



**Rostrum**  
Western Australia

# INFORMER

APRIL/MAY 2009 ISSUE 02/09

Official Publication of Rostrum Western Australia

## Critical Opportunities in Rostrum!

**Rostrum Critics/Tutors**  
**You've seen them in your Club.**  
**Wondered how they do it?**  
**Wondered if you could do it?**  
**You can!**

You don't need to be a great speaker to be a good Critic/Tutor. Just give us two days. We'll provide the techniques and tools you need.

And – guess what - being a Critic will help you develop as a speaker and you'll enjoy doing it.

All you need is the ability to:  
listen,  
assess a speaker's performance and  
give feedback in a way that helps members grow and develop their confidence.

It's challenging but highly rewarding and it develops you - the giver - as much as the recipient.

So, if you've thought of doing it, here's your opportunity.

The first Critics' Training course for 2009 is scheduled for:

Saturday 18th April & Saturday 9th May  
8.30am-4.15pm each day  
at CASM Centre, 36 Brisbane St, Perth

Just contact Rostrum Information Centre or email me at  
tonylightman@westnet.com.au

Also needed - speakers to participate during the day and particularly in the lunch time meeting exercises – lunch provided – delivering a speech, Pertinent Question or reading aloud. Please call me if you're available.

Tony Lightman  
Director of Training  
mob: 0433 702 410  
email [tonylightman@westnet.com.au](mailto:tonylightman@westnet.com.au)

## Diary of Events April/May/June '09

### SPEAKING UP AND SPEAKING OUT: A SHORT COURSE IN COMMUNICATION SKILLS

7 APRIL/5 MAY/2 JUNE 2009

- Want to get off to a flying start with your Rostrum membership?
- Need a refresher?
- Want to introduce a friend or work colleague to presentation skills and a confidence boost?

Answering "Yes" to any of these will take you to Rostrum's Short Course – Speaking Up and Speaking Out

WHEN: Tuesday 7 Apr/5 May/2 Jun 2009

WHERE: Rostrum Information Centre

36 Brisbane Street, Perth WA 6000

TIME: 6.30PM – 9.30PM

COST: Members FREE,

Non-Members \*\$60

Refreshments: tea, coffee & biscuits are provided  
Also provided: fun, encouragement, things to think about, and notes to take away.

\*Place numbers are limited so booking is essential

If you're an 'old hand' please pass this information on to someone who can use it. \*Note: If you join a Rostrum Club within one month from the date of this course you will receive a \$50 credit off the joining fee.

### Rostrum DAIS Representatives Meeting

WHEN: Friday April 17th, 2009

TIME: 6.30pm for 7pm start, finish at 9.00pm

WHERE: Wembley Community Centre

40 Alexander Street, Wembley

Refreshments provided

### Critics Training

WHEN: Saturday 18 April and Saturday 9 May 2009

WHERE: Rostrum Information Centre

36 Brisbane Street, Perth WA 6000

TIME: 8.30am - 4.15pm (both days)

Registration is essential.

Contact the Rostrum Information Centre (see below) or email [tonylightman@westnet.com.au](mailto:tonylightman@westnet.com.au)

### ANZAC Day Breakfast Meeting

WHEN: Saturday 25th April

WHERE: Metro Hotel on Canning,

61 Canning Hwy, South Perth

TIME: 7.30am for a prompt start at 8.00am

See back page for more details!

### Tall Stories Competition

WHEN: Saturday 20th June 2009

WHERE: Metro Hotel on Canning,

61 Canning Hwy, South Perth

More details soon!

INFORMER EDITOR: Mat Lane

Articles and Queries to [rostruminformer@iinet.net.au](mailto:rostruminformer@iinet.net.au)  
or 0438 950 323

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# When the going gets tough, the tough get *marketing!*

Club 42 was inaugurated in 1986 and has operated in the City of Perth as a breakfast club since then. The club was successful initially and quickly grew in numbers and about fifteen years ago had over 40 members and there was talk in Dais about requiring the club to split into two clubs.

Over the years the number of members declined but remained in the mid-twenties for a long time then moved to the low twenties. While the slow decline was disappointing the club had sufficient members to operate an effective program and was aware that many voluntary organisations were facing similar decline.

However early in 2008 six or seven members resigned within a short period, all for valid reasons, and that left the club with thirteen members. The time had come for serious action.

There was some talk about the need to amalgamate with another club. The committee discussed the matter at length and proposed that the club first try to build its numbers back up. The club accepted the advice that a marketing approach would be

tried but if the number of members didn't reach 20 by Christmas 2008 then amalgamation would have to be seriously considered.

We held a marketing seminar over two meetings; on the first week we were addressed by the Managing Director of *Linc Integrated*, a marketing communications company about marketing a Rostrum Club and on the second week club members discussed the action Club 42 would take. A marketing segment was programmed into club meetings and each week one member spoke about what he or she had done to recruit new members. This kept marketing the club at the forefront. The club changed its name from Rostrum City Sunrise Club 42 to Rostrum City Breakfast Club 42 to better explain its nature. Work started on a website which was eventually launched in September 2008 and an electronic newsletter was established to be sent each six months to all past and current members. All members took the business of recruiting seriously and slowly numbers built up.

The magic number of 20 members was reached by December 2008 but at the same

time two members resigned at the end of the year. However the club felt that the only way to go was to continue to recruit members and so efforts in that direction continue in 2009. Our aim is to reach 25 members by the end of 2009.

We continue to work on and improve our website [www.rostrumcitywa.com.au](http://www.rostrumcitywa.com.au) and the electronic newsletter continues. Shortly we will send a public version of the newsletter to businesses in the City encouraging people to join our club and our weekly emphasis on individual club members recruiting new members continues.

Speaker Ken Evans  
Secretary  
Rostrum City Breakfast Club 42

*Well done Ken and Club 42! Some good ideas for other clubs to follow. As for the membership goal, my music teacher at high school often said "Aim high and you'll always hit something"... -Ed.*

## A Postcard from a Rostrum Traveller...



Does anyone recognise this "critically accredited\*" tourist, visiting her three sisters?

I'll give you some clues:

She has been a WA Speaker of the Year, Winner of the Tall Stories Competition and at the Autumn Convention...

Speaking of the Convention, she was also the Director of Special Events for a number of years and a longstanding member of Clubs 54 and 49.

Give up?

Its Lynne Ellis!

\* apologies for this poor attempt at Rostrum humour: "critically accredited" - because she was an "accredited critic" - well at least I laughed -Ed

*Hi All! We are travelling around Australia in a 34 foot mobile home. Have completed 21000 km and covered up to NT, and now in cold Tassie, I have been meeting other Rostrum members and having a ball. May be home in May and hope to catch up with members from active clubs.*

*I am so glad that Rostrum continues to prosper.*

*Regards, Lynne Ellis*

**"I went to a general store. They wouldn't let me buy anything specific."**

-Steven Wright

# Is it time to ARChive ARC?

**The Australian Rostrum Council (ARC) was established in 1938 after Rostrum had expanded from NSW into Victoria, Queensland and South Australia. Its composition is the presidents of each state plus a National President and National Secretary/Treasurer. Only the state presidents can vote and their voting strength is proportional to membership numbers. It is the executive committee of Australian Rostrum yet it appears to execute very little.**

For many years it offered policy, unity and as cohesive a front as possible in such a disparate organisation as Rostrum. Even in the recent past it was able to coordinate publications, establish (in 1980) and run the Sydney Wicks National speaking competition, and through a sub-committee known as National Training Council went close at one stage to establishing a national plan for maintaining standards in critic training. It also established a national newsletter known as the *'The Rostrum'* and, again through a subcommittee organises the National Final of the Voice of Youth.

Whilst not all of its activities were beneficial

at least we felt as though we belonged to a national organisation.

Alas I cannot say the same now and perhaps it is time to ask ARC to justify its existence and its levy. The only sign of a national organisation is arguably the archaically designed website with its out of date information and static format.

A few years ago, a somewhat misguided (in my opinion) national president gave money back to the states that had been allocated for its publication - with it went any hope of having a truly national organisation. Since then the ARC has abdicated its control and distribution of publications and has retired, it would appear, into silence. It raises its head once a year when state presidents gather for the ARC meeting which usually coincides with the National Voice of Youth final.

At the ARC meeting they discuss various ideas, none of which ever seem to come to fruition in any meaningful way. The sad part is that ARC has no power to enforce any policy so if a particular state doesn't like the idea it simply ignores it and ARC can do nothing about it.

According to its own definition (taken from the website) it is to:

1. provide a forum for the exchange of opinions and ideas related to the objectives of Rostrum;
2. Supervise the organisation of Rostrum events such as The Rostrum Voice of Youth at a national level
3. supply appropriate publications and training materials
4. promote the ideals and objectives of Rostrum.

To the ordinary Rostrum member there is no evidence it seems to me for the first claim; what other events other than the six yearly Sydney Wicks comes to mind for the second; the third responsibility is simply not true since it disbanded the publications over 18 months ago and; there is little if any evidence that it does anything (at least anything visible) about the fourth.

So, why do we pay a levy for our state presidents to gather, pontificate, and attend the Voice of Youth final? If ARC still has a meaningful role to play it needs to make itself visible and relevant.

Freeman Bill Smith

*Note: Freeman Bill Smith will be moving a motion at the next Dais Representatives meeting regarding levies paid to the ARC.*

## From the Ed's Head

Hellooo...???  
Is anyone out there?

I get the feeling sometimes that not much is happening in Rostrum clubs around WA, but I know that is not the case!

All around Rostrum I know there are special meetings occurring— for example, meetings who's number ends with two or even THREE zeros!

Fun meetings like Mock Weddings, "Backwards" Meetings, Speaking Competitions... Interesting meetings like tutorials and workshops.

I've even been to some of them, at my own club and at clubs where I am rostered critic.

But its been pretty lonely here as the Editor of this illustrious publication.

My job as Editor is to help us celebrate what makes Rostrum WA great and let members

know what happens outside of their own 1-2 hour meeting. There are a great many things that we simply don't hear about unless:

- We are actually involved in the event
- It has been advertised in the Rostrum E-News Update
- It has been reported in the Informer (my personal favourite)

Unfortunately I am only able to report on events in the Informer that members let me know about... Funny hey?

So if your club is celebrating something major (significant meeting number, anniversary etc), hosting or participating in an event (Debate between clubs, Novice Speaking Competitions, Marketing campaigns - letter drops etc, if you have an idea for a training article or even if you want to make a comment about improvements that can be made to the Informer - LET ME KNOW!

You can email me on [rostruminformer@inet.net.au](mailto:rostruminformer@inet.net.au), call me on 0438 950 323, or even post something care of

the Rostrum Information Centre: PO Box 8463, Perth Business Centre WA 6849.

Further ideas for articles - Club News, Letters to the Editor, Training Topics, Future Events, Report on Past Events, Speaking related quotes, Jokes - the possibilities are endless!

So go on, send me your story and share the Rostrum experience with those all over WA

Mat Lane  
Editor



An artist's impression of the Editor, Mat Lane

**"If it weren't for the last minute, nothing would get done."**

-Anon

# HOP IN



# ANZAC DAY 2009

**Breakfast Meeting  
Hosted by Club 15  
ANZAC DAY  
SATURDAY 25 APRIL 2009**

Now in its 14<sup>th</sup> year, this event is always conducted in the Anzac Spirit, with the meeting built around a central theme. This year we pay tribute to the SALVATION ARMY for their service in the field from the Boer War to current conflicts

**OUR GUEST SPEAKER IS  
MAJOR IAIN TRAINOR, DIVISIONAL COMMANDER OF THE  
SALVATION ARMY IN WESTERN AUSTRALIA**

***ANZAC DAY GREAT DEBATE FOR THE  
ROSTRUM ANZAC TROPHY***

This year, current champions Club 42 will try to make it three in a row as they defend the Trophy and their brave challengers will be the very lean, mean Grain Crushers of Club 19 on the Topic

**"The Recession is good for the Australian Defence Forces"**

**The venue for 2009 is  
The Metro Inn, 61 Canning Highway, South Perth  
7.30am for a prompt start at 8.00am  
Admission includes a full buffet style breakfast  
Lucky Door Prizes to be won  
all for the modest sum of \$30 per head.**

**Bookings are essential** for catering purposes so please bring your family, bring your friends, bring your neighbours but you must reserve your places by 21 April, 2009. Fill in and post the coupon below with your cheque/money order made payable to Rostrum Club 15 and advise by phone or e-mail to ensure your booking.

Enquiries to Alan Ham on 0418 937 533 or Derek Wyers on 0418 926 102



Name: ..... Club ... ..

Address: .....

Number of Tickets: .....

Return to:  
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