



# Rotary on the Move



Zones 8 and 7B  
Rotary Coordinator Newsletter  
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## “Have we taken FUN out of Rotary?”

Article by Rotary Coordinator, PDG Noel Trevaskis

Rotary is an incredible organisation it is an organisation that is made up of individuals who are involved in their local communities and the world community and are doing great work. Mostly people do this without looking for thanks. Rotarians do it because they believe in giving service above self. People join Rotary because they respect the organisation and hold it in high regard because it is a trustworthy organisation. Rotary has an incredible history of what it has achieved; polio is a classic example. From the idea of one man, Clem Renouf, to the position where thirty years later we are almost at the stage of saying polio has been eradicated. All Rotarians can say that they have helped to do that, no other organisation can say that but we can. We started the task and we will finish the task! Rotarians like Ian Scott who started Australian Rotary Health, Tom Henderson with ShelterBox. So many good ideas come from the vision of one person who then turned their vision into a reality. It is because of great programmes like these examples that make people want to get involved and join Rotary.

So why do so many of them leave so soon after they join? Does it have anything to do with the name of Rotary? No, people respect and are impressed with the history of Rotary. They know about our work in communities around the world and of how we help people in our own local communities. I was discussing this problem with a friend who is a long time Rotarian. His idea of why people leave is because of the following reasons, and I think he is right. He says “I believe simply that we lose our members because of a lack of leadership, fun, fellowship and the emphasis we are placing on fundraising”. At clubs he visits in his varying capacities, the emphasis of the meetings is mainly about rosters for special events or fund raising. What happened to Clubs having quality speakers, Directors reports, welfare reports and FUN!

Does your club have strong leaders and leadership? Meetings need to be well run, be on time and have quality speakers, consistent director's reports and welfare reports. This will contribute to members enjoying the meetings and they will want to keep coming as often as they can. However, remember the meetings have to be FUN. People like to have fun and if they aren't having fun at club meetings and enjoying themselves their attendance will start to drop off and eventually they will leave, and this is exactly what has been happening in a lot of clubs.

Every club has the ability to make their clubs dynamic clubs, where members enjoy fun and fellowship. It takes strong leadership by the Club President and the Club Directors with good planning and engaging all the members to do that. Too often we hear of clubs that are controlled by the “old school” members or the two or three “club wet blankets” that manage to kill off every good idea or suggestion that comes from some of the newer members. We need good strong leadership in clubs by people who can see that their Rotary Club does have a future. We need club leaders who are visionary and who can see a bright future for Rotary. Leaders who can see the benefit of the club having fun and working together on projects and programmes and getting enjoyment out of achieving things in the local community and world community. We need our members to stay and enjoy themselves in Rotary, all of us can help to do that by showing leadership and making sure our Rotary Club meeting is FUN.

### BREAKING NEWS:

**RI President Nominee Ron Burton and his wife Jetta will be attending the “Australian Rotary Success Conference” in Canberra, 20-22 July 2012.**

# “Success breeds Success”

Article supplied by RC, PDG Noel Trevaskis

PDG Phil Dempster from **District 9550** which is at the top end of Australia expects another large contingent from their District to attend the National Rotary Success Conference in Canberra in July. **The Rotary Club of Mareeba** usually gets all its Board members to attend the conferences and they will be back for the third time. They come because it is early in the Rotary year and members return pumped up and enthusiastic to achieve great things in the coming year. Past attendees from District 9550 said “that the interaction with other Rotarians and the exchange of ideas during the weekend expands their knowledge and understanding of our organisation”.

From a District perspective Phil said “new ideas lead to new opportunities when delegates return to their own clubs. There are excellent speakers on relevant subjects and very interactive workshops”.

Another important part of the weekend was that new friendships were formed with Rotarians outside their District which allowed the exchange of ideas to continue. There always has been great camaraderie, fellowship and learning in a fun environment. One comment passed by one of the newer Rotarians on returning from the last national conference was “I sure learnt a lot, it is a pity some of the older Rotarians didn’t go as they would have learnt a lot more”

Phil went on to say “ from a District perspective it allows us to run a one day forum to let all the District know what is happening in Rotary across Australia and how to renew our Clubs in the coming year”.



He finished by saying “Success breeds Success”.



PDG P. Dempster

*Photo (on the left) of the group from District 9550 for North Queensland, they have had one of the largest district representations at the conferences and have the furthest to travel.*

## “Australian Club Visioning Meeting”

Date – Friday 20<sup>th</sup> July 2012, 2.00 to 5.00pm.

Venue – Hellenic Club, Woden A.C.T., Australia

All involved in the “Club Visioning Program” as Facilitators in Australia and New Zealand are invited to attend. This meeting will precede the “Rotary Success” Conference being held at the same venue on 21-22 July 2012.

Enquiries to: PDG Rob Wylie, Australasian Coordinator, Club Visioning Program [robwy43@bigpond.net.au](mailto:robwy43@bigpond.net.au)

## Australian Rotary Success Conference Canberra 2012

A Conference for your Club's best and brightest talent  
July 20-22, 2012

WHO DO  
WE  
WANT?

ROTARY  
LEADERS!

WHEN  
DO  
WE  
WANT  
THEM?

\*Presidents  
\*PR Chairs  
\*Membership  
Chairs  
\*Future Leaders

JULY  
20-22!

Venue – Hellenic Club, Woden A.C.T., Australia

It will be an opportunity to hear success stories and to share your own success stories.

For articles about the Conference, please refer to the **February** and **March 2012** editions of this Newsletter.

For registration, please click [here](#).

# “Proactive club growth opportunity”

Article by PDG Dick White, ARH Hat Day National Chairman

What are you looking for as a membership marketing tool? Would you like something that has engaged the community and given access to small business, big business, councils, universities and schools? What could do all this for you?

The first year of HAT DAY has done this for those clubs that have seen the potential for involvement in Hat Day as a marketing tool to increase awareness of Rotary and some of the things that Rotary does other than BBQs.

Australian Rotary Health, which is a great success story for Rotary in Australia, launched Hat Day as a fundraiser for Mental Health Research, but clubs quickly realised that Hat Day was the perfect means of engaging the public in an activity that gave the Rotary club the platform for talking about Rotary and the how it can empower the individual to achieve far more for the people of our communities than they could alone.



So approach the pharmacy and Council (who have been primed to expect your approach), the travel agent, the tourist information centre, the university the schools, the bank all those other businesses in your area and seek their help with Hat Day and use this as the opportunity to talk about Rotary membership.

## “Hat Day”

**Australian Rotary Health's mental health research awareness day.**

Compiled by Issa Shalhoub, Rotary on the Move Newsletter's editor

Almost 50% of Australians will be affected by a mental illness at some point during their life. Not only does mental illness, such as depression, schizophrenia, Alzheimer's, anxiety and bipolar disorder, affect the quality of life of these Australians, but it also represents a huge cost to families, communities and the economy.

In an effort to bring the importance of mental health research to the fore, Australian Rotary Health will be holding a fundraising and awareness day in May, 2012. ‘Hat Day’ will be a day you and your Club can get behind as a way to promote the importance of mental health research.

While the official day is Friday, the 18th of May, you can hold a Hat Day celebration any day during the month of May. You might like to encourage members of your Club to come along wearing a hat during a regular meeting, or organise a community event in an effort to spread awareness and help raise funds for a great cause.



Remember, mental health is not something you want to keep under your hat. Help Australian Rotary Health help your community by **getting involved** in this exciting event.

The Hat Day concept is simple. All you need to do is **register** to host or **attend** a Hat Day with your friends, family or workmates to help Australian Rotary Health raise money for mental health research. You can download a donor information kit that's packed full of information and suggestions **here**.

Every dollar you raise helps us support vital research into mental health. Here's a breakdown of where your donation goes:

- \$30,000 funds a PhD student for one year
- \$50,000 helps fund a researcher for one year
- \$75,000 funds an early career researcher for one year

**DOWNLOAD 'How to Host' Manual**

# “There's more to Rotary than just raising funds”

From Rotary PR Tips, 27 March 2012

The members of the **Rotary Club of Clevedon Yeo**, (England) **D1100** have been forced to shift their focus from fundraising to hands-on projects in the community as the UK economy continues to struggle.

The club, which has 23 members, holds a number of money-spinning events each year, including a charity Grand Prix, proms evening and numerous bucket collections at supermarkets and motorway service stations.

But as the economy continues to squeeze people's budgets, the club has decided to shift its focus to working more on projects in the community rather than shaking donation buckets.

The club is now planning to work with Clevedon Community School, setting up mock interviews with students, to help them enter the world of work.

Club spokesman, Steve Molloy, said: *“Whereas we will obviously continue with our fundraising activities, raising money has become more difficult because of the economy. People just do not have the money they used to and whereas before they may have put a pound in the bucket, now it is coppers. Club members are also planning to work with Avon Fire and Rescue on a project to help fit fire alarms in properties occupied by vulnerable people... this is all about changing our focus from fundraising to more active service.”*



The club will also continue its work to support making Clevedon a nicer place to work and live, getting involved in local initiatives such as clean-up projects of the beach and recreational areas.

*Members during a beach cleaning day at Clevedon seafront.*

## “RI President makes membership a priority”

Rotary International News, November 2011

“The more members we have, the more Rotary can do, Rotarians must refer new members. Our current annual growth is 5 percent, but if every two years each Rotarian brought in a new member, our membership would grow by 50 percent”, Banerjee says.

Follow Banerjee's example today by referring a family member, friend, or business associate. The online form has been updated, so it's even easier now to [refer a member](#).

## Did You Know?



**Women in Rotary** and the **Rotary Club of Albert Park** International Women's Day Breakfast, 8 March 2012, was a huge success with over 720 men and women attending the breakfast.

### Next big event

Melbourne Crown Palladium, Friday 8 March 2013. Your thoughts and ideas would be most welcome, visit the [website](#).

### Women In Rotary's Vision

To create and support a dynamic Rotary culture where men and women work together to expand and build on existing strengths with the benefits of diversity to improve the lives of individuals and communities in a way consistent with the RI Strategic Plan.

# “Since July 2011 the Rotary Club of Port Macquarie has inducted 14 members!”

Addendum to the articles from the [Rotary Club of Port Macquarie, D9650, Feb 2012 edition](#) of this Newsletter, page 2, titled “You won’t get new members until you invite them” and “Being proactive about membership retention”

Rotary Down Under executive director PDG Bob Aitken was special guest, 28 March 2012, at the Rotary Club of Port Macquarie function to see the induction of the club’s 13<sup>th</sup> and 14<sup>th</sup> members this Rotary year.



Bob is pictured with new members Linda Ross and Mavis Wallace, club president Glenda Barber, DG Barry Hacker and District membership chairman Len Moss.

Bob praised the club for its initiatives this year, singling out president Glenda Barber and club’s membership development and retention committees chairman PP Fred O’Toole for mention.

Glenda Barber said “the club had a retention committee, as well as a membership growth committee. We go about increasing our membership the old-fashioned way. Instead of internal discussions and hand-wringing about the problems with Rotary’s membership, we simply invite people to join and the response has been good. More prospective members are in line to join the club soon. The retention committee ensures they are looked after when they do join”.

## “Rotary Media Centre”

For the [latest stories](#), [visuals](#), [photos](#), [advertisements](#) and a lot more news and information about Rotary, in English, French, Spanish, German, Italian ... check out RI [Rotary Media Centre](#).



<b>Media Center</b>
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## “Follow Rotary on the social networks”

Visit Rotary International's official social networking pages and join the conversation.



Check out page 7 and 8 of this Newsletter for the latest social networks, Pinterest and ROSNF.

# Share your Club or District Service Project

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 (Issa Shalhoub) at [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au).

Below is a project to share.

## “Help is needed to say Good-bye to Polio”

Article and photos by Issa Shalhoub, editor Rotary on the Move Newsletter

There is no cure for Polio, the best protection is prevention. What a feeling, India this year has been removed from the list of the last four endemic countries.

The **Rotary Club of Milton-Ulladulla, D9710** Australia, has come up with a project to sell moneyboxes, which it hopes will generate much-needed funds to create a Polio Free world. The project has the potential to raise hundreds of thousands of dollars in Australia and millions worldwide, a great outcome for little effort.

The moneyboxes, in the shape of a safe, feature the RI emblem and carry the words 'Eradicating Polio WORLDWIDE ... WITH MY HELP'.



PP Clive Cross with a Safe Moneybox

The safe moneyboxes are being sold for \$10 each with \$8, going directly to the prevention of Polio, which can vaccinate 13 children and protect them for life. It is that simple.

The project was launched in October 2011 at the D9710 Conference in Canberra, Australia, with a Power Point Presentation, watched by all attendees. The response has been excellent, now the Club is seeking support from all Rotary Clubs worldwide.



At the District 9710 Conference, members of the RC of Milton-Ulladulla, PP Clive Cross, PP Trevor Schofield, Rtn Issa Shalhoub, Rtn Yvonne Young and PE Michael Mastronardi

The project's **Facts Sheet**, **Facts Poster** and a **video** can be viewed on the Rotary Club of Milton-Ulladulla's [website](http://www.rotaryclubmiltonulladulla.com.au), or simply put in your search engine: rotary milton ulladulla. For further information regarding the project, ordering and payment please email Clive Cross [debos1@bigpond.net.au](mailto:debos1@bigpond.net.au) or Issa Shalhoub [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au). A PowerPoint Presentation of the project, for Clubs members' viewing, can be emailed upon request.

PP Clive Cross is hoping that people who purchase the safe moneyboxes would display them and then donate the contents back to Rotary, providing on-going funds for Polio Eradication, without having to door knock, stand in the street or shopping centres asking for donations.

Clive is asking Clubs to purchase a minimum of 40 safe moneyboxes, preferably 100, not just for their members, but also for the members' family, colleagues and associates.

Clubs can present their guest speakers with a moneybox and could also display them at functions or events organised by the Club to raise polio awareness, advertise what Rotary does and perhaps entice new members.



Rtn Brian Wilkins, PP Clive Cross and Rtn Jeni Wilkins next to a Polio Stand at the Ulladulla Blessing of the Fleet, 8 Apr 2012

The safe moneyboxes are on display at the Australian Parliament House in Canberra thanks to the support and backing of Claire Moore Senator for Queensland and Trish Crossin Senator for the Northern Territory.

The safe moneyboxes will be displayed at the 2012 RI Convention in Bangkok, thanks to PDG RC Noel Trevaskis.

**It is achievable, we can do it,  
let's work together and we will do it.**

# “Use Pinterest to promote your club”

From *Rotary PR Tips*, 27 March 2012  
and compiled by *Issa Shalhoub*, this Newsletter’s editor



## Pinterest is a Virtual Pinboard.

The popular social networking site **Pinterest** provides a new way for people to share their interests online. In February, according to the blog **Shareaholic**, Pinterest sent more **referral traffic** to websites than Twitter. See how **Rotary International** is using this new tool, and find tips on how nonprofits can use it too. **Read more.**



Pinterest is a social media network based on images. If you find a recipe, a blog post, a pair of pants, a livingroom set, you can “pin” it to a board and share it with your followers. Similarly, if you see something someone else has “pinned” you can “repin” it to your board. Picture an enormous blank wall with individual bulletin boards organized by your interests.

Pinterest is a particularly powerful opportunity for nonprofits for several reasons, says Nell Edgington, President, **Social Velocity**:

- **Nonprofits are naturally image-based.** Include a compelling picture in every story you create about your nonprofit and pin it on Pinterest. You can also pin images from other places that relate to your passion and your mission.
- **Nonprofits easily connect to passion.** What the social change sector has in spades is passion. Pinterest is a natural place to share that passion and convince others of its worth.
- **Female donors are a large and growing force.** If you want to attract more of this increasingly influential philanthropic force you better find them where they are, and right now that’s Pinterest. 68% of Pinterest users are female. And they spend a lot of time there. You want to be part of that.
- **Nonprofits are all about good story-telling.** Pinterest is a natural place for storytelling. The Chronicle of Philanthropy has put together a great **gallery of ways nonprofits tell their stories** through data visualizations. Although the gallery isn’t on Pinterest, all of these images should be and probably will be soon.

If you want a quick guide to getting started on Pinterest, check out this great HubSpot **post**, although it’s focused on businesses, it definitely applies to nonprofits, **see the page on Rotary.**

## “The way Rotary is seen in your community is over to you”

From the *Regional Public Image Resource Blog*  
Article by *RI Director Stuart Heal*, 9 Apr 2012

**“Is your Rotary visible in your community or is it a club stuck in a meeting mode? Sadly too many are still controlled by the caterers requirements and meals. *The way Rotary is seen in your community is over to you. Are you happy with the public image of Rotary in your region? If not, do something about it.*”**

**Read** the full article.



## “Rotarians on Social Networks Fellowship”

From the ROSNF's [website](#)

The **Rotarians on Social Networks Fellowship** (ROSNF) promotes the safe and effective use of social networking to promote Rotary fellowship and service.



If you share our love of social networking, or would like assistance in getting to grips with Facebook, LinkedIn, Twitter, and other social networks and Web 2.0 sites, please [join us!](#) **Membership is free** for all Rotarians, Rotaractors and spouses in good standing.



### Social Network Training & Support

Tips and tools for getting started with and making the most of social networking, plus volunteer [Social Network Experts](#) willing to give you one-one-one support..



### Social Network Champions

Volunteers who assist clubs, districts and zones to establish social network presences, particularly on Facebook.



### Open Source Applications

Developing and maintaining a variety of open-source applications and tools, particularly for use within Facebook, including collaborative [Rotary & Rotaract Google Maps](#).



### Rotary Hashtag Dictionary

A project to achieve a common set of Twitter hashtags within Rotary and Rotaract.



### Hug-A-Club

We'll help get your Rotary/Rotaract Facebook page reach the minimum of 25 “fans” required to be able to set a short, memorable web address for that page.

Ryan Hall (Coordinator, Rotary Coordinator Program RI) adds: “You can find out about this group by visiting their [homepage](#), where you'll find a great deal of useful information and opportunities to gain a better understanding of social media. You can also friend ROSNF on their [Facebook](#) page, or follow them on [Twitter](#).”

### 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/>

### Rotary Coordinator Team 2011 - 2012

#### Zone 8 and 7B

**Zone 8;** Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

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