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## "BORN IN THE 80s & 90s, WANT TO REALLY MAKE A DIFFERENCE IN YOUR COMMUNITY?"

### Southbank Millennium Board Opportunity

**Article by Philip Archer, Chairman Zone 8 One Rotary, Communication Implementation Team and Stuart McArthur, Secretary – Rotary Club of Southbank**



**P. Archer (left)  
S. McArthur**

**Rotary Club of Southbank** are looking to recruit people who were born in the 80s and 90s to join a new millennial board of 9-15 people to develop two initiatives that will benefit the community of Southbank under the leadership and support of member James Piplios who is an alumnus of the Williamson group. James is experienced in training people to become board members and directors.



As a companion board to our own club board, this opportunity will not only inspire the next generation of leaders in our community, but will also benefit the club to explore new ideas / create leadership opportunities within our community and complement and support membership in our own club.

Philip Archer, a member of Southbank Rotary, through his Public Image role with the Rotary Australia Zone Leadership Team, is a key player in changing the way Rotarians think and is helping to create lasting change across Rotary internationally and is instrumental in leading the initiative. The initiative of piloting millennial boards in Rotary follows a trend throughout business to develop the next generation of leaders this ensuring continuity of leadership and service.

Southbank Rotary is very fortunate to have a diverse range of members of all ages, business skills and leadership styles and inspires men and women of many background to develop leadership skills and support their local and international communities and to solve pressing problems that face their communities.

In association with Rotary Australia we are also working towards a vision where all clubs, districts and ancillary Rotary organisations throughout Australia can share a single unified website and communication portal to ensure that we all speak with one voice and own brand.

We aim to do this by:

1. Creating **one common website** for all of Rotary Australia Foundation, Rotary Australia World Community Service, Australian Rotary Health, Rotary Down Under and Rotary Oceania Medical Aid for Children (ROMAC) that brings all the good news from across Australia under one common banner.
2. Introducing a **Community Engagement App** (Blong Pro) which will allow clubs to connect with club members and their communities through an app on their Smartphone.
3. Challenge 6 other clubs to trial a millennium board with the view to expanding the initiative throughout the other 1,100 other clubs in Australia.

*Enquiries regarding the initiative can be directed to:*

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# "REGIONAL MEMBERSHIP OFFICER UPDATE"

**Article by Julie Aubry, Regional Membership Officer for Zones 7b and 8 (based in Evanston, IL, USA). [Julie.Aubry@rotary.org](mailto:Julie.Aubry@rotary.org) | +1-847-866-4480 | [www.facebook.com/julie.aubry.rotary](http://www.facebook.com/julie.aubry.rotary)**

## RMO Pilot Update

As many of you know, I'm part of the Regional Membership Officer team pilot which was to last three years starting in July 2015. As part of a team of five, we each were assigned to different territories seeing a decline in membership. I work with you in the South Pacific as well as two zones in the United States. The RI Board of Directors met last month to vote on the future of our pilot and I'm happy to announce that the RMO team is here to stay! I'll keep you posted on updates going forward as it's possible the team will continue to grow to more regions.



## Membership Growth!

Here are the October 2017 District Progress to Goal reports for Zones 7b ([here](#)) and 8 ([here](#)). Overall, Zone 8 is up by 1.36% and Zone 7b is up by 0.91%! In Zone 8, shout outs to District 9550 for 3.18 growth and District 9640 for 2.6% growth since 1 July. In Zone 7b, shout outs to District 9910 for 2.85% growth.

## What's the Pulse of Your Club?

In the section above, I cover data on membership growth figures. And we all want to celebrate growth, but is it real? Are clubs updating their membership information as it changes (adding members and terminations) or are they waiting until they update information for the club invoices in January and July? In early June 2017, membership appeared to be healthy and growing before the data all came crashing down at the end of that month showing mostly a decline for the region. And there was a similar pattern of this in the year before.

Did the members leaving suddenly decide in June that Rotary wasn't for them? I'm sure that was the case for some, but not most. There are certainly tell-tale signs to look for with those losing interest in the club and ways to help reel them back into engaging with the club. Below are some helpful resources to help better engage new and existing members:

- **Connect For Good** (publication) - When you join Rotary, your potential to make a difference grows exponentially. But simply joining isn't going to change lives or make those connections. That happens when you get involved. Shape your experience to decide how to make the most of your membership. Click [here](#) to download for free.
- **Membership Satisfaction Survey** (publication/assessment) – The power of your club lies in your members. By asking them for feedback regularly, you are demonstrating your openness to change and empowering them to help craft an ideal club experience. Use this survey to obtain member feedback about your club at least once a change (to get feedback with changing membership dynamics). Then, use the information to make a plan to ensure that members are enjoying their Rotary club experience. Click [here](#) to download for free.
- **Best Practices for Engaging Your Members** (online course\*) - Taking this course will help you develop strategies for engaging people at all stages of membership. By reviewing these course materials, you'll learn how to energize the club experience, make members happy, and keep your club from becoming stale.

\*A self-guided module required for course completion. It takes approximately 15-20 minutes to review. Go to [learn.rotary.org](http://learn.rotary.org) under Membership to take the course.

## Membership Resource Guide

I've updated Membership Resource Guide with helpful new resources and publications noted in red (click [here](#) to download). If you have any questions about the materials listed, please let me know. Feel free to share with your fellow district leaders and club officers.

# "RESOURCES TO MEET RI PRESIDENT RISELEY'S TREE-PLANTING CHALLENGE"

**From Rotary Service Newsletter, Oct 2017**

President Ian Riseley challenges all 1.2 million Rotarians to plant a tree before Earth Day, 22 April 2018. The Environmental Sustainability Rotarian Action Group has compiled [inspirational ideas and helpful tips](#) to aid clubs in meeting the challenge.

Consider working with the [Food Plant Solutions Rotarian Action Group](#) to identify edible plants with the greatest nutritional value for the region where you wish to plant trees. The group can help your club and district understand the connection between plant selection and nutrition, while meeting Riseley's tree-planting challenge.



# "THREE LESSONS LEARNED AS A ROTARY CLUB PRESIDENT"

*From The Rotarian Economist, by Quentin Wodon, July 2, 2017*

Every year on July 1, some 35,000 new Rotary club Presidents take on the reins of their club, leading 1.2 million Rotarians worldwide for a year. As I just completed a year as club President, I thought it might be useful to share a few lessons learned over the past year.



## 1. Prioritize

Unless you are a member of a large club, it is probably best to focus a club's energy on only one main goal each year, as opposed to pursuing many different goals. One year goes by quickly. Trying to achieve too many goals may mean not achieving any one well enough.



For my club, our top priority this past year was to rebuild our membership. After many years of decline, we started the year officially with 18 members. In practice, we had at best 15 members since two members told us they were relocating over the summer and another member had to be terminated. Of those 15 members, about half were fully engaged. We had no choice but to focus on rebuilding our membership. Thanks to a few initiatives explained in a [free ebook](#) as well as a bit of luck, today we have 40 members. We know that we will lose a few members due to relocation or termination in coming months. But we also have a few additional prospective members already identified, and we are clearly a stronger club today than we were a year ago.

When we started the year, we had other objectives apart from increasing our membership. In some areas, we did well. In other areas, we still have a long way to go. But what helped us is that we were clear on what our main strategic objective was for the past year: rebuilding our membership.

## 2. Invest in your local community

Many clubs are involved in both local and international service projects. As I work in international development, the fact that Rotary implements projects in developing countries is important to me. However, it is also clear to me that what sustains most clubs is local service, not international projects.

International projects often involve only a few dedicated club members. Without strong local service opportunities, clubs are at higher risk of losing their purpose and dynamism. The same holds for relationships. International relationships are great, but what will help a club thrive are first and foremost the local relationships that a club and its members build, how well the club is known and respected in the local community. There may be exceptions, but it is hard for clubs to do well without a strong local presence.

## 3. Serve your members

Sometimes, there is a bit of a debate among Rotarians as to whether Rotary is a membership organization or a service organization. It seems to me that Rotary is by its very nature a membership organization first. Without a strong membership, Rotarians can't achieve as much in their service work.

Recognizing that Rotary is primarily a membership organization has implications. Clubs need to respond to the needs and preferences of their members. This may mean a stronger focus on service in some clubs, but in other clubs it may mean a focus on, say, attracting great speakers. There is a lot of heterogeneity between clubs as well as Rotarians, and that's a plus.

To bring value to their broader communities, clubs do need to engage in service work. This is an imperative, and I would not remain a Rotarian if this were not the case. My own priority in Rotary is to engage in service work. But not all Rotarians have the same priorities, and priorities can change depending on the stage of one's own life. There are multiple ways to contribute, and all should be celebrated. All clubs and Rotarians should find their own niche. Diversity in Rotary is a strength that should be nurtured. But for this, a focus on serving the membership is essential.

These are three simple lessons I thought I should share. Nothing surprising really, just my two cents at the end of a year as club President with success in some areas, and a work in progress in others.

# "GETTING ALL YOUR EGGS IN ONE BASKET!"

*Article by RC PDG Tim Moore*

It's not often this works but with 100% attendance from all our Australian and New Zealand District Membership Chairs or assistants at Melbourne on 27 September it really worked. That's 27, all districts!



Hosted by our Zone's Rotary Coordinators and Assistants it proved to be a great day of ideas and discussions on best practices for District Membership Chairs. The funding was largely provided by Rotary International and in some cases districts helped with a bit extra.

Feedback has been really positive with membership chairs especially enjoying the chance to network with their leaders and peers. Topics covered were wide and varied around club health checks, handling Rotary membership leads, building district teams, resources and support for district and clubs, running a district membership seminar and strategies, that others are using that works in strengthening their clubs.

Overwhelmingly attendees indicated they would like to continue to share ideas and resources and to recommend that this become an annual event – a must do in the calendar!



# "10 TIPS TO ATTRACT AND RETAIN QUALITY MEMBERS"

*Article from Rotary Voices, posted on August 22, 2017, by Tom Gump, 2016-17 President of the Rotary Club of Edina Morningside, Minnesota, USA, and a District 5950 trainer.*



Since 1 July 2016, my Rotary club has recruited and brought in 31 new members. Eleven of these new members are women and eight of them are under 40 years of age. The club has gone from being classified as a "medium" sized club of 68 members in our district to being classified as a "large" club of 93 members in just over nine months. How did this happen? Here's our tips:

- 1. Know your club's strengths.** If you meet in the morning, you will probably be a good fit for a 9 to 5 employee. But if you meet at noon, you're more likely to appeal to retirees or parents of school-age children. If someone doesn't fit your format, recommend them to another club. They won't forget you and may send you someone another day. Let all the clubs in your area know you are looking for members, and they may send you some that better fit your format than their own.
- 2. Keep a list of potential recruits.** It doesn't matter if it's a paper list or if it's kept on the desktop of your computer – it just makes you think about those people and others that may be a fit for your club.
- 3. Make recruiting the top priority in your club.** You can't do everything as a club president, and knowing that will give you some freedom to focus on the most important thing. Having new members – with new energy – will help you have more people to raise money for The Rotary Foundation, serve on your committees, and invite additional members/more smiling faces to your meetings and fun event. Let your members know this is the top priority so they can all help.
- 4. Create a letter that lists all the great things about your club.** List your star members, the advantages of where your club meets, how many members it has, etc. Make sure to tailor the email/letter to the wants of any potential new member.
- 5. List potential areas of responsibilities.** Potential members will want to know how they can fit in and what opportunities there are for serving.
- 6. Be persistent.** There will be times that it takes literally a dozen requests to get someone to a meeting. Keep asking. They may come to a meeting, or tell you they can't join now because they are too busy, or they aren't interested in joining at the moment. These are all fine answers as long as you keep track of them and keep in touch. How many times did you have to be asked? (It was over a course of two years for me)
- 7. Talk about Rotary wherever you go.** At church, temple, work, neighborhood gatherings, family gatherings, parties, etc. You'll be amazed how easy it is after you practice for a while. Getting a lot of "no" answers built my confidence because it didn't hurt as bad as I thought and most people were actually happy I asked, even if they responded negatively. It's always a good time to recruit.
- 8. Celebrate when you get a new member.** This gets the club excited about getting more members. Our club makes a poster of the individuals after they've been voted in and we put it in the front of the room at our next meeting. We do the same thing when we induct a new member.
- 9. Realize there is no finish-line.** Even if you are at the size that your club wants to be, there are always reasons people leave. And new insights always benefit a club. You're either growing or you're dying.
- 10. Be vibrant.** Wear a turkey suit before Thanksgiving (it's only your dignity you stand to lose), wear a lanyard with lots of "flair"/Rotary pins (it gets people talking to you), make outrageous centerpieces for your meeting tables (it gets people talking to each other), greet people outside the building you are meeting in and hold the door open for them (it lets people know you care).



*Edina's junior police officer, a member of the Rotary club, shares safety information with students.*

These really work. Try them out.

# "CLUB MEETS LESS, ACHIEVES MORE"

**Article by Tony Thomas, Rotary Club of Central Melbourne**

Every District is exploring what club structures will suit 21<sup>st</sup> Century conditions. Here's a model that is far-out but thriving in a District beset by membership declines.



**Left pic: RC of Seaford SA charter president Cecilie with bub Archer (left) with current president Hannah Trevilyan at the community garden. Right pic: Hannah (left).**

The one-year-old [Rotary Club of Seaford](#), near Victor Harbor, SA, has tossed out old-style Rotary trappings and made itself female and family-friendly. It has two-thirds women members, after being chartered by 29-year-old president Cecilie Cardwell, current president is Hannah Trevilyan 34. About 90% of members are in careers rather than retired, and ages range from the 20s to 74.

The 28-member club meets fortnightly on different days -Thursday evenings and Sunday afternoons, to suit all members. It also meets at different places – members' homes, libraries, sports clubs and book and coffee shops.

Hannah, a real estate manager, says there's no formality, toasts, raffles, sergeants, head table, bulletin or official bling. Guest speakers are invited to only a quarter of meetings, and then because of direct relevance to club operations.

The meetings' cost for members is cut through bring-a-plate or optional meals. "Our dues are \$200 but the big cost for most clubs' members is the \$1,500 for meetings," she says.

Cecilie thinks a club with many females is less intimidating to newcomers, especially as the women are so energetic about local community projects. "I look forward to more families getting involved with Rotary and to us changing the old images with new ones filled with diversity and love," she says.

Cecilie migrated from Norway in 2010, trained as a nurse and now works as a carer. She led the club's creation while pregnant and normally brings her year-old son Archer to meetings – heading for a quiet corner if he gets noisy.

Cecilie launched the club last November with 21 members after two years' preparation. She'd been a Rotaract member at Flinders University. Mark Huddleston, then D9520 membership chair, invited her to create a 21st-Century-style operation at Seaford where 30,000 people had no service club. Cecilia says, "I thought 'Why not, let's do it'. I'd already seen how Rotary people are so friendly, they're almost like family."

They letterboxed fliers and put inserts into the local paper, hung posters, turned up with banners at every community event, and blitzed prospects by phone and social media.

"We bought a \$300 popcorn machine and it was a hit every time at events. We networked with other charities, especially the Aldinga Giving Garden which grows fresh fruit and veges for the needy. We didn't just install a \$580 rainwater tank that Bunnings donated, we put a huge poster on it about Rotary's clean-water work overseas. Parents see it when they park for their kids."

Mark, who runs mail-order confectionery, says ten clubs in the district have folded in ten years, but modernising clubs to bring in young people gets entrenched resistance. "It's easier with a new club that starts on a clean page with no baggage. Newcomers love it. At just one meeting before we chartered, seven new members signed on."

"On the surface, fast-growing Seaford looks idyllic nestled between the vineyards and the coast," Cecilie says. "But when you scratch the surface, you find food insecurity, domestic violence, homelessness and youth disaffection – all areas for us to help".

The club organized a recent Seaside Walk on Suicide Prevention at nearby Onkaparinga which mustered 400 people and raised \$7,000 for Australian Rotary Health.

The club's Facebook has 816 'likes' and 800 followers, the most in the District and more than the District's own Facebook page.

*Shifting meeting venues is nothing strange. The name 'Rotary' derives from the rotation of venues by Paul Harris' original group.*



# "ROTARIANS BOOST POLICE SKILLS"

Article by Tony Thomas, *Rotary Club of Central Melbourne*

Mentoring of police leaders by Victorian Rotary districts, now entering its second decade, has earned accolades from VicPol Chief Commissioner Graeme Ashton.



"My three current deputies have all done the program," he told a recent celebratory breakfast in Melbourne (Sep 19). "That speaks volumes about the benefits. You're now challenging our people on the community front-line to find new perspectives and check their assumptions. The program's longevity shows how effective Rotary's been."

It's a landmark Rotary program in Victoria – and now Ambulance Victoria is negotiating for parallel Rotary mentoring of its future leaders.

VicPol Assistant Commissioner Jack Blayney was mentored several years ago, and was joined at the celebration by Acting Assistant Commissioners Sharon Cowden and Cindy Miller. The four Districts involved – 9810, 9820, 9780 and 9800, were represented by their governors or assistants, along with more than a dozen clubs from suburban Mt Waverley to Portland and Horsham.

Fifteen police senior sergeants and their mentors completed the program in 2016-17. It involves one or two meetings a month where the police can safely discuss sensitive issues and pick up management and community-outreach skills from Rotary veterans.

Originally Rotary and a paired business executive mentored police from all senior ranks. But several years ago, it became more effective for top business executives to mentor Superintendents and upwards, while Rotary focused on the Senior Sergeants.

Chief Commissioner Ashton said, "You're now challenging our people on the community front-line to find new perspectives and check their assumptions. The program's longevity shows how effective you've been."

Assistant Commissioner Kevin Casey chairs the ten-person steering committee for both upper and lower streams. The committee has four senior police, three business leaders and three Rotary members. For the past four years one of the Rotarians has been Alan Seale, a former chair of CityWest Water. Michael Stillwell of the Stillwell racing car and sales group, is among the top business mentors.

The senior sergeant cadre is in the vanguard of VicPol's community-liaison drive, A/Commissioner Casey says. "Police are good at solving problems and getting straight to the point. But in the past, they operated mostly from a perspective of a lifelong career only in policing."

"My own mentor was a female Rotarian younger than me. She was a non-judgmental sounding board, giving me insights and options for experiments."

Casey says typical feedback from his people include "impressive, innovative, inclusive and high levels of leadership and networking."



*Pic by Andrew Henshaw, courtesy VicPol's Police Life Magazine.*

*Pic Rotary Supporter Senior Sergeant Paul Gauci with Melbourne Victory community coach Anastazia Andrew (blue wind cheater, centre) and some of the Dandenong kids mixed soccer teams.*

## **Breakout:**

Senior Sgt Paul Gauci was upset by the decline of a kids' soccer club in his Dandenong area, with parents unable to afford costs, fees and upkeep. He posed the problem to his Rotary mentor who showed him ways to get the local council's support. It started small with money for balls and fees. But soon it led to whole-of-family involvement with kids' parents doing Zumba classes and brothers and sisters joining a homework club.

Next thing, the powerful Melbourne Victory soccer club came in with a pledge of two years' jumpers, coaching and gear. And next thing, the Football Federation ok'd the halving of the club's annual dues. Within a year, the Dandenong club grew from two to six mixed teams, with a hundred youngsters signed up.

"The club bring smiles to the kid's faces, and we hope it will also make them see police in a different light," Senior Sgt Gauci says, thanking the Rotary initiative.

# "WHY IT'S NOT GOOD ENOUGH JUST TO BRING IN NEW MEMBERS"

From *Rotary Voices*, posted [September 12, 2017](#)

Article by [Daniel Vankov](#), president of the [Rotary Club of Brisbane](#), Queensland

One of the biggest conversations around Rotary these days is membership growth. There are quite a few stories flying around and all of them provide good advice. But there is a second topic that is as important, if not more so, than membership acquisition, and that is retention. What can we do to keep these members we have worked so hard to bring in?

My club did well in both membership growth and retention last year, receiving our district's Errol Richardson Membership Development trophy, and one for membership retention, having not lost a single member over the previous year. As I began my year as club president, I naturally focused on growing our membership. In the first two months, I brought in two members, but we also lost two members. So, no retention trophy this year! But more importantly, I realized I needed to discover what gives value back to our members. It is not good enough just to keep them busy.

The grim statistics suggest most clubs lose 50 percent of their new members within a year, and another 25 percent within two to three years. I knew I needed to do something but also didn't want to undertake a monstrous effort or reinvent the wheel. So we looked back on some things Rotary clubs have done in the past and decided to dust a couple off and try them.



**A club member gets a turn in the driving simulator during the Rotary Club of Brisbane's vocational visit to the Centre for Accident Research and Road Safety.**



**Club President Daniel Vankov, second from left, at the Centre for Accident Research and Road Safety.**

First, we focused on vocational visits. But we put some thought into how to make sure we weren't just boring club members by having them sit in someone's office listening to how their fellow member crunches numbers or browses the web. We thought hands-on would be a better way to go. For our first one, we went to the Centre for Accident Research and Road Safety — Queensland and drove in state-of-the-art driving simulators. Top researchers hosted our club members and informed us on road safety research. Members enjoyed both their turn behind the wheel, and watching other members mess up. We even went home with gift bags to remind us of the visit.

Our second focus will be on leadership development. The club has organized an outing with the Institute of Managers and Leaders for a seminar open to members and non-members alike. Our speaker is Tony Holmes, a past district governor and one of Australia's top business builders. We want to learn how he went from being an army officer to a leading management consultant, and how he builds businesses all over Australia and internationally while living on a 22-acres property on the Sunshine Coast.

Soon, we plan to put some other innovative ideas to work such as using virtual reality to build awareness for the dangers of driving under the influence.

Through all this, what we have learned is that membership retention is very much as important as member acquisition!

*Encourage members to get involved for a more meaningful Rotary experience with the ideas in [Connect for Good](#) and other membership resources.*

## 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.



# "YOUNG PROFESSIONALS GATHER IN MEXICO FOR SUMMIT"

*Excerpts from an article from Rotary Leader, September 2017,  
Vol 8. Issue 2*



As president of the newly formed [Rotary Club of Nueva Guatemala](#), Guatemala, Diego Furlán de la Vega was eager to meet with other young professionals in Central and South America. In March, a three-day regional event for young Rotary members in Mexico gave him just such a chance.

"It was a great opportunity to join like-minded young Rotarians to share our different approaches to making Rotary more compatible with a younger generation," says 31-year-old Furlán de la Vega, whose fellow club members range in age from 30 to 38. "I wanted to meet Rotarians in our region that had the same passion as me and my club have for Rotary."

More than 170 members from 10 countries, all of whom were under age 40, attended the free event. Each district in the zone contributed at least \$500 toward the cost. Other funding came from sponsorships.

Forum participants discussed ideas for recruiting young professionals, such as making meeting times and formats more flexible and drafting proposals for the 2019 Council on Legislation that would make it easier to create club formats that fit younger people's schedules.

Another important goal of the forum was telling young members about the opportunities available to them in Rotary and encouraging them to participate. Ideas included taking on peace initiatives, because peace is an issue that resonates with young people in Latin America, and having younger members teach older generations how to use social media, as a way to bridge the generation gap.

Rizzo-Tavares says encouraging members to take on leadership roles right away can also help with participation and interaction. "We want young members to be a part of the club's decision making, to help cultivate the future of the club."

Furlán de la Vega says he was inspired by the conversations about peace. "Latin American countries aren't at war, but there is a big absence of peace. The crime and violence is far too high."

One final lesson Rizzo-Tavares says he learned is that events like this one, which center around sharing ideas and networking, are worthwhile in themselves. It's important that young members meet and socialize with members outside their club, he says.

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 COORDINATORS TEAM 2017 - 18 ZONES 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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