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## MEMBERSHIP - WHERE IS BOB THE BUILDER? "CAN WE DO IT? YES WE CAN!"

**Article by RC PDG Malcolm Lindquist**

Rotary International has invested a lot of time, effort and funds in recent years to develop Regional Membership Plans and the implementation of these plans. The benefit of a Regional Plan is that it can be tailored to local conditions.



The prime role of Rotary Coordinators and the Assistant Rotary Coordinators is to support District Governors and their Membership Chairs to address the areas of recruitment and retention of members in our great organisation.

In Zones 8 and 7B, which include Australia and New Zealand, we have attempted to highlight through this newsletter strategies and practices that have resulted in growth within clubs. On 1<sup>st</sup> August thirteen enthusiastic and committed Rotarians from across Australia and New Zealand met in Melbourne under the guidance of RC Jessie Harman to review successful strategies associated with our Regional Development Plan and ways in which support can be provided to assist Rotary clubs in our region to implement their own membership plans.



*Seminar attendees*

Whilst there were few magic solutions suggested the seminar reinforced the idea that membership growth is primarily club based but clubs can be assisted by addressing the areas of:

### **Resources**

- Developing and circulating plans
- Providing resource people
- Advertising material for clubs and projects
- Identifying key club members

### **District and Club Support**

- Promoting aspects of membership such as alumni, young professionals
- Identifying ambassadors and speakers
- Assemblies
- Seminars

### **Implementing Skills and Innovation**

- Social Media skills e.g. Facebook, Instagram
- Alternative approaches using results of club visioning
- Webinars and training programs

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## Champions – Identify and promote individuals who can get things done

- DG and delegates
- Rotary Public Image Coordinators
- Membership Chair
- Club “white knights”

It is quite apparent that we have a Regional Membership Plan and District Membership plans, and we need to support and encourage more clubs to develop their own club based membership plans.

I am sure that those of us who have the opportunity to attend the Rotary Success Conference in Canberra on September 5-6 will acquire new skills and knowledge that will help build our club's membership. Like the builders Bob and new partner Wendy we have all of the tools and resources at our disposal.

**Can we build it? I hope your answer is: “Yes we can!”**

## “JUST LIKE OUR GLACIERS” MEMBERSHIP - A NEW ZEALAND PERSPECTIVE

Article by ARC PDG John Prendergast

The Tasman Glacier, New Zealand's longest, is 29 kilometres long. Sorry, it **was** 29km long, but over the last seven years it's retreated, by more than a kilometre. Its retreat isn't as hasty as, say those facing the charge of the Light Brigade, in fact when you look at the Tasman Glacier you wouldn't know that it's in retreat. But at the current rate of “progress” the glacier will disappear completely by the year 2169.



Rotary's membership retreat is similar, only less glacial sadly - it wasn't that long ago that we had over 10,000 Rotarians in New Zealand - just seven years ago actually. Today, we have 8,648. So a drop of 15%.

At our current rate of “progress”, we'll run out of Rotarians in New Zealand, in mid-May 2060. Actually it will be sooner than that, because as the membership numbers drop the decline will accelerate, and realistically we will probably say farewell to our last Rotarian somewhere closer to the year 2050. Which isn't very far away at all.

Last one out turn the lights out please.

Why is this so? We have a fantastic “product” in Rotary in terms of the service we provide locally and globally, and in terms of the business networking, fun, friendship, and personal development opportunities Rotary presents us with. So why is our Rotary glacier retreating? What is the “global warming” that is inexorably eroding our Rotary membership, and how might we arrest that decline?

I think a big part of the problem is that most of us don't see, notice, or acknowledge the retreat that's been occurring. I was at a membership meeting recently where somebody observed that, in their Club, as their membership drops they “just take another table away”. So their venue stays right-sized for their membership numbers. And I'm sure if we were honest lots of us would make the same observation about our Clubs. I was surprised to learn recently that my own Club's membership has declined by over 10% in the last 3 years. And I'm our District Membership Chair!

Most Clubs don't have anybody specifically focused on membership; and many of our Districts give only a token nod to membership, if they're lucky they'll have appointed a Membership Chair, but often there'll be no job description for that person, and the Chair spends the Rotary year wombling about wondering what they're meant to be doing, and looking forward to the day they can pass the baton onto the next poor sod who's taken on the membership role. Good luck with that!

And we all happily carry on our Rotary existence, usually thoroughly enjoying our membership of Rotary, and feeling very comfortable in our Clubs – and every now and again just removing a table from our meeting venues.

Membership is a retreating glacier that isn't the responsibility of just our Club or District Membership Chairs to address, membership is an issue that **all** Rotarians need to take ownership of – how good would it feel (and some Clubs do experience this) if instead of taking a table away, we were instead regularly adding tables?

We have a membership challenge in Rotary that is organisation-wide; but it can easily be, and indeed can only be, solved if we **all** take responsibility for nurturing and growing membership in our Clubs. With the advent of the Regional Membership Development Plan in recent years we have seen some encouraging green shoots of membership growth in several Districts, but to turn the glacier around we need a collective and concerted focus from all of us fortunate enough to be Rotarians.

## “\$250,000 FAIR TAKINGS”

Articles by Tony Thomas (D9800 Correspondent)

Every one of [Hoppers Crossing Rotary Club](#)'s 22 members put their shoulders to the wheel to stage the club's 23<sup>rd</sup> annual Antiques Fair last month. Since its inception the fair has raised more than \$250,000 for the club.



The Antiques Fair on the weekend of July 18-19 attracted nearly 30 exhibitors selling everything from antique furniture to fine pottery, glassware and jewellery and old woodworking tools.



President Alan Makin says close to 1,000 people came to check out the dealers' goods at the Wyndham Civic Centre. The net result is still being tallied, involving considerable expense for the hall hire, partitioning, tables, lighting and signage/marketing of the event.

The dealers are allocated stalls based on their space requirements and are charged on a square metre basis.

Helping the dealers to 'bump in' and 'bump out' the hall alone involved many members, and others put in time putting out advertising signage, manning the doors and collecting the entry fees.

Squally weather cut visitor numbers somewhat, and tougher economic conditions have shrunk the profit in the past three years at the Centre. Previously, the club ran the fair at the Williamstown Town Hall, which involved more travel for members (Hoppers Crossing is 23km South-West of Melbourne) but enabled more dealers to exhibit, attracted bigger crowds and generated better profile for the club. The club is looking into returning to Williamstown now that the Town Hall renovations there are finished.

The fair's profits give the club a solid base for community and youth work, including RYPEN, RYLA, MUNA, WYNSPEAK public speaking competition for students and international projects.

The club has also been running a Bridal Expo for three years, with a fourth to be held next May 1 at d'Olive Reception house in Point Cook. The club charges only a gold coin donation and the public gets to meet celebrants, photographers, florists, dress providers and reception centre owners. "We've gained a lot of expertise in fairs and expos," Alan says, "Our costs at the Bridal Expo are much lower so we do well even with a gold-coin fee to the public."

## “BIKE RIDES A BONDING AGENT”

Many Rotary clubs are thick with retirees but don't do much to bond them together.

In contrast, [Rotary Club of Canterbury](#) D9800, has been running weekly bike rides of about 35km on Tuesdays for more than five years, with great results in comradeship and health.



Max Holland 68, the club's newsletter editor, says up to ten go on the rides, and their average age is 70+. Oldest is more than 75. The group includes three Rotary friends.

"Our club meets on Monday evening so we get together to set up the route," he says. "The big need is to get a tail wind!"

The group's homes are well dispersed but it's easy for them to unite via trains. As preferred by MetLink, they use the rear door of the last carriage which has the extra space for all the bikes.

A typical ride starts at the last station on the line as nearly all the end stations are near a bike path. There is a brief coffee break after about an hour of riding, then a couple of hours later it's time for a senior's meal at a hotel or at an RSL.

Max says. "One of our group, past President Gerry Cross, joined us two years ago and found it taxing at first but now he says he's got better strength, balance and fitness. There are hundreds of kilometres of separate bike paths in Melbourne and we stick to these trails. We've never had an accident."

The rides are recorded and mapped by the iPhone app MotionX with photos and a map of the route posted to the club members' only Yammer social network.

# THE SECRETS AND MYTHS OF INCREASING MEMBERSHIP, "WHAT IS THE UNTAPPED RESOURCE?"

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

Rotary is on the brink of making a new discovery that will grow membership and improve the Club's quality of support in the community.



It is an untapped resource that Rotary has just tipped the iceberg.

It took me many years to join Rotary because each Club I visited seemed to have a majority of elderly, pale and grey men. Even after 25 years of women being involved I thought Rotary was an old men's club and not for me.

Then I discovered a Club that was like me ... young, energetic and vibrant. With over 60 members, it was creating a real difference in its community.



The myth of the men's club was dispelled. That is right the untapped resource is of course women.

The Club I found had discovered the secret to increase membership: 50% men and 50% women.

How did they achieve this statistic?

- Just as businesses set targets for strategic objectives, so did the Club. Diversity was considered an important Club objective, then targets were put in place.
- Increasing female participation in senior Club roles increased the pool of women available for Club directorships and ultimately District.
- Recognizing that women are attracted to hands on projects and supporting disadvantaged women and children ... they found such projects. Each year a new project but with the same objective.
- If 50 per cent of leadership positions aren't filled by women, what were the issues that needed to be tackled to reach this goal?
- And they fined each member who said 'gentlemen ... oh and of course ladies' or 'bring your wives' (disregarding the women members).
- When the culture was right ... the Club began inducting one woman for every man, which I think that's a great figure. Just imagine if Rotary only started 10 years ago, we would most likely have a 50/50 split.

Every club should have a plan to attract new members with specific intention of making new members 1:1, for every new male member, induct a female member and not just a partner, wife or spouse.

For more information contact Women In Rotary Kerry Kornhauser [kerry.kornhauser@gmail.com](mailto:kerry.kornhauser@gmail.com)

## "IAN RISELEY IS SELECTED AS 2017-18 ROTARY PRESIDENT"

By **Ryan Hyland, Rotary News, 3-Aug-2015**



Ian H.S. Riseley, an Australian accountant and member of the Rotary Club of Sandringham, Victoria, is the selection of the Nominating Committee for President of Rotary International in 2017-18. He will become the president-nominee on 1 October if no other candidates challenge him.

Riseley says that meaningful partnerships with corporations and other organisations are crucial to Rotary's future.

"We have the programs and personnel and others have available resources," says Riseley. "Doing good in the world is everyone's goal. We must learn from the experience of the polio eradication program to maximize our public awareness exposure for future partnerships."

## "STEPS TO RECRUITING AND RETAINING A MEMBER"

From **Lead Your Club - Membership Committee, 2016-19 edition. 226B-EN—(315)**

The process for cultivating a Rotary club member often includes the following stages:

IDENTIFY



INTRODUCE



INVITE



INDUCT



INFORM  
AND  
ORIENT



INVOLVE



EDUCATE

# "A DOZEN WAYS TO MAKE A DIFFERENCE"

*Rotary News, 31-Jul-2015, Adapted from Global Outlook in the August issue of The Rotarian*

Celebrate your Rotary club, your members, and the good you do in your community and around the world.

## MAKE THE MOST OF YOUR MEMBERSHIP. HERE'S HOW:

1. Learn more about [Rotary Global Rewards](#), a new member benefit program that offers discounts on products and services – travel, hotels, car rentals, dining, and entertainment. Visit the [Member Center](#).
2. Identify a need in your community and work with your club to design a hands-on project that addresses it.
3. Learn how to [apply for a grant](#) to implement a project.
4. Know a young leader? Tell them about Interact, Rotaract, Rotary Youth Leadership Awards (RYLA), and Rotary Youth Exchange.
5. Explore other clubs. Did you know that you're welcome to attend any club's meeting, anywhere in the world? Use the [Club Finder](#) tool or download the Club Locator app to find a meeting when you travel.
6. Try a new role. Clubs need leaders. Take the first step and ask where your club needs help.
7. Attend the next Rotary International Convention in Seoul, Korea. Enjoy inspiring talks from global leaders, celebrities, and activists. Meet members from around the world. It's the ultimate way to understand the scope of Rotary. [Register today](#).
8. Be part of history and help eradicate polio. [Find out how to support PolioPlus and join the movement to end polio](#).
9. Use the resources in the [Rotary Brand Center](#) to help you communicate, inspire, and collaborate
10. Meet other members who share your interests and passions through a Rotary Fellowship or Rotarian Action Group. There are about 70 groups, catering to everyone from cooking enthusiasts to water and sanitation project experts.
11. Connect on social media. Rotary has official pages on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), [Pinterest](#), [Flickr](#), and more. [Join the conversation](#).
12. Support The Rotary Foundation. Contributions provide millions of dollars in grants that support our humanitarian service around the world. [Learn more](#).

Watch a [video](#) of RI President on membership.

## "WHAT DO I ATTRIBUTE POSITIVE ATTRACTION AND ENGAGEMENT RESULTS FOR DISTRICT 6990?"

*By IPDG Joe Roth, District 6990, From the Rotary Zones 33 34 July Newsletter*



I don't attribute our successes to any magic pill ... Our leadership team has worked very hard in creating a heightened level of Rotary PASSION in individuals and clubs. By doing so, it has refocused our membership in getting back to fundamentals at all levels of operation.

My message to clubs was to extend their Rotary "experience" beyond their weekly meeting and having Rotary be a focus point in their daily lives. When you do this, members automatically become more passionate about the organization they belong to, their level of pride in the organization grows and they are more excited and willing to share this pride and excitement with others.

Four areas that were core to our success where:

1. Improved communications at all levels both internally (District to Clubs to Members) and externally (to our potential new members)
2. Educational (Rotary education) improvements to clubs & members
3. Unity... bringing clubs and members together to do service, to learn together, and to have fun
4. Being visible ... from the Governor on down to all leadership positions...we supported clubs and members by being involved ... leaders and followers become one and the same!

So as you can see...no membership drives, but more like running your district as a business! And as in any business, the CEO (Governor) has to form a solid leadership team. Share your vision and expectations, allow them to carry on with their work and get out of their way.

Positive reinforcement and thank yous ... if you want to raise the level of PASSION in a volunteer group, never fall short in these two areas ... the results will lead to success!

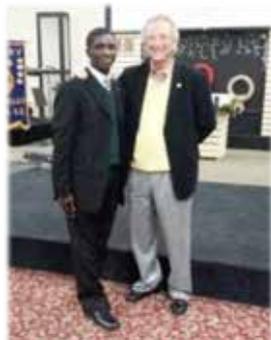
## "ENGAGING MEMBERS: HERE IS ONE WAY"

**From the Rotary Zones 33 34 July Newsletter**

**Submitted by Paula Matthews, PDG Zone 33 Rotary Coordinator**



The **Rotary Club of Spring Valley** (Columbia, SC), participates each school year in "**Table Talkers**", a pairing of a Rotarian and a fifth grader from a local elementary school. Each child and Rotarian has lunch once a month. Topics range from school work to outside school activities. The program helps students learn to talk with an adult about a variety of subjects and provides a positive mentoring experience.



**Donte and Rallie**

This is a story about one fifth grader and his mentor. Approximately five years ago, club member Rallie Seigner was assigned a very polite and talented student named Donte. The teacher, Leigh Felato, was very supportive of the program and felt it improved the academic performance of her class. Rallie's contact with Donte did not end with the school year. The two continued to develop their relationship as Donte entered middle school and is now in high school.

While in Middle School, Donte served as the student body president. He is currently a sophomore in High School and continuing to excel while participating in the US Naval Sea Cadet Corps, serving as a division commander and commander of the color guard. Donte is also a member of the marching band, concert band and choir.

During the summer of 2014 he received support from Spring Valley Rotary Club to visit Australia as a participant in the Student to Student People Ambassador Program.

After meeting US Representative Jim Clyburn, during a Rotary Club meeting he applied for and received additional support from the Clyburn Foundation toward his Student to Student Program. He had a wonderful experience in Australia and was surprised when the local Rotary Club president in Australia turned out to be his host mother!

What does Dante have to say about his time in Australia?

*"This was a journey that changed my life forever, traveling the east coast of one of the world's most fascinating continents. I realized, during the end of my trip, if it had not been for the Spring Valley Rotary Club and Table Talkers I would never have had this opportunity to see Australia. What a wonderful experience in the "land down under".*

*When I arrived in the amazing city of Sydney, I was introduced to a new culture. I began to soak up many exciting things. My delegation visited schools, where we met young students passionate about learning. We came in contact with the **Wauchope Rotary Club** and were invited into their homes and introduced to Australian culture. On our final night the club invited us to a dinner, where they presented me with their club's banner to return the Spring Valley Rotary Club.*

*I cannot say thank you enough, nor can I express my gratitude enough to the Spring Valley Rotary Club. Thank you so much for participating in Table Talkers and making my dream a reality."*

Donte hopes to attend the US Naval Academy one day. His exposure to the principles of Rotary and his understanding that leadership involves "Service Above Self" may well be a large contributing factor, going back to Table Talkers in fifth grade.

## "PRESIDENTIAL MESSAGE"

**From K.R. "Ravi" Ravindran's August message.**

The leaders at the Rotary International, zone, district, and club levels have to maintain the highest standards in governance. The RI president and directors must serve the membership in a meaningful manner; zone leaders must deliver on the investment Rotary makes in them; district leaders must provide dynamic leadership in the district and focus on transparency in accounting and timely reporting of financials; and club leaders must adhere to proper reporting functions and get their clubs onto Rotary Club Central.

... we should refuse to consider giving a lesser effort to any of our work. We must always demand the best of ourselves, in our professional lives, and especially in our Rotary work.

For in Rotary, what is our product?

It is education, water, health, and peace. It is hope, and it is life itself. For this work, only our best is good enough. I ask you all to remember this – and to do your very best to *Be a Gift to the World*.

# "FITZROY CROSSING PROJECT GETS RESULTS"

Article by **Tony Thomas, RCCMS**

It's hard to imagine a tougher logistical challenge than for a Rotary club in Melbourne to get to Fitzroy Crossing, WA and complete hands-on projects there.

The **Rotary Club Central of Melbourne-Sunrise (RCCMS)** combined with The **CEO Circle** (a top networking group for CEOs) on the project.



Team leader Rob Hines says the goal was to work with indigenous men and women there to improve skills in commercialising their arts and crafts. For cultural reasons, helping the women was the job of the Melbourne women in the 18-strong party.

The Rotarians and partners got to Fitzroy Crossing, five hours drive east of Broome, using four hired four-wheel-drives. The visit was from June 17 to 23.

The small town is epicentre of a great many social challenges which the local Men's Shed and Women's Resource Centre (called Marninwarntikura) are helping to tackle.



**Locals meet the RCCMS party**

About \$5,000 worth of sewing machines, overlockers and materials was involved, financed by The CEO Circle. Our women demonstrated their sewing and quilting skills. The local women showed their own skills in design and screen printing, and painting of boab nuts. By the week's end they'd all finished a quilt and got started on a product range of cushion covers and carry-bags.

Toll Ltd had donated the freighting of our pallet-load of wood-equipment and donations to the op-shop there for the Child Centre. Our party collected other tools pre-ordered through Fitzroy Hardware. The men showed the Men's Shed people how to use tools band-saws, drills and bench sanders. The week's outputs included wooden toys, shelves, security screen maintenance, sewing machine repairs and a start on a disabled access ramp.

The party helped advise local leaders on government grants and potential for a Kimberley cultural hike using Bunuba guides. The CEO Circle and the club plan for on-going support.

It was not all hard work and social highlights included barbecued Scotch fillet from a nearby cattle station and a barramundi fishing expedition. The only vertebrate to take a lure was leader Rob Hines, who was unhooked at the local clinic's emergency room.



**Combined sewing and quilting session at Fitzroy Crossing**



**A local shows his skill with a donated bandsaw**

## 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.

# "PRESIDENT INDUCTS HIS WIFE"

Article by PDG Bob Aitken

Newly inducted President of the [Rotary Club of Lower Blue Mountains](#), Drew Fitzpatrick, did not waste any time inducting his first new member for 2015-16, his wife Carolyn Fitzpatrick!

Carolyn has been a standout Rotary 'partner' for many years and when her husband Drew (a prominent Penrith cardiologist) finally found time to accept the leadership of one of [District 9685's](#) outstanding Rotary clubs, she said she felt she should 'do the right thing' and present herself for Rotary membership.

However, Drew's new member drive will not end with his wife. He and his new Board have just launched an outstanding membership program for the new Rotary year. Watch this space ...



**President Drew is pictured with his wife Carolyn (centre) after inducting her as the club's first new member for 2015-16. One of Carolyn's mentors, Rotarian Sue Parnell, is pictured left.**

## "HOW DO I FIND NEW MEMBERS?"

From RI website

Rotarians join and stay with their clubs primarily because they seek opportunities for community service, fellowship, and friendship. Many of the non-Rotarians you know are looking for the same things. Invite them to help with your service projects, attend a networking night, or participate in a club get-together and help them see for themselves how Rotary connects leaders to make a positive change.

Here are some potential candidates to consider for membership:

- à Friends and family members
- à Business acquaintances      à Professional colleagues
- à Younger community leaders who are already connected to Rotary through Rotaract, RYLA, peace fellowships, Youth Exchange, and other programs.

Learn more in the guide [Strengthening Your Membership: Creating Your Membership Development Plan](#).

**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

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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