

THE LION

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FIRE FURY

And how gallant
Lions played their
part in the battle

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Coaxing new life from the ashes

Marysville Lions' brave fightback

PICTURE: Victorian
firefighters amid
the flames



From Executive Officer Rob

In this tragic start to the year of bushfire and flood, so many Lions have such great stories to tell of support, generosity, friendship and courage. It is wonderful to see the generosity of spirit of Lions, exemplified by our flood-isolated Lions in the north fundraising to help their colleagues in the southern bushfires. No more needs to be said about the qualities of a Lion.

You may have noticed some changes to the Lions Australia website. It is worth having a look at the "In the News" Section. This newsfeed links our page to around 2000 online news services and shows what these media sources are saying about Lions Clubs. It gives a great appreciation of those local stories that highlight the work we do.

At the time you receive this magazine, we will be ready to launch our new 'Join the Club' poster campaign. You can purchase the 'We make things happen' brochure and four new posters highlighting why Australians should 'join the club'. Now there's a direct message! The colour, design and themes match the branding that you see in our letterhead, website, television advertising and banners. It's all about encouraging members of the community to think about Lions when they want to give back to the community. I would encourage your club to be a part of the campaign.



**SYDNEY
WELCOMES
THE LIONS CLUBS
INTERNATIONAL
CONVENTION
JUNE 2010**

For more information visit www.lions2010.com

SYDNEY 2010
BUSINESS EVENTS
SYDNEY



Posters from the new "Join the Club" campaign.

On the 3rd of March I had the great pleasure to attend a function organised by the Australian Literacy and Numeracy Foundation. The keynote speaker was Ms Therese Rein, successful Australian businesswoman

and the wife of our Prime Minister, the Hon Kevin Rudd MP. Ms Rein spoke with great eloquence and passion about the importance of providing all Australians with the gift of literacy and numeracy, and with it the ability to fully engage within the modern world that relies so heavily on the written word.

By coincidence, the function was held not two blocks from where I as a much younger man, managing a local youth service, was confronted each day by the outcomes faced by children whose basic education was well below what was needed



I was inspired by the work of this Foundation which, a little like Lions, identified a problem and got to the business of solving it – by their actions and practical programs. Ms Rein gave too a reminder about the simplest things that we can all do like reading to our kids, our grandkids and those in our circle of friends. That is exactly what I did on returning home that night, delighting my son, Evan, and greatly

increasing my knowledge of Little Bear, Old Bear and their strange association of stuffed animal colleagues.

I am looking forward to our next Convention in Melbourne and I do hope that many Lions might consider making the journey to contribute to the

organisation, meet up with friends and celebrate another year of Lions in Australia.

And remember to please support our National Raffle for StepAhead Australia, to bring us a step closer to repairing spinal cord injury.

Regards
Rob Derlemans

Lions Club Tours to China
SPECIAL

Join other Lions on 2009 Tours to China
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