

Useful Phrases to shape the R100 Centenary campaign message

Rotary's Centenary is a time of celebration! It is our turn to be part of history. A history of making a difference in so many ways for so long. We have done good in the world. We deserve some time in fellowship to reflect on what has been done and what we can do next.

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While we celebrate the past we also are creating the future. There is so much more that needs to be done.

- One in 16 children die in 9 Pacific nations before the age of 5; for our centenary, we are going to stop that.
 - Australia is the world's last developed country where this infectious eye disease still persists; elimination of Trachoma is our centenary goal
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The Countdown has begun. Time is ticking by. We only get one shot at this centenary. "What is Your Centenary project?"

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It's a special time. Rotary in Australia and NZ celebrates the First 100 years of Service in 2021. In 1921, four Rotary Clubs were created in Melbourne, Auckland, Wellington and Sydney. From there, Rotary and Rotaract clubs were created everywhere across Australia and NZ. We all share a centenary in 2021. **We can come together and create a common legacy.** Think about the impact we can make!

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Make your mark on history! A special anniversary deserves a special celebration. A time to reflect on our impact. A time for fellowship. A time to regenerate. This is so important – **we will not have another chance in our lifetime!**

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Rotarians Think Big. Taking on nation building projects. Tackling community issues. Accelerating health problems for the disadvantaged. Expanding the horizons of young people. Creating vocational excellence. Helping local communities enjoy local fellowship. You name it, we have done it! Let's build something bigger for the next century.

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It's the time to discover what is the best way to mark the occasion! And create a legacy that propels Rotary into the next century of service. Regeneration!

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Regeneration! Let us celebrate the past and create the future with new projects that

1. Address a real community need
 2. Energise members
 3. Provide a magnet for new members
 4. Find new partners
 5. Raise our profile
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The Countdown has begun

Rotary marks 100 years of Australian & NZ community service in 2021. We have a proud history to celebrate. And it is a time to launch special new projects, energise new action, attract new members and leverage with community partners in something special.

What is Your Centenary Project?

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Thinking Big for our Centenary

In 2021, Rotary celebrates 100 years of community service in Australia and NZ. Transforming lives for 100 years..... and still counting.

Our centenary campaign is underway. Raising awareness, engaging Rotarians in joint activities plus creating a call to action – What is Your Centenary Project? What will your club undertake? Can your cluster create scale with a joint effort? Does your District have a Big Hairy Audacious Goal?

This is so important at this special time. How big will our legacy be for the next century?

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Your efforts can help Rotary get ready for a new century.

A centenary of service is a special celebration. And a special effort is warranted to create **new legacy projects** that will propel us into the next century of community service.

We can **energise members** with ground breaking new projects by simply asking the question “What is Your Centenary Project?”.

We can provide a **magnet for new members** by simply asking the question “Do you want to become part of history?”.

We can **find new partners** by simply asking the question “Can we do something special for you in our centenary year?”.

We can **raise our profile** by simply asking media outlets “Do you want to know what we have been doing for the past 100 years? And what new stories we have to tell?”.

It’s that easy! A few simple questions can transform Rotary for the next century of service.

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Rotary has done good in the first 100 years. What legacy can we create for the next century of community service?

Will it be Connecting people? Teaching? Healing? Caring?

Because of Rotary, communities thrive, children play, parents smile and the world shines.

What is Your Centenary project to create a new legacy?

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End Trachoma: Australia is the world's last developed country where this infectious eye disease still persists. It exists in communities where there is overcrowding, poor hygiene and sanitation.

We work with affected and at-risk communities to support improved facial cleanliness and environmental improvements.

How we help. Many different and simple way. We have

- Provided mirrors, an important Tool for self-pride and self-care, to over 1,300 remote homes;
- Funded pilot programs for hygiene in schools, water saving taps and portable washing machines;
- Supported the innovation and development of important water infrastructure suitable for remote communities.
- Designed a mobile face washing station to be used by indigenous children in remote communities. The face-washing stations are mounted on a trailer that are deployed in Indigenous Communities in Central Australia.

Will this be Your Centenary Legacy Project?

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Rotary Give Every Child a Future: In parts of the Pacific, nearly 1 in 16 children die before their 5th birthday. We're going to stop that!

Rotarians in Australia and NZ along in collaboration with UNICEF have a bold ambition: to immunise 100,000 of the most disadvantaged children across the Pacific in 4 years.

Across 9 Pacific nations, we will help introduce 3 lifesaving vaccinations to prevent diseases like cervical cancer, severe diarrhoea, pneumonia, blood infection and meningitis.

Rotary's support will also help sustain the local health system for the sustainable delivery of vaccinations so that future generations will continue to benefit in the long term. A truly inspiring Rotary legacy.

Will this be Your Centenary Legacy Project?