ROTARY ON THE MOVE

Rotary Coordinators' Newsletter February 2017 Volume 7 - Issue 7

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"DON'T KNOCK SAUSAGE SIZZLES!"

Article by PDG Malcolm Lindquist, Zone 8 Rotary Coordinator

We often ask members of the public if they are aware of the nature and work of Rotary in the community and are surprised when one of the major responses (sometimes the only response) is that Rotarians are involved in "sausage sizzles".



In an atmosphere where clubs are starved for recognition the catering experience is an excellent way of interacting with the public at large. Whether it be sausage sizzles at the local Bunnings or BigW, gourmet breakfasts, Do-nut vans or coffee supplies at special events there is always the opportunity to promote the work of Rotary to the public at large.

But do we take advantage of the opportunity to promote our service activities?

I know there are some customers who are there for the solely for the food and beverage but it is also amazing the number of people who are willing to chat and find out about our work as Rotarians.

How do we make the most of our brief period of interaction? Not rocket science but the following are some of the ways in which I have seen clubs promote themselves at sausage sizzles.

- · Display the club banner
- Hand out What is Rotary pamphlets
- Promote club projects
- Include Rotaractors
- · Invitation to visit the club or attend a club promotional activity
- Past Rotary magazines for distribution to interested people
- Encourage people with disabilities and carers to assist

As well as the obvious benefits, such as the funds raised there are a variety of knock on effects that appear to be evident at most catering events.

- Rotarians have fun
- Rotarians are a diverse group including women and many cultural backgrounds.
 - Site owners are prepared to be sponsors or donors for other club events.

For many small clubs and country clubs the sausage sizzle is an excellent way in which a small group of members can raise a significant amount of money to carry out visible community projects without members having to dip into their own pockets.

Also for many clubs it is a cheap method of promotion that if marketed well can be a source of effective advertising of all those other wonderful projects of Rotary.

So, make the most of the sausage sizzle, don't knock it!

"2017-18 PRESIDENTIAL THEME ANNOUNCED"

Rotary weekly, 20 January 2017

RI President-elect Ian H.S. Riseley (a member of the Rotary Club of Sandringham, Victoria) urged incoming district leaders to seek gender and age parity and protect the environment in announcing the 2017-18 presidential theme Rotary: **Making a Difference** at the International Assembly in San Diego, California, USA.





SERVING

"THE ROTARY CLUB OF SEAFORD – BUILDING A CLUB FROM THIN AIR" – PART 1

In part 1 of this 2 part article, District 9520 Membership Chair Mark Huddleston describes the inspiration and planning that went into getting the Rotary Club of Seaford off the ground.

Why start a Rotary club in Seaford? Where did the idea come from?



Quite by accident, whilst investigating local demographics with a view to preparing a recruitment campaign for a neighbouring club, I realised how rapidly the Seaford (SA) region had been growing (current population 15,000) with a projected growth of another 10,000 over the following decade. This is the fastest growing region in District 9520.

Seaford is a relatively new region which has sprung up in between the established coastal areas of Port Noarlunga and Aldinga, south of Adelaide. In recent years major infrastructure developments including a freeway and train line extension have made travel into Adelaide much easier, further increasing the popularity of the area.

There were no existing service clubs in the region, and I felt this represented a fabulous opportunity for Rotary. So in October 2014 I spoke to our District Governor about the possibility of starting the first new club in D9520 in close to ten years.

Was the Rotary Club of Seaford sponsored by a neighbouring club which provided some of the charter members?

No. The club was sponsored entirely by the district. It is a requirement that any club wishing to sponsor a new club have a minimum of 20 members itself, and all of the nearby clubs were well under the 20 mark. I also made a commitment that I would never approach any member of an existing Rotary club to join the new club, as I didn't want to further weaken clubs which already had membership challenges. Whilst three members did transfer in from other clubs (myself included), all were unsolicited.

Given the current climate of membership decline, where many clubs are struggling to grow and even remain viable, what made you think you would be able to start a new club?

I have always thought that the right version of Rotary promoted the right way to the right audience would bear fruit. I have been preaching this to anyone who would listen for years, but I now had an opportunity to walk the walk. There are some genuine challenges in starting a new club, but there are also some massive advantages, one of which is that you can start with a clean slate. There's no-one to say "but we've always done it this way" or "we tried that before, it didn't work". Over the years, I have been able to acquire a vast array of great recruitment and promotional ideas, and have often spoken to clubs about how to put their best foot forward, but alas, most great ideas never get implemented, because they challenge the status quo. I was confident that these initiatives would work if given a chance, and was keen to prove that if we followed these best practice principles, worked really hard, and promoted a more attractive and contemporary version of Rotary, there would be interest.

What do you mean by a "More attractive and contemporary version of Rotary"?

RI research has told us that in order to address our membership challenges, we need to offer more volunteering opportunities, make membership more flexible and family-friendly, reduce cost pressures and have a strong online presence.

The version of Rotary on offer at Seaford focuses more on service, and less on meetings. The club has taken advantage of recent Council on Legislation changes that allow for two meetings a month. The energy saved from attending less meetings can be channelled into doing more good in the world. Meetings are held on different days, at different locations (mostly where meals are optional), some in members' homes. This brings down a large portion of the cost of being a Rotarian. Guest speakers are the exception, not the rule. Meetings are more productive, because instead of spending 25 minutes listening to a speaker, everyone joins the conversation about planned activities and projects. It's less about the entertainment of members, and more about action. There are also no songs, no fines, no raffles, no prayers, no toasts, no flags and no presidential collars.

In the second half of this article, to be published in the next edition of this Newsletter, I will describe the process of finding the members and the journey towards charter.

"DARE TO BE DIFFERENT"

Information supplied by District 9520 Membership Chair Mark Huddleston

'Regional Membership Conference, Adelaide, August 26 & 27'

More details in the next issue, but please mark this weekend in your diaries. Contact Mark Huddleston, Ph 0402 346 994 mark@sugarfreezone.com.au

"CORPORATE MEMBERSHIP: WHAT HAS WORKED FOR US AND WHAT HASN'T"

By Robert Fisher, Rotary Club of Melbourne, Victoria. Article from Rotary Voices, 1 December 2016

As the first club chartered in Australia, we have a membership of around 250 people. We had two 'champions' who were keen to introduce corporate membership. Over several years, they sought acceptance of this category in the upper layers of Rotary, and eventually were given the go-ahead to try it as part of a pilot project in 2011.

Motivators

We saw corporate membership as a way to uphold our club's long tradition of attracting the most senior members of Melbourne's business community, and tap into corporate networks to use their expertise to enhance our social programs. It was our belief that we could achieve significantly greater impact by getting entire corporations involved. We are able to offer them access to a highly respected service organization, and opportunities for their staff to put in volunteer hours and engage in projects.



Corporate membership has helped the Rotary Club of Melbourne, Victoria, attract senior business leaders.

Five years on

We currently have 17 members from six organizations. RI, district and Rotary Down Under dues are paid for each corporate member as if they were ordinary members. We aim to have just one corporate partner per industry or field. Professional services, banking, and higher education are among some of the industries that are represented. (One member dropped out last year due to lack of senior level connection, and probably inadequate relationship management on our part.)

Our corporate members are engaged in one or more of our projects such as homelessness, domestic violence, and clean water. While they are enthusiastic contributors, the greatest challenge is getting and keeping their attention. They all have extensive time commitments. Attending regular lunch meetings is not easy for them, so we run less frequent and more informal evening meetings to provide them an additional option to keep in touch. Also, our club has a corporate team which meets quarterly with all the corporate members to provide updates and identify potential areas of cooperation.

What have we learned?

Perseverance and focus are required to ensure that the expectations of corporate members are met. This requires constant efforts to maintain close relationships with the corporation and the individuals. We have found that it is better to get prospective corporate members excited in projects first, rather than just focusing on adding members.

Even with its challenges, we have found corporate membership to be highly beneficial.

Editor's note: All clubs are free to experiment with different membership models– such as corporate membership – through the flexibility granted by the latest Council on Legislation.

"UPCOMING MEMBERSHIP WEBINARS FOR 2017"

Supplied by PDG Jessie Harman, Project Lead, Regional Membership Plan

No special software is required to participate in a webinar; you simply need to register via the link provided.

Attracting the next generation of Rotarians: Re-connecting with Rotary alumni

Wednesday 22 February, 2017, 5.00 pm (AEST) Register: https://attendee.gotowebinar.com/register/86569325273197058

Using technology to strengthen Rotary: online meetings, e-clubs and other things Thursday, 27 April 2017, 5.00 pm (AEST) Register: https://attendee.gotowebinar.com/register/5922169015578240003

Telling our story: Communicating about Rotary in the communityWednesday 24 May 2017, 8.15 am (AEST)Register:https://attendee.gotowebinar.com/register/1455062179133675523

Trends in volunteering: Opportunities for membership and your club Monday 5 June 2017, 5.00 pm (AEST) Register: https://attendee.gotowebinar.com/register/4753329881136224258 For more information; contact Jessie Harman at j.harman@gmail.com

"DISTRICT CONFERENCE WITH A DIFFERENT CHALLENGE"

Article by ARC PDG Craig Edmonston

District Governor Craig Winter introduced a very new and different challenge to his attendees at the recent D9570 District Conference. Conference attendees were invited to help pack meals to be sent to hungry children in less fortunate situations overseas. The challenge was readily accepted and teams of volunteers were soon assembled.



The meals consist of high nutritional value grains, including rice and peas plus a few other additives, sealed in a plastic bag, and weighing 835 grams. Each pack when cooked made eight meals, usually a meal for a family.

The ingredients came in large bags on pallets and had to be carefully weighed into the packets. The packets were then placed in standard boxes which replaced the original bags on the pallets, wrapped and made ready for transport.

The assembly lines were set up with the participants, weighing the correct ratio of ingredients into the bags, sealing the bags, filling the boxes and stacking on the pallets. Everything went so well for a first time event and 50,000 meals were processed in 2.5 hours, a result that delighted DG Craig.

In the days following, 23,000 meals were dispatched to Timor Leste' and 23,000 meals were dispatched to Papua New Guinea. The remaining 4,000 meals were sent to Far



Volunteers are wearing plastic hair nets and gloves – very hygienic! Photo supplied by DG Craig Winter.

North Queensland for a trial for a future use. The PNG meals, while not necessarily the standard type of food for the recipients, had a special purpose in that children will be required to attend school to qualify for receipt of a cooked hot meal each day.

Working on the production line was a fun filled and very satisfying experience. The Rotary spirit soon produced the competitive nature and banter of Rotarians having a great time doing good in the world.

"SIGHT RESTORED FOR 4,200 FILIPINOS"

Article by Tony Thomas, RC Central Melbourne-Sunrise

The members of the Rotary Club of Canterbury are back from the 20th annual trip to the Philippines helping to restore sight and hearing to low-income villagers.



Club president Doug Hawley, making his 17th trip, led a party of 23 volunteers and students to Mindoro Island last October. They screened 1,300 people for cataracts and other eye issues and 9,200 children from 25 schools for ear infections.

Two Filipino surgeons performed 454 free sight restoring operations, including 300 for cataracts, in six towns during the six-day clinic, a record for the program. Hundreds of people also got eye drops, reading glasses and sun glasses to prevent further sun damage to their sight.

The party also found 40% of school children checked had hearing problems due to ear infections and impacted wax, both from contaminated water and do-it-yourself attempts at ear cleaning. These children were treated by a Filipino ENT specialist travelling with the party. "At one primary school the principal herself had a severe ear infection," Hawley said.

The volunteers screen people by using simple sight and ear checks, such as reading charts and otoscopic examinations to identify those needing medical treatment. All medical treatment is then carried out by qualified Filipinos, which averts the red tape involved if medical work is done by foreigners.

"Local and provincial authorities, local Rotary clubs, and the Philippines Cataract Foundation team support the effort" Hawley says. "Dates are set months in advance and the local Rotary clubs provide the venues and make sure everyone knows about the clinics."

The Victorian volunteers included six Rotarians, thirteen friends of Rotary and four Latrobe University orthoptics students. The club paid the travel expenses of the students, the three Filipino medicos and the five local Cataract Foundation workers. The budget for the exercise was \$40,000, including \$30,000 donated by the volunteers on the trip.

The club's program in the past 20 years has restored sight to 4,200 villagers and treated over 70,000 children for ear problems to prevent long term hearing loss.

Canterbury RC has 52 members, up from 45 last year, and welcomes new members who'd like to volunteer for community service projects.

"MEMBERSHIP IS EVERYONE'S RESPONSIBILITY"

Two articles by Andrew Best, Supervisor, Club & District Support, Rotary International.

The membership numbers have been released in last November with some pleasing news. Congratulations to those districts and clubs who are seeing the results of their hard work. For those other districts and clubs, do not halt the good work you have started the year with, your results will be positive, just give it the time it needs to deliver.



Whilst membership growth is critical at this time, we need to be very conscious of the retention not only of those new members, but the members who maybe on the cusp of walking away. Whilst membership growth worldwide is pleasing to see, we cannot get too lost in the reality that without the direct engagement and support of members, all concerted efforts for growth will be in vain.

Give some thought to what projects, programs, events, tasks, responsibilities you are offering to those new members in the clubs.

- Have the clubs undertaken an induction interview to gain a strong understanding of why the member has joined the club and what they actually want to get out of Rotary?
- Do they have a set of skills or a network of people that can bring something new to the club?
- Have they been asked what they would like to do within the club?

The only way to generate a sense of ownership and responsibility in a new member is to offer them something tangible and intrinsic to the values they align themselves to your club and to Rotary with.

Are there some key milestones or goals that can be set with your new members to have them work towards during their first 12 months?

- Is there a need to update the club's website?
- Can they revamp the club newsletter?
- Do they want to organise the guest speakers to club meetings, (who are their network groups?)
- Can they bring one new friend /colleague along to a club meeting each month?

There are a great deal of resources available to all Rotarians on MyRotary. Have a read through 'Improving Your Membership Retention' to gain a broader understanding of who your members are why they are leaving and what you can do to retain them.

Remember, membership is everyone's responsibility.

"KEY STROKES TO SUCCESS"

My parents always told me, "Don't judge a book by its cover".

Now, while the teaching is correct, none of us listen. And when it comes time for potential members and the general public to judge your club, guess which cover they are judging you by? Your website.

For most of us, website design, management and maintenance is out of our skillset. This means either all the work is left to one person, or it's not a focus area for the club at all.

While the saying is as old as time, we still judge every single day we go onto a website. Only this month, I found a lawyer, ordered a building inspection, purchased a house, refinanced my mortgage and put myself into 30 more years of debt, without leaving my desk. Not one face-to-face meeting. All done by judging the covers of their books: their websites and reviews.

With access to the world only a click away, what is your website saying about your club? Are you still promoting the 2013 dinner dance, or your 2011 community service project? If so, is that message a positive one or a negative one?

With the New Year upon us, this is a perfect time to look at your club's website and identify what needs to be updated, improved or removed. There are so many great examples of Rotary club websites out there, so why not contact those clubs and see how easy it really is to give your website a fresh feel.

This new "cover" may be the key to unlocking the new members you are chasing in 2017.

Happy browsing.

"YOUR ROTARACT – DISTRICT 9710"

Article by Andrew Bevan, District 9710 Rotaract Chair, article appeared in the November issue of the 9710 District Governor's Dialogue.

Welcome to the first report for Rotaract in the District Dialogue. I wondered what I should call this report and I kept coming back to "Your", because as Rotarians **we** should support **our** Rotaractors – and they really are a top bunch too!

Currently we have 6 clubs through-out the district, Brindabella, Canberra, Canberra Uni, Southern Highlands, Shoalhaven, and Sapphire Coast, with one in the wings in Yass.

At the recent District 9710 Conference held in Goulburn, Rotaract was given the opportunity to "strut their stuff". District Rotaract Representative, Rory Tarnow-Mordi took the stage and gave an excellent presentation on Rotaract in this district. Whilst most Rotarians know that Rotaractors like to have fun, they also have a real sense of care and community as was evident by the





three speakers, Andrew Anthony from Canberra Uni Rotaract, and their club's project with Animals on campus (no not the students) natures variety, Jennifer Kemp from Canberra Rotaract club, with Birthing Kit Foundation, Australia and Jacob Rofe from Southern Highlands Rotaract club and their recent Gala Fundraiser dinner – The Burrumbuttock Hay Runners, which raised \$30,000 to provide hay for drought stricken farmers. Three very different projects but all with a strong sense of community service.

As District Chair of Rotaract, I am grateful of the strong support & commitment that our District Governor Steve Hill has for this arm of Rotary, It was at Steve's instigation that all Rotaractors could attend the conference at half the cost. Steve was also right behind me organising banners, and fridge magnets to advertise the Rotaract brand, thank you District Governor Steve I really appreciate that support.

Being an old Rotaractor myself, I very much enjoy this role and I am very proud of what the Rotaract clubs achieve and do in this District.

So, let's get behind and support our Rotaract clubs – They are Rotary's Future!

"FELLOWSHIPS"

Opinion article by Ross McConnell, D9710 Fellowships Officer, Rotary e-club of Brindabella, website, Facebook.

What's the common saying, it is not recruitment that's the problem, it is retention. So, we talk about more service opportunities, more fellowship opportunities and now I would like to talk about more Global Fellowship opportunities.

Some clubs and Rotarians are aware that Rotarians have set up Fellowships and Action Groups (RAGs) to allow members with common interests to correspond and meet on a global and local basis. How about talking to your District Fellowships Officer (DFO) to enthuse your members about Fellowships as it has been found that Fellowship members are always on the lookout for other members with their unusual hobbies or interests.

As a DFO, I start off by asking Rotarians to identify 3 interests (outside of Rotary) that the majority of club members may not be aware of and then assist them to find a fellowship or RAG for at least one of them. But that is only half the task as the next objective is to get them in contact with an Australian member of that fellowship and let them know when the next local activity is. For some fellowships, that is easy as they are very active in Australia and indeed in each district, eg the Wine or Beer Drinkers, and RCV. Some are active on Facebook (Cruising Rotarians) while others appear to only meet once a year and sometimes only at the International Convention.

So why not try this at your club, remembering that alumni and Rotaractors can be fellowships members, why not do it at an Alumni night? Please start by asking who is a Fellowship/RAG member and ask them to contact me as a potential Aussie contact for that fellowship. D9710 has 130 Aussie contacts for 32 of the 65 fellowships and most of them are willing to speak to local clubs or prospective members.

Fellowship members bring back interesting stories about what other Rotarians are doing and what Rotary is doing globally. They get engaged globally with others with like interests. Got a hobby? Google or Facebook search for it with "Rotary" or check out www.rotary.org/fellowships or www.rotary.org/actiongroups. You could be surprised. Alternatively, start a new one.

"DISTRICT 9500 PROJECT ON MEMBERSHIP"

Article by the Rotary Club of Port Adelaide's President Steve Smart, Joint Coordinator District 9500 Learning and Development Team.

Rotary district 9500, like many Rotary districts in the Western World, has seen its active member numbers decline significantly over the last few years. At one time, there were more than 2,100 members in the District. There has been a steady decline in recent years. In 2016 these numbers became critical, teetering just over the 1,100 mark.



District personnel were aware that if they were to maintain the district, this trend had to be reversed, and reversed quickly and significantly.

In 2015, the District Management Committee decided that urgent action needed to be taken on this matter. A District Membership Summit was planned for August of 2016 and a decision was made to organise a project on increasing membership by recognising and supporting pilot clubs demonstrating success in the recruitment of members. All clubs were encouraged to attend the Summit.

In the first part of the Summit attendees shared information on topics such as blocks to membership, club flexibility, Rotary branding and marketing, as well as ideas for attracting and retaining members. Participants were challenged to think about including those from underrepresented groups such as young people, women and people from a diverse range of cultural groups.

The Pilot Project, entitled "Clubs Leading Clubs" was advocated as "An exciting Project sponsored by District 9500 to encourage and support Clubs to work together to increase membership!" Clubs were given a month to apply to be part of the pilot group. Only two clubs applied to become Membership Pilot Clubs. They were the Rotary Club of Barossa District, 18 members, and the Rotary Club of Adelaide, 161 members at the time of application.

Selected clubs would be given an incentive grant to assist with the project. They would also be provided with District support from a small team of Rotarians. In return the clubs would be expected to:

- Write at least one article about their project and allow it to be published by the District.
- Give presentations at two Membership Workshops to be held in the District in November 2016 and May 2017.
- Help other clubs in the District to increase their membership in 2016/17 and beyond.

The contrast between the two clubs, their different environments, their different membership and their different strengths and challenges proved to be a great asset at Membership Summit 2, entitled "Transformational Change: The Journey So Far." The title recognised that many clubs would need to go through significant change to the way they operated to attract new members. The membership solution was not simply about recruitment strategies. The Summit continued on with the theme that clubs needed to lead the change with the support of the District.

Representatives from the two Pilot clubs gave the key input at the Summit. They focused on what their own club had done so far and what they were intending to do in the future.

Common feelings felt at the Summit by attendees: • Membership recruitment is an ongoing business.

- We are on the right track.
- Learning what other clubs are doing/obtaining lots of useful information. Planning is important.
- Importance of getting members' commitment to change. The need for change.
- The importance of club culture. Different ideas and ways of resolving the problem.

There was a very positive atmosphere at the end of the Summit with club members generally feeling very enthusiastic about the future of their clubs. There was also a feeling of optimistic expectation about Summit 3, scheduled to be held in May 2017. Club representatives are anticipating hearing about the challenges, the successes and the failures of individual clubs in moving forward on the journey in increasing membership.

The approach that has been taken in District 9500 has been that of "Clubs Leading Clubs" with the support of District personnel.

It looks very likely that the District will be amalgamated with another to form a new District in the near future. But there is one thing that is a certainty. There will be a number of Rotary clubs that will be stronger, more creative and more adaptable because of the leadership, facilitation and support given by the District.

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, a couple of captioned 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.

"A NEW YEAR'S RESOLUTION FOR YOUR ROTARY CLUB

Rotary Membership Minute, Dec 2016 issue

As you reflect on the past year, you may also be thinking about your New Year's resolution. Many people resolve to improve their health and well-being. Could your Rotary club benefit from a similar exercise?



Take the Rotary Club Health Check, an easy online quiz to help your club recognize problem areas and prescribe remedies.

"EMAIL TO THE EDITOR"

From Paul Henningham, Rotary Club of Lower Blue Mountains. Opinion email regarding the 'Rotary On The Move' December 2016 issue, page 3, article "WELCOME TO THE CLUB", originally from Rotary Leader July 2016 edition.

I was astonished to learn that the Rotary Club of Evanston, Illinois, USA, the "home" club of several members of the R.I. Secretariat and the regular make-up club of others, **asks** every new member to join at least one committee. In all my years of active Rotary service I never was **asked** to join a committee. I was **told**, each year, to which committee(s) I had been assigned. Usually, admittedly, I was asked on which committees I should prefer to serve but with no guarantee that my wishes would or could be gratified. (In extreme old age, of course, I *am* given the privilege of choice.)

The two gentlemen who formally invited me to become a Rotarian in 1955 – after I had apparently survived the "14 steps" then required before a new member could be inducted – explained the rigid attendance requirements and also made it quite clear that there were "no spectators in Rotary; every Rotarian gets a guernsey." I would be assigned to one or more committees and would be expected to pull my weight. They also inferred that it was pointless to accept the invitation to membership if I was not able to make that commitment.

Numerous studies have shown that recruiting well-meaning volunteers who are unwilling or unable to meet all the requirements of membership of any organisation is a waste of time and resources in training or mentoring and only adds to the workload of the active participants.

The major requirement of every Rotarian is *service*; with fellowship, fun and fulfilment as its rewards.

Keep moving us all to greater efforts through *Rotary on the Move* and Keep Smiling

"HOW CAN FLEXIBILITY HELP YOUR CLUB?"

From Rotary Weekly, 2 December 2016

Discover how your club can use the new club flexibility policies to adapt your club experience to fit the needs of your members and attract new ones. The policies allow clubs great latitude in deciding when, where, and how you meet.



Learn more about the measures Read how one club is applying the measures



ROTARY COORDINATORS TEAM 2016 - 17 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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