



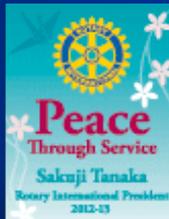
Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

November 2012

Volume 3 - Number 5



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“Identify, Invite, Induct, Involve!”

Article by PDG Noel Trevaskis

Rotary Coordinator

We are at a critical stage in our membership across Australia, New Zealand and the South Pacific. No one can take any comfort in the latest figures for the Zone. We have been talking about membership, the need for recruitment and the retention of our members. Most Rotarians know what we have to do and should be doing but we still haven't delivered by increasing our membership. We need to start putting our ideas into action; we all need to become more proactive than what we have ever been before with inviting people to our meetings.



If we are passionate about Rotary, enjoy it and believe in it and know how it benefits communities and people in a variety of ways, why don't we ask people to come and join Rotary? So that other people can have the same experience, enjoyment and fun that we do? It is time for all of us to start asking people to Rotary and to keep on asking.

In short we need to do four things:

Identify all those people in our community who are not involved in Rotary. Identify the community leaders, business leaders and professional people. Set up a special committee to do this, think of the diversity in your community, age, gender etc. There are people who want to be volunteers in their local community and the international community. Rotary can be the vehicle for them to become a volunteer.

Invite those people to a special meeting where people tell them about the great programmes of Rotary and the enjoyment and benefits of being a Rotarian. Consider having a special night where a number of potential members are asked to attend. Invite their wives and husbands along to that meeting and have a special presentation to them.

Induct them into Rotary as soon as possible but make the induction an important occasion for them. It is a privilege to be asked to join Rotary, invite their family and friends along to the meeting when they are going to become a Rotarian. Some of those guests may express an interest in joining Rotary.

Involve them in the club quickly in an area that they have expressed an interest in. If we don't get them involved quickly in a meaningful way they will leave. In Rotary we have plenty of programmes and projects that those new to Rotary can become involved with. Some clubs think that getting the new Rotarian involved is getting them to collect the dinner dues each week! That isn't getting them involved in a meaningful way at all.

There are people in every community who would join Rotary; the problem is that no-one has asked them yet. They need to be asked by someone and that someone can only be a Rotarian that means it has to be all of us, we need to Identify, Invite, Induct and Involve them in our clubs so that we can continue to Celebrate Rotary!

“Facebook Ad Membership Drive”

From *Rotarians Social Networks Fellowships*

Article by PP ADG Simone Carot Collins, District 9455 Membership Chair,
Sydney Convention Organizing Committee and Promotions Committee 2012-14.



In June 2012, the **Rotary Club of Willetton, District 9465**, Western Australia, finished its first ever Facebook Ad campaign.

The aim of the campaign was to gain new members, not simply gain awareness of Rotary.

As such the ads took people to a landing page built specifically for that purpose on the club's website at <http://rotarywilletton.org.au/index.php?section=about> rather than encouraging people to “Like” the Facebook page.

Rather than aiming to maximising the clicks, the ads were worded and audiences carefully targeted by age, profession, location, interests, beliefs etc to limit exposure to people thought to be qualified for membership and more likely to take action to eventually join Rotary.

The landing page emphasised that commitment is required, but that in return you have fun and feel good. The club specifically did not want to say things like “attendance is not really that important” or “it really does not take time”, choosing instead to rule out anyone not willing to make an ongoing commitment.

Investing AUD \$500 (1:1 with the USD) on pay per click ads going through to a targeted landing page generated:

- 1.5 million impressions to 120,000 people in 4-5 weeks
- 430 clicks that resulted in 5 enquiries, 2 of whom have since joined, 2 more are being followed up and the 5th is looking first for a closer club.

15 different versions of the ad were used, targeted to different audiences. By far the best performing ads were two directed to women 25-55 years old within 15km of the meeting location. All 5 people that contacted the Willetton club were women that clicked the first of those ads. Ads targeting small business owners and young adults aged 27 – 37 years old who have completed university studies were also popular in terms of clicks, but none of them resulted in a visit to the club.

Women in Rotary



Are leading the way. Join us for fun, service and networking!

WILLETTON

253 clicks CTR 0.030%

Expand your networks!



Young adults like yourself are joining Rotary to

Small business owners



Make business connections, share, have fun and help others. Come along to a Rotary meeting
55 clicks CTR 0.033%

Ready to get new passions



Young adults are discovering new

Humanist? Want to help?



Rotary is one of the biggest non religious service organisations worldwide. Do your bit.

WILLETTON

40 clicks CTR 0.043%

Busy people wanted!



We want people that get things done. Busy people

[See the result of clicks and categories.](#)

Compared with previous attempts with fliers in the local newspaper, at a cost of around AUD \$3,000, which reached about 30,000 people and resulted in one new member, this was considered to be a far more successful approach at a fraction the price.

ROTARY CODE OF CONDUCT



As a Rotarian, I will



Download the Rotary Code of Conduct

The Rotary Code of Conduct provides guidelines for ethical behaviour in the workplace and other areas of life. [Download and share it](#) with your colleagues and fellow Rotarians, or [purchase a certificate version](#) to display in your place of business.

“Five Tips for New Generations”

By Adam Arents, Promotions and Program Coordinator, New Generations
Rotary Coordinator [Blog](#), 5 Sept 2012

Create a New Generation of Rotarians
[Click here to learn how](#)



RYLA and Rotary Youth Exchange can be opportunities of a lifetime, but sometimes program participants need a little help from Rotarians to turn these transformative experiences into a lifelong commitment to service.

At its January 2012 meeting, the RI Board of Directors affirmed that service is an essential component of *all* New Generations activities. Adding a service dimension to your zone’s youth and young adult programs can promote leadership, team-building skills, tolerance, and a commitment to social responsibility.

Rotary Coordinators are uniquely positioned to help clubs and districts take their New Generations Service to the next level. Here are five ways that you can encourage Rotary clubs in your zone to promote service for young people:

1. Plan a joint service project with Rotaractors. Collaborate with one club or several to develop an innovative service project together.
2. Invite RYLA participants and Rotary Youth Exchange students to volunteer at one of your Rotary club’s service events. This can be an energizing way to connect young people from different programs as “partners in service.”
3. Help Interactors or Youth Exchange students raise funds for ShelterBox, one of Rotary’s project partners. Young people can ask their friends and family to sponsor them to sleep in a tent for a night to raise awareness about disaster relief. Check the [ShelterBox website](#) for more project ideas.
4. Encourage Rotaractors and Interactors to plan a project in one of Rotary’s six areas of focus. New Generations participants can volunteer at a local flu vaccination site, tutor younger students, or hold a community forum on gang violence or bullying.. Find more ideas in [Rotary’s Areas of Focus Guide](#).
5. Support international service projects through a [twin club relationship](#) between a local Rotaract club and a club in another part of the world. Rotary Youth Exchange students can help foster connections between clubs in their sending and hosting districts.

How are you going to take New Generations to the next level in your region?

“A proud Rotarian with a challenge”

Article from [Regional Public Image Resources](#), Zone 7B and 8, updated daily
Monday, October 8, 2012



Electrical contractor and Past President of [Otaki Rotary Club](#), NZ, Chris Dungan recently took delivery of a new work vehicle.

As Chris said “ I’m now on the Club’s PR committee and as I’m always banging on about getting members to wear Rotary branded gear when we’re out and about I felt it was time to put words into actions.

Half of the rear of the van now reads, under the Rotary Emblem, ‘Otaki Rotary, Good People Doing Good Things, www.rotary.org.nz, Chris Dungan supports Rotary in New Zealand’.

Chris feels that more Rotarians should include Rotary signage on work vehicles. “When you think of the huge number of Rotarians who own or run businesses with vehicles, we should be encouraging them to include Rotary in with their company branding” says Chris. “At times I feel I’m a member of some arcane secret society, we should be letting people out there, know Rotarians are everywhere.”

Strength in Numbers

A regional approach

Plans tailored to your part of the world can help you attract and keep more members.

Rotary Leader, September 2012, Vol. 3, Issue 2

When it comes to increasing membership, one size doesn't fit all, says Manoj Desai, member and former vice chair of Rotary's Membership Development and Retention Committee.

Understanding your region's unique needs, customs, and historic trends can greatly enhance your ability to attract new members and retain existing ones. The RI Board of Directors recently approved several **regional membership plans**, which were created by Rotary leaders in each region, that take these differences into account.

"The chief benefit of these regional membership plans is to have positive membership growth, make Rotary vibrant, and be the No. 1 volunteer organization in future years," says Desai.

You can help meet the RI Board's goal of 1.3 million Rotarians by 30 June 2015 by using these plans when drafting your club or district's membership and retention goals, along with an action plan for achieving them.



Rotaractors work on a service project during the 2011 Rotary Convention in New Orleans, Louisiana, USA. Keeping in touch with Rotaractors and assisting them in becoming members of a Rotary club is one of several strategies listed in the regional membership plans.

The regional plans factor in the region's strengths, weaknesses, opportunities, and challenges in setting membership targets, and making recruitment and retention recommendations.

For example, India's plan notes that Rotary enjoys a good public image in the country. Other strengths include a growing economy and a pool of young entrepreneurs with leadership aspirations. The plan sets a goal of 10 percent membership growth each year through 2015.

Other insights and recommendations from the plans include:

- In the United Kingdom, Rotarians are developing a national publicity campaign to counter the public's lack of understanding about Rotary. The plan encourages increased use of social media to attract and retain members.
- In North America, the plan recommends focusing on retention rates and addressing why members are leaving. It suggests thinking of club members as "customers" and identifying, defining, and promoting Rotary's value to members.
- In Europe, strategies include encouraging clubs to conduct informal meetings, allowing more flexibility in attendance, and inviting alumni to meetings.

Although most regional membership plans were approved by the Board at its May meeting, others are still under development and will be submitted to the Board for approval in November.

"Tips for a better presentation"

Rotary PR Tips- 31 August 2012

Think visually when preparing your next presentation. Whether you are asked to lead a public relations discussion or speak at PETS, GETS, or any other large Rotary meeting, a visual presentation is more effective and enjoyable for your audience.



You can access thousands of free **Rotary images** online. **See tips** on creating visual presentations.

“Volunteers at Work! With Meccano?” *final part*

By PDG 2004-05, Bob Greeney

Rotary Club of Belconnen, D9710, greeneyb@iimetro.com.au

... continued from last month's article

The Meccano project started with a small team of five mentors and with a sizeable cash donation from the local government to buy the necessary Meccano sets ...

The Meccano program is used to give selected students a chance to spend an hour with an adult ...

Initially the program was funded as a mentoring program for boys, but very quickly, the girls became aware of the program and we now see an average of 50% of all students coming through the program are girls. One (female) teacher recently commented, 'now I know why I cannot back a car and trailer, I never had the same opportunity as boys had, to play with mechanical things'.

An example of the results can be judged from a couple of anecdotes.



On one occasion we had a female volunteer, a Rotarian, mentoring a boy from Year 5. After he had completed his model and packed it away, he was observed back in the room a week later with his friend who had been given an opportunity to “do” Meccano. After about 45 minutes, when asked why he was still there, the boy who had finished the previous week, said; “Oh, I just came to see how my friend is going, but I can see that she (the volunteer) knows what she is doing and my friend will be OK!” Then off he went, quite happy – he was eleven years old.

On another occasion, someone had left a radio on in the room used for Meccano. Suddenly, “I Like Aeroplane Jelly” was playing followed by “the Vegemite song”; to which the Rotarian volunteers started singing, but to our amazement, the students joined in. Suddenly, the Principal appeared in the doorway to see what was going on. She exclaimed that none of these children had ever been able to show any sort of emotion or public display – we knew we had had a breakthrough!

Occasionally, students ask about our vocation; they don't regard teachers, or Mums and Dads as having vocations, they are just always there! Once they find out what we did, or still do, there is often quite a discussion about what their options might be later in life.

Rules, there are always rules. The school manages the students, we don't touch the students, and we always try to have a staff member in the room, and if there is not one, we always have more than one volunteer in a room with students. The schools agree not to use withdrawal of Meccano as a punishment for misbehaviour – there are other more appropriate process for that situation. We are all required to undertake the normal State Government process for people who work with children and others who might be vulnerable, so we have registered Police checks. At the end of each session we give feedback to the appropriate staff.

With about 45 volunteers in the ACT's School Volunteer Program's Meccano project, we operate in eight primary schools weekly for an hour each. The volunteers come from Rotary Clubs, the Men's Shed, Bowling Clubs and Church groups. The Meccano project is in demand in many more schools, but its operation is limited by the number of volunteers available; we are constantly looking for more volunteers, and establish a new team when ever we have at least four volunteers.



We find teams work best with at least one more volunteer than the number of participating students at each school, allowing at least one volunteer to take a time away from the program as needed for various reasons.

We aim to operate one-on-one for all students, but find we can work with one volunteer less than the number of students, occasionally – this gives volunteers some flexibility in their volunteering times.

All of the teams gather every school holiday for coffee to meet each other and to talk about their programs and compare notes; it becomes a great social event attracting most volunteers each time and occasionally attracts new team members who are interested in what we are doing.

“Rotary Membership by Country, Zones 7B and 8, 2011-12”

Figures supplied by PDG Rob Wylie

Country	30/6/11	30/6/11	30/6/12	30/6/12	30/6/11 to 30/6/12		% +/-
	clubs	members	clubs	members	clubs +/-	members +/-	
Australia	1132	32532	1125	31951	-7	-581	-1.8%
Papua New Guinea	13	182	11	166	-2	-16	-8.8%
Solomon Islands	2	29	2	30	0	1	3.4%
Nauru	1	11	1	11	0	0	0.0%
Timor Leste	1	18	1	21	0	3	16.7%
ZONE 8	1149	32772	1140	32179	-9	-593	-1.8%
New Zealand	243	9008	240	8776	-3	-232	-2.6%
New Caledonia	3	104	3	101	0	-3	-2.9%
Norfolk Island	1	22	1	20	0	-2	-9.1%
Vanuatu	2	30	2	30	0	0	0.0%
American Samoa	1	23	1	19	0	-4	-17.4%
Cook Islands	1	20	1	24	0	4	20.0%
Fiji	9	209	9	203	0	-6	-2.9%
French Polynesia	6	102	6	81	0	-21	-20.6%
Kiribati	1	12	1	12	0	0	0.0%
Tonga	1	17	1	17	0	0	0.0%
Samoa	2	37	1	24	-1	-13	-35.1%
ZONE 7B	270	9584	266	9307	-4	-277	-2.9%
Total Zone 8 and 7B	1419	42356	1406	41486	-13	-870	-2.1%

“The Importance of New Generations in Rotary”

By Mary Beth Growney Selene, Rotary Coordinator Zone 28, RI Director 2013-15
 Rotary Coordinator Blog, September 14, 2012

Our next generation is the future of Rotary. And, they are willing and able to be a part of all we do in all of our Clubs. The question is, do we, as veteran Rotarians understand the value they bring to us?

“New Generations” includes Interact, Rotaract, RYLA and Rotary Youth Exchange participants as well as prospective members under the age of 35. Our 5th Avenue of Service offers all of our Clubs, along with the New Generation, the opportunity to be more relevant and vibrant partners in our communities. These are truly our next generation of Rotarians.



When we are engaged with New Generations, we are actively supporting a multi-generational environment within our Clubs. But, this takes effort on our part. We cannot simply sponsor an Interact or Rotaract Club or Youth Exchange student and move on; we need include these participants in our weekly meetings, programs and projects. Our RYLA students have had a life-changing experience, thanks to Rotary. Let’s keep them engaged as we encourage them to become involved in other Rotary programs.

All of our Clubs have the opportunity to provide service opportunities by creating a link between a member and a New Generations participant. If we ask for volunteers to serve as mentors to our program participants, we not only keep our New Generations member involved in Rotary (and our Club), we also engage more of our members.

New Generation participants are truly a valuable part of Rotary today, and most certainly in our future.

“GS Hewko-Ride To End Polio”

Message from John T. Osterlund, General Manager, The Rotary Foundation of Rotary International

“During the traditional celebration of November as Rotary Foundation month, our General Secretary, John Hewko, and his wife, Marga, will participate in a unique fundraising project for Polio Eradication, Rotary’s number one priority.



John and Marga will participate in a 111-mile bike ride in Tucson, Arizona, USA, beginning on the 17th of November. The El Tour de Tucson is a top US cycling event and will draw more than 9,000 participants.

I ask you to consider supporting John and Marga as they lead by example in this physically demanding endeavor. I would also ask that you make Rotarians in your area aware of this Ride to End Polio.

This link here to [raise money](#) for the ride will take you to the on-line ‘contribute’ on the RI-TRF website, where you will follow the link to ‘PolioPlus Fund’ and support General Secretary John Hewko’s Ride to End Polio. All contributions will receive Paul Harris Fellow recognition credit to your club and district.”



Photo of John Hewko, General Secretary, Rotary International and the Rotary Foundation with wife Marga.

“Together, let’s End Polio Now. Marga and I will be riding 111 miles and hope to raise \$111,000 for polio eradication as a tribute to all of the Rotarians worldwide who have helped push polio to the brink of eradication, follow me on Facebook at www.facebook.com/johnhewko”, John Hewko said.

Certificate of Recognition



World **INTERACT** Week 2012



‘Celebrate World Interact Week’

Join thousands of Interactors worldwide to **celebrate Interact’s 50th birthday** during World Interact Week, **5-11 November**. Share this slideshow of [historic Interact photos](#). Organize club projects that involve 50 positive actions in one of Rotary’s areas of focus, like donating 50 books to support literacy initiatives or holding a community forum with 50 young people. [Download the Certificate of Recognition](#) to acknowledge the efforts of Interact clubs in your area.

Interact’s name is a combination of “international” and “action.” Interact clubs are sponsored by Rotary clubs, which provide support and guidance, but they are self-governing and self-supporting. Interact is open to young men and women, ages 12-18.

Are you baking an Interact birthday cake? Recognising former Interactors who have become leaders in your community? Share photos and stories on the [Interact Facebook page](#).

“More ‘Women in Rotary’ in Maryborough”

Article supplied by PDG ARC Jessie Harman

The future of the **Rotary Club of Maryborough in Central Victoria** looks even brighter with six new female members inducted into the club.

The new members were formally introduced to the club at a special ‘Women in Rotary’ evening held in August. The evening showcased the work of Rotary, and the role of women within the service organisation. Speakers on the evening included Libby Nuttall, WIN TV journalist and upcoming GSE team member.

According to Garry Higgins, Chair of the Club’s Membership Committee and instigator of the ‘Women in Rotary’ event, the evening was a great success. “We were able to promote the benefits of Rotary membership to the fifteen female guests who attended” he said. “We are delighted that six, and possibly seven, of these guests have agreed to join the club” he added.



Maryborough’s newest female members and one new male member, also inducted on the same night, with President Bob Osborne.

According to Thea Allan, secretary of the Maryborough club and, up to now, its only female member, the ‘Women in Rotary’ initiative has rejuvenated the club. “We are proud and excited to have these additional female members. They will bring new ideas, energy and momentum into our club” she said.

Buoyed by the success of their ‘Women in Rotary’ evening, the club is now planning a similar event targeting young professional, business and community leaders in the town.

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

or <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

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

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