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## "KNOWING YOUR COMMUNITY"

**Article by RC PDG Tim Moore**



Have you thought of profiling the people that live in your local area? District Membership Chair Bruce Nicholls of District 9685 has! How do you find out about your Community?

There are several great free resources that are available to ALL Rotary Clubs to assist you in knowing your community, now and for the future. What sort of information is available? Community Profiles – understanding local communities. Demographic Resources, ID Services, Population forecasts – from now until 2036, Economic Profiles – comprehensive economic stats for your area and Social Atlases – uses census data to show distribution of target populations.

Why have a community profile? Census data tells the story of your community. It allows you to plan services to reach the right people, provide evidence for funding submissions, support advocacy efforts and allows you to know who your community is in greater detail than ever before.

It allows your club to build a cohesive story of a local economy and how it is changing and verify observations and assumptions with hard data. When you deliver consistent economic facts and figures you can educate people about their local economy.

Use these resources to help you learn more about your local community.  
[Home.id.com.au](http://Home.id.com.au)    [www.datadiction.com.au](http://www.datadiction.com.au)    [profile.id.com.au](http://profile.id.com.au)

## "NEW MEMBER RESOURCES"

**Rotary Training Talk, June 2018**

**GIVE NEW MEMBERS SOMETHING NEW WHEN THEY JOIN**

The new **Rotary Basics** offers an overview of all things Rotary. It includes information for all Rotarians, especially new members who are interested in our history and values, plus a Rotary glossary.

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**.

The revised **Connect for Good** guide suggests ways members can get involved in Rotary to make an impact in their community and globally.

## "ONLY A TIP"

**Thoughts on membership by ARC PDG Doug St Clair**



The first thing I would say is that membership is not easy and if anyone tells you that it is and that if you follow their steps you will succeed then forget it, it's fake news. I reckon that it's very difficult for someone from "outside" to come into your club and tell you how to do it because I believe that the first tenet of membership is to be embedded in your community. Sure, others can give you ideas and tips, but you need to do the hard work.

You need to be involved in your community, to have projects that resonate with your local community and that encourage non-Rotarians to join in. Service and generally local service is the key and if this service can be done with fun and fellowship, all the better.

Having said that, one of the clubs in my district, the Rotary Club of Cleveland, put on eleven (11) new members last year so I'll offer a tip on their keys to success. They ran a series of breakfast meetings with high profile guest speakers that really sparked their local community. They even charged guests a premium to attend these meetings, maybe sometimes when we pay for things we attach value to them. From there, they encouraged guests to be part of their organisation.

The final belief that I have re membership stems from that old proverb, 'if at first you don't succeed, try, try and try again'. Don't give up on your attempts as experience tells us that sometimes persistence pays.

# "REGIONAL MEMBERSHIP OFFICER UPDATE"

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, [barbara.mifsud@rotary.org](mailto:barbara.mifsud@rotary.org), <https://www.facebook.com/barbara.mifsud.1>



Hello all! This month we focus on corporate membership as well as providing updates on membership leads and membership statistics.

## How do corporate memberships work?

Corporate membership is an alternative membership type aimed at engaging leaders of corporate and other large organisations within your community. Corporate membership enables a Rotary club to expand its network in the community and foster new partnerships that can be leveraged to tackle big challenges. For a corporation, corporate membership gives the benefits of membership but allows them to send fellow employees on their behalf when they can't make meetings or events, and is an opportunity to engage in corporate social responsibility (CSR) through Rotary.

Here are two examples of popular corporate membership models:

**Model 1:** A primary corporate member pays dues, along with a selected number of alternate members (often 1-3) who don't pay dues but can attend club meetings in place of the primary member. Many clubs ask for the alternates to be named and approved by the club before they can attend, but some don't. As the primary corporate member must pay RI dues, he/she is reported as the active member. In this model, the alternate members aren't normally charged RI dues, so they are not reported to RI but their membership details can be recorded locally by the club.

**Model 2:** The club charges a flat rate of dues for a certain number of corporate members (often 3-5) and all are able to regularly attend the club's meetings. In this model, RI dues for all the corporate members are included in the flat rate. This model allows all the corporate members to be full, active members of the club and count in the club's membership data.

But don't let these models limit your club. You have the freedom to structure corporate membership in a way that best serves your club and community, as long as you keep in mind that individuals, not the corporations that employ them, are its members.

Below are a few examples of how clubs have implemented corporate clubs in their communities:

- Check out what has worked and what hasn't worked for the [Rotary Club of Melbourne, Victoria, Australia](#) when they implemented corporate membership
- [Rotary Club of Welland \(Ontario, Canada\)](#) not only asks details about the prospective member, but also asks questions to get to know their the company as well in their corporate membership application
- The [Rotary Club of Demotte-Kankakee Valley](#) (Indiana, USA) asked local businesses to sponsor employees as Rotarians, which led to 9 members (and counting) that have signed up under the corporate membership program
- [Rotary Club of Harrogate Brigantes, England](#) lists their corporate members on their club's website to showcase their relationships with local businesses
- Prospective members can fill out a corporate membership application to the [Rotary Club of Los Angeles \(LA5, Los Angeles, USA\)](#) on their website, and view information on membership dues and charitable giving programs
- Through an established membership approval process, the [Rotary Club of Madison West Towne-Middleton, WI](#) allows a business or other organization to appoint up to three designees (one Primary Member and two Designee Members) to enjoy the benefits of membership

If you have a corporate membership success story please let me know.

## Membership Leads report

Did you know that since the start of the Rotary year that Rotary International received **5,828** enquiries from people interested in joining, via [rotary.org/join](http://rotary.org/join)? See how many leads were received by your district, how many have been followed up and where these leads are now. You might be missing out on membership opportunities from people who already know about Rotary and want to join us!

Check out the [Membership Leads Progress Analysis](#) report from 1 July 2018 to 19 October 2018.

## District Membership Progress to Goal

See your district's membership statistics in the September 2018 *District Membership Progress to Goal* reports for [Zone 7B](#) and [Zone 8](#). Also check out the *Comparison to 1 July* reports as at 30 September 2018 for [Zone 7B](#) and [Zone 8](#). Shout out to D9640 with a 4.08% growth since the start of the Rotary year! They recently chartered the Rotary Club of Varsity Lakes and officially recognised the Rotary Satellite Club of E-Club NextGen Alumni!

# "MEETINGS BLOODY MEETINGS"

**Article by Euan Miller, D9520 Membership Chair**



In September the membership chairs from Australia and New Zealand gathered to discuss and consider strategies both to grow and retain Rotary club membership successfully.

One item that kept coming up over and over again was how best to attract members to Rotary through attendance at a Rotary club meeting.

Why do we keep doing this when potential members keep telling us they don't have time to attend meetings?

In fact, even if you look at the most well- functioning clubs in Australasia you would find that most of our current members don't have the time or worse, the inclination; to attend meetings either. Even our largest capital city clubs which can attract top flight speakers attract average attendances of less than 50% of the club each week.

Potential members keep telling us they will consider joining Rotary 'to do good in the world'. By this they mean they want to be involved in projects and causes; not to attend meetings. If we want to introduce potential members shouldn't we be inviting them to take part in a project rather than attend a meeting? Meetings are not an end in themselves unless they are used to plan and implement projects.

What about the fellowship you might say? Well couldn't we achieve the fellowship better through projects than attending a meeting eating boiled chicken or recently thawed fish fillets? It would certainly be cheaper and a much more productive use of Rotarians' time.

Is it because Paul Harris started Rotary through the rotation of meeting places before settling on a dinner meeting at the Sherman Hotel, that we feel the need to continue the tradition of weekly or fortnightly meetings? There is certainly no requirement now for clubs to have to continue to meet in this way.

In fact, if we still feel the need to have fellowship events, young people (potential members) prefer to gather informally for drinks in a bar rather than sit down to a formal meal.

If we want to grow Rotary we have to do two things:

- If we hold meetings they have to be purposeful, planned and structured so well that everybody attending feels that the process has been efficient, productive and the outcomes agreed.
- We need to offer projects (not just fund-raising) and causes to potential members that offer the satisfaction of doing good in the world and, at the same time, fellowship opportunities by working alongside and developing friendships with fellow Rotarians.

**Meetings Bloody Meeting is a film written by John Cleese and Anthony Jay. Video Arts, 1976. Re-released and updated in 2012. <https://archive.org/details/meetingsbloodymeetings>**

# "WOMEN NOW OUTNUMBER MEN AT CESSNOCK ROTARY"

**Article by Stephen Bisset, The Advertiser, appeared in Rotary News**

The once male dominated domain of the Rotary Club of Cessnock (NSW, D 9670) now has a decidedly feminine touch. For the first time since the club was founded back in 1937, men are now outnumbered by women after welcoming its newest four members.

Cessnock Rotary publicity officer George Koncz said that the female contingent of the 20-plus member club have proved a boon to the organisation. "To be honest the women tend to be harder workers than a lot of the guys," he said.

Koncz said that the organisation's open-door policy had been a boon to the club with female members often the first to put their hands up.

"It's really great to see that we have more female members because they are always ready to put in the effort and are always keen to nominate themselves for things. They're definitely catching up to us men."



**WELCOME ABOARD: The Rotary Club of Cessnock's newest members Janette Owens, Sharon Waite, Gai Good and Maggie Johnson.**

# "ARE ROTARY CLUBS TAKING ON TOO MUCH?"

**Article by ARC PDG Craig Edmonston**



The recent Hobart District Membership Chair's seminar was, without a doubt, a successful event in itself. The enthusiasm, passion and commitment of the whole Regional Membership Team was excellent. However, the real success can only be judged by the results on the ground over the next few years. The bottom line is that it is up to the Rotary clubs in Australia and New Zealand to grow the organisation. The district leaders can only provide inspiration, information and support to the clubs, but only the clubs can turn all of this into action.

We know that 'action' or 'projects' are the number one reason why people join Rotary. Generally, the most active clubs are the most successful clubs, resulting in less difficulty in retaining members. However, in thinking of the long-term future of Rotary, I find that I have to ask the question: "Are we trying to do too much?"

The six areas of focus cover just about anything you can think of, so the field of opportunity for Rotary action could be endless. Rotarians refer to themselves as leaders, but it is not possible to be a leader in everything. It is possible however, to be a leader in one thing, or even a few things. Genuine leadership in one or two things is far more likely to generate wider recognition in a community, than being a jack of all trades but master of none. So, is there a case for a Rotary club to focus on select projects which have a high and important impact within a community, rather than try to help with every problem that comes their way?

Should we look at collaborating with our friends in Lions or other community organisations more, rather than trying to do everything ourselves?

It seems to be well recognised now that to grow Rotary in the future we have to first get our clubs right. Clubs have to be prepared to change with the times to stay relevant. We know that change will not be easy and change management skills are certainly required. Clubs start this process with a club health check. This is where I see the club having a good look at the longer-term future.

As Rotarians, we must firstly clarify the vision we have for our club. With so many pressures we have on us to do so many things, we've got to pause and say: "Let's think about what we are here for?" "What's the 'raison d'être' for the existence for the Rotary Club of Utopia?" Historical reasons aren't good enough anymore.

The second question we have to ask is: "What unique contribution do we want our club to offer our community?"

Third: "What do we want historians to say twenty years from now about our club's enduring legacy?"

Fourth: "What does our club do that enhances our quality of life?"

Fifth: "What do we think people will miss if our club ceased to exist?"

And finally: "How long will it be before people noticed that our club ceased to exist?"

The answer to this final question will provide the measure of our success.

## "DIRECT LINKS MAKE IT EASY TO SHARE YOUR FAVOURITE LEARNING CENTRE COURSE"

**Training Tip, from Rotary Training Talk, October 2018**

You can make it easy for club members to find your favorite [Learning Center](#) course by creating a direct link to it and sharing it with them. Here's how:

1. Log in to the Learning Center.
2. Go the course you want to share and click on the link icon in the top right corner of the page
3. Copy the link that appears and paste it into your email, newsletter, or website.

The link takes users to the course only if they're already signed in to My Rotary, so be sure to remind members to sign in before following the link. Also, remind your members to use only Chrome or Microsoft Edge browsers.

Discover all the features of the new Learning Center by taking the [Getting Started With the Learning Center](#) course today.



## "FOUNDATION MONTH RESOURCES IN THE LEARNING CENTER"

**From Rotary Training Talk, October 2018**

November is Rotary Foundation Month, whether you're planning a district Foundation seminar or simply looking for ways to teach club members about the Foundation, these training resources can help.

Visit the [Learning Center](#) and enrol in the [Rotary Foundation Basics Course](#). You'll find the following downloadable PowerPoint presentations you can use in your training:

Foundation Overview, PolioPlus, Foundation Funding and Fundraising, Rotary Grants, Rotary Peace Centers.



# "WE CAN ALL CONTRIBUTE TO ROTARY'S GROWTH"

**Article by Brent Rosenthal, PDG Zone 30 Rotary Coordinator, from *The Heartbeat, Newsletter, Zones 30-31, September 2018***



Everywhere I go for Rotary people tend to ask the same questions about how to grow their Rotary clubs. I think we all want to find some "magic bullet", the basics are these: first, the single best way to attract new members is to tell your own Rotary story – what Rotary has meant to you and done for you and, by extension, what Rotary can do for others.

Second, the best way to make a new member a true Rotarian for life is to give that member the opportunity to experience Rotary in a way that is fulfilling to that member. As I often say, every person joins Rotary for a reason, to do something, to be something or someone. If that reason is met, they stay. If not, they leave. It's all about allowing Rotarians of all ages, experience levels and demographics to pursue their passions through Rotary.

A few years ago, some Rotarians floated a question – is Rotary a service organization with members, or a membership organization that does service? I felt at the time that this "angels on a pinhead" question offered a false choice.

Rotary is a doing organization. I joined, you joined, we all joined, to do something—something bigger than we could do alone and (dare I say it) world changing. Rotary, perhaps alone among the great organizations in the world, offers that opportunity. That still excites and motivates me, as I hope it does you.

Share that message – share your message - with non-Rotarians. My belief is that only the most egocentric won't get excited as well and want to become Rotarians. But that is not enough.

Every Rotary leader at every level can and should work to make sure every Rotarian is involved in Rotary activity in a way meaningful to him or her. Share your Rotary story with someone this month and beyond. Encourage your club leaders to view every Rotarian in your club as important and worthy of a great Rotary experience, and then watch your club grow and re-energize!

## "THE NEW LEARNING CENTER IS LIVE!"

**From *Rotary Training Talk, August 2018***

Exciting things are happening with the new [Learning Center](#). Look out for the following enhancements as you visit and explore the new Learning Center:

- ***New Learning Plans***  
Courses in the Learning Center are kept short enough that you can complete them quickly. When the topic is more complicated, you can be sure you're learning everything you need to know by following a learning plan. Learning plans give members a series of courses to take on a topic or role. Take the Getting Started with the Learning Center course first to learn how to find learning plans.
- ***Virtual badges***  
Take a course and earn a virtual badge for your efforts. The more course you complete, the more badges you earn.
- ***Track your progress***  
See which course you've started and which ones you've completed on My Activities and My Dashboard pages.
- ***Content in more languages***  
Find content in Swedish, Chinese, Thai, Czech, and more. Click on **Rotary Courses - All Languages** and filter by language.

## "THE STATE OF ROTARY MEMBERSHIP — UPDATED"

**From *Membership Minute, Oct 2018***

The newly revised [State of Rotary Membership](#) presentation is now available. Viewing it, you'll learn about growth, attrition, and the opportunity to enrich membership. The updated slides include 1 July 2018 membership data.

The 16-slide PowerPoint presentation can be given as is, or you can easily regionalize it to create a custom presentation for your members. Watch a recording of the presentation with narration on [Vimeo channel](#).

[Read](#) how Sherri Muniz, Rotary coordinator for region 26 (USA), used this valuable resource, and discover other ways to use the presentation effectively.



# "The Paul Harris Society"

Article by PDG Ron Geary, Endowment and Major Gifts Advisor Zone 8

Our Paul Harris Society is a program in which we Rotarians can donate \$1,000 US dollars and earn Paul Harris Fellow (PHF) points. A great program, one which we should all get behind.

Now let's just take a look at what this really means. If all our District Rotarians donated to the Paul Harris Society (let's say 1,500 members), that would equate to \$1,500,000 US dollars – a great result! However, we have pensioners and others who are not in a position to donate that much, so let's work on say half the members. Using my slide rule (the real calculator!) that would equate to \$750,000 US dollars.

If we were to donate early, when we receive our tax returns, it would earn interest for three years and then half would be returned as District Designated Fund (DDF). If we wait until the end of the financial year (still in time to receive a tax deductible receipt) it would be invested for just over two years before coming back. Less time invested does mean less income generated though. Me, I like to give monthly, \$120 AU dollars (out of my bank account because I don't like credit cards). Credit cards or direct debit – either way, we wouldn't really miss the small amount each month, and at the end of year we should have more than enough to cover any currency fluctuations (let's hope the Aussie goes upwards!)

Imagine the \$375,000 USD coming back to District as DDF (plus a similar amount from club contributions), and the projects we could undertake, the immense good we could do in our communities and the world, not to mention all the sensational projects we could perform with the support of Global Grants. The mind boggles at the scale of 'Doing Good in the World'!

And all because we donated \$120 per month for twelve months. Stand up Rotarians, take a bow, celebrate our fantastic achievement in making a difference and Being the Inspiration!

Now I know it's been said many times, "it's like buying your own PHF". Well I disagree because you don't have to wear the pin and you can use the points to recognise someone else. You can recognise a fellow Rotarian for all the great work he or she has performed, and that would make them feel appreciated by their fellow Rotarians.

My thoughts would be to honour a person in the community who has served the elderly, the infirm, the needy, the young. You make that decision because they are your points but in general, recognise a person that has gone beyond, quietly and unnoticed.

Recognise that person at a special meeting of the club, ask the DG to perform the ceremony, invite the local media or just take the photos yourself and send the information off to the local newspaper, telling an inspiring story about the recipient and the great work they have done.

Now consider the ramifications. We have recognised one of the community's unsung heroes – and readers love those stories – advertised Rotary for being community-minded – and people greatly admire organisations that stand up for the people. **So quite possibly, we could create membership opportunities, all because we donated \$120 per month.**

Now that's a good use of our hard-earned dollars.



## "PRESIDENTIAL MESSAGE"

Barry Rassin, 2018-19 RI President

The world needs Rotary, and Rotary needs strong clubs and engaged members in order to do more good. It is our responsibility – yours and mine – to make sure everyone who shows an interest in joining Rotary gets an invitation. Make use of the [Membership Leads](#) tool on My Rotary, which helps people who are interested in joining Rotary connect with a club that's right for them. And let's ensure that every member has a reason to stay.

By building strong clubs that engage in meaningful projects and have fun along the way, we provide value to our club members that they can't find anywhere else.

Let's not keep Rotary's story to ourselves. I challenge you to invite leaders of all ages, men and women who are looking for a way to give back. By doing so, you will *Be the Inspiration* in your community and help Rotary continue to do good in the world.

# "WHY YOU SHOULDN'T BE AFRAID TO TAKE RISKS"

Rotary Voices, posted on **August 17, 2018**

By **Daniel Vankov**, Immediate Past President, Rotary Club of Brisbane



**John Smerdon and Daniel Vankov prepare sausage sizzle for the homeless in Brisbane.**

Rotary's secret is cooperation. Alone we are useless. Together we are powerful. And together in a million we are unstoppable.

I had the honour of serving as president of the **Rotary Club of Brisbane** in 2017-18. It was a task that was not only challenging, but highly rewarding. My desire had been to make a difference, which also happened to be the theme 2017-18 Rotary President Ian Riseley put forward for the year.

Reflecting back, I realize that at that point of time, I was unprepared in many ways for the enormity of it, given my limited exposure to both Rotary and the club. But I embraced the opportunity I was given with a passion and desire to learn and grow as a person and as a Rotarian. And I had many great former presidents to learn from.

One thing in particular I learned, and it would be my advice to those that follow, is to take risks. We would not have achieved anything as a club had we not been willing to try new things and assume the risks that entails. When you change nothing, nothing changes. One should not fear failing, one should fear not trying.

My favourite quote from Mark Twain is this:

*"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So, throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."*

If you would like further insights into how my club was able to innovate, download our **annual report** from our club website. I am also happy to respond to inquiries through my **LinkedIn profile**



**Club members Carolyn Tate, left, and James Delahunty do some heavy lifting during a working bee at Rotary Donations in Kind.**

## 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.



## "NEW CLUB WILL OFFER SECOND ROTARY OPTION"

From *Rotary News*. Article by Ben Sherick, Airdrie City View.  
Source: *Airdrie City View*

The proposed second club will help the parent club with its major events while carrying out smaller projects in its first year and its meetings will be flexible for the residents.



**Members of the Rotary Club of Airdrie**

For the Airdrie residents who'd like to give back to the community with the Rotary club, but can't commit to mid-week afternoon meetings, the club is exploring the possibility of adding a Thursday evening meeting as a second option for members.

According to the Rotary Club of Airdrie (Alberta, Canada - D 5360) President Cole Porter, the club currently meets Tuesday afternoons, a time that may not be convenient for all members. "It's sometimes a little harder with people's schedules, especially if they work in Calgary and have to commute back and forth," she said.

"We'd like to start a second club, because the city of Airdrie is big enough now that we can start a second club and start contributing even more." The Thursday night club will be geared towards people who want to fund raise and support community groups, but may not have a lot of time, Porter said.

The second club will begin by helping the original club with its major events while carrying out smaller projects in its first year, according to Porter, before building up to more ambitious fundraising in its second year. Initially, she added, the Thursday evening club will meet twice a month instead of weekly.

Cory Tretiak, a current Airdrie Rotary club member, said members will have the option to attend either meeting. "We're like a big family," he said. "In addition to the two clubs in Airdrie, you can meet your membership requirements by visiting any Rotary club in the world. We're hoping to work very closely between the two clubs so they'll kind of be extensions of one another, but each club will choose its own direction."

In addition to offering a second option for current members, Porter said she hopes the new offering will attract new members. Twenty members are needed to start the new Thursday club. Planning for the new club is still in an early stage, and Porter said meeting dates have not been decided yet.

## "ON-DEMAND LEARNING WITH ONLINE MEMBERSHIP COURSES"

From *Membership Minute*, Oct 2018

A brand-new Learning Center with a streamlined design, an improved search function, and other new features is available at [Rotary.org/learn](http://Rotary.org/learn). Enrol in the [Membership Learning Plan](#) to explore eight interactive courses that depict fictional club leaders as they navigate realistic scenarios. District and club leaders, share this learning plan with club membership committees so they can learn strategies for addressing membership challenges.

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 [drissa@bigpond.com](mailto:drissa@bigpond.com)

## ROTARY COORDINATORS TEAM

2018 - 19

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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