



Rotary on the Move

Zones 8 and 7B
Rotary Coordinator Newsletter
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Welcome!

Welcome to “Rotary on the Move”, the Rotary Coordinator monthly newsletter for Australia, New Zealand, and the Pacific region.

We replace “Membership on The Move”, the Australian membership newsletter which has been produced over the past six years by Australia’s Regional Membership Coordinators (RRIMCs).

This newsletter will still cover membership development which is so important to Rotary’s ability to serve our communities worldwide. We will also cover a wider range of issues, particularly about how Rotary delivers service and how our organisation is seen by those we wish to serve and those who can help us to achieve our objectives.

“We want clubs to be assured that they are the most important thing in Rotary,” says RI President-elect Ray Klinginsmith, who created the Coordinator program. “If we don’t take care of the clubs, the clubs won’t take care of Rotary International.” To support Rotary clubs, President Ray has appointed 41 Rotary Coordinators worldwide who will be a resource to help Rotary Districts, and through those Districts to help Rotary clubs become more effective in what we do.

“Rotary on the Move” will be distributed to Rotary leaders throughout Australia, New Zealand, and the Pacific region, in all those countries which make up Zone 7B and Zone 8 of Rotary International. It is produced by the Rotary Coordinators and Assistant Rotary Coordinators within those countries, put together by a hardworking Rotary editor. You will meet us in the following pages.

This is not just our newsletter, it’s your newsletter. We will welcome relevant contributions and articles, suggestions and criticisms. If your club or district is doing something worth sharing, please tell us, as succinctly as possible. We don’t want long rambling boring articles, we want to-the-point information that will help Rotarians and Rotary clubs.

The Priorities of Rotary International

“Support and Strengthen Clubs”

“Focus and Increase Humanitarian Service”

“Enhance Public Image and Awareness”

Supporting and Strengthening Rotary Clubs

“Membership comes down to one simple statement: Strong clubs lead to a strong Rotary. Without strong clubs, no amount of recruitment and retention efforts will help Rotary grow. With strong clubs, Rotary will flourish and provide another 100 years of service to the community.”

Bill Boyd (President, Rotary International 2006-07)

For the past four years I've been promoting Membership Development to Rotary clubs and Districts, two years as a Zone Membership Coordinator, then two years as a Regional Membership Coordinator (RRIMC). The most significant statement I've come across before and during that time is the statement above from Bill, who I consider to be one of my greatest mentors in Rotary.

One of the things I'm most proud of during that time was that along with my fellow Membership coordinators we introduced the Club Visioning program (from District 5960 U.S.A.) into Australia and New Zealand. That program is about encouraging and facilitating clubs, one at a time, to develop their own vision as the first step towards a strategic or long range planning process. Many districts have taken that up and promoted it to their clubs. In the past two years we have trained over 120 Rotarians as facilitators in the vision program. It is still early days, but clubs which have been through visioning generally believe they are stronger for it and in some cases have developed their full strategic plan.

So when incoming President Ray Klinginsmith invited me to be a Rotary Coordinator, to promote a Rotary International plan of which the first priority was to support and strengthen clubs, I needed no convincing. Ray wrote to me “The thrust of the new program is to strengthen the clubs through a variety of tools, and membership growth will come through the stronger clubs”.

There are a whole lot of ways that clubs can become stronger, and strong effective clubs will attract and retain good members. Our job as Coordinators is to get the information, the tools and resources, and the best practices to districts and clubs so that can happen. We will do that through this newsletter, through the Australian Rotary Conference (Canberra 21-22 August), through various other Rotary conferences, seminars and training events at Zone, Regional, and District levels, through personal contacts, and any other way we can.

But ... this will not help if those of you at District level don't help us by passing the information on to clubs, by inviting us to present at PETS, district assemblies, and conferences, and by encouraging clubs to be innovative, to act, to plan, to learn, to be prepared to evolve to meet the needs of the second decade of this new century. Clubs remain the most important unit of Rotary; the future of Rotary continues to be in the hands of all you out there in your Rotary clubs.

Let's do it!

Rob Wylie

Australian Rotary Conference, Woden, ACT
August 20-21, 2010

Closing date to register: 31st July 2010

www.rotarydownunder.com.au/australianrotaryconference

Greetings from Auckland.

Whilst in Chicago with Rob Wylie learning about this new role, phrases and words shared by some very knowledgeable and experienced Rotarians struck a chord. They were not just words - if we believe in the future of Rotary then they should provide the basis for actions we can all undertake to ensure we enjoy that future.

Here are some I noted:

A key word for all is 'relationships'.

Come alive and grow your club - net growth is not an option.

Run to seize the future so we have better communities and a better world.

Ask club members what they want, what their community wants.

Understand and question tradition.

Ask the potential Rotarian - what would entice you to join our club?

Educate new members as to the essence of Rotary.

Some interesting (and somewhat significant) numbers from recent surveys were shared as well. We lose 10% of members annually. We need thousands of new Rotarians to balance that out. Less than 5% join us for personal growth and networking; 5 - 20% for hands on projects; but 20% plus join for fellowship, staying in touch! What an opportunity!

President Ray's goal is that the new strategic plan will result in bigger, better, bolder clubs!

The question - how do we do it? To start, we must ask ourselves is the club - bold or old?

Are our clubs trying to do too much? Why not consider narrowing focus - do fewer things better in service programmes, don't spread the members too thinly. Empower clubs to change to meet the needs of their communities.

Autonomous clubs have and need flexibility - but we need to help them realise they have to change. Emphasise continuity and credibility and ask - what do you want to do? Strong clubs = better, bolder clubs, which in time should become bigger.

Wearing the hat I've worn for the past four years as a coordinator for the Public Image Resource Group, I know we must also engage public awareness through any or all variety of means - publicity programmes, newsletters, editorials, or simply communicating the message of our service to friends. Tell the stories of our success around the globe. And share with others that great moment when a new member becomes a Rotarian - what was it that made it happen for you?

The Coordinator is a one-stop resource to assist you in strengthening your clubs to better help achieve Rotary goals. Rotary has a worldwide network of professionals to assist - so my first question at the start of this new journey is - how can we best be a resource for you? I look forward to receiving your emails and being of service.

And to finish with another of those phrases from Chicago, remember - *we have the greatest product in the world!*

Rob Crabtree

An evening with RI President Ray Klinginsmith
Christchurch Sunday August 22, Wellington Monday August 23.
For registration in 9970 email DG Margaret Reeve b.reeve@actrix.co.nz
and email cjrr@wildpress.org to register in 9940.

**Zone 8 and 7B
2010-2011**

Zone 8 (Australia, Papua New Guinea, Solomon Islands and Timor Leste).

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

The Team



Stuart Heal
Rotary International Director
Zone 7 and 8.
heals@xtra.co.nz



Rob Crabtree
Rotary Coordinator
Districts 9680, 9690, 9700, 9710,
9750, 9780, 9790, 9800, 9810,
9820, 9830, 9910, 9920, 9930,
9940, 9970, 9980.
Phone: (64) 9535 4035
calpr@xtra.co.nz



Rob Wylie
Rotary Coordinator
Districts 9455, 9465, 9500, 9520,
9550, 9570, 9600, 9630, 9640,
9650, 9670.
Phone: (07) 3385 5398
robwy43@bigpond.net.au



Noel Trevaskis
Assistant Rotary Coordinator
Districts 9680, 9690, 9700, 9710,
9750.
Phone: (02) 6495 0455
n.trevaskis@bigpond.com



John Barnes
Assistant Rotary Coordinator
Districts 9780, 9790, 9800, 9800,
9810, 9820, 9830.
Phone: (03) 9802 8007
jba25492@bigpond.net.au



John Ranieri
Assistant Rotary Coordinator
Districts 9455, 9465, 9500, 9520.
Phone: (08) 9764 1686
jcranieri@bigpond.com



Ross Skinner
Assistant Rotary Coordinator
Districts 9940, 9970, 9980.
ross.skinner@xtra.co.nz



Georges Giovannelli
Assistant Rotary Coordinator
Parts of Districts 9910, 9920.
Phone: NC (+687) 81 77 34
or NZ (+64) 021 0268 9859
rotary.gg@lagoon.nc



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