



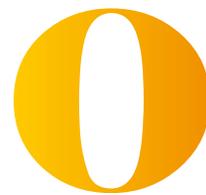
— ROTARY —
IN BLOOM

Floriade

— 2018 —



To help celebrate 90 years of service in the ACT, Rotary District 9710 has teamed up with Canberra's popular spring festival, Floriade, to make sure Rotarians and visitors alike have a bloomin' good time.



Originally launched in 1988 as a one-off tribute to Australia's bicentenary and Canberra's 75th anniversary, Floriade has grown to become the

Australian Capital Territory's premier annual event, with visitors coming from far and wide to enjoy the sights, sounds and scents of one of Australia's most popular spring festivals.

Rotary District 9710 will proudly participate in this year's festivities. In May, the district submitted an expression of interest to host a string of events in a pop-up marquee in the festival gardens as part of Rotary's 90th anniversary celebrations in the Canberra region. The district was confirmed as one of four Floriade 2018 charity partners in June and will coordinate activities under the theme "Pop in the Park".

Rotary's prime aim during the event will be to raise its profile and encourage new members to visitors' local clubs. With nearly 500,000 visitors over 30 days, Floriade provides an ideal vehicle for promoting the full depth and breadth of Rotary's activities locally, nationally and around the world.

Interactive displays will include a monster birthday cake, a mega card for visitors to sign and a world map for visitors to mark their hometown. A lunchtime birthday party will also be held, while the popular Gnomes in the Park attraction will once again raise its pointy-capped head.

Just as important, Rotary will be showcasing specific aspects of its charitable work, such as disaster relief, health issues and research



into disease, as well as Rotary's social activities that build lasting friendships.

Immediate past district governor Steve Hill, district governor Margaret Hassell and Rotary@Floriade event manager Vicki Coleman from the Rotary Club of Hall, ACT, are excited at the response from Rotarians and Rotaractors and their keenness to be involved.

Not only will this be a terrific time to visit Canberra, but the significance of District 9710's 90-year milestone promises to make Floriade 2018 an occasion to remember. So, join your fellow Rotarians in celebrating this great organisation during one of the most colourful, family friendly events on Australia's cultural calendar.

***For more information on
Rotary@Floriade and how you or
your club can become involved,
contact Vicki via
Floriade9710@gmail.com. •***



Gnome painting showcases Rotary cooperation

The Rotary Club of Canberra East, ACT, has been operating the Floriade Gnome Painting Project for more than 12 years. It has been a major public relations venture for Rotary as well as a significant fundraiser, and in that time has grown from the painting of a few hundred gnomes during the weekends of Floriade to current sales of more than 5000 gnomes and an on-site Rotary presence at Gnome Knoll for 20 days throughout the four weeks of the festival.

The project, which has now become an annual event, requires many months of planning and organisation. A new gnome design is chosen each year, a process that commences in March.

Members of the Rotary Club of Canberra East arrange pre-Floriade sales and delivery to pre-schools, primary and secondary schools, clubs, retirement villages and businesses so that keen painters can apply their artistic talents well before Floriade. Early sales encourage interest and ensures Gnome Knoll takes on a colourful display at the commencement of Floriade.

But the club sees the project as much more than a fundraising effort. It is an opportunity to showcase Rotary and for Rotarians to engage with the public in providing a fun activity for children and families as part of the enjoyment of Floriade. Many participants return year

after year to purchase and paint the new design and expand their collection of treasured family gnomes.

The project also provides an opportunity to meet and work alongside other Rotarians. More than 1200 man-hours are spent at Gnome Knoll during Floriade. As this is more than Canberra East members can provide, the club has sought the participation of other Rotary clubs, as well as Rotaract and Interact clubs. Last year, six Rotary clubs, three Rotaract clubs and the Canberra College Interact Club provided volunteers to fill the roster. The opportunity was also taken to involve Youth Exchange students, who were able to interact with the public and meet other students and Rotarians.

The Rotary Club of Canberra East considers the project somewhat of a model for how Rotary clubs can work together on large projects to bring about great outcomes for clubs and the community.

The profits from Floriade sales are distributed based on the number of man-hours each club works. At the end of the festival, the Rotary Club of Canberra East hosts a function to celebrate the success of the project, thank the participating clubs and to present cheques. Canberra East distributes some of its profits to services for the homeless in Canberra, as well as to other projects in the community and internationally.