

# VALLEY VIBES

Volume 8 Edition 5

Editor: Cara Champion

March 2019

## Rachel Rohan

### January Guest Speaker

Daughters of Dairyfarmers was born in January 2013, as a social media vessel to address the knowledge gap between farmer and consumer. It is a passion for Rachel and her co-founders Lisa Harrison and Jo Mollinger. The 3 girls went to school together and bonded over the shared experiences of growing up on dairy farms in the Beaudesert district. DDF came in the wake of a social media campaign by Animals Australia targeting the dairy farms and “bobby calves”. Rachel’s father, Peter Rohan, was incensed at the inaccuracies in the advert, and began trying to educate the misinformed spending hours at the computer attempting to ‘reason’ and argue his point of view. Rachel finally convinced her dad that it was pointless and to let it go. Peter was still simmering when the Coles \$1 milk campaign began things quickly boiled over, the campaign had the potential to destroy that was left of the fresh milk industry. He tried to ‘rally the troops’ at an industry meeting, but to no avail he went home and said it was ‘up to the young ones to do something about it’. Rachel couldn’t do anything on her own so she rallied her own troops, Lisa & Jo, who



jumped at the chance and set about creating a social media presence the might raise awareness in the buying public. Their focus was not about promoting a certain brand, but anything that is not supermarket branded is supporting branded milk.

Facebook and Instagram became a platform for the ladies to spread the message and reach a much broader base than just the Scenic Rim. Social media allows them to share information instantly and is the way most generation X, Y & Z gain and share information. DDF started using Facebook about 6 years ago only to gauge the success of a post. As Facebook has evolved they can now collect data not only on how many

likes and comments on a post but also about how many people see it. When the data first became available they were surprised that a post may have received only 100 likes, but in reality the post had been seen by 4000 people. This makes a difference because the more 'reach' on a post the more people will see it. Rachel, Lisa & Jo can also boost their posts and have access to weekly insights on how many people engage on their facebook page, the percentages of increase and decrease. This information helps them to determine what works and what doesn't for their page.

Through their work and their inaugural campaign launched in January 2013 to "show us your branded milk" campaign, they have made the public knowledgeable about what branded milk is, and the difference between branded and supermarket milk. DDF were privileged in 2016 to be contacted by another social media group called Her & Co, a project that ran a story on women in the dairy industry. This raised the awareness of a completely different demographic of people that wouldn't normally be looking to follow a page about farmers.

While DDF can't put more money in the bank accounts of farmers, they can offer support and ensure their stories are told and their situations stay in the minds of consumers. DDF's mission is to

*"help the dairy industry remain sustainable through the support of consumers."*

One of these ways which was extremely successful was putting a "face to the bottle" for consumers. This kicked off their 'Meet the Farmer' campaign in May 2017 as a way for consumers to engage with farmers. They framed it *behind every bottle of milk there is a farmer with a story*. They began with Peter & Mary Rohan of Kerry, followed by Peter and Avril Brown of Christmas Creek and Mark Plattell of Ill-Bogan. The campaign was incredibly successful leading to DDF being interviewed by the ABC news. In 2017 they were approached to support the *Legendairy Campaign*, by local farmer Brian Cox. His vision was to decorate Beaudesert with corflute cut out cows given by local farmers to businesses to decorate, demonstrating the vital role both farmers and rural businesses play in rural communities. These were then presented at a gala dinner which gave the farmers an opportunity to get out and about and have a yarn to strengthen community resilience. Late in 2017 DDF were gifted 3 lifesize fibreglass cows donated by an anonymous donor to showcase and celebrate the rich Beaudesert regions dairy industry of the past, present and the future. In 2018 they expanded into agricultural education. They were involved in 'Cows Create Careers' with QDO and Emmaus College and provided dairy education at Beaudesert and Lismore shows to discuss transferable skills and different career choices that can allow students to pursue careers in agriculture off farm.



Rachel Rohan with RCFV member Ross McInnes



The ladies are looking to expand the “Meet the Farmer” campaign to other districts in 2019. Rachel, Lisa & Jo travel to shows to provide dairy education to as many people as possible. In 2019 they hope to continue their agricultural education projects and re-start the “Meet the Farmer” campaign as well as continue advocating for the Scenic Rim Regional Council for approval to display their fibreglass cows.

## Milbong Heritage Day

Our club had the opportunity to work alongside Boonah Rotary Club on Saturday 2<sup>nd</sup> March at the Milbong Heritage Day, we had the van set up cooking bacon & egg burgers for breakfast and then hot chips for the day. It was a great day out and fantastic to see the crowd support the committee and come along even through it did turn a little wet during the day.



# New Members

We love having the opportunity to welcome new members into our club and last Wednesday night we welcomed one new full member and two associate members. All three members have already attended some of our catering functions to lend a hand, which we are extremely grateful for, however it is pleasing to now officially have them all as members of our club. We were fortunate to have our Assistance Governor Karen Thomas visit last week and induct Jill, Stephanie and Tim.



## Paul Harris Dinner

Lindy, Bev, Aleeta, Scott and Cara attended the 114<sup>th</sup> birthday of Rotary dinner, in Beaudesert, on Saturday 2<sup>nd</sup> March. The guest speaker for the night was journalist Hugh Lunn, who provided an entertaining and informative talk about his book, which is based upon memories of his life growing up. It was great to see Rotary clubs being represented from not only within our cluster, but also by members from the Gold Coast and the Rotary Motorcycle Fellowship Group, who were in town for the day.



*Aleeta, Beve, Lindy, Cara & Scott*

# Presidents Report



G'day all,

Not just a great line to a song- when our members were lamenting the effects of the drought last Wednesday, no one in their wildest dreams could have hoped for the quick turnaround with consecutive storms and general rain – here's hoping for the much needed follow up falls.

Our Wednesday night dinner at Mackaways was a special night with Assistant Governor Karen Thomas being on hand to induct our newest member Jill and also associate members Stephanie and Tim. I am sure all new members will be a huge asset to our club and we welcome them wholeheartedly.

AG Karen had taken the opportunity to visit all the clubs in our cluster last week, so having new members to induct provides a great boost for a club. All our neighboring clubs would have appreciated the AG visit as well as hearing all the District news and upcoming events on the calendar.

District Conference is scheduled for Lismore on the 29<sup>th</sup>-31<sup>st</sup> March with many inspirational speakers. There are 5 members from our club attending, so if anyone else wants to go, please let me know ASAP.

Our food van had another outing on the 2<sup>nd</sup> March with our club helping to cater at the Milbong Heritage Day. It was another good day for the van with a profit of 750- \$800. It's always good to see the dedication of exhibitors with their old tractors and engines. One of the tractors in attendance was a Lanz Bulldog and had been restored to original condition at significant cost and exemplified the passion involved.

Something for all members to ponder – in just over 2 years Districts 9640, 9630 and 9600 will merge to form 9620 and being on the border, we could be part of a cluster involving Ipswich clubs.

YIR,

*Andrew Kay*

President 2018/19





## *From the* Secretary's Desk

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It seems that 2019 is flashing before our eyes and we are already in March. Over the past month, we have had the opportunity to use our chip van at the Milbong Heritage Day, working alongside other food vendors. Another great day which we hope to repeat in 2020.

The Paul Harris Rotary Anniversary Celebration was this year, hosted by the Rotary Club of Beaudesert at The Centre in Beaudesert, with guest speaker, Hugh Lunn. Hugh kept us in fits of laughter, recounting tales of his youth.

This past month, Cara and I attended PETS in Stanthorpe. It was great to see many familiar faces while we learnt about district projects and initiatives, as well as necessary procedural processes. As we approach District Assembly in May, I would encourage all members to attend to find out about their specific roles and any changes that may occur.

At the end of March, district conference will be held in Lismore. We look forward to attending, although with a much smaller delegation than last year's conference, for a weekend of fun and inspiration.

*Aleeta Wozencroft*  
Secretary 2018/19

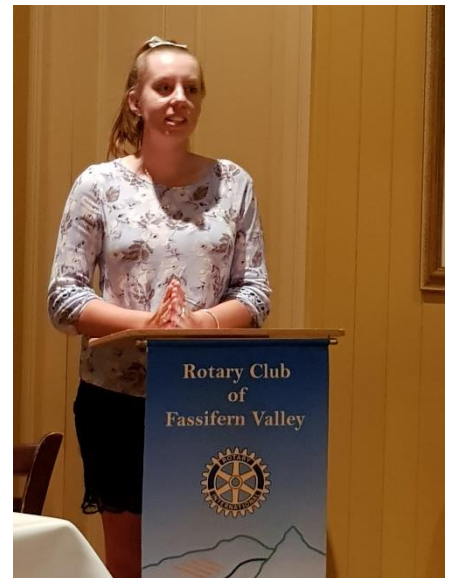
## Youth Matters

From all reports this year's RYLA camp was a huge hit with all awardees, all coming back inspired and having met a lot of new friends.

Our club has a proud association with RYLA as one of our past awardees and later club member Jarrad Cartmill

was back as deputy chair of RYLA and one of last year's awardees, Ty Champion returned this year as a volunteer. This year we were pleased to sponsor three awardees and we were fortunate to have one of them come along and speak to the club at the end of February. Courtney Reiberger said that RYLA was not what she expected, and that it was a good surprise where so many happy and helpful people were available to make the week long camp something to look forward to. She said that making friends and

connecting with others was an easy task as everyone arrives at the same level, not knowing anyone else. Courtney said she got a lot out of the week with Goal Setting being one of the most



valuable tools she learnt. It also reinforced other things like treating people like you want to be treated, look at people's personalities and how to not only talk to others, but to listen. RYLA taught Courtney how to push herself and find her limits. She found the week was about keeping awardees guessing about what they were doing. One thing that took a little getting used to, was no outside communication, there was no phone reception so everyone just had to communicate with each other. Courtney said that in the future the skills she learnt will help her when approaching other people she doesn't know, to not worry about what others think, to help her with goal setting and keep her on track to where she wants to be, also to reflect and re-evaluate what she is doing with her life. Courtney got a lot out of the camp and was grateful for the opportunity to experience RYLA.

Cara Champion  
Youth Director 2018/19

## District Conference

District conference is approaching fast, with only 14 days left to register, registrations close midnight 24<sup>th</sup> March. With the theme of "Celebrate in the Heart of Lismore", the conference program is offering some very inspirational Keynote Speakers which of some will embrace one of the Rotary six areas of focus. Water and Sanitation will be presented by Jo Wigg who has just returned from Uganda, Rhett Butler from Skyjuice Foundation and Corrina Grace, founder and Executive Director of Project SERES, just to mention a few. The conference will be held at the Lismore Workers Club from Friday 29<sup>th</sup> – Sunday 31<sup>st</sup> March.



*Be inspired by guest speakers*  
*Be inspired by Rotarians you will meet*  
*Be inspired by the power of Rotary*  
*Be inspired in Lismore*  
*Find inspiration all around you*

Come and join us in Lismore for Conference, if you would like any more information or you are interested in attending please contact one of our members.

# Something to think about!



## Rotary Friendship Exchange (RFE) to Rotary District 4640 Brazil – 4<sup>th</sup> – 17<sup>th</sup> March 2020

Rotary Friendship Exchange is open to all Rotarians and partners. The exchange is for 2 weeks, with the team members being hosted with Rotarians from Parana, Brazil. You can apply to be part of a team of up to twelve, to participate in this great Rotary experience of culture, friendship and hospitality from 4<sup>th</sup> – 17<sup>th</sup> March 2020 in District 4640.

This area is in western and central part of Parana state in Brazil and is a very popular spot for tourists as it includes **Iguassu Falls**.

The exchange could provide a great opportunity to visit other parts of South America either before or after the exchange.

Rotary travel insurance will cover the exchange plus up to 60 days private travel.

The incoming visit to our District by Rotarians from District 4640 is planned to occur **5<sup>th</sup> – 17<sup>th</sup> October 2019** and outbound team members clubs are expected to host the inbound team, during their 14 - 15 days experience within District 9640. Please discuss your desire to be part of the team with your club to obtain their consent to possibly host the inbound team from Brazil.

**Requests for a Team Membership Application should be directed to**  
RFE Chair Wendy Scarlett on 07 5524 4368 or 0407 130449 or email:  
[wendy.scarlett51@gmail.com](mailto:wendy.scarlett51@gmail.com)

**Completed Applications are to be submitted for consideration by the District Rotary Friendship Committee by **Sunday 31<sup>st</sup> March 2019**.**

Do you have old stamps that you could donate? If you do you can give them to one of our members and we can contribute towards 'Stamping Out Trachoma'. Any stamps that are undamaged or written on will be greatly appreciated.

**Stamp Out Trachoma**

Collect used stamps from your Work, Schools, Universities, Hospitals, Medical Clinics, and Council Offices ..... and remember your neighbours.

Rotary Districts of Australia | EndTrachoma by 2020  
Building Healthy Communities

**Raised so far: \$15,000+**

Remember every stamp helps!

Please send your used stamps to:  
**Rotarian Carrol Farmer**  
Apt. 423/1286 High St, Malvern. Vic. 3144  
email: [ericfarmer@bigpond.com](mailto:ericfarmer@bigpond.com) Phone: 03 9500 0140



## Upcoming Events

| March  | April | May   | June                                 |
|--|-------|---|--------------------------------------|
| 29 <sup>th</sup> – 31 <sup>st</sup> : District Conference, Lismore |       | 19 <sup>th</sup> : District Assembly, Warwick | 22 <sup>nd</sup> : Changeover Dinner |



| Birthdays               | Wedding Anniversary |
|-------------------------|---------------------|
| 12 Mar Jon Krause       |                     |
| 22 Mar John Braithwaite |                     |
| 27 Mar Scott Buchholz   |                     |
| 28 Mar Andrew Kay       |                     |

## Meeting Program and Duty Roster: Mar/April

| DUTY ROSTER                  | Wed 20 January '19<br>Dinner Meeting | Wed 27 January '19<br>No Meeting | Wed 06 April '19<br>Business Meeting     | Wed 13 February '19<br>Dinner Meeting |
|------------------------------|--------------------------------------|----------------------------------|--|---------------------------------------|
| Duty Officer                 | Aleeta Wozencroft                    |                                  | N/A                                      | TBA                                   |
| Chairman/ Rotary Reflections | Andrew Kay                           |                                  | President Andrew                         |                                       |
| Meeting Venue & Time         | Jill & Brian Surawski's place.       |                                  | Harrisville State School<br>6.50 for 7pm |                                       |
| Program and/or Guest Speaker | Social Evening                       |                                  |  |                                       |

### MEMBERS NOTICE:

1. To ensure a punctual 7.00 pm start, members are requested to arrive no later than 6.45pm.
2. When you have duties on the Roster and are not available, could you please arrange for someone else to fill in, and advise Secretary Aleeta of the change (Mob 0433 822 036)
3. Members please note: RSVP is important, if you don't RSVP there will be no meal for you – meals are only ordered if you advise you are attending.