



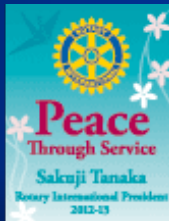
Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

March 2013

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“Engage Rotary, Change Lives”

RI Membership Minute, Feb 2013 edition

“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.”

Burton said the July launch of **The Rotary Foundation’s new grant model**, Future Vision, makes it an exciting time to be a Rotarian. He said the new grant model, which has been used by about 100 pilot districts since 2010, represents a new era for the Foundation, and will help Rotarians get excited about Rotary’s ability to change lives.

“It takes everything that is wonderful about Rotary and raises it to a new level — by encouraging bigger, more sustainable projects while providing increased flexibility for local projects, both of which address the needs of the community being served,” he said.

Burton asked the incoming district governors to take the lead in helping their clubs through the transition, with the assistance of their district Rotary Foundation chairs, who also attended the assembly this year. The training sessions are focusing heavily on equipping these leaders to go back to their districts as experts on the new grant model.

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 totaled 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.”

“Is there a Holy Grail to attracting Members?”

Article by ARC Ross Skinner

Recently **Richmond Rotary in Nelson NZ** (D9970) invited Glyn Lewis-Jones of **Motueka Rotary** (D9970) to address them on that club's success in attracting new members.

Richmond like a number of clubs after having former good gains in membership growth has experienced a recent drop off in numbers, for a variety of reasons and wishes to be proactive in establishing good methods of attracting new members to arrest the trend.

The town of Motueka has a population of approximately 7,000 with another 4,000 in the surrounding area and is the second largest town centre in the Tasman District.

Richmond is the largest centre in the District with an approximate population base of 13,000 and is the closet club to Motueka, being some 30minutes away. They likely share a similar population demographic and presently have memberships of 47 and 51 respectively.

Richmond is a club well recognised in its local community as is Motueka, both having proud histories, having carried out numerous projects and events over the years. Richmond produces a quality bulletin, having regularly won the District bulletin trophy.

Glyn is President Elect of the Motueka Rotary Club. He holds the classification of Financial Services. He made some very succinct observations:

“It is so easy to get new members.

If the club's membership drops below 35 you are on the way out and it is hard to turn the regression around.”

*Glyn pointed out that there are three reasons people join a Rotary club;
FRIENDS -- CONTACTS – SERVICE*

All Glyn has done to encourage people to join his Club is to tell them what he gets out of Rotary.

If you go to a movie or restaurant and it is good you tell people. They in turn go along to see for themselves.

The same applies to Rotary. If you enjoy Rotary..... tell other people about it.

What do you do once you have new members?

Glynn looked at his Club and decided that there was no system for looking after new members.

The responsibility of the nominator does not end after a new member has joined the club.

Remember the advertisement on TV for teaching a young person to drive a car.

Once he has his Learner's driver's license, “Don't bale out”.

Putting in place mentors to follow up new members is very important.

Involve new members in a project or specific role and they will soon recruit other new members, as they feel included and that their contribution is worthwhile.

In reflecting about this report in the Richmond Rotary bulletin, it led me **to think** further on a number of aspects.

Often in Rotary we are 'skilled' at over complicating issues, which often happens in large organisations.

Much has been written and said over many decades by many prominent Rotarians from World Presidents to club members around the challenge of attracting and retaining members.



Glyn addressing the club

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Simply if we are proud of what our club is and achieves, if it is connected and represents the demographic of its community well, we should have no difficulty in 'inviting' others to join us.

If we don't 'feel this' then we need to get our clubs 'fit for the purpose' they exist for, establish the opportunities that are being missed or not addressed and evaluate the relevance of 'traditions' that some hold on too, which may now in today's society be a barrier to new members willing to join an organisation that has and does achieve so much both locally and internationally.

If clubs have an outward focus in their publicity, (yes we are in a world where there is competition for 'time and involvement' – so get real) informing their community of the opportunity that exists to belong to Rotary International and be part of the future.

Our Zones 7B and 8 (NZ + South Pacific Islands and Australia) have recently produced and adopted a strategy in the form of a Regional Membership Development Plan to encourage, motivate and support clubs around membership success.

Engage with the plan and the information and people available to assist you, refine your processes then get your 'invitation' out there.... success is entirely possible!

“Rotary Research Update”

Update supplied by PDG RC Noel Trevaskis



Tens of thousands participated in surveys in 2012.

Key research findings from 2012 surveys include the following:

- Why do Rotarians and Rotaractors join Rotary? Why do they stay? According to the research, the top two reasons are (1) local community service and (2) friendship and fellowship. Further, these are the top two reasons cited by every age group.

- The vast majority (90%) of district leaders (governors, committee chairs, and so forth) from nonpilot districts say they support the Future Vision Plan.
- Strategic plans make a difference. Compared with clubs that don't have strategic plans, clubs with strategic plans are more likely to report significant improvement in the past three years in recruiting and retaining members, using social media, and maintaining a positive public image.
- New Generations participants are very interested in joining Rotary in the future. They say so at a rate of 80%!
- Clubs that are participating in the 2011-14 pilot programs (Associate Membership, Corporate Membership, Innovation and Flexibility, and Satellite Club) had greater overall membership growth in 2011-12 than they did the year before the pilot, 2010-11. Their growth was also far above RI's 2011-12 overall membership growth rate.



Proudly presented by Women Rotary

2013 International Women's Day
BREAKFAST
Crown Palladium

The Palladium, Crown Melbourne, Southbank



Celebrate International Women's Day with a dynamic Q&A breakfast as our extraordinary panel debates the question: "IS IT ALL IN THE GENES?"

For further enquiries, or offers of support/sponsorship please contact: Rotarian Kerry Komhauser 0411 597 690 kerry@rotarywomen.org.au

“U40 Class Program”

Rotary Club of San Antonio, Texas, USA

From the Rotary Club of San Antonio's D5840 [website](#)

The U40 Class is a program developed by a 'Young Members Board' to serve as the primary membership development tool to attract young members to the Rotary Club of San Antonio. This class consists one group of Rotarians that are admitted once a year. Once U40 class members “graduate” from the program they are expected to serve on committees and other leadership roles.

The mission of the 'Young Members Board' is to develop relevant service projects, social activities and programs targeting younger club members and to develop membership recruitment ideas for potential members under 40.

The U40 Class are challenged as a group to become Rotarians together, with a focus on “Service above Self”.

PURPOSE

To recruit and develop new Rotarians under the age of 40, bringing them into the club together as a class once a year. The U40 Program will help these new members become immediately involved in the club, establish a bond with peer members and develop them into future leaders of the Rotary Club of San Antonio.

CANDIDATE CRITERIA

- Under the age of 40 (as of application date)
- A current or potential owner, partner, or executive of their organization
- Has served in leadership roles outside of their place of business
- Has a desire and passion for service, and has exhibited this with involvement in other organizations
- Has time to participate in Rotary activities, specifically in six month class program



U40 2012 Class

PROGRAM SUMMARY

- Steering Committee comprised of club leadership is established to oversee program
- Entire club is encouraged to nominate candidates
- Applications for program will be accepted only between Aug 1 and Oct 1
- Young Members Board will select and recruit final candidates
- Up to 25 candidates will be selected striving for diversity
- Normal Admissions criteria will be applied to candidates
- Class members will receive a special new member orientation
- Program will run from January - June with recognition at a Rotary luncheon
- Class members will participate in U40 projects organizing class and club-wide service projects and socials, participate in club events , become active in a committee of their choice.

Click [here](#) to view the program's structure, selection, mentoring, timeline ...

“Public is aware of Rotary, but unsure of what we do”

Article supplied by ARC Ross Skinner, taken from the *RC of Bishopdale-Burnside, D9970, Bulletin*



Do your friends and co-workers know that you're a Rotarian?
Do you tell acquaintances about your club's good works in the community or internationally?

Did you know that talking about your involvement in Rotary could significantly enhance the organization's image and boost public awareness?

It's up to every Rotarian to tell the world what Rotary is and does.

According to a public image survey commissioned by Rotary International in 2010, people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian.

The finding is just one of many that could shape how clubs and districts promote Rotary in their communities.

RI commissioned the survey of 1,000 individuals in each of six countries -- Argentina, Australia, Germany, Japan, South Africa, and the United States -- to gauge the general public's awareness and perception of the organization.

The results are consistent with those of a similar survey conducted in 2006: While respondents had heard of Rotary, they did not know much about what it does.

High awareness, low familiarity

The survey showed that awareness of Rotary varies from country to country, and culture to culture.

Of the six countries surveyed, Australia had the highest proportion of respondents who said they were aware of Rotary (95 per cent), while Germany had the lowest (34 per cent).

But awareness of Rotary doesn't necessarily translate into familiarity with what it does.

While almost everyone in Australia indicated an awareness of Rotary, only 35 per cent of respondents said they had some familiarity with the organization.

In South Africa, where 80 per cent of respondents indicated they were aware of Rotary, only 23 per cent said they had some familiarity with what it does.

In Argentina, 63 per cent of the highest income bracket had heard of Rotary, while only 20 per cent of the lowest income bracket had.

The survey report concluded that public image efforts will need to be tailored to each country. It also noted that boosting awareness alone will not be enough to get the public to readily associate Rotary with good works, or to generate greater community involvement.

The survey further concluded that demographics play a significant role in whether people have heard of Rotary. The survey included a cross section of each country's population by age, gender, income level, and education level.

In Japan, 67 per cent of respondents age 40 or older said they had heard of Rotary, compared to only 38 per cent of those younger than 40.

The report concluded that clubs may need to gain a better understanding of what would increase interest among younger professionals.

Public perception and giving

The public's view of Rotarians differs somewhat from how Rotarians see themselves.

More than 65 per cent of respondents viewed Rotarians as charitable, respected, and caring.

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But only 26 per cent selected the attribute women to describe Rotary, while more than 50 per cent associated the organization with men.

In other questions, more respondents said they associated club membership with men than with women. The survey concluded that Rotary is still being seen as a male-dominated organization. Work needs to be directed toward communicating opportunities for women to join.

Interest in contributing time or money to a Rotary club varied by nation.

Interest was highest in South Africa, at 49 per cent, and lowest in Japan, at 10 per cent.

The survey report concluded that because interest in contributing money varies by nation, Rotarians need to tailor marketing efforts to reflect local club initiatives.

The public's interest in joining a Rotary club is low. Among the countries surveyed, an average of only 16 per cent of respondents said they would be likely to join a local Rotary club.

More than 59 per cent said they would be unlikely to join.

Similar findings

Similar findings came from focus groups that RI conducted between 2008 and 2010.

The 40 groups included non-Rotarians in cities where Rotary had been experiencing membership declines.

“Because each Rotary club is independent in deciding what services they want to be involved in, this can cause mixed impressions in the communities on what we do.”

The 1.2 million Rotary club members worldwide are the organization's greatest strength.

“Psy signs On, as Rotary celebrity ambassador for polio eradication”

EVANSTON, Ill., U.S.A. (Jan. 31, 2013) – Press Release

South Korean pop star **Psy** has joined the growing roster of public figures and celebrities participating in Rotary's “This Close” public awareness campaign for polio eradication.

Psy, whose world renowned “Gangnam Style” video has become the first in the history of the internet to reach and surpass one billion YouTube views, will help Rotary achieve its goal of a polio-free world by raising his thumb and forefinger in the “this close” gesture in the [ad](#) with the tagline “we're this close to ending polio.”

“I grew up in a Rotary family as my father and my late grandfather were Rotary members. My grandfather was very passionate and dedicated to Rotary,” Psy said. “He had a big heart and always inspired me to help others.” Psy's late grandfather had made substantial donations to The Rotary Foundation, the charity arm of RI.



Broadcast television commercials feature a mix of celebrities and non-celebrities around the world saying, “We are this close to making history. We are this close to changing the world. We are this close to ending polio—all we need is you.”

In addition to the spot, Psy has also joined Rotary's innovative campaign to develop the **World's Biggest Commercial** to raise public awareness about polio eradication. Participants simply upload photos of themselves making the “this close” gesture with their fingers – as in, “We are this close to ending polio” – to the ever-expanding promotional spot at Rotary's **End Polio Now** website.

Along with helping Rotary set a new Guinness World Record, every person who joins the commercial can choose to add their name to a petition urging the world's governments to provide the US \$5.5 billion needed to finish the job and end polio forever.

... continued from last month

“Kim’s Kitchen” *part two, final*

A project of the **Rotary club of Mundingburra D9550**

Article by PDG Peter Kaye, Some photos taken from the Club’s Facebook page.



With preparation complete, materials purchased and delivered to site, work commenced 8.30 am Monday 26th after the boys were taken to care.

On day one, all hands set to and removed the old cabinets, upright stove, refrigerator and floor covering. Repaired the floor underlay and fitted new wall lining. Trevor our electrician, set about rewiring for three new lights, ceiling fan, hot plates and power points. At the same time a new partition wall was fitted and a door opening widened.

With all the wall lining complete, the cabinet bases could be fitted and the ceilings and new wall lining could be under-coated by Reg our painter.

Day two commenced the installation of the new kitchen modules and the four pantry units by Peter, Jim and Bill M. Bill B attacked the plumbing whilst Reg completed the ceiling painting. Trevor assisted with the plumbing and fitted the new lights and ceiling fan.

Day three saw the installation of the cabinets completed. Splash backs and overhead cupboards were next to be fitted, with new sink, mixer and dishwasher installed and connected, and hot plates fitted and wired. Reg continued with his painting, and Jim and Bill M commenced the clean-up with the disposal of the old cabinets, fridge, stove and floor covering.



Day four and the splash backs and overhead cupboards were installed by 10 am, leaving about three hours to complete the electrical, paint, clean up, and fit the new vinyl before the boys returned.

We made it by the skin of our teeth, and presented Kim and her boys with their new kitchen. It was quite overwhelming, with tears of gratitude from Kim and to the bewilderment of the boys.

Kim loves cooking, and the kitchen will provide a retreat from the boys who take her time 24/7. Having no social life, cooking is her one distraction which she can now fully enjoy.

Our club has done many projects over its 54 year history, but never one that will be of such enduring benefit to this special family.

As is the case on many occasions, we met Kim by chance when she donated her time one day for a cause for her school, precious time that she has when the boys are in care for a few hours per day, and per chance we found a new display kitchen that we could modify to suit her unit

Kim asked why we had decided to assist her instead of somebody else, and the answer was very simple – we knew about her.

And what did this project mean for our club?

Firstly, the belief and understanding by the Board that it was a worthwhile project we could do within time and budget. Secondly, it provided an opportunity to do something so meaningful for a most deserving family.

From a personal point of view I feel privileged to have worked with Rotarian mates of like mind. The days were long and we worked hard, but we had great fun. Perhaps Reg had the hardest job trying to paint around us and copping abuse from everyone, and at times it seemed we had ten painters on the job instead of one, no matter where you turned there was Reg.



Kim and the new kitchen

There is no doubt that we all gained a great sense of satisfaction knowing that we had immeasurably changed the lives of a disadvantaged family, and I am also immensely proud of being the member of a great and caring Rotary club who identified a need, and did something about it in the matter of a few weeks from start to finish.

In our view this is what Rotary is about, having the ability to respond to a need that has escaped the system. Rotary found a family who in a sense had fallen through the cracks and who otherwise may have never been able to carry our renovations. The new kitchen will provide a safe and hygienic place to cook and prepare meals for the family and will be of lasting benefit.

The cost of the project to the club was \$7,500, having a retail value in the order of \$15,000.

RIP Sakuji Tanaka message Feb 2013

... In Rotary, we do not divide our work by nation, culture, or language. It does not matter what is printed in your passport. What matters is that you believe in Service Above Self.

But even in Rotary, it is easy to think in terms of countries or communities. This project may help someone in my own community, or that project may help someone from Germany, or Kenya, or South Africa. Sometimes we think of different types of borders. This project, we think, helps the young. This helps the elderly. This helps people who are hungry, poor, or sick, or who have disabilities.

The truth is that Service Above Self does not know such borders.

When we put Service Above Self, we are making a choice. We are choosing to put other people's needs ahead of our own desires. We are saying, "Your problems are my problems, and I care enough to help you."

Invite a friend or co-worker to your next Rotary club service project

Rotary PR Tips, February 2013's edition

With many clubs struggling to attract younger members, consider inviting a non-Rotarian friend or co-worker to your next social or service project — rather than to a club meeting. It's a more casual approach that can be highly effective in introducing others to your club's activities. And it's a way for your non-Rotarian friends to meet club members. An invitation to a club meeting can come later; this year, focus on engagement by inviting community members to experience Rotary in active service.



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

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