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"JOIN THE CONVERSATION"

AT THE ROTARY SUCCESS CONFERENCE IN CANBERRA, 5TH & 6TH OF SEPTEMBER 2015

Article by RC PDG Malcolm Lindquist

The third Success Conference in Canberra is designed to support and strengthen Clubs in our Zone. The Conference will have a strong focus around Membership retention and development.



"Young Rotarians" Summit

This September we are also holding a Young Rotarians Summit in conjunction with the Success Conference. This will give you an opportunity to connect with the next generation of Rotarians and current Rotaractors and to hear how we can continue Rotary's relevance into the future.

Who Should Attend?

Rotarians and potential Rotarians from around Australia, New Zealand and the Pacific Isles who are interested in networking and promoting their ideas and projects to help strengthen Rotary in our part of the world. The Conference will provide an exciting forum in which to share your ideas with like-minded people and gain maximum exposure in an ideal promotional environment.

If you want to know more about satellite clubs, family memberships, leadership, diversity and innovation in Rotary, how Rotarians are connecting with the Community across our Zone, and new model Clubs, you will hear from inspiring speakers on all these topics and more.

If you have ever wanted to know why Club Visioning is so successful around the world and what it can do to help your Club, come and talk to the Club Visioning Team on Friday afternoon, 4th September and see why this is a must for your Club.

Rotaractors, this is a wonderful opportunity for you to celebrate and showcase your passions for Rotary and share with us the details of your contributions to the Community. Make Canberra "your space" on the 5th and 6th of September.

The Success Conference and the Youth Summit should not be missed. It is about the future of Rotary. You can book your place at <http://www.rotaryd9710.org.au/success-conference.html>

See you at the Hellenic Club in Canberra.



5TH - 6TH SEPTEMBER
HELLENIC CLUB - CANBERRA

AUSTRALIAN ROTARY SUMMIT
& ROTARY YOUTH SUMMIT
CANBERRA
2015

A
CONFERENCE
FOR YOUR
CLUB'S BEST &
BRIGHTEST
TALENT

- PR CHAIRS
- PRESIDENTS
- MEMBERSHIP CHAIRS
- FUTURE LEADERS

For more information click [HERE](#),
and click [HERE](#) for registration.

"TIPS FOR SMARTER FUNDRAISING"

*By Evan Burrell, a member of the Rotary Club of Turramurra, New South Wales,
From Rotary Voices Posted on May 11, 2015*



I'm not a huge donor with the capability of making or breaking your club's fundraising campaign. At least not yet. And I am fully aware Rotary isn't just a fundraising organization. But we do need funds to carry on our service projects and do good in the world.

So here are a few of my ideas for how to put fun back in your fundraiser, and increase your reach and effectiveness.

Use online crowdfunding sites

Rotary clubs generally underutilize social media to raise funds. Sites like [Gofundme](#), [Kickstarter](#), [Indiegogo](#), and [Rotary Ideas](#) get instant donations for your cause. And you can use the built-in features to share it on social media. Just look at how much has been raised in a short period of time for [victims of the Nepal earthquake](#).



Members of a Rotary Club in Illinois, cut oranges during an event to raise money for club projects

Share YOUR story

If you want people to donate, you need to give them a reason why. People need to hear about the amazing things Rotary has done, and how Rotary has impacted you. Take polio, for example. Many people in the west don't have any firsthand experience with the effects of polio, because the region has been polio-free for some time. So we need to continue to personalize the campaign. Relay how polio has personally touched you or someone in your family, such as a parent or grandparent.

Put it into perspective

When people donate, you need to thank them and tell them where the donation is going. For example "That \$150 donation you gave just funded hundreds of lifesaving polio vaccines." For the cost of a cup of coffee, you can save 40 lives from polio.

Brainstorm ideas and events!

Be creative and think of things that can involve everyone in your club and make a memorable campaign. Try a barbecue cook-off, cake bake, a roller skating marathon, or organize a Rotary family sports game and donate the proceeds to your cause. Stand out by setting a theme to your event, Maybe you can have a combined district dinner incorporating costumes. If people are having fun, they are more likely to donate.

Build awareness:

Promoting your event is a huge part of any fundraiser. If you want people to attend, and more importantly give money, you need to tell them about your event. It is as simple as that! Think about your audience and where you can reach them. Attend other club meetings, district events, use social media, put ads in the local press or even on television if you are running a large enough event.

Don't forget your call to action

People want to help, but they need reminders. After nearly every speaking engagement or social media post, include a call to action. These can include things like "Tell your friends," "share this," "spread the word," "get your early-bird event tickets," etc.

Learn more about [how you can pay for your project through fundraising events](#)

IN MEMORIAM FOR DIANNA BOAG, wife of PRID John Boag who passed away 4th of July 2015.

Dianna had an aggressive cancer. She was the sparkle in the marriage – a very lively and engaging woman. Dianna was born Canadian and they met when John led a GSE team there. She was a school teacher who focused on special needs but found it very frustrating trying to get a permanent position in NSW so taught all over the State. A memorial service was held in Tamworth on Friday July 10.

Our sincere condolences are offered to John and the family.

"NEW EXCITING ECLUB SOUTH PACIFIC FOR THOSE WHO NEED A NON-TRADITIONAL OPTION"

From *Rotary Public Image Resources*, July 17, 2015

Rotary e-Club South Pacific is being established to provide Rotarians who are unable to attend a traditional Rotary Club in person (due to location, time or other constraints) with the opportunity to enjoy Rotary, be involved in service activities and belong to a club via the internet. The club will have a focus on projects across the South Pacific.

Are you interested in making positive changes in your community and particularly in the South Pacific? Our club members are dedicated people who share a passion for community service and friendship. Becoming a Rotarian connects you with a diverse group who share your drive to give back.



Most Rotarians know someone who would make a good Rotarian but for various reasons cannot join a traditional club yet would join Rotary if a suitable option was available. This may be it so please forward the opportunity to those who may be interested.

To see more and to register your interest in joining go to: <http://portal.clubrunner.ca/12536>

"PERHAPS A FIFTH TEST: IS IT FUN?"

By *David Postic, a member of the Rotaract and Interact Committee and a past president of the Rotaract Club of Norman, Oklahoma, USA.*

Rotary Voices, Posted on **June 24, 2015**

We all know and love **The Four-Way Test**. In many ways, it's an improvement on the age-old golden rule that you should treat others the way you wish to be treated. It's a guide for living, a tool for decision making, a moral code. While Rotary has been served well by these four questions, they may not be enough in an era in which Rotary is trying to appeal to more people and have a broader impact.

There is another crucial question that we as Rotary members must always ask ourselves, and it is this: Is it *fun*? This is the question I ask myself with everything I do. If it isn't fun, I don't do it. Some people may scoff at that mentality, but in my mind, life is too short to waste on things I don't enjoy. There are a hundred other organizations I could be a part of. If Rotary isn't fun, why should I join? And if I am already a member, but I'm not having fun, why should I stay?

Of course, I speak for myself, and perhaps I can also presume to speak for other young people. But I imagine that how I feel is also how many Rotary members feel all over the world. We all want to have fun while serving the sick, the impoverished, the embattled, and the hungry. And in my experience, Rotary can be the *most* fun part of my life.

But often, clubs become so entrenched in their habits that they forget to have fun. If Rotary isn't fun, how can we light a fire in the hearts of our members? How can we increase our membership? How can we survive? We must constantly ask ourselves: Is what we are doing *fun*?

This may not be a question fit for enshrining in the codes of Rotary, and perhaps it doesn't even warrant recitation at weekly meetings. However, it's probably the most important question we can ask ourselves when making decisions in our clubs. What we do in Rotary is not primarily for our own benefit, but people must enjoy Rotary if it is to survive. This is the real golden rule of Rotary clubs: If what we do isn't fun, then it's not worth doing.



David Postic, left, and other members of the Rotaract and Interact Committee had fun posing for this photo in December at Rotary's headquarters in Evanston, Illinois, USA.

RI/Alyce Henson

"KINCUMBER 'CONNECTS' WITH ITS COMMUNITY"

Article by PDG Bob Aitken

Public Relations in Rotary is all about 'connecting' with the community and the [Rotary Club of Kincumber](#) on the NSW Central Coast ([District 9685](#)) recently hit a public relations 'home run' with unique assistance from the Kincumber branch of Westpac Bank.



Sandy Hunt-Sharman is Kincumber Rotary's membership chairman and never lets a chance go by that might promote her Rotary club and enhance membership interest within the community.

During a recent visit to the Westpac branch, she was discussing Rotary promotion and public relations endeavours with Branch Manager Katja Hagries.



District 9685 Governor Gina Growden enjoyed an opportunity to inspect the public relations promotion in the Kincumber, NSW, Branch of Westpac Bank. Gina is pictured with Branch Manager Katja Hagries (centre), Kincumber Membership Chairman Sandy Hunt-Sharman (right) and another Kincumber Rotarian, PDG Graeme Davies.

Katja was quick to explain that Westpac had a policy of supporting all worthwhile community organisations in any and every way possible, and invited Sandy to utilise the bank's prominent position within the Kincumber Mall in future Rotary promotions.

Sandy immediately conscripted the aid of her fellow Kincumber Rotarian, PDG Graeme Davies and, within weeks, they had an impressive collection of Rotary pull up banners and posters on display in every possible window and corner of the banking chamber.

Whilst it is still too early to measure membership success, Sandy and Graeme say there has been plenty of positive public reaction and feedback.

Katja Hagries encouraged Rotarians around Australia to approach their local Westpac branch and arranged similar promotions.

"FRANKSTON MEMBERSHIP PROJECT"

Article by PP Grahame Gordon, [Rotary Club of Frankston, District 9820](#)

The Rotary Club of Frankston was chartered in 1950 and in the mid-eighties had 85 active members. Since that time our membership numbers have declined and our members had aged so at the beginning of the 2014-15 our membership had reduced down to 39 and effective club management was becoming difficult.

Our President 2014-15 John Wright promoted the action of membership growth as our most significant project for the year. He formed a project group of 5 of our best members to undertake the task of adding 10 new members to the club by December 2015, an ambitious task!

The project team created a membership prospectus which highlighted the positive nature of our club including its achievements in the local community, its fundraising activities and also the social activities undertaken by Rotarians and partners. To help sell this message a 15 minute DVD was created by one of our Rotarians, using contributions from various members within the club which highlighted these positive aspects. To support this action, our President requested that a new, modern club shirt and hat be designed to promote our image. These actions were communicated and sold to the existing membership to gain their support and buy-in.

Each member of the club was then required to propose a prospective member through the use of a prospective member form. The membership project team then took on the responsibility to approach the prospect, provide them with a membership prospectus and interview the prospect if the proposer was not comfortable undertaking this process.

Additionally, each new member prospect was offered free membership for their first year except for evening dinner meeting fees. Each new member was also assigned a mentor to ensure good integration to our club.

Our project has resulted in 12 new members joining our club, has revitalized the existing membership and made us fully realise what a great club we really have.

"HAPPY NEW ROTARY YEAR!"

*By Evan Burrell, a member of the Rotary Club of Turramurra, NSW.
Posted on Rotary Voices on July 2, 2015*



It's another new Rotary year, and with it come more decisions, responsibilities, and — more important — some inspiration.

A new Rotary year is a great time to make a fresh start. So how do you get off to a good start? That's a question many Rotary members ask themselves when 1 July rolls around. Some dive straight in and make a big SPLASH! Others ease into it a little more gently.

If you can identify with some of these New Year's resolutions, you should be good to go for 2015-16.

Keeping your club in shape

People often make New Year's resolutions to live a better life. They might want to eat more healthfully or exercise more often to shed a few extra pounds.

You can make resolutions for your club for the same reason — to help it stay in tip-top shape for the coming year.

So ask yourself some important questions. Has your club grown? How did your fundraising efforts compare with those of the previous year? Is your club PR getting better? Are you meeting your club goals in [Rotary Club Central](#)?

A little bit of club exercise could make all the difference between a successful club and a sluggish one.

Re-engage

Since your club thrives on the engagement of your members, it makes good sense to look at your projects and meeting structure and see where you can make some improvements.

Set some new goals to re-engage with your fellow members and the community.

Find out if your fellow members are happy with the club and its direction. Assess your club traditions: Are they a benefit to the club?

Make some personal resolutions, like bringing a friend to every meeting or telling more people about Rotary. The people you ask could make great new members, so tell the people you work with, the people you socialize with — even your family — that your Rotary club is a great organization.

Mentor a new member. Do you remember your first few club meetings? Were they confusing? The new Rotary year could be your chance to help a new member get past that confusion and discover what Rotary, and your club, is all about.

The important thing to remember for this new Rotary year is to choose your resolutions, set some goals and a schedule for accomplishing them, and then make them happen!

Happy New Rotary Year!

"ROTARY IMAGES"

DOWNLOAD PHOTOS TO USE IN YOUR CLUB OR DISTRICT PUBLICATIONS

Rotary weekly 10 July 2015

Find the right picture to tell Rotary's story. Our [photo library](#) contains thousands of colorful images that capture the heart of what we do locally and globally. Use them to enhance your club's website, publications, and public relations efforts.

Check out our [Editors' Picks](#) for a selection of top photos across different subject areas.



Home | Rotary Images

ROTARY IMAGES

“VISIT OUR MEMBER CENTER”

Rotary Weekly, 10 July 2015

As a member of Rotary, you're part of a global network of community volunteers who are making a positive difference. The new Member Center gathers all of the many benefits and resources available to you, including Rotary Global Rewards, which features discounts on travel, hotels, dining, and entertainment.

- [Visit the Member Center](#)
- [Discover your Rotary Global Rewards](#)
- [Watch a video of RI President K.R. Ravindran introducing the new program](#)

“ROTARY GLOBAL REWARDS NOW LIVE”

Rotary Global Rewards is a new member benefit program designed to make membership even more rewarding for Rotarians. This exciting program includes discounts on products and services such as travel, car rentals, hotels, dining and entertainment. It's our way of giving back to those who give so much.

Rotary Global Rewards: the good you do comes back to you. [See the discounts](#)

“ROTARY'S LEARNING CENTER”

By Kimberly Kouamé, CPLP, Manager | Learning Resources | Learning and Development

RI Learning Management System where Rotarians can take courses online anywhere and anytime they choose. We are trying to promote it and get more Rotarians using the Learning Center.

What's New in the Learning Center? Find session ideas for training events in the new Trainer's Library. Click [here](#) for a list of all courses available.

Do you want to offer a session on fundraising, using social media, or telling your Rotary story? Whether you're organizing a presidents-elect training seminar and are looking to supplement your program with additional sessions or you're a club trainer seeking ideas for your club, the new Trainer's Library can help. It includes stand-alone sessions on various Rotary topics that you can download.

Find the Trainer's Library in the Trainer's Toolkit course in our Learning Center, sign in to My Rotary then follow the links: Learning & Reference | Learning Center, or go to learn.rotary.org

“MEMBERSHIP DEVELOPMENT”

Excerpts from the Report to the 2015 Convention from John Hewko RI General Secretary

Our membership currently totals more than 1.2 million, up from 1.18 million in early 2014.

We continue to see steady growth in Latin America, Southeast Asia and Africa, and our 16 regional membership plans are designed to increase and retain membership worldwide.

More than 110,000 Rotarians have received a new member sponsor pin since the membership recognition program began in July 2013.

“POLIO ERADICATION”

Our top organizational priority continues to be the eradication of polio, and we have exciting news to share on this front.

- Rotary and its global partners are on the verge of stopping the transmission of polio in Nigeria, where no cases have been reported since July 2014, and in all of Africa, which has no reported cases since August 2014.
- The number of polio cases in Pakistan has decreased by more than half compared to the same time last year.
- Rotary has played an important role in bringing type 3 polio close to eradication worldwide, with the last case reported in Nigeria in November 2012. The elimination of type 3 polio, once confirmed, would leave only type 1 to contend with.

"MEMBERSHIP AT MOORLEIGH-MOORABBIN"

Article by IPP Jason Chetty, Rotary Club of Moorleigh-Moorabbin, D9810

At District Assembly and District Conference 2014 it was emphasised how important the issue of membership was for our Clubs. We are aware that the Clubs in the Western World are categorised as being "mature" and have been functioning as such for a number of years. In our case our Club has been successfully functioning for more than 30 years.



This was something to be proud of especially as a firm and sustainable foundation had been created by those members that preceded us. I guess what I am saying is that our members and the leadership group were proud to be associated with the Club and all that it had achieved. However, we became acutely aware that the future of our Club was now rested in our hands. We became aware that the steps we took or omitted taking could make or break the successful existence of our Club. I felt that our leadership group was aware of this and in particular were conscious of the exact nature of the challenges we faced as a Club.

The issues we faced were endemic to most Clubs in our District. For us, it was an aging register of members, illness, natural attrition, a few carrying the load, apathy and members who felt that they "had enough", that is, members who had given "their all" over many years and who were now at the stage where they needed a bit of rest so that others may shoulder the responsibility.

Retention of membership was and is a major issue at our Club. How do we keep senior members interested so that they are not only functioning but also a guiding light and mentor to us "newcomers". Sadly we did lose two members who were highly functioning senior members and we almost lost another. I hasten to add that the two members we lost were and are still acutely conscious of how close we were to becoming non-functioning. Whilst they needed to give priority to their personal circumstances they were happy (after their departure) to provide help and support that the Club sorely needs.

Our membership committee, in view of the above, had to focus on an increase in membership as a priority. We gave serious consideration to diversification and a relaxing of certain stringent rules applicable to membership. In particular, we needed to be more flexible on meeting attendance for members who were in full time occupations and running businesses.

Our thanks go to Rotary International and the District for their guidance and encouragement. Above all, I would like to thank our members for the various endeavours that we as a Club held to attract new members, like:

- having a Rotary Awareness stand at Southland Shopping Centre,
- having a number of dinners where prospective members were invited and entertained and informed about what Rotary is and does,
- especially talking about Rotary to family and friends and others,
- good follow up of guests post membership get-togethers,
- a re-think of interests reflected in our programs to better cater for the Club's age and gender diversity,
- easing of stringent Club protocol and beginning to accommodate digital orientated demographics,
- the attractiveness of the Cluster of Clubs concept, and
- accepting change and being advocates for a change to certain of our long held beliefs and traditions.

I am delighted to report that in the circumstance we were able to increase our membership by five members four of which are female members. This represented 91% of our membership goals for the year. We would have achieved 100% except that one prospective member is joining us in early July 2015.

In the coming year we look forward to educating our new members in the Rotary ways and involving them in Club administration and service projects.

If we are able to implement the above we hope to develop and keep our Club strong and relevant for the foreseeable future.

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](mailto:Issa.Shalhoub@rotary.org), 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.

"NEWLY UPDATED MANUALS"

Rotary Leader, July 2015 – Volume 6, Issue 1

Incoming club officers can find newly updated manuals for their roles on Rotary.org. The new editions feature job descriptions useful for recruiting new officers and explanations of the requirements of each role.

You need to login to My Rotary and follow these links: Home | Learning & Reference | Learn by Role | Club roles

"MEMBERSHIP AND LITERACY"

Rotary Leader, July 2015 – Volume 6, Issue 1

August is Membership and Extension Month, and September is Basic Education and Literacy Month.

Find relevant upcoming webinars (login to My Rotary and follow these links: Home | Learning & Reference | Webinars) and membership contests through My Rotary, and discover ideas for evaluating your club in the guide [Strengthening Your Membership: Creating Your Membership Development Plan](#).

"MEMBERSHIP MATTERS!"

WEBINAR SERIES AVAILABLE ON DEMAND

Rotary membership Minute, June 2105

Watch all five or choose.

Our Membership Matters! webinar series concluded last month, and you can now view the sessions at your convenience.

You can [watch all five webinars or choose those most relevant to your club](#). Each recording includes time stamps that enable you to watch short segments if you prefer.

"RI PRESIDENT'S MESSAGE"

K.R. "Ravi" Ravindran excerpts from the July Message

What we give through Rotary becomes a gift to us. And we all have a choice: whether to keep our gifts to ourselves or give them to others, and *Be a Gift to the World*.

We have only one chance at our lives. And we will have only one chance at this new Rotary year. This is our time. Let us grasp it. Let us *Be a Gift to the World*.

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

2015 - 16
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.

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