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“MEMBERSHIP – WHAT MAKES IT WORK?”

Article by PDG Malcolm Lindquist Rotary Coordinator Zone 8 (Part)



In March I had the privilege of attending the ANZAC Centenary conference for District 9465 in Albany, Western Australia. DG Brian Eddy and his team are to be congratulated on choosing this historic ANZAC location for their conference. I was impressed with the way in which all clubs were contributing to their community but what stood out to me was that those clubs that were thriving and expanding were those which exhibited a passion for a project or an activity. Whether it be support for the Teen Challenge rehabilitation project in Western Australia initiated by the RC of Mill Point and supported by the RC of Crawley, or Microscopes for Schools program inspired by the RC of Freshwater Bay it is the passionate support that seems to attract new members. To me the Rotary Clubs of Mill Point, Crawley, Freshwater Bay, Kwinana with its Water and Sanitation projects in Timor Leste and Como with its childhood support scheme in WA all illustrate this point with their membership growth.

Similarly when keynote speaker Keith Abraham addressed the District 9500 Conference he labelled his topic “It all starts with Passion”.

This year DG Craig Edmonston has launched two new and expanding clubs in his District 9570 in Queensland resulting in a District membership growth of over 60 in the year to date figures. Someone must have been passionate!

Also this year in my area of Zone 8 we have seen the launch of three new E-Clubs - the E-Club of Greater South Oz (D9500), the E-Club of Rural Australia Nomads (D9630) and Rotary E-Club of Western Australia. This means that there are now seven E-Clubs operating in Australia.

As well as this the foundations have been laid for the formation of new clubs in expanding areas of Seaford (South Australia D9520) and Baldivis (Western Australia D9465).

In each of these areas there has been an individual (usually the District Membership Chair) who has pursued the project with passion.

If we are passionate about a project or activity and we involve club members one would hope that they are too involved to consider leaving.

I overheard a conversation recently where a club member stated that we will have to cut back on some of our projects as we do not have enough members to carry them out. Shouldn't he have said we will need to get more members to carry out all of our projects!

What would your club do?

Let's get passionate about membership!



Membership & Public Relations Resources

Often club and District leaders find it time consuming to access material relating to membership and public image. The Membership Chair for D9520, **Mark Huddleston**, has created for the District 9520 Assembly a comprehensive list of materials with links that can be easily accessed by clubs or District officials.



These resources have been made available, gratefully, for our readers by Mark and can be downloaded [here](#).

"IS YOUR CLUB FUN?"

From Rotary Voices - Posted on [March 27, 2015](#)

By Danielle Lallement, past president of the [Rotary Club of San Francisco Evening](#)

Walking into our district assembly recently, I looked up and saw fellow club members at the top of the bleachers in crazy wigs and big funky glasses, passing out noisemakers. When our president-elect, Ehlan Siddiqi, crossed the stage to receive his pin and banner for his presidential year, we raised the roof with our noisemakers and cheers.

This is just one example of the fun and energy that we are trying to create in our district. Our club may have unconventional ideas, but we are bringing more life and vitality to the organization.



The San Francisco Evening club makes its presence known during a recent district assembly.

We have learned a number of things through our club's formation and development, and chief among these is that if we want to attract more people into Rotary, we have to listen to what they want. We have made an effort to be extremely member-focused and flexible.

We are aware that our members have many choices when they decide which organization they would like to support. And many of the competing organizations do not require dues. Because of that, we ask members what they want, take surveys on how we are doing, stay flexible to their needs, and create a fun and warm environment that brings them back.

We have also placed an emphasis on creating a large social network, promoting fellowship, and encouraging many hands-on service projects. My members want to socialize and have fun, create meaningful relationships in both life and business, and make a resounding difference in the world. And ultimately, we want them to feel supported, recognized, encouraged, and important.

So we offer a social event once a month, plan monthly community service events, and take part in international projects (two thus far), allowing members to make a difference and have fun.

And even with our crazy wigs and funny glasses, we still honor the traditions of Rotary and its values. We have simply incorporated newer technology and concepts with the old. I like to think that if Rotary founder Paul Harris were alive today, he would have enjoyed visiting my club, and just maybe, it would have reminded him a little of his own.

- [Get resources that will help you take your club from good to great.](#)

"YOUNG CLUB GETS KIDS TO TALK THE TALK"

Article by Tony Thomas, Secretary *RC Central Melbourne-Sunrise*.

The **Rotary Club of Melbourne Park** looks like the youngest-profile club in **D9800**, and maybe in Victoria. President-elect Jason Reynolds says that the average age of the 35 members is about 30. "Only a few are elderly i.e. over 30," he says, Jason is 31.



The club started five years ago with 25 members, including some from Rotaract and former beneficiaries of Rotary youth and study exchanges.

They meet Tuesdays at 6.45pm at the Olsen Pub, South Yarra, but for wine and canapés, not dinner.



**President Nicole Lake
RC of Melbourne Park**

President Nicole Lake and Jason say the club has been a keen supporter for three years of the Ainger Public Speaking Award for secondary students. It helps inspire schools to put contestants forward, provides a judge, and helps with the three evenings of the contest, with at least ten speakers a night during the week in May. "The kids come up with their own topic," Jason says. "Last year the winner talked on 'The definition of Cool'. A lot of kids tackle heavy sociology like 'Impact of feminism on female students' futures'".

"We back the program because kids learn to think critically and talk logically."



Jason Reynolds, at a garden working bee at Royal Talbot hospital on April 18

Another club project is micro-finance for mothers in the Philippines, Cambodia, Tajikistan and Kenya, using the 'Kiva' lending platform. The women use the funds to create business earnings and then afford schooling for their kids. The club initially raised US\$800 as a pilot stash. So far they've been paid back about US\$200 and they don't expect any bad debts – overall the default ratio for the program is only 3%.

The club fund-raised \$10,000 last year, largely from a quiz/auction night, \$6,000, with 100 people and three corporate sponsorships at \$500 each. They also raised about \$4,500 for the Peter MacCallum Foundation.

"ROTARY MAKES THE MOVE"

Opinion article by Kerry Kornhauser, Past President *Rotary Club of Albert Park*

Rotary image of being pale, grey and stale needs to be dispelled, I am sure you will all agree. We need to step out and do something different and just showcase Rotary, in a new and bright light.



How do we open the conversation with non- Rotarians so they that Rotary clubs can be seen as viable, vital and engaging?

District **9800** through their Women in Rotary initiative has held their fourth International Women's Day Breakfast now attracting over 1200 men and women. 80% of the attendees are non- Rotarians, in the past two years, see www.rotarywomen.org.au

Since the campaign commenced this District's women membership has grown to 24% from 17%, lots of enquiries about Rotary either joining or being a friend.

It has been a delight to witness people's surprise that Rotary does so many projects and men and women work together and as we all know achieve amazing results.

If you would like more information or discuss this further contact Kerry at kerry.kornhauser@gmail.com

“REACHING OUT TO ROTARACTORS”

AN ‘INSIDER’ EXPLAINS WHY AND HOW TO RECRUIT THESE YOUNG LEADERS

Article from Rotary Leader, March 2015 edition, by Evan Burrell

Evan Burrell served almost every role imaginable in his 12 years in Rotaract in Australia, before deciding it was time to find a Rotary club. He was invited to join a club whose members were mostly over the age of 50 with the thought that he could inject some youthful exuberance into it.

“But it didn’t go according to plan,” he says. “Maybe I was a bit too rambunctious or overly enthusiastic. Or maybe they weren’t willing to change, even subtly.” With a handful of members running the club and insisting that things be done their way, “I almost left Rotary altogether because I stopped enjoying it.”



Evan reveals his inner Rotarian.

Burrell eventually ended up in another club in Turrumurra, New South Wales, where his wife is a member. He’s been able to play a larger role in creating an environment that is engaging members of all ages. During a recent visit to Rotary International World Headquarters in Evanston, he shared some of his insights about recruiting Rotaractors.

WHY RECRUIT THEM?

For starters, he says, Rotaractors make great members because they already know so much about Rotary.

“They’ve been educated in how Rotary works, what the structure is, what the main causes are,” he says. “And they are trained in leadership [skills] that they can translate straight into Rotary.”

Equally important, they bring new ideas that can invigorate your club.

HOW TO RECRUIT THEM

Burrell says the most important thing is investing time in their lives by:

Giving them a role to play beyond simply attending club meetings — Ask them to serve on your board or on a committee. Partner with them on some of their Rotaract club’s events. Sponsor them to attend a Rotary Youth Leadership Awards weekend or to attend the Rotary International Convention. “Over the course of a year or so, you are going to know who they are, what their experience is, what they are good at, and what they are willing to give,” Burrell says. “And these are the kind of people who will definitely join your club when they hit 30.”

Involving them in a project — Offer a variety of projects so they can choose one they are passionate about. And be willing to entertain ideas they bring to the table. “It’s important to really listen to them. Rotaractors want to feel like they are respected and that their ideas count,” Burrell says. For example, draw on their skills with social media, fundraising, or international development.

Mentoring them — Most young adults are actually attracted to the idea of mixed-age clubs because they are able to benefit from the knowledge and experience of older members.

“RI PRESIDENT’S MESSAGE”

Excerpts from Rotary Leader, March 2015

Rotary needs Rotaractors. I consider Rotaract one of Rotary’s most important programs, and it’s a program I hope to see expand in the coming years.

I was first introduced to Rotary at the age of 16, when I was in high school and active in student government. The Rotary Club of Taipei chose one student from each school to receive an award for service and invited the winners to a luncheon to celebrate. I was surrounded by all these prominent, successful members of the community who were Rotarians. It made a big impression on me, to see a room full of business leaders devoted to service, to helping others.

Rotaract introduces a new generation to Rotary service, and that is tremendously important. For our part, we need to do a better job of making Rotary accessible and welcoming to Rotaractors. We haven’t always done a good job of giving them the recognition they deserve or making sure that every Rotaractor is invited to join Rotary when the time comes.

We haven’t always been accommodating to those just starting out in their careers. And people with young families shouldn’t have to work so hard to rearrange their lives for Rotary. We need to embrace change, rather than fearing it. And we need to look to Rotaractors to show us the way.

“MEMBERSHIP REMAINS A TOP ISSUE FOR ROTARY”

Use strategic plan survey results to strengthen and diversify your club

From Rotary Leader, March 2015, Volume 5 Issue 5

The 2014 strategic plan survey provided feedback from over 10,000 Rotarians on the most important issues facing clubs now and in the next 10 years.

The [survey results](#) confirm that the three interrelated priorities of [Rotary's strategic plan](#) — supporting and strengthening clubs, focusing and increasing humanitarian service, and enhancing public image and awareness — continue to reflect the major issues that concern Rotary members worldwide:

- Ø Membership recruitment and retention
- Ø Membership diversity
- Ø Innovation, modernization, flexibility, and simplification of processes and rules.

You can use the survey results to strengthen and invigorate your club. Begin by doing an [assessment of your club](#), focusing on membership growth, diversity, and retention. Use the assessment to determine the issues that are most important to your members.



Research the diversity of your community and see how well your club reflects those demographics. The survey showed that many Rotarians feel their clubs don't reflect the diversity of their community. Create strategies to attract members from underrepresented groups.

Conduct professional development events and pair younger members with older mentors to foster networking opportunities. Around 20 percent of survey respondents indicated that they would like more opportunities for networking and more efforts to involve new members. Engage members with meaningful projects, and immediately inform them of projects your club is undertaking.

Post your projects on [Rotary Showcase](#).

Ask your new members about their interests, ask them to serve on appropriate committees, and discuss their interest in club leadership positions.

Look for ways to create more innovation and flexibility for your members by reviewing your club's rules and traditions. Rather than emphasizing perfect attendance, focus on engaging members. Determine attitudes about your club dues and cost of meals, and consider reducing expenses if possible.

Create a [strategic plan](#) for your club, and track the progress toward annual and long-term goals using Rotary Club Central. The survey results indicated that clubs following a strategic plan are healthier and stronger.

An advertisement for the "AUSTRALIAN ROTARY SUMMIT & ROTARY YOUTH SUMMIT CANBERRA 2015". It features a vertical banner on the left with the dates "5TH - 6TH SEPTEMBER" and "HELLENIC CLUB - CANBERRA". The main text is in large, colorful letters. On the right, there are two circular callouts: one says "A CONFERENCE FOR YOUR CLUB'S BEST & BRIGHTEST TALENT" and the other lists roles: "PR CHAIRS", "PRESIDENTS", "MEMBERSHIP CHAIRS", and "FUTURE LEADERS". At the bottom right, it says "For more information click [HERE](#), and click [HERE](#) for registration." The background shows a building with a flag.

"WHAT WE HAVE IN COMMON MATTERS MORE THAN OUR DIFFERENCES."

Opinion article by PDG ARC Raewyn Kirkman, District 9930 Rotary Foundation Chair



Many of us are tired of hearing that the future of Rotary depends on the success of our efforts to attract and engage younger members – at every Rotary training event or conference there will be at least one speaker offering advice on how to engage with Gen X and Gen Y (Millennials). It is true that there are some meaningful differences between these generations and the generation that Rotarians typically belong to – the baby boomers – what they care about, how they engage and what they look for in service.

In September 2014 Rotary organised a two day Young Professionals Summit in Chicago and invited more than two dozen Rotarians under the age of 40, with the intention of trying to understand how Rotary can better attract young professional people.

Apparently young professionals look for the following in a Rotary club:

- Diversity - a club have a range of members,
- Impact - that the club give their members the opportunity to engage in projects that make a real difference in the lives of others,
- Business connections,
- Fun and flexibility but without the stuffy traditions, rituals, and internal politics.

When I read this list it made me think that we don't actually need to focus on what is different in order to attract new members, because that's pretty much sums up what I want from my Rotary club too – and I am a 50-something. And I am fairly certain that most of the 50-something, 60-something and 70-something members in my club also want to meet with a diverse group of professionals, they want to roll up their sleeves on projects that create measurable, meaningful impact, they want to make new connections and they want to enjoy Rotary and have fun - minus all the pointless old fashioned rules.

So is it really about being relevant to new members or is it as much about staying relevant to our current members?

I am sure that if you looked at the clubs that are strong and doing well it is because they continue to renew themselves. They are dynamic. They are refreshing their projects, updating their vision and are willing to try something new to get better. They are willing to stop doing the things that are not working for them or are no longer relevant – that they have always done something is no justification for continuing to do it.

Yes, each generation wants something slightly different out of their Rotary experience. But there is a lot more that the generations have in common. For many clubs, just a few simple changes may be all it takes to make it easier to attract and retain members of any age. As past RI Director Stuart Heal says – we should not compromise on the essence of Rotary – the reason the organisation exists and the reason we are Rotarians. That will always be relevant. But we can and should continuously ask ourselves if the experience of Rotary that we are offering is still relevant.

Having recently started a new job, I have been asking the sorts of questions only a newbie can ask, especially the 'why' question. Innovation and change come from this naive questioning. New Rotarians or visitors don't know how things have always been done and they can think outside the box because they don't know what the box looks like.

Speaking to incoming presidents recently at the South Pacific PETS event in Auckland, Michael McQueen recounted the story of the group of new army recruits doing basic training who were being instructed in the use of artillery guns. The training officer told them that when they loaded a round into the guns, they should count eight seconds before they fired it. One of the young recruits did something not generally encouraged in the military - he asked why they should wait eight seconds. The training officer couldn't answer that and so asked a colleague who was a military history buff about the 8-second rule. He reported back that the reason for the rule was that in the past horses were used to haul artillery guns to the front line and eight seconds was the time necessary to move the horses away so they wouldn't get frightened when the gun fired. 100 years later the rule, while entirely irrelevant now, was still being followed.

And, McQueen said, you don't have to look far in business to see that even large modern organisations - Kodak, Borders and Blockbuster - can simply become irrelevant. No entity is immune to extinction – even an organization as big and successful as Rotary.

So coming back to the title of this article - what we have in common matters more than our differences. Perhaps if we stopped being so hung up on how young people or women or people from other ethnicities are different and how we might have to 'change everything' to deliver a Rotary experience that appeals to them, and instead we just got back to the essence of Rotary – where we are more alike than we are different, we might find that there isn't that much to change. After all, no matter our generation, we all want a better world for our children.

" READING RABBITS IN WESTERN AUSTRALIA

A NEW BREED OF READERS "

Article supplied by DG Brian Eddy District 9465

Reading Rabbits is an initiative for Year One students living in the Shire of Augusta Margaret River and is sponsored by [Rotary Club of Margaret River](#).

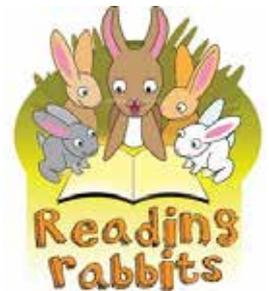


Reading Rabbits encourages students to read on a regular basis, by giving them incentives every fourth and eighth time they borrow a book from one of the Shire's public libraries.



All Year One students in the Shire receive a Reading Rabbits pack when the Shire librarians visit the schools early in the school year. The pack includes general library information, colouring in and a special reading rewards voucher card.

Each time the student borrows from the library, their Reading Rabbits card is stamped and prizes are awarded as incentives. When the student has eight stamps, they receive a \$10 book voucher to the Margaret River Bookshop, where they can acquire a book of their choice.



The benefits of the Reading Rabbits program to all involved, include:

- Increased library usage and a better awareness of the services the library provides: some families had never thought of visiting the library until their child came home with the Reading Rabbits pack which outlines the benefits of library membership,
- Increased out of school reading: Children enjoy reading when they can select their own books and visiting the library becomes a family outing - parents often join too!
- A love of books and reading,
- A wider exposure for the Rotary club: The Rotary brochure in each pack outlines the good work Rotary does in the local community,
- Positive publicity for all organisations involved.

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.

"NEW PROGRAM LOGOS AVAILABLE IN BRAND CENTER"

Rotary.org 26 March 2015

Rotaract and Interact have a new look. We've refreshed the logos and graphics to reflect Rotary's visual identity and to help you deliver a compelling message in your promotional materials. In addition, we've created guidelines for applying the new look to RYLA and Rotary Youth Exchange communications.



In coming months, you will find more resources in the Brand Center, including templates for using our new look in your brochures, slideshows, and promotional materials.

"RI PRESIDENT'S MESSAGES"

Gary C.K. Huang February 2015

Whenever I travel, I ask my hosts to talk to me about their clubs, what I value most about these conversations are the stories I hear – the stories that, taken together, tell the story of Rotary.

I've heard stories that have made me laugh, and stories that have moved me to tears. I've heard stories of how our service changes the lives of others, and how it changes us as Rotarians. When I hear these stories, I can't help but wonder: How many other lives could we change for the better by bringing more people into Rotary? And how many more people could we bring into Rotary simply by sharing our own Rotary stories?

I ask all of you to do just that: Share your Rotary stories. Tell them to your friends, on social media, and through Rotary.org. Our Rotary stories are what inspire us, and what encourage others to join us; they help light up our service, as we work to *Light Up Rotary*.

Upcoming webinar:

"HOW TO RECRUIT NEW MEMBERS AND STRENGTHEN YOUR CLUB"

[Register now](#) for the final webinar in our five-part Membership Matters! webinar series. This session will focus on growing and strengthening clubs by inviting new and diverse groups of professionals to club meetings, asking friends and colleagues to participate in service projects, and reaching out to Rotary program alumni.

Wednesday, 6 May, 10:00-11:00 Chicago time (UTC-5); [check your local time](#).

[Watch parts 1 through 4](#) on demand.

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 2014 - 15 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.

**RI DIRECTOR ZONE 7 AND 8
GUILLER E. TUMANGAN**

Email: guillerrid.3830@gmail.com

**ROTARY COORDINATOR
PDG JESSIE HARMAN**

Email: j.harman@ballarat.edu.au

**ROTARY COORDINATOR
PDG MALCOLM LINDQUIST**

Email: malantindquist@bigpond.com

**Assistant Rotary Coordinators
supporting PDG Jessie**

PDG David Anderson

Districts: 9780, 9820, 9830

Email: ando.in.yea@bigpond.com

PDG Phil Armstrong, Part of Zone 8

Districts: 9670, 9700, 9710

Email: philaarmstrong@gmail.com

PDG Tim Moore, Part of Zone 8

Districts: 9790, 9800, 9810

Email: tim@cinet.com.au

PDG Raewyn Kirkman, Zone 7B

Districts: 9910, 9980

Email: rkirkman9930@vodafone.co.nz

PDG John Prendergast, Zone 7B

Districts: 9930, 9970

Email: john@ctos.org.nz

PDG Lionel Wilson, Zone 7B

Districts: 9920, 9940

Email: lwilsonfamily@xtra.co.nz

**Assistant Rotary Coordinators
supporting PDG Malcolm**

PDG Ed King

Districts: 9500, 9520

Email: edward.king3@bigpond.com

PDG Keith Roffey

Districts: 9650, 9675, 9685

Email: keithroffey@bigpond.com

PDG Colin Thorniley

Districts: 9455, 9465

Email: colin@q-net.net.au

PDG Des Lawson

Districts: 9600, 9630, 9640

Email: deslawson@gmail.com

PDG Ian Lomas

Districts: 9550, 9570

Email: mopoke@westnet.com.au

Newsletter Editor

Issa Shalhoub shalhoubissa@shoal.net.au