

# PDG Norm Innes – A Larger-Than-Life Leader, Tireless Promoter of Lionism, and True Scottish Spirit

## Nominated by the Lions Club of Ballajura

**Past District Governor Norm Innes** joined Lions in **1976** as a member of the Lions Club of Hamersley, bringing with him a powerful presence, a warm heart, and a Scottish accent that stayed with him throughout his life. Over more than three decades, Norm became one of Western Australia's most recognisable, enthusiastic, and beloved Lions.

## Club Leadership

Norm served in **numerous executive roles** within his clubs—often simultaneously and almost always for multiple terms. His service included:

- **Club President – multiple terms**
- **Club Secretary – multiple terms**
- **Guiding Lion for new and developing clubs**

He was instrumental in nurturing new members, building club capacity, and supporting Lions culture wherever he served.

## District Contributions

Norm's leadership extended to the District level, where he demonstrated reliability, passion, and commitment. His contributions included:

- **Zone Chairman – appointed in 1981**
- **Cabinet Member – multiple years**
- **District Governor – 201W1 (1988/89)**

As District Governor, Norm was known for his warmth, humour, and tireless promotion of Lionism.

## A Master Promoter of Lions Christmas Cakes

One of Norm's most memorable contributions was his enthusiastic promotion of **Lions Christmas Cakes**. His creativity, humour, and commitment were legendary:

- He never missed an opportunity to promote the cakes
- He erected **large advertising boards** on the verge outside his home every year
- His passion became a memorable part of the community's Christmas season

His spirited involvement turned cake sales into not just a fundraiser—but a celebration.

## Honours and Recognition

PDG Norm's decades of service were recognised with many prestigious Lions awards, including:

- **James D. Richardson Honour Award**
- **District Governor Extension Award**
- **Tom Cameron Award**
- **Melvin Jones Fellowship**
- **Life Membership – Lions Clubs International**

Beyond Lions, Norm was also honoured with:

- **Australia Day Active Citizenship Award**

These awards reflect his commitment to community service, leadership, and outreach.

## Membership Growth & Club Development

Norm was a passionate builder of Lionism. His achievements include:

- **More than 35 years of perfect attendance**
- **Sponsoring over 20 new members**
- **Involvement in chartering numerous new Lions clubs**, including the **Ballajura Lions Club**, where he later became a proud member

His efforts strengthened Lionism across WA and left a legacy that continues through the members and clubs he helped establish.

## A Lion Who Always Stepped Forward

PDG Norm Innes was known as:

- The **first to volunteer**
- The **last to leave**
- A mentor, friend, and enthusiastic supporter of every Lions project
- A man whose laughter, accent, and presence brightened any meeting or event

His boundless spirit and dedication made him one of the most respected and loved Lions in his District.

## A Legacy of Warmth, Energy & Dedication

**PDG Norm Innes** embodied everything it means to be a Lion—service, enthusiasm, leadership, humour, and heart. His contributions enriched clubs across Western Australia, built membership, strengthened District programs, and brought joy to everyone who had the privilege of serving alongside him.

**His legacy lives on in the clubs he helped form, the members he inspired, and the spirit of Lionism he championed every single day.**