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# Rostrum Taking Action



## Fmn David Matters President, Australian Rostrum

### 2018 will be a fantastic year for Rostrum



#### From the President

2018 will be a fantastic year for Rostrum. We have some new clubs on the cards and re-invigorated old clubs.

Our Coaches are delivering great analyses and mentoring new members. New members continue to join Rostrum from many walks-of-life, cultures, professions and different age profiles.

It's pleasing to hear how successful your club has been in 2017 and what you plan for 2018. Drop the Editor an email and let him know what makes your club outstanding. Better still, post your comments with a picture on Facebook (Rostrum Public Speaking) and let the world know.

2018 is a year when we should focus on our Coaches and Critics, thank them for their contribution to our club and tell them how valuable their words are for our development as a speaker and chairman.

Further to valuing our Coaches, I ask those of you who are not yet coaches but feel you could make such a contribution to Rostrum, to ASK for training from your local training team.

I also urge you who are ready to coach, to study the Critics Resource Manual and other coaching resources on our website. We have many fabulous teachers in Rostrum. Are you a Coach already, who has sought out a refresher course or re-accreditation from your local Training Council? It is only by challenging ourselves to move to a higher plateau of performance, as coaches (and speakers), that we unlock the best we can be, via Rostrum.

Make that your New Year's Resolution.

Notice that I used the word "teachers".

That has always been the Rostrum mantra and will always be; Rostrum teaches people how they can develop their communication skills.

Some of that teaching comes from our great coaches, but most comes from practice and more practice. You're doing that at every Rostrum meeting and you are being rewarded for continuing a "practice" of personal development.

Your learning can be subtle at times but I strongly believe that development of speakers continues for years, through participation in your Club's program.

Rostrum holds to an educational ideal to help people learn to speak up and "defend freedom of speech in the community".

With the guidance of our coaches and mentors we have all promised, to the best of our ability, "not to be silent when we ought to speak."

That promise was written by Rostrum Founder Sidney Wicks in Manchester UK in 1923. In ill health, Sidney wrote his final letter to all Rostrum members, in June 1952, by saying, "Think of me as praying to be kept loyal to my Rostrum vow till the hour comes to pass into the eloquent silence of death. And so I plead with my comrades beneath the Southern Cross to renew with me this great vow. "

It's over to us to help preserve Sidney Wick's sacred Rostrum vow.

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**Rostrum holds to an educational ideal to help people learn to speak up and "defend freedom of speech in the community".**

## Who is a Freeman? - Fmn Bill Butterell (Rostrum NSW)

### Who is a Freeman?

The title "Freeman" can be bestowed on a Rostrum member by a Dais with the approval of the Australian Rostrum Council.

In NSW, nominations are submitted to the Council of Freemen who consider the nomination and make a recommendation to the NSW Dais.

Nominees must have contributed to Rostrum outside of their Club obligations, or to the cause of Freedom of Speech and the practice of effective public speaking.

*Freemanship assumes excellence, commitment and continuing involvement in Rostrum activities.*

It is a quaint and distinctive title and I have often mused about its origins. It originated from a title bestowed by Sidney Wicks the Founder of Rostrum in 1923 in Manchester, England.

**Wicks' object was to teach business men how to speak in public.**

Freemanship was originally conferred on persons conspicuous in services to the cause of Freedom of Speech and to the Art of Public Speaking. It was intended to apply to persons who may have had to resign from a Rostrum Club because of changed circumstances, like moving from one city to another.

It could emanate from the class structure in England where Rostrum began. A freeman was a yeoman which was a class below aristocracy and gentry.

A freeman was not a servant or bonded person, but one who could own land, bear arms and travel about. These business men would have been middle class people, who in earlier times were described as "Yeomen" or "Freemen".



**Fmn Bill Butterell**

*In the 21<sup>st</sup> century a Freeman of Rostrum joins the Council of Freemen, which elects its own Chairman and Secretary. The Council has no statutory powers but acts in an advisory capacity on nominations for Freemanship and Life Membership of Rostrum, and any other matters referred to it by Dais or Dais Executive.*

It is usual for Freemen to be actively involved in their own club, assist in projects like the Voice of Youth, act as visiting critic, and participate in the general development of Rostrum. Some Freemen are also members of the Dais and Dais Executive.

Whereas the Dais and Dais Executive represent the business and administrative arm of Rostrum, the Council of Freemen is the "heart and soul" of Rostrum.

*Its members are "rusted on" members committed to the ideals of Rostrum and its continued development.*

***Freemanship assumes excellence, commitment and continuing involvement in Rostrum activities.***

### Letter to Editor — Memories from first Voice of Youth National Final to be held in Adelaide, August 1983

I really enjoyed reading the September 2017 national Rostrum newsletter, it was particularly special.

The photos of Patricia Daly brought back wonderful memories of the first Voice of Youth National Final held in Adelaide in August 1983. That's when I first met Pat and her husband Patrick who were the Queensland coordinators.

The speaking part of the program occurred on the Friday with the Saturday a fun day touring around the Adelaide Hills. In the evening a party was organised at the hotel with contestants and organisers providing most of the entertainment. "... there were numerous items, including a mock debate, a sketch, piano pieces, a monologue and group singing with uncoordinated movements" (quote from the National Organiser Stan Ralph's report). I can vividly remember Malcolm and Linley Grant from Tasmania and David Price from WA leading the group in games from Scouts or who knows where!!

Thanks for the memories of our Rostrum Voice of Youth.

**Fmn Gabriela Proc**

**Club 22 Membership Manager;**

**SA /NT Rostrum Inc (Past ARC Rostrum President, developed the first national RVOY Handbook)**



### Rostrum Voice of Youth 2018

**Meg Olsson—RVOY National Coordinator — [voy@rostrum.com.au](mailto:voy@rostrum.com.au)**

**National RVOY Final—Perth WA on 28th July 2018**



## Rostrum Zone Presidents 2018 — together, finding Rostrum’s voice

**WA Fmn. Sue Hart**

**Vice-President**

Australian Rostrum Council Annual Convention is in Perth WA (27th to 29th July 2018) also Rostrum WA’s 70th Anniversary.



**SA / NT Fmn. Rod Ellis**



**Victoria Spr. Nic Tunbridge**



**NSW Fmn. Edwin Chadbourne**



**ACT Spr. Phil Beeley**



**Queensland Spr. Doug Bates**



**Tasmania Fmn. Rod Fraser**



**Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope.**

Robert Kennedy

## Australian Rostrum Conference (ARC) —Perth WA

**27th, 28th 29th July 2018**

Rostrum WA is very much looking forward to hosting the Australian Rostrum Council conference in July 2018, on Friday 27<sup>th</sup> and Sunday 28<sup>th</sup>. As well as the Annual General Meeting of the ARC, and another session devoted to ARC business, there will be several sessions that are open to all Rostrum members. We will be having a dynamic speaker to inspire us all, and a session on how best to promote Rostrum into the future. Saturday afternoon will be devoted to the Rostrum Voice of Youth finals.

On the Saturday evening we will all enjoy socializing together at a gala dinner at Lake Karrinyup Country Club. As well as welcoming ARC members and Voice of Youth contestants, Rostrum WA is celebrating its 70<sup>th</sup> anniversary. The focus of the evening will be fun, friendship and looking forward.

## Ideas on Rostrum Marketing — David Wajchman

President of Rostrum Carnegie Club 68, Victoria

We are seeking your ideas on how to improve marketing in Rostrum.

**Newly elected Carnegie Club 68 Rostrum President David responded to the last issue with some good ideas** on improving marketing of Rostrum; from writing articles and posting videos to using social media. Can you expand on these ideas?

**Here's what David had to say:**

**Internet Marketing** is all the rage these days and is the cheapest, quickest and probably easiest way to access a large and wide audience. Below are some ideas I've stolen from what I've seen other people do successfully. Perhaps you're already using some of these?

### Email Marketing Campaigns

Have you ever subscribed to an email list for a product or service you're interested in? After you sign up, you'll typically receive 5 to 10 emails giving tips, advice or skills on your area of interest. These emails are not written every time someone signs up, the whole system is automated. *Why not write 7 weird techniques to crush your fear of speaking and release one tip a week using an automated email marketing campaign?*

### Short Courses for Business and Community

We have the skills and knowledge to teach people essential skills for improving your presentations. Businesses want to train their staff on those exact skills and are even willing to pay for the privilege. Put the two parts together and you have a six week speaking course. This is where people get a taste for Rostrum and may decide to join as members at the conclusion of the course.

### Articles and Essays

Anyone can be a blogger these days, and with sites like LinkedIn, Facebook and Medium, your articles and essays can go viral, spreading around the world with the click of a button. Articles with off-the-wall titles such as "3 things I learned by failing at public speaking ... which got me a promotion" can grab attention and teach valuable lessons.



David Wajchman

Or why not transcribe your speech and post that?

### Videos, videos, videos

These could be interviews or testimonials such as "I used to be this bad and now I'm this good thanks to doing this at a Rostrum club". Or had a great speech? Why not post that.

These could be just for Rostrum members in the Facebook group, or for the wider audience on YouTube or LinkedIn. Before you know it we'll have our own repository of Rostrum's best speeches and who knows, maybe it will challenge TED Talks.

**All these ideas do take work but the pay offs in Rostrum exposure can grow exponentially.**

Not to mention the skills you gain by creating content.

My best wishes to all in Rostrum as we seek new members.

David Wajchman

Rostrum Carnegie Club 68, Rostrum Victoria

## Rostrum Webmasters across the Zones

## Fmn Jenny Blain — Webmaster

**Rostrum members often ask, do we have Facebook, Twitter, a Linked in page, YouTube etc.** We have. Some clubs have their own Facebook pages. Rostrum has a national Facebook page.

What we don't have is Rostrum members who will interact with these social media to promote our organisation. So..... if you have an active social media account or have family members who are comfortable with social media, please like or get others to like and share our posts.

**Let's try Facebook for a starter.** We have 329 people who follow our Facebook page at the moment. Many are not Rostrum members. They see what we are doing and sometimes share it with their friends. This increases our online credibility.

**We have over 1000 Rostrum members across Australia.** If each person added one more follower to our Facebook page - family, friends, yourself, we would get valuable online status points. *Can you help out our Rostrum marketing team?* Like the Rostrum Australia Facebook page [www.facebook.com/rostrumaustralia/](http://www.facebook.com/rostrumaustralia/) or recommend it to your friends and family. **Let's see how many people we can have following the page by the next magazine issue.**



Contact your Rostrum webmasters with ideas, suggestions or issues using your Rostrum Zone email [xxxwebmaster@rostrum.com.au](mailto:xxxwebmaster@rostrum.com.au) where xxx is replaced with your Zone/State code (e.g. VIC, NSW, SA, ACT, WA, Qld, Tas)

## Letters to the Editor — “Becoming a Rostrum Ambassador”

Robert Bogner — SA Rostrum Club 11

### BECOMING A ROSTRUM AMBASSADOR

This letter has two inter-related objectives:

1. **To stimulate discussion** about how excellent ideas or practices reported in “Taking ACTION” and other Rostrum periodicals can be better taken up by Clubs and Members. Many of the ideas or practices should be of wide applicability at the Club and personal level for promoting Rostrum membership.
2. **To solicit ideas** on the most effective method to distribute the information in Rostrum periodical publications.

#### OBSERVATION 1:

30% of the members of at least one enthusiastic Club have to take special action to read Rostrum periodical publications - through non-availability of suitable hardware, or through software issues. One member has told me that the pattern of ignoring older members who do not have the latest facilities is insulting: “I felt disgusted and it made me feel that I was no longer a valued member of Rostrum. Inadequate in computer skills, but I am sure I have personal skills.”

#### POSSIBLE ACTION:

Establish a parallel, non-demanding, channel for distribution. For example, have a distribution in simple .pdf without pictures (to save file size), and a print edition available for distribution to those on a request list.

#### OBSERVATION 2:

A Club Secretary tells me that he is not aware of any method of distribution to such members other than by ad-hoc printing. I had believed that Secretaries could receive a limited number of print copies, but apparently that is not so. Secretaries should not be put in a position of having to establish printing services when printing could be done centrally.

#### POSSIBLE ACTION:

Make a print edition available for distribution via secretaries to those on a request list.

#### OBSERVATION 3:

It is very rarely that any mention is made in our Club of valuable ideas in the Rostrum periodicals - I think I am the only one who has made such mentions. What happens is that usually there is an announcement of the distribution that has been made electronically, and it is left to members to make what they will of it and we never do anything more about the publication. It is very easy to set aside voluminous publications. Is the pattern similar in other Clubs?

#### POSSIBLE ACTION:

Take specific actions to ask Clubs to raise points of interest in a special programme item.

*Do a systematic survey.* Ask readers to tell what value they find in which articles, features, and pictures. A letter directed as correspondence to each Club should



Robert Bogner

result in a better response than an item in a routine newsletter.

As **Programme Director of our Club** I am planning to include more or less regular items to raise awareness of the modes and principles for members to be ambassadors of Rostrum.

Such items would include round robins, speeches, mock interviews, guest speakers from possible target institutions.

Let’s hear it for and against!

The trenchant quote "The single biggest problem in communication is the illusion that it has taken place." by George Bernard Shaw is a wonderful reminder of the need to ensure our communications are not only clear and honest, but also are efficient in getting the needed effect!

**Robert Bogner,**

**Member, SA Rostrum Club 11**

The single biggest problem in communication is the illusion that it has taken place.

by George Bernard Shaw

**Be who you are and say what you feel,  
because those who mind don't matter, and those who matter don't mind.**

**Bernard M. Baruch**

## Critic Accreditation Rostrum ACT

*Fmn Roger Lines, Secretary, ACT Zone Critics' Club*

The ACT runs a scheme to accredit Critics at Zone level. An Accredited Critic can represent Rostrum as adjudicator, coach, or critic at events outside Rostrum.

Accreditation requires Club election as a Critic over two years or more, satisfactory performance at an intensive Accreditation workshop, and qualifying activities.

A **Critic Accreditation Workshop** was held 12 November 2017, with 11 candidate Critics participating giving speeches, critiquing each other, and rating each others' critiques anonymously. In total there were 111 assessment sheets containing a total of 555 separate peer performance ratings. The anonymous peer ratings confirmed outstanding Critic performances among relatively new Rostrum members. Length of experience certainly isn't everything.

The experience was intense and exhausting for everyone in the room, but also challenging and stimulating. It was a very different way to spend a Sunday. The Accreditation process is guided by experienced Critics in the Zone, but the actual Accreditation per candidate is based on many anonymous peer assessments, not on the judgement of one or two experts.

Critics are not accredited on the basis of the Workshop alone. All have yet to complete qualifying activities and some have yet to serve enough time as Club Critics. Nearly all 11 at the Workshop have the potential to become accredited.

The program is run by the ACT Zone 'Critics' Club', which also runs formal training for Critics a few times each year. Demand for Critic Accreditation has been increasing. To 2016, the program was only available in even-numbered years. 2017 was the first time that the program had also been run in an odd-numbered year.

*Fmn Roger Lines, Secretary, ACT Zone Critics' Club and Rostrum ACT Zone President Phil Beeley.*



**Fmn Roger Lines**  
Secretary ACT Zone  
Critics' Club



**Phil Beeley,**  
President ACT Rostrum

**In total there were 111 assessment sheets containing a total of 555 separate peer performance ratings**



**Four members representing the Woden, Yass, and Phillip Rostrum Clubs in the ACT Zone**

**The ACT Critic Accreditation process is guided by experienced Critics in the Zone, but the actual Accreditation per candidate is based on many anonymous peer assessments.**

Rostrum in Australia since  
21 July, 1930



## Australian Rostrum

National President	president@rostrum.com.au
National Secretary	secretary@rostrum.com.au
National Treasurer	treasurer@rostrum.com.au

[www.rostrum.com.au](http://www.rostrum.com.au)

## Themes for 2018

Rostrum seeks your ideas  
on marketing and  
promotion.

## Which marketing technique inspired you most?

Contact the Newsletter Editor  
[newsletter@rostrum.com.au](mailto:newsletter@rostrum.com.au)

## Australian Rostrum Council (ARC) - 2017

ARC meets once a year face to face and each two months over the internet.

**President** Fmn. David Matters NSW

**Secretary** Fmn. Ross Hayes

**Treasurer** Fmn. Greg McKay

**Webmaster** Fmn. Jenny Blain Vic

**Rostrum Voice of Youth**

**Coordinator** Spr. Meg Olsson

**National Publications**

**Officer** Fmn. Robert Bicknell Vic

**Marketing Director**

**Training Officer** Fmn. Murray Mason Vic.

**Public Officer** Fmn. Dennis Walsh SA

**Archives Officer** Fmn. David Matters NSW

**Australian Zone Presidents**

**ACT** Spr. Phil Beeley

**NSW** Fmn. Edwin Chadbourne

**Queensland** Spr. Doug Bates

**SA / NT** Fmn. Rod Ellis

**Tas.** Fmn. Rod Fraser

**Victoria** Fmn. John Blain

**WA** Fmn. Sue Hart

## Rostrum Taking ACTION Editor — Fmn Paul Halliday

*Thanks to all contributors and readers, its your national magazine. Am enthused by the opportunity for developing a relationship and friendship with Rostrum Members from other Zones. Rostrum Voice of Youth will again bring opportunity for Australian youth.*

**This February 2018 Edition** seeks to develop **open Rostrum conversation** on the roles of Rostrum Freeman, members and marketing.

Thanks to Fmn Bill Butterell of Rostrum NSW who starts a series of articles on 'who is a Freeman'. Perhaps **all Rostrum Freeman** will have enthusiasm for **sharing their ideas** in their magazine.

Thanks also to David Wajchman and Robert Bogner who made time to respond on Rostrum Marketing. *Which marketing technique inspired you most?* Fmn Jenny Blain, Rostrum Webmaster, has great ideas on our social media presence. Our Rostrum Zone webmasters are there to help your club. **ACT Rostrum Critic Training (p6)** builds on Rostrum WA Training Article in December 2017 Edition.

**In April 2018 Edition**, your contributions for articles on Freeman, Rostrum Voice of Youth, Marketing and Strategic Planning.

**Letters to the Editor** brings your ideas to all members so as to enhance Rostrum's growth.

The secret of change is to focus all of your energy, not on fighting the old, but on building the new. – Socrates

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**Deadline next Edition is 4th April 2018**

***Seeking your ideas on sharing Rostrum —reaching out to help people find their voice***

