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## "A MOVE TO ACTION BASED ROTARY CLUBS"

*From an article by PDG ARC Lionel Wilson*

We live in rapidly changing times. Social, cultural, economic and technological changes have led to a variation of traditional forms of workplace and community.

Today's Rotarians are males and females, aged between 21 and 80 plus, and are generally committed to an interest or worthwhile cause both inside and outside Rotary.

Far from purely 'doing good', today's Rotarians are motivated to rally together for a common cause, often for a short duration, for the satisfaction of working with others and to have a sense of contributing to the bigger scheme of things. They also embrace an opportunity for work experience and skills acquisition.

It seems likely that tomorrow's Rotarians will be available to contribute at various times of the day and for varying periods of time. They will come from all walks of life, from both the community and the corporate world. They are likely to be highly skilled and will seek meaningful involvement.

So, what does this mean to Rotary and the programmes clubs currently run and might run in the future? The challenge is to fit the CAUSE to the potential new Rotarian rather than what we have traditionally done as projects. Unless we are receptive to the changing motivations of younger generations, Rotary risks not gaining dedicated new young Rotarians by not understanding their value because of their age and our traditional thinking!

The mission of many Rotary clubs is raising community awareness and appreciation of local causes and community needs. How better to achieve this than by directly involving the community in mutually beneficial activities?

This will require swinging existing organisational cultures around from ones that view young people as additional volunteer workers to ones that value new young Rotarians as advocates and active contributors, not just weekly meeting goers. It needs to be understood that young people are vital links between the Rotary organisation and the community and therefore need to be integrated fully into our organisational structures. Only then will older Rotarians not feel threatened by young new Rotarians taking over their club, but will appreciate that our young members create opportunities.

In the end, the winner is a healthy society and a growing base of Rotarians.



## "RI PRESIDENT'S MESSAGE"

The more members we have, the more people we can help. A stronger membership base will result in stronger communities," says Huang.

Huang also hopes his presidential theme, Light Up Rotary, will encourage members to brighten Rotary's image to the public, which he believes in return will improve member recruitment and retention.

"Being a Rotarian has given me the opportunity to help those in need. As president, I can inspire our members to take advantage of the same opportunity and bring happiness in people's lives."

# "MEMBERSHIP / PR SEMINAR LIKE SPEED DATING!"

200 ATTEND MULTI DISTRICT CAFÉ STYLE MEMBERSHIP / PR SEMINAR AND HAVE FUN!

Article by PDG ARC Des Lawson

A couple of years back, a concept was tried where the group of five Districts ([D9640](#), [D9630](#), [D9600](#), [D9570](#) and [D9550](#)) in Northern Australia came together for a Regional Membership / PR Seminar. The districts agreed that by rotation, each District would in turn host the Seminar in their own individual and special style. The concept was to allow the introduction of different ideas shared from one District to another for the good of Rotary. The first of these Seminars was hosted by D9630 in Brisbane last year and this year D9600 designed and organised the seminar.



The guidelines for this year were:

**FREE THINKING** - No rules or constraints were given to the District running the Seminar except that it needed to be as cost effective as possible, needed to be as much fun as possible and be of great value to each attendee. On every point for this year's Seminar held on 17<sup>th</sup> August exceeded expectation.

**THE CONCEPT** - Headed up by DGN Alan Stephens, PDG Tony and Elizabeth Holmes the team at D9600 created an International Cafe concept for this Seminar held at Caboolture, a northern suburb of Brisbane, for just one day, at a venue named **The World Café**. Theatre style seating for the 200 attendees gave way to a series of individual tables, each seating about 6 people and each with a plain white paper table cloth and felt tipped pens (to jot down ideas coming from the table). A sign at each table displayed the topic that was to be discussed and an RLI (Rotary Leadership Institute) trained facilitator was then assigned to each table to help keep the topic on track. Even the keynote speakers were attired in waiter's aprons with napkins over their arms. Menus and bowls of flowers on each table completed the atmosphere being created.



**PROGRAM** - To maintain the fast flowing concept, the welcome and administration matters required were kept to a minimum. The two keynote speakers, Zone Coordinator Malcolm Lindquist speaking on Membership and Zone Coordinator Phillip Archer speaking on Public Relations / Public image kept their presentations punchy and to the point. PowerPoints were prohibited and both did an excellent job using an informal style, much the same as one would see when addressing a group of friends.

After Malcolm and Phillip had spoken, it was down to a series of 25 minute, free spirited and free thinking ideas exchange based on the topic that was allocated to each table. After the allotted 25 minutes, the attendees would simply leave their tables and join another table to start a different topic of their interest with a different group of people all designed to provide great networking opportunities and the diversity of the attendees coming from districts represented 25% of Australia's Rotarians (and all in one room). With over thirty tables available, and six opportunities to rotate tables during the day, it felt a bit like speed dating for Membership and Public Image! Ideas flowed freely because of the small groups at each table and the RLI facilitators were charged with making sure that each person at the table was included in the process. Towards the end of the 25 minute sector, each facilitator would write down on the tablecloth any fresh ideas that had come from their group discussions. During the day, some of the ideas were presented by facilitators to all attending.

**SUMMING UP** - Attendees to the Brisbane venue, hosted this year by D9600 were greeted and treated to something quite unique. The whole team staging the event did an absolutely fabulous job to stimulate peoples thinking. The enormous job now of collecting and correlating the comments continues and once completed results will be sent to all those who attended (and anyone else who is interested in the outcomes).

Albert Einstein once said: "Madness is doing the same thing over and over and over again, and expecting to get a different result each time".

D9600 accepted Albert Einstein's thinking and made sure that things were not the same.

I am truly excited as to what next year will bring with these Regional Membership / PR Seminars and together with Assistant Regional Coordinator Ian Lomas, I am sure that attendees will again be treated to something that they may not have experienced before in their Rotary life.

# "MENTOR AN INTERNATIONAL STUDENT - GAIN A MEMBER"

Article by RC PDG Malcolm Lindquist

An unexpected result of Rotary clubs mentoring student graduates has been thirty new, young and enthusiastic Rotarians in less than three years.



PDG Euan Miller developed the program in South Australia as part of a "Job Ready Internship" initiative to help international tertiary students understand Australian business culture through internships in Rotary clubs and assist them to find employment in identified skills shortage vocational areas.

The program has allowed the graduates to access the business networks that exist within Rotary and also be exposed to the programs of Rotary and in turn be involved in Rotary projects.

The spinoff has been that these young people, who are mostly Asian, find their Rotary involvement rewarding and seek to join their host club. Because in Asian culture the elderly are respected perhaps they are not put off by the active grey haired brigade! Currently around 20% of student interns are becoming Rotarians.

The job ready internship program is gaining in popularity and has spread to other areas in Australasia. Three universities and clubs in District 9800 joined the project in 2013 and currently Griffith University on the Gold Coast is working with D9640. In New Zealand D9940 is working with Massey University. The flow on effect has been outstanding. The following are but a few of the achievements of interns:

- Ahmed (Ranny) Ranesh initiated the formation of the first Rotary Club in the Maldives ([RC of Male](#)) through his involvement with the [Rotary Club of Eastwood](#)
- Several of the new Rotarians have taken up leadership positions in their clubs (Treasurer, Bulletin Editor etc)
- Many have been sponsored to attend Rotary Youth Leadership Award (RYLA) seminars
- Many have become Rotaractors



**Ranny Ranesh who inspired the formation of RC of Male in the Maldives**



**Lulu Peng who is the current Treasurer of RC of Edwardstown**

This program is proving to be of benefit to both individuals and the Rotary clubs. For many international students it is difficult to form relationships with Australians outside of their university.

Negotiations are currently underway to establish new relationships with ANU (Australian National University) and Deakin universities in Australia and the Universities of Auckland, Victoria and Otago in New Zealand.

If you would like to know more about this exciting project which has been shown to support our Regional Membership Development Plan please feel free to contact PDG Euan Miller [euanm@gdayaust.com.au](mailto:euanm@gdayaust.com.au)

## "Reach out to Rotaract and Interact Clubs"

RI President Message, from Rotary Leader Sept 14 issue

I encourage you, as members of Rotary, to reach out to the Rotaract and Interact clubs you sponsor and let them know that the work they do matters. Invite them to take part in your projects. Invite them to your Rotary Day celebrations.

This Rotary year, we have a theme: *Light Up Rotary*. And that is what I am asking all of you to do – to *Light Up Rotary* with your service now and to light up the world when these young leaders are leading Rotary, just a few years from now.



# "LIGHTING UP ROTARY IN THE TOP END"

**Article compiled by PDG RC Malcolm Lindquist**

Moorthy Karuna is the District Governor of **D9550** which includes Timor Leste, the Northern part of Australia and Thursday Island.

His report on his first month in office showed how much our districts vary geographically and socially.

During July Moorthy

- Visited twelve clubs including Darwin, Katherine, Nhulunbuy (Gove), Thursday Island, Airlie Beach, Proserpine and Ayr
- Travelled 11000 kilometres
- Visited two Rotaract clubs in Timor Leste, including Dili
- Enjoyed the Fireworks during his official visit to [Rotary Club of Darwin Sunrise](#) (Territory Day)



**DG Moorthy**



**DG Moorthy with the Rotaract Club of Dili**

Whilst Moorthy's district, like **D9600** which includes PNG and Solomon Islands and Districts **9910** and **9920** which includes the Pacific Islands, Fiji and part of New Zealand, is quite diverse geographically his report highlights the Family of Rotary and social meetings that are associated with the DGs visit.

Whilst visiting clubs Moorthy, Lini and daughter Karminee have enjoyed a boat trip to Katherine Gorge, attempted to fish in Coroboree Billabong (no fish!), visited the Wet Coffee Processing Plant in Dili and visited aboriginal settlements to observe didgeridoos being made.

It is apparent that the Rotarians of D9550 are doing great things to assist their fellow citizens by undertaking worthwhile projects in their communities.

Last year their District sponsored a Vocational Training Team of Dental workers to visit Timor Leste to supply much needed dental support and training. Many other districts have and are also supporting projects in Timor Leste.

*District 9550 is doing its bit to Light Up Rotary. We would love to hear of other events that are highlighting the work of Rotary and the benefits of membership in your district.*

## "FORMER NAVY CODE BREAKER FORMS WORLD'S FIRST FACEBOOK-BASED ROTARY CLUB"

**From Rotary Weekly 19 Sept 14**

When a serious illness stripped away many of her professional ambitions, Amanda Wirtz turned to humanitarian service and Facebook to give her life new purpose. Wirtz launched the world's first Facebook-based Rotary club last year, United Services Rotary.

[Read more](#)

# "RECENT MEMBERSHIP WEBINAR WELL SUPPORTED"

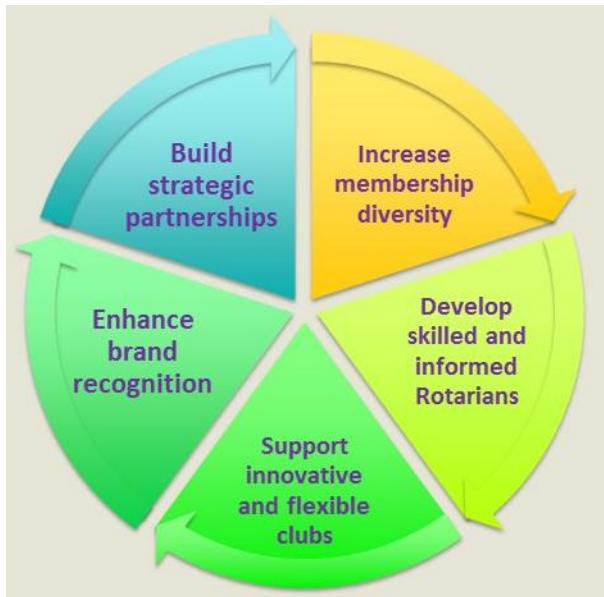
Article by PDG RC Jessie Harman

More than 130 Rotarians joined the recent 'Flexible and Innovative Clubs' webinar held in August to mark Membership Month.



Moderated by Noel Trevaskis and Jessie Harman, the webinar highlighted current examples of flexibility and innovation being implemented by clubs in an effort to strengthen membership.

The webinar began with examples of innovative club structures, including eClubs, satellite clubs, associate membership, corporate membership, and 'Friends of Rotary' arrangements, implemented to help clubs be more modern and responsive. It went on to feature clubs which have introduced flexibility into their operations, through changes to meeting formats, committee structures, and club leadership. The webinar concluded with some examples of innovative strategies for attracting and engaging members.



Highlights of the webinar were presentations given by Kaye Titmarsh and Des Lawson. Kaye related information about her club, the Rotary eClub of NextGen Australia, which meets weekly using GoToMeeting software. According to Kaye, the 'low key' meeting format, and lower membership dues, suit the club's mostly younger members. The club's innovative approach to service, and active use of social media, means members are equally as engaged and enthusiastic as Rotarians in more conventional clubs.

Des Lawson noted how his club, the Rotary Club of Port of Brisbane, has introduced new meeting arrangements and club structures to successfully revitalise itself. With renewed energy and enthusiasm, club members are taking on larger service projects, and making a real difference in their community.

The 'Flexible and Innovative Clubs' webinar was the third webinar in the Zone Regional Membership Plan webinar series.

**Regional Membership Plan, Zone 7B and 8**

Copies of the PowerPoint Presentation, including presenters' notes, can be downloaded from the [Rotary Australia website](#).

# "BE A VIBRANT CLUB"



Rotary International's publication 'Be a Vibrant Club' is a great resource for Clubs and Districts in our Zone. The publication features tips and hints, ideas and resources to help clubs engage members, conduct meaningful service projects and try new ideas.

'Be a Vibrant Club' recognises that club activities should reflect the diversity and personality of its members, and that every member should feel empowered to shape his or her club's future and make it outstanding. It is designed to help clubs be even more relevant and responsive.

'Be a Vibrant Club' is available for download at [www.rotary.org](http://www.rotary.org).



# "ROTARY STORIES ENCOURAGE NEW MEMBERS"

*By PP Judy Ford of the Rotary Club of Yass, Membership Chair, D9710*

The **Rotary Club of Yass (D9710)** has found a successful formula for finding new members and Rotary stories are the important factor.

Although we are encouraged to, few people like asking friends or acquaintances to join Rotary for fear of rejection. No one likes to hear the word NO!

Yass Rotary has been running a membership recruitment drive that has had some excellent results. The steps are:

1. Decide on a date for the membership night.
2. Tell members the date and ask them to think of people they know who might be suitable as Rotarians. Ask them to provide their names and addresses. These people do not need to be close friends, or even someone they know well. They can be simply someone they have met once or twice and seem to be the type of person for whom Rotary would be a good thing.
3. Once a list of about ten people has been compiled, a letter is sent out to each one, from the president, by mail and signed. The opening paragraph says:

*A respected member of our Rotary Club has put forward your name as a leader in business, a professional and someone involved in our community. We would therefore like to extend an invitation to you to come to a relaxed evening, with like-minded people, to hear about the activities of Rotary International and your local Rotary Club.*

4. It then goes on to say a short bit about Rotary and gives the time and place for the meeting.
5. On the night the evening is held more like a cocktail party, not a regular meeting. Finger food replaces the normal meal. This gives the visitor and members an opportunity to mix well.
6. We do not have a special guest speaker but ask four or five Rotarians to tell their Rotary story in five or less minutes. The story might be about how they joined Rotary, what it is like to be a younger member in Rotary, what projects the Club does that they enjoy, a special experience they have had as a Rotarian etc. The stories need to be varied so that the visitors can find at least one to which they can relate. Do not choose Rotarians to speak who ramble, or are boring.
7. At the end of the evening, invite them all to come back again as a club guest, to a normal meeting. As they leave give them a pack of information they can take home.
8. **MOST IMPORTANT!** The next day each visitor needs to be contacted by a Rotarian and encouraged to come again. Sometimes this might mean being picked up and brought home.
9. At Yass we ask our potential members to come three times as a visitor and during that time we carry out the normal process of filling in the paperwork, explaining what membership means and finally inducting them on the fourth or fifth meeting.
10. At our most recent membership evening, which was just before Changeover, we had 11 visitors and of those we inducted 7 and the others are still considering joining.

This is a simple method, avoids Rotarians to feel threatened, embarrassed or rejected and introduces Rotary in a friendly and informal manner.



**L-R D9710 Governor Rowley Tompsett and new members; Hannah Burn-Petersen, Karen and Mike Granton, Richard Miller and Club President Kirsty Holmes. 15 July 2014**

# "PLANS FOR MEMBERSHIP"

WHAT IS THE ROTARY CLUB OF DONCASTER (D9810)  
DOING TO ATTRACT NEW YOUNGER MEMBERS INTO THEIR CLUB?

*From the Rotary Club of Doncaster, article received from ARC IPDG Tim Moore, DG 2013-14 D9820*

Our observations tell us that younger recruits to an established Rotary club will only "stick" if there is a peer support network. With our aim to enrol a new cohort of younger members into our club, the **Rotary Club of Doncaster (D9810)** has decided to implement a new, integrated and complimentary meeting format.

The members of this group would be full members of the Rotary Club of Doncaster but will meet weekly as a group separately from our current dinner meeting. Both groups will however join together for a weekly dinner meeting once every 4-6 weeks and both groups will be encouraged to join together for club social activities as often as possible. The new member group will also be encouraged to participate in the club's established projects as well as decide on their own projects which may utilise and call on assistance and participation from the established group. In keeping with our club's tradition, new members will be encouraged to get involved in District activities as much as possible. Lastly, any member of either group will be able to attend and be welcomed at either meeting, at any time.

Mentors will meet with the new group initially and on an ongoing basis as required, to guide them into the Rotary paradigm. We also expect them to be capable of developing their own mentors within their group.

The goal is to provide every opportunity for all members to work and socialise together while at the same time, providing the younger people with the opportunity to create a meeting paradigm that caters to their needs.

In other words, we will essentially be one united club with two separate meeting times.

## **Purpose:**

- To enrol more and younger members into our club;
- To form a pathway from younger community service into ongoing Rotary membership;
- To provide an example for other clubs in our District.

## **Desired Outcome:**

- That younger people have an alternative meeting forum to attend when joining our club. This option will provide access to all the richness of fellowship, diversity of projects and interests offered by our dynamic Rotary Club but to be able to do this within a context and environment that they can identify with and feel more comfortable with.

# "DISTRICT MEMBERSHIP WORKSHOP"

*Article by PDG Dick Garner, Chair, D9810 Membership Committee*

On Friday 25<sup>th</sup> August District 9810 held a Membership Workshop and 112 Rotarians attended. This represents close to 10% of the District membership. The meeting was opened by DG Tony Monley who stressed the importance of growing membership and Rotary International's commitment to this cause.

It was highlighted that District 9810 has a large number of clubs with memberships of less than 20 members. These clubs are well established and, with the expertise and enthusiasm of their members, they continue to achieve great results for their communities. From a new member's perspective these clubs have an advantage as it is easier to get to know a smaller circle of members, and new members can also quickly become involved with club projects. The objective therefore is to help grow the membership of these clubs, as well as the larger clubs.

Also during the workshops, Alma Reynolds and PDG Dick Garner covered the topics of "Being a Vibrant Club" and new District Initiatives respectively. The Key Message from the meeting was that all Rotarians need to become Membership "Game-Changers".

## SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

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**, this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

## "ROTARIANS OF TOMORROW"

From RI President GARY C.K. HUANG, Sept 2014 Message

When I became a Rotarian, environmental issues were barely on our radar. To young people today, these concerns are front and center. Their perspective is a valuable contribution to the world of Rotary service, and it is one that we should all encourage and support. Just as they are learning from us, so should we be learning from them.

The young people who are serving in Rotaract and Interact, and participating in Youth Exchange and RYLA today, are the Rotarians of tomorrow. When we support them, we are supporting the future of our entire organization. We are helping to train the men and women who will be the club presidents, district governors, RI directors, and RI presidents of tomorrow.

## "MILES TO END POLIO"

Rotary Weekly, 29 Aug 2014

On 22 November, Rotary International General Secretary John Hewko and six Rotary staff members will be joining Arizona Rotary members to bike up to 104 miles in El Tour de Tucson to fundraise for polio eradication.



[Learn how you can support their effort](#) and read about the team members.

**Did you know?** In March 2014, the World Health Organization announced that its Southeast Asia region is officially polio-free. The certification came on the heels of India's successful fight against the disease: It celebrated three years without polio in January 2014.

## "EBOLA OUTBREAK"

Rotary Weekly, 5 Sept 2014

Rotary club of Monrovia spearheads relief campaign. Over the past six weeks, Rotary members in Liberia have raised \$21,000 to provide urgently needed supplies to hospitals, quarantine facilities, and the country's Ministry of Health. But the need has continued to grow. Members are hoping to harness the goodwill of Rotarians worldwide to expand their efforts.

[Read more about the project](#)  
[Support the project on Rotary Ideas](#)  
[Read the latest about the outbreak from the CDC](#)



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

ROTARY COORDINATOR TEAM 2014 - 15  
Zone 8 and 7B

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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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