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"ALL ABOARD FOR RC CENTRAL"

Article by RC PDG Malcolm Lindquist

It is a mystery at the amount of data missing from the Rotary Club Central data base at club and district level.

The response to queries varies. Many respondents mention lack of expertise, difficulty to navigate, lack of relevance and other priorities.



Whatever the reason it seems important that an international organisation such as Rotary should be able to accurately describe the structure and how its individual components are operating. Hence the request from successive world presidents to embrace Rotary Club Central.

District 9570 in Queensland has taken up the challenge to get all clubs on board and familiarise all presidents with the process of data entry. District Governor Brian Jessett has made it one of his priorities since his DGE year with the support of then DG Craig Edmonston. Their recipe for success involved the following steps.

Revamping PETS (President Elects Training)

The training included on-line sessions involving creating accounts on My Rotary and then editing /deleting officers etc. It also included adding goals to Rotary Club Central.

Group and District Assemblies

The above training was repeated for a refresher or to accommodate other interested parties.

District Governor Visits

DG Brian's official visits have involved presentations of copies of the various reports available and highlighting each club's take up of Rotary Club Central's goal setting tool.

District Conference

At the District Conference held recently Barbara Mifsud from the Parramatta office of RI presented a further workshop on My Rotary.

Did it work?

DG Brian thinks so

- All presidents attending PETS entered at least one goal on RC Central
- 55% of presidents have now entered at least 15 goals (a requirement for 2015-16 Presidential Citation)
- In the year to date the take up figures are the best for all of the Australian Districts.
- Clubs where President Elects or secretaries were unable to attend the above sessions still struggle with RC Central.



DG Brian Jessett and presidents of D9570 getting on board

It doesn't have to be the DG who manages the process but if districts can identify a "champion" who can guide novices through the steps and be available to answer those annoying trivial questions success can be achieved. Remember how we used to struggle with emails or even logging on!

If District 9570 can show the way I am sure that we can all make the journey.

All Aboard!! Next stop Rotary Club Central.

Season's Greetings

from the
Newsletter's
Team

"CANBERRA SUCCESS CONFERENCE COMES IN UNDER BUDGET"

Following the recent Rotary Success Conference in Canberra RIDE Noel Trevaskis, the Convenor of the Conference, has announced that the surplus achieved of \$2,316.40 will be given to The Rotary Foundation.

"NEGLECTED?"

Article published 18 Nov 2015 Zones 7B and 8 Regional Public Image Resources' Blog

At Rotary Institute in Nelson, RI Director Elect Noel Trevaskis stated that the majority of those who leave Rotary comment that "we know no more about Rotary than when we joined".

This lack of knowledge about Rotary means that they did not know how, or have the confidence to become engaged.

Yet there are in place some ready tools and opportunities that any club can make known and available to their members. Let's consider a few in brief:

- Rotary Leadership Institute (or if you like 'Rotary Learning and Information'): This provides an understanding of the breadth about Rotary along with an understanding where Rotarians can go for more information to add a depth of knowledge as they have a practical need. New Rotarians (and many longer-serving) have found this absolutely invaluable in helping them become engaged and enthusiastic in Rotary to the delight of their clubs who are always wanting members to take the lead on projects and to invigorate the club with new ideas.



- District Training events, obvious, say no more. Other than there has been a huge amount of work using Rotarians who are professional trainers to ensure the delivery of Rotary training is excellent so if you have members who went to district training a few years ago and either it was "a waste of time" or they have "been there, done that" then they may wish to go again or at least not discourage others who would benefit from going, from going.

- MyRotary has a huge resource that is designed to educate Rotarians about specific roles and the various programs and aspects of Rotary but who want to do this at their own pace. This ranges from information pages through to actual learning modules.

- The options just keep coming ... what about the many free newsletters that members can subscribe to and have delivered straight to their Inbox. Many are tailored to assist people in specific roles and as such are incredibly useful, and can be unsubscribed from at any time. From a personal development perspective, many have information that members can use in their business and personal lives.

- Not to forget our new-look and very well thought of Rotary Down Under magazine! You haven't read it lately then do so as you will find it is quite changed from this time last year. Most Rotarians who are serious about their Rotary at least skim thorough this each month and often will pick out an item or two they will read in full. Even a few might read it cover to cover but they would be rare but that is not the point ... just picking up a fact here or interesting point there makes us all better Rotarians, so for that fact alone it is worth members taking the magazine out of its cover.

- Then of course clubs can use the magazine and any other Rotary source to slip the odd fact into the club meeting, switched-on Sergeants know the value of this to extract a few coins from those who cannot answer facts turned into questions!

And there is more. Clubs NEED to encourage and assist members to learn about Rotary but equally, individual Rotarians from their first day in Rotary have an absolute right to go to RLI, district training, look at the website and more.

We all know the above but it is only those who actually DO the above who are succeeding in creating vibrant clubs. So what about it...

"WA DISTRICTS HOLD COMBINED MEMBERSHIP FORUM"

Article by ARC PDG David Anderson

Almost 140 Rotarians from across Rotary Districts 9455 and 9465 came together at the Combined Districts Membership Forum in Perth on 1 November. The Forum was the joint initiative of District 9455 Governor Jerry Pilcher and District 9465 Governor Melodie Kevan.



Both had attended the Canberra Success Conference in early September and were motivated to take what they had taken out of that Conference back to Western Australian Rotarians. The tyranny of distance had limited the number of Rotarians from the west traveling east to Canberra.

Membership teams from both Districts headed by PDG Angus Buchanan (D 9455) and PP Kero O'Shea (D 9465) quickly planned the Forum just a few weeks after the Canberra membership conference which included input from Club members.

The half-day Forum was held at Tompkins on Swan and comprised a number of presentations to commence the proceedings. PDG David Anderson, an Assistant Rotary Coordinator for three Districts in Victoria, began the day by focussing the discussion on Diversity and Innovation in Rotary.

He was followed by a video presentation from Past District 9430 Governor Des Lawson, a member of the Rotary Club of Port of Brisbane. His presentation entitled "Forget about the Rules – Let's Experiment" told the success that his Club has experienced by re-energising his Club whilst deciding not to be overly bound by rules and regulations.

The final keynote speaker before the Forum moved into discussion was from District 9710 Membership Director PP Judy Forde, a member of the Rotary Club of Yass. Her presentation gave attendees a blueprint for conducting a successful Rotary membership that had been used by her Club.

Following the opening keynote addresses, the 138 Rotarians from the 47 Clubs across the two Districts broke into Round Table discussion groups of between 8 and 10. Each group included a facilitator and a scribe. Each Round Table lasted 40 minutes and considered a set of questions from approaches to reinvigorating Clubs to approaches to grow and retain members and Rotary Clubs identifying their target membership markets.



Attendees were allocated to two different Round Tables to ensure a wide range of views and ideas across the two sessions.

A panel session comprising the Keynote Speakers, the two District Governors and the two District Membership Directors enabled a discussion session to conclude the Forum.

All the keynote presentations and the panel were filmed to be edited into a one hour version and a 20 minute version which could be used at Clubs. All the scribes' findings would be collated by the two membership teams and circulated to all Clubs.

Comments from participants at lunch were all positive, encouraging and rewarding for what they had got out of the forum.

"LEAD YOUR CLUB"

Rotary Leader November 2015 edition, Vol 6 Issue 3

Learn more about your role as a club officer in our revised Lead Your Club series. It includes manuals for club presidents, secretaries, and treasurers, as well as for members of major committees: administration, membership, public relations, service projects, and The Rotary Foundation. Officers are encouraged to read these manuals before attending their presidents-elect training seminar or district training assembly. Go to My Rotary and in search put 'Lead Your Club'

"THE ELEPHANT IN ROTARY'S LIVING ROOM"

*Article from Rotary Voices, Posted on August 13, 2015,
by Terry R. Weaver, Governor of District 7750 (South Carolina, USA)*

In my travels as a newly fielded district governor, I've run into a misperception that several clubs have told me is getting in the way of membership growth.

The elephant in the living room? **ATTENDANCE.**

Let's step back. Several years ago, Rotary's Council on Legislation declared that almost ANY legitimate Rotary activity qualifies as a make-up. This includes not only attending another club's meeting, but also a committee meeting or board meeting, working on a project (some clubs say for at least one or two hours), etc. "Etc." means anything that can reasonably be called a Rotary service activity. Now, of course to get "credit" for a make-up, the member has to report that qualifying activity to the club secretary. Most clubs use a sign-in sheet at a committee meeting or project and then forward the whole list to the secretary.

Measuring engagement

Why did the Council do that? Because the point of tracking attendance is not to make people come to meetings. When measured this way, it's a measure of engagement — a key performance indicator of how your Rotary club is doing at involving members in Rotary activities. Believe me, we have the data to prove that when a member isn't engaged and involved in the club, it's a short trip to a resignation letter. Look at your members' attendance percentages. Those at the bottom of the list are thinking about resigning. What can you do to get them engaged, involved, and — hopefully — passionate about something the club is doing?

More importantly, tracking engagement (attendance is a surrogate) is an important way of ensuring that members get the return on their Rotary investment that they deserve. Members who don't show up for club activities aren't getting the benefit of Rotary, and if we can identify those folks early, we can intervene and get them involved in something they're interested in.

Participation versus attendance

So, let's not only treat attendance as a key performance indicator for engagement but let's explain it the same way to prospects. Rather than, "You have to attend four meetings a month," say, "We expect you to participate in some Rotary activity four times a month — you pick the activity that works for you, and you pick the time." I think that's a whole different message, and actually what we're attempting to promote and measure.

It's not about making people come to meetings. It's about offering them a platform where they, in their own ways and based on their own preferences, can *Be a Gift to the World.*



Rotarian Bib Grazio and District 7750 PDG Bruce Baker give students practical information about the working world during a recent Junior Achievement program. Some clubs count participation in a service project toward attendance.

"FOUNDATION MOVES UP ON EXPERT LIST OF TOP NONPROFITS"

Rotary News 17-Nov-2015

The Rotary Foundation has continued its steady growth, moving up one spot to 93rd in The Chronicle of Philanthropy's [annual ranking](#) of the top 400 nonprofit organizations in the United States. The ranking is based on monetary contributions from private sources and reflects the increasing generosity of those who support Rotary's mission.

According to The Chronicle of Philanthropy, the Foundation received \$259,594,884 in 2014, an 8.3 percent increase from the previous year.

The Foundation recently earned a [4-star rating](#) from [Charity Navigator](#), the largest and most prestigious independent evaluator of nonprofits in the U.S.

" ROTARY WORLD PRESIDENT COMES DOWN UNDER "

By Matthew Scott, Youth Services - Communications Rotary Club of Bendigo South

It's not very often that Bendigo South Rotarians get to be in the company of Rotary royalty. However, that all changed on the evening of November 18th, when Rotarians Merlyn Quaife, Greg Noonan and Matthew Scott journeyed down to Etihad Stadium in Melbourne for an evening with John Germ.

Preparing to take over the reigns of Rotary International from Ravi Ravindran in July 2016, Mr Germ is busily jetting around the Rotary world meeting many fellow Rotarians before taking on the big task that lies ahead.

Mr Germ is a member of the [Rotary Club of Chattanooga](#), Tennessee, USA, where he has been a member since the late 1970s. Beginning his long and distinguished journey in Rotary, Mr Germ was encouraged to join Rotary by his employer after having spent some time in the JC's movement.

His employer at the time paid half of his membership dues, with Mr Germ responsible for paying the remaining half. The reason being that his employer wanted him to be involved in community service work for his own fulfilment, not simply because the boss wanted him to. This is a philosophy that has remained with Germ until this day, that in service, we should want to make a difference, not just because someone tells us to.

District Governor, Julie Mason channelled her inner Jana Wendt, doing an excellent interview on stage with Mr Germ. Asking all of the hard-hitting questions, we learnt about Mr Germ's early family life, his career in drafting as well as his involvement in the United States Air Force. This involved one incident where they (the flight crew) had a lucky landing in their aircraft sometime around the Vietnam War era, where the plane they were flying in developed a crack in the cockpit windshield.

For me as a young Rotarian, it was interesting to hear from Germ how when he finished studying, he would go around to the engineering businesses in the area and interview the employers for a job. This seemed somewhat foreign to me, as I am used to being interviewed by the bosses for work, not the other way round. How many teaching jobs could I have had to date if the boot was on the other foot?

Bendigo South Rotarian, Merlyn Quaife said of hearing RI PE John Germ, that "he struck me as a man who practices tough love. He brings to his new role a wealth of experience and humanity. His comments on the need to accept changes in society and extend our thinking to encompass this as we work on making Rotary relevant to younger members was most pertinent".



RI PE John Germ with Matthew Scott

In the second instalment of their interview after dessert, DG Julie Mason and Germ spoke of his views on the future direction of Rotary.

"Ask, ask, ask and Do, do, do! This was the message I received from RI PE John Germ, said Assistant Governor for Goldfields North, Greg Noonan. He spoke about clubs in the 21st century being flexible in their meetings and meeting structure. He commented on clubs developing relationships with the business community for it to be involved in projects and to have representation in them. From such relationships an understanding and knowledge of the work of Rotary can be gained and hence support, both financial and human, can be contributed. John is a very inspiring, motivating and thinking person under whose leadership Rotary will advance and become stronger".

The evening in Melbourne was truly an enjoyable one, full of fellowship and fun. It was a combined event for all five Rotary districts in Victoria, and a great opportunity to network. It's amazing how many Rotarians you actually know from district and outside of Bendigo when you all meet up in the one room. I even ran into a couple from Bribie Island who I had sat next to at the dinner table when attending the recent Rotary Success conference in Canberra back in September.

Also on the night, many awards were given out, including one for meritorious service to Bendigo's own Gordon McKern. It's an excellent opportunity to attend such events when they come to our region, and to know a little more about our future world president. To have met John Germ makes the high office of Rotary International President a little bit more relevant and closer to home for those of us in District 9800.

"HIGH SEAS PIRATES AND ROTARIANS"

By Tony Thomas, *RC Central Melbourne-Sunrise*

AVAST there ye lubbers and hoist the Jolly Roger! It's Saturday afternoon in Melbourne. Sunlight dances over Port Phillip Bay as a ferry-full of excited kids dressed as pirates sets sail from the Royal Yacht Club in Williamstown.



But a second boat flying the skull and crossbones pulls alongside - crewed by scary, eye-patched Rotarians disguised as Black Beards and Captain Hooks.

The kids bombard their foes with water balloons. They win and sail to port to claim their treasure and goodies and celebrate on a bouncing castle.



The Rotary Club of Point Gellibrand "Gellibabies" in ferocious pirate rigout



After the big sea battle, pirate kids and pirate Rotarians make friends again.

Rotary Club of Point Gellibrand – a boutique club of just 25 - has been running its Pirates' Day for Kids With Cancer and Challenge kids' charity for more than a decade.

Member Mick Trezise, a Williamstown charter boat skipper, started the Day. He's also head cook at Rotary's Camp Getaway near Bendigo every November, when the club hosts a youth leadership weekend for 70 Somali and other kids from Melbourne's West.

Richard McKay, another past president, regularly hosts a dads' weekend for fathers of young cancer victims at his Murray River property in Mathoura, NSW. Then the dads go on a stress-busting fishing trip on Mick Trezise's boat *Vortex*.

The "Gellibabies" club raises \$60-80,000 a year, especially for Challenge, even though its winter meetings drop to only a dozen members. The raisings are mainly from its Jalna Big Bay Swim (\$25,000 plus), Pink Ribbon Breakfast (\$10,000-plus from 160 guests) and sausage sizzles.

The Big Swim of 3.2km attracts 250-400 contestants, including world-ranking swimmers like Chloe McCardel, who's the Swim's "ambassador" and non-stop triple English Channel crosser last August. Other supporters have been Michael Klim, Daniel Kowalski, Nicole Livingstone and Sam Sheppard.

President Stephen Los, 31, runs a graphic arts studio in Footscray and has made over the club's social media presence. "Rotary International has re-branded well but lots of clubs need to re-invent themselves for broader appeal," he says. "Activist groups with single causes are popping up everywhere but Rotary gets better results because it's more efficient per hours of members' input".

THE GOOD YOU DO COMES BACK TO YOU

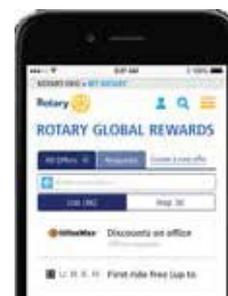
Rotary Leader September and November 2015 editions

Rotary Global Rewards gives you discounts on travel, hotels, vehicle rentals, and more, all designed to help you get more good work done.

Our rewards program is unique because you're invited to help build it. Create an offer for your own business to enhance our growing portfolio of Rotary Global Rewards.

Rotary club members can now offer Rotary Global Rewards discounts on products and services from their own businesses. You can choose to make your offer available to people in your community, your region, or around the world.

FIND ROTARY GLOBAL REWARDS AT ROTARY.ORG/GLOBALREWARDS



" SOURDOUGH IN THE CITY – AND MUCH MORE "

Article by Tony Thomas *RC Central Melbourne Sunrise*

Office workers by the hundreds are now collecting farm fresh food from Melbourne's first-ever CBD based farmers' market. The [Goldsbrough Lane](#) market's managed by [Rotary Club of Central Melbourne-Sunrise](#), backed by developer GPT Group.



A shopper might emerge from the Lane with fresh-ground nut butters, organic chocolate, Chai Mix, fresh berries, macarons, artisan biscuits, a bottle of cool climate Victorian wine, free-range pork and pasta sauce. As one worker posted on the market's Facebook: "It's worth visiting on your way home. The cheese and jam - yum!"

Says Rotary's organizer Greg Cuthbert: "We're open when office workers can duck in for a few minutes or homeward bound. They pick up produce for dinner and chat with the growers."

It operates 4.30-7.30pm fortnightly on first and third Thursdays. The club provides five volunteers for setting up and packing up.



The Goldsbrough Lane Gourmet Farmers Market (GLGFM) brings 25 farmers and stallholders selling eggs, meat, smallgoods, bread, cheese, macarons and fresh fruit and veggies into a covered outdoor laneway just off busy Bourke Street.

Greg says, "The market could replace people's regular shop on a Saturday morning. They'll get their Saturdays back. Food tastes much better when you've met those who made it or grew it."

Cuthbert took two years and nearly lost his sanity screening 40+ potential sites across the city. "We had to find a flat space which was undercover, space for loading and unloading for stallholders, large numbers of office workers nearby and ideally with in situ cafes and restaurants. The GPT Group has two large office towers there, and there's big corporate headquarters nearby like CGU and NAB within walking distance. GPT Group are incredibly supportive by providing their Laneway for no cost, and tables, cleaning and power."

The club's takings go to charities including deprived schools in Laos. "The club's needed a regular income like this for ages," Cuthbert says.

The market uses Instagram and Facebook social media for promotion and to help people share their market experience with friends. Cuthbert says, "Connecting in a meaningful way with busy office workers is challenging, and social media creates real word of mouth to extend the market's reach quickly to those near the laneway."

"We've helped the stallholders create their own social media accounts and recently had a picture of the market "re-programmed" (shared) by the influential Broadsheet publication leading to nearly 800 followers on Instagram in first two months." Market Instagram link: <https://instagram.com/goldsbroughgourmet/>

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.

"WELCOME KITS NOW AVAILABLE" RESOURCES FOR NEW MEMBERS

From Rotary Membership Minute, Oct 2015

Rotary is developing new resources to help support clubs' efforts to strengthen their membership. Visit shop.rotary.org to order welcome kits to share with new members. Customize your kits with a club brochure, personalized member certificates, and ID cards available in the [Brand Center](#).

"2016 RI CONVENTION"

The RI Convention travels to Seoul 28 May-1 June 2016.

Explore this world-class city and discover the rich culture that connects the newest trends with time-honoured traditions.

Taste Korean cuisine and shop for the latest fashions and electronics.



Connect with new friends, new ideas, and new technologies at this life-enriching convention.

Join the thousands of Rotarians who will come together in friendship and peace. Don't miss it!

Be sure to register by 15 December for early registration savings.

<http://www.riconvention.org/>

"PRESIDENTIAL MESSAGE"

RI President K.R. Ravindran

In Rotary we believe in the possibility of peace – not out of idealism, but out of experience. We have seen that even the most intractable conflicts can be resolved when people have more to lose by fighting than by working together. We have seen what can happen when we approach peace-building in ways that are truly radical, such as the work of our Rotary Peace Fellows. Through our Rotary Foundation, peace fellows become experts in preventing and resolving conflict. Our goal is that they will find new ways not only to end wars but to stop them before they begin.

We cannot fight violence with violence. But when we fight it with education, with understanding, and with peace, we can truly *Be a Gift to the World*.

**THE NEXT ISSUE of this Newsletter
will be published in February 2015.**

**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

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2015 - 16
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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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