



# Rotary on the Move



Zones 8 and 7B  
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## “Rotary Success Conference is Ready for you.”

Article by PDG RC Noel Trevaskis

Everything is in place for the National Rotary Success Conference on July 21<sup>st</sup>-22<sup>nd</sup>. Who should be attending? All Rotary Leaders, Presidents and Presidents Elect, PR Chairs, Membership Chairs and Future Rotary Leaders and Rotarians who want to be involved in the continuing success of Rotary in Australia.



At this conference you will be able to participate in breakout sessions on various topics such as Membership Retention, Membership Recruitment & Extension, Diversity in Rotary, Flexibility and Innovative Clubs in the Future, Leadership, Public Image and Media, Club Visioning and more. As well people will be able to learn about the IT behind setting up an E Club.

Social Media will play a big role in the future of Rotary, Mark Wallace the Editor of Rotary Down Under is an acknowledged expert in this field and he will be leading two breakout groups on Social Media and how it can help your club to grow.

Philip Archer the Rotary Public Image Coordinator for the Zone is a leader in his field of Public Relations and public Image. Philip is a visionary and has good practical ideas that all Clubs and Districts can use in promoting Rotary.

Hear about new innovative ideas on a wide range of topics, all practical ideas that you can use in your club.

RI President 2013-2014 Ron Burton will be a keynote speaker on the Saturday morning. The closing speaker will be Kirsty Sword Gusamao who will share how Rotary has been successful in her country of Timor Leste.

I am positive that every Rotarian will gain practical knowledge and new ideas to take back to their Clubs and Districts from this Conference. You will meet Rotarians from across Australia and be able to share with them your ideas and hear their ideas; it will be a great experience. Register now at the Rotary Down Under website. The cost is \$100 per person; this includes morning teas, afternoon tea and the Saturday night dinner.



# “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)



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.

**RI President Nominee Ron Burton and his wife Jetta will be in attendance.**

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

## “Strength in numbers”

**How diverse is your club? Making sure your club reflects your community**

*Article from Rotary Leader, March 2012 edition, Vol 2, Issue 5*

Ten years ago, the [Rotary Club of Cupertino](#), California, USA, had about 100 members — nearly all of them white men. Today, it boasts a growing membership that better reflects its predominantly Asian community. How did the club do it?

“We made ourselves relevant to the community we serve,” says Past District Governor Don Allen, a member of the Cupertino club. The club’s membership, which has doubled, is now 27 percent Asian, 34 percent female, and 20 percent under age 50. The club drew on its community leaders’ classification to attract Asian nonprofit executives in the area.

“We helped raise funds to refurbish rural schools in China, and also worked to provide eye surgeries in India, and we became relevant to that community,” PDG Don Allen added.

Promoting member diversity is one of Rotary’s strategic goals, and is emphasized in the RI Statement on Diversity in the [Rotary Code of Policies](#), which encourages clubs to reflect their community in professional and business classification, gender, age, religion, and ethnicity.

In Brazil, the [Rotary Club of Resende-Campos Eliseos](#), Rio de Janeiro, has gained more female members by inviting couples to join. “It keeps our club balanced, plus members are already familiar with each other and Rotary,” says club president Renata Santos, a 30-year-old Afro-Brazilian.

In Australia and New Zealand, an initiative is underway to increase female club membership to 40 percent by 2015. Strategies include highlighting prominent female Rotarians, creating satellite clubs, and encouraging female members to recruit their friends, relatives, and colleagues.

Another approach is launching culturally based clubs. Don Kremer, a past governor of District 5230 (California) who helped start the [Rotary clubs of Fresno Latino](#) and Monterey Korean, notes: “We have a great opportunity to develop new members while helping our communities.”



# “Membership, Public Image and Revitalisation”

Article written, 11 Apr 2012, by Barry Matheson RID 2010-2012.

Our membership as of January 31<sup>ST</sup> of this year is 1.213.854 members. We are 9.559 less than on June 30<sup>TH</sup> 2011. I have been invited to share my personal thoughts as to what's behind the figures.

When we hear about an area like Asia we get the impression that we are growing there. Unfortunately that is only partly true. We are growing in India and Taiwan but falling drastically in Japan and losing in the Philippines although modestly compared to Japan. We are increasing membership in some places with a growing population and middle class.

If we however go further into the numbers for India, we find that we gained 105,416 new members in the past five years but lost 72,416 members in the same period. My point being that even where we have a net increase in membership we could have done much better had we not lost a considerable amount of existing members in those areas.

I am suggesting we that we are losing members all over the world and far too many in areas which show a net gain of members.

One can argue “Who cares?” it is after all the net gain we are after. I will argue that the day will come when the “reserve” of untouched middle class will go dry.

I look at it like drilling for oil, when you drill a well you carefully pump all the oil without spilling it till the well is dry before you move onto the next well.

In Rotary we are spilling members while gaining new members rather than stopping the spill over while gaining Rotarians.

We have a common desire to achieve ethics among our membership worldwide and although we share the same core values the way in which we practice Rotary and fulfil member's expectations can vary around the world. Our cultures are different so the way Rotary's core values are practiced will differ. Some will describe this as “regionalisation”.

We all know membership is a club issue. This is about helping, inspiring, motivating, training and educating individual clubs and their members, to understand the benefits of increasing membership in order to achieve our global common goals.

This is not about old boundaries or positions in Rotary, present, or past. This is about each of us taking responsibility for a certain part of a region and in some cases splitting it up into smaller sub regions and even in some cases splitting it up into smaller sub regions. Our entire organisation needs to take part in the revitalisation of Rotary.

You may have noted that I did not say membership increase, rather Rotary revitalisation.



Why? Is this not about increasing membership? Yes it is. But only if we are able to revitalise Rotary will it make any sense and create sustainable membership growth.

I mentioned earlier that we are losing far too many members even where we are having a net gain in membership. So what is the challenge? After all we do gain a large numbers of members every year. To be specific we gained 1,100,000 members between June 30<sup>th</sup> 2003 and June 30<sup>th</sup> 2012. This is an average of 157,143 a year for seven years. So our product cannot on the face of it be all that bad.

Our Challenge lies with the connect or disconnect if you will between, on the one hand the image we portray, the brand we sell, the promise we offer our members and on the other hand what our clubs actually offer. The challenge in my mind is that we are not living up to what we say we are in many clubs.

I believe our challenge lies in our ability to revitalise Rotary so our existing membership practices Rotary. In a way that feels meaningful and enriching each member, this in turn should reflect on the community surrounding the club in a way that attracts potential members who get invited to join Rotary.

We must be able to answer the simple question “What are the benefits and values of joining Rotary?” Does our product have a “lifelong guarantee?”

We must be able to develop a system that brings members new experiences, further enrichment and sustainable satisfaction through being a member of a Rotary Club.

Remember no public image campaign is sustainable if the promise it gives does not stand the test.

In some parts of the world members are content with Rotary the way it is. It represents a great comfort zone. The older members come to every meeting and newer members come and go.

A lot of older members do not get the bigger picture and don't really care. But when there is talk of Rotary being the driving force in the effort to eradicate Polio they sit up in their chairs. Pat each other on the back and proudly proclaim “Rotary that is us”

*continued, next page ...*

In the world of sports there are sports performed by teams, in my part of the world, Norway it is all about European Football. In the USA there is American Football or Basketball, other places it is about hockey or cricket and so on. In every community or city of some size, there will be at least one team which is the local hero. Some fans will be so into the club they will actually become members. These members will go along to support their club. But when it comes to the actual games the club cannot rely on its members, it relies on its supporters!

One example is a European football club called Manchester United, I am not sure how many members the club has but I can tell you it has millions of supporters all over the world. The club's brand is valued by Forbes magazine at US\$1.86 billion. Its manager is a 70 year old gentleman, Sir Alex Ferguson, Sir, because the Queen of England honoured him for all the good he has brought to his club and the United Kingdom.

I would like to invite you to dream with me for a moment. Imagine if every Rotary Club became a local hero for what it did for its local community, just like a sports club. Some Clubs might even join forces and work as a regional or a national team to benefit larger communities or even nations.

Dream of the projects these clubs could develop and with the right marketing the support of some of these projects could get locally, regionally and occasionally worldwide. Imagine the following and ownership there would be to those clubs, imagine how the club emblem would shine, imagine the pride and satisfaction members and supporters alike would enjoy through collectively doing something that they would all be known for, locally as well as worldwide.

Maybe it is time to wake up and get back to reality and challenges, after all this will never work. But please before you wake up let your dream take you to Shelterbox. Shelterbox is close to being there; ShelterBox will get there because of Rotary. That dream can be true for much more than ShelterBox but remember it all starts with the clubs and their supporters.

Our revitalisation efforts must explain to those members who are still in their local comfort zone that their continued satisfaction can only happen through all members contributing to sustainable satisfaction. By doing so, we will create a public image climate for further growth and retention.



Rotary's plan is to revitalise our clubs, creating a positive public image. This in turn creates a positive climate for membership recruitment and retention. I mentioned we lose more than 157,000 Rotarians every year; let's say half of these leave because of old age, in one way or another. That leaves us with 78,500 who leave for "other reasons".

If we through a plan of revitalisation could hold onto 50% of those who leave for "other reasons" and at the same time gain members at the same rates as we doing now we would increase our membership with 39,350 extra Rotarians, in other words more than our goal of 3% per year.

The idea is greater satisfaction through revitalisation which brings enrichment to all members resulting in more activities, more projects and an increased positive public image plus a higher level of retention as well as an increased interest in joining Rotary.

There are some great initiatives out there being put together to revitalise our clubs. However, never let us forget it makes no difference what we do at the leadership level if we do not get "buy in" from the clubs and their members, nothing will happen.

Our responsibility is to support the clubs and help them through District and other activities, launch revitalisation and experience the great satisfaction it will bring.

In closing let me share a few findings from recent research as to the public awareness and public image. Rotary's public awareness was found to be limited with statements like:

"I work with all these organisations, for example World Health Organisation, UNICEF and I have never heard of Rotary"

"I've heard the name but don't know what they do"

Among individuals who knew Rotary there were remarks like: "They can get things accomplished. They are a good source of connections. They have the ability to provide financial support. They are known for scholarships and education. They are known for helping those less fortunate."

However there are plenty of public image challenges.

There are still people who feel that Rotary is a male dominated organisation and that women are not welcome or allowed. Other characteristic noted were: old, men, static, lack of diversity, exclusive, elitist, closed, inflexible and wealthy.

As for me, I joined Rotary 25 years ago and I am still waiting for that last characteristic – wealthy- to kick in! After reading the perceptions of who we are, do we need revitalisation? I believe we do!

# “Rotary Membership by District and Zone as at 30/04/2012”

Figures supplied by PDG ARC Rob Wylie

Australian Region				1/7/11 to 30/04/12		30/6/11 to 30/04/12	
District	30/6/11	1/7/11	30/04/12	+/-	%	+/-	%
9455	1477	1452	1456	4	0.3%	-21	-1.4%
9465	1448	1418	1419	1	0.1%	-29	-2.0%
9500	1361	1330	1323	-7	-0.5%	-38	-2.8%
9520	1447	1425	1442	17	1.2%	-5	-0.3%
9550	1065	1060	1061	1	0.1%	-4	-0.4%
9570	1241	1213	1207	-6	-0.5%	-34	-2.7%
9600	1743	1696	1675	-21	-1.2%	-68	-3.9%
9630	1213	1211	1194	-17	-1.4%	-19	-1.6%
9640	1388	1356	1353	-3	-0.2%	-35	-2.5%
9650	1654	1620	1600	-20	-1.2%	-54	-3.3%
9670	1183	1136	1178	42	3.7%	-5	-0.4%
9680	1916	1882	1914	32	1.7%	-2	-0.1%
9690	980	955	946	-9	-0.9%	-34	-3.5%
9700	1157	1146	1146	0	0.0%	-11	-1.0%
9710	1471	1441	1453	12	0.8%	-18	-1.2%
9750	1366	1348	1334	-14	-1.0%	-32	-2.3%
9780	2055	2035	2040	5	0.2%	-15	-0.7%
9790	1787	1762	1755	-7	-0.4%	-32	-1.8%
9800	2623	2591	2578	-13	-0.5%	-45	-1.7%
9810	1296	1271	1277	6	0.5%	-19	-1.5%
9820	1478	1461	1486	25	1.7%	8	0.5%
9830	1423	1406	1414	8	0.6%	-9	-0.6%
Zone 8	32772	32215	32251	36	0.1%	-521	-1.6%
New Zealand Region							
9910	1252	1208	1169	-39	-3.2%	-83	-6.6%
9920	1700	1662	1652	-10	-0.6%	-48	-2.8%
9930	1893	1867	1880	13	0.7%	-13	-0.7%
9940	2087	2068	2014	-54	-2.6%	-73	-3.5%
9970	1336	1322	1314	-8	-0.6%	-22	-1.6%
9980	1316	1293	1300	7	0.5%	-16	-1.2%
Zone 7A	9584	9420	9329	-91	-1.0%	-255	-2.7%
<b>World</b>	<b>1223413</b>	<b>1196423</b>	<b>1228690</b>	<b>32267</b>	<b>2.7%</b>	<b>5277</b>	<b>0.4%</b>

## “Strategic Planning and Membership”

Article by Nick Phillips, Rotary Coordinator, Zone 20A South  
 Rotary Coordinator Blog, Wednesday, May 16, 2012



The whole point of the Rotary Strategic Plan is to encourage districts and clubs to investigate where they are falling down in terms of leadership, planning, signature projects and public image and take steps to rectify those weaknesses first.

It follows that when our clubs and districts are ‘healthy’, and by healthy I mean properly aligned to RI strategic priorities, then membership development and retention will follow organically. This thought is further borne out by the current success of new club development including satellite and corporate clubs that are providing the bulk of our new members. These units succeed only because they are not tainted by what has gone before, as their members are free to develop their own culture and programs in the manner most suited to them.

I suggest that we should not over complicate the issue and look for excuses for failure when we have the solution right under our noses. Black, white and all shades in between, young professionals share a common desire to get involved in hands on service, belong to high profile clubs and network for the benefit of their personal and business self development. [Read more.](#)

## RI President visits D9710

### *“Love can only grow when it is shared.”*

*Article prepared by Issa Shalhoub, editor.*

RI President Kalyan Banerjee addressed 400 attendees at the Hellenic Club in Canberra on 23 May 2012, 46 **D9710** Clubs were represented and were all inspired by his presence and words, the following are extracts of his speech;

*“The work that we (Rotarians) are doing is making the world a better place to live in. In your Rotary club meetings, in your towns, in your communities, this is where the real work of Rotary is done. This is what Rotary is.*

*The needs of the world are growing, and growing exponentially. While Rotary cannot and should not expect to shoulder them all, we cannot—and we will not—look away. This means that we must take a hard look at the numbers we have in Rotary.*



**RI President Kalyan and PDG RC Noel Trevaskis at the meeting, 23 May 2012.**

*The world’s population in the last fourteen years has increased by more than one billion people, while Rotary’s membership numbers have remained nearly the same. This is why I am talking in this Rotary year about the greening of Rotary—of shaking off our darkening pallor gray and replacing it with a brighter shade of green.*

*Green is the colour of growth, of life, if a tree is not growing, it is dying, and so it is with Rotary. So how do we grow, in a way that will keep Rotary active and effective? How can we be more attractive to younger members, who are so different in so many ways to the young professionals of a generation or two ago?*

*We have to show them that Rotary is a good use of their time, a valuable use of their time—something that will enrich their lives, deepen the meaning of their days, something that they will want to be a part of.*

*We have to come to them where they are—and for most young people, where they are is on the Internet, on Facebook, on Twitter and email and their Blackberries. A club that doesn’t have a presence on the Internet simply doesn’t exist, so far as anyone under 40 is concerned. If someone is interested in Rotary and looks at the web page and sees only men and no women, only older people and no one their age, only events that are convenient for retirees—they will realise that this is not the place for them, and they won’t take the next step.*

*I know that it is not always easy for us to change. We love our Rotary experience and our Rotary clubs just the way they are. But if Rotary is going to keep growing, it’s going to have to keep changing. And in this Rotary year, the one change that we are looking for, working for, believing in, waiting for most of all—it is the change in our world from one with polio—to one without. It’s what we Rotarians are helping to achieve.*

*At the end of the day, why are we all in Rotary? It’s because we love it, and it’s as simple as that. We love the experience we have in Rotary—the fellowship, the friendship, the good feeling we get from helping others, the feeling that we are making things better, the feeling that we are being useful.*

*And love, my friends, can only grow when it is shared. So I ask you today to take that love you have for Rotary, embrace it, and share it with the newest generations of our Rotary family—so that your Rotary love will live on, for generations, and generations to come.”*

# 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.**

## “Aquabox Australia”

*Project supplied by Peter Roden, Aquabox project coordinator.*

*Article compiled by Issa Shalhoub, editor of Rotary on the Move – Newsletter.*

In 1999, on a visit to the UK, an Australian Rotary member learnt of the Aquabox project and was inspired to establish a similar charity in Australia. **The Rotary Club of Eltham**, Victoria, Australia, took up the cause and established Aquabox Australia. Initially, Aquabox Australia used the boxes designed by the **Rotary Club of Wirksworth** but have since developed, in conjunction with **AusAID**, Aquaboxes more suited to our region; the **Aquabox Gold and Aquabox 30**.

Aquaboxes are essentially lifesaving water tanks with water filters and water treatment tablets that can convert up to 2,000 litres of polluted water, making it safe and pleasant to drink. The boxes are also filled with emergency aid to reduce the suffering during the aftermath of a disaster.

On Monday 14th November 2011, the Rotary club of Eltham received advice that *the Rotary Club of Phnom Penh has put out an urgent request to their local members for assistance. Areas of Cambodia are inundated and some isolated, due to floods. As the floodwater recedes water contamination and therefore disease, will become a major life threatening issue.*

A consignment of 108 Aquaboxes (96 Aquabox Gold and 12 Aquabox 30) left on 29 Nov 2011 the Rotary Club of Eltham warehouse in Australia on its way to flood victims of Cambodia. The consignment was air freighted to Vietnam and was transported by truck to Kampong Thom district where the Aquaboxes were distributed through the Rotary Club of Phnom Penh.

Two members of the Rotary Club of Eltham [Aquabox (Australia) Chairman Rtn Peter Roden and Director PP Ian Thomas] travelled to Phnom Penh, Cambodia to coordinate the arrival and distribution of Aquaboxes to victims of the recent major floods. Ian Thomas and Peter Roden worked closely with the Rotary Club of Phnom Penh Service Projects Director Rtn Peter Gray. Local aid workers distributed the Aquaboxes after receiving briefings from the Aquabox coordinators on the humanitarian aid items in the Aquabox and on the proper use of the water treatment equipment.



**Aquaboxes leave for Cambodia**



**Rtn Peter Roden instructs locals on setting up Aquabox.**



**Mission accomplished. LR. PP Ian Thomas & Peter Roden, Rotary Club of Eltham Australia, Pres. Bruce Haulley and Peter Gray, Rotary Club of Phnom Penh Cambodia.**



**Aquabox Gold**

**Aquabox 30**

**Aquabox (Australia)** is a project that exists with the generous support of Rotary Clubs, individuals, private and public organisations and groups. You **can help, sponsor Aquabox** and extend a helping hand to those in need.

# “Go where people can hear you”

By **Antoinette Tuscano**, RI Editorial staff, reporting from Bangkok, Thailand  
Posted on **May 8, 2012** by **Rotary International**

As the staff person who does much of the social media for Rotary International, I listened with interest to Rotary leaders at the International Institute in Bangkok as they discussed the power of the Internet and social media in sharing Rotary's story.

I understand why some people hesitate to use social media and why it can seem intimidating.

Like many of you, I didn't grow up with a smart phone in my hand twittering my every thought.

So why as a writer and editor did I get involved with websites in the late 1990s and social media five years ago? RI President Kalyan Banerjee got it right when he said at the International Institute: We should use social media to reach people because that's where people are. As 20 years of communications experience has taught me, going to where people can hear you is one of the first steps in communication.

Facebook alone has 800 million people, and it's still growing. Some of those people want to hear how Rotarians work together to make a difference. Communication mediums may change, but the message hasn't. People want to discover ways to make their world a better place.

So **post online** about your club or district's projects — Rotary's new Project Showcase makes it easy. **Share your Rotary story**, here on Rotary Voices or on your club or district's website or blog. It's not just for your club. It's for all the people seeking what Rotary has to offer.



*Participants in a workshop at the 2012 RI Convention.*

## Rotary Coordinator Team 2011 - 2012

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**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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