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“WELCOME BACK TO ROTARY ON THE MOVE FOR 2019!”

Article by RC PDG Tim Moore



We aim to keep the best of ideas flowing from Clubs and members who are committed to strengthening Rotary in Australia, New Zealand and the Pacific Islands – but also the world! Please send us any ideas you have that we can share with our audience.

Are Rotarians their worst enemies?

There are so many clubs really taking on board the flexibility options that Rotary International has to offer. It is the combined experience of Rotary International themselves and the 540 districts worldwide representing our members that put forward these ideas. The Council on Legislation each 3 years gives our representatives to ability to shape the future of Rotary. This allows Rotary to adapt for the future.

As I travel around Australia, I see clubs accepting that they need and can change. Equally, as much as many are working to maintain the great work we do in our communities and improve the Rotary experience for current, potential and new Rotarians, others are not so generous.

I also see many standing in the way of those wanting to move forward and try new ideas. Some members are happy to see their club dwindling in numbers and ability, is it all about them?

I have seen clubs that attract many new members, and clubs in the same broad geographical area (and struggling) thinking they should get some of these members given to them! Others, can you believe, outwardly opposed to the startup of hybrid or new generation clubs being proposed – sitting they should join them! Good grief, if it was only that simple!

Many of these older/established clubs just can't see why these new members won't join their club? Potential members have often attended existing club's meetings and find them too expensive/not flexible in meeting and eating options/rejoicing their old and outdated traditions and/or not listening to their members or connecting with their communities through meaningful projects.

So how can we all help?

Let's get our clubs to take a 'health check', survey members, involve them in the future direction of the club. If a club realistically wants to attract new members then they have to be flexible – is the club ready for new members, do some things need to change to appeal or be relevant to a more diverse membership. Form a 3-5-year membership plan that all members have been part of and implement it.

If your club doesn't want to change, that's fine, but let the initiatives of others flourish and not be discouraged.

Please let us know if we can help your clubs be strengthened.

As Rotary International President Elect Mark Maloney has stated:

“But more than anything else, the success of our service in the future depends upon how successful we are today – in adapting our clubs, and our organization, to today's realities.

If we want Rotary to stay vital, and relevant, we need people of all ages, not only to serve, but also to lead. We must have clubs, and membership processes, and membership models that embrace today's families, today's societies, and today's expectations of Rotary have only just begun.”

"REGIONAL MEMBERSHIP OFFICER UPDATE"

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



WHAT'S THE DEAL WITH PASSPORT CLUBS?

The goal of a passport club is to create a positive Rotary experience for new and transferring Rotarians, former Rotaractors and Rotarians, and prospective members. This is a great option for those trying to determine if a traditional club in the area makes sense for them, or if they are looking for a more flexible club environment for the long term. Passport clubs are designed to be a low-cost club model that is more accessible and in tune with the needs of its members.

Just like traditional clubs, passport clubs meet at least twice a month and focus on providing a variety of ways for members to engage, like socials, volunteer projects, web content or online discussions, and networking events, as well as opportunities to attend the meetings of and support the service projects and fundraising activities of other clubs.

Here are a few examples of how districts around the Rotary world have structured their passport clubs:

- [Greater Launceston Rotary Passport Club](#), which is in the process of chartering, promotes themselves as "the Rotary club for busy people" and provides details about their membership options and costs on their website.
- [Rotary Passport Club of West Chester](#) lists their service projects on their website, as well as a calendar that details upcoming events for the month

In our region, in addition to the Greater Launceston club, [D9560 passport club](#) in northern QLD is in the process of chartering. Back in October, soon to be charter president Rtn Bevan Rose, was at RYPEN camp where DG Rod Medew (D9550) mentioned the idea of a passport club. Bevan hadn't heard much about it before. Coincidentally, the next day he received a phone call from a concerned Rotarian who felt their current club wasn't meeting their needs. So while listening to the Rotarian's concerns over a cup of tea, he came up with the idea to form a passport club. He searched 'passport clubs' in Facebook and found PDG Glenn Fong who was a champion of passport clubs in North America who gave him some pointers. The club also contacted former members to see if the new model may be something they were interested in .. and the rest is history.

- Hear General Secretary John Hewko highlight passport clubs in his [speech at 2019 International Assembly](#) (at 11m 10sec) as a way of using innovation and flexibility to take Rotary into an even brighter future.
- View December 2018 District Membership Progress to Goal reports for [Australian](#) and [New Zealand and Pacific Island](#) districts. Shout out to D9640, who had the highest net membership growth (3.99%) in December! They managed to achieve net growth even at a time of year where normally we see a dip in numbers as clubs update their membership lists ready for the January RI club invoice.
- See how many membership leads were received and their progress, for [Australian](#) and [New Zealand and Pacific Island](#) districts. It's important that districts and clubs use My Rotary to update the status of candidates, because that data then populates these reports and we can accurately track what happened to these potential members.
- Click here for the [Membership resource guide January 2019](#). It has helpful new resources and publications noted in red.

"ARE WE REALLY LISTENING TO OUR YOUNG PEOPLE?"

By RC Tim Moore, with a lot of help and insight from Eliza Turton!

I recently had the great experience of helping [District 9640](#) – Gold Coast Queensland with their membership seminar. That was a great success, as is there district in regard to membership.

BUT, during the day a current DG gave me a bit of paper – it was given to her by Lesley Turton (a Rotarian). Lesley has since told me more about her daughter Eliza “who is joining our Club as an ‘emerging professional’”. The funny (or sad) thing is that I wasn’t taking much notice of her desire to join because she is my daughter and her age – so she had to press the point with another club member.

Eliza is now 18, a Vice Chancellor’s Scholarship awardee at QUT (Queensland University of Technology) doing a fulltime Bachelor of Dance Performance. Eliza currently works on a casual basis with [UP Agency](#) doing promotional work mainly, but not only, at Westfield shopping centres.



Eliza Turton

Recently Eliza was an elf at a kids’ Christmas brekkie and the week before a snow princess. She was one of the lead dancers with the Lord Mayor’s Christmas Carols in Brisbane. **Eliza is a regular volunteer at Rotary events, in the food van, serving drinks and sizzling sausages, planting trees and feels people her age have an idea on how many doors can be opened via Rotary and the fun.”**

Eliza wrote the note in the passenger seat of the car – telling me to be quiet – she was on a stream of thought that she had to get out.

Eliza named her jottings, ‘ROTARY MEMBERSHIP IDEAS’:

- Have a ‘Join Rotary’ sign at markets
- Host an Information Night about membership so people are aware they can join and get a head start
- They are always more likely to join if there is a specific event about it
- For younger members – maybe have a different, specific night. Have a few guest speakers who younger people are interested in, but get speakers that attract the right crowd
- Make sure they are aware that they don’t have to attend every meeting, but say they have to attend a few, otherwise they never will
- Younger people are good at different roles to the oldies, they can contribute with technological help
- If you get bright persons, they will be good at selling tickets, might even have access to more events with different crowds
- People of a young age naturally gravitate to those of their own age
- Make sure they are aware of how significant Rotary is, how many doors it opens to places, industries and industries leaders
- If they know that it will help them and be good on their resume, they will come, the fact that it helps the industry is a plus
- Most millennials will be willing to work a good few hours if they get a free sausage-lunch, especially if they can listen to groovy music during it!

"2019-20 PRESIDENTIAL THEME: ROTARY CONNECTS THE WORLD"

From *Rotary Weekly*, 14 January 2019



Rotary International President-elect Mark Daniel Maloney explained his vision for building a stronger Rotary, calling on leaders to expand connections to their communities and to embrace innovative membership models. A member of the Rotary Club of Decatur, Alabama, USA, Maloney unveiled the 2019-20 presidential theme, **Rotary Connects the World**, to incoming district governors at Rotary's annual training event, the International Assembly, in San Diego, California, USA.

RI PE Mark Daniel Maloney's asks Rotarians to strengthen the many ways that **Rotary Connects the World**, building the connections that allow talented, thoughtful, and generous people to unite and take meaningful action through Rotary service.

"EXPECTATIONS - STATS"

From *Membership Newsletter*, July-Sept 2018, Zone 7A

'For the Rotary Year 2018-19, the expectation of Chicago Rotary Leaders Support Team is to help build capacity for membership growth at the club level,' said Eva Kurniaty, Regional Coordinator Zone 7A.

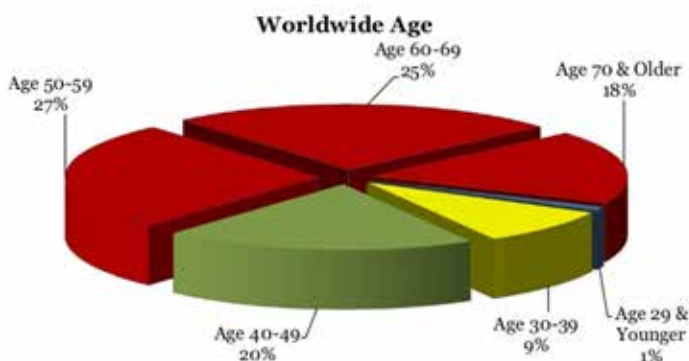
Eight areas of opportunities to increase membership growth at club levels:

1. Is your club Healthy?
2. Building A Diverse Club
3. Strategies For Attracting New Members
4. Kick Start Your New Member Orientation
5. Best Practices For Engaging Members
6. Practicing Flexibility and Innovation
7. Your Membership Plan
8. Online Membership Leads.

siegel + gale – Why Join Rotary?



70% of Rotarians worldwide are over the age of 50!



siegel + gale – Why Stay in Rotary?



"26TH PAUL HARRIS BREAKFAST PACKS RACV"

Article by Tony Thomas, Rotary Central Melbourne

About 225 guests from 23 Rotary Clubs filled the 17th Floor RACV (Royal Automobile Club of Victoria) dining room on November 28 for [Rotary Central Melbourne's](#) Paul Harris Breakfast. It was the 26th annual event and raised about \$9,000 net for the Rotary Foundation. It was the fourth successive year with 200-plus attending.



Speaker Air Chief Marshal Sir Angus Houston AK, AFC (ret'd) outlined the inspirational career of surgeon Sir Albert Coates, with his service and self-sacrifice for war prisoners on the Thai-Burma railway where 2,800 Australians perished. Post-war Sir Albert was also president of RC Melbourne 1954-55.

Sir Angus' spelt out his own five leadership principles as:

1. Provide clear direction;
2. Establish and maintain the right culture;
3. Commitment to leadership from beginning to end;
4. Communication again and again; and
5. Constructive relationships.



Air Chief Marshal (Ret'd) Sir Angus Houston with RCM secretary Karen Harvey

Past District Governor Peter Frueh presented certificates to clubs for donations of US\$1,500 or more in 2017-18 for polio eradication. Recipients were the Rotary Clubs of [Camberwell](#), [Central Melbourne](#), [E-Club of Melbourne](#), [Melbourne](#), [Melbourne South](#) and [Prahran](#). (RC [Bendigo](#) and RC [Eaglehawk](#) received certificates at the Foundation Dinner in Kangaroo Flat on 29 November).

RC Camberwell won the banner for highest District per capita annual giving to The Rotary Foundation. RC [Wyndham](#) was runner up. Peter Frueh's own Club, Balwyn, had already received its banner for third place.

District [9800](#) Foundation Director PDG Dennis Shore said The Rotary Foundation had just received its 11th perfect score in a row from Charity Navigator for integrity and transparency.

New polio victims had fallen in 30 years from 350,000 to 29 – unfortunately an increase over the 14 in 2017. Big efforts must continue to make the virus extinct.

Dennis also noted that 34 of 1,200 Rotary Peace Fellows are from our District – the only District in the world with a successful nomination every year since inception in 2002, thanks to Rotarians including Bob Fels and Rob Helme.

Rotary Central Melbourne president Neville Taylor gave special thanks to auction prize sponsors RACV City Club (for an accommodation package), Melbourne BMW (for a BMW X5 weekend driving experience), Phillip Island Nature Parks (two adult tickets to the VIP experience at the world famous Penguin Parade) and three nights' accommodation at Smiths Beach from Bryan Cain of JA Cain who was also breakfast's auctioneer.

"PAUL HARRIS' QUOTES"

Paul P. Harris (Founder of Rotary) (law), Rotary Club of Chicago, Illinois, USA.

Rotary's vision: 'To harness the great power of friendship to help do the world's work.'

'Perhaps dreaming is not so bad if one dreams good dreams and make them come true.'

'Whatever Rotary means to us, to the world it will be known by the results it achieves.'

'Friendship was the foundation rock on which Rotary was built and tolerance is the element which holds it together.'

'We humans are creatures of habit, and it is just as easy to acquire the habit of speaking kindly as it is to acquire the habit of speaking unkindly.'



"ROTARY DELIVERED CHRISTMAS CHEER TO DROUGHT HIT REGIONS IN AUSTRALIA"

Article by Mike Ludlow, South Coast Register, Nowra, December 2018

Communities all over Australia, including Nowra and Gerringong Rotarians (D 9710), have rallied together to help farmers who have been severely affected by the long-lasting drought.

A Rotarian from out west told the story of a farmer who asked for help with feeding the cows and upon securing some bales of hay, the Rotarian delivered it to the farm.

Shortly before arriving he called the farmer's wife, asking her to put the kettle on.

She replied with "I can put the kettle on but all you get is hot water, we haven't had any coffee for the last three weeks."

Stories like these are rife and really show how tough farmers are doing it in Australia.

Although Rotary Australia has partnered with Channel 9 for some major fundraising, the local Rotary Clubs of [Gerringong](#) and [Nowra](#) wanted to do something that directly supports those farmers who were facing severe hardships.

Mick Ludlow from Rotary Nowra extended a big thank you to the local communities, who were very generous with individual donations.

Thanks also goes to IGA Gerringong who supported fundraising in the store over two weekends, the Gerringong Men's Shed, the Gerringong Senior Citizens Club and the Rotary District Board who donated from their Disaster Relief Fund towards our efforts.

In total, the Gerringong Club raised more than \$15,000 with another \$6,000 raised by the Nowra club.

Purchasing [Load&Go Cards](#), each to the value of \$500, the funds were distributed via the NSW Rural Financial Counselling Service, whose counsellors know which farmers are most in need of immediate support.

Another smaller project initiated by Rotary Nowra and the Jervis Bay Baptist Church "Knitters and Natters" from Jonathon Rogers GC House Nowra was to support drought affected families with Christmas boxes

This group of generous people provided 50 gift boxes to 'Forbes Mega Farm Rescue' for distribution in the area around Forbes and Condobolin.

Through the valuable efforts of Rotarian Mark Bennie and his wife Jane, the boxes were delivered to 'Forbes Mega Farm Rescue' the day after they were collected at Rotary Nowra. Thanks to the Bennies a great result was achieved.

The Farm Rescue people were delighted to receive this contribution and have assured the donors that the boxes will be distributed to those families most affected by the drought situation.

The boxes were packed for differing age groups for girls and boys up to the age of 14-years-old.

There is still more help needed. The two Rotary clubs are determined to provide more support to ease the burden of Christmas for farmers and their families.



Nowra Rotarians with some of the Christmas boxes destined for the drought-affected areas of Forbes and Condobolin.

"VOCATIONAL SERVICE"

From RI President Barry Rassin's Presidential Message, January 2019

Rotary emphasizes the dignity of every vocation and the worth of every calling. Remember that the four founding members included no doctors or peacemakers — just an attorney, a mining engineer, a coal dealer, and a printer. From the beginning, the diversity of those vocations gave Rotary a special strength. And that diversity is reflected in our classification system, which aims to ensure that each club represents the full range of businesses and professions that serve each community.

Paul Harris put it this way: "Each Rotarian is the connecting link between the idealism of Rotary and his trade or profession." It was true when he said it and should be equally true now. We only spend an hour or two a week at our Rotary meetings, but most of us spend most of our waking time at work. Through Rotary, those hours are also an opportunity for service: a chance to *Be the Inspiration* to those we work with, those who work for us, and the communities we serve.

"ENGAGING AND ATTRACTING YOUNG ROTARIANS"

Article by ARC PDG. Adrian Roach



If your Rotary Club is like most, membership growth is a constant challenge. One month, you pick up one or two new members and the next month, you may lose one. Even if your club is active and successful, some members will leave due to job transfers, career changes or for a variety of other reasons. That is why every club must be continually on the lookout for prospective new members as well as connecting with current members.

Not only does increased membership add to your club's ability to conduct effective service projects, but additional new members bring fresh ideas and different perspectives. New members will expand opportunities for service both locally and internationally. It is not always easy to attract new members. But the benefits they can provide are worth the effort.

I recently returned from a [RAWCS](#) (Rotary Australia World Community Service) project trip. A team of 13 people travelled to the club's project in the highlands of Papua New Guinea. We called it a "Real Schoolies" trip. Six recent school leavers traded the usual Gold Coast week away for an adventure of a life time. Together with two Members of the [Rotary Club of Moruya](#) and three young Rotarians in their 20s plus myself and wife Christine, who is the President of the [Rotary Club of Greenhills-Maitland](#).

On our trip we completed the painting and clean up of the new Dental facility which will provide dental care for 40,000 children. The Clinic was opened on the 29th November 2018. They also had the opportunity of experiencing traditional welcome ceremonies, a bride price ceremony and a local Rotary meeting held in the local Maternity ward of a health clinic. One of our young members Patrick Healey who is an accountant and District Treasurer was able to share his knowledge and expertise to the local [Rotary Club of Nondugl](#) which was appreciated.

There were tears all round as they said 'see you later' to their new friends. Three of the students have expressed interest in joining Rotary now they have experienced firsthand what Rotary is about. The young Rotarians mentors have also a new level of connection with the club's project and are already planning follow up mini projects collecting educational materials to be shipped over. We have no doubt they will go back. We also have a member from the September Team, a builder who helped in the fit out of the Dental Clinic who is also joining our club in the new year.

If you want to increase your club's membership through new members and engaging the ones you have, then get them involved with great Rotary Club Projects. If you don't have an International project, then check out (click [here](#)) what International Projects there are and are always looking for trip team members.



29-11-2018, the official Opening of the Dental Clinic



Schoolies painting the Dental clinic

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.

"3 STEPS TO A 100 PERCENT MEMBERSHIP INCREASE"

By **Dinesh Gajeelee**, *Rotary Club of Haute Rive, Mauritius*
Article from *Membership Newsletter, July-Sept 2018*,
Zone 7A



One of the ongoing challenges in Rotary is maintaining a healthy level of membership. My club of Haute Rive is no exception. We started the club in 2014 with 20 members, and despite the fact that we have gained new members since then, we've also lost a few. So much so that membership fell to just 18 as of 1 July 2017. Fortunately, our leadership team was proactive and began forming a plan to address the situation.

1. As club president, some of the responsibility fell upon me to understand the situation. It was clear we couldn't approach recruitment the same way we had been from the beginning, asking members to suggest their friends and business partners. We needed a more defined and deliberate strategy. I began looking into many different options, and we decided to pursue a couple of different strategies.
2. We opened our meetings to guests from the community by deliberately organizing talks on topics that would interest non-members, like the environment, our laws and constitution, and current events. These gave people a no-risk opportunity to attend a Rotary meeting while giving us an occasion to share with them what we do. This proved to be successful beyond our expectations, and at the same time, enhanced the image of Rotary in our community.
3. After much research, we also decided to pursue a satellite club. This required considerable planning and explanation, because there were many Rotarians in our district who did not know what these are — a group of members connected to the main club who meet at a separate time and location. But after much discussion and an extensive amount of info sharing, we had an enthusiastic group of people, and we formed a core team with the help of a Rotaract club we sponsor. As of June, we had organized the first satellite club in our district.

With these strategies, and the hard work and determination of our members, we ended the year with a 100 percent increase in membership, and five more prospective members visiting our club.

A club's health is, of course, not just a question of numbers. But having more members does help create enthusiasm and increase participation in projects and events.

In this journey, we developed quite a few tools that helped us implement our plan, including some slideshow presentations, answers to frequently asked question, and more that we would be happy to share with any interested clubs by contacting me at rotary@gajeelee.com.

If you are willing to address your situation, and put in the time and research, it is possible to achieve a 100 percent membership increase.

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

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.

RI DIRECTOR ZONE 7 AND 8

Rafael M. Garcia III

Email: rafaeliigarcia@yahoo.com

ROTARY COORDINATOR PDG JOHN PRENDERGAST

Districts: 9970, 9980

Email: john.donna@xtra.co.nz

ROTARY COORDINATOR PDG TIM MOORE

Email: tim@cinet.com.au

Assistant Rotary Coordinators supporting PDG John Prendergast

PDG Charlie Speirs

District: 9700, 9710, 9780, 9790

Email: speirscharlie@gmail.com

PDG Stephen Lamont

Districts: 9800, 9810, 9820, 9830

Email: stephenlamont9780@gmail.com

PDG Deb Gimblett

Districts: 9930, 9940

Email: deb.gimblett@gmail.com

PDG Jennie Herring

Districts: 9910, 9920

Email: herringjennie@gmail.com

Assistant Rotary Coordinators supporting PDG Tim Moore

PDG Doug Layng

Districts: 9500, 9520

Email: doug.layng@bigpond.com

PDG Adrian Roach

Districts: 9650, 9670, 9675, 9685

Email: adrian@valleyfresh.net

PDG Linda McLerie

Districts: 9455, 9465

Email: lindamclerie@gmail.com

PDG Doug St Clair

Districts: 9600, 9630, 9640

Email: dstclair@bigpond.net.au

PDG Craig Edmonston

Districts: 9550, 9570

Email: surveyor@bigpond.net.au

Newsletter Editor

Issa Shalhoub drissa@bigpond.com