



# Rotary on the Move



Zones 8 and 7B  
Rotary Coordinator Newsletter  
December 2011  
Volume 2 - Number 6

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## “Women in Rotary.”

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



Worldwide our Rotary membership is made up of 83% men and 17% women.

BUT the gender split in most communities is 50/50 so women are not a minority; we need to see a similar representation in Rotary. In Rotary we need to be more diverse in our membership and if we are more diverse then we will be even more relevant in today's society.

Women offer us the greatest recruitment potential that we have as an organisation as they make up 50% of our population; quite simply they are underrepresented in Rotary. We need to significantly increase our membership of women as members of Rotary and we need to do it at a faster rate than what we have been doing to date.

It has taken just over 20 years to get our membership to 17% that is a growth of less than 1% a year, that rate is too slow – change has been slow, and it was always going to be slow to begin with, however we need to pick up the pace of recruiting women. So what is there to attract women to Rotary? Our programmes, be they our youth programmes, health or being involved in international programmes, we need to tell women that we do have programmes that would be attractive for them to be involved with. Clubs need to be involved with projects that women want to be involved with.

Times are changing and women are involved in a wider and a more diverse range of volunteering programmes, such as bushfire brigades, State Emergency Services, scouts, areas that once were considered the domain of men, they are involved in all areas of sport and of course at schools.

Rotary works in the community – our Clubs should reflect the community.

It is time that we have clubs that have more women and reflect our communities; it is time for women to have a greater role in Rotary. I concede and accept that there will be some all men clubs who won't want to change and that is not all bad either men still need a place to meet, maybe we need to look at the establishment of all women's club in some areas. If that is what we have to do to get women into Rotary in some communities then we should pursue that opportunity.

So why hasn't there been any real change? What do we have to do to get women interested in Rotary? How do we make Rotary attractive to them and how do we keep them?

*continued on page 2 ...*

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Unless we change the way we think and what we do then we cannot expect a change in the gender balance in our clubs. Women coming into Rotary in increased numbers isn't just going to happen; it is going to take a change of mindset and a change of how we go about recruiting of members into Rotary. Tim Berners-Lee the founder of the internet said "We need diversity of thought in the world to face new challenges."

I think Rotary as an organisation needs diversity of thought when it comes to membership, we can do this by bringing more women into Rotary and getting their perspective - we will be richer as an organisation for it.

Over the last ten years women have increased in volunteering roles, while men have declined in volunteering over the same period.

36% of women volunteer in some capacity, and 30% of men, women are out there and they want to volunteer and they are looking for opportunities, they are looking for things to do to become involved in their local community and the international community.

I believe for Rotary to be relevant in the future it needs to have a better representation of women than what we have today. Women will make Rotary an even more dynamic organisation than what it is today. People and communities benefit from Rotary already, but they will benefit even more if we were to have a more diverse membership. A membership that is all inclusive and reflects our local community, more women and people from different cultures in our clubs. Clubs that are balanced in their membership will be a club that will grow.

Women need to be asked to join Rotary and we need to start asking them now, tell them that we do have significant programmes that they can be involved in, that they can make a difference through being a Rotarian. Ultimately women will bring more women into Rotary! The women will also bring men into Rotary as they share their experiences and their enthusiasm of the Rotary experience with both women and men.

BUT, clubs need to be "right" to bring women in as members. A lot of Clubs have made concerted efforts to bring women into Rotary and then for some of them the women leave after a short time. Why, because some of the men members made it difficult and unenjoyable for them. These same men wouldn't treat their wives, daughters or granddaughters in the way that they treated women Rotarians. Thankfully not all clubs are like this, but those clubs with members who do treat women members badly need to ask themselves who do they really want as a member of their club, the one who is all embracing and welcoming of new members or one who wants to make the Rotary experience a bad one causing them to leave.

Women are underrepresented in Rotary with 50% of the general population they are there waiting to be asked. If we were to increase our membership to a minimum of 40% of anyone gender then Rotary will be even more relevant in communities than what we already are.

## "THIS CLOSE"



A new version of Rotary's "This Close" video is available, featuring Bill Gates, cochair of the Bill & Melinda Gates Foundation. With the help of Gates and other notable figures, including Archbishop Emeritus Desmond Tutu, conservationist Jane Goodall, and actor Jackie Chan, the campaign keeps getting stronger. Help promote the video by copying the embed code into your website or blog, and sharing the video on your Facebook page, in your club or district newsletter, or through Twitter. Watch the [video](#).

# “Bonus educational qualification opportunity through the RLI”

Article by PDG Cathy Roth

The Gordon Institute of TAFE (Geelong, Victoria) will now enable all Rotarians who are currently, or have in the past, undertaken, the three parts of the Rotary Leadership Institute, to gain a qualification should they choose.



Using the RLI study time, coupled with real-life Rotary or business project work, in combination with detailed questionnaires (20 or so questions for each unit) on unit related subject matter, Rotary Leadership Institute participants are now able to qualify for an **Advanced Diploma in Community Sector Management**.

There are 13 units covering the following subjects:



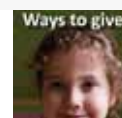
- § Apply the Principles and Issues of Volunteering
- § Manage Diversity
- § Manage OHS processes
- § Provide Mentoring support to Colleagues
- § Manage Quality of Organisation's Service Delivery Outcomes
- § Manage Change in a Community Sector Organisation
- § Manage Application of Integrative Processes
- § Manage the Finances, Accounts and Resources of an Organisation
- § Manage Risk
- § Manage Project Procurement
- § Manage Project Costs
- § Manage Project Scope
- § Manage Human Resources in a Community Sector Organisation

**For Australians and New Zealanders who have qualifications up to, and including, a Diploma from an equivalent Institution, there is NO FEE.** For those who hold an Advanced Diploma or above, the Gordon has done a fantastic deal with each unit costing only a little over A\$250 including course materials!! This is an excellent opportunity for participants of the Rotary Leadership Institute to gain a useful qualification to add to their CVs through a project-based practical application of Rotary and vocational activities.. Enquiries to PDG Cathy Roth: [cathy.roth@bigpond.com](mailto:cathy.roth@bigpond.com)

## DID YOU KNOW?

From Rotary Leader, Nov 11, Vol 2, Issue 3

**Encourage club members** to consider The Rotary Foundation their charity of choice with a free brochure, **Ways to Give** (173). This resource includes information about gift naming opportunities for global grants and Rotary Peace Centres.



**Foundation Recognition Points** have changed.

A donor no longer needs to be a Paul Harris Fellow **before Foundation Recognition Points** are awarded. For example, a new donor who contributes US\$1,000 to the **Annual Programs Fund** will receive 1,000 points, which can then be extended to others to help them become Paul Harris Fellows.



**Help new Rotarians**, prospective members, and the public get involved in Rotary with **Rotary Basics** (595).

Distribute copies at your next club meeting. The brochure includes fundamentals about The Rotary Foundation, Rotary's Avenues of Service, social media in Rotary, and more.



**Not yet registered for Member Access?** Each month, hundreds of Rotarians continue to sign up for the Rotary website's members-only area, which offers tools for organizing club and district business. All Rotarians can update their contact information and password in the new **My Account** section, and the integrated **OneRotary** database makes it easier for clubs and districts to share administrative data with RI. **Learn more** and sign up today.

Sign in to Member Access

Login e-mail:  [Forgot login e-mail?](#)

Password:  [Forgot password?](#)

# “The next generation of Rotarians”

Compiled from RI Membership Minute, Oct 2011 and RI website

## New Generations programs

Every year, thousands of talented and dedicated young people, ages 12-30, have an incredible experience in a New Generations program.

## Rotarians and alumni, Tips for staying connected

Rotary programs have a way of forging bonds between alumni and Rotarians that can last a lifetime. Former Ambassadorial Scholars, Group Study Exchange team members, RYLA participants, Rotary Peace Fellows, and Interact club members are often interested in joining a Rotaract or Rotary club.



Many Rotaract and Rotary clubs, in turn, are interested in inviting alumni to become members.

- § Invite alumni to visit or speak at club meetings.
- § Enlist their help with club service projects.
- § Encourage alumni to help recruit future participants.
- § Host an annual alumni event.
- § Invite alumni to serve on selection committees for programs with which they are familiar.
- § Add alumni to your club's newsletter mailing list.
- § Create a New Generations alumni committee.
- § Include alumni as part of an orientation session for current year outbound participants.
- § Invite alumni to annual club celebrations.
- § Add an alumni section to newsletters and websites.

## “Rotary and the UN”

From an article by Ryan Hyland

Rotary International News – 9 November 2011



Kiyo Akasaka, UN undersecretary-general for communications and public information, commended Rotary for its ongoing collaboration with the United Nations to improve the health of children worldwide, and for its contribution to polio eradication.

"Our shared vision for a safer and better world is what brings us together here today," Akasaka said. "It's your model of Service Above Self and your sterling results in improving health that makes Rotary one of the most important partners of the UN."

Both organizations are striving to create a more peaceful and just world, noted RI President-elect Sakuji Tanaka.

"If you were to seek the one idea, the one goal that is at the core of Rotary, you would find the same goal that you find in the charter of the UN: to practice tolerance and live together in peace with one another as good neighbors," Tanaka said.

"Secretary-General Ban Ki-moon recognizes that every problem the UN faces cannot be [solved] by the UN alone," he said, adding that Rotary's "understanding and commitment to partnerships will make so many of these goals we share possible."

Rotary, which has a 66-year history with the UN, holds the highest consultative status offered to any nongovernmental organization by the Economic and Social Council, which oversees many UN agencies.

# “Managing membership inquiries”

*From Rotary Leader, Nov 11, Vol 2, Issue 3*

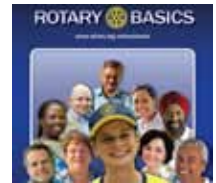
Use this three-step plan to develop procedures to help welcome potential members.

You need a system in place to effectively communicate with prospective members and follow up on membership queries.

If you don't already have a process in place, this three-step plan makes it easy.

## 1. Start with the basics

The colourful [Rotary Basics](#) (595) guide gives an excellent overview of Rotary. Order copies of the brochure 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](http://www.rotary.org/join).



## 2. Prepare welcome communications

While invitations for membership are at the discretion of your club, it's best to be prepared for membership inquiries, either directly from candidates or via [Prospective Member](#) or [Rotarian Referral](#) forms forwarded from Rotary International.

Consider [creating a brochure](#) or [elevator speech](#) to provide an overview of your club. Develop a standard welcome e-mail to prospective members that:

- Welcomes and thanks the candidate for his or her interest in Rotary
- Offers a brief overview of your club, including Rotary's mission and humanitarian goals, a recent service project, and typical activities
- Details your club meeting information, including the meeting time and location
- Links to resources such as your club or district website and Rotary publications
- Provides information about the next steps in your club's membership process.



## 3. Follow up

Be sure to follow up your welcome letter with another communication.

Consider sending a [Prospective Member Information Kit](#) (423), which provides detailed information about RI, The Rotary Foundation, and the benefits of club membership. Have a club member contact the prospective member to ensure that the kit was received and to answer any questions. What works in your club? Talk about how to handle membership leads at your next Rotary club meeting, [discuss on LinkedIn](#), or share your success stories with [Rotary Leader](#).



## Online Resources

- [Your Club, the District, and Rotary International: Partners in Membership Development](#) (PDF)
- [Membership Development Resource Guide](#) (PDF)
- [Membership Development Best Practices](#)

# “Make connection”

*From RI website*

## Rotary Service Connections

Reach beyond your community and connect with others who share common interests. Make a positive impact on people's lives worldwide. Whether you're interested in meeting new friends, participating in a cultural or vocational exchange, or finding a partner for a service project, Rotary International has resources that can help.



Click to [See Rotary Service Connections in action](#).

Through Rotary Service Connections you can:

- Make friends and connections worldwide -- plan a [Friendship Exchange](#)
- Learn best practices for making the most of your relationships with other clubs and districts.
- [Find a partner](#) for an international service project.
- Establish a twin club relationship.

# “Rotary Membership by District and Zone”

A	D	E	F	I	J	K	L	M	N	
District	30/6/11	1/7/11	31/10/11	30/6/11 to 1/7/11		1/7/11 to 31/10/11		30/6/11 to 31/10/11		District
				+/-	%	+/-	%	+/-	%	
9455	1477	1452	1473	-25	-1.7%	21	1.4%	-4	-0.3%	9455
9465	1448	1418	1438	-30	-2.1%	20	1.4%	-10	-0.7%	9465
9500	1361	1330	1337	-31	-2.3%	7	0.5%	-24	-1.8%	9500
9520	1447	1425	1457	-22	-1.5%	32	2.2%	10	0.7%	9520
9550	1065	1060	1054	-5	-0.5%	-6	-0.6%	-11	-1.0%	9550
9570	1241	1213	1200	-28	-2.3%	-13	-1.1%	-41	-3.3%	9570
9600	1743	1696	1701	-47	-2.7%	5	0.3%	-42	-2.4%	9600
9630	1213	1211	1215	-2	-0.2%	4	0.3%	2	0.2%	9630
9640	1388	1356	1352	-32	-2.3%	-4	-0.3%	-36	-2.6%	9640
9650	1654	1620	1608	-34	-2.1%	-12	-0.7%	-46	-2.8%	9650
9670	1183	1136	1172	-47	-4.0%	36	3.2%	-11	-0.9%	9670
9680	1916	1882	1910	-34	-1.8%	28	1.5%	-6	-0.3%	9680
9690	980	955	972	-25	-2.6%	17	1.8%	-8	-0.8%	9690
9700	1157	1146	1147	-11	-1.0%	1	0.1%	-10	-0.9%	9700
9710	1471	1441	1460	-30	-2.0%	19	1.3%	-11	-0.7%	9710
9750	1366	1348	1340	-18	-1.3%	-8	-0.6%	-26	-1.9%	9750
9780	2055	2035	2049	-20	-1.0%	14	0.7%	-6	-0.3%	9780
9790	1787	1762	1787	-25	-1.4%	25	1.4%	0	0.0%	9790
9800	2623	2591	2594	-32	-1.2%	3	0.1%	-29	-1.1%	9800
9810	1296	1271	1274	-25	-1.9%	3	0.2%	-22	-1.7%	9810
9820	1478	1461	1464	-17	-1.2%	3	0.2%	-14	-0.9%	9820
9830	1423	1406	1421	-17	-1.2%	15	1.1%	-2	-0.1%	9830
<b>Zone 8</b>	<b>29,847</b>	<b>29,345</b>	<b>29,514</b>	<b>-502</b>	<b>-1.7%</b>	<b>169</b>	<b>0.6%</b>	<b>-333</b>	<b>-1.1%</b>	<b>Zone 8</b>

District	30/6/11	1/7/11	31/10/11	30/6/11 to 1/7/11		1/7/11 to 31/10/11		30/6/11 to 31/10/11		District
				+/-	%	+/-	%	+/-	%	
9910	1252	1208	1220	-44	-3.5%	12	1.0%	-32	-2.6%	9910
9920	1700	1662	1644	-38	-2.2%	-18	-1.1%	-56	-3.3%	9920
9930	1893	1867	1865	-26	-1.4%	-2	-0.1%	-28	-1.5%	9930
9940	2087	2068	2077	-19	-0.9%	9	0.4%	-10	-0.5%	9940
9970	1336	1322	1334	-14	-1.0%	12	0.9%	-2	-0.1%	9970
9980	1316	1293	1305	-23	-1.7%	12	0.9%	-11	-0.8%	9980
<b>Zone 7B</b>	<b>9,584</b>	<b>9,420</b>	<b>9,445</b>	<b>-164</b>	<b>-1.7%</b>	<b>25</b>	<b>0.3%</b>	<b>-139</b>	<b>-1.5%</b>	<b>Zone 7B</b>

<b>World</b>	<b>1,223,413</b>	<b>1,196,423</b>	<b>1,214,714</b>	<b>-26990</b>	<b>-2.2%</b>	<b>18291</b>	<b>1.5%</b>	<b>-8699</b>	<b>-0.7%</b>	<b>World</b>
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## Comments on the membership statistics,

by PDG Rob Wylie

Assistant Rotary Coordinator Zone 8

The official RI membership figures as at 31 October 2011 are shown above in column F.

These are the statistics as supplied by clubs to RI, and may or may not agree with the figures that clubs supply to their Districts.

As usual, there was an overnight loss of membership (columns I & J) across all Districts between 30/6/11 and 1/7/11 as some memberships were not renewed. The gains and losses from 1/7/11 to 31/10/11 (columns K & L), added to those in I and J, give the true picture for each District since the end of the previous Rotary year on 30/6/2011.

As at 31/10/11, only Districts 9520 and 9630 have had net gains in membership since 30/6/11.

# Share your Club or District Service Project

**Below are Club projects 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](mailto:shalhoubissa@shoal.net.au).

Articles supplied by PDG Neal Fogarty,  
Assistant Rotary Coordinator

## Wear your Rotary shirt to work

The Rotary Club of Wagga Wagga D9700 wanted to spruce up their image and gain wider recognition for Rotary and the Club in the community (it might also attract some new members!).

As well as having the normal polo shirt for working bees etc. they also ordered business shirts for both men and women members. The idea is for them to be worn more generally with members encouraged, if appropriate, to wear them to work.

David Cannon (pictured) regularly wears his shirt to work along with several other members. Many people in the community have commented on the shirt and asked about Rotary as a result.

Another great idea to increase the awareness and image of Rotary in the community.



## Chook Tractor raffle wins a heart for Rotary

Markets are a great opportunity for raising the awareness of Rotary in the community. A quirky Chook Tractor raffle run by the Orange Rotary Club won a new heart for Rotary. A young couple on a weekend away (kids with the grandparents!) from the big smoke (Sydney) to enjoy the great food and wine of Orange, went to the Rotary (Orange Daybreak D9700) Farmers Market to get some fresh local produce.

The raffle winner, Rochelle, tells her story:

"While we were there I saw the Rotary raffle and the prize. I had always wanted chickens at our home and loved the design of the chook tractor. I said to Tom that I was going to buy some tickets and he said 'Don't be silly. What will you do if you win?!'"

I reassured him that we won't win and we and it would be doing our bit for the Orange Rotary.

The following Monday I received a call from David from Rotary telling me of the splendid news. I was shocked and surprised that I had won the chook tractor. I borrowed my mum's car, a friend's trailer and I headed back to Orange to collect my prize.

When I arrived home Jake was excited but nervous around the chickens while Flynn was right into it, wanting to pat them straight away. To my surprise we even got two eggs from the hens on the way home!

The chickens have made themselves at home here in Sydney.

Each morning I let them out to roam around our back yard. Jake loves it. He's first to want to open the door to their coop and feed them. It has been great for us, as one can imagine with two young boys who can be fussy eaters and often throw food onto the floor all the food scraps are now going to good use and making us some yummy eggs.



**Rochelle with Jake and Flynn and the prize**

Jake loves collecting the eggs and learning to count out how many we get each day. I've looked on the net to ensure I know how to look after the chickens and look forward to keeping chickens for years to come, all thanks to the Orange Rotary".

## “Family is the starting point”

### RI President's Message

I had the privilege to know and work with Mother Teresa for many years. She was a great and wonderful woman who truly had love for everyone, especially the poorest of the poor.

She had more than enough love for the entire world, and she herself said, “Love begins by taking care of the closest ones: the ones at home.”

Our first emphasis in this Rotary year is on the family, because the family, quite simply, is where everything begins. It is the family — not the individual — that is the building block of the community.

And I see the family — not the individual — as the building block of Rotary. We have to keep this in mind when we look outward, in our service, and also when we look inward, at our own families and our own clubs.

We talk a lot in Rotary about peace. Peace is at the very heart of what we do. But if we are going to try to bring peace to others, we must first find it ourselves. We have to find peace within ourselves and within our families. Only then can we move forward to bring peace to our communities, our nations, and the world.

**The next issue of this Newsletter  
will be February 2012.**

seasons  
greetings

**from the Rotary Coordinator Team.**



**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](http://www.rotaryaustralia.org.au/membership_newsletters.php)

or <http://www.rotm.rotarysouthpacific.org/>

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