



Meetings

Weekly meetings are held on
Monday, 5.30pm at Rotary
House, 12 Story Place, Taupo.
Visitors Welcome

Monday 18 July 2016

Bill Kendall—OSHKOSH Air Show

Monday 25 July 2016

AGM & Club Forum. Board
Meetings and Raffle

Monday 1 August 2016

Sgt McNally, NZ Police

Cactus Program

Monday 8 August 2016

DG Keith Owens—Joint meeting
with Espresso

Officers

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Apologies

Please email lucy44@gmail.com and
copy_cat@xtra.co.nz by 1pm Sunday

[facebook.com/rotaryhousetaupo](https://www.facebook.com/rotaryhousetaupo)

[facebook.com/tauporotaryclub](https://www.facebook.com/tauporotaryclub)

www.tauporotaryclub.co.nz

The meeting opened with Deb McCarthy giving a quote from Tecumseh—

“When you rise in the morning, give thanks for the light, for your life, for your strength. Give thanks for food and for the joy of living. If you see no reason to give thanks, the fault lies in yourself”.

A lively sergeant's session followed a good meal and when all was set Doug Simmons introduced our guest speakers Kay Brake and Dennis Jenkins.

While Dennis reviewed the new focus of Kay's work in attracting more participation from Australian cyclists in this year's event, it was Kay who gave a detailed summary of the work undertaken to date to achieve the new goals for this year's event in November.

In her report to the club she noted that the funding was being used for branding the event at the national and international stage. This new branding has seen a new website launched - cyclechallenge.com - and Tourism NZ involved in the marketing of the event. Two travel package options have been introduced onto the Australian market - 4 and 6 day options, providing guided tours which incorporate the event. Robbie McEwan, a well known Australian cyclist and broadcast commentator has been appointed as the event's Australian ambassador.

Marketing to date has involved cross promotions with Australian cycling organisations. This has particularly exploited social media rather than the traditional print format. It has been found through research that YouTube and Facebook was accessed by 70% of the event's participants.

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Two expos have been used - in Adelaide and at the Iron Man event. People visiting the Cycle Challenge site in the expos have been able to experience a 'virtual reality' experience of what it is like to be riding in the event. Feedback about this 360 degree 'ride' has been extremely positive.

Potential participants have been invited to use ipads to gain incentives while at the same time the information they provide is captured to form a database.

Kay noted that with the international marketing so far, the international database is up 50% on last year's file at this time. Website visits in Australia are up 75% for this June over June, 2015 and there has been a 26% increase in international entries to date.

Part of this year's event will involve a museum exhibition to celebrate the 40 years the event has been held in the Taupo district. The exhibition in the local museum will run from November 5 through to December 12. The exhibition will provide a history of the Challenge over the 40 years, celebrate Rotary's involvement in the event and the support for the Taupo community which has been the consequence of staging the event since 1976.

The exhibit displays will be created in such a way that they can be used in the future as an ongoing reflection of the event. These displays will have as their foci, the history and structure of the event, the people involved and the participation of the wider community in the event.

To that end, Kay mentioned that her organisers would be seeking help to assemble memorabilia relating to the event from the past 40 years. Photos, trivia, tales, memories as well as physical items related to the events would be welcomed.

Kay concluded her speech saying that all those involved in organising this year's event felt very positive about achieving the goals put in place for this year's Cycle Challenge.

After taking questions Doug Simmons thanked Kay for her hard work and success to date in marketing the event to a wider potential pool of international participants. The club membership were very appreciative of Kay's efforts and with the detailed and positive summary she presented to the club



26 November 2016
Lake Taupo New Zealand
cyclechallenge.com



Duty Roster

Monday 18 July 2016

Room Steward: Ray Toms
Meet and Greet: Mary Lockwood
Speakers Host: Chris Wallis
Opening/Parting Thought: Stewart Brown

Monday 25 July 2016

Room Steward: Ray Toms
Meet and Greet: RoseMary Chrisp
Opening/Parting Thought: Mary Legg

Monday 1 August 2016

Room Steward: Hayden Baker
Meet and Greet: Maureen Bayley
Speakers Host: Stewart Brown
Opening/Parting Thought: Robert Burrow

Monday 8 August 2016

Room Steward: Nath Chilukuri
Meet and Greet: Graham Clayton
Speakers Host: Athol Curtis
Opening/Parting Thought: John de Latour

CLUB BUSINESS:

PRESIDENT KATHRYN:

Thanked the club for the very successful changeover evening and the hard work of the many who worked to ensure the event's success.

Price of the weekly meal was discussed with the need to increase the cost of the existing meal format to \$25. Members voted to retain the existing charge of \$20 per meal with the foregoing of the dessert option.

YOUTH: Visit of Lincoln Students - arriving on Monday, August 15 for an overnight billet. Members we asked if they could accommodate a person and it was suggested they might like to bring their visitor to the Rotary meeting on that night.

GRANTS Etc:

Funding allocation meeting - to be held at the Storehouse.

PARTING THOUGHT:

Deborah McCarthy offered the following quote for the ladies!!!

"If it has tyres or testicles, it is guaranteed to give trouble!!"

The Free Rotary Community Van



We are grateful to the local business listed below that support our Community Van.
Please support them!

