOVEMBER

26 Nov—Region Board meeting by cyber

### DECEMBER

16 Dec—Closing date for submitting proposed amendments to Region Bylaws Chair

30 Dec—Pun fun closing date



### JANUARY

Recess—Happy New Year!

1 Jan—Club to Council Reports due (feel free to send in advance of this date)

15 Jan—Club-at-large and Council to Region Reports due (feel free to send earlier)

17 Jan—Region Board Meeting

### FEBRUARY

1 Feb—writing contest closes

7 Feb—Region to International Reports due

15 Feb—Early Bird Registration deadline for Region Conference

19 Feb—Closing date for nominations for Region Office for the following term

### MARCH

12 Mar—Region Board meeting (cyber)

15 Mar—End of Term reports for Region All Club Mailing due for Councils and Club-at-Large

18 Mar—Council 7 Meeting and Speech Contest

25 Mar—Council 9 Meeting and Speech Contest

30 Mar—Region All Club Mailing is due

### APRIL

9 Apr—Region Board meeting (cyber)

April date TBC—Brisbane Central 50 years since charter—celebration

### MAY

4 May—Club Credentials to Credentials Chair

7 May—Club to Council Reports due

19 May—Region Board meeting

19—21 May—ITC Australian Region Conference and AGM, Wollongong



21 May—Council and Club-at-Large Reports to Region due

29 May—Region to International Report due

### JUNE

10 Jun—Council 9 Meeting

17 Jun—Council 7 Meeting

### JULY

21-26 July—International Convention and International Speech Contest, Seattle, Washington

### AUGUST

1 August—fees for new term due

We don't want to miss your event! If you notice a missing date, please let us know, so we can share throughout the Region.



**“Unless commitment is made, there are only promises and hopes; but no plans.”**

— Peter F. Drucker

## PREM

Margaret Sutherland, Region PREM chair

PREM stands for Public Relations, Extension and Membership.

We have played around with this acronym since day one. What does it really mean to us at grass roots level?

It is all about raising awareness of our brand in an engaging and professional manner. Public Relations applies in and outside of the organisation. It is how we are viewed by the public and our members.

Extension is the building of new clubs and the growing of existing ones.

And finally Membership is all about nurturing current members and welcoming new members.

### COMPETITION TIME!

**Region Writing Contest.** Put pen to paper over the break and write! Entries are requested in Poetry, Fiction and Non-fiction categories. Rules are available in the Members section of the International Website, under competitions. Make sure you follow the rules to avoid disqualification. Your entries, along with eligibility statements and cover pages must arrive to the Region Writing Chair, Bernadette Knight **no later than 1 February, 2017** at 90 Richmond Street, Gordon Park QLD 4031 or email to [bernknight@gmail.com](mailto:bernknight@gmail.com)

**All in good pun!** As part of the Region digital marketing strategy, we are looking for some fun puns to use as memes on our Region Facebook page. These are useful as they create page engagement, and when shared raise brand awareness. Send your pun ideas in and be in the running to win a prize. Send entries to Margaret Sutherland or Mary Wong **by 30 Dec 2016** [margs@bigpond.net.au](mailto:margs@bigpond.net.au) or [maryhannahaus@iprimus.com.au](mailto:maryhannahaus@iprimus.com.au)

**“Raising awareness of our brand in an engaging and professional manner”**

### Do you want to share your story?

**We want your testimonial!** Also as part of our marketing strategy, we would like to share photos and testimony from members as to what they have gained through their membership; how supportive and friendly the club members have been; how their personal confidence has grown; or even the positive effects your participation in POWERtalk has had on other areas of your life such as work, parenting etc.

These can be from 5 words to 100 words. Remember to use the formula [before I joined, I was...then I experienced....now I am....] **and send a photo if you are happy for us to use it online to Margaret and Mary by 30 December.** Help us to help your club gain more members by participating in our marketing strategy. Send to [margs@bigpond.net.au](mailto:margs@bigpond.net.au) or [maryhannahaus@iprimus.com.au](mailto:maryhannahaus@iprimus.com.au)

### WIIFM?

Margaret Sutherland, Region PREM chair

The most important part of your membership recruiting message is the headline. If your headline does not engage the reader it is a wasted effort.

Most of us are scanners, and do not read the newspaper or magazine from cover to cover. We flick through and read the article with the headline that catches our interest first, I suspect that is also how we scroll through our Face Book messages. WIIFM – **what’s in it for me.**

When preparing your web message, press advertisement or any printed message think of your target audience and engage them right at the beginning by telling them what is in it for them.

We have some good examples that have been used by many clubs, tried and true.

Tongue Tied? – **Untie the knot at .....**

Do you feel Invisible? - **Be seen and heard! How? contact.....**

Lost for Words? - **Find them at .....**

**Rather swim with sharks than speak in public.....**

With a little imagination, you will come up with some grabs that suit your club and culture.

Remember - WIIFM?



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# Come Shine With Us!



The next ITC Australian Region Conference  
Will be held at Sage Hotel, Wollongong, NSW  
on 19th — 21st May 2017.



Conference pack has been sent via CLO and is available on the  
Region website

<http://www.powertalkaustralia.org.au/conference>



POWER*talk* International.....Coaching in Effective Speaking