



Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

February 2013

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“Getting Smart”

Article by PDG Noel Trevaskis, Rotary Coordinator



Membership should be one of the main subjects of discussion for all clubs. We need to all get “smart” with membership from this point on.

Start with the club doing an e-health check of their club the e-health check will be available online on the Rotary Down Under [website](#) from the middle of February. Develop a well thought out strategy on how you are going to retain your current membership and increase the membership of your club. **BEYOND 2000** is a plan that will work for clubs and gives you a step by step guide on how to go about recruiting members and importantly how to mentor them, **Club in a Club** is another programme that will work. The most important thing though is for clubs to get started, we have talked about membership for a long time but now it is time to get started!

Motivate our members by getting them working together, follow the BEYOND 2000 plan and form your club into teams of three. The members in these teams will motivate each other to identify potential members in the community. Motivation has to be driven by the Club President and President Elect and the Membership Chair. These same people need to make sure that their club is right and that the meetings are well run and fun to attend.

Action, every club needs to action their plan and make sure it is an achievable plan and that all members of the club are involved. All clubs need to work on increasing their membership by a minimum of 3% over their current membership, for that to happen all clubs need to take action now!

Refer potential members to the membership committee; every member can be involved in identifying people as potential Rotarians. Identify people by working in teams or use the flyer “Can’t think of anyone to invite to Rotary” or the flyer with over 400 vocations listed, soon on RDU website. This gives clubs a real identification guide of what businesses or vocations they don’t have amongst their membership. All members can refer someone to the membership committee as a potential member, that has to be driven by the Club President and President Elect.

Teamwork is required from the whole club to retain our members and identify potential new members. Rotary Clubs and Rotarians have an exemplary record for teamwork, when there is a task to be done we are there, everyone pitches in to help. Right at this moment we need clubs to work together in teams to grow Rotary so that more people can enjoy Rotary in the same way that we do. It will take a concerted effort for us to achieve the target that we want to achieve; with teamwork we can do it.

Nothing about this is new, there are opportunities out there, we just need to have a good look at our community and identify those people who could be interested in becoming a Rotarian. We need to be having a conversation with those people about what it means to be in Rotary and a Rotarian.

We have to be smart when it comes to membership, we need to **Start now**, **Motivate** our members, **Activate** a plan, **Refer** potential Rotarians to the membership committee, all that is required is **Teamwork** and commitment and it will happen.

“FEBRUARY 23 and ROTARY WEEK”

PIN IT FOR POLIO – AND THE FUTURE OF ROTARY!

By PDG Bob Aitken, Executive Director, Rotary Down Under

Just a few weeks remain for Rotary clubs and Districts to take advantage of Rotary Down Under’s splendid PIN IT FOR POLIO promotional campaign highlighting Rotary Day and Week around February 23.



Introduced as a fund raiser for The Rotary Foundation last year, this innovative idea by YOUR regional magazine team sold more than 20,000 END POLIO NOW pins complete with a small citation card summarizing Rotary’s polio eradication campaign. Sales netted approximately \$32,000 for our Rotary Foundation in Australia – and sales can be recorded against the name of the club or District responsible.

Rotarians around New Zealand and Australia can use the PIN IT FOR POLIO campaign to attract the interest of the public during Rotary Week (February 18 to 24) this year.

Rotary clubs and District must make a concerted effort to promote the Rotary brand in Rotary Week every year. This is one of the best possible membership opportunities and vital for the future of Rotary International!

Pins are available for \$3 each or packs of 100 for \$300 – inclusive of GST. Advertisements complete with order coupons appear regularly in Rotary Down Under magazine – or email Pinitforpolio@rotarydownunder.com.au or call Gay Kiddle, Samantha Ausburn or Judy Drake at RDU (61 2 9633 4888) to sample some wonderful, personalised Rotary service.

The sale – or gift – of an END POLIO NOW pin to a member of the public provides the perfect opportunity for Rotarians to seek possible new members for their Rotary club. As we all agree, many citizens everywhere are keen to serve their communities and are simply waiting to be asked!

However, Rotary Week and Rotary Day should be much more than the PIN IT FOR POLIO campaign.

Rotary clubs and Districts are urged to get off their collective ‘butts’ and plan a special community event in Rotary week – especially on Rotary’s birthday (February 23) which falls on a Saturday this year.

Go to the RDU [website](#) and click on the link to “100 ways to celebrate Rotary Day”. Download the list and share with your members.

There is a smorgasbord of ideas there. Everything from community main street breakfasts and barbecues; walkathons and bikeathons for school children; to shopping plaza promotions; community awards dinners (vocational, special services, youth, citizenship, etc); street carnivals and public functions featuring high profile guest speakers.

Remember, the friendly staff members at RDU Merchandise & Promotions are keen to assist your clubs and members with special Rotary Week/Birthday supplies. They have large, colourful banners that create plenty of impact when used at public functions.

Contact PDG Paul Reid or Judy, Lyndee, Miriam, Pauline on 61 2 9674 6855 or email supplies@rotarydownunder.com.au for quality service and information.

Rotary’s public image and many successes will never attract the attention and support we deserve until we start to SHOUT our achievements from roof tops!

The time is NOW. Let’s claim February 23 as Rotary Day and let’s make certain we share the Day and Week with our communities!

HURRY... ORDER NOW Order Online at www.rotarydownunder.org

‘PIN IT FOR POLIO’

is on again in 2013... February 23



YOUR EFFORTS RAISED \$32,000
FOR OUR ROTARY FOUNDATION
AND POLIO ERADICATION IN 2012
Rotary leaders have urged Rotary Clubs
and members to continue Polio fund raising
efforts in 2012/13... order your pin supply now!

IT'S TIME TO START PLANNING NOW!

CELEBRATE ROTARY

FEBRUARY 23 – ROTARY'S BIRTHDAY!

108 YEARS OF SERVICE!

For apparel, banners, balloons & caps contact RDU Merchandise & Promotions

Go to the RDU website - www.rotarydownunder.org - and click on the link to '100 ways to celebrate Rotary Day'.

There is a smorgasbord of ideas there. Everything from Community, main street breakfasts and barbecues; walkathons and bikeathons for school children; to shopping plaza promotions; Community Awards dinners (vocational, special services, youth, citizens, etc), street carnivals and public functions featuring high profile guest speakers. Download the list and encourage a club forum.

“Clubs that welcome kids can boost membership and service”

By Kim Lisagor - *The Rotarian* -- September 2012

Two days after my son, Wes, was born, my husband delivered celebratory cigars to the stogie-loving ladies and gentlemen at our Rotary club's Tuesday morning meeting. The gesture was genuine, but I secretly hoped it would also help cushion the impact of our next surprise: Our noisy, spit-up-spewing newborn was about to become a Rotary regular.

Our club had not yet broken the baby barrier. We're a young and jovial group, but I had trouble envisioning an infant blending in at our weekly breakfasts. After a three-month leave, I stuffed a diaper bag with pacifiers, blankets, diapers, wipes, onesies, and enough spit-up rags to mop up the entire restaurant. Scott and I loaded up the car and hoped for the best.

It didn't take long to realize that my concerns were unfounded; the welcome from the members of our club, the [Rotary Club of San Luis Obispo Daybreak](#), California, couldn't have been warmer. Soon enough, Wes had a better attendance record than many of the grown-ups. The wait staff started setting out a high chair for us in advance – near an exit, in case we needed to make a speedy departure. Fellow Rotarians joked that Wes was the founding member of a brand-new club they called “Romperact.”

Clubs are not always so accommodating. In an online forum in 2009, Genevieve Flight, now a member of the [Rotary Club of London](#), reported that at her previous club, she was reprimanded after she brought her three-year-old to a meeting. A club officer warned her never to bring her son again. In the same post, she suggested that Rotary International do more to encourage clubs to welcome Rotarians with children. “This is the best way forward towards getting more younger members into Rotary,” she wrote.

Rotarians often fret about the absence of 30-somethings in their clubs. Interact and Rotaract clubs attract teens and young adults, but most don't become Rotarians. Worldwide, only 11 percent of Rotary club members are under age 40.

Some clubs have attempted to bridge the gap with less-frequent meetings or lower dues. Many others have worked to make Rotary more appealing to tot-toting families like mine. Those family-friendly clubs have reported success in gaining new members and keeping those they might otherwise have lost.

[Read](#) the entire article, tips and comments.



*Kim, Scott, and Wes Lisagor.
Photo courtesy of Kim Lisagor*

“Soles4Souls connection with Rotary in Australia”

Article received from John Campbell DGN District 9500 and compiled by the editor.

In June 2011 John R Campbell of the [Rotary Club of Adelaide Light](#) attended an Industry Conference in Atlanta, Georgia, where he heard Wayne Elsey’s Main Platform speech on ‘Soles4Souls’ and how the organisation received support from Rotary Clubs in USA and was looking to expand to Australia.

On his return to Australia, John, who at the time was the President of the Rotary Club of Adelaide Light, established contact with Dalice Kennedy who also lived in Adelaide and was in the early stages of establishing Soles4Souls in Australia.

After her first engagement as a Guest Speaker at Rotary in October 2011, Dalice drove away from that meeting with 110 pairs of new or gently used shoes with the assurance the Club would help further. News quickly spread amongst other Rotary Clubs and by Christmas 2011, 48,000 pairs of shoes had been collected and stored.

The Rotary Club of Adelaide Light came to the fore again in December 2011 with the next stage; storing the shoes ready for sea transport! On 14th April 2012, after two and a half months at sea two 40ft shipping containers carrying 48,000 pairs of shoes, arrived in Tanzania, where they were passed through customs and distributed into the community.

Many Rotary Clubs in Adelaide have now made a donation to The [Butterfly Movement](#) / Soles4Souls and presented Dalice Kennedy with a Community Service Award for her inspirational work. The Butterfly Movement has now gained Charity status.

Dalice Kennedy is the founder and Chief Executive of The Butterfly Movement Ltd Charity which was established in 2011 and is based on the theory that when a butterfly flaps its wings on one side of the world it can create a hurricane on the other side. The Butterfly Movement is about making our impact on the world and the lives of others. It is estimated that 300 million children globally do not own a pair of shoes.



Community Service Director Yvette Reade, DGN John Campbell, PP Angus Tuck from the Rotary Club of Adelaide Light



PP Angus Tuck, Dalice Kennedy’s parents, DGN John Campbell, Community Service Director Yvette Reade, Dalice Kennedy

What started as a goal to collect 10,000 pairs of shoes between October and December 2011 has proved the warmth of the human spirit is very present for those less fortunate. The work continues, with a third shipping container of shoes packed and bound for Tanzania.

John Campbell said that it was exciting that a project spawned in America, as a result of a Main Platform speech, has been adopted as a new project to Rotary in Adelaide, and in turn is helping the needy in Tanzania.

“Reasons to belong”

By **Muhammad Ayub** from ‘Rotary GLOBAL’ (Rotarians from all over the world can join and discuss)

I was chatting with a friend and the subject of Rotary naturally came up. He told me he knew there was a local club, but didn't know much about it. He asked me why he should join. Somehow, I thought this an odd question. Being so involved myself, I forget that others are really not aware of who we are and what we do. So I sent him the following as an answer.



I hope you are able to tell others why you are a Rotarian...

WHY JOIN ROTARY?

PROFESSIONAL NETWORKING. A founding principle of Rotary was to meet periodically to enjoy camaraderie and enlarge one's circle of business and professional acquaintances. As the oldest service club in the world, Rotary club members represent a cross-section of the community's owners, executives, managers, political leaders, and professionals – people who make decisions and influence policy.

SERVICE OPPORTUNITIES. Club members have many opportunities for humanitarian service, both locally and internationally. Service programs address such concerns as health care, hunger, poverty, illiteracy, and the environment. Rotarians experience the fulfillment that comes from giving back to the community.

INTERNATIONAL AWARENESS. With more than 32,000 clubs in over 200 countries & geographical areas, Rotarians gain an understanding of humanitarian issues through international service projects and exchange programs. One of Rotary's highest objectives is to build goodwill and peace throughout the world.

FRIENDSHIP. Rotary was founded on fellowship, an ideal that remains a major attraction of membership today. Club members enjoy the camaraderie with like-minded professionals, and club projects offer additional opportunities to develop enduring friendships. Rotary club members who travel have friendly contacts in almost every city in the world.

GOOD CITIZENSHIP. Weekly Rotary club programs keep members informed about what is taking place in the community, nation, and world and motivated to make a difference.

FAMILY FOUNDATIONS. Rotary sponsors some of the world's largest youth exchange, educational exchange, and scholarship programs. Rotary clubs provide innovative training opportunities and mentoring for young leaders and involve family members in a wide range of social and service activities.

ENTERTAINMENT. Social activities give Rotarians a chance to let loose and have fun. Every Rotary club and district hosts parties and activities that offer diversions from today's demanding professional and personal schedules. Conferences, conventions, assemblies, and social events provide entertainment as well as Rotary information, education, and service.

ETHICAL ENVIRONMENT. Encouraging high ethical standards in one's profession and respect for all worthy vocations has been a hallmark of Rotary from its earliest days. In their business and professional lives, Rotarians abide by The Four-Way Test: Of the things we think, say or do:

- 1) Is it the TRUTH?
- 2) Is it FAIR to all concerned?
- 3) Will it BUILD GOODWILL and BETTER FRIENDSHIPS?
- 4) Will it be BENEFICIAL to all concerned?

LEADERSHIP DEVELOPMENT. Rotary is an organization of successful professionals. Team building, fundraising, public speaking, planning, organization, and communication are just a sampling of the leadership skills that club members can exercise and enhance. Being a Rotary leader provides further experience in learning how to motivate, inspire, and guide others.

DIVERSITY IN MEMBERSHIP. Rotary's classification system ensures that a club's membership represents a variety of the community's professional men and women, including leaders in business, industry, the arts, government, sports, the military, and religion. Rotary clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds.

Maybe you've seen a need in your own community and wondered how you could help. Maybe you want to use your professional skills to help others — or even learn new skills. Maybe you're seeking connections with other service-minded professionals in your community or abroad.

Whatever your reason, joining Rotary can help you achieve these goals, and so much more.

“Rotary’s freshly cut Christmas Trees”

Article and photos by the editor Issa Shalhoub

Once again the **Rotary Club of Milton-Ulladulla, D9710**, has been cutting and selling real Christmas Trees at a very reasonable price, grown locally at Englemere Farm in Milton, on the South Coast of NSW. The trees, Radiata Pine NZ Christmas Tree selection, have been planted and looked after by PP 1997-98 Tim Gregory and his family on their farm, and the profit raised from the sales is distributed to local community’s organisations such as schools, charities, Cancer House, Davenport and Mullala.

Tim and his family members, wife Genelle, daughter Mary-Anne and son in law Tony Ryan have been planting yearly four to five hundred, six inches tall seedlings, which take two and half years to mature, six to nine feet tall, for cutting. Tim’s initiative, of helping our Club raise money, started in 2005 and has been going ever since. Tim and his family purchase the seedlings, plant them, prune, fertilise, mow around the trees and after deducting the expenses incurred they donate the profit to Rotary, which runs into thousands of dollars annually.



From left; Mary-Anne Ryan, PP Phil Brown, PP Tim Gregory, Tony Ryan, Genelle Gregory, P Michael Mastronardi at the farm.



Kaylah and Amber Toogood wrote a letter, helped by dad, and deposited it in the Santa Letterbox when they purchased a tree.

Yearly around three hundred trees are sold, with the help of volunteers Rotarians and kindly at the **Gardenhaven Nursery**, located on the Princes Highway in Milton NSW, thanks to Kerry and John McKillop, nursery proprietors, who have been selling the trees on behalf of the Rotary Club of Milton-Ulladulla.

The trees are available for sale at the farm, in Milton, usually two to three weeks before Christmas, Monday to Friday in the afternoon and also on Saturday and Sunday between 10.00 am and 4.00pm. The members of the Rotary Club of Milton-Ulladulla assist Tim and his family with cutting, trimming and delivering the trees on a roster basis. Purchasers can visit the farm, choose their tree and cut it if they wish, delivery can be arranged for a small charge. Christmas Eve is the last day to purchase a tree.

This last Christmas the Gregory family had a special Santa letterbox where kids can post a letter to Santa.

The project is publicised as a community article and paid advertisement yearly in the local newspaper and this year it has been on the Club’s **Facebook** page (www.facebook.com/rotarymiltonulladulla) where it received lots of positive comments and followers.

Share your Club or District Service Project

We would like to hear from Districts or Clubs telling us what they have done. Please include a summary, contact details, and a couple of photos, and forward to this Newsletter’s editor (Issa Shalhoub) at shalhoubissa@shoal.net.au.

“Kim’s Kitchen” *part 1*

A project of the Rotary club of Mundingburra, D9550

Article by PDG Peter Kaye



It was at a Bunnings’ sausage sizzle on 14th September 2012 that we first met Kim; she was there helping to raise funds for the purchase of white boards for the local special school.

A bright and cheerful lady Kim cleverly masked the hand that she had been dealt in life, and it was during our cooking and serving that we learnt of her day to day challenge as a single mother of two severely disabled boys aged 11 and 12. Neither of the boys can speak and both are incontinent.

Whilst not complaining, Kim mentioned that it was a financial struggle to provide nappies for the boys who use 8 nappy pants per day at a cost of \$2.75 each or \$154 per week. She advised that the Government provides two thirds of her annual needs, however, she funds approximately three month’s supply herself, which equates to around \$1,850.

We also learned that the younger lad had suffered a stroke affecting his left side, and had only recently begun to walk again. He walks with a gait and has no use of his left arm.

Our club was keen to assist this family in some way, and a decision was made to provide a month’s supply of nappies to ease the immediate financial burden, and then assess her real situation.

Terry, a friend of Kim’s, mentioned to us that she had begun some fund-raising to upgrade Kim’s kitchen, and with this information we thought that we would look at what was involved. Upon inspection it became apparent immediately that the kitchen was beyond repair, with the only solution being to gut what was there and start again.

A proposal was put to the club to adopt the supply of a kitchen as club project, with a submission and budget presented for the approval of the Board at their October meeting. The project to be known as “Kim’s Kitchen” was adopted by the Board and we advised Kim accordingly. We asked for her permission to provide a new kitchen and dispose of the old one. Kim agreed and became quite teary with the thought that somebody was prepared to do this for her family.



Kitchen, before

Now that the decision had made to embark on the project, timing was important as access to carry out the job was dependent upon eligible respite care for the boys, with an opening available 26-29 November 2012. We had a three day window to remove the old kitchen, repair the walls, widen a doorway, relocate plumbing, rewire electrical, fit new cabinets, bench-tops and splash backs, replace vinyl floor covering and repaint.

The initial plan was to purchase a flat pack kitchen and pre assemble, but per chance we stumbled across a display kitchen which could be modified to suit the plan.

The display kitchen included four side by side pantry units that could be made to fit, a luxury that Kim had never had previously.

The success of the project relied upon careful planning and preparation because of time constraints, and the need to have the display kitchen dismantled, modified and reassembled to the new layout in time. Bill B, a key member of our team, is a draftsman and prepared professional drawings for us to work from making the task that much easier.



Kitchen, before

Since the job could only be done during week days some members of the team took time off from their businesses for the project, but fortunately the majority of the six fellows were retirees. We had expertise with electrical, plumbing, cabinet making and painting. Terry had volunteered to be catering officer and would keep us well fed and watered during the project.

to be continued next month ...

'Engage Rotary, Change Lives' is 2013-14 RI theme.

By Daniela Garcia, Rotary News -- 14 January 2013

RI President-elect Ron Burton unveiled the RI theme during the opening plenary session of the 2013, (14 Jan), International Assembly in San Diego, California, USA, the annual training event for incoming DGs.

"If we really want to take Rotary service forward, then we must make sure that every single Rotarian has the same feeling about Rotary that each one of us here has today," Burton said. "We need to make sure that every Rotarian has a meaningful role to play, that they're all making a contribution, and that their contribution is valued."



Before the assembly, Burton asked each of the incoming governors to make a donation in their name to The Rotary Foundation in order to demonstrate leadership by example. At the assembly, he announced that all 537 governors-elect had complied; along with donations from all RI Board members and Foundation Trustees, the contributions totalled US\$675,412.

"Now, I have to believe that some of this is money that The Rotary Foundation probably would not have received had I not asked. And I think that this is an important lesson" he said. "If you want somebody else to do something, you can just sit around and wait for them to get the idea, or you can ask."

Burton applied that lesson also to membership development, which he insisted is the responsibility of every Rotarian. He told the audience that although he had been an active member of the Key Club, a youth program of **Kiwanis International**, he went on to join Rotary simply because the Rotary Club of Norman, Oklahoma, invited him to.

"**You have to ask**", he said.

But Burton emphasized that the job doesn't end when a new member joins: "It's not done until that new member is engaged in Rotary, inspired by Rotary, and uses the power of Rotary service to change lives."

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

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

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