

Collaboration between the Crown and the Rotary Club of Southbank

We feel there exists many opportunities for Crown and The Rotary Club of Southbank to leverage each others' strengths not just for mutual benefit and positive public standing, but just as importantly, to work together for the wider community's benefit.

More specifically, examples of these opportunities for Crown to work in close partnership with The Rotary Club of Southbank include:



Community Giving Fund

The Rotary Club of Southbank plans to establish a Community Giving Fund in partnership with the Lord Mayor's Charitable Foundation, which each year grows bigger as it compounds interest to go towards our community based projects. We see this as a responsible investment which will maximise the long term benefits of contributions, every dollar invested providing us with new funds to draw upon - every single year.

To maximise the effectiveness of this, The Community Giving Fund which will financially support community-based projects run by Rotarian volunteers, we ideally require substantial initial contributions such as philanthropic support by way of partnership, sponsorship, donations or bequests.



Southbank Magazine

Southbank magazine will be a high-end, sophisticated magazine, printed with support from The Rotary Club of Southbank's corporate partners, telling of our Club's community helping stories, projects and achievements as well as profiling local businesses, events and things to do in Southbank.

It is intended that this magazine will be on-sold to retailers, apartments, hotels, offices and businesses throughout Southbank with the proceeds supporting the Community Giving Fund which will in turn benefit the Southbank community through volunteer community projects.



Southbank Rotaract Club

The Southbank Rotaract Club is an initiative to involve young professionals, aged 18-30 years of age in community service while helping them network amongst other young professionals.

Supported by the Rotary Clubs of Southbank, Albert Park, Melbourne, Port Melbourne, Central Melbourne Sunrise, Melbourne South and the newly formed Docklands club, The Southbank Rotaract Club will play a large part in promoting leadership and volunteering in the local community amongst

young professionals within a worldwide network backed by Rotary International.

Southbank Excellence Awards



The Rotary Club of Southbank intend to instigate a set of Service Excellence Awards, recognising and rewarding customer service excellence, corporate excellence and community based excellence within the Southbank community.

The aim of these awards is to encourage the continued improvement of service excellence and organisational community responsibility throughout the Southbank precinct, thus helping

distinguish and foster the sense of pride, customer service, workmanship, community spirit and community helping within Southbank businesses and organisations.

Southbank Speakers Series



The Southbank Speakers Series is a series of Business Breakfasts in which local business people can gather to listen to some of Melbourne's most prominent business speakers whilst contributing to the Southbank Community Giving Fund, knowing that their contribution will benefit the community around us.

Corporate Social Responsibility



The Rotary Club of Southbank's Corporate Social Responsibility program is based on engaging businesses on the issue of Corporate and Business Social Responsibility and providing them with not just a channel to direct charitable contributions, but genuinely giving them and their employees an outlet through which they can be actively engaged in hands-on community helping.

The emphasis of the program is upon capturing the hearts and minds of the growing number of people living and working within Southbank and inspiring them to do good and to see the benefits of being an active participant in positive community change. By providing projects relevant to particular businesses, we hope to provide cumulative benefits to employees and the community far

outweighing costs of charitable participation.

By providing businesses with community projects relevant to their area of operation, we aim to bring such businesses benefits across the areas of business development, brand differentiation / rebranding, staff attraction, retention and engagement, staff leadership and professional development opportunities and of course commercial benefits.

There are a number of other opportunities they include:

- A Rotary Casino Night at your training school
- The Rotary Wishing Well
- Rotary Club of Southbank information on your intranet site
- Theme functions that other clubs in our district can be invited to, such as a night at JJ's or Breezes
- A major carnival event on the banks of the Yarra