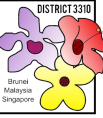


District Rotaract Training Assembly RY 2022-23



Public Image & Communications Workshop



Trainer: Khausaalya

Prior Positions Taken:

Community Service Secretariat of Rotaract Club of UNIMAS RY 2020-2021

Community Service Director of Rotaract Club of UNIMAS RY 2021-2022

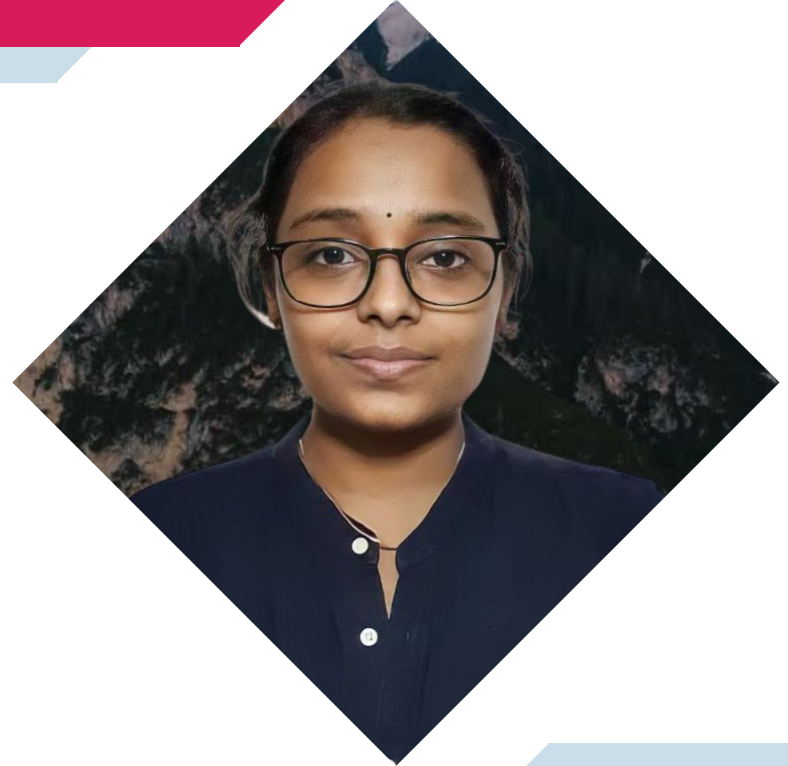
District Public Image Director RY 2022-2023

Education Background

Perak Matriculation College - Foundation in Accounting

Currently Doing:

UNIMAS - Bachelor Degree in Cognitive Science





Trainer: Wong Hao Mun

Prior Positions Taken:

Professional Development Secretariat of Rotaract Club of UNIMAS RY 2019-2020

President of Rotaract Club of UNIMAS RY 2020-2021

Sergeant at Arms of Rotaract Club of UNIMAS & District Rotaract Regional Chair (Zone 4, Sarawak)
RY 2021-2022

District Rotaract Communications Director RY2022-2023

Education Background

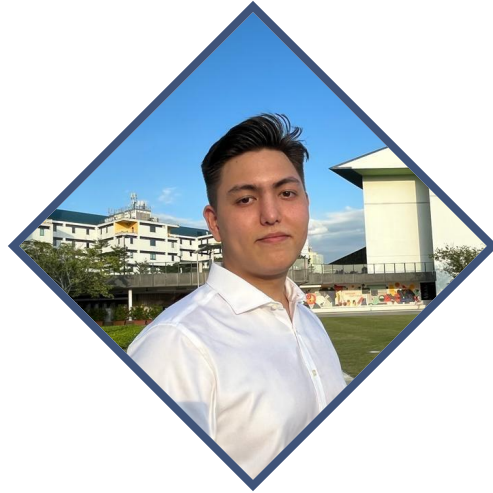
St. Michael Institution, Ipoh - Sixth Form in Science Stream

Currently Doing:

UNIMAS - Bachelor Degree in Multimedia Computing



District Public Image and Communication Team Member



Johannes Gan Dombrowski
(Zone 3 - Rotaract Club of Raffles City)

Ice breaker



Introduce yourself!

- Name
- Club
- Where you are right now?
- Your hobby?
- One random fact
- Why are you here?





Share The Love Besties

- Say something lovely with another team member, and it could be anything you want as long as it's respectful and in good judgment.
- For each person that receives a kind message, they will be the next one to share a message to a member of the group who hasn't received one – ensuring everyone gets an equal amount of praise.
- You can tell them anything you want, as long as it is loving, kind and supportive
- Make em smile!

1

Overview of Rotary and Rotaract





The Rotary Mission

- A. provide service to others,
- B. promote integrity, and
- C. advance world understanding, goodwill and peace
- D. through our fellowship of business, professional and community leaders



What is Rotaract?

Rotaract is a service club for men and women aged 18 and above who are dedicated to finding innovative solutions to the world's most pressing challenges while developing professional and leadership skills.

Rotaract stands for: Rotary in Action

Motto: Fellowship Through Service



History

First chartered Rotaract Club is on March 13, 1968: Rotaract Club of North Charlotte

From 1930s to 1950s, there were many youth organisations/clubs sponsored by Rotary Club based on Rotary principles

Many Interactors (Interact was formed in 1962) who reached the age limit of that program, were starting new types of clubs called “Senior Interact”.

In 2019, Rotaract went from being a program of Rotary International to being a membership type of Rotary International, elevating its status to resemble that of Rotary clubs.





Types of Rotaract Clubs



Institutional-based

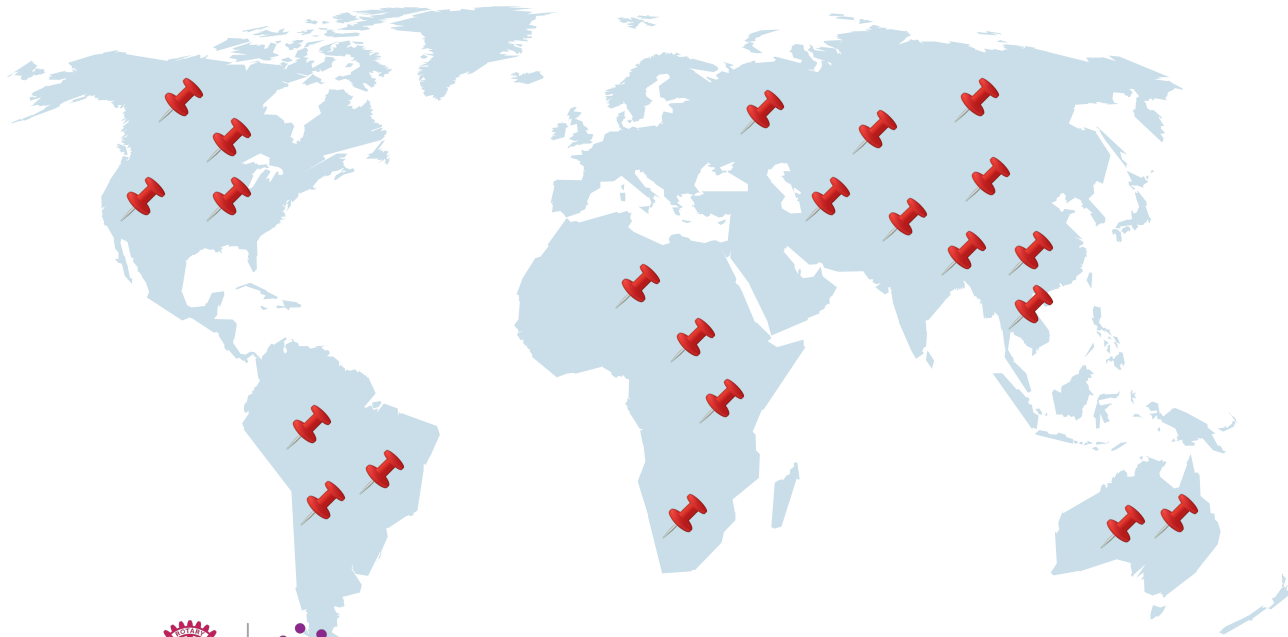
Usually taken as extracurricular activities for self and professional development through service



Community-Based

For youths who would like to have a platform to impact changes in their communities

**We have more than 250,000 members
in more than 10,000 Rotaract Clubs worldwide!**



**Spread Across
184 countries
Grouped into
529 districts**

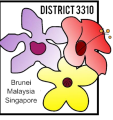
2

About our District and What we do

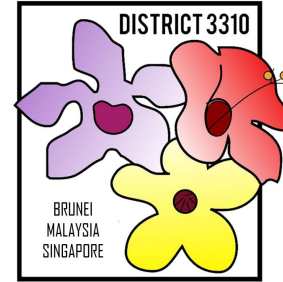




We belong in District 3310!



- Zone 1: Johor and Melaka
- Zone 2: Sabah
- Zone 3: Singapore
- Zone 4: Sarawak



Rotaract
District 3310



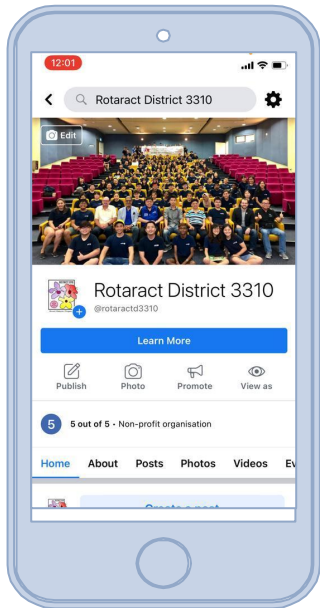
31 Active Rotaract Clubs

Over 3,000 Rotaractors and Alumnis

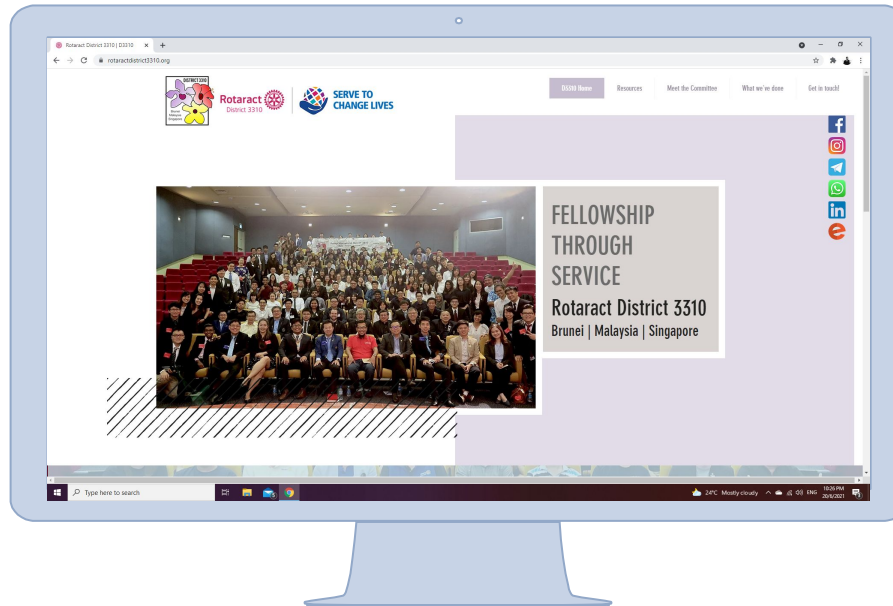


Our Social Media Platforms!

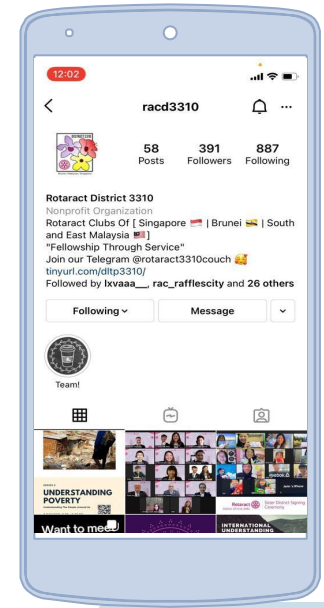
 @Rotaractd3310

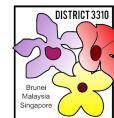


www.rotaractdistrict3310.org



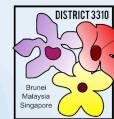
 @racd3310





Zone 1 (Johor, Malacca)	Zone 2 (Sabah)	Zone 3 (Singapore)	Zone 4 (Sarawak)
<u>Institutional-based</u> <ul style="list-style-type: none"> Asia Metropolitan University <u>Community-based</u> <ul style="list-style-type: none"> Bandar Penggaram Johor Bahru 	<u>Institutional-based</u> <ul style="list-style-type: none"> INTI College Sabah Institute Science and Management Kolej Teknikal Yayasan Sabah Universiti Malaysia Sabah UMSKAL 	<u>Institutional-based</u> <ul style="list-style-type: none"> ITE College Central ITE College East ITE College West Ngee Ann Polytechnic Singapore Polytechnic Nanyang Technological University National University of Singapore Singapore Management University Singapore University of Technology and Design Singapore Institute of Technology <u>Community-based</u> <ul style="list-style-type: none"> Ang Mo Kio Bukit Gombak Choa Chu Kang North West Raffles City Singapore West Singapore Singapore City 	<u>Institutional-based</u> <ul style="list-style-type: none"> Curtin University SEGi College Sarawak Swinburne Sarawak UNIMAS <div>Cyber</div> <ul style="list-style-type: none"> E-Rotaract 3310

District Rotaract Committee RY 2022-23



District Rotaract Representative

Tang Hui Wen
E-Rotaract Club 3310



**Past District Governor,
Rotaract Advisor**

Michael Yee
Rotary Club of Garden City



District Rotaract Chair

Brian Tan
Rotary Club of Raffles City



District Rotaract Secretary

Chau Pei En
Rotaract Club of Raffles City



District Rotaract Representative Elect & Treasurer

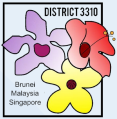
Kaylene Pillai
Rotaract Club of Raffles City



**Immediate Past District Rotaract Representative,
Elevate Rotaract - Lead,
APARC 2024 Conference Chair**

Divagaran Kalaivanan
Rotaract Club of Raffles City

District Rotaract Committee RY 2022-23



**Rotarian Regional Chair
Zone 1 (Johor and Melaka)**
PP Veshnudran Sivamoorthy
Rotary Club of Johor Centennial



**Rotaractor Regional Chair
Zone 1 (Johor and Melaka)**
Irene Sia Wei Xing
Rotaract Club of Bandar
Penggaram



**Rotarian Regional Chair
Zone 3 (Singapore)**
Picasso Lin Guorong
Rotary Club of Garden City



**Rotaractor Regional Chair
Zone 3 (Singapore)**
Dervin Lua Wei Jun
Rotaract Club of Ngee Ann
Polytechnic



**Rotarian Regional Chair
Zone 2 (Sabah)**
Fia Iskandar
Rotary Club of Kota Kinabalu
Pearl



**Rotaractor Regional Chair
Zone 2 (Sabah)**
Chin Cai Yun
Rotaract Club of UMS

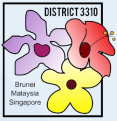


**Rotarian Regional Chair
Zone 4 (Sarawak)**
PP Nicholas Hon Sian
Rotary Club of Kuching



**Rotaractor Regional Chair
Zone 4 (Sarawak)**
Vilassiny Gunaselvan
Rotaract Club of UNIMAS

District Rotaract Committee RY 2022-23



**District Rotaract
Community Service
Director**

Ryan Yap Chen-Yen
Rotaract Club of Swinburne
Sarawak



**District Rotaract
International Service
Director**

Koh Ying Cong
Rotaract Club of Bukit Gombak



**District Rotaract Club
Service Director**

Chaiyawat A/L Virak
Rotaract Club of UNIMAS



**District Rotaract Public
Image Director**

Khausaalya
Rotaract Club of UNIMAS



**District Rotaract
Professional
Development Director**

Ng Kai Qing
Rotaract Club of Raffles City



**District Rotaract
International Service
Director**

Syahrul Azali bin Mohammad
Azlan
Rotaract Club of Singapore
Polytechnic



**District Rotaract
Communications Director**

Wong Hao Mun
Rotaract Club of UNIMAS



**District Rotaract Public
Image and Communication
Team Member**

Johannes Gan Dombrowski
Rotaract Club of Raffles City



What does the District Rotaract Committee (DRC) do?

**Membership
recruitment,
development and
retention**

Leaders Training

**Branding and Public
Image**

**Communications and
Information Sharing**

**Facilitate fellowship
across pillars of
service**



Our Four Avenues Of Service

Club Service



Community Service

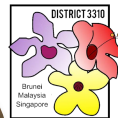


Professional Development

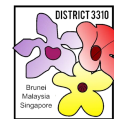


International Service









SMU ROTARACT PRESENTS PROFESSIONAL DEVELOPMENT SUMMIT

BY ROTARY INTERNATIONAL DISTRICT 3310



Date: 17 February 2019

Time: 1:00pm to 4:30pm

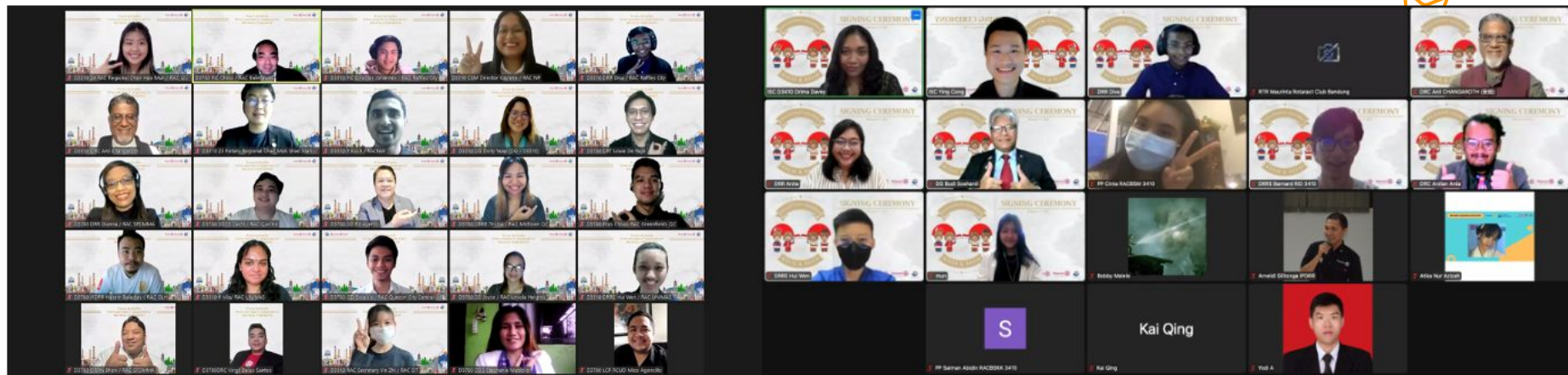
Venue: 50 Stamford Road, S178899,
Singapore Management University,
Lee Kong Chian School of Business, CR 3-2

Fee: Free of Charge

Organised by:
XSICS Rotaract

Sister Districts

District 3410 Indonesia & 3780 Philippines



Asia Pacific Rotaract Multi-District Information Organisation

- Asia Pacific Rotaract MDIO was formed on June 16, 2020 and was officially recognized by Rotary International on September 17, 2020 as a regional Rotaract multi-district information organization (MDIO) for Asia Pacific
- We are a Member District of the Organisation
- Holds one of the biggest conferences in the Asia Pacific, the Asia Pacific Rotaract Regional Conference every year



3

Induction & Installation Protocols





Who should I invite?

1. District Governor (DG)
2. District Rotaract Representative (DRR)
3. District Rotaract Committee Rotarian Co-Chair (DRCRC)
4. District Rotaract Representative Elect
5. District Rotaract Representative Nominee (if elected)
6. Rotaract and Rotarian Regional Chairs
7. Sponsoring Rotary/Rotaract Club President
8. Sponsoring Rotary/Rotaract Club Youth Service Director
9. Student and Staff Advisors (where applicable)

Free of Charge

1. Rotaract Clubs
2. Rotaract District Officers
3. Rotarians
4. Members and Guests

To Charge
(Applicable to Clubs that
have Registration Fees)

Who should be my GOH?

Priority of the order is as follows:

DG > DRR > DRC Rotarian Co-Chair > DRRE > DRRN >
Rotaractor Regional Chair > Rotarian Regional Chair

***If you like to have any other person as the GOH, do
contact the DRR for advice***



Whose messages are to be included?

1. Rotary International President*
2. District Governor (DG)*
3. District Rotaract Representative (DRR)*
4. District Rotaract Committee Rotarian Co-Chair (DRCRC)*
5. Outgoing President
6. Incoming President
7. Organising Chairperson (where applicable)

*Installation Messages are available at
[https://www.rotaractdistrict3310.org/
district-3310-resource-page](https://www.rotaractdistrict3310.org/district-3310-resource-page)



What needs to be in the Programme Timeline?

1. Registration
2. Arrival of Guest of Honour
3. Toast **(If it is an online event, it is optional)**
4. Roll Call
5. Opening Address by Organising Chairperson (if applicable)
6. Speech by Outgoing President
7. Installation of Incoming President
8. Installation of Board of Directors
9. Speech by Incoming President
10. Speech by Guest of Honour

You may add any other programmes in between if needed for your installation eg. Performances/Games.



Toast

Singapore Version

1st Toast : **To the President of the Republic of Singapore**
(Must be a Singaporean)

2nd Toast: **To Rotary International**

3rd Toast: **To the Guests**

Malaysia Version

1st Toast: **Sultan/Head of State**
(Must be a Malaysian)

2nd Toast: **To Rotary International**

3rd Toast: **To the Guests**

- Toast should be led by seniority eg. PP,IPP,PE
- Toast to Guests should be done by Organising Chairperson
- Before Toast, ensure everyone has a drink ready



Roll Call

1. Guest of Honour's Rotary/Rotaract Club
2. Rotary Clubs furthest from our District
3. Rotary Clubs within our District (in Alphabetical Order)
4. Rotaract Clubs furthest from our District
5. Rotaract Clubs within the District (in Alphabetical Order)
6. Your own Rotaract Club

Note:

- Before announcing your club, the emcee must ask if any clubs have been missed out
- If yes, please apologize and acknowledge the clubs before you announce your club



Salutations

1. Guest of Honour
2. Past District Governors (According to Seniority)
3. District Governor Elect
4. District Rotaract Committee Rotarian Co-Chair
5. Rotarian Regional Chairs
6. Rotary District Officers
7. District Rotaract Representative
8. District Rotaract Representative Elect
9. District Rotaract Representative Nominee
10. Rotaract Regional Chairs
11. Sponsoring Rotary Club President
12. Sponsoring Rotary Club Youth Service Director
13. Staff/Student Advisors
14. Rotarians
15. Rotaractors & Interactors
16. Guests



Induction of Members

- Should be done before Installation (best not to include in Installation Ceremony)
- Past Presidents, Outgoing President, DRR or Rotaractor Regional Chairs can induct members
- Use the Official Certificates that can be found here.

<https://www.rotaractdistrict3310.org/district-3310-resource-page>

4

Public Image



www.rotaractdistrict3310.org



linkedin.com/company/rotaractd3310



[@RotaractD3310](https://facebook.com/RotaractD3310)



[@racd3310](https://instagram.com/racd3310)



tinyurl.com/d3310whatsapp



tinyurl.com/d3310CEG



discord.gg/CYREC4f

Engaging your followers - Purpose

Post during...

Pre-event ->When Sign-Ups are sent out -> More members knowing about your events->Higher turnout rate

Post-event -> Update members on the event turnout -> Attract them to similar future events

Tips!

- Good to stick to one schedule (Eg. only pre-event, only post-event, both)
- Constant updates

Engaging your followers - Functions & Interactions

Functions

Make full use of the functions to make your posts interesting (Boomerangs, filters & highlights for Instagram & Facebook)

Interaction

Constant interaction with your followers - Carry out polls & Q&As > Understanding what your members want to see

Social Medias

Social Media

LinkedIn, Telegram channels

Instagram, Tiktok, Facebook, whatsapp

Twitter, Reddit, Youtube,

Snapchat, Discord

Public Image Contest

DISTRICT PUBLIC IMAGE CONTEST



The long-awaited social media contest is back!

Contest Period: 1st Oct 2021 – 31th May 2022

Details of our District Public Image Contest have been released on our website! We can't wait to see what your clubs have planned!

Attractive Cash Prizes
Awaiting You



Eligible for both:

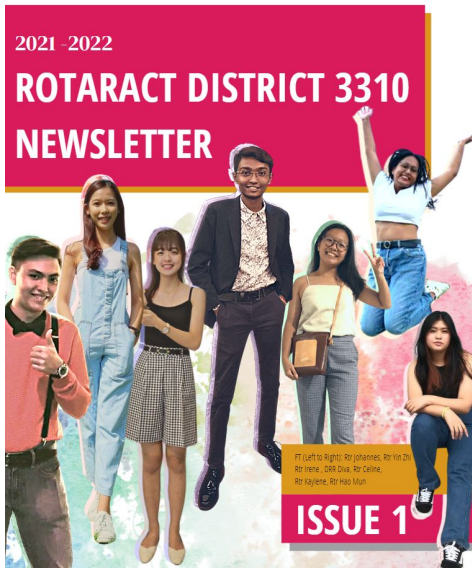


www.rotaractdistrict3310.org | @raed3310 | FB: Rotaract District 3310

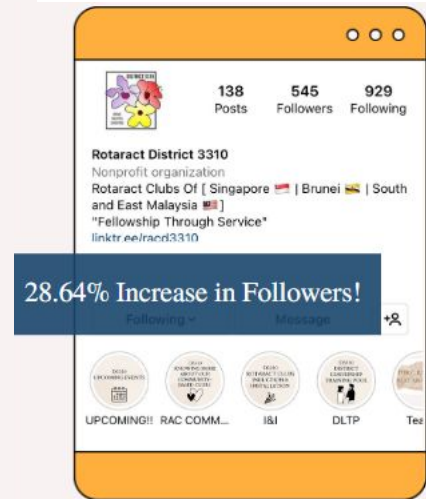
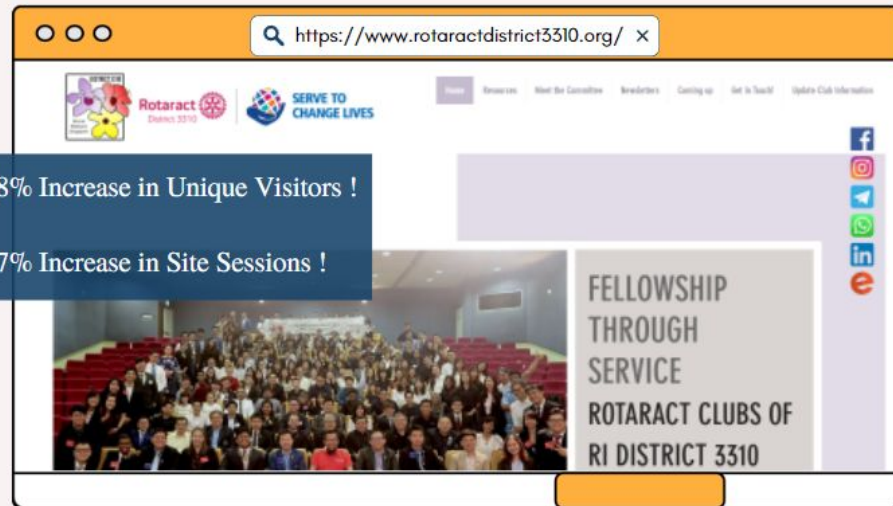
Editing App

Illustrator, PaintTool SAI, Inshot, CapCut, ibisPaint X
Canva, Photoshop, Picsart, Powerdirector, KineMaster

Booklets



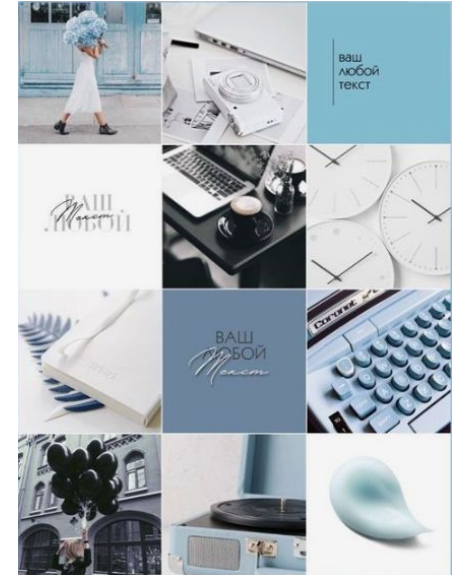
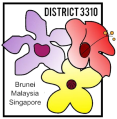
Statistics



THEMES

Tag us at @racd3310 and #district3310 and #rotaract

We'd love to feature your events so do reach out to us!



<https://www.rotaractdistrict3310.org/district-3310-resource-page>

- Awards (Citations, District Awards)
- District & Club Administrative Materials
- Training Workshop Slides
- Rotary International (Handbook, Logo Guidelines)
- District 3310 Newsletters



Join Us!



<https://chat.whatsapp.com/DXRwkROIDvBE8aMwdbqyrR>

5

Q&A

WANT TO FIND OUT MORE ABOUT ROTARACT D3310?



www.rotaractdistrict3310.org



linkedin.com/company/rotaractd3310



[@RotaractD3310](https://facebook.com/RotaractD3310)



[@racd3310](https://instagram.com/racd3310)



tinyurl.com/d3310whatsapp



tinyurl.com/d3310CEG



discord.gg/CYREC4f

Instructions for Day 2

Join us at **10am** at the same Zoom Link!

District Leaders Meeting will start at **3:50pm** (For all Rotaract Club Presidents and BOD)