



HER EXCELLENCY THE HONOURABLE BARBARA BAKER AC  
GOVERNOR OF TASMANIA



GOVERNMENT HOUSE  
TASMANIA



Director Tim Irvine  
Lions Clubs International

King Island Leos Club,

Congratulations on your club being selected as one of the International winners for the Kindness Matter Awards under the Leo Clubs category.

I am sure that each of you are immensely proud of this award, and for a small community like King Island to win an International award against so many much larger and long standing Leos clubs from around the world is an amazing achievement and a credit to all of you for your initiative and efforts.

I have had the opportunity to read the submission of your project, "Freedom to Feel Fantastic", and also to see the articles and photos supporting it. What a wonderful project to encourage younger people to have a positive feeling about their bodies and develop stronger self-esteem and resilience.

As a relatively new Leos Club in our Multiple District I have been so proud of what your club has been doing, not only in winning this award, but in so many activities your club has been involved in. I keenly watch your progress and projects through Facebook and am excited each time I see the amazing things you are doing in your isolated community by promoting a positive image of our youth.

Please accept my personal congratulations to yourselves, your Leo advisors and to the King Island Lions Club as your sponsors.

I hope that at some stage in the future I will get the opportunity to meet with at least some of your members and just have a chat. I am passionate about Leos and I would love to get to know you all and know what your ambitions for the future are.

Again, my congratulations,

Tim Irvine  
International Director



CC: King Island Leos Club, D6 Robert Batchelor, Leo Coordinator Linda Payne

Robert Batchelor  
District Governor  
2023-2024



*Lions Clubs International* District 201T1  
**LIONS TASMANIA**



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**MARCH 2024**

District Governor Brief,

March 2024.

Good morning, lions. Firstly, I would like to congratulate Leo Coordinator - Linda Payne, and the Leos and Lions of King Island, on the Leos winning one of the three International awards this year for Kindness Matters. It is certainly an achievement that will be difficult to better. Well done all.

This month we have had our Lions Awareness Day - which has been a great opportunity to showcase what our Clubs are doing in their community. I would ask all clubs to thank the supplier of their site for allowing them access. I know my own club was able to give 350 handouts to the passing public. It was also an opportunity to chat about what we do in their community. Awareness is one area that we need to do well, as we have a lot more competition these days, both for money and members.

A quick reminder about Presidents Day in your Region. This is for your current Club President and Incoming President to review our year and look at what we can do better. Orientation days are also coming-up, so please make sure you have time to attend and get the latest News on what direction Lions are heading.



All Clubs would have received a letter from me about the drought conditions on King Island. In fact, it appears that the Northwest and East Coast are drier than usual as well. Fortunately, the farmers in those area, and others across the state are making stockfeed available. Apart from getting feed to King Island, the islanders are also trying to get stock off the island - which has put a high demand on the available vessels. This is creating a lot of stress and anxiety on the island, which will go on for some time.

I was going to mention later in the year, that when you are reviewing your expenditure this year, that money in the bank helps no-one. Just remember that what goes around comes around.

I look forward to you all supporting our Tasmanian Community for the balance of the year.

Thank you for being a Lion in T1.

Rob Batchelor.

New Members 10<sup>th</sup> February 2024 – 10<sup>th</sup> March 2024.

## Clubs 48

### Bicheno

JAMES PYKE – Sponsor Derek Freeman

TINA SINGLINE – Sponsor Karen Phillips

MEREDITH TONKS – Sponsor Janice Sweeney

BEN WRIGHT – Sponsor Nic Wardlaw

### Bridport

ROGER WILLIAM BIGNELL – Sponsor Leonie Johnston

MARY COOTE – Sponsor Leonie Johnston

ALISON LOUISE JONES – Sponsor Leonie Johnston

### Kentish

HEATHER EISZELE – Sponsor Rudy Van Der Korput

### Smithton Circular Head

LISA YOUNG – Sponsor Marree Monson

### Ulverstone

ADAM LUKE COLGRAVE – Sponsor Graham Gleeson

### West Tamar

ALISON HOWLETT – Sponsor Astrid Lewis

**Total 11 New Member 10<sup>th</sup> February 2024 – 10<sup>th</sup> March 2024.**

Member Count as at March 2023 = 929

Member Count as at March 2024 = 946



## A Warm Welcome

**PID Tony Benbow OAM**  
Host Committee Chairperson

The countdown is officially on for LCICON24 and it's time for the convention committee and our ambassadors to start spreading the word. It is such a privilege to be the host of a Lions International Convention which attract more than 14,000 delegates from all around the Lion world each year.

*For any Lions or Leos in Australia who have never attended a National or International Convention, LCICON24 in Melbourne is the perfect time to do so.*

This is a unique opportunity for our members to connect with Lions leaders, members and Leos from across the globe. Attendees are sure to be inspired, entertained and meet new friends.

The last time an International Convention was held in Australia was in Sydney in the year of 2010. Those of you who attended you will know first-hand the unique experience and privilege it is to host an event of this kind. We are sure our convention in Melbourne will be bigger and better than ever and an important part of this success is the support of you, our wonderful ambassadors. *In coming weeks and months we would love it if you could start spreading the word within your districts and networks particularly with new members who may not have been to a Lions convention before.*

There are some real opportunities to get involved. This is an incredibly exciting time for Lions in Australia and all Australians as we prepare to welcome guests from across the globe and come together to celebrate the magic of community service.

**Myself and the host committee will continue to share updates with you along the way and cannot wait to work with you all on what we know will be an incredible event.**

**Thank you for your support.**

## Convention Details

### Save The Date

Friday 21st June 2024 – Sunday 23rd June 2024

### Host City . Melbourne

Creativity and innovation come together to deliver real change and great events, exciting places to explore and cutting-edge advancements that are globally acclaimed. Explore Melbourne on foot or via its extensive transport network and discover its creative culture, expressed in its food, fashion, events, arts and music scene. For those wanting to explore further afield, the unique natural beauty of regional Victoria is just a short trip away.

### Venue

Melbourne Exhibition & Convention Centre



2022-2023

CLUB EXCELLENCE AWARDS

RECEIVED BY

LION PETER GOLDSTONE-JAMES

LION DARRELL ATKINSON

PDG PERCIVAL COOPER

LION MARG CRANNEY

RECEIVED LEADERSHIP MEDAL



# FRIDAY FORUM

Every Friday morning we'll post a question. During the week that follows, share your thoughts and ideas with other members and clubs in our district by commenting below



*Have you seen our weekly Friday Forum  
on the Lions Tasmania FB Page?*

Every Friday, one of our admins posts up a discussion question to help members to learn more about latest events and to share their knowledge.

To get involved go to

[www.facebook.com/Lions 201T1](http://www.facebook.com/Lions 201T1)

Victoria Cochrane

0417581107

<https://victoriacochrane.com.au>

## **DISTRICT NEWSLETTER 201T1**

Copy for the newsletter is required **on or before the tenth (10th) of the month of publication.**

It is preferred that articles be typed and then submitted for publication by e-mail.

Please forward (where possible) photos and newspaper cuttings with your article.

**Scanned images should be of high quality (300dpi).**

**Deadline for next issue is 10th APRIL 2024**

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CITY OF BURNIE LIONS CLUB, ONLINE LIONS AND DELTA DOGS

# PAWS FOR CHARITY

# DOG FUN DAY

- WHERE:** BURNIE SPORTS CENTRE
- WHEN:** SATURDAY 16<sup>TH</sup> MARCH, 2024
- TIME:** 10AM TO 2PM
- ENTRY FEE:** \$10 EACH OR \$25 PER FAMILY
- THREE EVENTS:** 3 EVENTS INCLUDING FASHION PARADE, DOG AND OWNER OBSTACLE COURSE AND DOG RACE



A gold coin donation for each event  
Food Vans, coffee van a face painter/balloon artist.  
Prizes will be awarded for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> for each event

**FUNDS RAISED WILL BE DONATED TO DELTA DOGS TO  
SUPPORT A DOG AT NORTH WEST SUPPORT SCHOOL**

**THERE WILL BE A PRIZE DRAWN FOR EARLY  
REGISTRATION ONLINE AT [CRADLETICKETS.COM](https://www.cradletickets.com)**

## Lions Club of Penguin

### March District Newsletter Report

Australia Day, Jan 26<sup>th</sup> saw a number of Penguin Lions get together with family and friends for a social bbq in Lions Park. Although the weather was somewhat windy, members enjoyed some welcome “down” time, following the business of the Christmas period

\*Early February we held a garage sale selling donated goods which are not suitable for our op-shop. We hold several sales throughout the year, which together with our op-shop are the major source of income to support our many club projects and are opportunities to re-cycle many items which otherwise could end up as landfill.

\*February 24<sup>th</sup> saw us heading to Bunnings, Burnie to hold a “Sausage Sizzle” to raise funds for ALCCRF. We had a roster of members who worked well together. Our efforts resulted in a \$1000 donation to ALCCRF.

A small group of Penguin Lions also catered for a local chopping carnival.

Another social event saw several members and friends head to a local restaurant for dinner then to the Leven Theatre for the opening performance of “Clue”, a play performed by a local rep society and directed by a talented Penguin Lion.

\*March 8<sup>th</sup> saw an “International Women’s Day” event at the Penguin Sports and Services Club, run by a team of Penguin Lions, headed by the very talented Lion Kathy Townsend. Approx 100 ladies attended and were treated to a huge variety of savouries and cakes provided by the ladies of the Penguin Bowls Club and were entertained by two quality guest speakers, Cmdr Kelly Wilson, retired from the Aust Navy after a distinguished career and Kelly Hooper, a successful Finance Planner with a well-known Finance company.

Our annual “Quiet Achiever Award” was presented to local personality Libby Burton and a new award for a local group was chosen. This award going to the “Bumps and Bubs” group. This award has a cash prize for members of the group to share as a social event.

4 of our members recently attended the Central Coast Combined Service Clubs dinner. An excellent opportunity to socialise with other like-minded groups and hear about the projects others are doing to help our local community.

Later in March, Penguin Lions are joining other groups to hold a “Community Walkabout” with Timorese seasonal workers. The event will include food, games and music, a cultural event for local community members.



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# Top Club Service Project

|  
*Are you the club in this Constitutional Area with the Top Service Project?*

*Enter our new program to showcase our "Service Projects"*

"Service" is our key focus so why don't we tell everyone about what we are doing!

Your Global Service Team is going to help you showcase your projects not only for Lions to see, but in the wider community through our network of media channels, local advertising, Facebook and our various publications across our Constitutional Area 7. Which includes Australia, Papua New Guinea, New Zealand, Islands of the South Pacific, Indonesia, New Caledonia, Vanuatu, and Tahiti.

Your project must be an innovative and an inspiring Club project that has either been completed in this current Lions year or be an on-going project

## *Criteria for a Project:*

To enter your project, it must align to our "Global Causes" of



Diabetes



Environment



Hunger



Vision



Childhood  
Cancer

Please consider this Award and show case your club project. Application forms and further information are available from myself or your club secretary.

Applications must be received by **15<sup>th</sup> April 2024**, to myself at [gst@lionstasmania.org](mailto:gst@lionstasmania.org)

If you would like to contact me for further information, please don't hesitate.

Mobile: 0419 357 190

Amanda Olson  
District Global Service Coordinator

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# Lions International

**Dear Lion,**

It is with great pleasure that I present you with the 2-Member Key Award for sponsoring new members during your career as a Lion.

Please wear this award with pride knowing that your dedication has made a difference in people's lives, and will continue to do so for years to come. These individuals include members who have become part of our international family of Lions, as well as those from communities who will benefit from our service.

There are more than 1.4 million members in over 49,000 clubs, serving more than 200 countries and geographical areas around the globe. Each member was invited because a Lion, like you, cared enough to devote their time and energy to strengthen our service potential by encouraging friends, colleagues, family and neighbors to join us.

Our growth depends entirely on Lions like you who are dedicated to bringing service-minded people together to work on behalf of humanity. Through your service, you are not only Changing the World—you are inspiring others to change it too. Thanks to you, we will continue to make the world a better place for all people—one life, one relationship and one community at a time.

Thank you again for your role in growing the Lions family.

Yours in service,

Dr. Patti Hill  
International President



**REGISTER NOW:**

**relayforlife.org.au**



**HOST YOUR  
OWN LOCAL RELAY!**  
Contact us today

# RELAY FOR LIFE

Huon Valley 17 February  
Hobart 24-25 February  
Circular Head 2 March  
Launceston 16-17 March  
Penguin 23-24 March  
Triabunna 6 April

PRINCIPAL SPONSOR



SIGNATURE SPONSOR

 Bendigo Bank



Celebrate. Remember. Fight Back.

Cancer Council Tasmania would like to recognise and thank the amazing contribution the Lions Clubs across Tasmania support our biggest fundraising event for the year, Relay For Life.

“2024 will be the 24<sup>th</sup> year that Relay For Life has taken place in Tasmania,” Cancer Council Tasmania CEO Alison Lai said.

“Relay For Life brings communities together to celebrate Survivors and recognise the unsung heroes - their Carers. We extend a special invitation to anyone who has survived cancer, experiencing a cancer journey or have cared for someone with cancer to join us (free of charge) for the opening lap. This is then followed by a special afternoon tea.

“We honour those we’ve lost during our candlelight ceremony, and we continue to raise funds to support people affected by cancer, fund research and prevention programs.

“Teams complete laps around a track throughout Relay For Life to signify that every day we're making strides towards a cancer-free future.”

“This season we have six Relay For Life events across the State in February to April 2024. Our goal is to have more than 3500 participants and raise \$800,000.

“Every dollar raised at Relay For Life, the same as every other Cancer Council Tasmania fund-raising event, stays in Tasmania.

“Those funds go to support our prevention and support programs Statewide.”

The Relay For Life 2024 program includes:

- Huon Valley – February 17; 1-10pm
- Hobart – February 24-25
- Circular Head – March 2; 10am-10pm
- Launceston – March 16-17
- Penguin – March 23-24
- Triabunna – April 6; 9am-9pm

People can register for or donate to Relay For Life at [realyforlife.org.au](https://realyforlife.org.au).

It is also possible for regional communities to host their very own Relay, as Cancer Council Tasmania embrace a volunteer-led, staff supported model for Relay For Life. A great example of this in practice is the events held in Longford (November 2022) and in Triabunna (March 2023) for the first time. Events are flexible to be held whenever suits the community and embracing the length of the event that the community so-wishes.

If you are interested in bringing Relay to your community, reach out to Cancer Council Tasmania today.

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**Alicia van Ek**

State Manager - Relay For Life  
Cancer Council Tasmania



# MERSEY DEVONPORT LIONS CLUB AWARENESS DAY

On Saturday 2nd March Lions Club of Mersey Devonport held an Awareness Day at the Devonport Bunnings Warehouse, their display consisted of relay for Life signage and a donation box as an upcoming project. They also had International brochures which were handed to patrons and their own club brochures with information on club history, past projects, community donations past and ongoing. Information on becoming a member with joining application included, response from the public was positive with some follow ups possible from interested people.



Pictures of Lions Ros Roberts, Pam Dodd, John Ackroyd, Tony Sutton, Bruce Beattie, Vere Cooper, Mike Baker and Allan Reed.





Hearing Awareness Week runs from 1<sup>st</sup> – 7<sup>th</sup> March and is an annual event that highlights the issues affecting Australians living with hearing loss.

One in six adults in Australia experience some degree of hearing loss. However, only one in three do anything to address it. For most people, hearing begins to deteriorate from their mid-thirties, and it usually declines slowly over time, meaning it can be hard to detect. The small, sensitive hair-like cells within the inner ear get worn out over the years.

When this happens, you don't simply go deaf, but it becomes more and more difficult to understand sounds clearly, particularly speech. Eventually, untreated hearing loss can become a significant problem, impacting your relationships with others, participation in the community and even your independence.

So, how do I know if I need to see an audiology professional?

- You have the TV or radio volume louder than is comfortable for others
- You find hearing over the telephone hard work
- Group conversations have become difficult to follow
- You ask people to repeat things or misunderstand what they say
- You've started avoiding places because you can't hear properly
- Someone suggests you might not be hearing as well as you used to

If these tell-tale signs sound familiar, you may benefit from a free\* 15-minute Hearing Check with a Specsavers Audiology Professional. To find your nearest store or to book online, visit

[www.specsavers.com.au/hearing](http://www.specsavers.com.au/hearing)

*\*If further testing is required, a fee may apply.*



**“Lions:  
Unmasking the Heroes  
in our  
Communities”**

**November 8 -10 2024 at the  
Circular Head Recreation Centre.**

**Corporate  
rates  
available at  
Tall Timbers  
and The  
Bridge  
Hotel.**

**Self-  
contained  
vehicles  
camp free  
at Tall  
Timbers.**



- **Savor the taste of fresh, locally sourced produce.**
- **Listen to community leaders, Lions, and business professionals sharing their insights.**
- **Participate in breakout speaker and sharing sessions that will motivate and inspire you.**
- **Unwind and have a great time with fellow Lions and community members.**

**Hosted by the Rocky Cape Lions  
and supporting clubs.**



# 45<sup>TH</sup> 201T1 LIONS

## Convention



Have you booked your accommodation yet? Call Tall Timbers on 64529000 or The Bridge Hotel on 64521389. Don't forget to tell them you are with the Lions Convention to get the corporate rates. No bookings are necessary if you are intending to bring your self-contained vehicle!

### Confirmed Guest Speakers:

- Commander Kelly Haywood, Royal Australian Navy (retired) Kelly will be talking frankly about her journey with depression and mental illness and how she has used it to help others.
- Sarah Prior, Officer in Charge Kennaook Baseline Weather Station, Smithton Tasmania. Sarah will talk about:

Brief history of Kennaook / Cape Grim Baseline Air Pollution Station

Observatory's key Science Programs (type of data observed and research it supports)

Contributions made to international atmospheric observing networks

Science campaign underway with US Department of Energy's Atmospheric Radiation Measurement lab

- David Hackett, CEO of Merricks Capital : The younger brother of DGE Victoria Cochrane David will talk about finance in the last 40 years and tell some stories about his experiences working for the Azora Bank for ten years in Tokyo.
- Sari-Elle Kraemer, Managing Director of Alpha Consult, MAICD | President of Bondi Squash Club and Coogee Lions Club | Strategic Communications | Reputation Management. Sari-Elle will be doing a PR workshop as well as joining the ALF stand to talk about her recent marathon from Base Camp. Mt. Everest to raise funds for ALF.
- Kris Cochrane and Sharni Campbell: Kris is an inspirational speaker who can give all Lions some tips on public speaking, promoting our clubs and recruiting new

members.

Sharni Campbell has a wealth of knowledge in real estate and recruitment services and is highly experienced in creating highly functioning teams, high performance culture and creating outstanding recruitment partnerships. Kris , the eldest son of DGE Victoria and husband Richy, and Sharni will be running a workshop to assist members to refine membership recruiting strategies.

- The Hon. Ruth Forrest MLC: Ruth worked as a nurse and midwife since commencing her General Nurse training in 1979 in Burnie until elected to the Legislative Council in 2005. Ruth lives in Wynyard and spends a lot of time traveling with her supportive husband and partner Rob Woolley within her electorate, including the municipalities of Circular Head, the West Coast, Waratah/Wynyard, and King Island. Ruth is a vocal advocate for North West Tasmania and regularly visits all parts of her large electorate. As a former nurse and midwife, she maintains a strong interest in health and access to health care. Ruth is also a strong advocate for women and supporting other women into and in leadership positions. Ruth is currently Chair of the Joint Standing Committee on Public Accounts, the Joint Sessional Committee on Gender and Equality, the Government Administration Committee A, Estimates Committee A and Government Business Scrutiny Committee A.

#### Guest Speakers TBC

- International Director, Tim Irvine
  - MD Global Membership Chairperson, Anne Eldridge.
- Convention Chairperson, Richard Cochrane

The Rocky Cape Lions Club thanks our sponsors.

BESWICK HOLDINGS PTY. LTD.



## **Do you live with type 2 diabetes in a country town?**

**We want to know how we can improve access to diabetes research in local towns.**

### **Can you help us?**

The Australian Centre for Behavioural Research in Diabetes (ACBRD) is focused on improving the quality of life of all people with diabetes and their families.

We are running a study on how research centres, health services and other organisations can improve access to diabetes research for people living with type 2 diabetes in rural/country communities in Australia.

We want to understand:

- What makes it difficult to take part in diabetes research?
- What could help more people living in rural communities to take part in diabetes research?
- How would people like to hear about research opportunities in the community?

### **What will I have to do?**

- Take part in a 30 minute interview (via telephone or videocall) with a researcher to discuss your views. The interview will be organised on a day and time that suits you.

### **How do I take part?**

There are two ways to take part:

1. Fill out a few questions to take part in our study – <https://tinyurl.com/rural-Aus>
  - o You will then be contacted by a member of the research team to organise an interview.

**OR**

2. Contact Jo Jordan at ACBRD (email: [jojordan@acbrd.org.au](mailto:jojordan@acbrd.org.au) or telephone (03) 9244 6159 who can help sign you up!

In appreciation of your time and contribution in taking part in an interview, all participants will be offered a \$40 e-gift voucher.

For more information about ACBRD and diabetes resources, see <https://acbrd.org.au>

*This study has received ethics approval from Deakin University : HEAG-H 192\_2023*

Partners for better health



# LION MINTS NEWSLETTER

February Edition

## Stock Update

GREAT NEWS ... We are now back on top of orders and have stock on hand of all products!!!



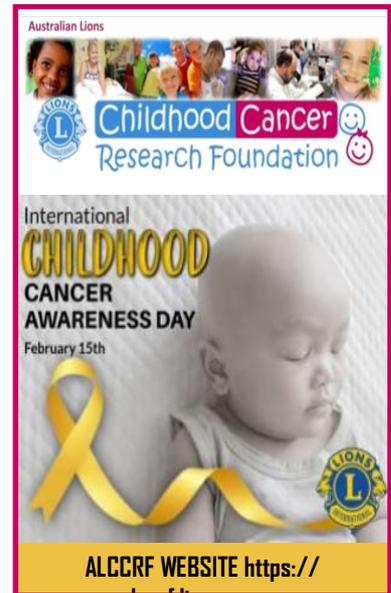
## Peppermint Drops

These are no longer available and have been removed from the order sheet.



## Display Items

Please note that the display items can only be purchased together with a Stock Order.



# LION MINTS NEWSLETTER

## Reward a Lion or Community Member



Current Award Application forms can be found on our Website [www.alf.org.au](http://www.alf.org.au) or contact

Awards Chairperson  
PDG Lesley Lyons  
PO Box 303 Wynnum, QLD 4178  
Phone M: 0419 796 022 : Email: [alf.awards@lions.org.au](mailto:alf.awards@lions.org.au)

**PLEASE ALLOW 4 WEEKS FOR DELIVERY OF AWARDS**

## Mint Order Fact Sheet

Please review the Mint Order Fact Sheet before placing your next order, as there have been changes made. All orders must be lodged on the current order form and sent via email.



## New Orders on Hold

New Orders on hold if unpaid invoices exceed 90 days overdue.

## Damaged or Lost in Transit Products

If a product is damaged during transit, contact Dollar Sweets. You will need to provide details of the extent and type of damage and the quantity and type of goods affected. Dollar Sweets will lodge a complaint with the freight company on behalf of the relevant Lions Club. Photographic evidence of damaged goods may be requested so it is advised to hold onto any damaged goods until you have spoken to Dollar Sweets.

Goods lost in transit will only be replaced once confirmation has been received from the courier that the order is unrecoverable. Once confirmation has been received, replacement goods will be sent on the next available dispatch day.

Dollar Sweets must be notified as soon as possible of any damaged or lost in transit goods. Credits claims may be rejected if too much time has lapsed.



## **201T1 Leo Club Figures**

**March 2024**

1 Alpha Club (Active)

2 Omega Clubs (Inactive)

24 members (+2)

*It was a pleasure to be able to attend the Southern Lions Dinner at Sorell and give a talk on "The Wonders of Leos". If you've ever wondered how to bring a new lease of life to your Club or how to make sure the Lions organisation continues into the future, then Leos is the way to go.*

### **ASK ME HOW**

King Island Leos ran a stall at the Festival of King Island (FOKI) selling drinks, lollies and lots of "fun stuff". It was a marathon effort over 2 days to man the stall, but most Leos showed up for a stint or two and very pleasingly, over \$1300 was raised. This will help get the Leos to the International Convention in Melbourne in June 2024. 10 Leos will be going on the trip, including our REMOTE Leo Charlie from Low Head.

Here's to our SECOND International Award!! Winning one of the 30 International KINDNESS MATTERS awards brings fantastic recognition to our club, our District and our Multiple District. A film crew is making plans to come to King Island to film our superstars in action....Stay tuned!

Surely, if 7 young people on a remote island in the middle of Bass Strait can work so well in the Lions organisation, imagine what 27 could do for Lions in Tasmania...PLEASE KEEP LOOKING FOR OUR NEXT RECRUITS and point them in my direction so we can further advance Leos in Tasmania.

**Linda Payne**

**Leo Chair**





# Lions Awareness Day. **We Serve.**

This is our opportunity to let the community know more about our organisation – hopefully to inspire them to join our ranks. Here are a few pointers on how to 'sell' Lions to the general public.

## **THE VENUE**

Bunnings have offered their stores this year and hopefully all clubs who have access to a Bunnings store will have organized their site. ZONE CHAIRS may need to coordinate roles where there are a number of clubs in the area.

If you don't have a Bunnings near you, don't despair! Be creative and come up with your own plan to put yourselves in a high-traffic area within your community (markets, shopping centre, main street, beach or park?).

Remember that Lions are 'more than sausages'. Even if you are doing a BBQ, make sure you have a dedicated display area that is manned by Lions who can 'talk the talk'.

## **THE DISPLAY**

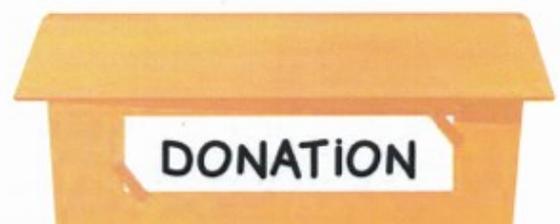
Your display needs to look professional, not just a few brochures thrown on a table. Invest in decent table covers (see Lions Australia Shop for fitted table covers with Lions logo) and good signage (pull-up banner and/or sandwich board).

Have a clear FOCUS – don't try to cover everything in one display – it just becomes confusing. If you want to cover a range of projects, have clear printed 'headers' for each service area: youth, disaster, sight, health, hunger, environment etc.

Have some GIVEAWAYS (with a message) – Lions bookmarks, stickers, DL flyers, business card.

Have something that is FUN and interactive – props for selfie pictures, trivia game, eye testing ...

Include a donation box with a specific CAUSE on it and a CONTACTS sheet for them to fill in their details for further information.





# Lions Awareness Day. We Serve.

## THE PEOPLE

We need to present a professional image – wear your best Lions shirt, lapel pin, name tag ... and a SMILE. 😊 The 'bottom half' is important too – no daggy shorts and thongs, please!

Create a roster so that only TWO or THREE (maximum) Lions are on the table at any time. If you have too many volunteers there, it could be off-putting and distracting.

The Lions on the stand need to be comfortable approaching people and talking about Lions. Do some practice sessions at a club meeting to build members' skills and confidence.

Be able to answer these questions:

- What do Lions do?
- How does your club help the community?
- What is your next big project?
- What do you enjoy about being a Lion?
- What is the age range for Lions?
- How much time does it take?
- How much does it cost?



## THE APPROACH

**DO NOT SIT BEHIND THE TABLE.** You need to smile and greet everyone who passes by. Stay alert – this is not the time to read the paper, check your phone messages, eat your lunch etc.

Make eye contact, smile, briefly explain 'why we're here' and hand them the giveaway item. Make sure it contains contact information (phone, website, Facebook page) for them to follow up if interested.

Have a SPIEL ready to provide more information if needed – a project you're passionate about, opportunities for others to join an upcoming project. Practice your talking points to make sure you can get a message across quickly and clearly – the project, the cause, the outcome AND be ready to explain the benefits of being a Lion.

Invite them to take other brochures from the table if interested in a specific project. Encourage them to leave their contact details if they would like further information – have a 'contacts sheet' ready for them to fill in.

Enjoy the day! If you look like you are having a good time, others will respond positively!



# Lions Awareness Day. **We Serve.**

## **AFTER THE EVENT**

### **FOLLOW UP!!**

If you collected contact details, get in touch within a week. Invite them to an upcoming project or meeting, or offer to catch up for a coffee and a chat to share more information.

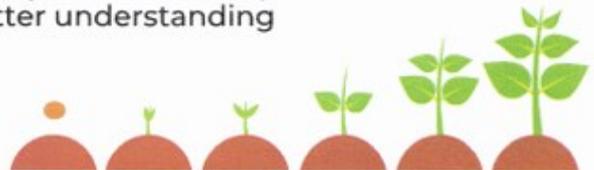
Publicise your activities – use Facebook, radio etc to let the community know what your club is doing, and where you will be.

Interested people may want to watch you for a while before deciding to join. So don't just report after the project – give advance notice so they can come and see you in action.

If you get no new members from Awareness Day, don't think of it as a failure.

You have succeeded in raising the profile of Lions in your community and there will be a lot more people who have a better understanding of what Lions is all about.

Perhaps the seed planted today may take some time to grow, but at least they know what we do and why we do it.



Thank your members and celebrate a successful day!

# **Lions Awareness Day.**

## **2024.**

## Windmill Hill Lions and PEDAL4CURE

Six days of cycling around Tasmania in support of the “FIGHT MND” (Motor Neurone Disease) cause that was started by the Neale Daniher and his family. The FIGHT MND cause is known for it's annual “Big Freeze” event at the Melbourne Cricket Ground during the AFL season.



The Lions Club of Launceston-Windmill Hill (LCLWH) catered for the 121 PEDL4CURE Cyclists as well as their supporters at a Barbecue held at the Boags Brewery (Major sponsor of the ride) in Launceston. Nine LCLWH members and two supporters and one Riverside Lions member and partner, all pitched in on the evening of the 1<sup>st</sup> March. This event was well appreciated by the riders and their sponsors, generating valuable exposure and publicity for Lions in Tasmania.



Participating Cyclists all gather together for a “Team Photo”

Launceston- Windmill Hill catering at the annual  
Tasmanian Truck Owners and Operator's Association (TTOOA)  
Annual Truck Run to Longford on Sunday 3<sup>rd</sup> March 2024



Feeding the masses – to the benefit of the Royal Flying Doctor Service

As they have done for many years now, Windmill Hill Lions have provided catering services at the TTOOA Trucker's Run – This year's beneficiary was the Royal Flying Doctor Service, who will receive all profits from catering, Raffles, auctions and other TTOOA activities. Our club's history goes back to when the run was originally to Myrtle Park 30 KM from Launceston.

We also decided to conduct our "Lions Awareness" promotion at the well-attended event.



LCLWH Lions hard at work serving food



PDG Byron at the "Lions Awareness" stand