

Expanding Horizons

From the Region Boardroom



ITC Australian Region Inc.

From the Region President

NEWSFLASH!

Region Board Nominations

will be called from the floor at the AGM in May. Please consider nominating for Board Roles.

Free Pre-conference

Club and Council Officer training; marketing training; and meeting discuss the future progress of our Organisation. Have your say—see page 2

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It's hard to believe that it is very nearly April—where did the last three months go so quickly?

Clubs are now well and truly back into **the swing of things and it's time to** vote for new Boards for your Clubs and Councils.

If you have never held a role at Club before, I encourage you to put your hand up and give it a go. In our Organisation, we learn most by participating. Sometimes we have hidden talents we are not aware of, and by trying new things, we can discover those hidden talents. So, take a deep breath, steady your nerves and raise that hand—you never know where it may lead.

The Region Board is delighted to announce that Australian Region now has a Zenith Club in Sydney, started by Margaret Grand. We congratulate Margaret and the fourteen Zenith members and welcome them to the Region.

The writing contest for the Region has closed and the Judges are busy **assessing the entries. It's an exciting time** for those who have entered as they await the verdict, which will be announced at the Region conference in May. I commend and congratulate all who entered—especially those who took the plunge and entered for the first time.

Speech contests are well underway, with most Clubs now having completed their contests, and Council contests rapidly approaching.

I'm excited to be able to attend all three Council contests this term and am looking forward to excellent speakers.

In addition, Council 9 have hosted a Cosmopolitan Speech Contest with

three speakers. I am yet to hear of any Cosmopolitan entrants from the other Councils, so the Council 9 contest may decide the Australian Region Cosmopolitan Speech contestant for 2016. If you are eligible to enter the Cosmopolitan Contest and would like to participate, time is running out. Contact us now, or ask your Club President to contact us for you.

In news from the Region Board, we have completed a Region Grievance Policy, which outlines procedure to follow should there be an issue arising at your Club or Council. This policy will be available in the Members Section on the Region website and in the Board Policy Book.

Compilation of the All Club Mailing for the AGM to be held at Conference on 22 May is almost completed and will be distributed in early April via the CLO.

A pre-Conference Training day is planned for Friday 20th May at Crowne Plaza, Surfers Paradise. This day will include a Future Forum, where ideas for the future of our Organisation can be shared and discussed; training for those interested in Board roles at all levels; training on how to **administer your Club's new web page;** and ideas for low cost club promotions. Register for this event separately to your Conference registration using the form which has been sent via the CLO. This event is free to attend.

I look forward to seeing you there where we can reach new heights as we expand our horizons together.

Mary Wong

President

ITC Australian Region Inc

POWERtalk International





March	\$18.75
April	\$15.00
May	\$11.25
June	\$7.50
July	\$3.75

Region Fees and Notes for Treasurers

Club treasurers please note, when joining new members, fees must be paid to all levels—International, Region and Council. The calculations for the Australian Region portion of membership fees are shown in the table to the left.

When joining a new member, please assist all levels with their record-keeping by sending a copy of the new member form to all levels; and at renewal please include all details on correct forms and send to all levels, so records are kept up-to-date.

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 email forms to 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.

APRIL

2 April—Council 7 Meeting and Speech Contest

6 April—Region All Club Mailing deadline

9 April—Flinders Council Meeting and Speech Contest

12 April—absolutely last day for award nominations to be received by Region Board

21 April—Region Board Cyber-Meeting

MAY

6 May—Club delegates Credentials due to Credentials Chair

6 May—Club to Council Reports due

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

19 May—Region Board meeting

20 May—FREE Pre-Conference training day at Crowne Plaza, Surfers Paradise

20—22 May—ITC Australian Region Conference and AGM, Gold Coast

Region Board meeting and New Board training following on from Conference

29 May—Region to International Report due

JUNE

11 June—Council 9 Meeting

JULY

12 July—Flinders Combined Club meeting

23 July—Council 7 Meeting

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.

Pre-Conference FREE Event

Be sure to arrive early for Conference, so you can participate in the special FREE pre-conference event day organised by the Region Board.

The day starts with a Forward Forum, where ideas for the way forward for our Organisation will be shared and discussed with a view to guaranteeing our longevity and sustainability.

After lunch [at your own expense], join us for Officer training; website maintenance training [you won't believe how simple it is] and training on low cost marketing available to all. Limited seating is available so register now via the Region Board to guarantee your place at this event.

You won't believe how easy it is to update and maintain your club's web-page.



Participate and Learn

The experts agree that there are three main methods of learning – through seeing, hearing and doing. They also agree that everyone has a preference, but across the board, it is a combination of all three that really cements new learning in place.

Medical specialists will tell you that in their training to do intricate procedures, they get to read about one, see **one then teach one** [often it's more than one] but the progress to really embedding how the procedure is done is more than seeing, hearing and doing – it involves teaching as well.

What is it about teaching something that truly embeds it? Research suggests that teaching is an important opportunity for recognising one's own ignorance and thereby rendering oneself open to the possibility of learning. It further suggests that when students actually teach the content of a lesson, they develop a deeper and more per-

sistent understanding of the material than from solely preparing to teach.

In POWERtalk, we have the opportunity to both learn and to teach. Through receiving evaluation, we learn where we are doing well, and where we need to improve. Through giving evaluation, our abilities are honed as we teach others. Through participating in workshops, our hands-on effort is rewarded with 'aha' moments where we come to realisations of our inherent strengths and knowledge, and through presenting workshops, we get to build on that strength and knowledge.

It's an opportunity that can be difficult to come by, but we have it through our membership. So let's make use of that opportunity, by working our way up in our accreditation and presenting something we may not have previously thought we were capable of. The growth that is available to us is limitless – we just need to participate to experience that growth.

“The growth that is available to us is limitless – we just need to participate to experience that growth.”

PREM – The Way to Engagement

Just as you need to engage your audience when speaking, it is also necessary to engage your audience when advertising. In fact, current advertising trends and statistics show that audience engagement is becoming increasingly difficult in the current market. It is no longer enough to simply create product awareness. Now, you have to really connect with your potential buyers.....but HOW?

One of the most effective methods in current engagement is the use of story. No longer do we simply state what we want our audience to know. Instead, we need to make it relevant to them, by drawing an emotional response through word pictures [or actual pictures] which speak directly to their heart. Remember the Maya Angelou quote, “...people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Share a story of success, or a story that shows great progress, and connect with your audience by making it real to them. You will be surprised how well it works, especially in Newspapers and Social Media.

Writing Successful Awards Nominations

Have you ever stood at an awards ceremony and wondered why your nominee was **not the winner even though you are sure they deserved to win?** It's possible, the nomination was at fault. To be successful, nominations must show why the nominee deserves to be awarded. The key is to read the award criteria and ensure your nomination covers every aspect listed. Often those deciding the winner don't know what you know about the nominee, so make sure you tell them.

Nominations for Region Awards, such as the Alex Applebaum award and the **President's Award are due now, so look at the criteria, and write a nomination that shows why your nominee is the one who deserves to win.**

“The key is to address the criteria.”



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REACHING NEW HEIGHTS

May 20–22nd 2016



The next ITC Australian Region Conference
Will be held at Crowne Plaza, Surfers Paradise, Qld
on 20 – 22 May 2016.

Come, **Expand your Horizons** and
Join us in **Reaching New Heights!**

Conference pack available on the Region website at

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



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