
Incoming Speakers

Anita Killmier – Spring Swimathon
Monday 22nd September

Forthcoming Events

28.09.2008 2008 Australian University Games – Volunteer help is required now. Refer Peter Angwin for details.

For District News, please go to: clarice@rotarydistrict9800.org.au

	<u>22.09.08</u>	<u>29.09.08</u>	<u>06.10.08</u>	<u>13.10.08</u>
House Committee Duty 12.00 Midday start	M Morrison P Peters	A Walton M Morrison	J Smith A Walton	J Smith H Robbins
Bulletin:	P Peters	P Peters	J Smith	P Peters



Bulletin

Rotary Club of Prahran



Meets Monday
Mt Erica Hotel
Corner High Street and Williams
Prahran
12.45 for 1PM Luncheon

Website: www.rotaryprahran.org.au

Email: prahran@districtrotary9800.org.au

Prahran Chartered 27th December 1955

President	Peter Schneider
Vice President	Graeme Newton
Secretary	Helen Robbins
Treasurer	John Harris
Bulletin Editor	Pike Peters

No. 2331 Monday 22nd September
[Anita Killmier & Beverly Pinder:](#)
[Spring Swimathon –](#)
[charity support for Sri Lanka](#)

[Mount Erica Hotel](#)
12.45pm for 1.00 pm
Reception: Ross Liebmann
Cashier: Pike Peters

Previous Meeting

Apologies: David Rosenberg, Ross Liebmann

Guests of Club – Rodney Swan (potential Member), Rena Kaplan, Penny Weteswellan; Guest of Chris Southall – Tom McCarthy (potential member); Guests of Pike Peters – Cameron and Claire Peters

The Bridge Club of the Rotary Club of Prahran will kick off on **Tuesday 14th October** at St John's Church, Toorak. All members are advised that the success of this fundraising activity depends on your support – especially during your rostered sessions.

Our Bridge Director – Rena Kaplan came to lunch to urge us to promote our new venture! Rena's Bridge pedigree and her enthusiasm point to what will be a great success. We also welcomed Penny Weteswellan from the Alfred Hospital Breast Cancer Institute – the first beneficiary of our Club's new venture.

Hal had arranged for a photographer from the Leader Newspaper to take some publicity shots. The Bridge Juggernaut should start rolling with this and our mail out to Club Presidents!

New Club Roster

President Peter announced that the current roster is not really working. **Two members must arrive at midday** to assist with setting up and running reception for the meetings.

This week: **Pike Peters & Michael Morrison**

Stonnington Cares Launch!

19th October – Benalla Racetrack

All Club Members and Family of Rotary should put this important date in their diaries!

Our thoughts go out to Club Member's and their families who have recently lost loved ones:

Doug and Judy Crittenden on the loss of Judy's mother.

John and Colleen Harris on the loss of Colleen's brother.

David and Jan Rosenberg on the loss of Jan's mother.

Kevin and Jenny Biggin on the loss of Kevin's brother

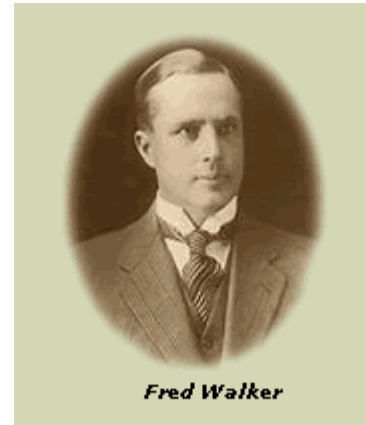
Kraft Foods – a historical insight with Christina Siciliano – Director Community Service – RC St Kilda



Christina in the centre in her red coat (with Penny Broome Pres RC Malvern and Phillipa Bergman-Hill Pres RC St Kilda

Graeme Newton introduced Christina to the Club. Whilst travelling to Benalla for the first Stonnington Cares Meeting – Graeme and Christina got to talking. Christina’s previous role was as the History Librarian at Kraft. Graeme found the story so fascinating that he invited Christina to speak to us. We’re glad he did (as the fascinating story below will illustrate) – and Christina’s presence reminded us of the other benefits of doing a cluster project – we all get to meet other Rotarians and share their stories!

The story of Kraft is a history of food – Australian food in particular. This is also a story of a remarkable man,



Fred Walker. In 1903, at the age of 19 set up the Fred Walker and Company in Hong Kong. Fred imported Australian Goods and exported goods back to Australia. He worked the connections in Hong Kong and was culturally astute – with both a Chinese and a foreign lawyer. Fred was well connected through his business including being a member of the Hong Kong Club. His business also stretched to other Eastern ports and even to South Africa.

Fred had an interest in canned cheese. Upon return to Australia he had interests outside of food as well – he imported race horses and jockey silks. Fred’s new venture in Australia saw him acquire Crisco Health Food in 1909. In 1913 Fred married Mable Ashton Perrin – the daughter of Colonel Perrin – who was General Monash’s aide de camp. He purchased 7 Alfred Place in the City. Fred and Mabel later had a daughter named Sheilah (who was married to a RC Prahran member).

In February 1923 Fred employed a brilliant chemist



Percy Callister. This was the foundation

of the first Research & Development department in a food business in Australia. Fred wanted to develop a yeast product – and by November – Vegemite was ready.

From there, Percy was challenged to work on processed cheese. At the same time on the other side of the world, a patent was lodged by James L Kraft for processed cheese. The two men met in Chicago – and hit it off. Both were similar – they both had a strong sense of responsibility towards their employees. 1926 they jointly took out the trademark for processed cheese. Processing started in Maffra Street, South Melbourne. The importance of this new product could not be overstated – essentially processed cheese kept Australia nourished during the depression.

*Vegemite was not an overnight success for Fred’s company. In 1928 in reaction to not selling a lot of product – the name was changed to **Parwill** – and the slogan explained “if Marmite, then Parwill”. Needless to say, the rebranding didn’t work – and the product was renamed to Vegemite – a name chosen from numerous suggestions by Fred’s daughter Sheilah on a Sunday drive through the Dandenongs.*

Fred faced other challenges. He was very shy – so actually used to practice public speaking in front of a mirror. He also was not always disciplined as a businessman. The business faced a huge financial crisis in 1920’s. He owed £80,000. Outside Directors were appointed.

Fred’s generosity was legendary. He loved beautiful clothes. One night during the depression, he gave his cashmire coat to someone who was cold in the street. During the depression – he hung a sign that stated “We regret that there are no jobs”.

In 1928 the Kraft enterprises were consolidated to



Riverside – on the banks of the Yarra where the Casino stands today. One enduring memory is at the end of WW2 – the troops passing by were showered by Kraft labels – a true reflection of the Australian spirit!

Fred Walker was a Rotarian – and President of the Rotary Club of Melbourne 1933-34 – a mere two years after being inducted. He met Paul Harris in 1935 at a Conference in Mt Gambier.

Fred died in 1935 from a massive heart attack. His company endures as an Australian and International icon.





Stonnington Cares next meeting

Sunday 28th September

Venue is Somerset Crossing Winery in
Seymour.

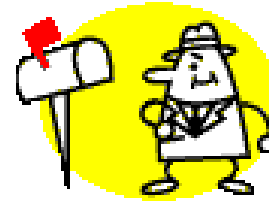
Please indicate to President Peter

Should you wish to attend:

info@patersonscakes.com.au

0417 322 617

This meeting will be critical for planning the
Launch on Sunday 19th October.



Council Delivery Request!

Can all people who were involved in the last
Council Mail Delivery please dispose of all
old fliers!

This will ensure that only the current
material gets delivered.



RC Prahran will
be sending local candidates and some from
Benalla to RYLA and RYPEN.