

UTSC

Apex AUSTRALIA

UNDER THE SOUTHERN CROSS

VOL 3

DG UPDATE... The new District Governor's Companion "When a job as important as ours has got to be done, let's do it right!"



It is now time to plan for your successors

Welcome to March edition of the UTSC newsletter, and the three quarter mark in our term of office.

One thing that I have learnt thus far – "Change isn't easy and it doesn't happen fast" especially within Apex. I have constantly had the comment "we have always done it this way, if it ain't broke why fix it – why change".

We as an organisation and national entity need to address change and implement the change, and look beyond the day-to-day operations of Apex. NVP Mark and I have reviewed at length the issues surrounding this great Association, Membership satisfaction and retention. Cash flow, non-payment of fees and the list goes on!!!!!!.

Watch out for the motions going to convention, when you receive the agenda, Several key things to note;

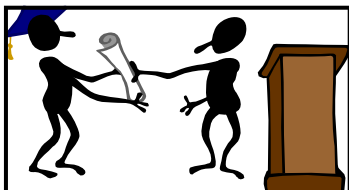
PERTH NATIONAL CONVENTION

MAKE SURE — that your Clubs and successors are aware of the motions within the up and coming National Convention agenda. Please discuss them at length with your Clubs, as they will shape the direction of the Association.

SUCCESSIVE PLANNING — Who is your next District Governor, have you commenced the search for a successor. DG school is looming fast.

GOALS — How have you gone with the goals you set in Toowoomba? Have you sat back and reviewed what you were setting out to achieve this year

COMPLETION OF CERTIFICATE IV TRAINING — Have you completed your tasks for the Cert.IV – this is an investment in you from both your State and the Association, don't throw away the opportunity.



DISTRICT BOUNDARY CHANGES — If your State President has presented proposed changes for your Districts, make yourself aware of the changes so that you can discuss the changes with your clubs, a letter has gone out to the clubs from the National Secretary

CLUB CLOSURES — Nobody likes to accept a Club charter, and it is not a great topic for discussion, but reality is some 37 Club charters were presented to the March Board meeting in an Amnesty, which is to provide an opportunity for each state to clean up their back yard. After March there will be no excuse!!

REMOTE AREA SUBSIDY (RAS) - A reminder to have your RAS claims to your State President in the first week of June so they can be given to the National Secretary for consideration at the July National Board meeting.

GRANTS – Reminder that grants are available through the Foundation and the Association.

JUST ASK

The key to membership is asking questions!

The idea is really quite simple. So simple that I think we may have gone off looking for complicated reasons why Apex was hurting and forgotten how simple it can be. This is how it works.

JUST ASK a mate, a mate's spouse, a mate's kid, a work colleague or even a stranger to come along to an Apex function. If they say yes – great! If they so no – **JUST ASK** another question! Why not? Have a think about their response. Is there anything that **YOU** can do to change it? Is there a better way to ask the question?

Another good tip – If they said yes and want to come to a meeting **JUST ASK** if they need a lift? Think about it – they will be impressed by the offer and your bar may also make a few extra dollars!

JUST ASK yourself "Should I bring a new Prospexian to a meeting that may be negative or complicated? Or should I take them to a social or a service job first?" My experience is certainly the later. **JUST ASK** yourself – "Is this the best introduction to the Apex Experience I can give them?"

If a Prospexian has come along a couple of times and then doesn't want to join **JUST ASK** why not? Then, think again, what can **YOU** or **YOUR CLUB** do to alter that response.

If you still have trouble then **JUST ASK** your club what it can do to change. Are you really relevant to **YOUR COMMUNITY**? How do you know if **YOUR CLUB** is doing it right – **JUST ASK**!

Apex Membership JUST ASK



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Apex Australia Teenage Fashion Awards (AATFA)

As the national competition continues to gather momentum in its fourth year, we are busily preparing for

the 2009 Awards. This preparation has welcomed on board the following sponsorship; Apex Foundation, Bernina and Fashion Matters. The most exciting development from last years Awards was the 7 week series that aired on Foxtel's Aurora channel if you missed the action you can catch the footage by logging on to YouTube

<http://au.youtube.com/tasfilmproduction>

Apex Australia Teenage Fashion Awards (AATFA) is an exciting concept through, which Apex encourages excellence in students of today.

AATFA provides an opportunity for all teenage students undertaking secondary studies and are between the ages of 13-19 to design, create and model their own fashion garments. This event is a showcase of fantastic young talent. The Awards are an opportunity for students to develop their talent, self esteem, ability to set and achieve goals, and to improve self-confidence.

Do yourself a favour get along to a regional or state final this year For dates, times contact your state coordinator :

WA– Carlo Formentin
0417 951 150
SA/NT– Leanne Songer
0410 495 745
QLD– Jeff Hardie
0409 050 547



NSW/ACT- Troy Robbs
0408 098 965

VIC- Robyn Ward
robyn.ward3@bigpond.com

TAS– Jeremy Rose
0428 289 840

NATIONAL– Odette Suitor
0407 870 033

So you ask, what can I do to help?

- As we continue to grow the competition, we are always seeking new sponsorship opportunities, if you have any contacts or networks you consider suitable then please forward the details to your state coordinator.
- Assist the state organising committee to market the event to your community. i.e. school visits to promote to entrants.
- Host a regional final in your local area.

YIA
Odette Suitor
National Youth Manager
0407870033 osuitor@touton.com.au

The Global Perspective

This time last year Apex Australia was instrumental in bringing all Apex Associations together under a refocused international group called Apex Global. For those that have been around a while you might remember the previous attempt under the banner of Apex International. The difference between the two formats is very distinct.

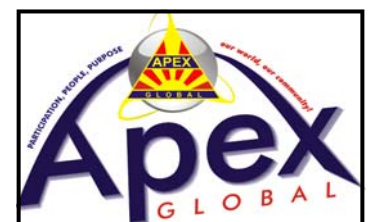
The two main stand-out differences include the leadership role (post the formative years) will rotate through all Associations and most importantly there is NO joining fees for Associations to belong to the group. The Chairman of the day has their costs met by the Association fulfilling the Chairman's role at that particular point in time.

The main benefits for Associations including Apex Australia in belonging to an entity such as Apex Global are many:

- Increased networking opportunities between Associations
- Focus on area extension from a united perspective
- Share concepts and ideas
- Universally adopt and share youth based programs such as travel and education student exchanges
- Increase the level of profile regionally throughout the Asia/Pacific for the Apex brand
- Focus as a group on unilateral projects across all countries
- Be better informed about events, conventions, mass tours & work parties

Internationally Apex Australia now participates in two forums giving the community more extensive purpose within the Asia/Pacific region. Apex Global gives us the understanding and respect within the broader Apex family in preparation for our contribution that we also make role and representation to the ASPAC Asia/Pacific regional group that expands and shares our contributions with Round Table Associations from across the region.

I am writing this report en-route to Bangladesh for the first of two Global and ASPAC meetings schedule for 2009. By now you should have received a copy of the new Apex Global Globetrotter Newsletter with an Apex Global web-site scheduled to be launched in the early parts of this New Year. Should you require more information on either Apex Australia's role in Apex Global or ASPAC do not hesitate to send me an e-mail at rick@absolutelyapex.com.au



This newsletter has been created by Apex Australia National Office at Nuriootpa South Australia under the guidance of the 2008/2009 National Board. Please e-mail feedback and up-dates for the next edition due out in approximately 6 weeks.

E-mail your stories and feedback to assist@apex.org.au make sure it is brief and it is no more that 200 words in length.

U T S C

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7 tricks to Viral Marketing

Viral marketing (word-of-mouth marketing) is a really cool thing. Just think about it... instead of spending an insane amount of money on newspapers ads, TV commercials or banner ads, you spent nothing - and let your fans do all the work for you.

With viral marketing, your campaigns will suddenly get a life of its own - and start to spread like a virus. Everyone wants to see it, and when they do, they all want to share it.

It is immensely powerful, usually having 500-1000 times greater impact than what you get from regular advertisements.

But how?

There are a lot of tricks to viral marketing. Here are 7 important ones:

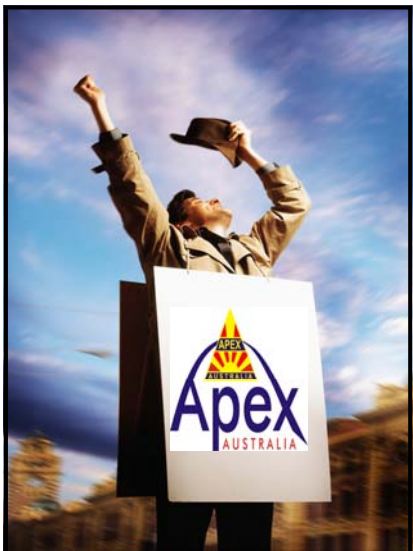
1: Make people feel something

The most important trick of all is to create a very strong emotion. You need to **have an opinion**, to **express an idea** with commitment and dedication. You want people to:

- be filled with love or hate
- be very happy or insanely angry
- be an idiot or a genius
- be deeply compassionate or an egoistic bitch

You want people's blood to be pumping of excitement.

Forget neutral, trying to please everyone, supporting several target groups or any of the many ways to be unbiased. Viral marketing is 100% about emotions.



2: Do something unexpected

This one explains itself. If you want people to notice your campaign, you have to do something different - **something unexpected**. Forget about trying to promote your products as just being great - everybody does that. Forget about trying to make it look cool - everyone else has "been there, done that". Remember the bear being attacked by a man? That was unexpected - and it is one of the most effective viral advertisements ever.

...and above all - never be a copycat.

3: Do not try to make advertisements (that sucks)

One of the biggest mistakes companies make is when they think viral marketing is just advertisements that people share - it is not. Traditional marketing is about promoting your product, showing how good it is, giving it centre stage - and generally being incredibly selfish (and possibly using supermodels or movie stars).

But guess what, nobody cares about you!

Viral marketing is all about a good story. When BMW put out BMW Films, the main ingredient was not the cars, but the story. Replace the car with another one, and it would still be great. When Sony made their Bravia TV ads, the product was not even seen - yet everyone remembers it.

Forget about you, your product or your company. Focus exclusively in creating a good and interesting story. Sure, you can add your product into the mix, but it must not be the most important thing.

4: Make sequels

People have just seen your campaign. They think it was



interesting, unexpected and their emotions have reached a high level - you have their complete attention.

Now what do you do?

If you do like most companies you will simply do nothing... and that is a big mistake. When you got people's attention you need to

act, and one of the best ways of doing that is to give them more - make sequels. This can be many things;

It can be extra movies similar in concept to the first one - like BMW Films and [Nissan did](#).

It can be a [behind the scenes look](#)

- Bloopers

A [blog about the process](#) (like Nissan did)

- Extra material, goodies etc.

...or all of the above

Never leave people standing with nothing.

BTW: Forget about countdown releases - i.e. releasing a new episode every 2 weeks. People's attention span does not last that long. Give them everything now!

5: Allow Sharing, downloading and embedding

Sharing is what viral marketing is all about. Everything you do to make that easier is going to improve your campaign. That means that you need to allow people to:

- Download the content, in a usable format (videos in MPG, pictures in JPG etc.)
- Allowing them to easily embed the content on their own sites (Note: remember bandwidth issues)

U T S C

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- Sending it to friends, either using a link or by sending the content directly.
- Publishing it on various social networks - Digg, YouTube etc.
- Allow people to add it to the bookmarking sites



angry. You have to accept both in your comments, and you have to welcome both opinions. But, at the same time you must prevent individuals to wage war against each other.

5: Allow Sharing, downloading and embedding

Sharing is what viral marketing is all about. Everything you do to make that easier is going to improve your campaign. That means that you need allow people to:

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- Allowing them to easily embed the content on their own sites (Note: remember bandwidth issues)
- Sending it to friends, either using a link or by sending the content directly.
- Publishing it on various social networks - Digg, YouTube etc.
- Allow people to add it to the bookmarking sites

Note: This also easily be overdone. You do not want to clutter up your page with a zillion "share me, dig this etc." icons

6: Connect with comments

Another important element is to connect with your audience. Remember you got their attention, they are excited and now they want talk. Comments is one of the most effective ways to do this.

Keep in mind that the best viral marketing campaign is one that creates a strong emotion. This means some people will really like it - while others will get very

It is not a sin to delete comments from people who attack another person, or if the comment is off-topic. But, it is a sin to delete comments from people who just have an negative opinion. And, most importantly. Connecting with people through comments means talking back. Do not add comments if you do not want to participate yourself.

7: Never restrict access!

Viral marketing is also about your campaign getting a life on its own - spreading like virus. In order to do that, in order to become "viral", it needs to be free.

Never add restrictions to the mix.

- Do not require people to register
- to become members
- to download special software
- to enter "unlock" codes

...or to do something in order to get the right link.

Viral marketing is never about exclusivity. It is about getting it out there for everyone to see.



Who Likes Meetings?

Why does everyone hate meetings? Too often not enough work has been done before the meeting so everyone sits around getting nothing done. Sometimes the one chairing the meeting has not "rallied up enough support" before the meeting and everyone spends the entire time in conflict over smaller issues. I think people dislike meetings because too often they take too much time. Here are a few ideas you can try:

- Keep meetings as short as possible; unless it is a quarterly or one time meeting an hour and a half is probably too long.
- Start and end your meetings on time, even if everyone is not there. If you make this a habit after a couple meetings people will start to show up on-time.
- If you consistently find you do not have enough content for the meeting - meet less often.
- Make sure your meeting chair is not surprised by what is on the agenda.
- Provide an annotated agenda or short talking points that the key presenters can use, this serves as a reminder of the key items to cover (this works well for volunteers).

Active Member Census

**The Census is out !!
Check your Mail boxes
Census forms due back to
National Office
By APRIL 30th.**

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2009 District Governors School

There has never been one like it before

And there may never be one like it again!



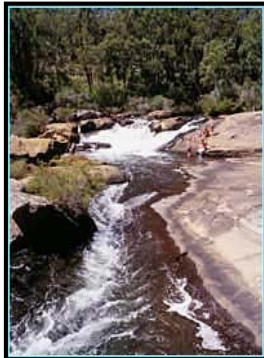
You will be coming down to some of the best country in Australia, staying in one of the largest Jarrah forests in what was once a small mill town, now these 8 cottages are used for holiday makers looking to get back to Nature.

No, the accommodation is not 5 star but it's good clean accommodation for a good price. The cottages have 3 bedrooms sleeping 8, each cottage is self contained and will be equipped with tea, coffee and milk etc. the cottages have pot belli style heaters which will be lit each day and you will have plenty of wood to keep it going. We will feed you up with good old fashioned food and there should be an esky with some drinks in it, so you don't get thirsty.



For the last night before you head off and form the most important piece of the National Convention, "The Delegate's on the Floor" we have managed to rustle up a couple of locals to cook you up a Hungi of some local meat.

We have plans to keep you busy when they don't, we have some fun and games organised and we are even trying to find a bit of service work for the DG's to do in Collie. For those attending your first DG school this will be an unforgettable experience, as you start your Apex Journey enjoy your time in the tranquil Forest surrounded by Jarrah trees and black cockatoos and grey kangaroos. For those attending another DG school, it will be the best one ever trust Me



Delegates will fly in on Saturday 11th July, hopefully flights to arrive between 4 and 6pm, staggered bus pick up's so no-one spends too much time sitting in the airport, then the delegates will be delivered to the Wellington Forrest near Bunbury, the bus trip will take approx 2 hrs and there will be an esky or 2 on the buses. Saturday night there is nothing planned except a BBQ Tea and Hot chips the bar will be open so the delegates can just settle in.

Sunday 12th and Monday 13th is DG School

Soft drinks and water will be available at all times but the bar won't open until after school each day, all meals will be served in the main hall, as well as each cottage will be kitted up with tea and coffee etc. if you have any special dietary requirements please let Bear know straight away. Monday Night (last night of DG school) tea will be a traditional Hungi along with some fun and games.

Tuesday 14th straight after a late breakfast 9-10am approx the buses will line up to take you up to Perth for the Convention. Because we will be located in the middle of the forest there will be a run into town each day to get supplies (cigarettes etc) but to make things easier please try to bring what you need.

WE HOPE To provide you a pair of entertaining and educational speakers. A chance to do some much needed service work in the community of Collie. Some cottages will be fitted with TVs and DVD players with a range of movies to watch.

State Presidents will organise the flights so we hope to have everyone fly together.

If you have any special requirements or needs please let your State President Know or Contact Bear (David Briggs) 97201938, 0 4 2 7 9 7 1 7 7 3 or email bearandpaddington1@bigpond.com

75TH NATIONAL CONVENTION 2009 PERTH – THE REAL THING

Tentative Program

Friday 10th July 2009

National Board fly in by	3.30pm
National Board Meeting	4.30pm – 7.00pm
National Board Dinner	8.00pm – till late

Saturday 11th July 2009

National Board Meeting	8.00am – 2.00pm
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Sunday 12th July 2009

DG School	
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Monday 13th July 2009

DG School	
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Tuesday 14th July 2009

National Board and DG arrive from Bunbury	
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HS Debating Arrive	Midday
HS Debating Briefing	2pm
HS Debating	4pm
Welcome Social	6pm – 12pm
Apexian Public Speaking	8pm

Wednesday 15th July 2009

Opening Ceremony	8.30am – 10.00am
Morning Tea	10.00am – 10.30am
High School/Primary School Public Speaking	10.30am – 12pm
Lunch	12.00pm – 1.00pm
Business Session	1.00pm – 3.00pm
Tea	3.00pm – 3.15pm
Business Session	3.15pm – 5.00pm
Copper Oscars Boat Trip	6.00pm – 10.00pm

Thursday 16th July 2009

Business Session	8.30am – 10.00am
Tea	10.00am – 10.15am
Business Session	10.15am – 12.00pm
Awards Luncheon	12.00pm – 1.30pm
Business Session	1.30pm – 2.15pm
HS Debating Final	2.15pm – 3.00pm
Tea	3.00pm – 3.15pm
Business Session	3.15pm – 5.00pm
Pre Dinner Drinks	6.00pm – 6.30pm
Presidents Handover Dinner	6.30pm – 00.00am

Friday 17th July 2009

Post Convention Board Meeting	
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