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"ROTARY NEEDS YOUR HELP"

Article by RC PDG Tim Moore

Wow, I have just returned home having had the pleasure of attending, presenting and facilitating discussions at a number of district assemblies around Australia. I am so pleased to report on the interest of those attending and their willingness to participate, engage and share great ideas to strengthen their clubs.



As we know clubs are, in the end, the only ones able to bring about positive change that will work with their own members and in their own communities— while hopefully looking after their existing members.

Equally, we know many attendees return to their clubs full of enthusiasm but meet a brick wall when it comes to other members agreeing to making changes that will make their club more attractive to a variety of ages, ethnic and gender mixes.

What can we do to empower these members? We need your help and feedback. So many positive things are happening in so many clubs to initiate and accept that change is necessary to ensure a succession of new members.

How we can help these Rotarians bring about the changes in their clubs so success can become a reality?

Please take some time to share with us your ideas about bringing positive, accepted change in your clubs that will lead to membership growth. We will report back your ideas in future issues of 'Rotary On The Move'.

Please email me, tim@cinet.com.au with our thoughts.

"THE STATE OF ROTARY'S MEMBERSHIP - PRESENTATION NOW AVAILABLE"

From 'Membership Minute', April 2018



Rotary's members are our greatest assets. When our membership is strong, our clubs are more vibrant, Rotary has greater visibility, and our members have more resources to help communities flourish.

In our new presentation, the [State of Rotary's Membership](#), you'll learn who is joining — and who is leaving — and the opportunities we all have to make membership a top priority. We've designed this presentation to be shared: You can easily regionalize the speaker notes in this 15-slide PowerPoint to create a custom presentation for Rotarians.

Watch a recording of the presentation with narration on our [Vimeo channel](#).

"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 | +1-847-866-4480 | www.facebook.com/julie.aubry.rotary



HOW TO START A COMMUNITY BASED ROTARACT CLUB WEBINAR

Did you see the [7 things you don't know about Rotaract](#) story in the March issue of The Rotarian? This talented group of emerging leaders are thinking beyond their clubs and redefining what it means to be a Rotarian. Rotaractors are experts in their fields, have mastered the art of recruiting, and embrace opportunities to learn. Rotary President-elect Barry Rassin set a goal for Rotary to double the number of Rotaract clubs worldwide in 2018-19, so how can we engage more of these amazing individuals in Rotaract?

How about starting a community-based Rotaract club? Sign up for the **How to Start a Community-Based Rotaract Club** webinar on **Thursday, 10 May at 3:00am AEST** (we know the time isn't ideal, but if you register you'll receive the recording to watch later). Hear from Rotary International staff, Rotaractors, and Rotarian sponsors on why community-based clubs are a great option for your area and how easy it is to start one!

Register for the webinar now, click [here](#).

MEMBERSHIP LEADS

Since 1 July, Rotary has received **15,000** prospective member leads! Curious as to where your district stands on Membership Leads conversions? I've attached the latest lead information for your district. If your district doesn't appear in the report, no leads were received during that reporting period. Keep in mind, you can access your zone, district, and club reports on My Rotary at any time.

The **Prospect Progress report** shows you where your district's current membership leads are within the system. The *Status* column mirrors the updates a district and/or club can make within the online platform. If you have a number of leads sitting in the *Inquiry* stage, your district should make it a priority to quickly contact the lead and update their status online. If there are leads sitting in the "*district assigned candidate to club*" status, this indicates that your clubs have not updated the status of the lead you sent to them. This is a great time for your DMCs and AGs to connect clubs via email, phone or make a visit to ensure they understand the importance of updating the status of leads online. Click [here](#) to download the report (notice there are three tabs).

2018-19 DISTRICT MEMBERSHIP CHAIR APPOINTMENTS

This is a friendly reminder to appoint a District Membership Attraction and Engagement Chair for the 2018-19 Rotary year. Remember, even if your current chair will serve in this position next year, DGEs must re-appoint them for the new Rotary year.

As of today, 12 out of 27 districts have reported their 2018-19 district membership development chairs in zones 7b and 8. You can appoint your district membership committee chair by going to the District Administration section of My Rotary or by emailing data@rotary.org. Please let me or your Rotary coordinator know if you need assistance.

To set your district up for success, encourage outgoing and incoming District Membership Attraction and Engagement Chairs to connect to ensure your district's membership goals and strategies are shared, and the transition process is seamless.

MEMBERSHIP RESOURCE GUIDE

We've updated the Membership Resource Guide (click [here](#)) with helpful new resources and publications noted in red. If you have any questions about the materials listed, please let me know.

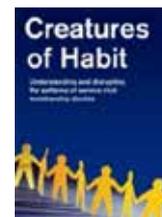
MEMBERSHIP DATA

I've attached membership reports for Zones 21b and 27 for March 2018 including District Progress to Goal (Zone 7b – click [here](#). Zone 8 – click [here](#)) and Comparison to 1 July (click [here](#)).

"CREATURES OF HABIT" - Understanding And Disrupting The Patterns Of Service Club Membership Decline.

Article by RC PDG Tim Moore, tim@cinet.com.au

'Creatures of Habit' is a book by Mark Huddleston, Mark is a past Rotaractor, a dedicated Rotarian, a club past president and a former district membership chair. Plus, he has had the passion to write a book on his thoughts, experiences and suggestions for service clubs – Rotary in particular, to understand the issues confronting voluntary organisations plus suggesting some real solutions. While many of these are ideas and thoughts are shared by many, Mark has them well encapsulated into one resource for Rotarian who can make a difference.



Mark turned his beliefs into action and these have been integral to the starting of a new club, the **Rotary Club of Seaford** in Adelaide. He has gone through Rotary International funded studies from Siegal and Gale, talked to past RI presidents, local leaders and taken advice from forecasters like Michael McQueen to tell his story.

This book is a great resource for everyone in Rotary who is concerned and able to do something about the future of our great organisation. In the words of Molly Meldrum, 'do yourself a favour' and buy this book (approx. \$25 plus postage, which will barely cover the publishing cost) or borrow one of mine, have a good read and take action! Well done Mark!

"Q & A WITH BARRY BASSIN"

RI Editor in chief John Rezek and senior staff writer Diana Schoberg spoke with Barry Bassin RI PE at his office in Evanston in October, below is an excerpt of the interview.

Q: What other goals do you wish to accomplish during your year?

A: I want to explore ways of starting new Rotary clubs. There are a lot of clubs out there. We keep telling them, "You've got to get new members." But their club culture may not be attractive to other people. Fine – they should enjoy their club, and then start another club next door. We're working on making sure everybody knows that Rotaract clubs can start Rotary clubs. We need to tell Rotaractors they can start a Rotary club they're comfortable with when they move on after 30. Rotaract is our secret weapon, and we need to spend time developing the transition from Rotaract to Rotary in a different way.

We've got to get better at social media. When you look at our numbers versus a celebrity's, we're nothing. We need Rotarians and Rotaractors to access social media and use it to improve our public image. And that's the other part of it: I don't believe our communities understand what Rotary is. I want to hold Rotary days so clubs and districts can get into their communities and talk about Rotary – what do we do and why do we do it.

I want clubs to have leadership development programs for their members. Rotary's [new vision statement](#) says: **"Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves."** It is a great opportunity to remind everybody that as members of Rotary clubs, we're also there for personal development. Young people are looking for ways to grow and develop, and that gives them another reason to join Rotary. Those are the key things I want to go with.

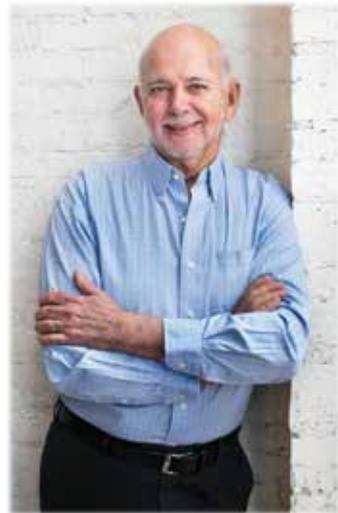


Photo by Alyce Henson

Q: Rotaract and Rotary clubs in the Caribbean have a good relationship. What's the key?

A: My club is an example. When a Rotaractor comes to our club, they're not our guest for the day. They sign in as a member. So right away they're feeling like they're a part of us. That's important. We also make sure that a Rotarian from our club always goes to Rotaract meetings so there's always a connection. In the last two years, I believe we've got 100 percent transition from Rotaract to Rotary. They come and join our club because they know us. We've got to keep that connection going.

Q: What have you learned from Rotaractors?

A: Rotaractors are energetic. They're passionate. They want to do good, and they really like working with each other. The frustration is that they then find it difficult to transition to a different club that has a totally different culture, doesn't have the energy, doesn't even know how to use social media. Rotaractors are the Rotary of the future, and we need to help them get there. What are they going to want in a club when they're 40? We have to come up with that answer and then create Rotary clubs, or help them create Rotary clubs, that can get them there.

Q: Imagine your life without Rotary.

A: Wow! That's hard to do, to be quite honest. I have put my heart and soul into Rotary for 37 years, and without it I wouldn't have the friends I have or the ability to do some of the things I can do. I always give the example of my first speech. I was holding on to the lectern reading the speech I wrote, and when I got to the bottom of the first page, I was so nervous that I couldn't turn the page. But my club kept asking me to speak, so I kept doing it, and now I speak publicly with confidence. I couldn't do that without Rotary.

Q: Is there a Rotary tradition you would never get rid of?

A: I would never get rid of our Four-Way Test. I would never get rid of vocational service. Some of the traditions from weekly club meetings could go. I don't think there's a need to be that formal in a club meeting anymore. But when you look at core values or ethics or classifications, those are things that have to stay with us. That's who we are and what makes us different, and we need to appreciate that and keep developing those principles.

"ENGAGE NEW MEMBERS"

Rotary Training Talk, April 2018 edition.

Want to help new members learn about Rotary? The new [Rotary Basics](#) guide offers an extensive overview. It includes information about our history and values, plus a Rotary glossary. In addition, the revised [Connect for Good](#) guide suggests ways members can get involved in Rotary to make an impact in their community and globally.

If you need ideas for getting new Rotarians involved and giving them a meaningful experience, look to [Introducing New Members to Rotary: An Orientation Guide](#).

"NEW MEMBERSHIP CATEGORIES ATTRACT NEW MEMBERS"

The Rotarian, April 2018 edition

When membership dropped below 20, the **Rotary Club of Central Ocean Toms River**, New Jersey took a leap of faith by offering a radically different membership structure to retain and attract members. The risk has paid off with a membership increase of 61 percent in two years.

When Mike Bucca took over as membership chair of the Rotary Club of Central Ocean in July 2015, he knew the club had a problem. Membership was down to 18 and dwindling. Bucca persuaded club leaders to look seriously at membership.

The club board held three membership summits where they discussed why people join Rotary and why they stay. The result was a proposal to dramatically alter the club's membership structure to attract new members by lowering the financial commitment.

"We want members to have a place in this club where they are contributing what they can – in time or finances," Bucca explains. "It's really worked."

The Rotary Club of Central Ocean still has standard and corporate memberships, in which a local corporation or business joins with a specified number of qualified employees serving as its designees. Members in both categories pay \$399 in dues every six months. The club also offers three alternative types of membership. The first is an introductory membership. New members can join at the rate of \$99 for the first six months and \$199 for the second. After the first year of membership, they pay the standard rate.

"When I joined, that was my biggest hesitation – the money," says Bucca. "For \$99 I would have joined the first time I was asked and not three years later."

The second membership offering is a discount to family members of existing members paying the standard rate. Family members can join for \$199 every six months, and that discount applies as long as another family member is paying the standard rate.

Again, Bucca drew from experience. "My wife and two other members' wives wanted to join the club, but the family could not afford it. But half price made sense, so we gained three members."

The third type is called a friendship membership. This is designed for members who are interested in helping the club and taking part in projects but cannot commit to meetings. Friendship members pay \$249 every six months.

"People felt guilty about not coming to meetings. This eliminates that," Bucca says.

The results are clearly in favor of the new system. Membership climbed from a low of 18 in 2015 to 29 in 2017. Many of the new members are in their 30s and many are women, says Bucca. "In 2013, I was the only member under 40; now we have seven. Our club was No. 1 in the district for the number of women who joined."

Most importantly, the new members have invigorated the club. "Our club was dying; we were in trouble," says Bucca. "We turned it around and are thriving." –Susie Ma



The Rotary Club of Central Ocean Toms River, New Jersey, is a diverse club with a nearly equal number of men and women ages 30 to 89. The club has a robust list of projects because members believe it is important to be directly involved in service. Members have tackled nine projects (and counting) during the 2017-18 Rotary year by breaking into smaller groups to work on multiple projects at the same time.

Members in 2015: 18; Members in 2017: 29

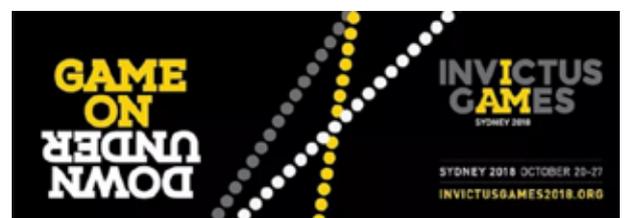
"INVICTUS GAMES"

Information supplied by PDG Marilyn Mercer, District 9685, Trainer 2018-19

"I am the District 9685 Liaison for the Invictus Games, Sydney 20-27 October 2018.

There are a few ways in which Rotarians and their club can be involved. However, we are waiting back until the Commonwealth Games have finished so as not to steal any thunder.

For more information click [here](#)."



"ARE YOU CONFERENCED-OUT?"

Opinion article by PDG Euan Miller, D9520 Membership Chair

As we come to the end of the district conference season for another year I wonder if we are getting conferenced-out?



DGs spend an enormous amount of time and energy preparing and hosting a conference expecting this to be one of their signal achievements of their year and yet invariably feel let down when registrations fail to meet the target they set.

If a district manages to get 15% of its Rotarians (I am excluding partners) to attend its annual district conference that is par for our Zone. If, as a club, we could only get 15% of our members to a meeting or a project we would start to get very worried. When you look at attendances at RI Conventions the pattern is much worse. The number of Rotarians in our Rotary world is almost invisible with less than 1.5% of the world membership (again excluding partners) at each Convention.

Maybe it is time to look at our conferences to see if there is a better way to engage more broadly with the whole membership within a district.

Here are some suggestions:

- Why do we stretch our conferences over 3 days? This means that working Rotarians have to take at least a day off work to attend a conference. Why not cut it down to one day; or at least, allow day or half-day registrations. RI has never required a district conference to last longer than a day.
- Why do we have to sit for hours in an auditorium listening to 'inspirational' speeches often as not with no relationship to Rotary. Some of these speeches may make us feel good or feel entertained but what do they achieve in the long term?
- Why can't we get our hands dirty and do things as well? After all isn't this the reason we joined Rotary? DG Deb Gimblett did this in 2014 in 9940. How many districts combined a Riseley Forest tree planting event with their conference this year? This provides much better networking than sitting in a seat for hours and provides a better chance to publicize Rotary in your local community.
- Why can't we combine our District Training Assemblies with the District Conference and use it to focus on issues that need to be resolved in the district? Maybe we need new ways for clubs to grow their membership, new ways to take advantage of TRF funds to enhance projects or new ways to make the Vocational Avenue of service live? In this way the district conference would serve a real purpose.
- Why do we have to travel outside our districts to attend our conferences? While some Governors argue they get better attendances the further away they travel from their district because it becomes a bit of a holiday break as well; in today's fast-paced world Rotarians, unless they are retired, don't have the time to do this anymore.
- The cost of Rotary is often raised as a barrier and 3- day conferences are never cheap. As a result, we tend to try and make the conference as inexpensive as possible so you end up with barely passable buffet style food and entertainment at the event.
- In our larger districts why do we have to have one district conference? Wouldn't it be better to have regional conferences/training sessions, even if only for half a day so more Rotarians are able to attend without the same travel and accommodation expenses?
- Why can't we have joint or multi-district conferences to give economies of scale, allow more Rotarians to interface with Rotarians they may have never met before and make a bigger impact publicity wise in the community. It seems much more sensible to just have one conference each for the two Auckland, Brisbane, Sydney, Adelaide and Perth-based districts and a multi-district conference for Melbourne. The two Adelaide districts have done just that this year and other cities have done it on occasion in the past.

Thoughts from this Newsletter's editor:

- Are the future duties and obligations of new members explained to them before their induction?

Such as attending District Assemblies (DA) and Conferences, PETS, being prepared to join and serve on the Club Board and District Board.

- Before the new members' selection to serve on the Board, is it explained to them that they should attend DA ... ?

- Are Clubs rushing in introducing new members without proper explaining what is expected of them?

- Are Clubs long standing members intimidating new members when the subject of attending DA and DC arises at Club meetings?

"HOSPITAL EQUIPMENT FOR THE KIONYO HIV CLINIC-KENYA"

A partnership between the [Rotary Club of Walkerville](#) and Missionaries in Kenya

Article by 9500 PDG Allan Wilson



AIMS AND OBJECTIVES

- To provide equipment to enable treatment of those with HIV
- To bring together those infected to support one another
- To help reduce the stigma and improve the quality life of those infected
- To involve members of the Rotary Club in an International Project.

Project's stages:

Establish a Budget of \$12,500 with a District Grant from the Rotary Foundation for \$3,886, Partnership established with Missionaries in Kenya, Financial management, attend to import obligations and shipping, Delivery to Mombasa and freight to Kionyo, a 2-day road journey and finally Support and care for those affected by HIV.

BACKGROUND

Located near Mt Kenya and 480kms from Nairobi is Kionyo, which 10-15 years ago had one of the highest rates of HIV infection in Kenya. The effects are still wide spread to-day. People infected were dying silently because the stigma was very high and seeking assistance was not an option. Rejection and mistreatment even came from their own families. Infected people hid themselves as much as possible and endured untold suffering. They did not know where to seek help and many did not have the money for transport to get to hospitals or pay the small fees charged for medicines.

Mt. Kenya East HIV/Aids Support Group was set up to respond to the situation through support, treatment, financial assistance and provision of food. Bringing the people together reduced the tyranny of distance and meant that they could support one another.

The HIV Clinic in Kionyo was commenced in 2009 to cater for people living close, to enable them to seek regular treatment and testing. The buildings are complete, but unfurnished and cannot provide treatment until there is equipment.

The **Royal Adelaide Hospital (RAH)** partnered with Rotary through 'Donations In Kind' to send hospital beds, medical equipment and ward furniture from the old RAH, overseas to help Third World communities. This is the largest donation of its kind, and their aim was to ensure that surplus equipment was donated to those who need it most. Their task was to work with local clubs to determine needs and handle the logistics of distribution. This project formed part of that initiative.

SUSTAINABILITY

The **Ownership** of the equipment has been placed under the care of the Missionary Oblates Registered Trustees.

Management will be by the Nursing Sisters and the Community Board of Management.

Long Term treatment will be supported by regular Doctor visits from larger towns and arrangements are being made for Specialist Doctors from Europe and Australia.



Some of the equipment ready for loading



The Clinic (left and above)

"PLAN YOUR YEAR WITH THE DISTRICT PLANNING GUIDE"

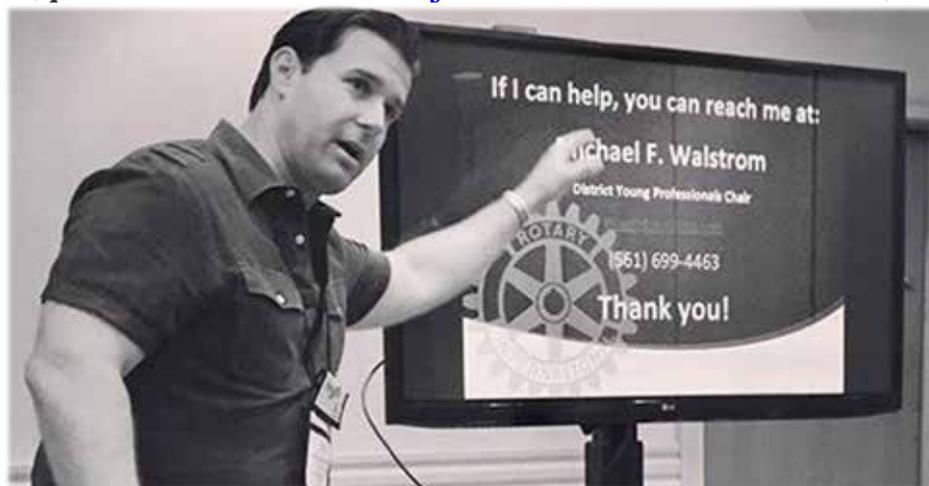
Rotary Training Talk, April 2018 edition.

Are you looking for an easier way to determine how healthy your district is? Check out the revised District Planning Guide on My Rotary. This resource can help your district identify opportunities and strengths and set short- and long-term goals to address them. Click [here](#) to download the DISTRICT PLANNING GUIDE.

"THE KEY TO PITCHING ROTARY TO YOUNG PROFESSIONALS"

From *Rotary Voices*, Posted on **March 28, 2018**

By **Michael Walstrom**, president-elect of the *Rotary Club of Downtown Boca Raton, Florida*



Michael Walstrom leads a presentation on attracting young professionals into Rotary.

I think most would agree that Rotary has struggled to attract and retain young professionals. At a district conference in 2016, my district governor, Eric Gordon, asked me to put together a program for "YP" development. This was a new committee, so I was starting from scratch. I was 38 at the time and two years into my Rotary journey. The only thing I really knew was that I had a lot to learn.

My first step was to gather data. My district, **6930**, has 6 percent membership in the "under 40" category. I put together a survey of ten questions designed to get at the core of what brought those members into Rotary, why they stay, what they want, and what the challenges are for them. Club presidents from all over the district helped get their YP members to complete my survey.

The process was fantastic. I knew why I was in Rotary, but I needed to know if my experience was similar to others, or anomalous. Reading through scores of submissions I began to see some distinct trends.

- Younger members were drawn to Rotary through a friend or business contact.
- They value networking, for personal but primarily business purposes.
- Many are interested in developing relationships with community leaders, those who could offer guidance or mentorship.
- Some identified time and financial commitments as ongoing hurdles.
- Only about half identified service as an *initial* motivation for joining, but to most it is clearly an important factor.

Surveys can help put an issue into context, but how can clubs turn this into a strategy for YP membership development?

I think it means knowing what Rotary has to offer. It's putting together a *Value Proposition* that can effectively pitch Rotary to the YPs in any community.

This pitch comes down to one idea, *Leadership*. Rotary is a unique environment wherein YPs can learn, practice, and exhibit leadership skills. This is an immeasurable benefit for one's personal and professional development. Their values can be made clear; they learn to work with others and pay it forward.

Engaging Younger Professionals, a new online toolkit, helps clubs better understand younger professionals. From ideas for outreach and engagement to long-term benefits of becoming a Rotarian, this toolkit helps clubs rethink their membership, from a broad perspective down to a tactical level.

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.

"WEBINARS"

Information supplied by Kero O'Shea, **Membership Voice Coordinator, Membership Director, Rotary District 9465, WA**

Interested in strengthening your club and attracting new members in 2018?

Here are some of the presentations we have lined up in the next few weeks to give you inspiration, handy how-to guides and introductions to successful Rotary changemakers who can advise and guide you.

And here's the best bit! Use the booking code: **ROTARY SUCCESS** and you can watch any of these **FREE!**

Topic: BALDIVIS!

What your club can learn and emulate from the creation and continuing rise of Baldivis Rotary.

When

7pm WST, Tuesday 1 May 2018. [Register here](#)

Presenters

Laurie Smith and Leanne Knowler
Laurie - Club Adviser, Palm Beach Rotary
Leanne - Charter President, Baldivis Rotary

Topic: THE GAMECHANGER

How you can utilise business networking to attract new members and grow your club.

When

7pm WST, Thursday 3 May 2018. [Register here](#)

Presenter

John Stockbridge
Public Relations Director
Rotary District 9465, Western Australia

Topic: SOUTH MILDURA

A millennial club president's perspective on the successful reshaping of a Rotary club, how volunteering can successfully attract young members and a re-think on traditional membership activities.

When

5pm WST, Tuesday 8 May 2018. [Register here](#)

Presenter

Rachel White
President, Rotary Club of South Mildura

Topic: HIDDEN COSTS OF MND

When

7:00pm WST, May 10, 2018. [Register here.](#)

Presenter:

Professor Samar Aoun

Topic: ENGAGING MILLENNIALS

When

6:00pm WST, May 15, 2018. [Register here.](#)

Presenter

Rebecca Fry

All past editions of the "Rotary on the Move" Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub shalhoubissa@shoal.net.au

ROTARY 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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