



# Rotary Club of Cooma Inc

*Rotary Theme:*

*Rotary Fellowships*

**Meeting – 27 May 2015**

**Guest Speaker – David Byrne**

Email: [coomarotary@home.netspeed.com.au](mailto:coomarotary@home.netspeed.com.au)

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A reminder to everyone: If you are unable to attend any meeting YOU SHOULD ADVISE ALLAN SPENCER on [allan@coomamusic.com.au](mailto:allan@coomamusic.com.au) or 64526067 or 0407 384 590 by LUNCH TIME THE TUESDAY before the meeting. Failure to do this will mean that you will be asked to pay for the meal.

## JUNE ROSTER

ATTENDANCE	Darrell, Tom S
PROPERTY	David H, Dugald
FELLOWSHIP	Danielle, Meg, Tony, John Clarke
MARKETS 21/6	John K, John Chapman, Alyson, Neil B, Katrin, Neil M, Brian, Meg
THREE MINUTER	3/6 Helen 10/6 Mark C 17/6 Kevin 24/6 Brian
INTRO	3/6 Tom S 10/6 Mark L 17/6 Brad 24/6 Graham
THANKS	3/6 John Clarke 10/6 Anne 17/6 Jim 24/6 Allan
SGT/THOUGHT	3/6 Mark JN 10/6 John Chapman 17/6 Marco 24/6 Joe

MEETING STATISTICS: Attendance – 72.1%  
Visitors – Sue Schramm (Alyson), Anna (club)  
Apologies – Andrew, Mark L, Katrin, John Clarke, Mark C, Anne, Les  
Leave – Brad, Brenda, Joe

NEXT MEETING: Anna, our exchange student

## JUNE DATES:

Birthdays: Joe 3<sup>rd</sup>, Kevin 6<sup>th</sup>, Brian 8<sup>th</sup>, Chris 12<sup>th</sup>, Marco 14<sup>th</sup>  
Wedding anniversaries : Graham and Helen 2<sup>nd</sup>, Meg and Tom 14<sup>th</sup>, Les and Jan 27<sup>th</sup>  
Joined Rotary: John K and Elaine S (4 yrs) 1<sup>st</sup>, Graham (15 yrs) 16<sup>th</sup>



## NOTICES:

It is now time for Bowel Care, the campaign running over May and June. Kits, \$15 each, can be collected from Hooks Pharmacy and pharmacies in Jindabyne and Berridale. After sending the sample away, results will be advised both to the resident and the doctor concerned within a fortnight.

Neil B, having contributed \$3,000 plus his air fares and other travel costs, is in Nepal with his friend Ongchuu Sherpa.

David H thanked the team who worked on the Lambie Gorge project, emphasising the great benefits of working together on a job. While some of the team had to leave during the morning, the painting of the rails at the lookout was finished at 2pm when David and Sue were finally able to down tools.

Elaine S is selling raffle tickets to raise funds to help Chase Smith, a little boy who has leukaemia. Tickets are \$5 each.

Dave B is happy to hear of suggestions for guest speakers for the program.

Dugald: There will be a meeting of people interested in the upgrade of the band shell/park at the Ex-Services Club on Tuesday 2 June at 5.30pm.

THOUGHT OF THE WEEK (Wolfgang): If you have the power to make someone happy, do it. The world needs more of it.





**THREE MINUTER: Megan**

Meg and her twin sister, Samantha, were born at Westmead and they have a brother, Ben, who is in Year 12. Meg underwent a series of operations as well as therapy when she was very young and received her first hearing aid when she was 3. One of those aids was purple as she was fond of Dorothy the Dinosaur. After attending Kindergarten in Wollongong Meg and the family moved to Numeralla and attended Cooma Public School and Monaro High School and she enjoyed playing soccer. She has completed a Certificate III in Business Administration and is currently studying for Certificate IV as well as completing her HSC. She works at The Reject Shop. Her parents run a transport company as well as raising sheep and cattle on the farm at Numeralla. Meg's favourite colour is green and she enjoys surrounding herself with inspirational quotes.



**Welcome to Sue, our newest member!**



#### **FUTURE MEETINGS:**

**10 June: Edward Thomas, Cooma Youth in Agriculture Day Ambassador**

**17 June: Stuart Burge, Project Manager for the refurbishment of Cooma Little Theatre**





**SPEAKER – David Byrne**

David spoke about the campaign to market Cooma, 'the Capital of the Snowy Mountains'.

**Strengths of the area**

- Geographic location
- Service delivery
- Diverse employment
- Corporate headquarters
- Amenity
- Cost of living
- Community safety
- Highway tourists
- Snowy Mountains
- Accommodation capacity
- Leisure & tourist attractions
- Food and produce
- Monaro agriculture
- Events program
- Information centre

Living in Cooma has major advantages in terms of housing affordability. In the 12 months to 31 December 2014,

- freestanding house prices in Cooma were less than half those in Canberra and just 25% of Sydney's house prices. Centre Median Freestanding House YE Dec 14



The main elements that need to be considered in the long-term development of a marketing strategy include:

- Product
- Price
- Place
- Promotion
- People
- Processes
- Physical Environment

► The individual components of economic development are integrated under the headings:

► LIVE, WORK, INVEST, PLAY

It will be essential to build on the shire's existing strengths in order to appeal to the residential, commercial and visitor sectors. Creating a stronger sense of arrival has already begun with improved streetscapes, eg the flags and amenities. Events such as the busking, the car club events, the Snowy ride all contribute to the attraction that Cooma has for visitors and possible residents. The major challenge is to get an increased proportion of travellers to stop, shop and consider staying in Cooma in the long and short term.

