



Rotary on the Move



Zones 8 and 7B
Rotary Coordinator Newsletter
November 2011
Volume 2 - Number 5

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“ HOPE is not a strategy! ”

*Article by PDG Noel Trevaskis
Rotary Coordinator,
Chairman Australian Rotary Health*



It is always interesting when I visit clubs and ask them about their membership and club strategy along with other things. Would you be surprised that a lot of clubs tell me that they hope to increase their membership? They hope to increase their fundraising, etc.

Clubs are preparing to get ready to elect their leaders of the future; they will be hoping that they elect the right people for the leadership roles in their club. Hope is not a strategy.

For clubs to be successful they need to have good strategies in place. Successful Clubs know what they are trying to achieve and how they are going to achieve it, they have plans. They know what the problems are and how they are going to solve them. They concentrate on solutions, they don't focus on problems.



What does a club have to do to be successful? Value their members, fulfil their need. Put members into roles where they will be satisfied making them feel worthwhile and that they are a big part of the club. People need to know that what they are doing in a club is appreciated, they should be acknowledged for their efforts. Successful clubs always want to achieve success; in fact they expect to be successful. They always want to do more and are always improving and wanting to improve they are not satisfied with where they are now. They are focussed on the future. They talk about progress not change!

A club that is a successful club is a progressive club not a hopeful club, they develop their members. They have all their members involved in the club. They look forward to the future; they don't hope to have a good future, they have solutions and plans they don't just hope. Successful clubs know that hope is not a strategy.

RI President promotes technology

Want to attract young professionals to your club? Go online!

As far as young people are concerned, “a club that doesn't have a presence on the Internet simply doesn't exist,” says RI President Kalyan Banerjee. “A club's website is its public face — and it has to be a good one.”

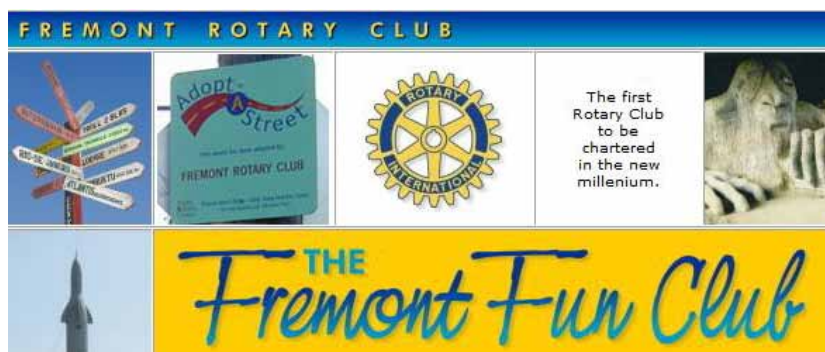
Keep your club website updated, and take advantage of social networks like Facebook and Twitter to reach out to young men and women.

“Rotary PR Tips”

Edited by Joseph Lorenzo
31 Aug 2011

Rotary in the news

The [Rotary Club of Fremont \(Seattle\), Washington, USA](#), was recently recognized by its local public radio station for being one of a handful of clubs in Seattle to hold evening meetings instead of breakfast or lunch — making it more attractive and convenient for younger members.



“We happen to meet at a brewery. We have beer and we also have a nanny, so we get to bring our kids, drink beer, and have a Rotary meeting. We’re all about doing good for the community, but it’s also about having fun while doing it,” says club president Chris Pierard. [Read the story and listen to the audio clip.](#)

Revised PR web page

If you’re looking for advertisements to promote Rotary’s Humanity in Motion and “This Close” campaigns, you can now visit www.rotary.org/ads to link directly to video, print, radio, and billboard content — available in eight languages — in Rotary’s [Media Center](#).



Help spread the word about these resources on your website or blog, and in your club and district newsletters. Send questions to pr@rotary.org.

RI website’s useful shortcuts

Prepared by Christine Sanders, Manager, Rotary Coordinator Program, RI



Sometimes it can be difficult to navigate rotary.org and find exactly what you need.

Below is a list of five useful shortcuts:

1. www.rotary.org/membershipresources - To find all membership reports, statistics, and publications, scroll to the "Membership trends and information" heading.
2. www.rotary.org/strategicplan - All RI Strategic Plan materials are posted here (postcard, small poster, PowerPoint presentations, and reports).
3. www.rotary.org/newgenerations - This is the landing page for the fifth Avenue of Service, and links to Interact, Rotaract, RYLA, and Youth Exchange pages.
4. www.rotary.org/en/MediaAndNews/News/Announcements/Pages/ridefault.aspx - Visit this page for a list of all recent announcements and updates specifically for Rotarians, not the general public.

“The Rotary Club of Kununurra’s membership success.”

*Article provided by Jerry Pilcher
RC of Kununurra, D9450*

Kununurra is a town of 6000 people. The Club had been an active Club with membership around 35 but by January 2009 we only had 8 active members.

- With low attendance it became embarrassing to invite new members to meetings that were not interesting.
- Taking on a board position in a small inactive club was a chore.
- A quick succession of Presidents leaving midterm meant no stability in the club.
- We had no structured membership program or Public Relations strategy in place.

Our first meeting in February 2009 saw the same six at the table again.

I shared with those men an idea of creating interest meetings to encourage groups of people to join our Rotary Club.

To put up their hand to help me! We had nothing to lose, with \$40,000 in the bank let’s spend a small portion wisely to attract new member’s men and women as we had been a men only club.

We had a simple strategic plan that we put into action. We used the local phone book and created a spread sheet with the names of all businesses and government departments, with their phone number and postal address. Then we set about finding who was the manager, head of department, owner or second in charge of the organization.

We did not assume we knew who would make a good Rotarian. If they were good people and in business they were on our list of people to invite to our interest meeting, we discovered we had 250 people to invite to learn about Rotary.

The interest meeting was held six weeks after we had finalised the invitees. We ran a weekly quarter page advertisement in the local newspaper, ordered promotional banners & flags and get some new Rotary Shirts. These measures raised awareness of our club before the invites went out.

Personal invitations on Rotary stationery and the pamphlet Rotary Basics were posted to people that we had identified as potential Rotarians two weeks prior to

the interest meeting. We phoned every invitee four days after the invitations were sent out asking them to attend the interest meeting reiterating that we were not asking them to be a member just to learn about Rotary.

On the night of the meeting the MC kept the meeting moving along. The club provided everyone with a drink and finger food.

- Colin Thornily spoke on the International Structure of Rotary.
- One member spoke on projects the local club is involved in.
- Another spoke on how the local club functions.
- Kara Lipscombe a Youth Exchange student presented on her Rotary Youth Exchange experiences in Japan. Karas presentation was the decider for many new members.

At the first meeting we had 46 people attend and from that we signed up 16. We had only signed 16 people from 250 invites BUT we had doubled the size of our club, and now the club could serve the community. Another interest meeting was organised to cater for those who couldn’t attend the first night. 35 guests attended and 6 became Rotarians.

On 2nd May 2009 we inducted 14 new members, and we increased our membership to 40 in the space of 3 months.



*The Ord River Diversion Dam with Lake Kununurra.
View looking southward*

The interest meeting also has a bonus in that even though only 80 people showed up for the meetings 250 people now had Rotary information, creating awareness about Rotary in the community.

continued on page 4 ...

Advice to you if your club is in need of reinvigorating.

- Invest in Public Relations, advertise and tell people your story.
- Adopt the interest meeting concept, but only in conjunction with a whole of club change in direction, a set structured plan and willing helpers.
- You have to ask people to join, they will not walk in the door.
- Your clubs membership is low for a reason, unsuitable people for Rotary in your area is not the reason.
- If your attendance is low and meetings boring your club needs to act now.
- Seek to reduce your average age of the club by attracting 10 - 15 members below 45 in one go, these people are out there and are waiting to be asked.
- Actively seek and involve Non Rotarians in your programs and fundraising, this is a good avenue for new members. Make a rule that RYE students stay with non Rotarians; you will get new young members.
- Create a feeling of honour and prestige for people taking on board positions.
- Do not think you know what makes a good Rotarian, you will be surprised who will become active members.
- Make sure you have good meals and an interesting guest speaker at every meeting.

In 2009 Rotary District 9450 and long term members put life back into the Rotary Club of Kununurra, Since March 2009 we have sent approx. 20 people away on Rotary programs, raised around \$170,000 from the community, obtained \$50,000 in Royalties for Regions money for a playground, and built a \$40,000 gazebo. None of this would have happened if we handed back our charter now that would be disappointing for the local and the international communities.

“ Pilot Programs ”

The 2011-14 pilot programs (satellite, associate, corporate member, and innovative and flexible Rotary clubs) were launched on 1 July 2011. A total of 723 clubs are participating in the pilot programs.

61 Clubs from Zone 8 and Zone 7B are participating, here is the list for Zone 8 and Zone 7B ‘Corporate Member’ and ‘Innovative and Flexible’ Rotary Clubs:

Pilot Program Corporate Club			
Rotary Club	Country	District	Zone
East Coast Bays	New Zealand	9910	7
Newmarket	New Zealand	9920	7
Te Awamutu	New Zealand	9930	7
Matilda Bay	Australia	9455	8
Bunbury	Australia	9465	8
Adelaide	Australia	9500	8
Victor Harbor	Australia	9520	8
Townsville Daybreak	Australia	9550	8
Hervey Bay Sunrise	Australia	9570	8
Honiara	Solomon Islands	9600	8
Brisbane Centenary	Australia	9630	8
Ashmore	Australia	9640	8
Cairns	Australia	9650	8
Gosford City	Australia	9680	8
Central Blue Mountains	Australia	9690	8
Sydney Cove	Australia	9750	8
Geelong	Australia	9780	8
Malvern	Australia	9800	8
Ringwood	Australia	9810	8
Dandenong	Australia	9820	8

Pilot Program Innovation & Flexibility Club			
Rotary Club	Country	District	Zone
Takapuna Inc.	New Zealand	9910	7
Mount Victoria	New Zealand	9940	7
Christchurch Sunrise	New Zealand	9970	7
Scarborough	Australia	9455	8
Attadale	Australia	9465	8
Tea Tree Gully	Australia	9500	8
Glenelg	Australia	9520	8
Mareeba	Australia	9550	8
Stafford Inc	Australia	9600	8
<i>Mt. Warning AM</i>	Australia	9640	8
<i>Toronto Sunrise</i>	Australia	9670	8
St. Ives	Australia	9680	8
Wetherill Park	Australia	9690	8
Murrumbidgee Wagga Wagga	Australia	9700	8
Flemington	Australia	9800	8
Melbourne	Australia	9800	8

In the 2011 September's edition of this Newsletter the list for Zone 8 and Zone 7B ‘Satellite’ and ‘Associate Members’ Clubs was published.

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.

“Geelong Book Fair”

Article submitted by PP Stephen Yewdall

Rotary Club of Geelong West

District 9780

Recycling has a new meaning in Geelong Victoria with the Geelong Book Fair reaching new heights for the Rotary Club of Geelong West, in District 9780.

The Geelong Book Fair, now in its 7th year, was initiated originally as a short-term fundraiser to providing financial support for a housing project in Tsunami affected Sri Lanka. Assisted with a Matching Grant from the Rotary Foundation, 5 permanent dwellings were constructed with the aid of the Rotary Club of Panadura in District 3220.

Consistent with the recycling theme, every book sold at the now annual Book Fair has been donated. Geelong West Rotarians collected 10,000 books in the months leading up to the 3 day sale, held in August.

The books were sourced from deceased estates, cancelled library books, and other private donors.



Book Fair sorting

Book sorting days, where the stock are placed into appropriate categories, also finished with quality fellowship time, assisted with a BBQ & sampling of the local cool-climate wines.

Book Fair Co-ordinator, Daryl McLure PHF said “social time at the conclusion of the day’s book sorting was a key element and easily met the advancement of goodwill as one of the key objects of Rotary”.

“The first day of sales saw a 50m queue of buyers waiting for the doors to open, and sales continued to be strong over the remaining days. This year’s profit of almost \$15k will be used to support Rotary approved Club and international programs,” said Daryl.

Club President, Mark McColl added “The books are sold very cheaply. Rather than being thrown away, they are placed back into the hands of the community for re-use and re-reading. Some of the donated books are real gems and many a valuable book has been unearthed, offering potential for some solid returns back to the Club” said Mark.

With the demise of the number of book retailers in the market place, the Geelong Book Fair has filled a void in accessibility of books at a price affordable to all family budgets.

Last year, the Rotary Club of Geelong West was able to make substantial donations to flood effected regions in Queensland and with District 9780 in Victoria. Other beneficiaries of the Book Fair income were the Rotary Foundation and the Donations-in-Kind Project.

The Club recognises that the Geelong Book Fair is a lot of hard work (books are heavy), however the pain is worth the effort, with profits for the Club, benefits for the community, supported by the social interactions for Rotarians – Long Live the Geelong Book Fair.

Helping people find employment

Vocational Service Update, RI, Oct 2011

In these tough economic times, people everywhere are having difficulty finding gainful employment. Here’s what some clubs are doing to help:

- The Rotary Club of Ingelheim am Rhein, Germany, helped young adults in their 20s to receive high school equivalency certificates and find job training programs and apprenticeships.
- The Rotary Club of Kasr El-Nile, Egypt, organized a job fair for the unemployed. About 10,000 job seekers attended, and 80 national and multinational companies were represented.
- The Rotary Club of Adrian Morning, Michigan, USA, held a clothing drive to provide residents of four local homeless shelters with professional attire, improving their chances of success on job interviews.

Share your Club or District Service Project.

Below is another Project to share.

“Postie Bike Challenge- August 20th”

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

The Henley on Todd regatta coincided with the annual Postie Bike ride where 44 riders roared across the outback from Ipswich, near Brisbane to Alice Springs on little 70 cc Honda “postie bikes”.

This was the tenth annual ride and covered 4000 kilometres of inland sand highways over a ten day period.



This year there were 37 male riders and 7 females ranging from 25 to 76 years of age.

They arrived in Alice Springs in time for the Grand Parade down the Todd Street Mall which signified the start of the Henley on Todd Riverbed Regatta.

This year at the end of the run most of the bikes were donated to Rotary for sale and the proceeds will be shared between the three local Rotary clubs. Over the 10 years this event has raised around \$500,000 for charities, including Rotary.



One of the bikes that was auctioned this year had been painted by one of the local Arrernte artists, Heather Laughton. It sold for \$2000 at auction.

“New blog postings on the Rotary Coordinator Blog Site”

<http://rotarycoordinatoren.blogspot.com/>

Please feel free to read the new postings, click on the links and post a comment if you wish.

Rotary's Areas of Focus

By Jesse Allerton, Supervisor, Rotary Service
Wednesday, September 28, 2011

At the RI Convention in New Orleans, RI launched [Rotary's Areas of Focus](#), a color booklet that provides an introduction to Rotary's six areas of focus, with examples of service projects for each area:

- Peace and conflict prevention/resolution
- Water and sanitation
- Basic education and literacy
- Disease prevention and treatment
- Maternal and child health
- Economic and community development

Filled with facts, project ideas, and tips for success, [Rotary's Areas of Focus](#) can help clubs address these needs locally and internationally. Download it as a [PDF](#) or [order a print copy](#) at shop.rotary.org.

... encourage clubs to educate themselves about the areas of focus and consider implementing some of the ideas and best practices referenced in this publication.

For additional resources related to the areas of focus, visit www.rotary.org/areasoffocus.



“New Resources Available For Becoming a Vibrant Club”

By Carrie Nunes, Club and District Training Coordinator.

Posted: Thursday, September 1, 2011



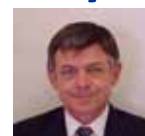
The word is out that clubs should “be vibrant.” If clubs have read the [guide](#) and are still wondering how they can make their clubs vibrant, there are now updated tools to help.

- A new corresponding **worksheet** can help clubs go through the best practices and assess their club’s current state.
- An updated **power point presentation** is also available for anyone giving a presentation on the Club Leadership Plan. The power point presentation includes speaker notes, questions, and ideas for activities to help the presenter make a more interactive presentation.
- The **Strategic Planning Guide**, which helps clubs create their own strategic plan, is now available in Microsoft Word format to allow for easier editing.

Please help us share these resources with Rotarians ...

“Harmonizing the New Strategic Plan - The challenge for Rotary”

By RC Nick Phillips, Zone 20A South, posted 30 August 2011



Throughout the Rotary world the concept of healthy, well balanced, Rotary clubs leading to, what President Kalyan Banerjee describes as, the ‘greening’ of our organization is occupying our minds.

In southern Africa we have taken this concept to clubs, districts and regional meetings in simple and understandable terms wrapped up in a little homespun African philosophy.

‘Like the African concept of the three-legged cooking pot, the idea behind the three pillars of the New Strategic Plan is simple and straight forward. The cooking pot always stands firm and strong regardless of how uneven the ground.’

With this in mind we ask three questions that focus us on the core meaning of the strategy – Do you agree that your club has a greater chance of success if it is strong?

Do you agree that your club has a greater chance of success if it is involved in significant humanitarian service?

Do you agree that your club has a greater chance of success if people know and respect you for what you achieve?

These questions offer no negative responses ...

So that’s the new strategic plan.

à support and strengthen clubs, à focus and increase humanitarian service, à enhance public image and awareness.

“Supporting Member Recruitment and Retention”

By Anja Van Ostrand, Sr. Coordinator, Membership Research and Programs, RI Membership Development Division, Friday, August 19, 2011



... Every Rotarian can directly support Rotary’s membership growth and the retention of members by using the membership referral and Rotarian relocation forms.

3 things you can do:

1. Encourage club and district leaders to download the [online “Share your Passion for Rotary! Refer a Member!” banner ad](#) (shown above) and post it on club and district websites and/or blogs. These eye-catching ads will direct prospective members, relocating Rotarians, and current members to the appropriate form.

2. Encourage Rotarians to refer a member via RI [membership referral form](#)

3. Encourage district and club members to become familiar with Rotary’s prospective member, Rotarian relocation, and membership referral program, and use these valuable programs to enhance your membership efforts at the club and district level. More information is available at:

[Membership Growth and Retention Support for Clubs \(641-EN\)](#)

[Membership Growth and Retention Support for Districts \(640-EN\)](#)

“RI President Kalyan Banerjee speaks on membership”

In a video message sent to 2011-12 club presidents, RI President Kalyan Banerjee says it's time for clubs to take an honest look at who they are and how they need to change in order to achieve a sustainable Rotary. He urges clubs to highlight Rotary's relevance to young professionals and to take active measures to engage both new and existing members.



President Banerjee: as we begin the tasks we have set for ourselves, I remind you all that part of our goal is also to leave Rotary better at the end of the year than it was at the beginning, which means bringing in new members and working to keep the ones we have. For that reason, I have asked the RI Membership Development & Retention Committee, chaired by Past RI Vice-President Monty Audenart, to develop a three-year membership plan that includes the following elements:

- Recognition of varying regional opportunities and challenges
- A focus on diversity to bring in more young professionals and women and expand the range of professional backgrounds in our clubs
- Improved retention efforts in all regions
- More appealing, inviting, and flexible clubs

Please [click here](#) to view the personal message from RI President Kalyan Banerjee.

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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