



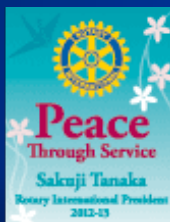
Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

June 2013

Volume 3 - Number 11



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“New club for District 9780”

Submitted by Pauline Stewart, D9780

District 9780 welcomed its newest recently with more than 170 Rotarians, partners and guests joining in the celebrations.

Lara District Rotary is the District's 60th Club and everyone shared in the excitement on the night as the Club was officially handed its Charter by District Governor Helen Trigg.

The journey for Lara District Rotary began in 2011 during PDG Brian Trenergy's governorship, when the **Rotary Club of Corio Bay** under the Presidency of Gary Beckley, sought to sponsor a new Club in Lara, on the northern outskirts of Geelong.



District 9780 Governor Helen Trigg (4th from left) welcomes its 60th Club, Lara District Rotary, with members of the sponsoring Club RC Corio Bay looking proudly on.

The work to establish the Club continued into this Rotary year and culminated in the new Club being formed on 4 March with 24 Charter members Incoming President Bob Barry (former PP of the Rotary Club of Geelong Central) was inducted into his new Club and took the Charter into his keeping during his presidency on behalf of the Club.

In usual Rotary fashion, those who attended created an atmosphere of support, pride and optimism for the future of the new club as well as District 9780. The Rotary Club of Corio Bay were generous hosts and clearly proud of the 'new kid on the block'.

President Bob Barry expressed his Club's intention to grow quickly through supporting their local community as well as the work of Rotary International.

Geelong is now home to 15 Rotary Clubs while the other 45 Clubs are scattered throughout north and west Victoria and into South Australia. All share the same message of 'Service Above Self'.

“Rotary E-Club of Brindabella”

Article adapted from D9710 DG Newsletter, May 2013 edition.

District 9710, now has an e-Club, **The Rotary E-Club of Brindabella**. We know we have a way to go but we managed to meet the requirements to become a chartered club in March of this year. We have a charter and a core of active members who are beavering away attempting to get on top of the technology and make this club an active part of the district activities.



9710 DG Phil Armstrong presenting the Charter, 17 March 2013

Our overall objective is to be able participate fully in a Rotary meeting and associated experiences online. We have made a start and club members have access to an online meeting room that is separate from the public site, but we still have a lot to do to make that fully functional.

We do have online meetings and it means that people can get together regardless of where they are. We also are attempting to do most of our fundraising online as well. We are just regular Rotarians wanting to have a go at expanding the Rotary community.

You are welcome to join us at any time, click [here](#) for a make-up.

“Build stronger clubs with strategic planning”

How to set goals that work for the long term

Rotary Leader, May 2013, Vol 3, Issue 6

Some club presidents begin their year intent on making a splash with a once-in-a-lifetime project or event. But such efforts can leave club members exhausted and disinterested the next year, when the new president steps up with yet another big idea.

By creating club goals and projects that are based on long-term strategic planning, an incoming president can leave a lasting legacy: a successful club during his or her year and also in the following years.

“Presidents must realize that the days of ‘projects for my year’ are a thing of the past, and that the most successful clubs plan multiyear, sustainable projects,” says Michael Levitt, 2010-11 president of the Rotary Club of Grand Cayman-Sunrise, Cayman Islands. “These projects engage members, especially new members,” he says. “And the best way to retain members is to keep them engaged.”

The Club Leadership Plan provides guidance for developing a strategic plan or long-range goals, which should address membership, service projects, support for The Rotary Foundation, and leadership development. Include the following:

- Ø Long-range strategic goals that cover the next three to five years, with updates as the club evolves
- Ø Shorter-term annual goals that align with your overall strategic goals
- Ø Strategies for maintaining clear communication among club leaders, club members, district leaders, and potential members, including regular updates to your club’s website
- Ø Continuity in leadership and training for future leaders

“We need to focus on projects that can grow over time, with our members, and that consequently allow us to increase our impact,” says Holly Ransom, president of the Rotary Club of Crawley, Western Australia, Australia. “We need to keep pace with the changing world and the changing demands of prospective Rotarians.”

RI General Secretary John Hewko challenges new Rotary club presidents to think strategically about the future of their club, not just the year ahead.

“As club presidents, you are the most important officers in all of Rotary.” — John Hewko



“ Young Professionals Campaign helps clubs reach a wider audience ”

Mixing social service with social time boosts Rotary’s appeal to younger people

Rotary Leader, May 2013, Vol 3, Issue 6

The Young Professionals Campaign is helping Rotary clubs and districts learn the best practices for engaging younger members and sharing Rotary’s message with a broader audience. Launched with the help of an anonymous donation, the initiative has targeted several markets in the United States to research and test new ways to interest under-40 professionals.

The campaign encourages Rotary clubs to build relationships by inviting young professionals to a community service or networking event, rather than a weekly meeting. The donation funded several of these, as well as research by outside agencies.

Districts 5950 (Minnesota, USA) and **5960** (parts of Minnesota and Wisconsin) hosted an event, promoted through social media, where volunteers stuffed 500 backpacks with school supplies for two local youth groups. Afterwards, the volunteers — young professionals with no previous connection to Rotary — socialized with Rotarians over food and drink.



Young professionals in Districts 5950 and 5960 get acquainted with Rotary while volunteering at a service project to help students.

Photo courtesy of Cadex Herrera

Building on the successful turnout, District 5950 Rotarians are budgeting funds for more such service projects geared toward young professionals. They also have hosted a brainstorming session with young Rotarians to learn why they joined, why they have stayed, and how their clubs can become more attractive to their peers.

To promote interest in Rotary clubs and their activities, the campaign emphasized social media and word-of-mouth publicity. Follow-up conversations via Facebook, Twitter, and Instagram have helped drive awareness and understanding of Rotary and its clubs.

To learn more about the campaign and hear success stories from club members in the pilot markets, attend a workshop at the 2013 RI Convention in Lisbon, 23-26 June.

“ Alumna profile: Gaby Gaut ”

NEW GENERATIONS INTERACT - ROTARACT – RYLA, RI May 2013

During her international upbringing and career, Gaby Gaut has participated in Rotary activities in five districts in four countries. “Since my teenage years, Rotary has helped me stay connected to my local community and understand its needs. In particular, it has given me the opportunity to get immersed in the reality of the cities that I have lived in over the years in a way [that] wouldn’t have been possible without Rotary.”



Having participated in Interact, RYLA, and Rotaract before joining the **Rotary Club of Windsor St. George**, England, Gaby values what she learned from each Rotary experience: “Interact introduced me to the concept of Service Above Self and both RYLA and Rotaract helped me develop my leadership as well as my project management and presentation skills that proved to be a great asset in my professional life.”

Do you know a former Rotary program participant with a story to tell? Invite them to complete the **Rotary Program Participation Survey**.

“Daily litter walk improves your health, and your community”

Posted on Rotary Voice 24 Apr 2013

By Robin Roberts, a member of the [Rotary Club of Mobile West, Mobile, Alabama](#)

Would you like an easy way to change the world? What if there was a project you could start today, in your own neighborhood regardless of where you live? Implementing it requires no fundraising and no committee approval. You can take part starting today. It improves your mind, body and spirit and improves your environment too.

Here's the idea: Every day take a daily litter walk. You will be happier, you will be leaner, and your community will be cleaner.

RI President Sakuji Tanaka described his personal commitment to cleaning up litter in the July 2012 issue of *The Rotarian* magazine. The idea of a daily litter walk brings community cleanup down to the grassroots level of one person and a daily routine.

Annual litter clean-up campaigns take an army because they clean once a year. But everyone can clean up their community if it's done every day.

Here are a few things I have learned from more than a year of daily litter walks:

1. Daily walks improve the mind and the spirit, as well as the body.
2. It doesn't require a lot of effort to pick up a little litter each day as you walk.
3. You don't need fancy tools. You can use a small plastic bag from a local merchant and a gardening glove. If you want, employ a grabber.
4. Make it a routine. Make an appointment with yourself each day.
5. Each day, leave at the same time and return at the same time. Consider walking five miles a day.
6. Encourage others to join the effort. Just think what would happen if each town had a thousand daily litter walkers?
7. By cleaning up litter, you will be keeping it out of streams and storm sewers, improving our water as well.
8. You can have an impact immediately — clean land, clean water, better health, one street and one person at a time.



Robin Roberts picks up trash during his daily litter walk

Now doesn't that sound like a win – win, and a great project for Rotarians worldwide?

You can learn more at <http://www.lean-and-clean.com/> and you can reach me at Robin@lean-and-clean.com

“Litter-buster keeps her city clean”

By Susie Ma, *The Rotarian*, May 2013

Wendy Marcus calls herself a bag lady: On her frequent walks around her neighbourhood, she is never without a plastic bag, which she fills with everything from plastic wrappers to bottle caps to paper clips.

“Litter has always bugged me. Maybe I take after Lady Bird Johnson,” she says, referring to the conservationist and wife of U.S. President Lyndon B. Johnson.



Wendy Marcus

When the Rotary Club of Providence celebrated its centennial in 2011, Marcus and other members of the club's environmental committee persuaded 100 Rotarians to join a campaign to reduce litter. In the now-annual month long event, culminating on Earth Day, 22 April, Rotarians recruit friends and family members to pick up trash – in their neighbourhood, at their children's soccer games, wherever they can – for 100 minutes each.

Like Lady Bird Johnson, Marcus also believes in beautification through planting. In 2012, she planted trees in Providence – her club donated eight London plane trees to the city, and high school students helped plant them in a park across from city hall – and in India – where from January to March of that year, she led a Group Study Exchange. When the Rotary Club of Jalandhar Central donated fruit trees to local farmers, Marcus and her team were on hand to help plant them as a living

“Retention vs. Engagement”

RI Membership Minute April 13

The difference between retention and engagement is simple: Membership retention refers to keeping members from year to year, while engagement concerns keeping those members involved and excited about your club every day. While both are important elements of any membership development plan, engagement can help you retain members who are active participants.

Engaged members have a strong bond with their clubs. They feel connected, valued, and committed to Rotary’s work and to achieving their club’s objectives. You can help your members feel engaged by:

- 1) Publishing a list of members on your Facebook or club website to highlight their Rotary anniversary
- 2) Publicly thanking members who work on a project
- 3) Writing a personal note to a member to wish him/her a happy birthday or happy anniversary
- 4) Asking seasoned members to serve as mentors to new Rotarians
- 5) Inviting members to join (or chair) a committee
- 6) Encouraging members to involve their family and friends in service projects
- 7) Creating weekly programs that are of interest to your members
- 8) Asking members to help choose the next community service project.



Share your ideas for engaging members on [LinkedIn](#).

“Peace Through Service”

RIP message May 13

We can define peace by what it is not. It is a state of no war, no violence, and no fear. It means that you are not in danger of hunger, or persecution, or the suffering of poverty.

But we can also define peace by what it is, and by what it can be. Peace can mean freedom of thought and of speech, freedom of opinion and of choice, and the ability for self-determination. It can mean security, confidence in the future – a life and home in a stable society. On a more abstract level, peace can mean a sense of happiness, of inner serenity, of calm.

However we use the word, however we understand peace, Rotary can help us to achieve it. Rotary helps us to meet the basic needs of others – to provide health care, sanitation, food, and education when and where they are most needed. It helps to meet the inner needs as well, for friendship, connection, and caring. And Rotary helps us to build peace in its most traditional sense, by reducing the causes of conflict. It builds bridges of friendship and tolerance among people and nations. It helps us to understand one another.

However we define peace, whatever peace means to us, we can bring it closer through service. Peace, in all of the ways that we can understand it, is a real goal, and a realistic goal for Rotary.

“Attracting New Members - Canberra North Shows the Way”

Information Night at the Rotary Club Of Canberra North

Article from **D9710 Governor's Newsletter**

Whilst most people know the Rotary wheel, many do not know what Rotary actually does or how much Rotary contributes both locally and internationally.

Often we receive comments such as ‘Yes, I’ve heard of Rotary but what does it actually do?’ This was the basis for the decision to hold an Information Night, both to educate and through education to hopefully gain some new Rotarians. Having made the decision, it was then down to planning the actual event.

Members were asked to provide the name and address of anyone they believed could be interested in learning more about Rotary. Everyone on that list was then sent a personal letter of invitation. Of the 24 invitations sent, 14 acceptances were received. Unfortunately on the night, four apologies were received due to illness etc. An invitation was also extended to our neighbouring **Rotary Club of Gungahlin** and four of their members also attended.

Topics for the night were chosen to give a sample across the board of just what Rotary is about, and what areas we believed would be of most interest to those attending. The four topics chosen were Youth, The Rotary Foundation and Polio Plus, **ROMAC** and Community Service.

Because of time constraints, each speaker would be given only ten minutes to impart knowledge of their particular topic. Guest speakers were chosen not only for their knowledge but also their ability to mix well with a diverse group of people.

We were very lucky with D9710 secretary Keith Armstrong, PDG RC Noel Trevaskis, ROMAC Chair Sandra Mahlberg and PDG Bob Greeney all agreeing to be part of the evening and their enthusiasm certainly contributed markedly to the success of the night. 9710 DG Phil Armstrong opened the evening and also conducted the plenary session.



RC Canberra North President Heather McEvoy and ROMAC Chair Sandra Mahlberg at the information night.

The format for the evening was to be one of relaxed, friendly informality with people able to mix and talk freely between guest speaker spots. Instead of a formal dinner, a selection of finger foods was served throughout the evening and bar facilities were provided in the function room.

Since the Information Night, we have received an application for membership, an expression of interest in joining ‘before the end of the year’, a return visit from one of the guests who is now a very strong possibility of becoming a Rotarian, and another who may consider re-joining Rotary. Added to that, some of our members stated that they also learned a lot more about Rotary. All things considered, it has to be counted a successful evening.

“Rotaract of Canberra University”

Article adapted from **D9710 DG Newsletter, May 2013 edition.**



9710 PDG Bernie Rodgers (3rd from the right) with the new Rotaractors.

D9710 celebrated the Charter, 18 May 2013, of the **Rotaract Club of Canberra University**. An event well worth celebrating and thanks go to the **Rotary Club of Hall** for all of their efforts in getting this club off the ground and operational. Congratulations to President Emma and her team and best wishes to the Club for the future.

“Advice from award-winning Rotaractors”

Article from *NEW GENERATIONS, INTERACT - ROTARACT - RYLA*
Rotary International - April 2013 edition

Want to hear directly from Rotaractors who are making the world a better place? [Watch a conversation](#) with the winners of the Rotaract Outstanding Project Awards. You'll hear inspiring service stories and learn how to move your own project idea from idea to reality. Here are a few of the highlights from our discussion:



Keep it simple. Don't try to solve all of mankind's problems. You'll find partners throughout who can help you do things that you wouldn't be able to do on your own.
-- Pankaj Jethwani, Rotaract Club of the Caduceus (D3140, India)



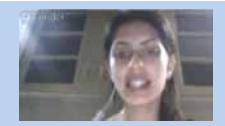
When we installed the first solar battery, the owner of the house came out with tears in his eyes, thanking us for bringing light into his home. It was really touching.
-- Laila Kenawy, Rotaract Club of Cairo Royal (D2450, Egypt)



You find yourself working alongside people you wouldn't otherwise meet. To be working together, learning, and having fun, it's another form of success.
-- Ryan Frazer, Rotaract Club of the Illawarra (9750, Australia)



Getting to know members of the community, talking to them, and participating in cultural activities were all important steps to creating a relationship that could be productive.
-- Enrico Ferro, Rotaract Club of Yale College (D7980, USA)



We held an eye donation rally where all our members were blindfolded. It had a major impact because we got a lot of media coverage and it spread awareness about this cause.
-- Trisha Sanghvi, Rotaract Club of H.R. College (D3140, India)

“Empowering tomorrow's leaders”

Rotary Voices, posted 15 May 2013, By Cristina Dimaano, a member of the Rotaract Club of Los Baños, the Philippines

I became an **Interactor** to help my community in whatever small ways I could. I had a vision for helping separate out biodegradable trash from non-biodegradable items and cleaning up around our school. As students, our classwork is a top priority, but we moved around whenever possible and responded when the community asked for help.

When I became a **Rotaractor**, I had gained a deeper appreciation for why communities need an organization like ours. We are all about helping.

The Rotaract Club of Los Baños is composed mostly of college students, but also some young professionals who were recent graduates but still hungry to serve. Keeping our club going has not been easy. College students have their studies and social commitments, and the recent graduates are busy establishing themselves in their fields. Sometimes, it can be very difficult to raise sufficient funds and keep everyone motivated.



The Rotaract Club of Los Baños, Laguna

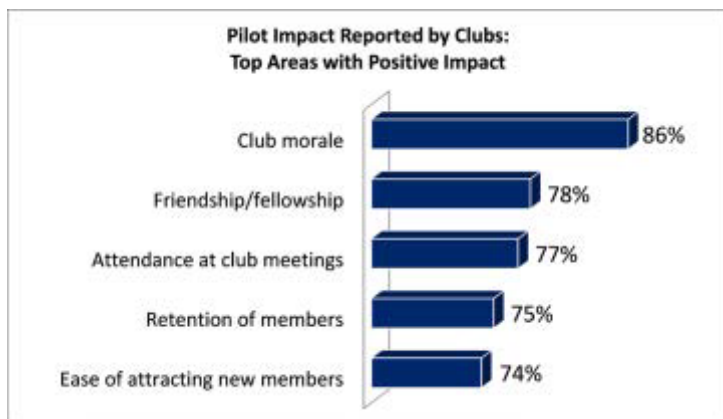
But this past Rotary year, we recruited a new class of members who brought renewed energy and enthusiasm to our club. They were graduates of the Interact Club of Los Baños National High School or incoming college freshmen, and they were committed to the responsibilities of being a Rotaractor, and were excited to serve.

So, I am happy to say, there still exists young people who are willing to dedicate themselves to service and bring hope to their communities, overcoming whatever challenges or barriers face them. I am confident we will continue to help shape productive young leaders who will go on to make the world a better place.

“Pilot program testing biweekly meetings shows higher rate of membership growth”

Rotary Leader, May 2013, Vol 3, Issue 6

Rotary clubs that participated in a pilot program on meeting frequency showed an overall 90 percent positive impact, with improvement in member retention, membership growth, fundraising and community service, and support for The Rotary Foundation.



Pilot clubs also had a higher membership growth rate than the average for Rotary clubs worldwide.

The six-year pilot program, which runs from July 2007 until this June, enlisted 200 clubs. Of these, 80 percent chose to hold meetings either twice a month or every two weeks. The pilot clubs also are testing other strategies, such as holding more social activities, creating a less formal atmosphere, and using online media more often to communicate with members.

“Rotary Club Locator app”



You can now search for a Rotary club with RI's free mobile app.

In the [Apple app store](#), [Google Play](#), and [BlackBerry App World](#), it's called the Rotary Club Locator from RI.

Download:

[iPhone version](#)

[Android version](#)

[BlackBerry version](#)

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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