



Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

April 2013

Volume 3 - Number 9



In this issue:

1

- Membership
- Tanaka's message

2

Regional Membership
Plan Executive
Summary

3

Thoughts on PETS

4

Immunisation Day

5 and 6

How we grew our Club
Younger

6

Saints Alive

7

Peace Forum

8

- Strength in Numbers
- The Team

“Membership; the Engine”

From 'Rotary Recruitment & Retention' by Jeff Kublin, District 6920 Membership Chair 2010-2011

Membership is the engine that powers Rotary. Without it, we have no one to do the work; we have no money to support the worthwhile projects that so desperately need to be done, we have no creative ideas for solving problems.

Since the mid-1990s, the membership in Rotary and other service clubs has been declining. Why do members leave Rotary?

- We may bring in the wrong members.
- In some cases, as soon as someone shows up at our doorstep, we invite them to join.
- That's like hiring every job applicant.
- When we do bring in the right member, we often don't give them a reason to stay.
- We don't involve them and fail to make them feel a part of our organization.

Rotarians who feel that they are a valuable part of the organization, who are contributing to our projects and feel appreciated, do not leave.

While recruitment and retention in a volunteer organisation can be different than in a business, the goals are similar;

- Bring in the individuals who are the most qualified to advance your organization
- Do what you can to keep them satisfied.

Of course, the biggest difference is that in Rotary the reward is not financial. It is personal.

The family of Rotary extends beyond individual Rotarians and Rotary clubs to include other service minded people who help with the organization's work.

Groups such as Rotaract, Interact, and Rotary Community Corps serve side by side with sponsor clubs, using their diverse skills to improve the quality of life in their communities.

“RI President Tanaka's message”

“When we focus on young people, we are focusing on building the future of Rotary and a more peaceful world. When we serve youth, we help to bring Rotary to a new generation. We teach the importance of service to others, and pass on our core values.

Every young person who goes on a Rotary Youth Exchange will learn a great deal. Youth Exchange students learn how people who seem so different are really the same. They begin to appreciate what unites people everywhere. They have a broader understanding of the world. They come back as different people.

They no longer know only one language, only one culture. They have connections with their host country, and with their fellow participants from other countries. At the end of their exchange, they are part of their host families. They are also part of the Rotary family – the largest and most international family in the world.”

“Regional Membership Plan Executive Summary”

Region: Australia, New Zealand, Pacific Islands

Summary supplied by ARC Ross Skinner

Goals

Specific membership growth goals have been set for the region for the next three years:

Strategic Priorities and Goals

- ∅ Increase membership diversity
 - Develop clubs which are more reflective of the local community
 - Identify and act on opportunities to increase diversity
 - Provide additional opportunities for non-Rotarians to participate in club activities and projects
 - Investigate innovative membership types, club structures and operations
 - Promote inter-club support within districts or regions
- ∅ Develop the skills of Rotarians and keep them informed
 - Develop effective training teams at district and club level
 - Assess and increase members’ knowledge of Rotary
 - Encourage participation in events and programs that build Rotary awareness
 - Enhance Rotary information sharing within clubs
 - Encourage and support new members to learn more about Rotary
 - Provide additional resources to clubs and districts to increase members’ knowledge
- ∅ Support innovative and flexible clubs
 - Conduct regular club forums to review club health
 - Adopt a three-year management planning process
- ∅ Create strategic partnerships
 - Provide resources and support to clubs and districts to develop partnerships
 - Develop strategic partnerships at national, district and club level
- ∅ Enhance brand recognition, understanding of Rotary and membership growth
 - Develop an Ambassador’s Club to promote membership of Rotary
 - Promote Rotary Week and Rotary achievements
 - Rejuvenate website, social media and public image assets
 - Establish and publicize “Whole of Club” projects
 - Encourage non-Rotarians to attend district conferences

Key Activities

Current and future activities planned to address membership issues and reach the goals:

- **February – May 2013:** Presentations at PETS and district assemblies.
- **July 2013:** Directors’ briefing weekend for governors-elect – update on the plan.
- **November 2013:** Discussion and update on the plan and how we are performing, including governors, governors-elect, governors-nominee, and in conjunction with Rotary Coordinators.
- **February 2014:** Seminars for governors, governors-elect and governors-nominee and district membership chairs in both Australia and New Zealand.
- **February – May 2014:** Presentations at PETS and district assemblies.
- **May 2014:** Sydney International Convention: report to RDU breakfast on our achievements and successes.
- **February - March 2015:** Seminars for governors, governors-elect, governors-nominee and district membership chairs for Australia, New Zealand and South Pacific Islands.
- **February – May 2015:** Presentations at PETS and district assemblies.

“Some Thoughts on Attendance at South Pacific PETS”

Extracted from 9940 District Newsletter by ARC Ross Skinner

Thoughts written by the President Rotaract Club of Wellington Paula Gentle



“The South Pacific Presidents Elect Training Seminar (PETS) is a training conference full of Rotarians for the most part a generation older than me. Around 250 President Elects attended representing Rotary Clubs throughout the South Pacific Districts.

I can be forgiven for initially finding the idea of attending to be somewhat daunting. However, I have known for a while that Rotarians are people that you want to get to know. You may ask yourself how I ended up with an invitation to PETS in the first place. Well I have worked with Rotarians for the last three years as a member of the Rotary Youth Leadership Award (RYLA) organising committee after attending RYLA in 2010.

It came naturally to join the newly formed **Rotaract Club of Wellington** in 2011. In July last year I found myself in the role of Club President (hence the invitation). Our Rotaract Club has 22 members according to our **Facebook** group.

Immediately it became clear the most beneficial thing I would take away from attending the conference was getting to know the 2013/14 Wellington region’s President Elects and am hoping to have active partnerships between Rotaract and these Rotary Clubs in the upcoming year.

There are so many projects that our clubs can work together on and much we can learn from one another.

A major theme of the conference, change, was highlighted in numerous presentations. A stand out for me was Thom Thorfinnson, a Past RI Vice President. He was funny and honest about how Rotary is perceived and why. Thorfinnson identified that Rotary has one of the largest gaps between how it is perceived versus its operational reality, for an organisation of its size. Surprising? It really hit home about what Rotary as an organisation is facing currently and what the continued difficulties Rotary faces if it fails to adapt.

The training also involved breaking out into district and multi district workshops. These sessions illustrated how clubs run their meetings, what their signature projects are, how clubs can engage more with other groups and social media. I found each Rotary club has their own way of running meetings, some traditional and others moving to a new way of operating where weekly meetings in their current form are slowly changing.

The Rotary Clubs of **Harbour City** and **Karori** are looking at reducing the number of formal meetings and replacing them with more social or project orientated ones. It was exciting to hear that clubs like **Port Nicholson** are embracing social media. They are actively marketing themselves on Facebook with photos and information on recent projects.

With that in mind I would like to issue a challenge to these clubs to take this success one step further. Social media is about collaboration and I see an opportunity for various clubs, Rotaract, corporates and the community to actively participate in discussions and events through the social media forum. Live updates on Facebook or Twitter detailing how a particular funding drive is going – providing interested parties with up-to-date information while all the more increasing the buzz around the project and its objectives.

Some food for thought (tips from a generation Y):

• **Don’t talk of membership - being asked to join an organisation because it needs more members is not very attractive.**

Instead promote Rotary’s values, friendship and the good that it does in the local and international community.

• **Invite prospective members along to one of the Club’s projects - Does a meeting really reflect what Rotary is? How easy it is to get to know anyone new at a meeting between dinner and the presentations?**

Instead get them involved in a project, that way when they do finally turn up they will already know a few more people and will have already taken part and know they have something to offer.

In one way or another it is the values and good Rotary does within the community that attracted me to the organisation and the PETS weekend definitely confirmed this.

I’m proud to be a part of the Rotary family.”

“2013 Rotary National Immunisation Day in Chandigarh”

Article by Moorthy Karuna

After my family reunion in Malaysia, I flew to New Delhi India and participated in the 2013 Rotary National Immunisation Day in Chandigarh. PDG Cynde Covington, **District 6970 USA** was the team leader, who organised a great itinerary for the 10 days and also looked after the welfare of all participants. She was assisted by Ajay Thakur, Live India Tours and Rotarian A.P. Singh, **Rotary Club of Chandigarh**.

Out of the 28 participants, there was a couple from New Zealand, a lady from France, myself from Australia and the rest of the participants were from USA, including 81 year old PDG William Crawford and 27 year old Rotaractor Ann Marie. I had fun, thoroughly enjoyed the whole experience and am very grateful to Cynde Covington for giving me this opportunity, because it has given me a very meaningful insight and a bigger picture of what Rotary is capable of achieving in the world.

Chandigarh is a beautiful place and most probably the cleanest city in India. The city does not use any plastic bags. President Vivek Gupta, Chandigarh Rotary Club mentioned that it is a smoke free city. I had a great home stay with President Vivek Gupta and his wife Promil, who also hosted Christopher and Tanya Kaminski from USA. They were very good hosts, served excellent Indian food and showed us the Rock Garden, Sukhna Lake, Secretariat and a famous Hindu Temple.



Rotary Club of Chandigarh's members and volunteers

On Sunday 24 February 2013, Christopher and Tanya Kaminski and I administered polio drops in a booth. On Monday 25 February 2013, 5 of us did the mob up through a slum area. The idea of mob ups is to give polio drops to children who did not receive polio drops from the booths. A.P. Singh accompanied us on the mob up and answered all our queries. Both the booths and mob ups had Indian staff from World Health Organisation. We only assisted.

End Polio Now is by far Rotary's biggest project. I stayed an additional 4 days in New Delhi and used the Metro (Train) to go around. Using the Metro made me realise the high population and density. There are 75,000 children born in India every day. Addressing at Royal Institution Hall of the United Kingdom on 29 January 2013, Microsoft founder Bill Gates hailed India's polio campaign success as "among the most impressive global health successes that has ever been".

The Rotarians in India should be congratulated because in the last 2 years, there wasn't any new polio case. With the help of Rotarians from India who have the knowledge and experience, Rotary should be able to eradicate polio from the 3 countries (Pakistan, Afghanistan and Nigeria) remaining where the virus is endemic.

Delivering this year's Richard Dimbleby Lecture, Bill Gates said the world could see polio eradicated in the next 6 years. It will be great if the Rotary Clubs are able to contribute more to this worthy cause that will definitely make a positive impact in the world. Rotarians should be very proud and if possible make personal contributions towards Rotary's biggest initiative.

“How we grew our Rotary Club – YOUNGER”

Rotary Club of San Antonio - U40 Program

Article by Gardner Peavy, President-Elect 2014-15, Rotary Club of San Antonio.



“I am only 38 years old, a third generation Rotarian and have been a member for about 9 years. So, why is this important? Well, about 7 years ago I determined that Rotary was not for me. In fact, most of my peers felt the same way and were also deciding to drop their membership.

Why? To our eyes: We felt Rotary lacked relevance; took us away from work and family and the cost vs benefits didn't jibe and seemed too high. Clearly, we were seeking a reasonable rationale to quit.

After some re-evaluation I stayed as did others. But, I thought that I'd share this re-evaluation with others of my generation within the greater Rotary world. Here are my thoughts on this journey reduced to this article at the urging of PDG Jim Berg from my Club.

Fast-forward to 2013. I am more excited and committed to my Rotary Club than ever before. What happened?

Recognition of the Problem. Five years ago the president of our club, Sam Dawson, felt that a big problem was looming with the declining membership of young people in our club. Those on the roles were not participating in any great way to the efforts of our club.

He was right and he took immediate action. First, Sam asked a strong, influential under 40 member, Chris Williams, to take on the challenge. Together, his first big idea was to create a “Young Members Board.” Its sole purpose was to engage the current under 40 membership. At issue was - how to grow the under 40 membership when the current under 40 members were not engaged? The solution was obvious but not simple: we needed to recruit, educate and retain new members.

Need to Recruit. In less than a year a small group of young members, lead by Chris, began getting other young members involved in various service projects and social and family events. Relevance was created, peer interaction was enhanced, and at the end of the day a committed group of young members was ready to push things to the next level. Chris also created roles and bylaws for a new under 40 Board of Directors, putting in place mechanisms to rotate young member involvement and keep the spirit going - long term. Yes, we created a Club within a Club.

Next, we needed to recruit. Chris and I met a number of times to discuss this challenge. How do you recruit top ‘up and coming’ young professionals to an organization that was deemed by this younger demographic as old, irrelevant, and expensive? And once recruited into the club, how could we keep them engaged and committed long term? Tough questions needed solutions...

Attraction and Retention. To answer the *first* question of finding others beyond our smallish group, we felt the answer was to make admission to the club highly competitive. As we all know, people want what they can't have. They want it even more if it's hard to get. (This is especially true of high achievers). We also recognize that people also want to be a part of a group, especially an elite group. So, we created an elite group and called it the U40 of the Rotary Club of San Antonio.

After a number of months of recruiting and organizing, we accepted applications to the first “U40 Rotary Class”. We received over 43 applications at one time – imagine that. Keep in mind, at the time the club only had about 15 U40 members! Amazing!

We kept to our word and highlighted the competition: we only selected 25 of the 43 applicants for that year! The end result was an outstanding group young professionals ready to hit the ground running and proud and honoured to be Rotarians.

Then we had to answer the *second* question. How do we keep this new group engaged for the long term? We felt this could only be accomplished by setting expectations early, educating the group about Rotary's long history and purpose, and having the group really get to know each other. So, for 9 months following acceptance, this class completed various service projects together, attended past president's breakfasts, heard from various representatives of Rotary International. They staged social events for themselves and the club at large. Upon completion, this group knew each other well and they knew that Rotarians serve others.

Continued next page ...

... continued from previous page

Result today – 5 years later. We just completed our 5th year of the U40 program. We've limited each class to about 25 new members. In these 5 years we have gone from ten U40 members to nearly 125. Not only has the U40 membership increased, but it has also become incredibly engaged and of top quality. With this foundation set, we are confident our Club will remain relevant, influential, and a valuable resource in our community for years to come.

The following are links to our current U40 board and last year's U40 Class;

www.rotarysa.org/YoungMembersBoard.cfm, www.rotarysa.org/U40Class.cfm

My hope is that many other clubs across the Rotary world can use our little "experiment" to help grow their membership 'younger'."

"Saints Alive!"

Article supplied by ARC Philip Dempster

After the required gestation period DG Ian Lomas was delighted to announce the birth of the newest Rotary Club in **D9550** (serving the Communities of Northern Queensland, The Northern Territory and Timor Leste). The Rotary Club of Townsville Saints. Club's [Facebook](#) page.

The birth was ably assisted by members of their host Club, the Rotary Club of Townsville Sunrise, at a Cocktail Party on the 9th of March. The Club's name comes from the drawing of the Saint Logo on the face of Castle Hill in Townsville.



Saint Logo on the face of Castle Hill



Charter Night



Club members

Charter President Janelle Pool proudly accepted the Charter and Collar on behalf of the 26 charter members from DG Ian. DG Ian made note that perhaps it was fitting that the Club's official Charter date was the 8th of March, International Women's Day. A very excited Janelle, who was a GSE team member in 2002, is looking forward to leading her very enthusiastic Club of new Rotarians.

Please check the Charter Night's photos to spot the difference in this Club.

“Peace Forum and Dinner in Adelaide”

Article by ARC PDG Malcolm Lindquist, Peace Forum Committee Chair

On Saturday Feb 23rd 2013 three hundred and forty people met in the Members Dining area of the picturesque Adelaide Oval to contemplate more than cricket.

They were there in response to the invitation of DG Marie Dorrington (D9500) and DG Roy Armstrong (D9520) to celebrate the commitment of Rotarians in South Australia to Peace in all of its forms. Among those present were RI Director John Boag, former Australian Foreign Minister Mr Alexander Downer AC, the Lieutenant Governor of South Australia Mr Hieu Van Le OA and representatives of the wider Rotary community including a large proportion of young people associated with Rotary’s New Generations programs.

Keynote speakers were Alexander Downer and Lieutenant Governor Mr Hieu Van Le who eloquently spoke of experiences in their professional lives and also their personal life. Mr Le recalled vividly his experiences of growing up in war torn Vietnam. Their presentations were supplemented by Dr Daniel Biro, a young academic, Sonja Basic a recent Peace Scholar and Emily Haren who is the local Director of an organisation called the **Oaktree Foundation**, which is run entirely by young people under the age of 26, aims to relieve poverty in the poorest countries and has 85,000 members in Australia.



DG Marie Dorrington, RI Director John Boag and DG Roy Armstrong jointly cut cake (Adelaide Oval in the background)

Local Rotary Clubs from both districts reached out to the young people who have had an association with their clubs and sponsored them to attend the Forum and The Celebration Dinner in the evening which was held in the same venue. As a result approximately 25 percent of the audience were International Exchange Students, Rotaractors, graduates of RYLA and NYSF (National Youth Science Forum).

One of the highlights of the afternoon was the procession of young people from Belair Primary School and other organisations who carried Candles for Peace and strings of Peace Cranes whilst dressed in traditional Japanese dress.

The afternoon concluded with the adoption of the following resolution for peace which was moved by ARC PDG Malcolm Lindquist, the convenor of the Forum and was adopted unanimously with acclamation by all present:

“Peace is not a final destination to be reached, but an active and continuous process. All of us are capable of being peacemakers in our own lives, and through our words and actions, we will demonstrate that peace is possible.”

As a conclusion of the Forum we also noted the words of Bishop Desmond Tutu: **“Do your little bit of good where you are; its those little bits of good put together that overwhelm the world”**

Following the success of the Forum in the afternoon the dinner in the evening was a celebration not only for Peace but also the Celebration of Rotary’s 108th Birthday. RI Director, John Boag and the two DGs cut the Peace/Birthday cake which was served up as part of the dessert.

The after dinner speaker was local TV and Radio presenter Mark Aiston who spoke of his quest for inner peace and the need to support organisations such as “Beyond Blue” and “Australian Rotary Health” which actively support research and assistance in the field of Mental Health.

The organising committee and RI director John Boag gave the event the “thumbs up” and thanked all who had participated and shown support for our quest to achieve “Peace Through Service”.



PDG Malcolm displays the cake

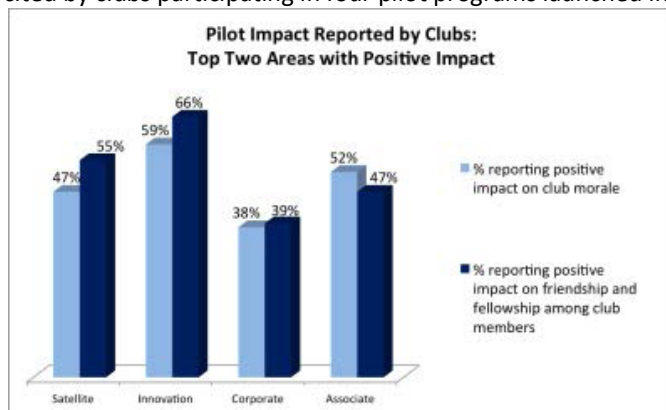
“Strength In Numbers”

Update on membership pilot programs

From Rotary Leader March 13 edition, Vol 3, Issue 5

Membership pilot programs show positive results in first year. Freedom to determine meeting frequency, membership types, and operations has potential to strengthen clubs.

Improved club morale, membership growth, and diversity are some of the benefits cited by clubs participating in four pilot programs launched in 2011-12.



The pilots — Associate Membership, Corporate Membership, Innovation and Flexibility, and Satellite Club — involve more than 700 clubs and run through 2013-14.

At the October RI Board of Directors meeting, pilot clubs' one-year progress reports were presented. Nearly all of the clubs said participation has had a positive impact, particularly on club morale and friendship.

Attracting and keeping members has been another positive outcome. While all the clubs reported membership growth, those participating in the Satellite Club and Associate Membership pilots showed the greatest increase. The number of female members and members younger than 50 increased across all the pilots.

While clubs acknowledged that much of the first year was devoted to implementing the pilot, the progress reports show the growing potential of the programs.

THE FOUR MEMBERSHIP PILOTS:

1. **Associate Membership**; offers a trial membership without the full rights and responsibilities of active members.
2. **Corporate Membership**; gives companies the opportunity to become partners of their community's Rotary club and appoint up to four employees as active members.
3. **Innovation and Flexibility**; provides freedom to create a club that better fits members' and community needs.
4. **Satellite Club**; allows clubs to conduct multiple meetings during a week, each taking place at a different location, day, or time.

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

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

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor (Issa Shalhoub) shalhoubissa@shoal.net.au

Rotary Coordinator Team 2012 - 2013

Zone 8 and 7B

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

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

RI Director Zone 7 and 8

John Boag jboag@eversol.com.au

Rotary Coordinator; Zone 7B and part of Zone 8

Rob Crabtree calpr@xtra.co.nz

Phone: B 64 9 273 2065 - Phone H 64 9 535 4035
Districts: 9680, 9690, 9700, 9710, 9750, 9780, 9790, 9800, 9810, 9820, 9830, 9910, 9920, 9930, 9940, 9970, 9980

Rotary Coordinator; part of Zone 8

Noel Trevaskis n.trevaskis@bigpond.com

Phone: 02 6495 0455 - Mobile: 0427 722 029
Districts: 9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670

Assistant Rotary Coordinators; part of Zone 8:

Jessie Harman j.harman@ballarat.edu.au

Phone: B +61 3 5327 8203 - Phone H +61 3 5332 3203
Districts: 9780, 9800

Neal Fogarty fogartys@ciruscomms.com.au

Phone: +61 2 6365 2314
Districts: 9680, 9690, 9700, 9710, 9750

John Barnes jba25492@bigpond.net.au

Phone: +61 3 9802 8007
Districts: 9790, 9810, 9820, 9830

Malcolm Lindquist malantlindquist@bigpond.com

Phone: +61 8 8276 9380 - Mobile: +61(0)439 877 511
Districts: 9500, 9520

Debbie James debbie@formlo.com.au

Phone: 07 3349 4959
Districts: 9600, 9630

Neville Parsons nparsons@hccu.com.au

Phone: 02 6585 3158
Districts: 9640, 9650, 9670

Philip Dempster lad@iig.com.au

Phone 07 4054 4385
Districts: 9550, 9570

Colin Thorniley colin@q-net.net.au

Phone: 08 9450 6644
Districts: 9455, 9465

Assistant Rotary Coordinators for Zone 7B:

Warwick Pleass warwick@pleass.net

Phone: B +679 3308 803 - Mob: +679 9990 888
Districts: 9910, 9920, 9930

Ross Skinner ross.skinner@xtra.co.nz

Phone: +643 3 553 017 - Mob: +6427 229 3500
Districts: 9940, 9970, 9980

Newsletter Editor

Issa Shalhoub shalhoubissa@shoal.net.au
Phone: 0414 553 574