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“ START ASKING PEOPLE TO YOUR ROTARY CLUB TODAY ”

Two articles by PDG, Rotary Coordinator Noel Trevaskis



Over the last twelve months we have had a concerted effort with increasing membership. A lot of clubs have become more focussed on membership as they realise the challenges ahead for their clubs if they don't start to do something now for the future. Membership has to be an ongoing plan and strategy for us as an organisation; it has to become a part of our DNA. We need Rotarians across the Zones taking about membership at every opportunity; they need to be constantly identifying potential Rotarians in their localities. They need to then ask them to the Rotary Club.

Everyone can have access to a myriad of resources on membership. We can share great stories on what has worked in bringing in new members. We can hold membership seminars and workshops, do presentations at the President Elect Training Seminar and the District Assembly, promote ourselves in the media all really worthwhile things that we can do to bring in new members. Our District Governors, Governors Elect, Governors Nominee and District membership teams can all be enthused and motivated about membership.

However at the end of the day it is Rotarians who have to invite people to Rotary. Every Rotarian has to become inspired and motivated to do this. Every Rotarian needs to be involved in membership. Even if people don't think they can invite people they can be involved in membership by identifying potential Rotarians in their community and giving those names to the membership chair in the Club.

When there is a disaster somewhere in the world Rotary is one of the first organisations to get involved we do help where and when needed. We do that because we are engaged with Rotary and we want to change lives, we want to give people dignity. How many more people and communities we would be able to help if we had more members? Our task would be easier with more members. If Rotarians would use the same enthusiasm when they fundraise for disasters in gaining new members we wouldn't have a problem with membership.

Let's be enthusiastic about getting new members, start asking people to your Rotary Club today. Let them get engaged with Rotary so that they can also experience people's lives changing because of Rotary.

“ ARE YOU OKAY? ”

As we come to the festive season it is a time when a lot of people in our communities can become depressed. The festive season can be a hard reminder to many people of a missing husband, wife or partner particularly if it is the first Christmas without them. Then there are those families who have separated or divorced where a partner won't be with their children or grandparents won't be able to have time with their grandchildren. Children will also be sad that they won't be able to have time with one of their parents or grandparents.

It is a time we need to be aware of those close to us and show them that we do care for them we need to spend time with them. Just to call people and ask them “**are they okay?**”, drop in on them or have a cup of coffee, invite them to your house. Just let people know that you do care for them and that you are thinking of them, particularly at this time of the year.

“PUTTING OUR NEW LOOK TO WORK”

Rotary News

Rotary’s new visual identity has everyone talking. Some Rotarians like it and are already using it, as you can see in the examples above. Others aren’t so sure. Even RI President Ron Burton admits to being skeptical during the early stages of the Strengthening Rotary initiative. But after asking many tough questions, he’s become a believer.

“At the end of the day, we’re going to be way ahead on our public image and what people think and know about Rotary,” says Burton.

As you begin incorporating the new guidelines into your communications, keep the following in mind:

- **Clubs do not need to discard any unused materials.** We encourage you to follow the new guidelines on materials you create in the future.
- **Clubs can use the free fonts recommended in the [guidelines](#)** as an alternative to the two recommended fonts that require licensing fees. It’s your choice.
- **Your Rotary pin will not change.** It remains the blue-and-gold metal logo that identifies Rotarians worldwide.
- **The Strengthening Rotary initiative extends far beyond our visual identity.** It offers a new way to tell our Rotary story.

“You’ve got to capture their eye,” says Burton of the new look. “If you capture their eye, you can capture their heart.”

[See more examples](#) of how clubs are adopting the new identity.



Download the [Voice and Visual Identity Guidelines](#) and review the [frequently asked questions](#).

Read how to [Help Strengthen Rotary’s Image](#) and a [news release](#) explaining why it’s important to Rotary’s future.

“PRESIDENTIAL MESSAGE”

RI President Ron D. Burton, Nov 2013 message.

Every Rotarian joins Rotary for his or her own reasons. Often, the reason someone decides to join isn't the same as the reason that person ultimately decides to stay. When I was asked to join Rotary, I accepted because I thought it would be a good way to get more involved in my community. In the end, though, what really got me excited about Rotary service was something I didn't even know about when I joined: **our Rotary Foundation.**



Through our Foundation, I could have a hand in the work of every single Rotary club and district around the world. I could look at any Foundation-supported project, any Foundation program, any country that was declared polio-free, and say: I helped make that happen.

Once I realized that, there wasn't any turning back.

We've accepted a new challenge from the Bill & Melinda Gates Foundation, which has committed to match, two to one, every Rotarian dollar contributed to polio eradication for the next five years, up to US\$35 million per year. And we are now fighting the final battles in our war against polio – a war we are absolutely committed to win.

Our Foundation's goal always has been Doing Good in the World. With our new grant model, we aren't going to be satisfied with simply doing good. We will do the most good we can, in the most lasting ways possible – for the people who need us the most.

“SOCIAL NETWORKING”

POSTING GUIDELINES FOR ROTARIANS

From *Social Media Guidebook, District 6690*

- 1. The 4-Way Test definitely applies to social media!** Never represent yourself or Rotary in a false or misleading way. Avoid exaggeration. Your honesty will be noted in the social media environment.
- 2. Be transparent.** If you have a vested interest in what you are discussing, be the first to say so. If you are writing about Rotary, use your real name, identify that you are member of your club, and be clear about your role.
- 3. Tailor your message to the audience.** For example, women are five times as likely to use Pinterest than men (Pew Research, 2012). Share your message differently here than on LinkedIn. In every case, however, post meaningful, relevant, and respectful comments – no spam and no remarks that are off-topic or offensive.



4. Avoid comments on anything related to political or religious matters when representing Rotary.

5. Follow the 70/20/10 Rule of social networking. Post valuable and/or interesting content 70% of the time; Participate and engage with others 20% of the time; Directly promote Rotary or your club only 10% of the time.

6. Interact with your guest speakers. A simple thank you, a question or a comment about something they said during their presentation is a nice touch. Include their website, Twitter profile, or Facebook page as a small reward for donating their time. Post an action photo of them delivering their presentation if possible.

- 7. Stick to your area of expertise.** Provide unique, individual perspectives on non-confidential activities.
- 8. Never speak ill of a fellow Rotarian, Rotary, or any other service club online.**
- 9. When disagreeing with others’ opinions, keep it appropriate and polite.** If you find yourself in a situation online that looks as if it’s becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly.
- 10. There is no real privacy on social media.** What you publish is widely accessible and will be around for a long time, so consider content carefully. Google never forgets. Postings can still be found years later even if you think they’ve been deleted or are no longer visible. Privacy settings have limitations and are always changing.

“DIVING IN TO SOCIAL MEDIA”

Rotary Weekly Update, 1 Nov 2013



Click [here](#) to view the video.

See how a Rotary member used social media to organize a worldwide fundraiser and set a Guinness World Record. And discover what social media can do for you.

Paul didn’t know much about social media, but when it came time to publicize his club’s global “swimarathon”, he dove right in. Using a combination of social media tools, Paul got over 200 Rotary clubs on six continents to join the marathon, raised more than \$100,000 for polio eradication, and attracted 16 new members.

“YOUTH SERVICE RE-ENERGIZES ROTARY”

Posted on **10/09/2013** by *regionalcoordinators*

Written by *Gérard Allonneau, Rotary Coordinator, Zone 11 & part 20B*



“We Believe in Youth” was a major slogan used during our national communication campaign for Rotary in France. But we don’t see more young people in our clubs.

Since 2010, Youth Service includes all Rotary Youth Programs. Every district in France appoints a District New Generations chair (DNGC) responsible for staying in touch with our youth alumni, offering them new activities, and inviting them to join an Interact, Rotaract, or even a Rotary Club.

A Youth Programs Cross-promotion Day was organized in several districts in our zone. We invited former Youth Exchange and RYLA participants, Interactors, and Rotaractors as well as young Rotarians.

Here are two examples.

In **District 1640**, former youth program participants were really happy to be together again after several years. They showed interest in the “Family of Rotary” and, in particular, joining Rotaract.

In **District 1720**, the needs of young people were assessed through a brainstorming session. We used an assessment model that allowed us to immediately interpret the responses to our questions.

When asked about the concrete steps Rotary should take to encourage the involvement of youth in Rotary, these young leaders answered as follows:

- Increased communication targeting young people (31%)
- Increased assistance in helping young people start a career (25%)
- Increased inter-generational service (18%).

Overall, youth service re-energizes Rotary for three reasons:

1. Working with young people can be a motivating factor for Rotarians;
2. Active collaboration with Rotaractors and Interactors energizes Rotary service projects;
3. Mentoring programs conducted by Rotarians and Rotaractors inspires a new generation of Rotarians.

Learn more about [Rotaract](#), [Interact](#), and other opportunities for young leaders on the Rotary website.

“HELP MEMBERS CONNECT FOR GOOD”

From Membership Minute Oct 2013

The publication formerly known as Rotary Basics is now called Connect for Good and contains information to help new and current members engage in Rotary.

Whether it’s identifying a need in the community and leading a hands-on a service project or hosting a **Rotary Youth Exchange** student and learning about another culture, Connect for Good offers many opportunities to get involved in Rotary.

Connect for Good also encourages Rotary members to stay connected by updating their profiles on www.rotary.org/myrotary, sharing their service projects on **Rotary Showcase**, and using social media to reach out and start conversations.

Explore Connect for Good and start making your connections today!
Available for purchase at shop.rotary.org.



“CHRISTCHURCH SOUTH YOUNG ADULT MEMBERSHIP INITIATIVE”

Article by Shelly Harrison and Tony Blackler, Rotary Club of Christchurch South, D9970.

TONY BLACKLER. Since joining Rotary I have been very aware that we sponsor students to RYLA and after their presentation to the club we lose contact with them. In my year as President we were fortunate to have a dynamic young lady in Shelly Harrison who was willing to commit to coming to as many of our club's meetings and projects as was practical, to see what Rotary was about and see if it was something that she wished to be involved with. Shelly's commitment and interaction with the club was key to the success of her initial involvement with the club.



Shelly Harrison and Tony Blackler

In the latter part of the 2012 year we put a proposal to the club to include a number of previous RYLA attendees. An associate member category was set up enabling the Young Adults to experience Rotary fortnightly and become involved in a range of the club's activities. Following the initial period as an associate there is the opportunity to become full members of the club. We have offered subsidised meals for students and for the first year subsidised membership.

Key to success of this initiative has been:

- An enthusiastic young person who was willing to commit to the initiative;
- A number of other previous RYLA attendees that wanted to join with Shelly;
- A member of Christchurch South that was committed to developing the concept with Shelly;
- A club that was receptive to a membership initiative that was a little radical and that embraced the younger members; and
- A club with an evening meeting which enabled more young adults to be able to attend.

SHELLY HARRISON. My first involvement with Rotary was attending a RYLA course. At that stage my knowledge of Rotary and what it is all about was extremely limited. RYLA really grew me as a person and improved my professional skill-set exponentially. I was grateful to Christchurch South for the opportunity they had given me and I wanted to stay in contact in some way and felt that helping out with their club fundraising would be a good way to 'give back'.

Thanks in large part to the very enthusiastic Tony Blackler, I was kept in the loop for all fundraising events and invited to attend as many meetings as I would like. It was through these fundraising efforts and the fortnightly meetings that I really fell in love with the members and the club in general. They were very welcoming and enthusiastic and it wasn't long before I decided to become a Rotarian.

No other RYLA attendee in my year group had become involved with their sponsoring club post-RYLA and I felt that my peers were missing out. Many of them were keen to at least attend some Rotary meetings to see what it is like. Christchurch South was extremely receptive of the idea of including other RYLA attendees in club activities and from this idea the Young Adults group was born.

Within a year of my peers from RYLA attending a meeting, we have six full Rotary members along with a number of associate members who are keen to progress to full membership. South has accommodated this influx establishing a Young Adults Committee, which I chair, and Tony Blackler is the liaison contact for the Board. Already we have carried out community projects on our own account and we have provided man-power for the club projects and fundraising.

As a part of the 2013-14 club budget, the Young Adults Committee was allocated funding by the Board to carry out projects. This has made the Young Adults really feel like an integral part of the club and has enabled us to commence planning projects and further fundraising. This status within the club only adds to the desirability for new young people to get involved. We have already expanded beyond 'RYLA attendees' and incorporated some RYE individuals. Our plan for the future is to include individuals who may not have had any prior involvement with Rotary.

What started as an idea 2 years ago has proved a great success for Christchurch South and has significantly changed the dynamics within the club.

If a Rotary club is keen to take up this initiative we would welcome the opportunity to assist, click [here](#) to contact Shelly.

“ROTARY IS LOCAL – GET THE LOCALS TO SUPPORT YOU!”

Extracts from a Newsletter received from PDG (9920) Beryl Robinson, Editorial & Promotions Manager, New Zealand & Pacific Islands. The Newsletter is sent to all club Presidents and district leaders throughout NZ and the Pacific Islands as detailed at www.rdunewsletter.rotarysouthpacific.org



Developing a relationship between the club and the local community is vital to your club's success, and there are some easy ways to grow and strengthen this relationship.

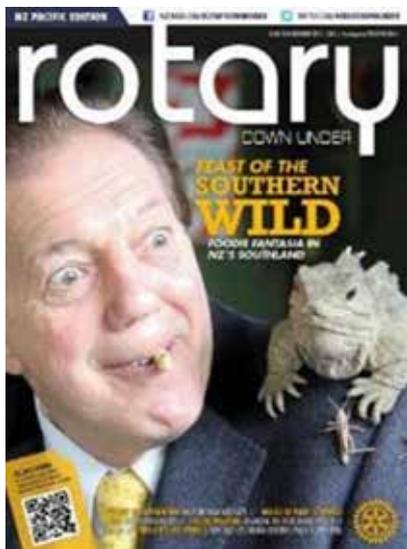
For almost a century, Rotary did realise the importance of **public relations**, but today we need it to not just prosper but survive. This is all about developing a relationship between the club and the local community, including:

1. Creating a **presence** that can be accessed 24/7 365 days a year.

Clubs have a fixed presence of only about 1½-2 hours a week at their meeting times, yet there are readily accessible tools such as updated websites and social media that create a presence that the community can access anytime that is convenient to them.

2. Getting the **message** out in a way that describes the experience the community has with the club.

Providing non-Rotarians with a positive perception of the club and its members is often the first step to getting the public to experience Rotary on a personal level, whether to attend an event or project, or to come along and learn more about Rotary at a club meeting and get to know your members.



Nov 13 edition of Rotary Down Under
NZ Pacific Region

So what might be a practical **action plan** you can use? Books are written on this topic but fortunately there are some very easy actions that a club can do right now to make a difference:

1. Every club in our six New Zealand-based districts has a free **website** within www.rotarysouthpacific.org that can be looked after by non-technical people who can use the ready-to-use templates to get going virtually instantly.

○ Go to www.clubsetup.rotarysouthpacific.org

2. Writing a 300 word **article** about every club project and event is easy, and along with a great **picture**, tell to a story that attracts people's interest in the club. If that article and picture is then sent out far and wide as one email to multiple recipients, it makes members feel great about their achievement, it promotes the club thereby raising the positive public perception of the club, and it becomes part of the long-term presence of the club in the community (think Google search).

○ Look at www.goodpublicity.rotarysouthpacific.org for more support in doing this for your next event and project.

Are your members passionate about your club?

If they are, there will never be a shortage of people to run projects, or take on leadership roles in the club, or contribute and implement new ideas to add to the vibrancy and success of your club. To build passion for the club and Rotary, members need to know something about Rotary within and beyond the club. After all, why do you produce a club *bulletin* weekly? For Rotary outside the club, this is done for you and delivered direct to your members, so it benefits the club to encourage all members to read **Rotary Down Under** magazine every month. A **Sergeant's RDU quiz** once a month from the latest magazine is also good Sunshine Fund builder!



“PROMOTE THE WORK OF YOUR FOUNDATION”

WITH RDU MERCHANDISE AND PROMOTIONS

Please visit the Rotary Down Under merchandise and promotions online shop, for a wide range of supplies, such as:

Rotary Meeting Requirements, Presentation & Giftware, Clothing & Accessories, Theme Items, Lapel Pins, Promotional items, Plaques & Trophies, Conference Requirements, Souvenir items and lots more ... www.rdushop.com.au

“RIDING AGAINST POLIO”

From Rotary Down Under, Nov 13 Issue 556

A group of **District 9710** motorcyclists have hit the road to raise awareness of the fight against polio. As a lead up to their District Conference in Merimbula, NSW, on October 11-13, the group, led by District Governor Maureen Manning's partner Stephen Daniel, covered over 1000km in one week.



From left, Rex Koerbin, John Gillett, Martin and Fran Brown, Lynne Koerbin, Noel Andrews, Stephen Daniel and Chris Zammit hit the road to raise money for polio research.

They left Merimbula on October 6, travelling along the Sapphire Coast Highway to Bega, then up the Princes Highway as far as Berry for the Berry markets, onto the Southern Highlands for the Tulip Festival, then Goulburn, before reaching Canberra for a stop at Floriade. The adventure continued heading off to Yass, Tumut, Tumbarumba, Bombala and finished off at Merimbula for the start of the District Conference.

At each of the stops the local Rotary clubs provided morning tea or lunch and also took the opportunity to sell END POLIO NOW! pins and draw attention to the work being done by Rotary to fight Polio.

The ride had three aims: the first and foremost was to raise awareness to the fight against polio, the next was to make the public aware of the changing face of Rotary members and the third, very important, objective was to promote membership in Rotary.

Share your Club or District Service Project

We would like to hear from clubs or Districts 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), this Newsletter's editor.

“ THE ROTARY FOUNDATION RECEIVES GUATEMALA'S HIGHEST HONOR ”

Rotary Weekly Update, 1 Nov 2013, By Daniela Garcia

The government of Guatemala awarded the Order of the Quetzal, the country's highest honor, to The Rotary Foundation last month, in recognition of Rotary's humanitarian work in Guatemala and its contributions to the campaign to eradicate polio.



A star-shaped badge, appearing here on the Rotary flag, marks The Rotary Foundation's rank of Grand Officer of the Order of the Quetzal. Photo Credit: Tono Valdes

During a ceremony held in Guatemala, Minister of Foreign Affairs Luis Fernando Carrera Castro presented the award to RI President-elect Gary C.K. Huang.

"On behalf of all Rotarians and Rotary, we are honored by this award from the Guatemalan government," Huang says. "We want to share this with all Rotarians."

"This award is not just for the Foundation or the Rotarians in Guatemala, but for Rotarians all over the world," says Jorge Aufranc, past governor of District 4250 and a member of the Rotary Club of Guatemala Sur. "It is international recognition for the work that all Rotarians do."

“EMPOWER LEADERS”

From Rotary International website

You can help develop leaders in your community and club by getting involved in Rotary programs and activities. Empower young people through Interact and Rotaract. Encourage community involvement by sponsoring a Rotary Community Corps. Or share your expertise in a Rotarian Action Group.



- Sponsor a Rotaract club
- Sponsor an Interact club
- Organize a RYLA event
- Create a scholarship
- Start an exchange
- Promote Peace Fellows
- Organize a Rotary Community Corps
- Form a Rotary Fellowship
- Join a Rotarian Action Group

“REGISTER EARLY FOR SYDNEY CONVENTION AND SAVE!”

- Register by December 15, 2013 – US\$310
- Register by March 31, 2014 – US\$360
- Register AFTER March 31 or on site – US\$410

Fees VARY for different categories of registrants, see RI official registration form for full details, also for Convention registration, Preconvention Meetings-House of Friendship Experience, Ticketed RI Events and Cancellation policy and refunds click [here](#).

or look for the hard copy registration form in the November issue of 'Rotary Down Under' magazine.



Season's Greetings
from the
Rotary Coordinator Team.

**THE NEXT ISSUE of this Newsletter
will be published in February 2014.**

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

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 2013 - 2014

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Zone 7B; New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

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