



On Your Bike!

Executing Rotary International's new strategic direction, District 9640 launched a new *People of Action* public image campaign in August to expand brand awareness and attract bicycle enthusiasts to Rotary. If you remember, last year the Queensland district launched a *People of Action* campaign on the side of a bus.

The bicycle team members represent four of the largest Rotary clubs on the Gold Coast, and they have fun rides every Sunday across the region. Queensland State MP Michael Hart, a member of the Rotary Club of Burleigh Heads, flagged off the campaign. This was a light-bulb moment shared at the Presidents Elect Training Seminar (PETS) by Rowan Johnston, president of the Rotary Club of Gold Coast, which district public image chairman DGE Andy Rajapakse took forward. As a result of this campaign, District 9640 is receiving many enquiries from bicycle enthusiasts around the world for these branded bicycle kits (pictured). That's expanding our reach and a social enterprise in the making!



Jessie Harman First Female RI Director in Zone 8

Dr Jessie Harman, a member of the Rotary Club of Wendouree Breakfast, Vic, has been chosen as a Rotary International director for 2021-23.

The announcement was made by RI general secretary John Hewko on October 9, following a meeting of the Zone 8 Nominating Committee in Christchurch, NZ.

The election is subject to challenge, and John advised that RI president Mark Maloney will declare Jessie as director-nominee for the Zone on December 1, 2019 – unless another qualified Rotarian has been duly proposed as a challenging candidate before that date.

Jessie will succeed Rafael Garcia from the Philippines as Zone 8 representative on the RI board of directors. Raffy followed Australia's last director, Noel Trevaskis, at the beginning of the 2018-19 Rotary year.

Jessie has already achieved a distinguished service record in Rotary, and her election is a significant landmark for Rotary in this zone.

Jessie is past club secretary and president, and was governor of District 9780 in 2010-11. More recently, at zone level, she has served as Rotary coordinator; project lead for the Regional Membership Plan for Australia, New Zealand and the Pacific Islands; and governor elect training coordinator for Australia.