

INTERNATIONAL TRAINING IN COMMUNICATION

Australian Region Inc.



THE AUSTRALIAN GAZETTE



ISSN: 1445 968X
Patron: Pat Farmer

www.itcaustregion.org.au

Volume 7
Issue 2
February, 2008

WELCOME TO NEW MEMBERS OF POWER*talk* INTERNATIONAL

Mt Gravatt

Louise Edwards

Shoalhaven

Beverley Clayton (re-joining)
Margaret Imberger (re-joining)

Waverley

Barbara Jackson
Lisa Holloway

The above new members are still to learn the full value that membership has to offer. The rejoining members already know. Past members also know the value of membership. Dagmar Duproy recently circulated this great news.

Most of you would remember **Gladys Lim**, I'm sure. Gladys was always running around meetings with a camera and sent the results of her photography to her subjects. Gladys did this free of charge.

Gladys was nominated and selected as "CITIZEN OF THE YEAR" in her local area. Her presentation took place on Australia Day at Strathfield Park. She was interviewed by two newspapers and gave credit for her achievements to ITC/POWER*talk* International.

CONGRATULATIONS, GLADYS!

PRESIDENT'S MESSAGE

Happy New Year to everyone! I hope you have all had a very enjoyable Christmas and New Year break and that you have all started 2008 renewed and revived by the break!

Those of you who have accepted the challenge of leadership roles at Club, Council or Region, or who are chairing or working in committees will have settled into your new roles. You will be developing new skills or extending existing skills in new directions.

At times you might feel that the job you are doing is so very difficult and you will be wondering if you have taken on more than you can handle. This feeling is a normal part of the learning process. You will gain more confidence as you gain more experience.

WHAT'S INSIDE?

Planning the Post-It-Note Presentation	3
Conference News (#1)	4
Writing Contest	4
PREM Incentives	4
Art as Communication	5
Joy's Poems	6
Powerwalking/Powertalking	7
The Accreditation Program	8
Conference News (#2)	9
Letter to the Editor	9
Closing Date for Next Gazette	9

President's message (cont.)

When working in a team you will gain confidence and support from working with your team members. As an officer you may gain valuable advice by asking a previous office holder for their experience.

The region has grown by 9% since the beginning of the term, and now has 234 members.

Members are becoming accustomed to using and identifying with our new brand POWER*talk* International. Training of presenters for the POWER*talk* short course is underway with Council 7 having received training in October 2007. Councils 8 and 9 will receive training from an ITC Fellow at their first Council meeting in 2008.

The challenge now is for clubs and councils to plan and implement a membership drive using the POWER*talk* short course.

The Accreditation program is a part of the Master Manual, easily accessible to everyone as part of the official POWER*talk* workbook and manual. It is an important tool that offers members a structured approach to their training and education needs. It offers a method to measure achievement and the certificate at the end of each level provides a tangible record that can only enhance a member's personal profile in all areas of their life and work. It can also work as a strong and effective tool for membership retention.

The Region Accreditation Chair, Anne Sippo, is currently collecting information on how clubs are using the Master Manual. It would be appreciated if clubs could send her this information, including a list of members who are actively working the Accreditation Program and the level they are working on (bsippo@shoal.net.au). This information will tie in with Region PREM incentives.

There are so many incentives for growth offered by POWER*talk* International (www.powertalkinternational.com). I have touched on two of them. The International website resource centre offers more training material that can be used at clubs as part of program basics.

The Australian Region website (www.itcaustregion.org.au) has been given a new look by our Webmaster, Bronwyn Ritchie. The website is a primary means for publicity and recruitment, and can be developed further with educational tools to support existing members.

The Region Board would like to invite you to put yourselves in the shoes of people looking for what POWER*talk* has to offer. How would you like to see the content of the Region website improved to attract these potential members? The Board would also be pleased to receive suggestions on content development that can support current members.

We can all take one positive step forward to Revive and Renew our organisation. Positive thinking is a state of mind and can be cultivated by members thinking positively!

I'd like to invite you once again to think positively in your own area of influence, and introduce a friend or acquaintance to your POWER*talk* club. It is a wonderful organisation that offers great training to any new and continuing member.

Vera Tibbertsma
Region President

PLANNING THE POST-IT NOTE (TM) PRESENTATION

Do you have difficulty deciding what information you want to use in a presentation or speech? How you should format it? Which order will you put the information in, and what will you use to ensure the correct time?

Planning presentations and speeches can be effortless and uncomplicated using a method that involves Post-It Notes.

From choosing a topic, creating a powerful opening to developing presentation content, using these simple steps process will make it easy.

You will need:

Plenty of Post-It Notes (TM)

A felt pen

An open wall space (glass doors work well)

Beginning with an open mind you need to brainstorm your topic.

Brainstorming is a useful and popular tool that you can use to develop highly creative solutions to a problem. It is particularly helpful when you need to break out of stale, established patterns of thinking, so that you can develop new ways of looking at things.

Remember, brainstorming is a lateral thinking process. It asks that people come up with ideas and thoughts that seem at first to be a bit odd.

Anything goes here...no judgments or evaluations. Be outrageous, wild, childlike, have fun. Include fantasy, creativity, quick spontaneity; play on ideas, free linkage, variations on a theme. Go for quantity.

During brainstorming sessions there should therefore be no criticism of ideas: Judgments and analysis at this stage will stunt idea generation.

Steps to Brainstorming:

1. Define the problem as a creative challenge.
2. Give yourselves a time limit. Around 25 minutes is recommended, but experience will show how much time is required.
3. **Once the brainstorming starts, participants shout out solutions to the problem while the facilitator writes them down on Post-It (TM) notes.**
4. Once your time is up, start chunking ideas.

Now you need to organise the information in major sections. Using the Post-Its (TM), just stick the big chunks somewhere don't worry or spend too much time bothering over where it goes. This is meant to be a quick part of the process. Next, arrange the other chunks under them. Don't put them in order. Put them in multiple categories if they fit. You may discover you end up with plenty of ideas for future presentations.

Now keeping your outcome in mind, sequence large chunks. Decide what comes first, then what comes next. Ask what must come before what in the sequence. Break big chunks into smaller sequences. When unsure where something goes, put it aside. You will find you are continually moving ideas into different sequences. The advantage of using Post-It Notes (TM) you can continually review and refine.

You now need to make sure that the outcomes are met. Look at the levels of abstraction (chunking) and the sequence of the material. Defining the purpose of your presentation being able to state it in a single sentence will mean it gains more impact. Identify what is the single most important idea you want to communicate in an effective manner.

Now look at the content and determine the flow of the presentation.

PLANNING THE POST-IT NOTE (TM) PRESENTATION (cont.)

Determine how long the outline will take to present by deciding how much content you want to cover. Observe whether you have more material than time. If you have too much information or content, then prioritize and cut or add if short as the case may be. Don't forget to leave room for handling questions, discussions, unusual problems or lack of understanding.

The story boarding method using Post-It Notes, (TM) simplifies the process of keeping the whole presentation in perspective and it will make planning presentations straight forward and uncomplicated.

Janeen Vosper
Mt Gravatt Communicators

AUSTRALIAN REGION CONFERENCE MAY 16 –18 2008

Mark your diaries now for this exciting annual event. This year the venue will be the Campbelltown Catholic Club with accommodation in the Rydges Hotel, which adjoins it.

The program is varied and with concurrent sessions members have a wide choice of education. Some will be ITC related while others are more general in nature.

Presenters have been chosen from across the Region, and the amazing depth of expertise and the willingness of members to contribute to make this a great conference is very gratifying.

It is also, of course, an opportunity to renew friendships and to be enthused for the year ahead.

'Review and Revive...One Positive Step Forward'

Mollie Robinson
Program and Education Chairman

WRITING CONTEST

Entries close on 1st March. Please send your entries to:
Loraine Sedgwick
81 Brandon Street
Kensington WA 6151
The judges are waiting for your entry.

PREM Incentives 2007-2008

Incentives for the Region PREM incentives:

- P Publicity – the region will provide all councils with a *POWERtalk* banner for use at Council meetings and special events.
- R Recruitment - A \$10 award for each new member recruited by the club during the year.
- E Extension - free annual membership for the extension chair when a club charters and 10% discount on membership fees for charter members.
- M Mentoring, membership retention - A Region Accreditation Award for clubs with the most members through to the next level in the Accreditation Program during the award year (April to March); 1st place will receive \$100; 2nd place - \$70; 3rd place - \$40.

These awards can be used by clubs for further PREM activities, be they for publicity and recruitment, further education, mentoring and other retention initiatives.

ART AS COMMUNICATION

When we respond to a work of art, that is, when some sort of meaning comes through for us, even if it is not quite the meaning that the artist intended, then we can claim that art is communication. Of all the art forms, poetry is one that can speak out to us, because it has *words* as its essential tools, as its very life-blood in fact. Of course, not all poets set out to communicate a clear 'message', but I am referring to poetry here as a powerful means of speaking to a reader or audience.

Judith Wright (1915-2000), one of Australia's greatest poets, brought up on her family property in the beautiful gorge country near Armidale NSW, believed that poets should affirm life against death and the threat of destruction in this technological age. In her essay, 'The Writer as Activist'. she quoted Charles Harpur, an early Australian poet: 'poetry has never been a mere art with me, but always the vehicle of earnest purpose.'

Most of her life was spent campaigning, through poetry, prose and active lobbying, to save the Australian environment, notably the Great Barrier Reef (threatened by oil mining) and the coastal sands of Queensland. Praising the quality of endurance in Man and Nature, she writes,

'Only those coral insects live
that work and endure under
the breakers' cold continual thunder'
(*'The Builders'*).

Her anger blazed through such poems as 'Australia':

'Suffer, wild country, like the ironwood
that gaps the dozer-blade
I see your living soil ebb with the tree
to naked poverty'.

Her deep love of the land and all native flora and fauna is poured forth in her earlier poems, such as 'Northern River' written in quieter mood:

'lit with the rock-lilies,
the river speaks in the silence,
and my heart will also be quiet'.

Her philosophy about the oneness of all living things is expressed in many of her poems, where she seeks to identify with the natural environment - sun, moon and stars, plants, animals and her fellow human beings, accepting both the light and the darkness within herself and others. Passionate about the manglers of her beloved English language, she creates a scene on the level of fantasy in 'At a Poetry Conference Expo '67', a poem where ignorant screaming crowds indulge in the burning of poets which becomes the burning of language itself. Wright will be remembered too for her campaigning, through her poems, for aboriginal land rights, prefigured in one of her early pieces:

'The song is gone,
the dance
is secret with the dancers in the earth
the ritual useless, and the tribal story
lost in an alien tale.' (*'Bora Ring'*)

These few very brief excerpts might create a flavour of the lyrical poetry of Judith Wright, contained in the ten volumes of her work published between 1942 and 1985. Her *Collected Poems* (Angus and Robertson, 1994), containing approx. 430 pieces, is surely one of our most treasured examples of 'art as communication'. They deserve to be read again and again.

By Merle Goldsmith
Armidale NSW.

JOY'S POEMS

With these two poems, Joy Drescher won the Beaudesert (Queensland) Regional Poetry Writing Contest. There were twelve Regional winners who were then considered for the state title. Here Joy tells the story of the contest.

The first poem came about as I was lining up to get my official name tag for the dinner [an Arts Trails Dinner hosted by The Centre] and someone asked if I was going to do a poem for something or other so I signed some bits of paper without reading the fine print and someone brought me 2 sheets of paper and a biro..... this was around 6.30pm. Then there was the free drink to collect, staff not to neglect, the table you were assigned, to search for and find, stuff on stage to entertain you, smorgasbord food to sustain you - friends at the table, talk while you're able..... write a poem that must be good, find some space amongst the food.

Well you get the picture - ideal writing conditions and all that.

Dropped in this evening feeling fine 'Doing Poetry?' was asked on the line "Huh! Poetry?"

"Write one now" Bernie Smith said. Looked out the windows and saw the smokers
Now despised poor blokes 'n' lasses.

AND so I wrote down

"SMOKERS BE FREE"

5th March, 1988

Family Reunion - must celebrate.
Six months before my doctor had said 'Give up smoking or you'll be dead!'
Holy Hell - Give up Fags!
Holy Hell - so many snags!
My Mind went NUMB, NUMB, NUMB
Conscience said 'Come, come, come'

One thousand workers - mostly all smoke
Give up smoking - I'll be a joke!

Beaudesert Meatworks could be a rough place
Without smoking, I'd lose face.
Must have a plan
Must do what I can
Give up smoking, what a drag!
The Doc wasn't joking, I need a fag!
Home in bed I tossed and turned
Bingo! "NOT SMOKING must be learned"

A month to plan, to quantify
Yes, 20 smokes a day would satisfy.

A week of twenty, yes this was plenty
19 no less, I must confess
18 worked, I hadn't shirked
17 was fine for a week, During 16 I didn't sneak....

15, 14, 13, 12, 11,

And 10 and 9 and eight and 7

6, 5, 4, 3, 2, 1

Twenty weeks had all been Won!

5th March 1988

Family Reunion - I DID celebrate
Gave up smoking - instead I ate and ate and ate

The reason why I put on weight!

And all 14 entrants got up and did their thing as their names were pulled from the bag - I was about 2nd or 3rd last. And then we went for coffee - and a finger poked me in the shoulder and said "You are in the final 3". "So do I do it again?" I asked. "No. It's Got to be a new poem." "When?" "Oh about 20 minutes" ---hmm. Another finalist came over and offered to arm wrestle instead. And inspiration was born again!

ME? In the final three?
Whatever will be, will be.
Well I'll be ----- Sheeeeeee
Glory be! Glory be!

So do another poem, That "Maiden Speech" bird said

Joy's Poems (cont.)

What ? Get another poem out of my head?
Would I go home? Nah - I'd rather go red.

Beautesert Shire's a wonderful place/Plenty to do, poets to face
The Centre entices, better than head lices

Mountains and valleys, houses and rallies.

That man in the hat offered to arm wrestle instead
Give up Writing? I'd rather be dead!
But I'll go to the gym, practice arm-wrestling him
It's been a long time since Karate was mine

And Judo bouts - with kicky louts
Now I'm the Mayor with a bun in my hair
But at heart, my friends, I'm a bit of a lair.

And the second poem made me the Regional winner with Qld finals on 27 October at State Library and I didn't even realised I'd entered it. C'est la vie!

I did not win the Regional Poetry Slam but I went in and did my best - and on a personal note, on 5 March 2008 it will be 20 years since I gave up smoking and I have never given in and a smoke in all that time and now, of course, there is no longer any temptation to smoke.

God Bless and Keep Smiling

Cr Joy Drescher

MAYOR

Beautesert Shire Council

POWERWALKING/POWERTALKING

Today's young men and women will be caught up in the idea of keeping healthy and fit. To all of us a healthy body keeps us all in tune with the world.

POWER WALKING is something that we all do in our lives. It is something that we fit in between the busy life that we lead each day and it becomes something that we enjoy. We meet people in the outdoors and we feel part of the human race.

BUT

POWERTALKING (*POWERTalk*) gives us ideas of being in control, being on top of things and this thought is something that we all love. This thought can be conveyed to others. It is easy to tell our friends that we are part of the modern world, using *POWERTalk* to give us confidence; helping us in our workplace environment, as we gain new skills and this makes us feel in control.

People are curious about the change that they see in us, and they like to be told how this change can happen to them – TELL THEM.

I still see ITC friends that I met many years ago and we take up where we left off in everyday conversation. It is great to talk about *POWERTalk* and I encourage you to tell all your friends, workmates and share the 'SECRET' that

has been around for so long. We can be proud to talk about the idea of a modern day ability to converse with everyone without fear of making fools of ourselves.

Carol Punyer
President Elect

THE ACCREDITATION PROGRAM

What is the Accreditation Program?

The Program is designed to assist ITC members “to attain a standard of knowledge and competence [which] involves a planned process of measurement or assessment against a pre-determined standard”.
(POWER*talk* Master Manual)

It provides –

- . stimulation and motivation
- . milestones of achievement
- . growth in listening, speaking and organisational skills

The requirements for the 5 levels are clearly set out in the POWER*talk* Master Manual Project Basics Section 3. Section 8, Accreditation Basics, explores the philosophy of accreditation and is well worth reading, and full of helpful information.

The full program can be accessed in the Master Manual POWER*talk* International 2nd ed. 2006
[http://www.powertalkinternational.com/>Resource Centre>select category> Master Manual Projects Basics - Section 3.1-3.5, 3.6.2, 3.6.3, and Accreditation Basics – Section 8.](http://www.powertalkinternational.com/>Resource%20Centre>select%20category>Master%20Manual%20Projects%20Basics%20-%20Section%203.1-3.5,%203.6.2,%203.6.3,%20and%20Accreditation%20Basics%20-%20Section%208)

Accreditation Chairmen at all levels are experienced members of ITC. Your club chairman, given *at least 1 week's notice*, will, in consultation with you, your program officer, and possibly the meeting's general evaluator, certify the satisfactory completion of assignments at club level.

For example, the Accreditation Chairman of Council 9 is Christine Hardy christinehardy2001@yahoo.com.au, phone 96391888). Christine and her committee will accredit assignments performed at council level, having been notified *no less than 2 weeks prior to the council meeting* of the assignments to be undertaken, and the appropriate level.

Region chairman is Anne Sippo (bsippo@shoal.net.au, phone 02.4215338). She and her committee will be available at Region Conference, and, *given at least 30 days notice prior to the conference*, will accredit assignments at the appropriate level of achievement.

The ITC International chairman requires *advance notice of 60 days* prior to the convention, as this level involves an oral examination.

Region has introduced the following incentives to encourage monitoring, and to retain membership.

During the period April to March, clubs with the most members going through to the next level in the Accreditation Programme will receive the following Awards –

First place will receive	\$100
Second place “ “	\$ 70
Third place “ “	\$ 40

This could be used by clubs for PREM activities – publicity, recruitment, education, mentoring etc.

All long-term members are urged to renew and revive their enthusiasm and knowledge by becoming involved (or re-involved) in the Accreditation Programme. New members are encouraged to join the Programme to “attain a standard of knowledge and competence” which will stimulate and motivate them throughout their ITC experience, and beyond.

Anne Sippo
President Council 9
Region Accreditation Chairman

**ITC POWERtalk International AUSTRALIAN
REGION CONFERENCE 16-18 MAY 2008**

**Renew and Revive – One Positive Step
Forward**

Conference 2008 is on the horizon. The information package has been mailed to all members with details of this exciting event. The conference committee are unanimous that the stylish venue will live up to your expectations and that the historical setting adds to its appeal. You can arrive before conference or stay on afterwards to tour the area – Rydges will accommodate you at conference price.

Fancy a swim or a workout? The \$10.00 entry fee for the adjoining, award winning Aquafit centre is waived for those who stay at Rydges Campbelltown.

Know someone who is/ may be interested in attending conference?

Contact me on (02) 9661 4285, rosemcmillan@bigpond.com, any member of the conference committee or President Vera so that information and an invitation can be sent to them. Similarly, if you have any questions.

Campbelltown - 45 minutes from Sydney CBD to a fabulous conference of training, friendship and fun.

Rose McMillan
Conference Coordinator 2008.

LETTER TO THE EDITOR

Congratulations. I have just read the gazette with sustained interest and found it to be full of information. Great inclusive communication for POWERtalk clubs.

Vera, your President's message clarifies the position regarding our new brand name and should avoid a lot of confusion.

Margaret, well done, I'm looking forward to the next gazette. I'll be sure to send more conference information.

Speaking of conference, one thing I noticed.. the figures for conference 2007 expenses in the financial statement are out of alignment as I know that the printing costs were \$838.44 not \$220.15.

I've printed my copy of the gazette for reference...

Best wishes,
Rose (McMillan)

Editor: Thanks for the feedback, Rose. Does anyone have anything to say about the gazette? Why not send me a letter or email. Margaret

CLOSING DATE FOR NEXT GAZETTE

The closing date for the next gazette will be 1 June. This will give you time to write about your experiences at conference.

Start considering your contribution now. Remember, education articles published in the Gazette may be eligible to win the award for the best article written during the period 1 April to 31 March. This award is presented at conference each year, if there are articles that meet the criteria.