



ROSTRUM

INFORMER

May/June 2013

Newsletter of Rostrum Western Australia

www.rostrum.com.au/wa

Help, I need somebody!



Help, not just anybody. Won't you please, please help me?

I'll come back to that later but first my report for the last two months. Since my last report, life's been pretty busy. It started in mid-March with a visit to Club 5, the Lavan Legal Club in the City, as their guest critic.

Then to Club 2230 where they'd asked Freeman David Price to run a workshop on 'Word of Mouth' marketing. David did an excellent job and I'm planning to get him to repeat it in our own club, so that we can video it and make it available to all clubs.

Then a family interlude – Easter in Melbourne to celebrate my grandson's 10th birthday. Not such good weather as here but, hey, it's family.

In mid-April Joanne Turbett, President of Club 2230, ran her workshop on developing the right message to reach our target market, i.e. people in the workforce between late 20s and early 40s. Thank you to everyone who was involved and contributed ideas. The report is on page 2.

I visited Mandurah Speaking Club (Club 52) in April to present their \$500 marketing cheque, for which they were very grateful. They've started running their ads and also managed to get the photo of me with the President and a brief write up into the Coastal Times. Their advertising has already attracted at least two new members.

And, of course, the next day I had an early start for the ANZAC Day Breakfast and Great Debate run by Club 15. This really is a great morning and good for Rostrum. If you haven't been before, put it in your diary for next year. The story is on page 6.

Finally in mid-May I participated in the first day of the Critics Training Course being run by Wayne Passmore. It went well with seven trainee critics attending and I was very pleased with the standard they showed. Interestingly, we had one of our newer members and one of our longer term members (30+ years), who'd just retired. It just shows you're never too young or too old to learn new skills and contribute to Rostrum. Read about it on page 7.

As announced in the last *Informer*, we held the Dais Reps meeting on a different day (Thursday rather than the usual Friday) to enable more members to attend. Unfortunately it was also a rainy night and we only had about 12 attendees. We'll see how the next meeting goes.

Now back to the beginning: ***Help, I need somebody!***

Well, it shouldn't strictly be 'I', more 'we'. We, the Dais Board, are gearing to get Rostrum WA more 'out there' – more visible in the community. To do that we need to establish a clear message about what it is we do. We're starting the planning process for this later this month but, as we move it forward, we'll need your help!

What I'm looking for is members, preferably in our target age bracket, but not exclusively so, to assist Board members develop and implement ideas, so that everyone's doing a little, rather than a few doing the lot. I know everyone is busy but if we spread the tasks around it won't be so burdensome. The areas we'll be addressing are:

- Marketing – ideas, words, media. We have our ideas but we're looking for more, e.g. what is it that our target audience – late 20s to early 40s in the workforce – are looking for? Hence the request above for the lower age bracket! We've made a start on this with some great ideas from Jo's recent workshop but more are always welcome.
- Web presence – closely linked to the above. We need to get messages up there that draw people in, and this needs to occur at both the state level and club level. Kelly's doing a great job with the website but more helping hands would make the task easier. We've got the capability to personalise club pages but only a few clubs have done so. To assist, we're planning to run a workshop with practical 'hands on' instruction on how your club can update its own web page in the near future. Watch out for details!
- Social media – the way of the future, but an idea we haven't really addressed yet. Some clubs have Facebook pages but we really need to widen its use.

I know we have many talented people in Rostrum with skills that could really make a difference to our marketing effort. I beseech you to give a little more. So, if you have skills and/or would like to participate in any of these areas, I'd love to hear from you.

Freeman Tony Lightman, President, Rostrum WA

What's on in ...

JUNE

- 29 **Rostrum Voice of Youth Final**
12.30pm start
Churchlands Senior High School
20 Lucca St, Churchlands
details on page 6

JULY

- 8 **Closing date for Arthur Garvey Speaker of the Year entries**
- 9 **Speak up Speak out course**
6.00 to 9.00pm
Tom Dadour Centre
363 Bagot Rd, Subiaco
- 15 **Deadline for August *Informer***
- 18 **Dais Board meeting**
6.15pm
Shenton Park Community Centre
240 Onslow Rd, Shenton Park

AUGUST

- ☺ **Heats for Arthur Garvey Speaker of the Year held this month**
- 15 **Dais Board meeting**
6.15pm
details as for July
- *28 **Dais Reps Budget meeting**
6.30 for 7pm start
Joan Watters Centre
Alexander Road, Wembley
***NOTE Change of date/day**

Information and course registration:

Rostrum Information Centre
PO Box 5547
Canning Vale South
WA 6155
Phone 08 9463 6433
Fax 08 9455 1215
Email ric@rostrumwa.com.au

STOP PRESS

Thank you for your contributions to this issue.
As I will be 'out in the wilderness somewhere' when the next *Informer* is due, the Guest Editor for the July/August issue will be Rostrum WA President *****Freeman Tony Lightman*****
Please send copy to him at tonylightman@westnet.com.au by Monday 15 July.

Rose Fogliani (Editor)

Attracting a new generation

In two hours, a handful of members from four Rostrum WA speaking clubs generated more than 80 new marketing ideas aimed at attracting new members from our target audience – 20-40 year olds with ambition.

On Saturday 13 April, Jo Turbett (President, Northern Suburbs Club 2230) facilitated a workshop and, using the lateral thinking technique of 'Random Words' and the framework of different marketing channels, helped generate more than 80 different marketing ideas.

A rough evaluation of the ideas in terms of cost and impact was then conducted for each channel. The range and value of ideas that surfaced proved the success of the workshop.

To give you a taste here is a random selection of a few ideas:

Online

- Upload a video which can be evaluated by a coach.
- Upload testimonials and competition speeches to YouTube.

Print

- Advertise on the billboard at the corner of William and Wellington streets during January when people are making New Year resolutions.
- Advertise on buses, trains and at the airport using cartoon scenarios.

Word of mouth

- Invite a work colleague or friend to come along to a Rostrum meeting to give you support.
- Use work intranets to promote Rostrum.

The Dais Board now has the task of evaluating all the ideas, with input from the participants and others, and developing a rollout program to Rostrum WA Dais.

Watch this space ... there will be more!

If you're interested in helping in this area, please contact Jo jowanne@iinet.net.au, Tony tonylightman@westnet.com.au or Graham Graham.Minchin@cbh.com.au.

Thanks to Jo for volunteering to run this workshop and all the participants who gave up part of their Saturday morning to enrich Rostrum's fellowship and help it grow. These were:

- Joanne Turbett, President Northern Suburbs Club 2230 (facilitator)
- Freeman Tony Lightman, Rostrum WA President Cambridge Speaking Club (Club 34)
- Graham Minchin, Rostrum WA Marketing Director West Perth Club 19
- Kelly Brown, Rostrum WA Web Coordinator Northern Suburbs Club 2230
- Hayley Tatum, Foundation Club 1/2
- Luke Matthews, Northern Suburbs Club 2230
- Paul Turbett, Northern Suburbs Club 2230
- Cameron Price, Cambridge Speaking Club (Club 34)

Joanne Turbett and Kelly Brown, Club 2230

Southern Star Club 63 celebrates meeting number 200



The merry month of March held a special significance for Southern Star Club 63 as it marked achieving an important milestone for our club – our 200th meeting.

We couldn't let it pass without a special meeting and to that end we attended the Stirling Club on the 9th for an evening geared very much towards putting Rostrum on display to family members and friends and maybe reminding ourselves of just why we belong to such a great organisation.

The Stirling Club really did us proud in terms of food and service and the whole evening went off without a hitch. Our recently installed Club President, Speaker David Cronin, acted as MC and opened proceedings with a tremendous potted history of our club. He then set about making sure we all enjoyed ourselves by encouraging participation and generating a warm and welcoming atmosphere.

We were treated to such literary masterpieces as 'The Piddling Pup', written by IP Standing, a 'Laughter is the Best Medicine' segment that did indeed have us rolling in the aisles and some tall stories that tested the bounds of credibility. We concluded with a 'Call My Bluff' segment that once again had the audience reaching for their thinking caps and on this occasion the correct definition was supported by the majority.

At the conclusion of the meeting Speaker David thanked everyone for making it such a great success and we now look forward to our 300th meeting and beyond. Club 63 continues to thrive but is always open to new ideas and initiatives to move with the times.

Freeman Chris Walker, Club 63

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*"It's not how strongly you feel about your topic,  
 it's how strongly they feel about your topic  
 after you speak."*

Tom Salladay  
 ~~~~~

Marvella makes it three in a row for Foothills Club 11

The third annual South of the River Inter-Club Speaking Competition was held at the Gosnells Hotel on Wednesday 29 May, hosted by last year's winning club, Foothills Club 11.

The competition, for members of Rostrum clubs located south of the river who have been in the organisation for less than four years, is intended to give contestants the opportunity to present a six-minute competition speech in front of a larger audience than is possible at a normal club meeting. The contestants (one from each club) compete for the John Barton perpetual trophy. The late John Barton was a great Rostrum member, a Freeman of Rostrum and a stalwart of the Foothills Club. Chairman for the evening, Freeman Bill Smith, acknowledged the support that he and other senior members of the Club had received from John.



A three-course meal of soup, barramundi or steak, and Pavlova was served before the competition. The program also included a bright spot, Call My Bluff (exactly what *is* a mammothrept, anyway?), a PQ and five fabulous phrases to test everyone's listening skills.

Clare Loades (Club 50) spoke on the topic 'My Mother Said', telling the appreciative audience the story of her mother growing up in pre-war London and the emotional times of World War II, interspersed with her mother's words of wisdom.

Marvella Stan-Bishop (Club 11) spoke on the topic 'Shades of Grey'. In her humorous speech Marvella touched on 70s sex and the characters you meet at 'Sexpo', leaving us with the message of being happy with who we are.

It was a close competition. The adjudicators, Freeman Mike Connolly (Club 39), Speaker Wayne Passmore, Rostrum WA Director of Training (15) and Freeman Rick Staker, Rostrum WA Secretary (11) judged Marvella the winner.

Foothills Club 11 has now won this competition for the third consecutive year and will be the host club again next year. There were only two entrants this year, even though other eligible Rostrum clubs have attracted many new members in recent years. It would be beneficial to contestants and the competition alike to have more clubs participate in 2014.

Freeman Rick Staker, Club 11

Calling ALL Rostrum WA members.....

Every time a challenge like this comes up, you have two options.

You can pass it up (maybe next time) and live with the disappointment that maybe you missed a valuable experience, maybe you could have done better for yourself.

Or you can step up, stretch your skills, improve your standing as a speaker, and enjoy the exhilaration that you can only get when you have truly extended yourself.

The Arthur Garvey Speaker of the Year Competition is a multi-faceted experience. It gives you the opportunity to be creative, persuasive and thought-provoking. The 10 minute timeframe allows you to really delve into your topic.

You have the chance to speak to a wider audience, a larger audience, people who don't know you.

Openings like this are scarce in Rostrum and often are open to only limited numbers. But not the Arthur Garvey Speaker of the Year Competition. There is no limit to the number of members who can compete. Everyone is invited, and I hope everyone will respond.

We have some brilliant new speakers in Rostrum who will excite and enthral us, and we all look forward to that. We also have our 'very experienced speakers'. There's nothing in the rules that says you've been-there-done-that so you cannot do it again.

Speakers at all levels of experience are welcome and encouraged to enter the Arthur Garvey Speaker of the Year 2013. Read the following reflections on the benefits of entering from the top two speakers in 2012 and...DO IT!

The entry form is on the back page.

Freeman Karen Reid, Coordinator AGSOY 2013

Why enter the AGSOY?

At this time each year all Rostrum members are presented with the ultimate challenge – to enter the AGSOY.

Here are a few reasons why you should consider taking up this challenge in 2013. The AGSOY is open to all Rostrum members and throwing your cap in the ring doesn't necessarily mean you will make it to the finals, but the journey along the way is one of the best ways to raise the standard of your speaking.

During that journey you will research and write a complex speech, one that will entertain and enlighten the audience. As the speech topics are broad you will have the opportunity to be creative and weave your particular story, interest or passion into a 10-minute speech. When you have a burning issue 10 minutes will fly by.

You will then have the opportunity to polish and practise that speech, either informally or as a dry run at your club. It is during this polishing time that you can draw on the experience of fellow club members, ask them to read your speech, listen to it and give you practical feedback. It can be very supportive if two members from the same club enter and you can coach each other.

Once your speech is up and running, the next stage is the heats. Part of this journey includes visiting other clubs and competing in a heat and then semi-finals. Listening to other competitors and seeing how they have approached the same topics is always fascinating. As you use the same speech both times it naturally gets better and better.

As October approaches, finals time is looming and you begin to wonder why you ever started out on this journey. But this is the time to look back and appreciate how far you have come.

- Your speech construction and writing will have improved.
- Your presentation skills will have improved.
- You will have made new friends at other clubs.
- Your confidence will have improved simply by knowing that you rose to the ultimate Rostrum challenge.

Regardless of who takes home the money on the night **you** will be a winner.

Joanna Whitney, Winner Speaker of the Year 2012, Club 11



Will YOU be Arthur Garvey Speaker of the Year 2013?

It's a worthwhile and rewarding experience



I look back on my experience in the Arthur Garvey Speaker of the Year competition last year with an appreciation for the opportunities this competition provides to Rostrum members. I decided to enter the competition because I felt that I was getting too comfortable speaking at Club 15 meetings each week and I wanted to take on a new challenge.

At the commencement of the competition I was pretty excited and a little bit nervous to be taking this step and I probably came across as being somewhat rigid in my speech at the heat. I learnt from this and realised that my choice of topic was probably a little bit too intense.

I decided to write a new speech for the semi-final. I felt that the speech in the semi-final was pretty good, but it still lacked something. I made it through to the final, but I realised after this speech that I would need to do a lot more preparation for the final if I wanted to be competitive.

I spent a lot more time writing the speech for the final. This is where I learnt so much about speech writing and ultimately the delivery of that speech. As far as competition speaking goes, I don't think it is much different to what we should be aiming to achieve in almost any speech – the speech should appeal to the intellect and emotion of the audience.

When I finally settled on a topic for the final and wrote the speech I pulled it apart a number of times and asked people for their feedback. The speech delivered on the night represented many hours of thought, writing, editing and learning. What I realised is that if you want to deliver a 'good' or even 'great' speech you must put the time into it and make sure that it will appeal to people.

What I found on the night was that I knew when I got out of my chair to present the speech there was nothing more I could have done and that feeling gave me a great amount of confidence to present my speech. Without doubt, I was more comfortable presenting at the final in front of 140 people than I was presenting at my heat in front of 40 people.

Damien Roberts, Runner-up Speaker of the Year 2012, Club 15

Recent winners of Speaker of the Year



2007
Wayne Passmore, Club 15



2008
Amber Anderson, Club 19



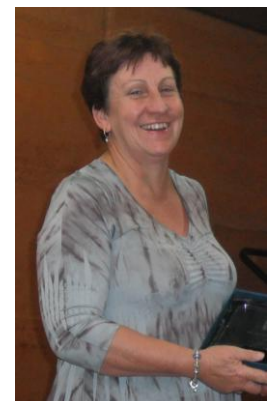
2009
Terry O'Meara, Club 15



2010
Jenny Brockis, Club 34



2011
Wendy Wardell, Club 50



2012
Joanna Whitney, Club 11

~~~~~  
 "You can't hit a home run unless you step up to the plate. You can't catch a fish unless you put your line in the water. You can't reach your goals if you don't try."  
 Kathy Seligman  
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ANZAC Day Breakfast and Great Debate



Victorious Foothills Club 11 (Joanna Whitney, Carmel Markham, Freeman Bill Smith) accept the trophy from Rostrum WA President Freeman Tony Lightman. Photographer Christine Vilim, Club 15.

Club 15's 18th ANZAC Day Breakfast and Great Debate at the Ascot Quays Function Centre was attended by 75 members, friends and guests, including several of the members' school age children.

MC Christine Teague introduced the program, beginning with the official welcome by Club 15 Vice President, Peter Weston. The Ode, read by Charles Bellow, was followed by moving tributes by Nick Fiori, Ellita Hart and Anna Piscicelli.

Peter Illidge, Secretary of the WA Military Historians Association, delivered the keynote address, 'The practicality of the Gallipoli Campaign: had it succeeded, would it have assisted the Allied war effort?' His well-argued conclusion was that it was a doomed idea, bedevilled not only by the rugged terrain of the Turkish landscape but also, and perhaps more importantly, by poor diplomacy, poor leadership and inadequate equipment.

The leadership theme continued with the Debate. Defending champions, Foothills Club 11 (on the Affirmative), took on the challengers, City Breakfast Club 42 with the topic 'Techno savvy young adults make better leaders'.

Chairman of Debate, Andrew Ballantyne, held the peace while Carmel Markham, Joanna Whitney and Freeman Bill Smith from Club 11 engaged in serious verbal sparring with Club 42's Paul Wilkins, Freeman Adrian Grant and John Carlson. We learnt what does and doesn't constitute 'leadership', that one team's arguments were 'as old and threadbare as Dad's Army uniforms', that 'the really intelligent one is the one who made the *second* wheel', and that Freeman Bill Smith's grandmother 'could stop a man at 40 paces'.

In the end, the adjudicators (Wayne Passmore, Mike Kapitola and Aldis Purins) deemed Foothills Club 11 winners of the 2013 Great Debate. Congratulations on a battle well-fought!

Thanks to everyone who participated to help make this event so successful and enjoyable. Be sure to keep 25 April 2014 free for the next ANZAC Day Breakfast and Great Debate.

Rose Fogliani, Editor

Correction: *The March/April Informer incorrectly reported that Foothills Club 11 had changed its name to Foothills Speaking Club. It should have read 'The club website name was changed as a trial and subsequently had 50% more hits.'*

**Rostrum
Voice of Youth
Speaking
Competition**

STATE FINAL
Saturday 29 June 2012
Churchlands
Senior High School
20 Lucca St,
Churchlands
12.30 pm start
More info from Juliet Park
wjpassoc@aol.com

Critics training course – for new and not-so-new members



l to r (standing) Sue White (Club 19), Freeman Adrian Grant (42), Freeman Ken Holzman (34) Carmel Markham (11), Rob Gates (42), Damien Roberts (15), (seated) Freeman Alan Ham (15), Christine Teague (15), Jo Turbett (2230), Wayne Passmore (15), Freeman Ruurd Speelman (34), Luke Matthews (2230), Gerry Derksen (4)

The first Critics Training Course for 2013, on 18 and 25 May, was led by Director of Training Wayne Passmore and Freeman Ruurd Speelman, assisted by a host of Critics from Training Council who presented the various sessions.

The participants were taught the role that each of the items in a typical Rostrum meeting plays in teaching public speaking and communication skills, the mistakes speakers commonly make which can impede effective communication, and how to give feedback to enable speakers to improve their technique and get their message across to their audience.

The training was hands-on and interactive: the participants gave critiques of the trainers' presentations, received feedback from both the trainers and the other trainees, and analysed their performance several times over the two days.

The result:

Two long days *plus* seven trainees *plus* twelve skilled presenters *equal* a job well-done by all concerned and six newly minted trainee critics keen to practise and hone their skills at their clubs – *plus* one 'old hand' back for re-accreditation!

The feedback:

'I was impressed with the degree of interaction and exchange of ideas...everyone learns a lot from these sessions and I certainly did.' *Freeman Karen Reid (trainer)*

'The enthusiasm of the presenters and their commitment needs to be bottled! It highlights why I became a member and have stayed a member. The supportive environment is the best that I have experienced and I now role model that in my work.' *Sue White*

'Thank you to everyone who gave up two Saturdays to help us. I think it was amazing that they put so much time and

effort into skilling us up. They all made the course enjoyable and were all great coaches.' *Jo Turbett*

'I really liked the experienced speakers demonstrating what to look for; this at times was confusing as you would not know if the actions were deliberate or not. Then to be given feedback on your critique was very beneficial. Wanting to improve my own speaking I needed to learn what to look for. This course has provided me with valuable insight into what are the key things to look for.' *Luke Matthews*

'The application of what, why, how and show as a critiquing technique for aspects of a speech and chairmanship...may put me on a path where I can help others with chairmanship and public speaking.' *Gerry Derksen*

'For me as an active Critic, it was great to be involved as a trainee, to re-learn and refresh the skills I was taught at my Critics training 7 or 8 years ago. Re-training and continuous development are essential best practice to maintain and impart knowledge and skills, and I would urge all Critics, active or otherwise, to consider re-training at the first opportunity. This will not only assist Training Council and Critics training, but inevitably improve the quality of critiques which are so important to the concept of visiting Critics.' *Freeman Alan Ham*

Best of luck to the Trainee Critics, and re-trained Critic, and thank you for your valuable comments!

Rose Fogliani, Editor (and participants)

~~~~~  
"Rostrum teaches the butterflies in your stomach  
to fly in formation."  
~~~~~

Freeman Ruurd Speelman, Rostrum Critic & trainer extraordinaire
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