

**Annual Report
Of the
Rotary Club of Encounter Bay
2024/2025**



Rotary District 9510



President's Report – Peter Francis

At the start of this Rotary Year I was asked what I hoped for in the months ahead and my rather trite reply was that we have fun. Of course there was a more serious side to Rotary activities so when asked some months later by local journalist Michael Simmons who has provided excellent press coverage for our club, to sum up in a few words what Rotary meant to me it was **“Rotary is doing good things with good people”**. The Rotary Club of Encounter Bay has again, like Rotary Clubs everywhere, continued to do good things.



The reports of the various Board Directors detail the good things that the Rotary Club of Encounter Bay has chalked up this Rotary Year and the quite substantial donations we have been able to make to many organisations both local and international. It is with pride in our club that I highlight a few as follows:

We have managed or assisted with **hands-on activities** that include:

- Organizing, funding and running a free Family Fun day for disadvantaged families at Urimbirra Wildlife Park.
- Mentoring year 11 students at Victor Harbor High School with their Activating Identities & Futures (AIF) Showcase.
- Again helping to organize and run the Wally Bradley Quiz Night with the Fleurieu Community Foundation for the 13th year. (Thank you Rotarian Ken Carter and Past President Stuart Ellis).
- Tree planting with Bio-Diversity Victor Harbor.
- Painting the large newly lined youth drop-in facility at the Encounter Community Centre.
- Assisting the RC of Yankalilla at their major fund raising activity at the Shannon's Yankalilla Classic Motor Show.

In conjunction with other local Rotary clubs for the 12th year, under the leadership of Rotarian Bob McFarland we have delivered the Rotary Youth Driver Awareness programme. Thanks to the generosity of Bendigo Community Bank we will continue to run the programme with our daughter club, Goolwa and the Rotary Club of Yankalilla in the next Rotary Year. The \$5,000 grant from the bank will also enable us to re-allocate funds to the benefit of other deserving groups and projects.

Locally we have also made donations to:

- Bio-Diversity Victor Harbor to aid in establishing a significant website and data-base.
- Hay for Fleurieu Farmers.
- Southern Community Transport Scheme
- Prostate Cancer Foundation
- Goolwa & Victor Harbor Sea Rescue Squadron
- Smaller grants, totalling c. \$12,000 to small local groups. (Please see the Community Director's Report).

Internationally I am pleased that we have been able to provide funds to:

- New Life Africa International School in Kenya, which in conjunction with the Virgin family has been an on-going programme of this club for nearly two decades
- New Dawn Rotary Ukraine Crisis Project, for humanitarian relief.
- Shelterbox
- Rotary's "End Polio Now" programme.
- The Rotary Foundation

These substantial donations have been made possible through the dedicated work of our Market Director, Cheryl Fleming and the market team. Managing and staffing the **Rotary Goolwa & Port Elliot Markets** is our prime source of income. The markets gross in the vicinity of \$70,000 pa. This income underpins our capacity for good.

Turning Inwards –

Membership

I am pleased to report that we have added to our membership. It has been a pleasure to welcome our youngest members, Valerie and Vincent Kok. Rob Mulhern, although new to Rotary, brings a wealth of experience and service via many community organizations to our ranks. In addition after many years travelling and domiciled in Queensland Past President Gill Houlihan as well as returning will next year be our President Elect.

Meeting Programmes

These have been interesting, varied, entertaining and informative with a range of activities thanks to Sue Dixon. For example, we also departed from our tradition of not having a meeting prior to a public holiday, which resulted in a very well attended and moving meeting on the eve of ANZAC with several members providing memorabilia and personal family stories.

Sergeant Bob McFarland has led an entertaining segment of our meetings although he seems to have ignored most elements of the Rotary's Four Way Test.

Conversations with Ken (Carter) where he interviewed one of our members has also been well received while the appearance of his alter ego, Bert Flush- Bucket has amused us all when he graces us with his occasional presence.

Weekly Meeting Reports, consistently produced by Madeleine Jenkins have helped to keep us connected.

Thanks to the Board

Both the club and I personally have benefited from having a diligent, engaged and productive board. I am appreciative of their efforts, advice and support. Reference to their reports in other sections of this document are testimony to what each has achieved by virtue of their office and/or with the support of their committees.

Thank you to:

- Vice-President and President Elect.....Sue Morisset
- Immediate Past PresidentStuart Ellis
- SecretaryMarilyn Shaw
- Treasurer.....Phil Beckett
- Membership.....Peter Manuel
- Community Service.....Mary-anne Woodman
- MarketsCherilyn Fleming
- Youth Service.....Colin Francis
- Club Service.....Sue Morisset
- International.....David Virgin

With respect to organizing the Change-over Dinner I particularly thank Secretary Marilyn Shaw and President Elect Sue Morisset. Their efforts are most appreciated.

Finally: I wish 2025-26 President Sue Morisset and her Board the very best for the year. Given the individuals comprising that group I am confident that it will be a good one.

Peter Francis



Peter at his induction as club President in June 2024.



Welcoming Sabine De Courcey as a member of the Friends of Rotary Group.

Director of Club Service – Sue Morisset

Club Service Committee members have continued to excel in their roles to support the day-to-day activities and operations of the Club, quietly and effectively fulfilling the responsibilities of their individual roles.

Brenton Abbott and Des Schirmer kept track of attendances and apologies and effectively liaised with the hotel regarding meeting numbers, sometimes needing to be mind-readers!



Our weekly newsletter written by Madeleine Jenkins updated absent members on meeting outcomes and ensured information around future activities and meetings was front and centre in all our minds.

Our program for the year was varied, entertaining and informative with everything from Bagpipes to Advanced Care Directives, students speaking on their experience on the One and All to club members speaking on their travels. A big job! Thank you, Sue Dixon.

Articles in the local newspapers extolling the activities of our Club were a regular feature thanks to Ken Carter and his unique and entertaining approach to his media PR and communications on the club's behalf.

Our sincere thanks to Mike Kelly for his ongoing commitment to the position of Public Officer for the Club. We are most grateful to him for continuing to fulfill this role for us.

And our Sergeant – Bob McFarland has very ably extracted money from the members, especially President Peter Francis, whilst at the same time keeping each meeting running smoothly and on time.

Peter Manuel has willingly continued to lead our website team, ably supported by John Haynes. Thank you to you both.



Sue with special guest speakers, Helen Hild and Mike Dixon from Dementia Directions.

Bob Oliver – thank you for continuing to be our liaison with Rotary Foundation and for sharing your knowledge and information. Our 200 Club. A club staple and one enjoyed by everyone. Many thanks to Barry Pryor for running this for us. It's more work than anyone realises!

Our risk management was overseen by Alan Mullins once again this year. We are delighted that no incidents occurred thanks to Alan's input and expertise in the planning process for our markets and other events.

And finally, to Des Schirmer for also being our Property/Equipment Officer for the last few years. Des is choosing to step down and hand over this responsibility in 2025/26. A big thank you for your work and

commitment in this area.

My sincere thanks to each and every committee member for their professionalism and hard work over the past 12 months.

Sue Morisset

Director, Community Service – Mary-anne Woodman



Rotarian Bob Hall (left) and President Peter Francis with the Southern Communities Transport Scheme co-ordinator Laura.

In 2024/2025 we continued our funding towards the “Bob Hall” vehicle lease for Southern Communities Transport Scheme (SCOTS) in the form of \$8,000. This vehicle is driven by SCOTS volunteers providing transport to and from essential medical and social appointments, locally and to the metro Adelaide area.

We donated \$2,159.30 to Biodiversity Victor Harbor for the establishment of the Biodiversity website. Biodiversity Victor Harbor is a not-for-profit group founded by the local community of the Southern Fleurieu.

Once again Rotary Club of Encounter Bay (RCEB) rotarian volunteers assisted in the Rotary Club of Victor Harbor's Christmas Pageant. Members assisted with advertising the Victor Harbor pageant at the markets and on facebook as well as marshalling on the day and driving the “Frosty” float.



Our Community Grants program for April 2025 awarded \$11,372 to various local community organisations..

Successful community groups were:

- Victor Harbor Church of Christ Potters Clay \$622 - Make Joyful noise program
- Kustomize Your Support \$750 - Kutomize Hub Opening
- Coorong Quays Boat Shed \$800 – Electrical Equipment
- Goolwa Community Association Inc \$1,000 – 2025 New Years Eve Celebrations at Goolwa Wharf
- Port Elliot Town & Foreshore Improvement \$1,000 – Historical Plaques around Port Elliot
- South Coast Suicide Prevention Team \$1,200 – Wellbeing In Nature Sessions
- Art @ Goolwa \$1,500 – 3 Feather flags and 3 A frames
- Three Angels Messages Ministry Incorporated \$1,500 – Outdoor Food Shelter
- Waitpinga Progress Society \$1,500 – Maintenance and Refurbishment of Waitpinga Old School Building
- Encounter Community Centre Inc \$1,500 – Refurbishment of Encounter Community Youth Drop In Centre

Again in March 2025, we were able to hold a Family Day Out at Urimbirra Wildlife Park in conjunction with Fleurieu Families.

We have also donated to Royal Flying Doctors, Fibrodysplasia Ossificans Progressiva (FOP), Horseshoebay Hub and Prostate Cancer over the 2024/2025 period.

I wish to thank all Rotary Club of Encounter Bay (RCEB) members for their support over the 2024/2025 period. I particularly want to thank the Community Services Committee - Alan Mullins, Barry Pryor, Jeanette Rich, Valarie and Vincent Kok for their wealth of knowledge, commitment, support and volunteering their valuable time.

I would like to mention that it would not be possible to give back to the community in the way of community grants, community donations or hold community events, if it wasn't for income provided by the Port Elliot Rotary Market and Goolwa Wharf Rotary Market. Also the endless time and effort provided by Cheryl Fleming (Market Director) and all the Rotary Club of Encounter Bay (RCEB) volunteers & Friends of Rotary, who volunteer their precious time to assist at the markets, sign placements, oversee the websites etc. for the markets. Thank you all for making it possible.

Mary-anne Woodman



Mary-anne with willing helpers at the highly successful picnic held at Urimbirra for disadvantaged local families.



Helping with painting the Encounter Community Centre's youth drop-in centre. Des Schirmer (centre) holding a roller that has been working hard.



Rotarian Ken Carter making formal presentation of donation from RCEB

Director, International Service -

David Virgin



NLAI. (New Life Africa International)

Once again with the support of the International fundraising night and NLAI Craft Group together providing \$3000, our club has matched this with a further \$4000 to provide funding assistance to purchase a very complex steam powered cooking facility to be included in the proposed new kitchen.

This facility when complete will provide breakfast and lunch for over 500 students daily.

The Kenyan designed boiler and attached cooking facility is hoping to eliminate the use of firewood and use environmentally friendly biofuels.

A project undertaken at the NLAI complex this year, but not involving our club, was to upgrade some underutilised buildings and provide a Crisis Centre for up to 25 young women from the slum area. These young women will be provided with accommodation and a basic kitchen for their use. This facility is aimed at providing a safe home while they complete further studies and investigate employment opportunities.

UKRAINE

Rotary International is supporting the urgent need for medical and educational facilities to be repaired or reinstated to allow students to continue their education during this very difficult time. Our clubs support towards this project was a one off donation of \$4000.

SHELTERBOX

ShelterBox and Rotary International have formed a collaboration to enhance the ability to respond quickly to disasters. This year we provided funds toward this partnership which last year supported 270,000 people and 54,000 families in 17 countries.

The main reasons for support are conflict and natural disasters such as flooding, drought and storms.

POLIO

With Polio cases being diagnosed in Palestine and Papua New Guinea this year, \$1000 was donated to the Rotary program to assist in eradicating Polio. These funds were matched by the Gates Foundation.

David Virgin



New Life Africa International School in Nakuru, Kenya.



David & Janice Virgin after giving a special presentation to members.

Director, Youth Service - Colin Francis

Thanks to the members of the Youth Committee, Bob McFarland, Madeline Jenkins, and Gill Houlihan for your help and input during the year. Also thanks to Marilyn Shaw for help in drafting letters.

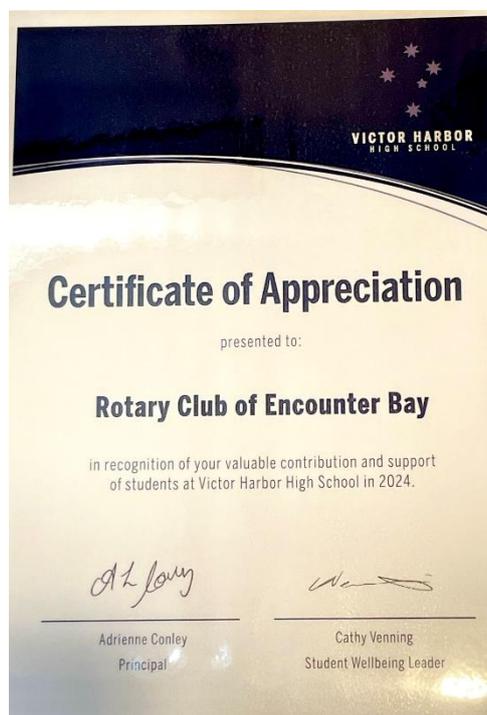


- Mani Radcliffe from Investigator College spoke to a meeting about his sailing on the "One and All". Mani received \$700 toward the cost of the trip from Rotary Club of Encounter Bay.
- RYDA (Rotary Youth Driver Awareness) event for local schools occurred in September 2024. Thanks to Bob McFarlane for organising this activity.
- Victor Harbor High School 2024 Presentation Event-Student Awards.
\$300 cheques awarded in each of the following categories;
 - Academic Achievement – Senior School Student (Years 10-12)
 - Academic Achievement – Middle School Student (Years 8 and 9)
 - Year 12 Dux
 - Tailored Learning (FLO) Student of the Year
- Letters were sent to relevant schools/organisations who engage with youth, advising of the Rotary Youth programs that are available.
- Numerous members of the Rotary Club of Encounter Bay volunteered to help Victor Harbor High School students. They were presenting their work on the Activating and Identities and Futures (AIF) showcase in a morning session at the school.

Colin Francis



Colin presenting Victor Harbor High Middle School Academic Award to Bianca Parades.



Director, Membership – Peter Manuel



We tried several strategies to build our membership during the year.

Our first effort to develop **corporate membership** proved non-productive, as did the “You are the Missing Piece” **membership poster** in 30 shops. Stuart Ellis organised a **recruitment A-frame** for use at the markets, and while it created some discussion it wasn’t the catalyst we hoped.

However, there is some good news. We gained members from the time honoured “**word of mouth**” approaches, and we welcomed husband and wife team Vincent Kok (Health Support) and Valerie Kok (Aged Care), as well as Rob Mulhern (dairy). We have also done well in maintaining a high level of attendance at meetings and in attendance at markets and in participation in RCEB events – a direct outcome of an interesting program and camaraderie amongst members.

Peter Manuel

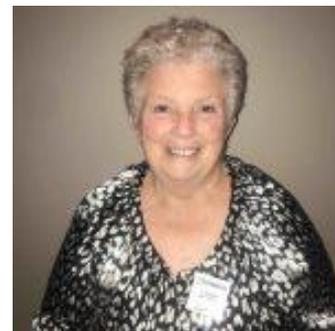


Peter with the club’s ‘newest’ member, Rob Mulhern.



Director of Markets – Cherilyn Fleming

In 2024-2025 the Port Elliot and Goolwa Wharf Markets again proved to be very successful both in terms of income and community assistance for the Fleurieu and wider regions. These markets have been organised by the Rotary Club of Encounter Bay for over 10 years.



All Rotary Club of Encounter Bay members support the markets. Market Volunteers manage the markets and are rostered on to ensure the smooth running at each venue. The Club has an excellent group of stall holders who attend the markets and support each other in a myriad of ways. Lakala Reserve, Port Elliot and Jaralde Park, Goolwa are ideal locations for markets in the Alexandrina Council area. There are >40 sites in Port Elliot and >80 sites in Goolwa.

There was a total of 47 markets (28 in Goolwa and 19 in Port Elliot). 2 Port Elliot Markets were cancelled due to weather events. This year additional markets were not offered as the “Tour Down Under” finished in Victor Harbor, Easter fell on our normal weekend and the bi-annual Wooden Boat Festival in Goolwa was held on the 4th weekend in April. Markets were offered every weekend in the busy holiday months of December and January.

The gross amount raised for the 24-25 year is a little over \$70,000. Once again, the Rotary Club of Encounter Bay, will be able to help many groups and organisations, financially and with in-kind activities.

Club members have focussed on continuous improvement this year through, for example:

- Attending meetings of the Alexandrina Council, Business Hub, Goolwa Wharf Operators Group to liaise and share information.
- The placing of 6 signs around Port Elliot on market days. And, the placing of a sign on a corner at Jaralde Park, Goolwa indicating that there is a Rotary market on the following Sunday.
- The Club’s social media is also a focus with the aim to reach as many locals and tourists as possible (please see the following section of this report supplied by members Phil de Courcey and John Haynes).
- Local community groups have used the markets, at no charge, to promote their organisations and to raise funds. They have included, among others, the Port Elliot CFS, the RFDS Fleurieu Group, Neighbourhood Watch, Goolwa SLSC and Armfield Slip.
- An amount over \$12,000 in grants has recently been awarded to Community Groups in the Fleurieu region. A focus this year has been on groups in the Alexandrina Council area.

Market Report – digital marketing channels

Phil de Courcey and John Haynes

Google

We have two Business profiles, PE Rotary Market (google search Port Elliot Rotary Market) 101 review 4 stars, including... “Fab little market...really friendly vibe...beautiful location. 5 Stars”, and Goolwa Wharf Rotary Market, 451 Reviews 4.1/2 stars. Both listings have been updated and assist in promoting our markets, both locally and with visitors from outside the region.

Facebook

Port Elliot Rotary Market boasts a following of 2,500 on Facebook, with a weekly reach of approximately 200 people. Meanwhile, Goolwa Wharf Rotary Market has a more substantial Facebook presence with 7,700 followers and a weekly reach of about 450 people. These figures surge significantly during peak tourism periods, often more than doubling.

Australian Tourism Data Warehouse (ATDW) a national online resource connecting tourism operators with relevant organisations, such as the state government, councils, and town information centres. We have two profiles listed "Goolwa Wharf Rotary Market" and "Port Elliot Rotary Market". Both profiles have been updated and are available to organisations such as SA tourism, fleurieu.com.au, Alexandrina and Victor Harbor councils now have access to these updated profiles.

Website development

Acknowledging the importance of these markets as major tourism attractions and regional drawcards, two new websites are currently under development. Scheduled to launch by the beginning of the new financial year, portellirotarymarket.com.au and goolwawharfrotarymarket.com.au will serve as digital brochure platforms. These sites are designed to enhance the visibility and reputation of the markets, attract more visitors, and expand the variety and capacity of stallholders.

These sites will connect to and complement our main Rotary Encounter Bay website, where we can demonstrate and elaborate on how, when the revenues generated by the markets are leveraged by our volunteers, we increase the benefit and maximise the contribution to the community across the whole Southern Fleurieu Peninsula.

Thank you to all who are involved in the Rotary Club of Encounter Bay Markets in Port Elliot and Goolwa. Thank you to the Market Committee members, Phil Beckett, Shane Lutz, Bob Oliver and Phil de Courcey. A magnificent effort by all.

Cherilyn Fleming



Treasurer's Report - Phil Beckett

The major thrust of the past year has been a change in financial computer software and also the purchase of a dedicated Treasurer computer to assist with future handovers.

Under Cheryllyn Fleming's management the Goolwa & Port Elliot markets have continued to provide an increasing income which allows us to provide support to numerous local, national and International projects. Not yet included in the accounts is a major donation to the local Sea Rescue Squadron to replace radios and a donation to support Prostate Cancer research.

Bob McFarland has continued to run RYDA successfully and in the coming year the Board has decided (with the assistance of a grant of \$5000 from the Bendigo Bank) to assist the Goolwa club with its share of the costs.

The overall result for the year will show a profit which will allow us to continue support for Victor Harbor High School academic awards and any further Youth programs which arise.

Major donations for the year are outlined in the President's report and these have been well and truly covered by the market funds.

It has been a short but busy tenure for me in the position as I prepare to hand over to Vincent as my successor.



Phil Beckett