



In this issue:

- 1 - RC of Rome
- Welcome New Members
- 2 Regional Membership Officer Update
- 3 Membership Consultation
- 4 - Make Your Club Irresistible
- Be The Inspiration
- Conscious Inclusion
- 5 - A Total Turnaround
- Membership Videos
- 6 - Grow Rotary
- Member Induction Video
- 7 Tell Our Stories In A Creative Way
- 8 - Rediscover Your Roots
- The Team

"IS YOUR CLUB LIKE THE ROTARY CLUB OF ROME?"

Article by RC PDG Tim Moore



Let's imagine your club is the Rotary Club of Rome – it wasn't built in a day for sure, in fact it took years to build and yes it became a mighty fine Rotary Club. That was 30-40 years ago, maybe longer. A club proud of its achievements in the local community over many, many years. It had a good membership base too, the pillars of the community. People sought your club out, it was an important part of the business network and prestigious to a certain degree. Members were keen to get like-minded people to join, they proposed others to join too. Projects were hands on and most in the community knew of the RC of Rome, or at least its achievements.

Over the last 10-15 years the club's membership has declined. In fact, no one really noticed that gradual attrition of 1 or 2 members a year. Equally they didn't notice the lack of new members wanting to join as its members ages and moved to retirement. Members really enjoyed the weekly get together, a chance to share stories with old friends. Of course, they couldn't physically work so hard, so projects for the community changed more to fund raising – in fact they barely could muster enough helpers for the golf day, school debutante balls and the alike as members were less active, less interested and enjoying their retirement. Attendance at meetings had dropped and any prospective, younger members, never came again. Privately, they wanted to serve but the traditional club meetings were not a good use of their time.



Is this your club? Without going into details, there was a lot of reasons for the Fall of Rome that many historians argue about. Others question the assumption behind the question and maintain that the Roman empire didn't fall so much as failed to *adapt* to changing circumstances.

How are the RC of Rome's members going to bring about meaningful and managed change that will allow it to continue its good work and grow?

Thankfully, many clubs have succeeded in doing this. Ask your Club or District Membership Chair for a start. I suspect as you are reading Rotary on the Move you are already seeking ideas that work. Please pass it on to your club members. Contact us, your Regional Rotary Coordinators, Assistant Rotary Coordinators (listed on the last page of this Newsletter) and your Regional Membership Officer – Barbara Mifsud, barbara.mifsud@rotary.org.

We are all here to help you take the journey.

"WELCOME NEW MEMBERS WITH ROTARY BASICS"

From Rotary Training Talk, March 2019

Are you unsure where to start with your new member orientation? Have members learn more about Rotary and even test their knowledge with the new Rotary Basics course in the Learning Center. They'll read about Rotarians from around the world, learn about our values and causes, and deepen their understanding of Rotary through this interactive course.

The [Rotary Basics](#) course was designed for new Rotarians, but it's also a great refresher for other members – and even non-members – who want to know more about Rotary.

To take or recommend the class, use the link above. Anyone who isn't signed in to My Rotary will be prompted to do so before going to the Learning Center.

"ROTARY CLUB MEMBERSHIP SURVEY CONCLUSIONS"

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>



In September 2018, the Membership Development team sent a two-question survey to all club presidents and club membership chairs worldwide and asked them to share their greatest membership challenges. After identifying their top three issues, club leaders were then asked which of the four options listed was their biggest challenge. Based on their responses club leaders received a customised report that provided specific resources and ideas to help them address their membership challenges. Here are the responses from Australian, New Zealand and Pacific Island (PI) clubs:

GREATEST MEMBERSHIP CHALLENGES

Zone	Response rate	Attracting new members	Getting members to participate and volunteer, or to serve in leadership roles	Accommodating the needs of prospective and current members (e.g., busy schedules, family or financial obligations)	None, our club is thriving
8 (Aust)	34%	59%	22%	16%	4%
7B (NZ & PI)	44%	60%	21%	15%	5%
Worldwide	19%	43%	31%	18%	7%

So, what can you do with this information?

- **Assess Plans:** Discuss the results with your club membership committee or district membership team. Do they confirm what you already knew or was something surprising? How do the overall results align with membership strategies and goals for your club or district?
- **Update Data:** Modify upcoming or future membership presentations or trainings to reflect the challenges that clubs in your area identified.
- **Utilise Resources:** Check out and share relevant membership resources, tools, or online courses available on My Rotary: <https://my.rotary.org/en/learning-reference/learn-topic/membership>

Membership Leads report

Use the below reports to see: how far membership leads have gotten since they were assigned to your district; what percentage of leads haven't been followed up on; and how many leads have been admitted to clubs.

[Australia](#)

[New Zealand and Pacific Islands](#)

Membership Statistics as at 31 March 2019

As you review the below membership reports, please keep in mind that clubs will begin to update their records in advance of the 1 July invoice and we will begin to see a decrease in membership. As you review your membership reports from now until the end of the Rotary year, aim to track 3-5% ahead of your 1 July 2018 start figures to achieve a positive net increase for the current year.

Comparison to 1 July 2018:

[Australia](#)

[New Zealand and Pacific Islands](#)

Detailed demographic information such as gender, alumni, under 40s:

[Australia](#)

[New Zealand and Pacific Islands](#)

This month's shout out goes to D9670 who has the highest percentage of female members, currently standing at 33.18%. In fact, there are 6 districts that currently have 30% or more females, all Australian districts. Remember that strong, effective clubs are reflective of their communities and can provide better outcomes. Let's aim to reflect gender parity, just as our local communities do.

"HOW TO HOLD A SUCCESSFUL MEMBERSHIP CONSULTATION"

Article by Sue Graetz, Membership Chair D9500 and Euan Miller, D9520 Membership Chair



Keeping an annual membership seminar fresh to not only encourage jaded Rotarians to attend, let alone act on the advice, is difficult.

9500 and 9520 recently hosted two successful events. The first was a consultation jointly organised by the two districts' membership committees on **Women in Rotary** and the second was a **Membership workshop** hosted by 9520.

60 people attended the **Women in Rotary** consultation - 45 women and 15 men. It was held at 6.30 pm and wine and an assortment of food was offered on tables seating six to eight Rotarians. This enhanced the conviviality noticeably for a cost of \$200. The event finished at 8.00 pm the advertised time. Another important marker. They were given 4 questions to discuss and resolve and we received a massive total of 246 suggested solutions. These were posted around the walls of the room and the final act was for the participants to vote on the four solutions that appealed to them the most.

The four questions were:

1. What will attract and retain women in Rotary?
2. How can we work together to engage women and men together in Rotary?
3. How do we guide and promote diversity and inclusivity in the club?
4. How do we deal best with gender/culture disturbances in the club?



Photo is from the Women's consultation, the participants were given four dots each to apply to the four ideas they liked the most.

We were pleased to learn that since 2010 women and men have been joining Rotary in roughly equal numbers across Australia and New Zealand. However, there is a problem. The retention rate for women is poor with most leaving within two years of joining.

Sexism, lack of respect and humiliation were the main reasons put forward by women in exit interviews. Unfortunately, in many clubs, if one woman in a club decided to resign for one or more of these reasons, a whole group of women members resigned in solidarity with her.

The solutions put forward were:

- if clubs changed their culture to acknowledge the different service, projects, fundraisers and social interests of women, women would join in numbers and stay.
- Social events with a multitude of networking opportunities that could include families and friends are much more enticing to women than traditional weekly meetings.
- Respect and recognition of all members no matter their gender, race or religion is a hallmark of Rotary ethics but it must be practiced, and seen to be practiced, by all members of a club.
- Good leadership in clubs does not allow disrespectful behaviour to go unchallenged. Often older members don't recognise their remarks as being offensive because they have lived through a male culture of Rotary for most of their membership. Just as in the workplace today, such remarks must be called to account immediately.

“WHAT WOULD IT TAKE TO MAKE YOUR CLUB IRRESISTIBLE?”

From Rotary Leader, March 2019 edition

That is the question that Louisa Horne, a trainer in District 7820, asks leaders to think about when she runs her version of the presidents elect

training seminar (PETS) in the spring. When she was asked to be a district trainer three years ago, Horne knew she wanted to reshape what she called “drill and kill” sessions that revolved around information participants needed to learn.



“Instead, we leveraged the talents of some highly skilled trainers we happened to have among our members,” says the incoming district governor. “We got people who were adult educators who understood how facilitation should be done and were able to create a very different approach to developing our leaders.”

Horne recruited Doug Logan, a past governor, to help. They named their seminars “Training for Leaders of Clubs” (TLC) to stress the changes they made and persuade those who might not want to attend another seminar to give it a try. They later led a breakout session at the 2018 Toronto convention and have also brought their workshop to others outside of their district.

STRATEGIC DOING

The core idea is to get people thinking strategically about what they need to do to make their clubs more attractive to members.

“Decline in membership is not the problem. It is a symptom,” says Logan. “So rather than rushing to develop recruitment strategies, we want people to start thinking, ‘OK, what else is really happening here?’”

Logan and Horne recruit facilitators with a background in management consulting or adult education. They use a variety of tools to encourage “strategic doing.” Participants are asked to create a list of what they’ll do in the next 30 days to help achieve their clubs’ goals and decide how they will evaluate their completed tasks. They then make a list of what they’ll do 30 days after that to keep making a difference.

SUCCESSION

The seminars also stress succession planning and courageous leadership. “This is not just for presidents and secretaries. This is for all leaders and aspiring leaders,” says Horne. “You can’t think of it in terms of ‘my year.’ Most clubs need to have a longer-term plan for what they want to accomplish and how they want to have an impact.

Those strategic conversations need to involve people who can give it continuity.”

By shifting responsibility from a single person to a team, Horne says, clubs can make a role less consuming and more appealing. Horne plans to exemplify this approach to her clubs by using the title “chair of the district leadership team” in place of “district governor.”

“We expect our club or district leaders to be all things to all people, and that just doesn’t work,” Horne says. “It has to be a team, and there have to be very simple tools that people can use effectively with some basic training.”

“BE THE INSPIRATION”

Barry Rassin, RI President 2018-19

‘Because of our networks, which span the globe; our community presence, which allows us to see what’s most needed; and our expertise, which encompasses countless skills and professions, we’re able to serve in a manner that has no equal. And we’re able to *Be the Inspiration* as we help those who need us most.’

“CONSCIOUS INCLUSION ENABLES PEOPLE TO BECOME AWARE OF PERSPECTIVES AND BIASES THEY MAY HAVE.”

From Rotary Training Talk, April 2019

It gives them practical tools for creating an environment where people feel they belong and their voices are heard, and where diversity is valued and respected. Kaleidoscope Group, a consulting firm in Chicago, says that an environment of conscious inclusion can lead to innovation, superior work, stronger team performance, talent retention, new opportunities, and a positive reputation.

You can lead by example. Create an environment that’s inclusive by modeling these practices in your training:

è **Empathy** à **Openness** à **Trust** à **Honest dialogue** à **Valuing differences**

If you’re having trouble starting the conversation, invite someone who’s an expert on diversity and inclusion to speak at

“A TOTAL TURNAROUND”

STRUGGLING SHANGHAI CLUB RECOVERS WITH THE HELP OF COACHES

Excerpts from an article from Toastmasters International, Newsletter, January 2019, page 14-15. Article by K.T. Lynn is a former member living in Shanghai, China

“An interesting article from Toastmasters International about how a struggling Toastmasters club was able to turn itself around. Even though the article isn’t about a Rotary club and there are some technical differences, some of the main points are very salient and can be applied to Rotary clubs in a similar position.

The article talks about the same things that we try to promote: listening to members’ needs, getting help from experts (such as RC/ARC/DMC [District Management Committee] – in Toastmasters case, they have ‘district’ based club coaches), looking at the meeting structure, creating a strong club culture/environment.”

Said Barbara Mifsud, Regional Membership Officer | Membership Development, South Pacific and Philippines Office



Two years ago, the WeSharing Toastmasters club was in trouble. Membership in the Shanghai corporate club was dwindling and the club struggled to recruit new members. The same core members took on the meeting roles each week.

In addition, the location of the club was an issue, it was more than 50 kilometres from the city centre where many members worked.

Coaches to the rescue

Toastmasters International developed this program to help struggling clubs benefit from the guidance of coaches and mentors. A club coach is an experienced Toastmaster who helps a club rebuild membership, instil enthusiasm and restore a quality environment.

The first thing the coaches did was to interview all club members to learn their individual goals.

Based on members feedback, the coaches and club leaders worked to provide more learning opportunities.

The next step was to improve the quality of the meetings.

We needed to stimulate interest in meeting participation.

Lessons Learned

It is important to take members’ motivation into consideration. Clubs should examine the members’ individual goals. Ask yourself:

- What our members looking for when they attend?
- How can Toastmasters help each member achieve their goals?
- Can we offer more of what they need?

Another key is creating a strong club environment. The first stage in creating that is to cover the essentials. A club, no matter how interesting it might be, will not retain members if its meetings are disorganised or incomplete.

Every club has unique mix of members, talents and perspectives. Once you’ve discovered your club’s special qualities, don’t be afraid to lean in.



Because WeSharing members worked in a technology park, within a fast-paced, technological advanced city, it influenced how they conduct their meetings.

Since they were far away, we started running the meetings via video conferencing.

A success story

The club coaches worked with the club leaders to solve problems in ways that suited the group’s personality. WeSharing transformed from a struggling club of just five members into an energetic group of 15 members. The fresh and innovative ideas brought the club back to life.

“MEMBERSHIP VIDEOS”

From Rotary International South Pacific And Philippines Office, January 2019

Are you looking for quick and interesting videos to share with your clubs? District 7780 has created a series of fun, animated videos on important membership topics including how to engage members. The videos are no more than 2 to 3 minutes long and have been hits when played at membership seminars. Try forwarding the videos to your club membership chairs. After showing the videos, encourage members to have open discussions about each topic.

- à [Your Club’s Image in the Community](#)
- à [Membership Statistics](#)
- à [What do you get out of Rotary?](#)
- à [Membership: The Ask](#)

"10 THINGS WE CAN ALL DO TO GROW ROTARY"

Article by Gary Bennett, past president of the **Rotary Club of Kelowna** and current member of the **Sunrise Rotary Club of Kelowna**, British Columbia, Canada.

From **Rotary Voices**, Posted on **March 22, 2019**



I read with great interest what President-elect Mark Daniel Maloney had to say about **growing Rotary in the March issue of The Rotarian**. He is spot on. Healthy membership is the life blood of any organization and Rotary is no exception. Because we all benefit from a thriving membership, all of us share a responsibility to help grow Rotary and bring in new members. President-elect Mark's emphasis on growing Rotary is a welcome reminder of our opportunity to help.

When you think about why people stay or go, it really isn't that complicated. People have many competing commitments in life. No one is required to be a Rotarian; it is voluntary. People will seriously consider joining if they perceive the net benefits they receive exceed the costs. Members will stay if that experience proves true. And it follows logically that the reverse is true. A person will not join if they think the net experience will not be positive, and they will leave if the experience has not been beneficial.

Fortunately, **The Four-Way Test** and the Rotary **Code of Conduct**, can help us in building that positive experience. They are all about treating people fairly, building better friendships, and creating goodwill. These principles go far beyond Rotary. They are the backbone of judicial systems around the civilized world and the envy of anyone living under totalitarian rule. These are the things people are drawn to. If our clubs are perceived to operate under these principles in our community, people will be drawn to us.

Here are ten things every member can do to create a positive experience:

1. Apply The Four-Way Test and Code of Conduct in your lives and in your club proceedings. Before judging or expressing a point of view, sending an email, taking any action, find out the facts of a situation. After doing that, determine if an action is fair to all, will build goodwill and better friendships, and will be beneficial to all concerned. If not, don't act.
2. Become an advocate for policies and practices that are based on truth, fairness, inclusivity, and diversity.
3. Always greet members with warmth and interest.
4. Treat members with the respect you would like to get.
5. Take the time to listen and evaluate diverse opinions and defend the right of members to express a view different from yours.
6. If you have a concern with another member, speak to them personally. Don't send a complaining email.
7. Before you send an email or communicate with others, make sure the assertions you are making are based on fact. Always use an appropriate tone. Ask yourself, is it fair and will it build goodwill and better friendship?
8. Get involved and spread the news about Rotary's good work.
9. If someone expresses a concern about Rotary, listen and see what you can do to correct the situation.
10. None of us are perfect. We all can display poor judgment at times. If you find you've made a mistake or offended someone, apologize as soon as possible. Not only will your action be good for Rotary, but you will gain respect for doing so.

The above is not an all-inclusive list; you may have ideas to add to it. Share your ideas with others.

I believe if we as individual Rotarians all adopt the strategies above, we will gain enormous respect and fondness from our Rotary peers, and each of us will be much happier being part of an organization that operates in this manner. Moreover, our club's reputation for being welcoming and fair will spread throughout our communities. This will result in people gravitating toward Rotary who are seeking fellowship and an opportunity to serve their community. Getting and keeping members will become much easier.

"NEW MEMBER INDUCTION - MEMBERSHIP VIDEO"

By **Lawrence Furbish, ARC Zone 32, from Rotary Zones 24 & 32 April 'Beyond Borders', page 4**

This month's video is about new member inductions. What do you do to make this special?

<https://app.vyond.com/videos/19e65875-f2da-4493-af30-565dc2156590>

You can now find all membership videos from previous months at <http://tinyurl.com/MembershipVideos>



“TELL OUR STORIES IN A CREATIVE WAY”

Article by Barbara Mifsud, Regional Membership Officer, South Pacific and Philippines Office



The **Rotary Club of Central Melbourne** and their Docklands ‘branch’ recently took a creative approach to generating interest in their club: painting an African themed mural on a container to be filled with medical equipment and school supplies on the busy Docklands esplanade.

Working with its development partners, the club is finishing a new medical clinic in Malawi and will be sending the container over in June where it will remain. They decided to engage the creative talent of a local, well known African artist who, assisted by a team of young artists, painted a mural on the container over the period of a week in the main thoroughfare.

Members of the public were invited to write their own messages to Malawi, to take pictures, make a donation and to ask questions about what Rotary does. The club also had a stall at the Docklands Sunday Market providing food and information about the project and ways to get involved.

District Membership Chair Neville John says “We need to tell our stories in a creative way. We did this with art and it attracted people – all sorts of people, all ages, locals and from overseas. We are trying to fish with a different bait”.

The Docklands ‘branch’ is a group of members within the Rotary Club of Central Melbourne who meet at a different time and place while appealing to a different demographic. They aim to build up a solid, sustainable membership base before considering chartering in their own right.

Neville adds, “Membership is a by-product of other things. If you get those things right, membership comes”.



Photos of the container supplied by PDG Neville John

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.

"REDISCOVER YOUR ROOTS: RIPE MALONEY"

Source *Daily News*, excerpts from article *Rotary News*

After losing a record number of members last year, the incoming RI President Mark Maloney wants the organisation to get back to its roots of making connections, he emphasised the importance of focusing on connections by reaching back to Rotary's origins of connecting business people.

Maloney told a room full of incoming Land of Lincoln District club presidents (RIDs 6490, 6510, 6560, 6580) at the Thelma Keller Convention Center (Effingham, Illinois) that a better Rotary club starts with an unselfish leader.



*Members of the Land of Lincoln Rotary listen to a presentation from RIPE Mark Maloney at the Thelma Keller Convention Center.
Photo: Kaitlin Cordes*

"To truly lead people, your job is not to achieve the most you can possibly achieve. It's to make sure the people you lead can achieve the most they can possibly achieve," Maloney said during the presentation.

Maloney encouraged the presidents-elect to form membership committees to help gain members so Rotary can continue to grow.

One of three focuses of his upcoming term is to bring "community-minded young professionals" into the clubs to ensure the future of Rotary, Maloney said.

The new committees, Maloney said, would help curb a record membership loss the international organisation had last year.

Maloney said the reason he first joined Rotary in the 1980s was to begin making connections for his law firm in the Decatur community. "I wanted to become more involved. I made connections. The theme for Rotary next year that I've provided...is 'Rotary connects the world,' and Rotary was founded based upon connections," Maloney said.

Maloney said his No. 1 priority as the international president is to establish organised procedures to grow the Rotary both in the United States and worldwide.

"I believe that we're the greatest service organisation in the world...but if we're going to continue to be the greatest organisation in the world, we need more members so that we can achieve more and so that we have the vibrancy of bringing new blood into the organisation and expanding the size and expanding the projects and expanding our service," Maloney said.

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.

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