THE QUAKES’ CASE:
LESSONS IN RECOVERY

New Zealand is no stranger to seismic activity, with regular shakes along the fault line. In recent years, however, a number of earthquakes with sizeable damage have taken place in Christchurch, Seddon and Kaikoura. Rotary has been there, helping organise donations, restore facilities and mend communities recovering from trauma, along with learning some valuable lessons in Rotary’s role in disaster response.
Lonely Planet’s Street Art travel book recently ranked Christchurch alongside New York, Barcelona, Berlin and London as one of the 39 street art capitals of the world.

It credits the birth of the city’s street art scene with the 2011 Canterbury earthquakes and the RISE street art festival and exhibition in 2013.

“The contemporary street art scene was born out of tragedy,” the book states. “Street art has become a vital part of the energy of the rejuvenated city.”

Supported by the Embassy of France, world-renowned French graffiti artist Tilt brought the now iconic Teeth Mural (featured on our cover this month) to the Christchurch landscape as part of the 2015 Spectrum Street Art Festival.

Cultural and scientific counsellor at the Embassy of France Raynald Belay said the Embassy was proud to support Tilt’s presentation.

“Urban cultures are vibrant in France, with a growing number of French artists and venues receiving international recognition.

“This offers exciting new opportunities for artistic collaborations between the two countries and especially in Christchurch, which is embracing the genre so wholeheartedly.”
RISING FROM THE RUBBLE

The 6.3 magnitude earthquake that struck Christchurch on February 22, 2011, left 185 people dead, several thousand injured and forever changed the city’s landscape – both psychologically and physically. Entire neighbourhoods disappeared, with 1100 buildings entirely demolished throughout the city and tens of thousands more left in disrepair. Some suburbs were closed entirely, agreed to be too uneconomical to restore.

Yet from destruction came rejuvenation. There was no economic downturn post-earthquakes – an amazing feat – and widespread redevelopment has created a better and brighter city.

Those who did leave after the quakes were quickly replaced by tradespeople attracted by the widespread construction work opportunities. Rebuilding efforts put in place enviable modern infrastructure above and below ground, priced at an estimated $30 billion, funded through insurance payouts and government contributions.

The enactment of the CERA Canterbury Earthquake Recovery Authority by the government created the ability to short circuit red tape to avoid roadblocks and get the job done. Cooperation across sectors allowed the city to get quickly on its feet again.

Peter Townsend, CEO of the Canterbury Employers’ Chamber of Commerce, played a key role in the earthquake recovery and was appointed to Canterbury Earthquake Recovery Board on Transition in January 2015.

Peter observed that housing and offices are now among the most energy efficient in the world, with residents reporting their power bills have been cut in half. Many businesses are now relocating to the area to take advantage of these power savings, as well as other additions, such as the newly installed high-tech IT systems. Christchurch has now developed internationally recognised health and education industries.

The government played a part in conserving pre-existing businesses through their wage subsidy scheme, which granted the money to pay staff until operations recovered. This helped prevent an exodus of employers and their staff following the quake and recurring aftershocks, and allowed the city to battle on in order to flourish again. The scheme has since been copied following other New Zealand earthquakes, as well as overseas.

Christchurch’s economy looks set only to expand further, with an airport and port infrastructure connecting the region to international trade and tourism.

Most importantly, the earthquakes have taught Christchurch residents to look out for each other and care about their neighbours. People are now eager to help each other out with the new community spirit.

The future is bright.
Gap Filler is a creative urban regeneration initiative that facilitates a wide range of temporary projects, events, installations and amenities in the city. The Dance-O-Mat is a coin-operated dance floor that anyone can use. A coin-operated ex-laundromat washing machine powers four speakers which surround a custom-made dance floor. Gap Filler created this project to respond to the lack of spaces for dance post-quake and bring people, life and energy back to the central city. Thousands of people have used the Dance-O-Mat, even Prince Charles and Camilla in November 2012 on their Royal Jubilee tour. (Photo: christchurchnz.com)

Opened in 2015, the Deloitte building is a striking emblem of the new glass-and-steel Christchurch rising from the ruins of the earthquake that devastated the formerly quaint and conservative city. Occupying a prominent position on the banks of the Avon, the building’s distinctive rippling façade takes its design cues from the Avon’s watercourse. (Photo: christchurchnz.com)

The BNZ Centre is the CBD’s new retail development, replacing the icon shopping precinct formerly known as Cashel Square, fronting Hereford and Cashel Streets.

One of the most exciting aspects of the regenerating city is its vibrant arts scene. With galleries and art spaces temporarily closed after the earthquake, exhibitions were being shown in makeshift galleries in people’s homes, garages, vacant spaces and purpose-built modular Art Boxes around the city. As a result, Christchurch is now home to some of the most exciting public art events in New Zealand. (Photo: christchurchnz.com)

Bells from destroyed city churches were given a new lease on life; upturned and brightly painted, they are planted with the colourful flowers the city is so famous for. (Photo: Rhys Martin)

City street art. (Photo: Rhys Martin)

Strange Lane and its three new restaurants – Strange and Co, Lower 9th Diner and Orleans – opened on August 8, 2014. The three venues cluster around a central outdoor space at the corner of High and Lichfield streets, reminiscent of the old Poplar Lane. The development pays homage to the past, present and future of Christchurch. (Photo: christchurchnz.com)
Opening on 29 October 2011, the Re:START container mall was a temporary response to the 2011 earthquake, which destroyed most buildings in City Mall (Cashel and High Streets), and resulted in the central city being cordoned off from public access while buildings were being demolished. The Re:START Mall became an internationally famous icon and symbol of post-quake Christchurch innovation that lasted five-and-a-half-years. (Photo: Rhys Martin); The bold NZ$54 million Bus Interchange is a key piece of Christchurch’s post-earthquake infrastructure; integral to the city’s public transport vision. (Photo: christchurchnz.com); The popular all-white Ilex Café is located in the new Botanic Gardens Information Centre complex. (Photo: christchurchnz.com); The neo-Gothic Anglican cathedral in Christchurch’s central square was the highest-profile architectural casualty of the February earthquake. A temporary, bold new structure – universally known as the Cardboard Cathedral due to the 98 cardboard tubes used in its construction – was the result. Designed by Japanese “disaster architect” Shigeru Ban, the entire building was up in 11 months. The site, on the corner of Hereford and Madras Streets in Latimer Square, is several blocks from the permanent location of Christchurch Cathedral. (Photo: christchurchnz.com)
ABOVE: Back on track around the city streets, with a newly extended route, the Christchurch Trams offer a unique experience, combining history and sightseeing. (Photo: newzealand.com); RIGHT: Quake City tells stories of heroism, hope and loss from the Canterbury earthquakes. The exhibition charts the aftermaths of the 2010 and 2011 earthquakes and the extraordinary response of the emergency services, international rescue teams, the thousands of volunteers who pitched in to help and the incredible resilience of Canterbury’s communities. (Photo: Rhys Martin)

ABOVE LEFT & ABOVE: Out of the tragedy of the earthquakes a unique opportunity has emerged for innovative operators to start with a clean vision of what they wanted to achieve. This foresight has been embraced by the entrepreneurs of the hospitality industry, who have been one of the fastest business groups to show resilience in getting their businesses back up and running. (Photos: Julian Apse).
WHAT HAPPENED

CHRISTCHURCH

The 2010 Christchurch earthquake occurred in the early hours of the morning, with the impact being felt downtown and in various suburbs. The bars and nightclubs had cleared, and most residents were asleep, helping to prevent any deaths.

The same could not be said of the quakes that struck Christchurch in February 2011 at 12.51pm. Many who worked in the inner city were out on their lunchbreak and the streets were full. Sadly, 185 people lost their lives. The devastation was immediately apparent, with building collapses, infrastructure damage and houses ripped in two. Widespread liquefaction left hundreds of thousands of tons of silt in the city. Entire suburbs were left without water, power and adequate sewerage.

Government and local bodies, civil defence and urban search and rescue teams were mobilised and evacuated the dead and injured, and cordoned off areas that were unstable or where security of property was an issue. Water feeder lines and portable toilets were set up across the city.

While it is not the place of Rotary to compete with first responders in a developed and well-resourced nation like New Zealand, clubs were quickly busy at depots, clearing centres and wherever else help was desired. Many members of the public were also inspired to help. A neurosurgeons’ conference at the Christchurch convention closed, with the surgeons coming on to the streets to assist the injured and perform operations to free survivors from the
“The devastation was immediately apparent, with building collapses, infrastructure damage and houses ripped in two.”

rubble. Federated Farmers came to town with trucks and tractors to clear liquefaction; helicopter companies donated their fleets to transport water tanks. An army of students from Canterbury University mobilised with shovels, spades and wheelbarrows.

After the first responders left, the laborious, long-term work of restoring communities and rebuilding resilience began. Rotary clubs developed a variety of projects to help, only some of which are outlined here.

**QUAKE STORY: AN INSIDER’S VIEW**

Quake Story: An Insider’s View was a unique fundraising event organised by the Rotary Club of Palmerston North to raise money for the Christchurch Earthquake Appeal and ShelterBox. Four guest speakers shared their unique perspectives on earthquake events.

Governor Mitchell Brown was one of six national search and rescue managers in Christchurch. In addition to his extensive involvement in the aftermath of the New Zealand earthquakes, Mitchell travelled to Japan to provide his expertise after their catastrophic earthquake not long after.

“The thing you don’t appreciate is that not only are the buildings gone, everything above ground that you would expect to normally be there, from power poles to roads and gutters, footpaths and lawns, is gone. There’s just this undulating rubble and dirt and nothingness,” Mitchell said.

GNS Science vulcanologist Brad Scott explained scientifically exactly why the earthquakes took place to the audience.

Inspector Mark Harrison, of Feilding, spoke about leading the family liaison unit in Christchurch, which dealt with the loved ones of missing people during the body identification process. Mr Harrison and his team, which numbered about 70 at its peak, identified 170 bodies. He found dealing with hundreds of grieving family members a tough, but rewarding experience.

Lyndon Tamblyn, New Zealand’s ShelterBox response manager, shared his experiences helping deliver 1400 boxes of blankets, tools, cooking gear and tents to Japan.

“One of the Rotary clubs found 30 families living in their cars for the two weeks after the disaster, so the council gave us a soccer pitch and we put 30 tents up there. When they heard we were leaving they all stopped and came up and formed a huge horseshoe then did this huge bow. That was really moving.”
In July and August 2013, the Seddon earthquakes 280km north of Christchurch did significant damage to local houses, buildings and schools. Roads and bridges were made impassible. While the impact on residents was severe, the story dropped off the radar quickly due to the township’s small size. Sadly, it continues to experience minor quakes.
“While it is not the place of Rotary to compete with first responders in a developed and well-resourced nation like New Zealand, clubs were quickly busy at depots, clearing centres and wherever else help was desired.”

**Kaikoura**

In Kaikoura, the immediate impact of the earthquakes that struck in November 2016 was total isolation. No one could reach the tourist town by road or rail – the only access was by air via tiny airstrips on local farms. There was significant damage to structures but thankfully most were still able to be used in the immediate aftermath of the earthquake. However the seabed lifted which had a devastating impact on adventure tourism and other local businesses.

Approximately 1000 tourists were trapped in the town, with no obvious way of getting out. Additionally, the flow of tourists into the town would be cut off for some time, which many local businesses were dependent upon.

Fortunately, the New Zealand Navy was conducting exercises off the Canterbury coast and were diverted to assist with evacuation. First responders quickly chartered helicopters and other light aircraft to deal with critical situations and transport the injured.

Rail links were restored in October 2017 and the main highway from the south is open three days a week, however, motorists must go in daylight hours and in convoys. The road north of Kaikoura is still closed. Tourist visitation is thus still difficult, affecting the local economy.
How Rotary Helped

Christchurch - Donations Received

Donations received from Rotary and the public towards the appeal for assistance following the earthquakes are estimated at $2.5-$3 million. Japan was the largest single donor country, with other major donations coming from the UK, USA, Canada, the Philippines and Australia.

Around $1.8 million was passed over to the newly established Christchurch Rotary Earthquake Charitable Trust set up by then district governor Margaret Reeve. Around 150 grants were provided to support earthquake-related projects benefiting the community.

The donations received by Rotary New Zealand World Community Service and other clusters of Rotary Clubs from both within New Zealand and overseas, were used to assist the likes of Plunket being New Zealand’s largest provider of support services to children under 5, St John’s Ambulance to acquire equipment, New Zealand Fire Service and more. Often the Rotary Foundation matched the funds raised.

Woodham Park Playground

Woodham Park, on the eastern side of Christchurch, was redeveloped after suffering extensive earthquake damage.

The Rotary Club of Christchurch Sunrise oversaw the project, with the Rotary clubs of North Harbour and Mt. Eden donating $14,000 and $10,000 respectively. District 9920 contributed an additional $6000.

Radio station More FM provided free advertising in search for sponsors. Discounted pricing was obtained from equipment suppliers and installers helping to lower costs. The Christchurch City Council assisted with project support and site preparation.

The new facilities were opened to the public in 2013; the playground fit-out with new swings, seesaws, climbing frames and a paddling pool – an oasis among the boarded-up windows and cracked roads for parents to watch their children play.

“The new facilities were opened to the public in February, 2013; the playground fit-out with new swings, seesaws, climbing frames and a paddling pool – an oasis among the boarded-up windows and cracked roads for parents to watch their children play.”
STUDIES GO ON IN PAPANUI

The Christchurch earthquakes caused damage to many schools’ essential infrastructure, forcing classes to relocate to undamaged premises. Many were required to share with other schools in similar situations, necessitating the compressing of school hours into half a day, either starting earlier or finishing later, to allow for double shifts.

The pupils of Shirley High School and Papanui High School shared the same site for over a year – a situation far from ideal. Realising the urgent need for more space, the Rotary Club of Papanui sought to establish another study centre to accommodate pupils in the half day period they did not attend classes.

“The study centre supported up to 35 secondary students at a time and was also used by teachers from both schools as a learning recovery centre. The initiative contributed to pupils performing in their external exams up to the level of previous years, despite the disruption caused by the earthquakes.”

MUSIC THERAPY

A number of young people affected by the Seddon and Ward earthquakes and recurring aftershocks began to suffer ongoing stress and physiological vigilance as a result of the traumatic experience. Some children vented through anger or became withdrawn, while others manifested increased anxiety and continued to sleep with their parents. Similar effects were observed in children affected by the 2010 and 2011 Christchurch earthquakes, which, untreated, led to dysfunction in communities six years on.

To help vulnerable children’s recovery, the Rotary Club of Blenheim South instituted music therapy programs, based at the Ward and Seddon Primary Schools. The Creative Kids Trust, its curriculums developed by qualified music therapists, psychologists, occupational therapists and education providers, were enlisted to undertake delivery. The $33,600 funding was raised from clubs in 10 Australian Districts through a RAWCS project, with RNZWCS’ Stuart Batty maintaining a personal interest in the project and providing reports as required.

Children were split into four groups of eight students, with one undertaking the program each term. The 50-minute sessions included movement, improvisation, musical games, singing, lyric analysis and relaxation. The groups learnt to identify their feelings, such as happy, sad, angry or excited, and how to express them musically, vocally or verbally in appropriate ways. Sessions also facilitated learning about empathy, feeling connected to peers musically and emotionally, and increased confidence through solo performance.

Group therapy breaks down the myth of uniqueness – the belief many young people hold they are alone in their feelings or experiences, and there is no one who can understand what they are going through. Groups also help reduce discomfort that can occur in the one-on-one adult-child dynamic of individual therapy.

“We love that, through music therapy, Max has been given the opportunity to know he is an important person, and an opportunity to communicate – his world has opened up,” one parent of a music therapy participant said.
The Christchurch earthquakes damaged 60 per cent of pool facilities in the city — affecting far more than exercise and recreation habits. Children from 32 eastern suburbs schools now missed out on the opportunity to learn critical swimming life skills, with cost and time to travel to functional western suburbs pools prohibitive.

With New Zealand suffering the third highest drowning rate in the world, it was recognised as vital that swimming education become available again.

To that end, Rotary contributed $85,000 to the installation of portable pools in Kaiapoi, Queenspark and Linwood. Australian Rotarians, the Rotary Club of Whakatane in District 9930 and others funded this project, with matching grants from Rotary Foundation. The Mainland Foundation and Water Safety New Zealand supplied additional funding.

Three local Rotary clubs – Bishopdale Burnside, Belfast Kaiapoi and Ferrymead – provided muscle to help erect the pools after approval from Sport Canterbury. Christchurch City Council agreed to undertake ongoing maintenance.

Over 500 kids swam at the pools each week, having fun, while learning important “swim to survive” skills, until permanent facilities were restored.

The Port of Lyttelton’s insurance claim was the single biggest claim resulting from the earthquakes, running at over $700 million. Not only was the main street of Lyttelton totally destroyed, but many of the town’s historic buildings were unable to be saved.

The tiny Rotary Club of Lyttelton had been going for 50 years, but was down to a membership of only seven people. They were, nevertheless, called upon to play a key role in helping the local community rebuild. Apart from their own club projects, they were given the duty of administering money donated by the Port of Otago, 360kms south of Christchurch.

The employees of Port of Otago gave a day’s wages to help with earthquake relief — a sum of approximately $25,000. The Port of Otago matched it, with $50,000 consequently presented to the Rotary Club of Lyttelton in the Naval Point Yacht Club – one of the few buildings left standing after the earthquake.

The Port of Otago, together with the Port of Lyttelton, made enquiries as to who could administer the funds. Several organisations put up their hands, with the Lyttleton Rotarians selected due to their integrity, reach in the Lyttelton community and ability to stand above local politics.

Over two and a half years, 70 grants were provided to schools, community groups and individuals fallen on difficult times and in need of funds for a specific purpose or project.

The efforts of Lyttelton Rotary were applauded by many and the club is now growing, with membership currently standing at 12.
A LIFETIME FRIENDSHIP BORN OUT OF A DISASTER

When the major earthquake of February 22, 2011, hit Christchurch, a young French couple were checking their emails in the Christchurch City Library, while waiting for their camper van to have its brakes repaired in an inner-city garage.

When the couple found themselves victims of the largest earthquake Christchurch had ever suffered, they ran out onto the street, unhurt, but in shock. There they were told to move away from city buildings to a safer spot in the Botanic Gardens.

Once inside the Botanic Gardens gates, they stood dazed and distraught alongside many other people. A local woman noticed their discomfort and approached them to ask about their circumstances and to offer assistance. When the woman learnt that everything the couple had brought to New Zealand on their working holiday was in their van in a workshop and probably inaccessible, she put her arm around the young lady, saying, “It’s times like this you want your mum I’m sure. Don’t worry, you are coming home to stay with us”.

Janet Walker, a member of the Inner Wheel Club of Riccarton and her husband Keith, a member of the Rotary Club of Bishopdale/Burnside, took Aurelie (Lily) and Maxime (Max) to stay in their home for more than a month, until they could retrieve their van and continue their travels around New Zealand.

In February 2014, Janet and Keith were thrilled to be invited to attend Lily and Max’s wedding in Perigeux (inland from Bordeaux), where they were warmly welcomed by the couple’s parents, family and friends.

Janet and Keith constantly keep in touch with Lily and Max and have recently returned from meeting their pseudo French grandson, Nino, who was just six months old when they met up again.

Both couples have adopted each other as members of their respective families: A connection that only proved because of a shocking disaster and the compassion of a couple who say they only did what anyone else would do in the same circumstances. A classic example of Service Above Self.

KAIKOURA EARTHQUAKE ROTARY RESPONSE

The Rotary clubs of Richmond and Cashmere got hands-on to help the people of the Kaikoura area post-earthquake.

Richmond’s then president John Barnes grew up in the area, so was particularly motivated to help. The club travelled to the town on two occasions, the first time to prepare an enormous amount of meals for recovering locals, as well as undertake a working bee. On their second trip, the Rotary Club of Cashmere joined in a second working bee.

The teams helped with a range of tasks, including house maintenance, gardening and woodcutting. They also helped with child minding, filled in an old lily pond for a family with a toddler and assisted a farmer with stock work.

One of the most important aspects proved just listening and sharing experiences with the recovering families. Many locals expressed their heartfelt thanks via email.

The Rotary clubs of Belfast-Kaiapoi, Riccarton and Hornby gave significant amounts of money to mayoral funds, residents and principals associations. Funds were also supplied to the Canterbury West Coast Air Rescue Trust, a company that flew countless missions taking in supplies and bringing out injured, vulnerable and stranded tourists – the Rotary Club of Hornby alone donated more than $50,000. Other clubs in the district and around New Zealand also contributed in many instances through a direct link to somebody local.

Rotary continues to look for opportunities to make its presence felt in the Kaikoura and is exploring the possibility of starting a satellite club there.
LESSONS LEARNT:

ROTARY HAS A VALUABLE ROLE TO PLAY, BUT WE NEED THE EXPERTS TO LEAD

Briefing of the Urban Search and Rescue (USAR) task force.
A COORDINATED RESPONSE

By PDG Stuart Batty
Chair, RNZWCS

The following is very brief, but gives some idea of the wider NGO-coordinated response following disaster in New Zealand and in the Pacific. Rotary, through RNZWCS Limited, is part of that response and, indeed, the New Zealand Government is always keen to know what Rotary’s response is, as they see Rotary as a significant sector player.

There are differing views as to what Rotary’s response should be, but it is actually driven at the time when scenes on TV and the like enthuse members to respond in all sorts of ways. Coordination with other NGOs is essential. Rotary is not a silo.

RNZWCS Limited (Rotary New Zealand) is a member of the New Zealand NGO Disaster Relief Forum, along with 12 other NGOs supporting Pacific communities following natural disasters.

The NDRF provided coordination for members following the Christchurch earthquakes, including linkages to Ministry of Civil Defence and Emergency Management Knowledge, expertise, an advisory service, assisting local partners and accessing large volunteer networks, plugging gaps from policy level to local response and generated significant learning surrounding “domestic response”.

Forum members, including Rotarians, initially met twice a week, then weekly and fortnightly as the cycle of response kicked in.

Rotary took responsibility for securing and managing warehouse space for supplies sourced by forum members for distribution and joined other agencies in ensuring the supplies got to the people in greatest need. Rotary received thousands of shoe boxes of toiletries and other personal items, collected nationally by electorate offices of members of parliament, which were distributed to community groups. A thousand small teddy bears were purchased and sent by the Gisborne community, which affectionately became known as Gisibears. Rotarians throughout New Zealand and Australia also paid
for travel and opened their homes for families to have a holiday away from the stress endured in the days and weeks following the February 2011 earthquake.

A number of NDRF members, including Rotary, have prepositioned supplies in Pacific countries that provide immediate support following cyclones, floods and other weather events.

Following a natural disaster, the New Zealand Government provides funding to NDRF members on a competitive basis for activities such as the provision of shelter, rebuild of infrastructure, particularly around education and health, and the re-establishment of livelihoods. Of the last four major disasters in the Pacific, RNZWCS has been successful in receiving major funding each time, including $250,000 following Cyclone Winston in Fiji in 2016 for use in the educational sector.

ROUNDTABLES

By Mitchell Brown
District 9940 governor
Area commander in the Manawatu area (lower half of the North Island), for Fire and Emergency New Zealand

Rotary has the ability as an organisation to support local groups, communities, regions and national events. We can also support international events, particularly in the South Pacific. We can be well-coordinated, if we chose, by having our clubs and districts provide support and resources through RNZWCS and RAWCS.

But what of the club that sends support and resources directly to an event or decides they know best and go it alone? What is the outcome? While the support is well-intentioned, the resource delivered may be too late, not best suited for the community or, indeed, not what is required to assist the community to get back on its feet. The local community agencies then have additional issues to deal with, distracting them from the primary and more important activities at hand.

To ensure the best fit to guide Rotary’s support, a coordinated approach with the lead agency responsible for the community, normally the local government agency, as in a District or City Council, will offer the right focus for Rotary efforts. The appropriate Rotarian must make contact with the local government agency, before rallying our people to undertake support activities and sending resources. They are then charged with updating all Rotarians. If we don’t, we will waste our time and precious resources and add to the issues needing to be managed at the event or emergency.

I believe we need a Rotary Emergency Management Plan for Rotary clubs and districts in Zones 7b and 8.

NB: Watch out for further information in the February issue of Rotary Down Under, when Mitchell Brown will be the guest editor.
ROTARY’S ROLE IN FUNDRAISING

By PDG Michael Perkins
Chair, RAWCS

When disaster strikes, everyone wants to help, but Rotary is not first in disaster relief. Emergency Services are best equipped to be the first responders, and any initial help we provide should be to support them under their direction.

A similar approach should apply to fundraising – Rotary should be reviewing each event on a case by case basis to determine if it is necessary to raise funds from the public or if insurance and government infrastructure budgets will pay for the repairs. Rotary’s primary role is not as a fundraiser, but to assist with long-term humanitarian work.

If there is the need for Rotary to raise funds, then we should act quickly. Research shows that when a disaster strikes, the public fund established first will get the most contributions.

To allow Rotary in Australia to be the leading fundraising respondent, Rotary Australia World Community Service (RAWCS) has established a Public Ancillary Fund. When a disaster strikes, this facility will allow a public fund to be ready within 24 hours. Rotary can then market to the community as well as Rotarians to raise tax deductible donations for Australians.

Similarly, Rotary New Zealand World Community Service has the ability to launch a public fund when needed, which normally occurs in partnership with other NGO’s, similarly tax deductible for New Zealanders.

But we must remember, there is a limit to how much people can donate, so we need to raise funds when necessary and not otherwise. We should be guided by the key Rotarians engaged in dealing with emergencies and not act until we know the facts.