



Rotary on the Move



Zones 8 and 7B
Rotary Coordinator Newsletter
October 2011
Volume 2 - Number 4

In this issue:

1

New Blog for Zones
7B and 8

2

- Stuart Heal Update
- Member Sponsor
and Retention
Recognition

3

- Message from RI
President
- Earthquake Response
- E Club

4

What Rotary means
to me

5

Help Club Grows

6

Henley on Todd

7

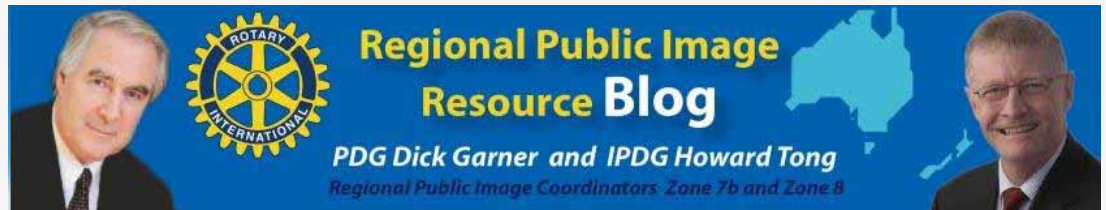
- Wheel Meal Day
- Community Welcome

8

- Membership growth
- The team

“ Introducing the new Rotary Public Image Blog For Rotarians in Australia & New Zealand ”

Article supplied by PDG Richard (Dick) Garner



If you look at the numbers of people blogging, it's daunting (so don't look — just do it). According to a February 2010 posting “the current estimates say there are about 400 million ‘active’ English language blogs right now”.

So this concept has been adapted and a Rotary PR Blog has been created for our Australian and New Zealand Rotarians. PDG Dick Garner and PDG Howard Tong being Rotarians in both Australia and NZ know that there really is very little difference in our approach to Rotary on either side of the Tasman.

Good PR Ideas will work for all of us and the Blog is a great way of sharing successes and getting news to all Clubs.

However the Blog is not exclusive for PR people, any Rotarian can access it and plug into the electricity. As you know Blogs are two-way streets and therefore we would like contributions from all Rotarians. Currently the Blog has mainly NZ comments so let's get some Australian content happening.

To visit the Rotary Blog just click www.Public-Image-Action.blogspot.com

To send contributions, forward them to Howard (howard.tong@xtra.co.nz) and he will enter them.

Dick and Howard ask you to spread the word of this Blog so more Rotarians can hook into sharing ideas and promoting the image of Rotary as an organisation with so much to give those who join and to those it serves.

As the Rotary Public Image Coordinators for New Zealand, the South Pacific Islands and Australia, we are keen to communicate regularly using this Blog. It will contain the latest Public Image news. Our Strategic Plan emphasises the need to enhance our Public Image. It is our task to facilitate this and one method is using the Blog. We will be updating it DAILY. Do check it on a regular basis and add the link to your Club web site and Bulletin.

“ROTARY INTERNATIONAL DIRECTOR STUART HEAL UPDATE”

RI - RESOURCE Extra
Regional News update
September 2011 Vol. 5 No. 3



I have just returned from Evanston where I attended a Strategic Planning committee meeting. It was a useful time to reflect on where Rotary is heading and to ponder what the next generation may want from the organisation. The more meetings I get to attend in Evanston the more I appreciate the “power” of the organisation is in the clubs.

However the board has tried to support the strategic plans goal of strengthening and supporting clubs by recommending some changes to our rules to be considered at the next Council On Legislation. They are also investigating social media as means for clubs and individuals to connect and work together.

As you know the board has already approved an extra \$2,000,000 USD for District PR grants this year lifting the total available to \$4,000,000. Are you in?

The big spend approved by the board is focussed on a “brand revitalisation” plan.

They are down to a short list to undertake this work and I am expecting some exciting things will emerge in the next couple of years.

I do however believe our brand does really start in our clubs. It is how our communities see us and our most recent survey results are a bit disappointing in that recall of our name is higher than the last survey but what we do is lower. We have plenty to do in this critical area yet. The board has also increased the spend on PR around the eradication of polio to ensure we get the credit we deserve for this huge project. Expect to see more from RI in this area in the 12 months or so.

The final big challenge in the pipeline is the Rotary Foundation Future Vision plan roll out on July 1 2013.

The pilot of 100 districts is continuing but now roll out plans are beginning as well. The plan is to have all programs and supporting software ready by July 1 2013 ... and that is only a little over a year away.

Plans are currently on time and on budget but there is a lot to be done to get the 430 non pilot districts up to speed. Keep an eye out to ensure you don't miss your turn and take the training opportunities as they arise.

The big strategic issues still being discussed include membership growth and retention and a numerical shift from west to east. The COL may change some attendance rules but the cultural change from attendance to participation will take some time to gain real traction. A real effort to establish projects around our six areas of focus could certainly create plenty of opportunities for clubs to get busy with and who knows maybe a busy club is one that needs to meet regularly??

I think the board has accepted the challenge of accelerating change and attempted to provide funding and expertise in a couple of critical areas BUT it is up to the clubs to really drive the change. Each in their own way. Each meeting the needs of their members and their communities. Rotarians will get the job done.

We do it better than anyone else.
Stuart Heal

“Member sponsor and retention recognition”

Member Sponsor and Retention Recognition program, allows Rotary club presidents to nominate and recognize individuals for sponsoring new members while focusing on retention. There are several award categories:

- **Gold pin and certificate:** For Rotarians bringing 25 members into any Rotary club, with 20 still active after six years
- **Silver pin and certificate:** For Rotarians bringing 10 members into any Rotary club, with eight still active after four years
- **Bronze pin and certificate:** For Rotarians bringing five members into any Rotary club, with four still active after two years

“Message” from RI President

Message appeared in *Rotary Leader* Sept 2011 Vol 2, Issue 2

How can we be more inviting to younger members, who are different in so many ways from young people a generation or two ago? Young professionals today are working longer hours, and every minute they have is precious. We have to show them that Rotary is a good use of their time — something they will want to be a part of.



And we have to come to them where they are: on the Internet, on Facebook, on Twitter, on e-mail, and on their smartphones. More than ever before, a club's website is its public face — and it has to be a good one. We cannot hide our Rotary light under the proverbial bushel; we must let it shine forth brightly, and let it be a beacon to all those who cherish our Rotary value of Service Above Self.

“An Amazing Response to the Christchurch Earthquakes by Rotary”

Supplied by: *Colin Robinson*

Rotary Club of St Johns (Inc) District 9920

Since the earthquakes, Rotarians in Christchurch have been hard at work, mostly under the radar, assisting community organisations, communities, families and individuals in need. The support from Rotarians and clubs in New Zealand and around the world has been staggering as has what has been achieved from that support!

The Blog at www.rotaryresponse-christchurch.eq.blogspot.com you will find current reports from the two main Rotary entities managing the identification and implementation / support of recovery projects and the funding of these plus some other news of interest.

- Earthquake Response Support Project
- Christchurch Earthquake Charitable Trust

Also check [here](#) for more information on: “Update on the Christchurch Earthquake Rotary response activities”.



“FORMING A ROTARY E-CLUB”

RI - RESOURCE Extra

Regional News update

September 2011 Vol. 5 No. 3

It seems that many districts are at least considering the formation of a Rotary E-Club.

It is an essential part of the establishment of any Rotary E-Club that it meet the following technical requirements:

Because the meeting venue is on a website, e-clubs must have:

- A dedicated website
- Online meeting software to host a meeting (see information on software available through Rotary's partnership with Citrix Online)
- Private sections of the website that protect members' online personal data and only members can access

Further information is available on the RI website click [here](#)



- Online financial transaction systems for dues payments from members, contributions, and Remittances E-clubs are responsible for all costs associated with maintaining a URL and hosting their website on the Internet.

E-clubs are also chartered in the same way that any other new Rotary Club is chartered, with a minimum of 25 members and a charter fee of US\$15.00 per member. The same Application for a New Rotary Club forms need to be submitted, and RI approval required for a club to become incorporated.

“ What Rotary Means to Me. ”

Article supplied by PDG John Egan
Written by Rotarian, Ellen Brasier
Rotary Club of Wagga Wagga, D9700



Last year I was in the position that most of you have found yourselves today. The big “R” word was looming and I knew that, after having worked for 40 plus years in a demanding occupation I would need something to fill my extra freedom, and something that would keep the “grey matter” functioning.

Fortunately a friend suggested that I join the Wagga Rotary Club so I went along to a meeting assuring her that I was just looking, sussing out the place! I was truly amazed at the way in which I was treated by these men and women, the majority of whom I did not know. They were all so friendly and welcomed me with open arms. I had a great night and determined then that, if they would have me, Rotary was the way for me to go. They did have me and here I am today to tell you a little of what Rotary means to me.



The friendship and fellowship which I have received is second to none. You can walk into any Rotary Club Meeting anywhere in Australia and dare I say the World and you are immediately welcomed. It doesn't matter what you are doing within Rotary there is always time for fun and frivolity along with the serious side of the job at hand. This friendship has filled a huge hole for me because not only have I retired and thus lost the day to day contact with my work colleagues but also I had lost my life partner so those “free” days could be very long and lonely.

Rotary has given me the opportunity to give back to the community and also for me to keep in contact with young people with whom I have worked all my professional life. Rotary runs an extremely good Youth Program which develops leadership and responsibility among young people. For me this is fantastic as the young people of Wagga and District hold a special place in my heart.

The fact that I can continue to serve others both at home and abroad has been another great opportunity given to me through my membership of Rotary.

What else can I say? Probably lots, but I think the best way for me sum up what Rotary means to me is to say that it gives great friendship and fellowship, the opportunity to further develop leadership skills and education, the chance to be a team player and to serve the local and international community. I must add Rotary is fun!

Rotary is Rotary International and as a result Rotarians are able to help those who are less fortunate than ourselves. One of the major projects is to eradicate Polio and this has almost been achieved. It gives me great pleasure to be part of this great organisation that has almost achieved this goal. We have also assisted people ravished by floods both in our own district and Queensland and Victoria. Many of the homeless in Wagga have received swags so that they now have a warm place to sleep. All of this and much more has been made possible through our fund raisers, all of which have proven not only very profitable but have provided a great deal of fun and fellowship for those participating.



It has also given me the opportunity to use and extend the breadth of my organisational and leadership skills as this year I am chair of the our Youth Committee which is a important part of our Service Directorate. Rotary encourages us to be a member of the various committees within the organisation and as a a result leadership, organisational skills along with being team players are enhanced.. Hence the “grey matter” remains active.

Education is another benefit that I have received as a member of Wagga Rotary. At every meeting we have a guest speaker who may be a member of our club telling us about their work or experiences such as overseas trips etc or a member of the community telling us about their particular occupation, charity etc. I have learned much from listening to these people and as a person who believes strongly in ‘Life long learning’ this has provided me with a great deal of personal satisfaction.

“Three steps to help you grow your club”

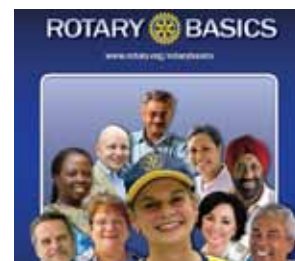
Rotary International News -- 3 August 2011

All Rotarians are ambassadors of Rotary and their clubs.

Interested in growing your club but not sure how to get started? Here's an easy three-step plan to bring to your next club meeting.

1. Start with Rotary Basics

The colorful Rotary Basics guide (published in the August issue of *The Rotarian* and Rotary regional magazines) gives an overview of what Rotary clubs do. Order copies from shop.rotary.org for members to share with prospective Rotarians and club guests. Include your club's contact information with the guide or direct prospective members to www.rotary.org/join, which includes a link to the Prospective Member Form.



2. Handle prospective-member inquiries

Club presidents receive inquiries about membership either directly from candidates or via [Prospective Member](#) or [Rotarian Referral](#) forms forwarded from Rotary International. As always, invitations for membership are at the discretion of your club. Consider [creating a brochure](#) or [elevator speech](#) to provide an overview of your club. If you develop a standard welcome e-mail to initiate correspondence with prospective members, include:



- Welcome and thank-you to candidate for his/her interest in Rotary
- Overview of the club, including a brief outline of Rotary's mission and humanitarian goals, a recent club/district service project, and typical club/district activities
- Meeting information, including the name, meeting time, and location
- Additional resources, including links to club/district websites or Rotary publications
- Follow-up information about the club's next steps in the membership process



3. Send prospective member kits

Follow up your welcome letter with the [Prospective Member Information Kit](#) (423), which provides basic information about RI, The Rotary Foundation, and the responsibilities of club membership. Have a club leader contact the prospective member to ensure they've received the kit and to answer any questions about Rotary membership.



More information and membership resources:

[Membership Development Resource Guide \(417\)](#)

[Club Assessment Tools](#)

[New Member Orientation: A How-to Guide for Clubs \(414\)](#)

[Club Membership Committee Manual \(226b\)](#)

[How to Propose a New Member \(254\)](#)

[Rotary Basics \(595\)](#)

[Leadership Development: Your Guide to Starting a Program \(250\)](#)

[Be a Vibrant Club: Your Club Leadership Plan \(245\)](#)

[Club Brochure Templates](#)

[Your Club, the District, and Rotary International: Partners in Membership Development](#)

[Membership Development Best Practices](#)

Share your Club or District Service Project

Below is a Club project to share.

We would like to hear from Districts or clubs telling us what they have done. Please include a summary, contact details, and a couple of photos, and forward to this Newsletter's editor at shalhoubissa@shoal.net.au.

“ Henley on Todd 2011 Alice Springs - August 20th ”

Article supplied by PDG Malcolm Lindquist,
Assistant Rotary Coordinator, D9500 and D9520

The 50th running of this dry River Regatta was another mad cap success for the three Rotary clubs in Alice Springs. Over \$60,000 was raised this year to support the works of The Flying Doctor Services, The McGrath Foundation for breast cancer and local Rotary projects.



DG Eric Russell , Co founder of McGrath Foundation Tracy Bevan with local supporter and Viking crew member Jayne Winter

One of the guests of honour at this year's event was Tracy Bevan, one of the co-founders and Director of the McGrath Foundation.

The event is an exercise where all local service clubs and volunteers assist to make this a truly community event. This year volunteers included members of Apex, Lions, Scouts, Girl Guides and Northern Territory Emergency Services.

The three Local Rotary clubs are the Rotary Club of Alice Springs, the Rotary Club of Stuart and the Rotary Club of Mbantua. These clubs are in District 9500.

In the 50 years of operation more than \$1million has been raised by the event.

Local businesses and individuals have assisted with sponsorship and advertising.

This year's event started with a publicity run at the Clipsal V8 event held in March in Adelaide.

Rotarian Reg Smith's madcap idea in 1962 to raise money for Rotary has certainly paid dividends.

Major Events associated with the Regatta:
Friday Night Auction, The Grand Parade, The Regatta, Commodore's Gala Dinner and The Postie Bike Ride

Regatta Events:
Surf Rescue, Sand Skis, Boogie Boards, Sand Shoveling, Fours and Eights, Yachting and Sea Battle

Battle Boats:
In the final event of the day the three battle boats The Viking, HMAS Nauteus and HMAS Courage with their motley crews representing each of the Rotary clubs fought to a "sandstill".

This year's event saw the Vikings declared winners in controversial fashion. Perhaps it was because DG Eric Russell (Rotary District 9500) was strapped into the crow's nest, wheelchair and all or because the crew were dressed in bright pink indicating their support for breast cancer research.



Battle Ship Viking ready for Action

The Commodore for this year's event was Assistant Governor Eleanor Dennis who ably presided over this magnificent event which is an iconic and unique event on the world calendar.

Share your Club or District Service Project

"The Wheel Meal Day"

*Article supplied by PDG John Egan
Rotary Club of Wollundry, District 9700*

Peter Crozier, a member and Past President of Wollundry Rotary Club had a great idea to build friendships within the Rotary Club. It is called The Wheel Meal Deal.



Three times a year all names of Rotarians who want to participate are put into a draw. The first drawn acts as the host, then the next two names are guests of the host. This process continues till everyone is either a host or a guest.

Each member hosts once, and is then becomes a guest for the next two dinners, everyone gets to be a host once and a guest twice.

The meal can be in your own home, for breakfast, lunch or dinner or at a Restaurant...whatever the host wishes. The Wheel Meal Deal is held once every three months, and each draw members share a meal with two different couples.

The whole idea is to mix everyone up so each club member has a meal with two different couples each time. Members often get to share a meal with people that they would not normally mix with socially.

This is a great way to build friendships and relationships as you get to know people in your club and their partners that you may not get to know under normal circumstances and of course partners get to mix socially and make friendships as will.

It helps build friendships within the club and strengthens the club. It works in clubs of all sizes and really well in larger clubs and in clubs where they aren't able to have a lot of time to socialise with each other.

"Nothing trivia about this community welcome"

A Press Release submitted by Jessie Harman, Assistant Rotary Coordinator

The community of Naracoorte, South Australia, is a culturally more harmonious place, thanks to the Rotary Club of Naracoorte.

In recent years, Naracoorte has seen an influx of Afghani refugees attracted to the area for employment. According to Murray Burdett, President of the Rotary Club of Naracoorte, making the new residents feel welcome has been a priority for community leaders in the town.

"We were keen to ensure our new Afghani residents felt welcome, and also that our existing community members understood and valued our new residents," he said.

To build cultural understanding, the Rotary Club of Naracoorte hosted a trivia night for around 100 guests, Afghanis and local Australian residents in roughly equal proportions.

To ensure everyone could participate enthusiastically, the trivia questions were carefully selected to be 'fair to all concerned'. The event was a wonderful success, resulting in new friendships and stronger cultural awareness.



***Inductions of four new members –
three of whom are Afghani community leaders***

Since the event, the club has stayed in contact with the local leaders of the Afghani community, and last month, three of these leaders were inducted into the Rotary Club of Naracoorte - further strengthening the bonds between the two groups.

A living example of Rotary's spirit of international goodwill, peace and understanding!



Trivia Night

“Getting Serious about Membership Growth and Active Recruiting”

From RI publication: Membership Development Resource Guide, 417-EN—(408)

Social, political, and economic conditions affect the way people perceive volunteering and what they hope to gain from a volunteer experience.

When developing recruitment strategies, consider these questions:

- What are volunteers looking for when they choose an organization?
- What volunteer options are available in your community?
- Is your club offering prospective members opportunities that match their expectations?
- How do the benefits of Rotary club membership compare with those of other organizations or volunteer opportunities?
- What can be done to help prospective members choose Rotary over other organizations?

Use these questions as a springboard for a discussion among your members to determine the best way to position your club as the preferred option for service in your community.

Also focus on the benefits of Rotary club membership that extend beyond service opportunities, for example:

- Camaraderie, fellowship, and friendship with like-minded people in the community
- Business networking
- Opportunity to develop leadership skills within a well established, international service organization

If you know the competition, you can better position your club as an appealing option and effectively communicate the expectations and benefits of Rotary club membership to qualified prospective members.

Also realize that Rotary isn't for everybody. Some people may prefer to focus on short-term volunteer opportunities or want to work for a specific cause.

Past editions of the “Rotary on the Move” Newsletter can be accessed by clicking on the following links:

http://www.rotaryaustralia.org.au/membership_newsletters.php
or <http://www.rotm.rotarysouthpacific.org/>

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

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