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"DEVELOPING A VALUE PROPOSITION FOR POTENTIAL MEMBERS"

Article by RC PDG Malcolm Lindquist

At the recent Governor Elect Training seminar for Zone 8, which was held in Melbourne, discussions were conducted on the topic of attracting new members. We often talk about our target audience and how the individuals can contribute to the organisation which is Rotary.



However it has been pointed out that individuals rarely seek out membership. We are constantly being encouraged to ASK! But what do we say?

The concept of a Value Proposition is to prepare a simple statement which answers the question:

"Why should my ideal prospect join my club?"

Our ideal prospects are likely to come from a variety of environments with varying degrees of experience related to their role in society. These could include age, training, social involvement, peer group membership, project involvement, and relationships.

Therefore our value proposition must vary with the targeted individual allowing the proposer to highlight the benefits of becoming involved with their Rotary Club.

Some of the areas, apart from the satisfaction of service, which were highlighted in the discussions were

- Mentoring by Rotarians
- Confidence in public speaking
- Making friends with likeminded individuals
- Business opportunities
- Gaining new organising skills
- Highlighting current project activities
- Promoting the individual's own project
- Fun, fellowship inclusive of partners

Not all of these will apply to each prospect and may have differing significance between individuals and clubs.

What would your value proposition be for the following?

- A recent RYLARIAN
- A new arrival to the district
- A young professional (single or with partner)
- A recent retiree
- A business associate
- An international student

So perhaps your next conversation with a potential Rotarian or your membership committee should not be an "elevator speech" but more of a value proposition.

However the bottom line is keep ASKING!

"WHAT'S YOUR PLAN?"

Article by RC PDG Jessie Harman



There's a saying often quoted 'that a vision without action is just a daydream', and it's never more true than in relation to our Regional Membership Plan.

Our current plan has three key goals – to strengthen clubs, attract new members, and increase member engagement. There's a focus on providing better support to clubs, increasing club numbers and diversity within clubs, and improving retention. There's also an emphasis on supporting individual Rotarians and clubs to access Rotary's digital and online resources, and to connect with other Rotary clubs and projects around the world.

Goals - Objectives

Key Performance Indicators

A. Strengthen Clubs

- Build Dedicated District and Club Membership Teams
- Utilize and Understand Rotary Club Central and other Rotary Resources
- Club Assessment and Strategic Planning
- Improve Awareness of Rotary Clubs in Communities

- 100% of districts have a designated District Membership Committee Chair
- Ensure 30% of clubs set and track at least 15 goals in Rotary Club Central.

B. Member Attraction

- Club Growth
- Age/Gender/Ethnic Diversity

- Each district will charter at least one new Rotary club.
- Improve the gender diversity rate of our members by at least 2%.
- Improve the age diversity rate of our members by increasing the number of Rotarians under the age of 40 by 2%.

C. Member Engagement

- Member Satisfaction
- Retention

- Increase new member sponsors by at least 1%.
- Improve the member retention rate by at least 1%
- Increase the number of members registered in My Rotary by encouraging clubs to have 50% of their club members registered.

A pressing question in all of this is: how do we translate the plan into action and a stronger Rotary? Certainly, there's a national membership group focused on providing support and assistance to clubs and districts across Australia, New Zealand and the Pacific Islands. There's a biennial National Membership Conference, membership themed webinars, and our monthly newsletter 'Rotary on the Move'. But the real results rely on clubs – adopting this plan, or developing their own, and then taking their own steps to strengthen membership.

Rotary is a wonderful service organisation, and we do great good in the world. So what's your plan – and action - to avoid the daydream, and keep us strong?

"THE ROTARY FOUNDATION IS TURNING 100"

From RI website

Rotary is marking the Foundation's centennial with a year of festivities. The celebration kicks off at the [2016 Rotary Convention in Seoul](#) and will culminate at the [2017 convention in Atlanta](#).

Join in and show your support for The Rotary Foundation. Here are some ways to get involved:

- Plan a Rotary Day in your community to raise awareness of Rotary and its Foundation.
- Promote projects your club or district is involved in that are funded by the Foundation. Share your photos and stories on your social media pages using #TRF100.
- Empower The Rotary Foundation to support the good work of Rotary clubs around the world by making a special contribution. [Give](#)
- [Apply for a grant](#) from the Foundation to fund a project.



Mark your calendars. The centennial year begins 1 July 2016.

"UPCOMING WEBINARS"

Article supplied by RC PDG Jessie Harman

- Want to know more about using technology to strengthen your club?
- Thinking about chartering a new club, or a new satellite club?
- Looking for new ideas to attract and retain members?



If so, then join one of our upcoming membership webinars.

Three webinars have been scheduled for 2016:

- **Online and digital tools for clubs** – 24 February 2016 – 5.15 pm
- **Chartering new clubs** – March 2016, and
- **Strategies for attracting and retaining members** – May 2016

The first of these webinars - **Online and digital tools for clubs** - will showcase the ways that clubs and districts can use technology to strengthen membership. Presented by Barbara Mifsud from Rotary International's South Pacific Office, and Amanda Wendt from the Rotary Club of Melbourne Park, the webinar will help Rotarians to use Rotary's digital and online tools – like Rotary Club Central and Rotary Showcase – and other forms of online and social media.

This will be a great webinar for club secretaries, and any Rotarians with an active interest in membership and public relations.

To register for **Online and digital tools for clubs** - email Jessie Harman at j.harman@ballarat.edu.au

'ROTARY SERVING HUMANITY' IS 2016-17 PRESIDENTIAL THEME

Rotary Weekly, 22 January 2016

RI President-elect John F. Germ called on incoming district governors to promote Rotary's good work as he unveiled the 2016-17 presidential theme, **Rotary Serving Humanity**, during Rotary's annual training event for future leaders in San Diego, California, USA. [Learn more about the theme](#) and [read reactions from district governors-elect](#).



"WOODEND RC'S DO-IT-YOURSELF NEWSPAPER"

By Tony Thomas, RC Central Melbourne-Sunrise

Woodend Rotary Club, 70km NW of Melbourne, is full of surprises. It's put on six new members this fiscal year, bouncing its total to 25. How? Because it co-publishes the 40-page monthly commercial newspaper The New Woodend Star (circulation 3,500) and puts Rotary promotions into it.



The newspaper not only recruits members but makes an annual profit of \$10-15,000, a healthy increase on a decade ago. Profit goes to club projects and the business' reserves. The paper is filled with local news, sports, events, dining, gardening, arts and community activities. A [recent issue](#) ran to 44 pages and on page 1 featured the Carlsruhe Country Fair and an Aboriginal night market. It's also on-line.

A club sub-committee runs the newspaper and a local business prints and publishes it, doing the admin tasks around publication day for a fee. The members' big job is folding and distributing the papers through the region. About 1,500 go to PO Boxes and businesses, and 2,000 by mail. Woodend itself has only 6,000 people.

A pharmacy and other businesses pay \$270 each for members to hand-insert their flyers. Ad rates are modest; from \$116 for quarter page to \$362 for full page.

Club President and former A Governor (2013-15) Grant Hocking became heavily involved with it two years ago as chair of the sub-committee. Grant puts much of the club's revival down to a visioning strategy which included simplifying membership applications and appointing a membership director. "We've shortened the membership process to three weeks, and I always carry application forms in my pocket to hand out," he says.



Woodend RC stalwarts show off their local newspaper.
L-R : Eb Friedrich, Josephine Falzarano, Di Bender
(Charlie's wife), Grant Hocking
and Charlie Bender

“MENTOR NEW MEMBERS”

From the November 2015 issue of The Rotarian

By Nancy Shepherdson, a Chicago-based freelancer and a member of the Rotary Club of Barrington.

When Anna Harry relocated to Evergreen, Colo., she knew no one. But her father, George Harry, a member of the [Rotary Club of Cary-Page](#), N.C., had a plan. While he was in town to help her move, he took her along to a make-up meeting at the [Rotary Club of Evergreen](#). Three weeks later, she was a member.

But after her father had gone back home to North Carolina, Harry was nervous about attending a meeting on her own. Would people talk to her? Would she be able to make friends and get involved? What she didn't know was that the Evergreen club has had an almost fanatical commitment to new member engagement for more than 18 years. It was ready for her.

“I felt a little lost,” she remembers of that meeting in November 2013, shortly after her 31st birthday. “But they swooped in and made me feel like an asset to the club right away.” She had already been assigned a mentor, who introduced her to members and sat with her at meetings. Other people in the 105-member club talked to her about upcoming opportunities – Salvation Army bell ringing, holiday parties, and more. “Immediately, I had dinner plans at the club’s weekend ‘dine around.’ The socializing – bringing me in and feeding me – was the most wonderful thing.”

Kimra Perkins, a past president of the Evergreen club, has been an enthusiastic supporter of “intentional friendship building,” as these Rotarians call it. “We’ve seen over and over that members who work and play together become friends and stay in the club. The first year in Rotary will color the whole experience,” she explains. “We try to match the mentor with the new member’s interests so we can engage them in a project quickly. And now people in our club consider it an honor to be invited to become a mentor.”



Illustration by Dave Cutler

The mentors guide each new member through the club’s Red Badge program, a checklist many clubs employ to help new members learn about Rotary and tackle experiences outside their comfort zone. The list includes volunteering for a project, serving on a committee, and attending a dine-around – a weekend gathering, usually held in a member’s home, intended to provide some warm conviviality during the cold Colorado winter.

This year, Harry is chair of the club services committee, which oversees the Red Badge program. She is committed to engaging members newer than herself, as well as old-timers. “I think everyone should have a Red Badge refresher,” she says. “It brings out the commitment in people.”

A key to successful mentoring programs seems to be having a “spark plug” – a club member who champions mentorship and encourages new members to get involved. For the [Rotary Club of Carrollton-Dawn Breakers](#), Ga., that person was founding member John T. Lewis, previously of the [Rotary Club of Carrollton](#). He started informally mentoring new members once the Carrollton-Dawn Breakers club was chartered in 1996. But the mentoring is not only for new Rotarians.

“We strive for continuing education because you never know what will spark the interest of a member,” says Alicia Michael, 2014-15 governor of [District 6900](#) and a member of the Carrollton-Dawn Breakers club. New members, she says, benefit from participating with their mentors in Fajitas and Margaritas, where information about Rotary is passed along in a casual setting. The club also has started paying the fees of any member who wants to attend district activities. That, Michael says, “gets them even more involved in Rotary.”

At the Rotary Club of Barrington, Ill., the spark plug was 2014-15 president Larry Barnett, who put a mentorship program on his action list. “Larry helped us understand that it is not enough to attract new members,” says Frank McGovern, who was in charge of the program in its first year. “You must make them lifetime Rotarians.” The Barrington club does this by encouraging mentors to find creative and personalized ways to stay in touch with new members and get them involved. The mentor can be the person who sponsored the new member, or an active member who is a strong role model.

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The club, under Barnett, also started recruiting community leaders to be honorary members; one of them has already become a mentor to a new member. The idea is to get both honorary and new members to commit to attending meetings regularly. So far, McGovern says, it is working.

Mentoring roles also can bolster current Rotarians' dedication to Rotary. That's what Nick Spates, of the [Rotary Club of Buckhead](#) (Atlanta), Ga., discovered when he decided to reinvigorate a [Rotaract club at Oglethorpe University](#) that had been "limping along." The mentorship program, which aims to provide professional development opportunities for the Rotaractors and engage current Rotarians, launched at the beginning of this year. Since then, the Rotaract club has doubled in size, and its immediate past president has become a member of the Buckhead Rotary club. Mentors were carefully matched with Rotaractors according to their interests and career goals, Spates says, and some of the Rotarians were asked to give skill-building workshops in areas such as interviewing, social media strategies, and networking. The program also set up networking appointments between Rotary members and students, which resulted in three internships and a job offer in the spring semester.

Spates sees a great future for the clubs. "This is a way for Rotaractors to bond and connect with Rotary and develop a commitment to giving back," he notes. Buckhead Rotarians are benefiting from the mentoring too: "The more that Rotarians get active in the community, the more solid the esprit de corps."

Whatever form mentorship takes, to ensure the long-term success of Rotary, it is vital in every club, says Rudy Westervelt, governor of [District 5330](#) in Southern California. His goal is for all clubs in his district to have a mentorship program by the end of this Rotary year – and to achieve a 90 percent retention rate districtwide.

That means Westervelt expects every club in his district to have a mentorship and training chair; to that end, his membership team has held mentorship training sessions for interested Rotarians across the district. He hopes to encourage members to make meetings welcoming and celebratory and to treat one another like family. Westervelt also wants each new member to take a role in a club project – a leadership role, if possible.

"We've had a revolving door for members for some time, around the world," he says. "But to be effective in our communities, we need to have good, solid people interested in service – who stay with our clubs."

"SAMOA GARDEN PROJECT"

Article from District 9940 Governor Simon Manning's Newsletter, January 2016

Empowering the local Lalomalava community with skills, knowledge and employment was the aim of a garden project established in Samoa this year, with help from the [Rotary Club of Wellington](#), the [Rotary Club of Karori](#) and [District 9940](#).

Modelled off a similar venture in 2012 at Poutasi in Samoa, the project involved growing salad greens to meet the demand from resorts and restaurants in the region, replacing the need to import such products, as well as providing work and profit for the local village.

Together with advisors from the successful Poutasi project and support from the Tindall Foundation, a comprehensive business case was developed with local village leaders, showing the project would be financially viable.

Start-up funding was confirmed from the NZ High Commissioner in Samoa and the Rotary Clubs of Wellington and Karori, meaning by May 2015 the decision was made to proceed.

Additional funding from a Rotary District Grant, confirmed in September, provided the necessary certainty for the full budget, with [VSA](#) (Volunteer Service Abroad) New Zealand supporting the project by recruiting a horticultural advisor on a two year assignment, bringing skills training into the mix.

All aspects of the project have gone according to schedule, with initial ground preparation done by local villagers in July, and capital items including shade houses, tunnel houses, water tanks and pumps purchased in August, set up in time for initial planting by the end of September. Salad greens grow quickly under the right conditions, with the first sales of produce achieved by late October - on target!

The objective of "a better future for the Pacific by supporting projects that leave in place skills, structures and connections that allow the local communities to get enduring benefits" has been a key driver in Rotary support for this venture, and for the village of Lalomalava in Samoa- ongoing employment and profits.



“DO WE LISTEN ENOUGH TO POTENTIAL MEMBERS?”

By Governor Claude LaLiberté, District 7040

Article appeared in 'Beyond Borders', the Newsletter of Zones 24 & 32 - Bermuda, Canada, France, Russia, United States -October 2015



My best experience in recruiting talented, younger members was when I didn't say a word about Rotary.

One of the clubs I served as Assistant Governor was located in a city where there were many service clubs and civic organizations. The club couldn't attract new members. I suggested they come up with 15 names of community leaders who would be good potential members. It took them about a month.

I sent each of those 15 individuals a personal invitation by mail to an after-hours talk about the community. The only mention I made of Rotary was that the talk would be under the Rotary umbrella. In the following week, I phoned everyone to check if they had received the invitation. On the phone, I explained more about the goal of our meeting, stressing that we wanted their views on issues facing our community. But I did not mention Rotary! Four of my targets declined and 11 accepted. The club secretary confirmed their presence by phone the day before the meeting. Two regretted.

Five Rotarians came to the after-hours meeting. I was there, plus a member who took notes, an observer whose job was to identify the strongest leader among the group, plus two other members who had agreed to act as resources if needed. We had no special Rotary banner or decorations, just the Rotary pins on our lapels.

We welcomed everybody, served them a drink and talked of usual business affairs. Then everyone sat and we began the meeting. I repeated the goal, which was to discuss issues that were facing our community, and I stressed that we wanted their opinions. I told them I only had three questions for each of them.

First: In five minutes of less, let us know what you consider to be the most important concern in the community. I addressed this question to each one individually, while we took notes. Of course, they all had an opinion about community issues.

Second: Tell us what you think is the solution or way to get to a solution. Again, they all had opinions. Not always a solution, but at least an approach to get started.

Based on their feedback, we were able to reduce the community problems to four, as some respondents used different words to comment on the same issue. We were also able to identify the strongest leader in the room. And it was to that leader that I addressed the final question:

Third, if we could get a group of civic leaders to help deal with the issue, would you take the lead? And then, would the other community leaders be willing to work with him? After talking extensively about the concern, then advocating for a solution, it was quite easy to get to yes.

As a result: The club got seven new members, all actively involved, even though they are all already busy people. The club also received an assessment of community needs, plus volunteers eager to help work on the issues at hand.

What the club didn't do was "sell Rotary." Rather, we listened to the community leaders and let Rotary become the answer to their concerns. Rotary became *their* solution — not our sales pitch!

“PRESIDENTIAL MESSAGE”

K.R. Ravindran, January 2016

Our experience of Rotary is, for the most part, based in our own communities. We meet every week in our clubs, in the same places, with the same familiar friends. While almost all of us are involved in some way or other in international service, the Rotary we see and share from day to day feels very local. It can be easy to lose sight of the larger picture — of what our service truly means.

Every impact you have as a Rotarian, individually and through your club, is multiplied by the power of our numbers. When you feed one person who is hungry, when you educate one person who is illiterate, when you protect one child from disease, the impact may seem small. It is anything but. For it is only through the power of numbers, through the power of our individual actions and gifts, that we can have the impact we seek: to truly *Be a Gift to the World*.

"RAISINGS POP UP FOR RICHMOND ROTARY"

By Tony Thomas, *RC Central Melbourne-Sunrise*



The [Rotary Club of Richmond](#), Melbourne D9800, has a 65-employee clothing chain as a supporter. Women's fashion store Motto Fashion has donated well over \$150,000 to the club and Rotary Foundation in about the past five years.

Motto co-owner and designer Faye Browne says the partnership started because the Rotary Club of Richmond ex-President Trevor Pang of Premier Trading is a co-tenant at the Crown St., Richmond premises. And Faye says, "He kept inviting us to join. We couldn't spare the energy that Rotarians put into their good works, so helping them raise funds was the next best thing. "Rotarians are amazing and what we really like is that 100% of what we give goes straight to the charities involved."

Over the years Motto has given a small and variable percent of total sales to Rotary Foundation. The Richmond RC, with 35 members, has now become a big beneficiary because Motto offered samples and prototypes for Pop Up sales. The sales have grown to three times a year. Items fetch from \$5 to \$40 each and earn the club \$12-15,000 a year.



Motto fashion chain owners organise samples for Richmond RC's next pop up sale. L-R: John Browne, President Nia Holdenson, Faye Browne and daughter Lauren French.

Faye says, "Lots of businesses have surplus and leftovers cluttering their premises, and usually they wind up in a charity op-shop. Your Rotary clubs ought to do more prospecting for stock for pop-up sales."

Motto likes its Rotary donations to go to Australian women's causes. It also donates to specific charities, including breast cancer because Faye recovered from an episode [recently](#).

Richmond President Nia Holdenson says member Andrew Michaelides offers his furniture showroom for the sales. The club's Friends of Richmond Rotary group does the main work and about five club members help. The sales need no marketing other than email, word of mouth and an A-frame sandwich sign outside. "People just pour in from 9.30 opening," Nia says. "We get enough stock and sizes to suit anyone."

Motto is the nine-store family business of Faye and John Browne, along with daughter Lauren French. It gets substantial sales from its on-line presence at motto.com.au

"A SHED OF ONE'S OWN"

From the [November 2015 issue of The Rotarian](#), By Brad Webber 15-Oct-2015

Left with a deep emotional void after the loss of his wife four years ago, Ron Bowden discovered the perfect respite, a place filled with the whirring of buzz saws, the clanking of wrenches, and the listening ears of a band of brothers: his local men's shed.

An Australian phenomenon, the sheds are communal buildings equipped for light carpentry and other woodworking, bicycle repairs, or leatherwork, where men (women are welcome too) gather to tinker and socialize.

Bowden, now a member of the [Rotary Club of Toowoomba East](#), Australia, initially whiled away time at a shed sponsored by the [Rotary Club of Mt. Gravatt](#) in Brisbane before moving to Toowoomba, where he and Past District Governor Phillip Charles helped establish Toowoomba City Men's Shed Inc., which operates two such structures on the grounds of local churches.

Rotary clubs have helped ratchet up the men's shed movement; Australia now has over 1,000, and more are coming in Great Britain, Ireland, and Canada. People can join for a nominal membership fee; honor boxes fund expenses such as tea and coffee.

In 2007, during its second convention (held in a Sydney suburb named Manly, naturally), the Australian Men's Shed Association drafted its motto from a line in a speech: "Men don't talk face to face, they talk shoulder to shoulder." Bowden concurs: "If the men have any problems, then they can talk about them. Ten minutes later, they'll be working."



**Photo Credit:
RI / Monika Lozinska**

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.

"MEMBERSHIP RESOURCES & REFERENCE"

Rotary Membership Minute, Dec 2015

[Membership Materials](#)

[Regional Membership Plans](#)

"NEW AND UPDATED ONLINE RESOURCES"

Rotary Service, Dec 2015

Water, sanitation, and hygiene (WASH) webinar series available online.

Water, sanitation, and hygiene (WASH) webinar series available online.

Last month, Rotary and the Water and Sanitation Rotarian Action Group hosted a webinar series about conducting more effective WASH projects. If you missed the live webinars, the recorded presentations are available:

Part 1: [An Introduction to Water, Sanitation, and Hygiene \(WASH\) in Schools](#)

Part 2: [WASH in Schools Beyond Toilets and Tap: Behavior Change Through Hygiene Education](#)

Part 3: [Engaging the Community Through WASH in Schools](#)

Tools to help you better understand community needs

Download the updated [Rotary's Areas of Focus](#) guide to learn more about planning service projects within these core areas. Download the updated [Community Assessment Tools](#) resource to learn how to choose projects that will have the greatest impact.

"2016"

Rotary Membership Minute, Dec 2015

It's now a great time to reflect on your club's 2015 accomplishments and challenges. It's also the perfect opportunity to start thinking about the year ahead. What is your Rotary resolution for 2016?

Your club could:

- Host a special event for new or prospective members
- Identify a need in your community and develop a service project to meet it
- Recognize the accomplishments of your members during club meetings
- Do something fun, try something new. Make time to enjoy the friendship of your fellow members.
- Explore [Rotary Global Rewards](#) and use the discounts to help you do more good work.

"CONNECT WITH ROTARIANS IN MEMBERSHIP BEST PRACTICES DISCUSSION GROUP"

Rotary Membership Minute, Dec 2015

You can share your success stories and pose questions to fellow members in the Membership Best Practices discussion group. With members around the world, it's the largest forum on Rotary's website for exchanging ideas and strategies for strengthening membership. Join the conversation anytime on the [Discussion Group page of My Rotary](#).

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

2015 - 16
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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