



# Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

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## “Where to from here?”

Article by *PDG Noel Trevaskis, Rotary Coordinator*



As we come to the end of another Rotary year I want to thank the outgoing Rotary Coordinator Rob Crabtree from New Zealand for his time, energy and commitment he has given to this role over the past three years. We all appreciate the time he gave clubs and districts within the Zone. Thanks Rob your efforts have not gone unnoticed.

PDG Jessie Harman was an Assistant Rotary Coordinator will move into the role of Rotary Coordinator taking over from PDG Rob Crabtree.

We have a number of Assistant Rotary Coordinators who finish their terms on June 30th. All have shown genuine commitment to their roles. I would like to thank PDG Neville Parsons, PDG Phil Dempster, PDG Deb James, PDG John Barnes, and PDG Ross Skinner. The new Assistant Rotary Coordinators commence their roles from July 1<sup>st</sup> they are current DG Keith Roffey, PDG Des Lawson, PDG Judith Henderson, PDG David Anderson, PDG Lionel Wilson and PDG Raewyn Kirkman.

Over the last twelve months I have had many Rotarians tell me we are spending too much time on membership and we need to spend time on other things. They tell me membership will look after itself. Well I am sorry, membership doesn't look after itself. Over the last few months I have had the opportunity to attend different PETS and District Assemblies and when I hear some of the comments and negative discussions it confirms in my mind that we have a lot of work to do in the area of membership. It is no secret that our membership is ageing and the next eight to twelve years are going to be absolutely critical to us as an organisation across Australia, New Zealand and the South Pacific. To be blunt we are going to lose a lot of members through natural means as well as through members leaving for various reasons. So where to from here?

We need to have open minds, start to think laterally and become flexible. We need new style clubs catering for people of various ages and life styles. In brief, we need some radical changes in Rotary to increase our membership and to retain our membership. We may need “hybrid” clubs, clubs that meet electronically but may meet physically once a month or every six weeks for example they meet on a Sunday afternoon or for a coffee during the week. We could have clubs that are designed specifically for University students, medical staff in hospitals or various Rotary alumni groups. There are so many options available to us but there continues to be people who want to “knock” people who want to try something different. They want clubs and Rotary to stay the same as it has been since they joined Rotary so long ago. If Rotary clubs and Rotarians don't begin to adopt new thinking towards obtaining and retaining members Rotary will run the risk becoming obsolete like many other community service groups.

I believe that Rotary can and will grow and we will become a stronger service organisation as we gain new members. Membership is critical; it is not going to go away ever!

Communities across the world rely on Rotary, we are there to help when needed, we can be trusted in what we do, we are reliable, and people know that. We need to believe in ourselves and decide that we are going to make Rotary stronger than what it is today, and we can do that by bringing in more people to share the experience of Rotary. Gaining members and keeping our members is up to each and every Rotarian, no one else is going to do it for us.

# “What Do Members Want?” Retain to Gain

By PDG Brent Rosenthal, Zone 30 ARC – Membership, District 6690 Membership Chair

Your club – every club – has experienced this: you bring in a new member full of excitement and enthusiasm. Within a year or two the member quits, never having gotten involved in the club. And this is repeated many times throughout the Rotary year.



What happened? And more important, can it be stopped? Fortunately when you understand the answer to the first question, the answer to the second is “YES!”

Thanks to surveys we now know why members leave, and the answer is no surprise: members leave when they no longer obtain from Rotary that for which they joined. Why do people join Rotary? It differs by member but the most common are to give back to their community (service), to network, to obtain professional development, and to meet new friends. All of these are perfectly legitimate goals for Rotary membership.



I think that we in Rotary sometimes fail to understand the full breadth of our great organization. Yes, Rotary is a “service organization” but “service” is much broader than most members think. We have Five Avenues of Service and they are co-equal in importance.

Too many times we assume everyone joins for one reason – usually, community service. I even read an article in *The Rotarian* in which a long time member was quoted as saying he joined for the “wrong” reason (networking) and stayed for the “right” reason – community service. I completely disagree that networking is not a valid attraction to Rotary. In fact, most young people join for Vocational Service (professional development and networking), and leave when their clubs provide too little in this Avenue to keep them interested! They never have a chance to learn about the other Avenues of Service that make Rotary membership a lifetime adventure!

Full disclosure: I joined Rotary to network. I caught the service bug after a couple years and that really started me on my Rotary road. But networking was the hook that brought me in, as it is for most younger members. As it was for Paul Harris himself, who started Rotary to network and make friends! Let’s embrace it as a valid entrée into Rotary.



Job 1 is to find out what current members want from Rotary. Not what the club is traditionally – that is what past members made it. The old days of making members fit into our box is gone. The world has changed and Rotary and our clubs need to change with it so we can bring in our future members. We need to know what current members want and then we need to have the courage to implement changes to make those members happy. After all, today’s and tomorrow’s members are the club’s customers!

How do you find out what members want? Ask them! Do club surveys, or discuss it in club assemblies. Do member focus groups. Surveys need not be long or complicated. A few simple questions are all that is needed.

People have limited time. They will only join and remain in organisations if they perceive the value to be worthy of their time expenditure.

What your club’s “value proposition” is – what do members receive from being a member of your club? Why should they join? Once you understand this you are on your way to growing your club!

## “On Membership”

John C. Smarge PRI Director 2010-12, Zone 34

John Smarge said in his 2011 International Assembly speech, “On 30 June 2003, we had approximately 1.2 members in 31,551 clubs. As of 30 June 2010, we had approximately 1.2 million members in 34,103 clubs. Since 2003, we have added 2,552 Rotary clubs yet only increased our overall membership by 226 members. Shocking? Even more disturbing is that in this seven-year period, we inducted into our Rotary clubs more than 1.1 million members.

... stop thinking of Rotary solely as a non-profit service organization and begin to think of it as a business with members as our customers. Members join our clubs to receive benefits in exchange for their precious time and financial support. In the world of business, an unsatisfied customer leaves and takes his or her business elsewhere.”

# “Quality is still important”

Article by 9550 DGE Moorthy Karuna

Quality is a word with a clear meaning. Quality can be defined as a degree or standard of excellence, especially a high standard. Sadly that meaning is being devalued these days by eager retailers flogging questionable products under the banner of "quality" and "value for money". The word was very much the focus of a keynote address made by Mark Wallace, Rotary Down Under Editor at the recent Rotary District 9550 Conference I attended in Dili, Timor-Leste. He emphasised that quality youth are essential for our future survival.



In the past quality was mentioned very often during presentations and members were reminded that this was the main difference between Rotary and any other organisation. Rotary International was able to implement quality programs and projects by having quality members and leaders. Past District Governors should be mentors and contribute towards quality leadership.

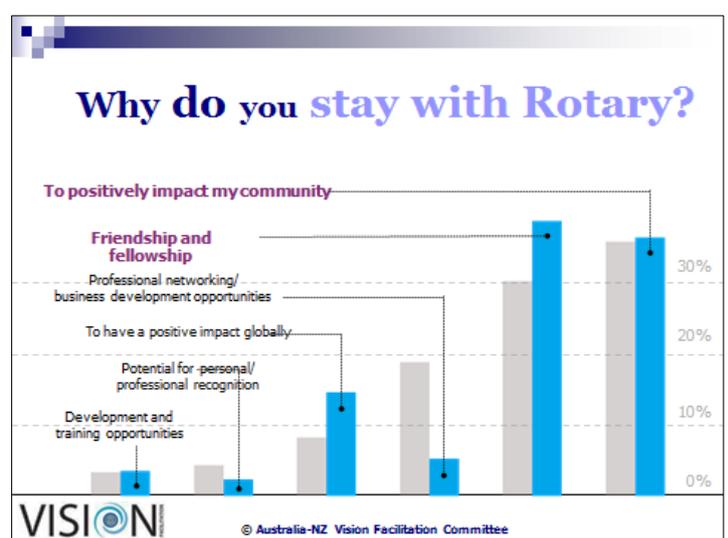
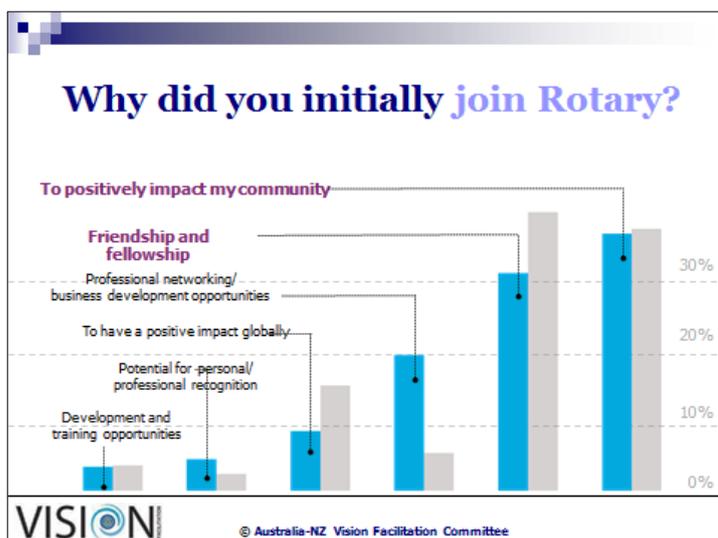
An email on district training stated that Past District Governors were directing what must be included in district training. It was great for Past District Governors to be concerned with district training, because it showed that they care. Quality training should ensure that Rotary has quality members and leaders. District training should be assisting members to fulfil their roles as club or district officers. Since members are busy, district training should only have appropriate content. District training should be of high quality, relevant, motivational and fun.

An email on forcing members to donate stated that members the world over, by their very nature are generous individuals both with their time and money. Lately some members were putting pressure on others attending Rotary meetings to buy raffle tickets or donate to locally grown, international or overseas aid assistance. In reality the effect this has on the individual member who simply may not have that cash on them or would prefer not to contribute was very negative. Remember some members may be looking down the barrel of losing or in fact have already lost their jobs. Not everyone in clubs is in a position to keep operating as an ATM for such causes. Times are especially hard for some members. Clubs should recruit those who have the potential to be quality members.

At present membership numbers is the most important challenge and clubs are constantly reminded to maintain or increase members. I strongly believe quality is still important and Rotary should still mention quality as an essential ingredient for success and maintain quality members, leaders and programs/projects.

## “Why did you initially join Rotary? and Why do you stay with Rotary?”

Graphs, from a Survey by Seigel and Gale, supplied by PDG Ross Skinner



# “65% increase in members!”

Article supplied by PDG ARC Noel Fogarty

Last year the Rotary Club of Blayney (D9700) achieved a 65% increase in their membership. Blayney is a small town in central NSW. It was fairly typical of many Clubs – involved in the local community and a supporter of Rotary programs, with 23 members, many of them long standing Rotarians and an aging demographic.



Fifteen new members were inducted in 2 groups through the year to boost membership to 38. The new members have added new ideas and energy to the Club, with two serving on the Board this year and being joined by another next year. They have come from a wide range of vocations such as health care, electrical, real estate, education, local government, business management, and stock broking, with a ten male, five female gender mix, which brings many new skills and experience.

As President Suellen Kennedy says **“When you bring in a big group to an aging small Club, they bring new ideas, freshness and enthusiasm that changes the dynamics in a very positive way”**.



*The then President Alex Kruczaj, with 6 delighted new Rotarians*

How did Blayney do it?

Not only did they have a plan, they IMPLEMENTED it! The whole Club was behind the plan and a small enthusiastic group made it happen. The Club held an Information night, with personal invitations sent to names collected by members as well as advertising the event in the local media.

They had 35 attend the informal night with finger food, a little bit about Rotary and most importantly, follow up afterwards. Special induction nights were held to induct several new members together, one of which was held in the neighbouring historic village of Carcoar.

**“Building a Club is all about asking people. When you don’t ask they won’t come. When you do ask and they say yes and join you need to find out what their interests are and give them a job to keep them engaged”** said President Suellen.

There has been 100% retention of these 15 new members who are all still active in the Club. The Club has continued the push with another 3 members inducted recently.

Part of the success has also been the flexible approach taken, with an emphasis on engagement rather than attendance, two social get-togethers each month in place of formal meetings and opening membership to couples with some commensurate reduction in costs.

## “Get Ready for Membership Month”

*From Rotary Webinars*

*Information and link received from Cindy Meehan, CAE, Director, Membership Development, RI*



In this webinar recorded on 13 June 2013 and led by Director of Membership Development, Cindy Meehan and Coordinator, Shenna Lily, Rotarians learned about the activities that are planned for Membership and Extension Month, August, and how they can get involved.

The 60-minute online training session covered the following topics:

Key membership trends

Membership priorities

This year’s membership month activities

Rotary’s online member referral system and how you can get involved... and much more!

**Here is the link to view and share the video recording of the webinar: <https://vimeo.com/68383165>**

The comments shared by the attendees were very positive and many plan to use this information to train club membership chairs.

# “Club Structure”

Supplied by PDG Ross Skinner

## Club Committees; 2013-14 Rotary Year:



A Rotary club can only provide service to its community, retain members, and develop leaders for the club, district, and Rotary International when its operations are efficient.

Club committees are charged with carrying out the club’s long-range and annual goals.

Each Rotary club has different needs and will establish committees to suit those needs.

Based on the best practices of effective Rotary clubs, the recommended standing club committees are:

- Ø Club administration – Conducts activities associated with the effective operation of the club, such as the weekly program and the club bulletin. The club treasurer and secretary are members of this committee.
- Ø Public relations – Develop and implement plans to provide the public with information about Rotary and promotes the club’s service projects and activities.
- Ø Membership – Create and implement a comprehensive plan for finding and keeping club members.
- Ø Service projects – Plan and conduct projects that address the needs of the community and communities in other countries.
- Ø The Rotary Foundation – Supports the Foundation through both financial contributions and programme participation.

In addition to the RI recommendations above, Clubs likely have Committees specifically responsible for:

- Vocational Visits
- Fundraising
- Attendance
- Programme
- Social and Fellowship
- Sergeants
- Bulletin etc.



With the 2013-14 Rotary Year theme all members are invited to select one or more committees that they would like to serve on.

While it is customary for Rotarians to accept any duty they are given, clubs should ensure that members are placed on their preferred committee.

## “RI Conventions” IPRI Message June 2013

A Rotary convention is a powerful thing, and a first convention is an experience you never forget. My first was in Chicago, in 1980. I thought we should learn more about Rotary, so I asked nine other members of my club to join me, and we traveled together. We did not know what to expect from a Rotary convention. What we found was more than any of us had imagined.

That convention showed me Rotary, and changed me forever. It gave our club something to strive for. I came to that convention as a member of a Rotary club. I left it as a Rotarian. The feeling that entered my heart in Chicago is still there today.

As Rotarians, we work toward peace in many ways. We do it through humanitarian service and through our belief in ‘Service Above Self’. We work toward peace simply by being who we are. Every year, when we come together for a Rotary convention, we see, for a few days, the world as it could be. We see people of all colors and cultures come together. We work to build a better world.

Past editions of the “Rotary on the Move” Newsletter can be accessed by clicking [HERE](#)

# “ Rotary Club of Eastwood sponsors first club in the Maldives ”

Article supplied by ARC PDG Malcolm Lindquist

On 31<sup>st</sup> March 2013 the **Rotary Club of Male'** was chartered at the Nasandhura Palace Hotel on the foreshore of Male' Harbour. This occasion was celebrated with 50 international Rotarians, including the RI President Sakuji Tanaka, sharing the excitement as 30 newly inducted Maldivian Rotarians embarked on their career in Rotary service. The Maldives is the 207th country to become part of Rotary's international family.



In attendance also was **9520 DG Roy Armstrong** and four **Rotary Club of Eastwood** Rotarians.

In 2011 Ahmed Ranesh was invited to the RC of Eastwood as a Guest Speaker and subsequently became the world's first Rotarian from the Maldives. When Eastwood Club discovered that there were no Rotary Clubs in the Maldives, they made the decision to change that, and within 18 months their dream was realised, working both from afar and also visiting the delightful island country in the middle of the Indian Ocean.



Despite the international image of a tropical paradise, with turquoise waters, brilliant coral and sea life (and this certainly does exist), the reality of the Maldives is that of a country in need to help to provide safe drinking water to many island communities, and improvement in education of marginalised students and resourcing of schools.

Now with local Rotarians to manage and ensure sustainability of any assistance we can provide, a new horizon has been opened up for International projects.



*From Left; PP Barb Adams, RI Pres Sakuji, DG Roy Armstrong, PP Don Will, PP Jack Garrett and Rtn Ranesh of the RC of Eastwood at a beach BBQ on Villingili Island in the Maldives.*

*Photos by: Remi Jouan, (Creative commons attribution licence)*

Already a desalination project to provide water for a community of around 750 people can be conceived and with the help of the Rotary Clubs of **Eastwood, Magill Sunrise** and **Brownhill Creek** the Matching Grant funding is now in place.

A total of \$35,000 was found in about two weeks in March prior to our visit to the Charter Function. Subsequently I understand other Clubs are committing funds prior to end of this Rotary year for the next project in the Maldives.

RI President Sakuji spent three days with us in the Maldives, and was particularly concerned about education needs and what our organisation can do about it. It is certain that in the future there will be assistance coming from other areas in the world to address these problems.

The Rotary Club of Male' is a member club of **District 3220** which includes parts of Sri Lanka.

## Bill Gates - Polio - Rotary

If you'd like to see the Bill Gates address at Parliament House, Canberra, on 28 May 2013, it can be viewed by clicking on Bill's photo on the right.

If you want to just view his comments on Rotary, the polio campaign and how its eventual success can lead to greater confidence in tackling other world-wide health issues, scroll forward to the 23<sup>rd</sup> minute of the video for 4 minutes.



# “After the Floods - Rotary Assistance for Cardross”

Article supplied by ARC PDG Malcolm Lindquist

Mildura's annual rainfall is 288mm. On February 4th 2011 over 300mm of rain fell in a 24 hour period inundating any low lying area in the district.



One of the worst hit places was the small township of Cardross, a small agricultural settlement, 15 km south of Mildura. In particular the sports centre which was the home of cricket, football, tennis and netball for the community became a fetid lake which destroyed the oval, courts change rooms and all of the contents.



*Cardross 11.02.11, one week after the deluge*



*Cardross footy club needs a solution, the oval under a metre, one week after the deluge*



*Cardross Football oval, one week after the deluge*



*The new BBQ and shelter*

Rotarians in **District 9520** which includes South Australian clubs and the clubs in the Mildura area donated \$27,000 to the Cardross community to assist in the reconstruction under the guidance of the **Rotary Clubs of Irymple** and **Red Cliffs**.



*PDG Malcolm Lindquist, Assistant Governor Lesley Mitchell and Antoinette Lindquist.*

On May 25th 2013 a brand new sporting complex was opened with the unveiling of the new club rooms and a public BBQ and shelter area which was purchased using the Rotary relief funds. The BBQ facility was officially handed over to the local community by PDG Malcolm Lindquist and Assistant Governor Lesley Mitchell on behalf of the Rotarians of District 9520.

It has been a long wait but the cooperation between local Government, the State Government of Victoria and Rotary has been a classic example of Humanity in motion for the residents of Cardross.

## 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 email to [Issa Shalhoub](mailto:Issa.Shalhoub@rotary.org.au), this Newsletter's editor”.

# “Rotary Coordinator Team 2013–14, Zone 8 and 7B”

**Zone 8;** Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.  
**Zone 7B;** New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

## Rotary International Director Zone 7 and 8

**John Boag**

Email: [jboag@eversol.com.au](mailto:jboag@eversol.com.au)



## Rotary Coordinator

**PDG Jessie Harman**

Districts: 9790, 9820, 9830

Email: [j.harman@ballarat.edu.au](mailto:j.harman@ballarat.edu.au)



## Rotary Coordinator

**PDG Noel Trevaskis**

Districts: 9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670, 9685

Email: [n.trevaskis@bigpond.com](mailto:n.trevaskis@bigpond.com)



## Assistant Rotary Coordinators supporting RC PDG Jessie

**PDG David Anderson**

District: 9780, 9800, 9810

Email: [ando.in.yea@bigpond.com](mailto:ando.in.yea@bigpond.com)



**PDG Neal Fogarty**

Districts: 9700, 9710 9670

Email: [fogartys@cirruscomms.com.au](mailto:fogartys@cirruscomms.com.au)



**PDG Raewyn Kirkman**

Districts: 9930 9940

Email: [rkirkman9930@vodafone.co.nz](mailto:rkirkman9930@vodafone.co.nz)



**PDG Lionel Wilson**

Districts: 9970, 9980

Email: [lwilsonfamily@xtra.co.nz](mailto:lwilsonfamily@xtra.co.nz)



**PDG Warwick Pleass**

Districts: 9910, 9920

Email: [warwick@pleass.net](mailto:warwick@pleass.net)



## Assistant Rotary Coordinators supporting RC PDG Noel

**PDG Malcolm Lindquist**

Districts: 9500, 9520

Email: [malantlindquist@bigpond.com](mailto:malantlindquist@bigpond.com)



**DG Keith Roffey**

Districts: 9685, 9675, 9650

Email: [keithroffey@bigpond.com](mailto:keithroffey@bigpond.com)



**PDG Colin Thorniley**

Districts: 9455, 9465

Email: [colin@q-net.net.au](mailto:colin@q-net.net.au)



**PDG Des Lawson**

Districts: 9640, 9630, 9600

Email: [deslawson@gmail.com](mailto:deslawson@gmail.com)



**PDG Judith Henderson**

Districts: 9570, 9550

Email: [surveyor@bigpond.net.au](mailto:surveyor@bigpond.net.au)



*‘Rotary on the Move’*

*Newsletter Editor*

*Issa Shalhoub*

*[shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)*



**Happy  
New Rotary Year**

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](mailto:shalhoubissa@shoal.net.au)