

The Application Document



ROTARY CLUB OF TARADALE

District 9930

PO Box 7084, TARADALE. NAPIER, N.Z.

4th. March 1999

ROTARY INTERNATIONAL RI SIGNIFICANT ACHIEVEMENT AWARD

(Nomination Form)

CLUB: TARADALE ROTARY CLUB

CLUB PRESIDENT. GRAHAM T DUNCAN



**PROJECT TITLE. BUGSY MALONE PRODUCTION IN SUPPORT OF CHILD
CANCER HAWKE'S BAY NEW ZEALAND.**

NUMBER OF MEMBERS IN CLUB 93

**MEMBERS ACTIVELY PARTICIPATING IN PROJECT 86 PLUS PARTNERS AND
EXTENDED FAMILIES.**

PROJECT DESCRIPTION.

Initiating and leading our Club to involve the eleven Hawke's Bay Rotary Clubs in supporting a production of "Bugsy Malone", a 1920's gangster musical set in New York, to coincide with the City of Napier's Art Deco Week and in conjunction with the World Art Deco Congress. The main aim to raise funds for Child Cancer in Hawke's Bay NZ, which was successfully achieved

DEGREE OF CLUB INVOLVEMENT.

The Rotary Club of Taradale provided massive hands-on support for the experienced production team from the Napier Operatic Society and other Theatrical People from throughout the wider Hawke's Bay. 86 Club members were actively involved in a wide range of activities over a long period of time. There would be only a handful not involved in some capacity. It is important to note that members from other Clubs were able to contribute in many ways which created a renewed 'Bond' between many of the local Clubs. (see further details in supporting documentation)

HOW COMMENSURATE WITH THE SIZE OF CLUB AND RESOURCES.

The project with its huge personnel and resource demands was far beyond what could be reasonably expected of a small Rotary Club in a small provincial city.

THE EFFECT ON THE IMAGE OF ROTARY IN THE COMMUNITY

Colossal! A big and positive impact for Rotary over a five month period with extensive media coverage and with the co-operation of all Hawke's Bay Rotary Clubs (a first) and strong association with a vital charity.

THE POSSIBILITY OF EMULATION

This project could be emulated with interest already shown from another club outside our region, but added below in the supporting documentation is a "check list" of essential prior requirements before this project could be undertaken.

ACHIEVEMENT DURING ROTARY YEAR.

The project was conceived, undertaken and successfully completed in only five months, October 1998 to February 1999 (further details expanding the above are included)

ADDITIONAL SUPPORTING DOCUMENTATION.

The prime objective, among several, was to take advantage of an opportunity to link with Napier's hosting of the ART DECO WORLD CONGRESS in late February to raise funds for Child Cancer victims and their families in the wider Hawkes Bay region. To provide financial assistance for local parents and their children who have to travel to larger centres within New Zealand for treatment. To assist with patient rehabilitation and educational support after prolonged periods of treatment.

The production 'Bugsy Malone' provided an opportunity for upwards of 100 children aged 8 to 14 years to develop their skills in acting, orchestral and stage set work and yet at the same time be totally aware that they were supporting other children less fortunate than themselves.

This special event provided a magnificent vehicle to build on inter club relations and create a new bond that has not been evidenced for many years. It profiled Rotary in such a positive way and on such a wide scale in supporting a very needy cause that the message of wanting to belong to Rotary as a very caring community organisation, could not but stimulate new membership.

CLUB INVOLVEMENT.

The Rotary Club of Taradale did provide initial financial backing of \$5000 with the pledge to add further funds to the cause at the conclusion of its Annual Charity Street Auction in mid March . An invitation was sent to the other 10 Clubs in the region to contribute \$1000 as initial production development costs, and all, save one, met this request immediately or with a pledge to make their contribution within a short time frame.

A target of \$50,000 was set to help offset some of the NZ\$83,000 cost to stage the show and this was achieved in sourcing materials etc at either reduced cost or from donations and the financial sponsorship from businesses and other organisations within the community. A task which was very daunting but achieved with the dedicated efforts of our Club President.

AREAS OF HANDS-ON SUPPORT

Rehearsal and Set Construction facilities. Locating and renting a spacious warehouse for the purpose, and support the auditioning of 400 children and the construction of "sets" for the 42 changes throughout the show.

Publicity. Radio, newspaper, flyers and the erection of hoardings and street banners. Organisation of and sale of tickets for the Grand Charity Opening Night. Extensive communication with all Schools throughout the district and with the thirty- six families who have children with cancer in our region.

Set Construction. Extensive building, help in making and painting the many 'flats' (three full stage widths), collecting Art Deco props of all descriptions (a combined Clubs' effort) and the mammoth task of transporting the full stage set from the construction site to the theatre.

Wardrobe. Downsizing suits (pinstripes) coats, felt hats, making ballet dresses, evening gowns etc. Rotarians and partners and extended families very active in this part of the show.

Staging. Providing a large crew for the nine performance nights including stage set work, the dressing of children and the delivery of armaments. The loading in of all stage set works and the 'pack out' at the end of the show into containers ready for sale to the next enthusiastic group with the motivation necessary.

Cars and Guns. The miniature vintage cars, pedal driven, had to be designed, built and painted and to be presented as a major feature of the show. The 'Splurge Guns' after promised supply from London failed, had to be designed and made. (They worked splendidly and the operatic professionals were awed to see that mere Rotarians could produce such a feat of engineering) a very saleable commodity for the show. The Splurge Foam however is only procurable from a Theatrical Centre in London, (details available from Club President).

Canvassing Sponsorships. Public and commercial avenues were targeted with upwards of 300 contacts having been made and followed up.

Supervision. Of the 90 to 100 high spirited child in the cast and in the orchestra and all under 14 years, at rehearsal, in the dressing rooms during the show was no mean task, but done well by Rotarians and the many partners.

Kitchen Control. To provide drinks and sustenance at rehearsals and throughout the show.

Development of the Existing Trust Account with The Hawke's Bay Child Cancer Support Group to ensure all the future desires for the control and allocation of funds to needy families have been addressed. The appointment of a Rotary member from the Club on the Board of Trustees for future control of funds and ongoing financial support.

Relationship to size of Club. The demands were huge- personnel, financial risks, administration, time, skills, resource and expertise over a sustained five-month period.

The Image of Rotary. Rotary support was stressed throughout in all advertising, publicity statements, approaches to sponsors and printed materials. Also stressed was the 'Child Cancer' objective.

A huge revolving Rotary water wheel was stationed near the theatre entrance for each of the nine shows for further emphasis of Rotary's involvement. The runaway success of the show also reflected credit on Rotary.

The Possibility of Emulation. A qualified 'Yes'.

Any Club contemplating such an intense and demanding project would need a number of qualities.

Note... The complete stage set had to be resourced financially, designed and manufactured- involving construction engineers and a professional Artist. This entire packaged set is now stored in its entirety ready for future re-enactments by any Clubs with a drive and desire for a challenge to a worthy community cause.

Key elements.

- Inspired and inspiring leadership from the Club President.
- Full support of Directors and prior Club commitment.
- Previous successful experience as a Club in achieving major projects including the impossible!....
- A wide range of practical skills within the club or access to same.
- Skilled financial planning.
- Unlimited resourcefulness and sustained enthusiasm.

Further, the main production team that is to be supported- producer, lighting and sound technicians, orchestra, choreographer etc, must be of unusually high order with a record of past successes.

CONCLUSION.

The key to our Club's success was our President Graham Duncan who associated himself directly with every aspect of our Club's involvement. He surmounted all obstacles and searched the world for certain supplies, and when frustrated went ahead and involved the Club to do it or produce it ourselves. His unwavering enthusiasm and huge input of time carried the day magnificently.

As the producer Gillian Davies said in a speech to a full house on the Gala Opening Night, "We couldn't have done it without Rotary" ...and Rotary couldn't have done it without President Graham's unusual array of qualities.

The Significant Achievement Award.

The application was a success, and in April 1999, President Jim Lacy replied to the Club with the following letter acknowledging the project with the **Significant Achievement Award**.

