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“NEW CLUB BREAKS THE MOULD”

Australia's newest eClub is definitely different!

Article by RC PDG Jessie Harman

Chartered in May 2014, the eClub of NRG Queensland has been established to meet the needs of busy young professionals. The club meets via a combination of online and face to face meetings and members use social media extensively to stay in touch.



According to President Amanda Lazarakis, the club's membership objective is to engage more young people in Rotary. The club's innovative meeting arrangements are one part of making Rotary attractive to young people. The club's approach to service is another part – with the club keen to support projects which align strongly with the interests of its 20+ members.

Already the club is considering projects which will see members helping and working with young people who have come across hardship, students at a special school, and a person requiring support to travel to Brisbane for prosthetic limbs.

A celebration to acknowledge the chartering of the new club was held in May at the Bogo Road Gaol in Brisbane with more than 80 guests in attendance. Handing over the charter, then District Governor Stephen Lazarakis thanked the **Rotary Club of Brisbane Centenary** for their work in chartering the new eClub. He also acknowledged the special nature of the club, whilst highlighting its common link through service. “While

this new eClub is innovative and different from many other clubs, it shares the one important feature that unites us all – the desire to make a difference” he said.

Note: Learn more about the eClub of NRG Queensland by visiting: www.rotaryclubnrg.org



The new eClub members



L to R: DG Stephen Lazarakis, President Amanda Lazarakis, PP Graeme Osterfield

"LIGHTING UP ROTARY, NOW AND THEN"

By Jill Baldwin Walker, 2014-15 governor of **District 6060** (Missouri, USA)
From *Rotary Voices* Posted on **May 9, 2014**



At the age of 13, I attended my first Rotary International Convention, in Dallas, Texas. I remember walking through the halls of the event fascinated by the clothing worn by some of the women — women of Africa in their head wraps and ornate dresses and women from India in beautiful wraps of silk.

Although I don't remember all of the Rotary occasions I have attended as a child, I am blessed that my grandfather joined Rotary, which led to my father becoming a Rotarian. I grew up in the halls of Rotary meetings, district conferences, and fundraisers. I joined Rotary at the age of 29.

When I'm asked when I became a Rotarian, my answer is, "I don't really know." Rotary has always been a way of life for me, it's part of what defines me. Rotary has offered me opportunities that I would not have had in a single career path in a typical workplace. It has given me connections and friendships that I never could have dreamed up.

And just this week I was reviewing my grandmother's scrapbooks of my grandfather's Rotary career (she compiled wonderful scrapbooks before we knew to call it "scrapbooking"). In the pages, I found something else that I never could've dreamed up. Thirty-five years ago, my grandfather was starting his year as a district governor with the RI theme "Let Service Light the Way." Now I start the year as district governor to "Light Up Rotary."



Slide shown at the Sydney RI Convention by RI President Gary Huang.

"LIGHT UP ROTARY WITH ROTARY DAYS IN 2014-15"

The coming Rotary year to focus on enhancing membership and public awareness

Rotary Service Update, 27 June 2014

Through **Rotary Days**, RI President Gary C.K. Huang is challenging Rotarians to let our light shine by strengthening our network, fellowship, and service impact.

Host one of these informal public events in your community in 2014-15 to introduce your friends, family, and neighbours to Rotary.

" 8 TIPS FOR GETTING YOUNG PEOPLE INTERESTED IN YOUR CLUB "

*Rotary Weekly 13 June 2014,
By Maureen Vaught*

Nathaniel Smith and Kristin Post met on a walking tour of Dupont Circle, a lively neighborhood in Washington, D.C. That's where things got a little creepy -- in a ghoulish sort of way.

The Halloween-inspired walk featured ghost stories and neighborhood history. It also replaced a regular meeting of the **Rotary Club of Dupont Circle** Washington. It's just the kind of activity that can attract young people -- or the young at heart -- to Rotary.



*With help from the Eastern Suburbs Rotaract Club, members of the Rotary Club of Bondi Junction in New South Wales, Australia, organized a barbecue for the community.
Photo Credit: Courtesy Rotary Club of Bondi Junction, N.S. W., Australia.*

"This type of club meeting not only shakes up the tradition-bound notions of Rotary, it also creates an event to show off our club to younger prospects," says Post, a founding member of the Dupont Circle club.

Although Smith has since moved out of the country, while he was a member of the **Rotary Club of Bondi Junction** in Sydney, he and Post, a former Rotary Peace Fellow, discovered that they used similar strategies for attracting and keeping younger members. Here are some of their tips to help your club do the same:

1. Organize interesting meetings

Post says her club has found that organizing at least two special meetings a year creates a unique experience for attracting new members and cements friendships among club members. Explore your community for activities that you can use to create a different kind of club experience.

2. Look at your traditions

Smith says newer generations aren't impressed by pomp and circumstance. He points to the **Rotary Club of Crawley** in Western Australia, whose membership is one of the fastest growing and most diverse. They no longer sing the national anthem or fine their members.

"Some tradition is important, but too much time spent on these rituals may prevent a younger member from feeling at home in your club," he adds.

3. Update how and where you talk about Rotary

When the Rotary Club of Bondi Junction started referring to itself as a "social enterprise that delivers social change," it saw an immediate uptick in interest from younger members. Choosing the right communication channels for your club is equally important, whether it's Facebook, LinkedIn, or your website.

"The trickiest part is keeping it updated, but this is also critical. If your presence on these sites becomes stagnant, you'll lose the opportunity to hook a younger audience," says Smith.

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4. Examine your club dues

The Dupont Circle club decided to offer appetizers and a cash bar rather than a full meal at its meetings to keep dues affordable for young professionals. You might also consider offering reduced dues to younger members for their first year.

5. Provide alternatives to weekly attendance

"Attendance is another challenge," says Post. "Members in our club often travel for work, plus they have family or other personal commitments that vie for their time."

The Dupont Circle club makes make-ups easier by counting participation in service days, committee meetings, district trainings, and club social events.

6. Plan events that members can attend easily

In many urban areas, young people rely on public transportation to get around. Choose meeting locations with that in mind. And hold some events on the weekend so members with full-time jobs and young families can attend.

7. Involve young members early to build club loyalty

Involve new members in club projects right from the start. Seek their input. Give them responsibilities so they feel a sense of accomplishment and worth. And assign them mentors in the club to ensure that they feel valued.

8. Plan family-friendly projects and activities

Plan club meetings, service projects, and events that appeal to young families. For instance, the Dupont Circle club threw a baby shower to celebrate three upcoming births. The shower was held in a space that offered plenty of room for the children of other club members to play together.

"Frequently Asked Questions ABOUT PILOT PROGRAMS"

Rotary Membership Minute, June 2014

The May Global Outlook, "[A Rotarian's Guide to Getting and Keeping Members](#)," offered lots of great information for strengthening our clubs. It also got people talking, which is always a good thing. In particular, people had questions about our membership pilot programs. Here are answers to some frequently asked questions:

- The Board of Directors agreed to extend the pilot programs for the Associate Membership, Corporate Membership, Innovative and Flexible Club, and Satellite Club Membership pilot projects for a second three-year term, ending 30 June 2017.
- Only the 800 clubs participating in these pilot projects may test these new membership types and innovations.
- Unfortunately, it is no longer possible to apply to the 2011-17 membership pilots.



The Council on Legislation meets every three years, and representatives from every Rotary district attend to voice their opinions about Rotary policies, including membership. Learn how to [draft and propose legislation](#) for the 2016 Council on Legislation.

[Read more.](#)

“ ROTARY OPENS DOORS, PROVIDES ACCESS TO LEADERS ”

By Past RI President Frank Devlyn

Adapted from a My Rotary Moment speech delivered at the 2013 International Assembly.

From Rotary Voices. Posted on January 15, 2013

Like many Rotarians, I've often reflected on the moments that made me feel proud to be a Rotarian. Usually a highly successful project will come to mind, one that enabled us to help one or even thousands of people live better lives, all because of one special project. I've also experienced inspired moments while participating in Rotary projects.

However, I have something to confess: I joined Rotary to take advantage of the networking opportunities it offered me because I felt they would benefit my businesses. It's no secret that Rotary opens doors and provides access to influential business and community leaders, because many of them are Rotarians themselves or they have great respect for everything related to Rotary.

Today, after 42 years of Rotary service, I still remember, like it was yesterday, the moment I accepted the invitation to become a member of the Rotary Club of Ciudad de México. It gave me access to the leaders not only of my community but also the communities I visited while launching my family business in Mexico and around the world.

I also remember the first of many moments when I felt tremendously proud to be a Rotarian. During my first year, I took on the task of representing the Mexican Optometric Association in an attempt to have it recognized by the most prestigious international organization in our profession.

The World Council of Optometry was meeting in Amsterdam in 1971. I met with the council's board of directors and learned of the bureaucratic process I would need to follow. On the same day, I paid my first visit to the Rotary Club of Amsterdam. I was invited to sit at the special table for visitors and, to my great surprise, three of the persons seated there with me were on the council and happened to be visiting Rotarians.

Thanks to the magic of Rotary, when these Rotarians realized that I too was a Rotarian and that I had all the paperwork required to secure the accreditation of our Mexican association, the bureaucratic red tape suddenly disappeared. In the blink of an eye everything was approved — and that was the first time I felt tremendously proud to be a member of Rotary.



Past RI President Frank Devlyn and his wife dance during the Fellowship Dinner and Dance at last 2013's International Assembly.

“ ACCOMPLISH INCREDIBLE THINGS ”

Extracts from Immediate Past RI President Ron D. Burton's June 2014 Message.

From Rotary.org

Sometimes we get comfortable in going to our club and not having any responsibility. Maybe it's because we haven't been asked to be more engaged. And, of course, it's great to go to your meeting and see your friends. But if you want to get fired up, you need to be doing projects. Hands-on projects are great equalizers. When you're unloading boxes off a truck, you're just like the next person, and that person is just like you. When everyone's serving together, there's a camaraderie, and that's how you keep people engaged.

Rotarians sometimes don't realize all that Rotary is doing and is capable of doing. If they could witness the impact of the projects I have seen this year, it would change their lives. They would understand that they belong to an organization whose members have a common desire to do something good and who, working together, accomplish incredible things.

It is my hope that each one of you will continue to Engage Rotary, Change Lives.

“ 80% OF THE WORLD POLIO FREE, TWO OF THREE STRAINS ERADICATED ”

Article extracts from Rotary.org

Rotary Foundation Chair Dong Kurn Lee talks about the Foundation's accomplishments during the third plenary session on 3 June.

In his address to the convention, Rotary Foundation Trustee Chair Dong Kurn Lee called on Rotarians to do what they do best, raise money. He thanked the Bill & Melinda Gates Foundation for its two-to-one dollar match of every dollar committed to polio eradication in the next five years, up to \$35 million a year.

"If we spend \$35 million, they give \$70 million more," he said. "As a businessman, I see this as a good financial investment."

Eighty percent of the world is now certified polio free, and two of the three strains of the disease have been eradicated, according to [Dr. Bruce Aylward](#), who heads the polio eradication program at the World Health Organization.



Photo by this Newsletter's editor

“ BRIDGE CLIMB ECLIPSES RECORD ”

Rotary Voices 30 May 2014

The massive turnout from Rotary members eclipsed Oprah Winfrey's [world-record climb](#) in 2011 when she marched up the bridge alongside 315 of her most ardent fans. But for Rotary, the record paled in comparison to the experience, and the opportunity to take a step closer to ending polio forever. The event raised AU\$110,000.

"It made me even prouder to be a Rotarian," says John Avakian from Healdsburg, California. "It was an incredible experience of tremendous camaraderie."

Rotary members cheered for each of the 26 groups as they made their way through the lobby to the entrance of the bridge climb. Cloud cover hid the sun for most of the morning, but light briefly broke through as the climbers unfurled their flags, which had been tucked into their sleeves during the ascent. Helicopters circled overhead from a variety of local Sydney news stations. Climbers cheered, danced, and even broke into a "Wave" from 400 feet above ground.

"I think that's exactly what Rotary needs," says Nate Harimoto of Thousand Oaks, California, "a show of force from all around the world."

Rotary members raised enough money to protect 240,000 kids from polio. There were 340 climbers in all, and 278 flags flown.

"When the helicopters were going around, you just felt like one great big nation," says Graeme Davies, governor of District 9685 in Australia.



Rotarians from all over the world on top of the Harbor Bridge in Sydney. Photo Credit: RI/Alyce Henson

- Read daily updates from the 2014 Rotary International Convention in Sydney, Australia, Rotary's biggest annual event of the year, on the [Convention Insider blog](#).
- Follow the convention on our hashtag gallery at [#ricon14](#)

"UPCOMING WEBINARS"

Information received from PDG Noel Trevaskis

There will be two Webinars for August the 26th and 27th, the second webinar will be a repeat of the first.

Please register for Flexible and Innovative Clubs on Aug 26, 2014 6:00 PM EST at:

<https://attendee.gotowebinar.com/register/3040662381890031617>

Please register for Flexible and Innovative Clubs on Aug 27, 2014 8:00 AM EST at:

<https://attendee.gotowebinar.com/register/716508106027376897>

These two webinars will discuss how Clubs can and need to be Flexible and Innovative. PDG Jessie Harman and PDG Noel Trevaskis will lead this Webinar and will be sharing how some Clubs have gone about being flexible and innovative in their approach to membership, club meetings, diversity etc.

This webinar will appeal to all Rotarians.

After registering, you will receive a confirmation email containing information about joining the webinar.

"NEW MEMBER SPONSOR RECOGNITION PROGRAM"

Receive a special Rotary pin for sponsoring new members.

Rotary Membership Minute, April 2014

Have you sponsored a new member recently? Any sponsor of a new Rotary member will receive a special Rotary pin with a color-coded backer denoting the number of new members you've sponsored. Pins are sent to club presidents, who present them during a club meeting.



To receive a pin, simply enter new members into your club's records and identify yourself as the sponsor. You can keep track of your sponsorships by checking your profile page on Rotary's website. And **download** the New Member Sponsor Recognition program guide to see a list of members who have reached gold-level status by sponsoring six members or more.

"GOLD LEVEL NEW MEMBER SPONSORS RECOGNIZED AT SYDNEY CONVENTION"

Special reception held for members who are strengthening Rotary's membership

Rotary Membership Minute, June 2014

President Ron Burton recognized Rotary members who sponsored six or more new members since July 2013 at this year's Rotary International Convention. Our gold-level sponsors were invited to a special reception where they were applauded for their efforts and commitment to Rotary's membership growth.

"GET YOUR SYDNEY RI CONVENTION FIX"

Rotary Weekly, 6 June 2014

Enjoy exclusive video and photo coverage from Sydney. Watch videos from our coverage of the Sydney Convention.

- [View all videos](#)
- [Check out our daily photo gallery from Sydney](#)
- [View more photos on Flickr](#)
- [Download convention speeches and reports](#)

SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to Issa Shalhoub, this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

All past editions of the "Rotary on the Move" Newsletter can be accessed by clicking [HERE](#)

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 2014 - 15, 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.

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Happy New Rotary Year