



ROSTRUM

# INFORMER

September/October 2013

Newsletter of Rostrum Western Australia

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

## WHO WILL BE ROSTRUM WA'S ARTHUR GARVEY SPEAKER OF THE YEAR 2013?



**Carmel Philippe Club 64**  
Winner of Heat 1



**Freeman Sue Hart Club 2230**  
Winner of Heat 2



**Joanna Whitney Club 11**  
Winner of Heat 3



**Jan Teasdale Club 21**  
Winner of Heat 4



**Freeman Susan L'Herpinere**  
Club 50  
Winner of Heat 5

### ARTHUR GARVEY SPEAKER OF THE YEAR FINAL and ANNUAL DINNER

Saturday 26 October  
Lake Karrinyup Country Club  
6.30 for 7pm start

Hear our best speakers  
and celebrate another successful  
Rostrum year  
Bookings through your Club

**IT'S AN ALL-GIRL FINAL!**  
What motivated them to enter  
the competition?  
Speaker profiles are on page 3

# PRESIDENT’S REPORT



## Annual Celebrations

This month is our big get-together month, when we aim to all get together for our annual dinner, enjoy the final of the Arthur Garvey Speaker of the Year competition and discover this year’s Club of Excellence.

The former has been underway for some months, under the capable guidance of Freeman Karen Reid, and culminates with the final at Lake Karrinyup

Country Club. We have five worthy contestants from five of our leading clubs. Make sure your club gets organised and participates.

We were a little late getting out the criteria for this year’s Club of Excellence but I know that clubs have been collecting information across the year, so are more than ready with their submissions. I hope your club is one of them.

I hope to see many of you on the night.

## Marketing plans

At the August Dais meeting the Club representatives agreed that we should engage a suitably qualified organisation to help us develop and implement a comprehensive marketing plan. This will cover all aspects of marketing, including materials (leaflets, business cards and posters), promotion (via print, radio and social media) and a revamping of the web presence.

We’ve established a small sub-committee, comprising myself, Graham Minchin and Kelly Brown from the Board, plus Grady Habib and Joanne Turbett from clubs 11 and 2230 respectively. Unfortunately, a series of unexpected events has meant that this has not moved as quickly as we’d hoped but I expect that this will change in the next few weeks.

The aim is to have a clear plan of action ready to start in the New Year, with as much preparatory work as possible completed this year.

We’re also liaising with National on both the web presence, as they have initiated a transfer to a newer platform and review of content, and marketing materials, as Queensland have a member experienced in marketing, who is available to contribute her skills.

If any clubs have any ideas they’d like to contribute, we’d love to hear from you.

## ARC Constitutional Change

Last month I wrote about possible constitutional change. Since then there has been a complete change of approach. As a result of submissions by both ourselves and Victoria,

ARC decided it would not be sensible to continue down the proposed single constitution approach.

As a result, we will be retaining individual zone constitutions and developing a national overarching body, of which the zones will be members. The form and constitution of the national body is being managed by a sub-committee, comprising Dario Tomat, National President, myself as WA President and Ian Olson, Queensland President, with input from appropriate legally experienced members. At present it’s likely to be either a Company Limited by Guarantee or a Private (Pty Ltd) company, both of which incur minimum compliance. I’ll keep you updated as this develops.

## Condolences

To Kelly Brown, WA’s web coordinator and member of Club 2230, whose fiancé died suddenly late last month. I attended the memorial service at Pinnaroo Valley Memorial Park, along with many members from Club 2230. The memorial service showed what a lovely young man Adam was and we feel for Kelly at this sad time. We look forward to her return to Rostrum when she feels ready.

*Freeman Tony Lightman, President Rostrum WA*

## TIPS ON -----

### *Specialist speeches*

#### Farewell speeches at work

When farewelling a work colleague, your goal is to send that person on their way on a high, feeling good about **themselves**. While amusing stories may be funny, make sure they do not mock or humiliate the person – while they may be smiling, off-the-cuff comments can be very hurtful. Mention what you’ve learned from working with them.

#### Welcome speeches at work

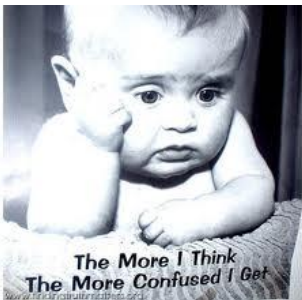
If you are introducing a new colleague to the company, make sure you know a little about them – how to pronounce their name, what they’ll be doing at the company and a little about their background.

Your goal during the speech is to put the new colleague at ease. Remember how you felt during your first week at work. Be sincere and make an effort to put thought into your welcome speech.

(See page 4 for more tips on specialist speeches)

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*About two billion brain cells  
make up our speech  
and thought centres*



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## ARTHUR GARVEY SPEAKER OF THE YEAR FINALISTS – IN THEIR OWN WORDS

*The finalists were asked what motivated them to enter the AGSoY (some have participated numerous times), and how they tackle the challenge of competition speaking. This is what they had to say....*

### Carmel Philippe Club 64

‘Learning what a good speech is judged upon helped me to know what makes an engaging speech and from my experience in AGSoY last year I gained confidence in speaking in front of a large group.

As President of Club 64, my main motivation to enter again this year was to lead – leaders must model the behaviour we want to see from our members. I’ve been here before and wanted to show them that it was something worth doing again.

The challenge of the competition – and the adrenalin rush from being in it – really helps a speaker to raise their own standard. Structure, preparation and practice will ensure a technically sound speech; choosing a theme you’re passionate about will help your speech to be convincing and engaging.

Technical or historical speeches take up too much energy in remembering details for me. Instead, I like to speak from my own experience; for me, telling a story makes it mine and makes it real.’

### Freeman Sue Hart Club 2230

‘I have entered the Speaker of the Year competition more times than I can remember, and this is the third or fourth time I have been in the final. It would be nice to win one day but just being in the final is an achievement.

Preparing competition speeches takes time and effort but I enjoy the creativity of planning and researching and trying to find something to say that will resonate with the audience. I teach and write in History so I am always tempted to choose a historical theme and show how the past is relevant to today. However, with many interests in my life and many subjects I feel strongly about, my speeches have had varied themes over the years. We are told that speeches should be informative, entertaining or inspiring, while the best speeches have elements of all three. That is always my aim – it is not easy to achieve but worth striving for.

I would love to see more and more people enter the competition every year. It improves your speaking for all time.’

### Joanna Whitney Club 11

‘I thoroughly enjoy a challenge and love to get my teeth into a topic. The best part is exploring the topic and all that it suggests, and then transforming it into a speech.

Rostrum provides the ultimate forum for delivering that speech before an audience that is listening intently, so I know

I need to give something that is intellectually stimulating and yet emotionally engaging.

I work all day with littlies, so engagement with adult minds is an important factor for me. I find that composing the speech is something I have the flair to do, and I find that part really enjoyable. The difficult part for me is the discipline to practise, practise, practise. That end of the competition is crucial to the result.’

### Jan Teasdale Club 21

‘As a first time finalist and a member of Rostrum Club 21 since 2003, to have climbed the pinnacle of speaking is indeed both a challenge and a reward. The word “Wow” comes to mind. The challenge is to speak well enough to achieve a positive adjudication in all aspects. The reward is to have made the final and to enjoy the moment.

Entering the AGSoY was about putting me first if only for a short time. To put a competition speech together has been about learning about myself, my expectations and how to achieve the ultimate goal.

To the newer members - utilize the PDP and IDP to your advantage. In particular I have found PDP Exercise 8 - “Finding Something to Say” invaluable in all my presentations whether at Rostrum or in the real world.

I like to craft a speech around a notable fact with empathy. I am proud to be Vice President of Sister Cities Australia with an involvement both locally and nationally for many years. Both my speeches this year were crafted from knowledge gained in this environment.’

### Freeman Susan L’Herpinier Club 50

‘Like many people, I had often thought of the benefits I would gain from joining a Public Speaking Organisation. And like many people, it was on my to-do list. It was not until I had to write and deliver a Eulogy in front of hundreds of people that I truly regretted leaving Public Speaking on the proverbial “roundtoit”. I joined Rostrum less than a week later.

As a child I was particularly shy and introverted which ensured that I flew under the radar and missed out on a lot. I was a “persona non grata” and needed help to change that. I was in awe at how good some Rostrum speakers were and I was inspired and motivated to one day be as good as they were.

My passion is hearing and delivering speeches which have a strong message. I focus on a positive message and one which I hope the audience relates to. While writing speeches, I visualise myself sitting in the audience and imagine that someone else is delivering the speech and I ask myself “What is the take home message from this speech?” I trust you will clearly understand mine.’

*Profiles and photos organised by Freeman Karen Reid*



## What's on in ...

### OCTOBER

- 17 **Dais Board meeting**  
6.15pm  
Shenton Park Community Centre  
240 Onslow Rd, Shenton Park
- 26 **Arthur Garvey Speaker  
of the Year Final & Dinner**  
6.30 for 7pm start  
Karrinyup Country Club  
North Beach Rd, Karrinyup

### NOVEMBER

- 12 **Speak Up Speak Out Course**  
6 to 9pm  
Tom Dadour Centre  
363 Bagot Rd, Subiaco  
☺ registration essential
- 21 **Dais Board meeting**  
details as for October
- 22 **Deadline for December *Informer***
- 29 **Dais Reps meeting  
Dais Board Elections**  
6.30 for 7pm start  
Joan Watters Centre, Wembley

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](mailto:ric@rostrumwa.com.au)

Thank you for your contributions to this issue. Many thanks to Freeman Tony Lightman for stepping in to edit the July/August issue while I was away. Great job, Tony! Thank you also to Freeman Karen Reid for organising the profiles of the AGSOY finalists on page 3. Please send copy for the December issue by **Friday 22 November** to:  
[informer@rostrumwa.com.au](mailto:informer@rostrumwa.com.au)

Rose Fogliani (Editor)

### WANTED

The final *Informer* for 2013 will be out in mid-December. Similar to last year, I plan to feature the **Club Speaker of the Year** from as many clubs as possible. Please have a camera handy when your Club's competition is held and send me a sharp photo of the winner, with some information about the speaker and the speech.  
Thank you!

## MORE TIPS ON -----

### *Specialist speeches*

#### Master of Ceremonies

As a master of ceremonies, your job is to be the link between the different speakers or events. You are the glue that holds the function together, so you'll need to be well briefed about the format, and confident enough to think on your feet if things go off track. The success of your MC experience will depend on how much you know about the function and what is expected of you, so you can properly prepare.

As you are introducing other speakers, you need to know a little about them. Take the time to talk to each speaker before the occasion, if possible, and ask how they would like to be introduced. Think of yourself as the link between speeches when scripting your own material.

Keep it short – the MC is not the main event. If you talk for too long, the audience will become restless before the main speakers have even started. Keep the mood fun and upbeat.

Ask for the agenda, and stick to it. Your job is to keep the event on track. To do this you should be able to command the attention of an audience. You might like to have a watch on the lectern so you can nod to speakers when you need them to wrap up their presentations. This may not always be appropriate – ask in advance what the organiser would like you to do if speakers take longer than their allotted time.

#### Toasts

The dictionary defines a toast as 'a tribute or proposal of health and success, marked by raising glasses and drinking together.' Giving a toast may seem easy, but if you haven't thought it through, it's easy to go blank at the crucial moment. Talk to the person who has asked you to make the toast to see if they have any specific requirements. What do they want your toast to achieve? A toast should only be two or three minutes long, so be sure to time yourself during rehearsal and cut your speech back if necessary.

Deliver the toast standing up, and be aware that you may have your back to some people – if so, consider moving to the front of the room or at least acknowledging the people behind you before starting to speak. When you have finished, raise your glass, say 'To...(whoever)' and take a drink. This action signals the end of the speech.

#### Thank you speeches

Thank you speeches are sometimes planned and sometimes impromptu, depending on the circumstances. If you know it's coming up, prepare and rehearse as for any other speech. If it's a surprise, try to remember the following points:

- Thank everyone as a group, and a few key people individually, rather than listing a large number of people.
- Say why you are thanking the person or audience.
- Keep it simple and succinct – a gracious thank you and exit is far more compelling than a half-hour ramble.

However, if you have been honoured for something that has taken a lot of work or a lifetime achievement, may like to outline some of the work you've done, or prepare a speech themed around the goals of the organisation you've worked for. It really depends on the circumstances, so think carefully about what type of thank you speech is appropriate.

Maggie Eyre, *Speak Easy* 2007