



The Spirit
of Sharing



V03

Business Plan 2010



The Rotary Club of Knox

Peter Cole
Rotary Club of Knox
PO Box 133
Boronia, Vic 3155
Australia

+3 9758 7994

petercole99@hotmail.com

Business Plan 2010

Table of Contents	Page
1. Table of Contents	2
2. Executive Summary	3
3. Introduction to 'The Spirit of Sharing'.	4
3.1 Background	4
3.2 'Spirit of Sharing' Scoreboard for 2009	5
4. Significant Change for 2010	6
4.1 Spirit of Sharing prior to 2009	6
4.3 Objectives for The Coming Year	6
4.4 A Dormitory for Taveuni	7
4.5 Financial Data	7
5. Method of Delivery to Fiji	8
5.1 Method of Collection for Educational and Sporting Goods	8
5.2 Method of Collection for Medical Supplies and Equipment	8
5.3 Method of Storage	9
5.4 Method of Delivery to Fiji	9
6 Risk Analysis	10
Appendix A Support for Spirit of Sharing in 2008 - 09	11
Appendix B Examples of Control Sheets for Goods Received	13
Appendix C Examples of Benefit Statements from Head Teachers	16
Appendix D Change Management	18

2. Executive Summary

The Spirit of Sharing wishes to acknowledge the unstinting help, enthusiasm and encouragement from the Rotary Club of Knox.



2.1 Background

The Spirit of Sharing was founded by Peter Cole in 2000. Its mission is to provide sporting and educational goods for severely underprivileged children in the Republic of Fiji. The Spirit of Sharing started with the delivery of a few footballs and cricket bats. In each successive year it has delivered an increasing amount of sporting goods. Some three years ago the scope was extended to educational materials. The profile of the Spirit of Sharing in Fiji has now reached a point where Peter Cole is featured regularly in Fijian newspapers and television.

This year his strategic planning process included the Acting High Commissioner for Fiji (see photograph on page 6.) The Spirit of Sharing's record in delivery has come to the attention of major corporate organisations such as Channel 9 Ltd, Coca Cola Amatil and Toll Holdings, all of whom are graciously giving material help to the project. Appendix A gives a list of contributors for the previous year. Appendices B and C give details of control sheets for goods received and statements of benefits.

2.2 Performance 2009

The achievements are as follows:-

Item	Target	Actual
• Raise cash	\$A20,000	\$A59,000
• Send containers to Fiji	Two	Two
• Number of schools for delivery	50	131
• Other	Establish website	Done
	Accept donations	In progress
	Via Paypal	

2.3 Changes for 2010

On advice from Mr Arya, the Acting High Commissioner for Fiji, the Spirit of Sharing is to make a radical departure from the past. The goods for delivery will now include health-related items such as hospital equipment such as beds and wheelchairs. It also will also send health related disposables such as syringes and bandages. Any equipment, which is of a high technology nature, which requires a high level of training or which requires a high level of electrical power is specifically left out of scope at this stage.

One specific project which the Spirit of Sharing will support is the building of a dormitory for the secondary school at Buca Levu. This will allow children from remote villages to receive a full secondary education for the first time.

2.4 Key Deliverables for 2010

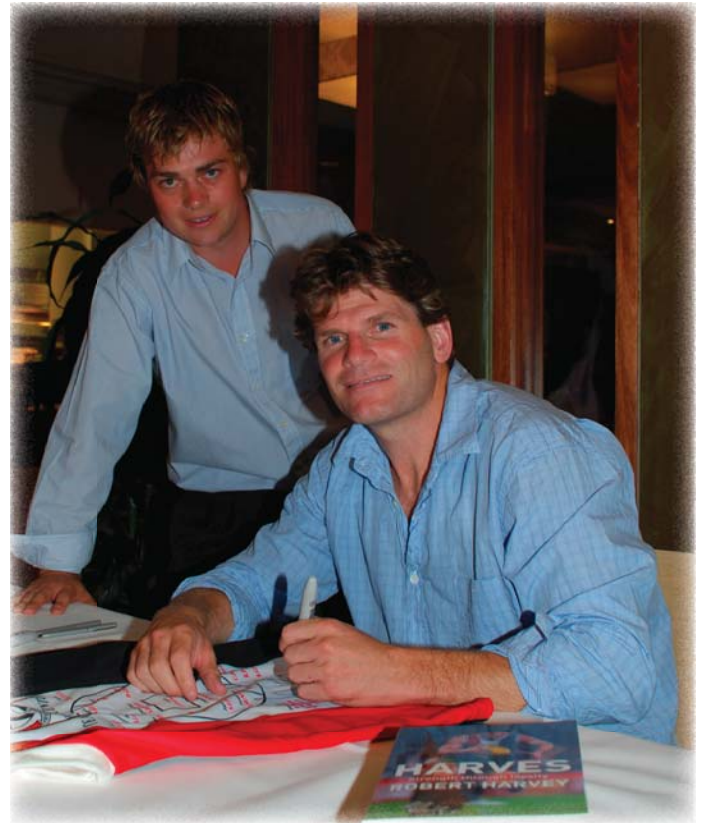
Due to the world financial situation the Spirit of Sharing has set a target for fund raising of \$A22,000. The target is to send one container this year and to distribute sporting and educational goods to some 30 schools. The medical equipment is targeted for the hospitals of Taveuni, Savusavu and Labasa.

3. Introduction to 'The Spirit of Sharing'.

3.1 Background

The establishment of the Spirit of Sharing was as a result of a visit by Peter Cole to Fiji in 2000. He observed children kicking around empty bottles and coconut husks in the absence of any proper sporting equipment. This led to three trains of thought:-

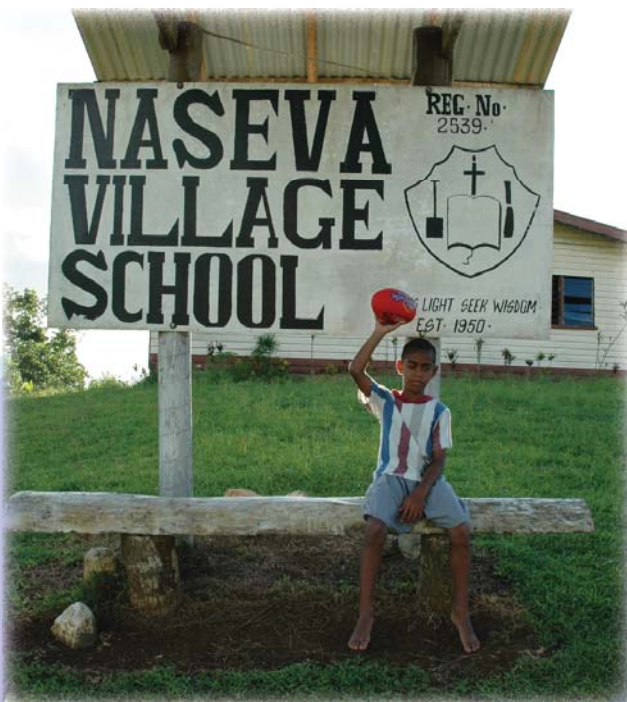
- Children and schools in Fiji are deprived of educational and sporting materials,
- Australian children and schools have an excess of these materials, which would be of extreme high value to children in Fiji,
- It had to be possible to move surplus materials from Australia to make up the shortfall in Fiji.



...so do their Aussie mates!

Mr Cole was nominated for 'Young Australian of the Year' for 2007. Mr Cole has become a member of the Rotary Club of Knox and is a Councillor in the City of Knox in Melbourne. The Spirit of Sharing now comes under the banner of Rotary Australia Worldwide Community Service (RAWCS) and, within that, the 'Donations in Kind' initiative.

All of the donations go directly for the purchase or transport of materials. The Spirit of Sharing does not keep back any margin of donations for administration.



Fiji kids like their footy...

These then forged into the central principle on which Spirit of Sharing is based.

The Spirit of Sharing is a community group started in 2000 by Mr Peter Cole. The Spirit of Sharing has operated for some ten years as a purely 'not-for-profit' organisation. For the first ten years of its existence, The Spirit of Sharing has been dedicated to providing sporting and educational goods for children in Fiji who are underprivileged. From this year The Spirit of Sharing also intends to supply medical goods.



3.2 'Spirit of Sharing' Scoreboard for 2009

Item	Target	Actual
Fundraising	\$20,000	\$59,000
Securing 'matching grant' from Rotary International	\$6,000	\$6,000
Tax free donations	Arrange via Rotary Australia Worldwide Community Service	Completed
Send containers to Fiji	2	2
Number of schools for delivery	50	131
Establish website	To be complete within the year 2009	Website functional as from 1 March 2009
Establish donations via Paypal	To be complete within the year 2010	Work in hand at time of writing

3.3 Stakeholders

The stakeholders in Spirit of Sharing for 2010 are:-

Stakeholder	Role
Peter Cole	Founder of Spirit of Sharing Head of policy and operations
Rotary Club of Knox	Supporters of Peter Cole
Rotary Distribution Centre, Footscray	Storage and packing of goods
Rotary Clubs of Suva and North Suva	Distribution of goods in Fiji, Help on application for tax-exemption
Government of Fiji: Ministry of Education, Youth & Sport	Distribution of goods in Fiji.
Government of Fiji, Ministry of Finance	Advice on completion of importation documentation to ensure minimum appropriate customs duties.
Coca Cola Company	Help with transportation by utilising empty containers returning to Fiji
Toll Holdings Ltd	Help with transportation
Channel 9 Melbourne	Assistance with the development of promotional materials and fund raising



4. Significant Change for 2010

4.1 Spirit of Sharing prior to 2009

The Spirit of Sharing has previously provided a range of materials to schools, village communities and sporting associations in Fiji. Initially the range of materials was limited to sporting goods. This has extended over the years to include the following:-

- Sporting goods,
- Books and other writing materials,
- Computers and educational furniture,
- Toys and swimming aids

4.2 Spirit of Sharing from 2009 Forwards

During 2009 Peter Cole discussed the future of

Spirit of Sharing at a meeting with Mr K. Arya, the Acting High Commissioner for the Republic of Fiji in Canberra and also Mr R. Hodgson, the Honory Consul for the Republic of Fiji in Melbourne.

The advice of both officials was that the sporting goods supplied by Spirit of Sharing are of high value to the students who receive them. There is a possibly greater need in the provision of medical supplies and equipment.

For the year of 2010 the Spirit of Sharing will continue with the provision of sporting goods but also add medical supplies and equipment. It is not envisaged at this stage that the Spirit of Sharing will deliver high technology medical equipment or any machinery, which is dependent on a guaranteed power supply.



Left - right:

Rotary Club of Knox

- Mr Andrew Burgan, President
- Mr Peter Cole, Republic of Fiji
- Mr Kamlesh Arya, Acting High Commissioner,
- Mr Reg Hodgson, Honorary Consul

4.3 Objectives for The Coming Year

Item	Target
Fundraising	\$22,000
Send containers to Fiji	1
Number of schools for delivery	30
Number of hospitals for delivery	3: Taveuni; Savusavu; Labasa Medication; disposables e.g bandages or bedsheets; hospital beds etc.
Funding and building dormitory for children at Taveuni	To be built by local labour under the supervision of the Rotary Club of Taveuni. Detailed planning is taking place at time of writing.
Expand website	Adding additional pages of information <ul style="list-style-type: none"> • Details of previous trips • Quotes from school principals • Establish payments via Paypal


4.4 A Dormitory for Taveuni

The Spirit of Sharing proposes to support the building of a 40 bed school dormitory during 2010. This is to be built for Buca Levu Secondary School on the island of Taveuni. The dormitory is urgently required to allow parents from remote parts of the island to send their children to school.

At present only the most basic education is available in some of the remote areas. This does not respond sufficiently to the educational need of the children. This is an urgent task and one with significant benefits to children in outlying communities

4.5 Financial Data

The plan in Rotary Year 2009 - 2010 is to send 1 container to Fiji. The cost for a single container is some \$A13,800, which would give an initial expenditure of some \$14,000. The financial projections to support the forty bed dormitory at Taveuni are still in preparation at the time of preparing this business plan. Early projections suggest that this figure will be in the range \$15 – 20,000 dollars.



Cost Item	\$A
Freight	4,000
Fumigation	400
Equipment	5,000
Equipment maintenance	250
Transport of container in Fiji	300
Import duty	1,750
Agent fees for documentation	0
Distribution costs	300
Contingency at 15%	1,800
Total	\$13,800

The Spirit of Sharing offers donors tax-free donations through the good offices of Rotary Australia World Community Services. For 2009 the Spirit of Sharing acknowledges the matching grant of \$6000 from Rotary International. Due to the prevailing economic conditions it is noted that this will not be available for 2009 – 2010.



5. Method of Delivery to Fiji

5.1 Method of Collection for Educational and Sporting Goods

Peter Cole maintains a list of potential donors. These may be schools, sporting associations, businesses or individuals in Australia. He approaches them and proposes that they donate second hand and brand new sporting goods, educational materials and so forth. He picks materials up directly from schools, businesses, community groups and sporting clubs.

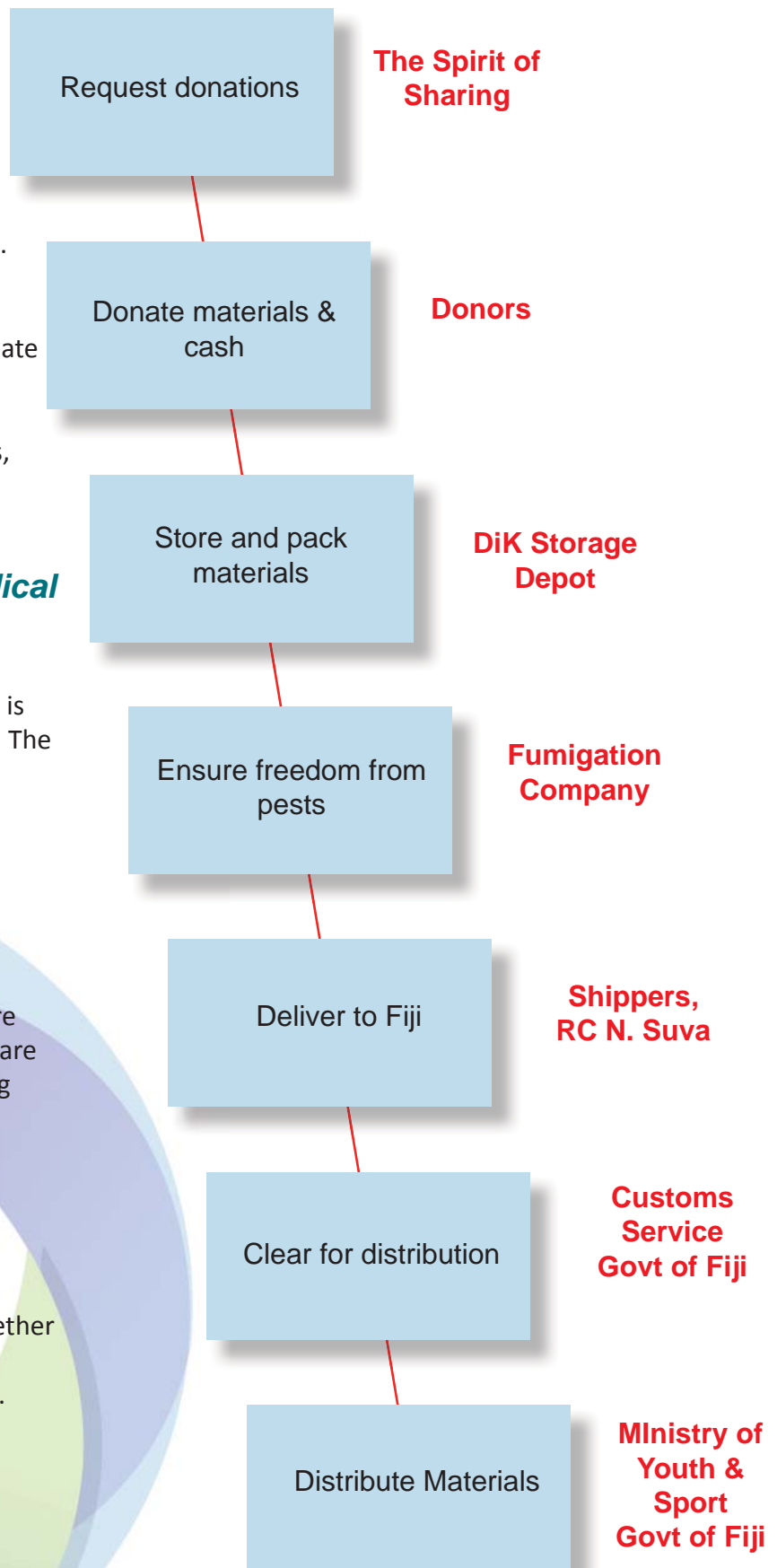
5.2 Method of Collection for Medical Supplies and Equipment

The method of collection for medical supplies is broadly similar to that of sporting equipment. The differences are:-

- medical supplies and equipment will typically be sourced from pharmacies, wholesalers or manufacturers,
- the Spirit of Sharing will consult with government authorities in Fiji to ensure that any drugs, supplies or machinery are compatible with Fijian law or operating standards,
- methods of storage of any drugs or pharmaceuticals will need to take into account such issues as expiry dates; physical conditions of storage and whether any special security issues due to the materials' attraction to a black market.

5.3 Method of Storage

Storage of the ever-increasing amount of materials is at the secure Rotary depository in Footscray. All materials are catalogued by Mr Cole's audit and control system. They are kept at this depository until such time as there is



Method of Collection & Delivery

a full container load. Loading takes place at the depository under supervision and the sealed containers are taken to the Port of Melbourne for onward transmission to Fiji.

The containers are sealed between loading and examination by the Republic of Fiji Customs Service.

5.4 Method of Delivery to Fiji

Materials are placed in standard shipping 20-foot containers. Extra Transport Pty Ltd pick up the container, fumigate it and deliver it to Melbourne docks. A shipping agent arranges for the container

to be shipped. Mr Cole flies to Fiji with two or three helpers at their own expense and open the container at the wharf in Suva. The Youth and Sports Ministry in Fiji provided staff and vehicles to facilitate the distribution of sporting goods.

The delivery of medical supplies to Fiji necessarily raises additional issues. The Spirit of Sharing is currently identifying these are developing strategies to overcome the issues. The method of storage, transport and opening is specifically designed to obviate theft or delivery to inappropriate recipients



The Spirit of Sharing acknowledges the generosity and support of Toll Group and Coca Cola Amatil in the transportation of goods to the Republic of Fiji.

We acknowledge the gracious support given by Channel 9 Melbourne in the development of promotional material and fund raising.

We acknowledge the enthusiastic support of Worldwide Online Printing for their help in the production and distribution of written material.



Worldwide
online printing



In Fiji: Morning - the problem



Lunchtime - the solution



Afternoon - the delivery (no pun intended!)

Chapter 6 Risk Analysis

The specific conditions in Fiji present three major risk events:-

- Theft of goods
- Customs performance
- Civil unrest between the Fijian and Indian populations.

These and other identifiable risks together with their mitigation strategies are given below.

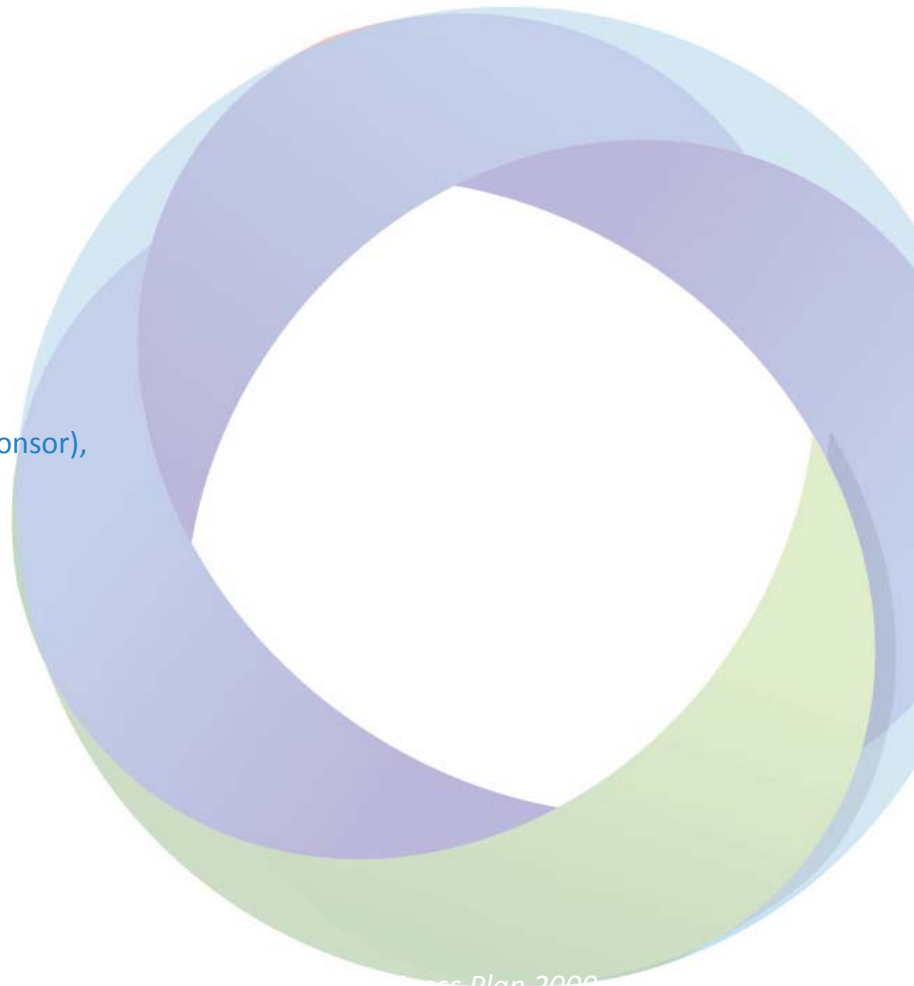
Risk Event	Probability	Impact	Risk Severity	Risk Mitigation Strategy
	1 –low, 5 -high	1 – low 5 - high	Probability * impact	
1. Theft of goods in Fiji	4	5	20	Keep in Rotary premises, hire security guard
2. Container rejected by customs	3	5	15	Ensure all documentation is meticulously completed. Carry previous documentation.
3. Civil unrest	2	5	10	Maintain awareness on political situation.
4. Inter-racial tensions	2	4	8	As above
5. Medical supplies do not meet Republic of Fiji legal or technical requirements	2	4	8	Liaise with government agencies before sending any supplies.
6. Traffic accident due to local road conditions	2	3	6	Maintain extraordinary level of watchfulness on roads
7. Health problems	2	3	6	Ensure food is cooked in appropriate conditions
8. Insect infestation	1	5	5	Goods are routinely fumigated prior to shipment
9. Spirit of Sharing loses impetus due to non-availability of Peter Cole	1	5	5	Appoint deputies (see above)

Appendix A Support for Spirit of Sharing in 2009

In 2009 some 50 cash donations were received to a total of \$59,000. The major fundraisers were:-

- Mermorabilia Night with Robert Harvey of St Kilda FC
- Swing Afternoon with the Transition Big Band
- 'Matching Grant' from Rotary International.Channel 9; some 10
-
- In addition sporting goods and other materials to a total of \$500,000 were donated by a number of donors including the following:-

- Ron Barrassi,
- Robert Harvey,
- Max Walker,
- Ian Thorpe,
- Ricky Ponting,
- Shane Warne,
- Adam Scott,
- Brett Lee,
- Michael Clarke,
- Xavier Ellis,
- Hawthorn Football Club,
- Cathy Freeman,
- Collingwood Football Club,
- Wizard Home Loans,
- Cuckoo Restaurant,
- Puffing Billy,
- Channel Nine's "The Footy Show",
- Knox Leisure Works,
- St Kilda Football Club,
- Wantirna Club,
- Richmond Football Club,
- Chris Judd,
- Matthew Richardson,
- Knox Club,
- Transition Big Band,
- Worldwide Online Printing (Major Sponsor),
- Gai Waterhouse,
- Missy Higgins,
- Kylie, Minogue,
- Kevin Rudd,
- Steve Bracks,
- Home and Away,
- Melbourne Victory,
- Peter Alexander



The following schools have also contributed to the funding of Spirit of Sharing

- Scotch College,
- Xavier College,
- Boronia Heights Secondary College,
- Fair Hills High & Primary School,
- Knox Gardens Primary & Pre Schools,
- Bayswater Primary School,
- Mt Lilydale Mercy College,
- Melbourne Grammar,
- Rudolf Steiner School, Camberwell Grammar,
- Camberwell Primary School,
- St Mary's College,
- Carrington Primary School,
- Timbertop Primary,
- St John The Baptist Primary

In addition to the above, The Rotary Club of Suva kindly donated \$3,500 to cover importation and customs duties on entry to Fiji.



From Wavuwavu Indian School, Labasa

**SPIRIT OF SHARING WITH THE DEPARTMENT OF YOUTH AND SPORTS
DONATION OF SPORTS EQUIPMENT FORM**

Name: SANGITA DEVI DEO

Name of School: 1646 WAVUWAVU INDIAN SCHOOL

Address: P.O. BOX 285, LABASA

Phone: E-mail: Fax:

DECLARATION

I SANGITA DEVI DEO (full name) of WAVUWAVU INDIAN (school name) declare that in my capacity as an official of the said school I have received through the "Spirit of Sharing" Charity program the equipment itemized below. These items are donated to the club and so will remain the property of the club.

No.	Items	Qty	No.	Items	Qty
1	Exercise Books	6	20	Cones	6
2	Badminton Kit	1	21	Netballs	2
3	Drink Bottles	2	22	Dart Board	1
4	T-shirts	10	23	Darts	6
5	Shorts	11			
6	Ball Pump	1			
7	Tennis Balls	15			
8	Volley Ball Net	1			
9	Cricketer Bats	2			
10	Educational Books	1 Box			
11	Whistles	3			
12	Manuals/sports	1			
13	Australian Flag	1			
14	Rotary Flag	1			
15	Sharpeners	5			
16	Pencils	2x20			
17	Relay Batons	2			
18	Soccer Balls	2			
19	Ball Pump Pins	2			

Signature of Receiver: Deo

Signature of Officer in charge:

Designation of Receiver: INTERIM EXECUTIVE TEACHER

Designation of Officer in charge:

Date: 30.06.09

Date:



"Spirit of Sharing" Representative:

Signature:

From Domonisavu District School

**SPIRIT OF SHARING WITH THE DEPARTMENT OF YOUTH AND SPORTS
DONATION OF SPORTS EQUIPMENT FORM**

Name: Lavenia Ramacika
 Name of School: Domonisavu District School
 Address: P.O Box 4681, Labasa
 Phone: 6030963 E-mail: Fax:

DECLARATION

I, Lavenia Ramacika (full name) of Domonisavu Dist Sch (school name) declare that in my capacity as an official of the said school I have received through the "Spirit of Sharing" Charity program the equipment itemized below. These items are donated to the club and so will remain the property of the club.

No.	Items	Qty	No.	Items	Qty
1	Exercise Books	6			
2	Sports kit	1			
3	Soccer Ball	1			
4	Volley Ball	1			
5	Relay Batsons	2			
6	Education Books	1			
7	Badminton Kit	1			
8	Dart Board	1			
9	Darts	6			
10	Volley Ball/Soccer Bag	1			
11	Tennis Balls	15			
12	Australia Flag	1			
13	Drink Bottles	2			
14	Sports Manuals	1			
15	Sharpeners	5			
16	pencils	2x20			
17	Pump pins	2			

Signature of Receiver: L.Ramacika Signature of Officer in charge:
 Designation of Receiver: Teacher Designation of Officer in charge:
 Date: 30/06/09 Date:



"Spirit of Sharing" Representative:
 Signature:

From Wairiki District School

**SPIRIT OF SHARING WITH THE DEPARTMENT OF YOUTH AND SPORTS
DONATION OF SPORTS EQUIPMENT FORM**

Name: LEPUA TAUUA TUNAYAU
 Name of School: WAIRIKI DISTRICT SCHOOL
 Address: P.O. BOX 284, LABASA
 Phone: 8232644 E-mail: tauualepua@yahoo.com Fax: -

DECLARATION

I WAIRIKI DISTRICT SCHOOL (full name) of LEPUA T. TUNAYAU (school name) declare that in my capacity as an official of the said school I have received through the "Spirit of Sharing" Charity program the equipment itemized below. These items are donated to the club and so will remain the property of the club.

No.	Items	Qty	No.	Items	Qty
1	BADMINTON KIT	1			
2	EXERCISE BOOKS - Box	6			
3	GENERAL BOOKS	1			
4	VOLLEYBALL NET	1			
5	NEW NETBALL	2			
6	NEW SOCCERBALL	2			
7	NEW VOLLEYBALL	2			
8	RACKET	1			
9	T-SHIRTS	11			
10	WATER BOTTLES	2			
11	RELAY BATON	3			
12	TENNIS BALLS	15			
13	MARKER CONES	6			
14	CRICKET BAT	2			
15	SOCCER BALL	3			
16	VOLLEYBALL	1			
17	BASKETBALL	2			
18	AFL FOOTBALL	1			
19	RUGBY BALL	1			

Signature of Receiver: [Signature]
 Designation of Receiver: A. TEACHER
 Date: 30/06/2009


Signature of Officer in charge:
 Designation of Officer in charge:
 Date:



"Spirit of Sharing" Representative: [Signature]
 Signature: [Signature]
 DATE: 30/06/09
 Act. JHT.

Appendix C Examples of Benefit Statements from Head Teachers

From Nawaca-Wairiki Village School



28 JUL 2009
Nawaca-Wairiki Village School

OUTCOME & IMPACT STATEMENT:
Nawaca-Wairiki Village School.
Mereoni Ravoka.
P.O. Box 93, Nabouwalu, Bua.
8207121 (school) Home (8207334)

Head Teacher: _____
School Address: _____
Email/Fax/Phone: _____

1. What impact on your school has the donated sporting equipment made? Have girls at your school benefited from the equipment as well as boys?

Before, there were not many sporting equipment in our school, after receiving the donations students are able to play in small groups using the donated sporting equipment and ^{also} playing different games. Boys and girls at our school have benefited the equipment very much.

2. How does your school manage the equipment? Does some go missing?

Once we received the donations, they will be recorded into the school inventory and locked inside the office until sports day which is Friday. They can go missing if the students misplaced them, but we use to check the equipments after sports on every Fridays.

3. Has your school achieved anything within the sports department as a direct result of receiving the sports equipment?

We gain access to sports equipment and no finances given to sports department as a direct result of receiving these sports equipment.

SPORTING EQUIPMENT DONATED BY PETER COLE THROUGH THE GENEROSITY OF THOUSANDS OF AUSTRALIANS

From Wairiki District School

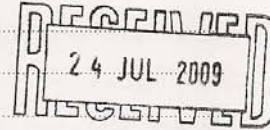


207

PSO: fyi
21/7/09
me
D-10 24/7

OUTCOME & IMPACT STATEMENT:

Name of School: WAIRIKI DISTRICT SCHOOL.
Head Teacher: PENAHIA TUOSE TANAYAU.
School Address: P.O. BOX 284. LABASA.
Email/Fax/Phone: 8232644



1. What impact on your school has the donated sporting equipment made? Have girls at your school benefited from the equipment as well as boys?

The donated sports equipment had a great impact on the school.
- it lifted the morale and interest in sports activities in all the students and teachers.
- The girls & boys in the school are participating in the Tebasa RugbyNet Association as the arrival of the equipment is a timely one in helping them to prepare well in the competition.
- It is encouraging to see the lower classes experience first-hand the use of some of the donated equipments, like cricket bats.
- Some sports equipments are eye-openers to students.

2. How does your school manage the equipment? Does some go missing?

A sports teacher is delegated the responsibility of looking after all the sports equipment. It is kept in a room. The equipments are signed out by the class teacher when borrowing it and signs it when the equipments are returned. None of the equipment goes missing but are only old and worn out.

3. Has your school achieved anything within the sports department as a direct result of receiving the sports equipment?

- Improved training as there are more cones and balls for practising.
- Lifted the morale of participating in sports activities.
- The school is now more well equip.
- Students find sports more interesting due to the use of the new sports equipment.

SPORTING EQUIPMENT DONATED BY PETER COLE THROUGH THE GENEROSITY OF THOUSANDS OF AUSTRALIANS