



Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

August 2010

Volume 1 - Number 2

In this issue:

1

Conference update

2

Districts join to promote Rotary

3

> Club Visioning Training
> Council on Legislation's Impact Continues
> Membership Minute

4

Membership statistics

5

- From Queensland to Canberra
- Meet The Team



Australian Rotary Conference update

Rotary International President **Ray Klinginsmith** is looking forward to his visit to Australia, and to meeting as many Rotarians as possible at the "Australian Rotary Conference" in Canberra on 21-22 August, before travelling on to New Zealand. Ray will lead a strong team of Rotary speakers and facilitators who will take you through ways in which we can make Rotary stronger, especially at the Club level.



Rotarians are responding well to registrations which have now officially closed. However, if you register quickly at <http://www.rotarydownunder.com.au/australianrotaryconference> we will fit you in if at all possible.

An Australian Federal election has been called for Saturday 21st August, but the Conference will go ahead as scheduled. Attendees are advised to vote in their own electorates before travelling to Canberra, details of how to do so are on <http://www.aec.gov.au/>. Vote early!

A workshop about forming new **Rotary eClubs** will be held on Sunday morning, 22nd August.

Following the Council on Legislation decision to allow new Rotary eClubs to be formed, there has been a flood of interest but limited guidance available. The presenter will be **Chris Joscelyne**, who is a Past President of Rotary eClub One (District 5450 Colorado USA), and also Past President of the Rotary Clubs of Sydney and Grafton in NSW.

Enquiries about registration to: greeneyb@iimetro.com.au
other enquiries to: robwy43@bigpond.net.au

*Conference update prepared by
Rotary Coordinator Rob Wylie*

Australian Rotary Conference, Woden, ACT

August Saturday 21 - Sunday 22, 2010

Official closing date to register: 31st July 2010 (see Conference update above, for late registration)

www.rotarydownunder.com.au/australianrotaryconference

Districts Join to Promote Rotary across Australia

Article supplied by Dick Garner (PDG)
Rotary International Zone 8 Australia
Public Image Coordinator
Vic 3187

Each year RI offers each of our 22 Districts the opportunity to apply for a grant up to US\$10,000 to help promote Public Relation. This Rotary year 17 Districts have agreed to pool a portion of their potential PR Grants, to create a larger combined PR initiative. Each participating District plans to allocate US\$2,930.00 of their possible grant together with an additional US\$1,463.00 of District funds for this combined project.



The Districts coloured dark green are the ones that have applied for the joint PR Grant.

The joint PR initiative will focus on two areas. First, a new compact multi-fold membership brochure called “Rotary in Your Pocket”. As the name suggests it will fit in your top pocket or purse so that Rotarians can easily carry a couple of promotional Rotary brochures with them. There will be space on the brochure to put your own Club details. Each participating District will receive 14,500 of these brochures so all their Clubs should be able to get a good supply. The brochures will also be made available for any District not in the joint PR project to purchase for their Clubs.

The second area of focus for the project is the promotion of Rotary by using Social Media. We will be using the services of Think Tank Media, an agency that specialises in Social Media. It is a young, energetic and well established agency with major clients such as Toyota and the AFL.

Looking at the bottom line, with the possibility of a generous contribution from RI, this entire joint PR project will only cost about \$1.08 per Rotarian in the 17 participating Districts. Rotary in Australia will experience a new level of multi-district PR cooperation and move to assess the effectiveness of Social Media.

RI's PR Grants applications closed on the 15 July so we now have to wait to see if RI gives the joint project the thumbs-up.

Strengthening your Rotary Clubs

This subject will be firmly on the agenda for the national seminar to be in Canberra 21st & 22nd of August. Please attend, its going to be a great time to learn about new membership developments and share ideas. Improving the Image of Your Club is a key topic.

All Rotarians are welcome ask your Club President for information.

Rotary Club Image

How Does your Club Travel

Have you Upgraded your Vehicle Recently



Or are you still driving a last Century Model

Rotary Club Change

- **First Impressions:** Good Venue – Best Meeting Day & Time
- **Club Image:** Meet & Greet – Room Layout & Appearance - Badges – Appropriate Speaker Gifts
- **Meeting Format:** Structured – Run on Time – Quality Speakers - Variety – Short Topical Sergeant's Sessions
- **Quality Projects:** Both Fund Raising & Donating to Causes
- **Communications:** Bulletin – Website – Board Reports - PR
- **Social Content:** Friendship Program Beyond Club Meetings
- **Community Links:** Strongly Connect with Your Community

The Priorities of Rotary International
“Support and Strengthen Clubs”
“Focus and Increase Humanitarian Service”
“Enhance Public Image and Awareness”

Club Visioning Training

Article prepared by RC Rob Wylie

The Club Vision Facilitation program continues to expand within Australia and New Zealand.



A successful training event for new Vision Facilitators was held in Auckland on 10th July. Coming training events are listed below:

28 August, Newcastle:

Contact Pam Wellham

pwe12476@bigpond.net.au or Wilma Simmons
wilmasimmons@hotmail.com

4 September, Melbourne:

Contact

Philip Archer parcher@archwaygroup.com.au

11 September, Brisbane:

Contact Rob Wylie robwy43@bigpond.net.au or
Tony Freeman freemanmarketing@bigpond.com

The need for Clubs to formulate their own long range plans has been highlighted by the current and immediate past Rotary International Presidents.

In Districts which have adopted the program, facilitator teams are working their way around the clubs, with good results. The above workshops are a response to Districts who have asked for more facilitators to be trained.

For more information contact **Rob Wylie** (Australia) or **Ross Murray** (New Zealand).

Council on Legislation's Impact Continues

(Laurie Linxweiler, Division Manager, Club & District Support)

Council on Legislation delegates have the option of sending club and district ideas to the RI Board directly for action. At its June 2010 meeting, the RI Board considered eighteen items from the 2010 Council delegates to the RI Board. The Board referred four resolutions to The Rotary Foundation Trustees for consideration. (Stay tuned to hear what the Trustees will say in response to these items after their next meeting in October).

The Board agreed with the following recommendations referred from the Council:

- Encouraging clubs to create a club training and leadership committee if such a committee meets the club's needs;
- Providing people with disabilities access to club meetings and service activities; Creating a satellite club pilot project;
- Requesting districts to help more with club public relations;
- Reaffirming its policy encouraging districts to hold training seminars for new Rotarians;
- Studying the concept of Earlyact clubs;
- Recognizing Inner Wheel as a valuable working associate and commending their service to humanity.

The Membership Minute

The Membership Minute is an e-mail newsletter that provides membership development ideas, resources, and tools. It features:

- The latest research on Rotary membership
- Suggestions about where to find and how to recruit qualified, committed Rotary club members
- Ideas for creating or enhancing new member orientation programs
- Tips and trends for keeping and retaining members

Go to <http://www.rotary.org/en/Members/GeneralInformation/MembershipResources> and click on *The Membership Minute*.

An evening with RI President Ray Klinginsmith

Christchurch Sunday August 22, Wellington Monday August 23.

For registration in 9970 email DG Margaret Reeve b.reeve@actrix.co.nz
and email cjrr@wildpress.org to register in 9940.

Rotary Membership by District and Zone

District	30/6/09	1/7/09	30/06/10	1/7/09 to 30/6/10		30/6/09 to 30/6/10	
				+/-	%	+/-	%
9450	1046	1009	1149	140	13.9%	103	9.8%
9460	1066	1026	1042	16	1.6%	-24	-2.3%
9470	828	792	785	-7	-0.9%	-43	-5.2%
9500	1478	1442	1411	-31	-2.1%	-67	-4.5%
9520	1535	1478	1512	34	2.3%	-23	-1.5%
9550	1214	1176	1124	-52	-4.4%	-90	-7.4%
9570	1136	1121	1174	53	4.7%	38	3.3%
9600	1845	1797	1794	-3	-0.2%	-51	-2.8%
9630	1260	1255	1271	16	1.3%	11	0.9%
9640	1454	1427	1398	-29	-2.0%	-56	-3.9%
9650	1639	1601	1667	66	4.1%	28	1.7%
9670	1152	1136	1181	45	4.0%	29	2.5%
9680	1987	1938	1968	30	1.5%	-19	-1.0%
9690	1014	994	1003	9	0.9%	-11	-1.1%
9700	1220	1193	1166	-27	-2.3%	-54	-4.4%
9710	1513	1492	1511	19	1.3%	-2	-0.1%
9750	1518	1476	1457	-19	-1.3%	-61	-4.0%
9780	2071	2026	2039	13	0.6%	-32	-1.5%
9790	1793	1757	1787	30	1.7%	-6	-0.3%
9800	2834	2773	2745	-28	-1.0%	-89	-3.1%
9810	1367	1310	1341	31	2.4%	-26	-1.9%
9820	1504	1490	1481	-9	-0.6%	-23	-1.5%
9830	1428	1407	1432	25	1.8%	4	0.3%
Zone 8	33902	33116	33438	322	1.0%	-464	-1.4%

District	30/6/09	1/7/09	30/06/10	1/7/09 to 30/6/10		30/6/09 to 30/6/10	
				+/-	%	+/-	%
9910	1303	1241	1293	52	4.2%	-10	-0.8%
9920	1790	1732	1740	8	0.5%	-50	-2.8%
9930	1941	1913	1913	0	0.0%	-28	-1.4%
9940	2178	2142	2139	-3	-0.1%	-39	-1.8%
9970	1386	1377	1378	1	0.1%	-8	-0.6%
9980	1347	1309	1306	-3	-0.2%	-41	-3.0%
Zone 7b	9945	9714	9769	55	0.6%	-176	-1.8%

World	1234527	1206419	1224384	17965	1.5%	-10143	-0.8%
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Comment on Rotary Membership Statistics 2009-10

The official statistics on Rotary membership numbers as at 30/6/10 are in this table. The comparison with 1/7/09 (growth "within" the Rotary year, but not including the overnight loss at midnight on 30 June), and with 30/6/09 (comparing the same date in consecutive years) is shown.

The only valid comparison is to compare 30/6/09 with 30/6/10 (apples with apples). This shows:

- A net loss worldwide of 10,143 (0.8%)
- A net loss in Zone 8 of 464 members (1.4%)
- A net loss in Zone 7b of 176 members (1.8%)
- Net gains in Districts 9450, 9570, 9630, 9650, 9670, and 9830
- Net gains in Papua New Guinea, Solomon Islands, New Caledonia, Cook Islands, and Fiji.

The overnight loss at midnight on 30/6/09 was a consistent 2.3% of membership across Zone 8, Zone 7b, and the whole Rotary world. This occurs as Rotarians who do not renew membership are deleted. This will have occurred again at midnight on 30/6/2010. We will know by how much when the 1 July statistics become available in October, but expect that loss to again be around 2%. We can then compare 1/7/09 with 1/7/10, which will be another valid comparison.

Statistics for one year only tell part of the story. We can (and will) debate at every level of Rotary why the decline has occurred. Many of us will have differing opinions.

The challenge continues, and the important questions remain:

What are we going to do about it? And what are **you** going to do about it?

From North Queensland to the Conference.

Article and photo supplied by Ida Portella, PR Director, 2010-11 Rotary Club of Mareeba.

Rotary Club of Mareeba (North Queensland) supports the benefits of attending the National Membership Conference in Canberra and has paid for the registration and accommodation for all of its incoming 2010-2011 Board of Directors.

President Sherri, who attended the last membership conference held in Canberra said "I gained so much from attending the last conference and feel that every Rotarian should make an effort to go, I made a proposal to my club and was thrilled when they said they would support it. Our new Board of Directors will benefit so much from the conference and in turn come back to the club and inspire the rest of our members".



The RC of Mareeba 2010-11 Board of Directors all dressed up, are pictured (President Sherri pictured centre) at the State of Origin themed Changeover held at the Mareeba United Football Club on Wednesday July 7, 2010.

Rotary Coordinator Team

Zone 8 and 7B
2010-2011

Zone 8 (Australia, Papua New Guinea, Solomon Islands and Timor Leste).

Zone 7B (New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa).

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