



# Rotary on the Move

Zones 8 and 7B  
Rotary Coordinator Newsletter  
September 2010  
Volume 1 - Number 3

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## AUSTRALIAN ROTARY CONFERENCE

Over 500 members of the Rotary family from all over Zone 8 gathered at the Hellenic Club, Canberra, on August 21-22, to discuss ways to make Rotary in Australia stronger. This included Rotarians, partners, Rotaractors, Interactors, Alumni, and Youth Exchange students, Zone, District, and Club leaders, and perhaps most important, the future leaders of Rotary.

The Conference Objectives: *"To look at ways we can make Rotary clubs stronger and more effective, improve awareness of Rotary nationally and locally, and focus service efforts to give the best outcomes to the communities we serve."*

*The good news is that Rotary has a plan to achieve these objectives. This was clearly presented, and discussed in the breakout sessions. The follow up is now in the hands of Districts and Clubs.*

Leading the list of impressive speakers was R.I. President Ray Klingensmith, who presented his plan to improve Rotary laced with cowboy logic.

*"If it's a job, do it. Put your back into it.  
'Cause a little bit of dirt's gonna wash off in the rain.  
If it's a horse, ride it. If it hurts, hide it.  
Dust yourself off and get back on again."*

*"In the way he lives his life and the songs he sings"* Ray had a message for us about how to make Rotary stronger, that resonated well with Australians and New Zealanders.



Rotary International President Ray Klingensmith

*Continued from page 1*

In his address on "Bigger Better Bolder Clubs" RI Director Stuart Heal told us "change in Rotary will come from the clubs not the R.I. board ..... the action will be with you".

There was plenty of praise for the quality of the speakers and presentations. These included:

John Thorne	Join the dots – connect with the family of Rotary
Rob Crabtree	Introduction to Public Relations
Richard Garner	What is your Club's Image?
Phillip Archer	Increasing Awareness in the Community
Jenny Horton	Polio Eradication Update
Rob Wylie	Focus on Effective Service
Peter Ochota	The Rotary Foundation – serving Australia & the Pacific
Tony Freeman	Club Visioning
Alana Wilson	Rotaract in Australia
Chris Joscelyne	eClubs

The three inter-locking components of the RI strategic plan were presented by the above speakers. After each series of presentations breakout groups considered how the plan applies and can be implemented, Rotarians sharing ideas with others from around Zone 8.

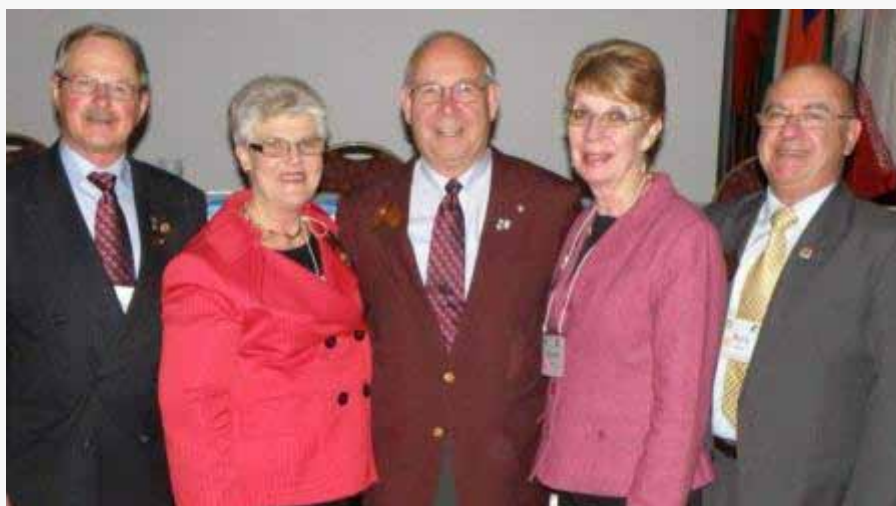
Conference MCs (Helen Blunden, Stuart Cook, Wendy De Luca) showed the younger face of Rotary and kept the program moving smoothly along.

A summary of main points from the discussion groups was presented on Sunday morning, those will be available in due course. We will let you know when and where the presentations and summaries will be available for download.

Thanks to all those who made the conference happen, and to all of you who turned up to make it a resounding success!



*RI Director Stuart Heal*



*Rob and Beth Wooley, Bronwyn and Barry Hacker  
with RI President Ray Klinginsmith*

*Article prepared by Rob Wylie  
Rotary Coordinator*

# Canberra Conference Breakout Session Results

Compiled by Dick Garner, Public Image Resource Group, from 13 separate discussion groups involving over 400 Rotarians and friends of Rotary at the Australian Rotary Conference on 21<sup>st</sup> August.

## Celebrating Rotary on National basis in February each Year

- Ø Create a unique theme that will identify Rotary on one day each year like – Red Nose Day – Daffodil Day. Have a national collection on that day.
- Ø Celebrate Rotary for a week in February so that all Club meetings can have some kind of event.
- Ø Invite friends and family to Rotary that week.
- Ø Wear a Rotary shirt or blouse to work.
- Ø Present a book to every child born in Australia on the 23<sup>rd</sup> of February.
- Ø Every Rotarian paint their little finger blue at the beginning of February and collect a \$ off every one who asks “what happened to your nail” – donate the \$\$\$\$ to ending Polio.
- Ø Create a Rotary Postage stamp.
- Ø Promote Rotary via Social Media.

## How can we Increase the Number of Women in Rotary?

- Ø Run a National promotion that debunks the myth that women can't join or are unwelcome in Rotary. Promote that Rotary is gender inclusive.
- Ø Promote Rotary membership for women with a special brochure. Target women's gyms and professions that are dominated by women.
- Ø Plan a Club or Cluster group meeting focusing on membership for women.
- Ø Celebrate 21 years of Women in Rotary with special dinners run by Rotary women members for women.
- Ø At District identify the Clubs with no or only a couple of women members and get them to focus on attracting some women members.
- Ø Promote Rotary through existing women members.
- Ø Aim to bring new women members in to Clubs in small groups so they have some female company.
- Ø Eliminate blokey inappropriate commentary.
- Ø Target to have an attitude that we need to focus on addressing that we have 27,000 male Rotarians and only 6000 female Rotarians. Increasing our women's membership levels could arrest the erosion of membership levels.

## How can we Improve Rotary's External Image?

- Ø Take a National approach to promoting Rotary – don't just leave it to the Clubs.
- Ø Develop stronger contacts with businesses, banks, community groups, schools and councils to build Rotary awareness.
- Ø Create some nationally co-ordinated high profile events in which all Rotary Clubs can participate.
- Ø At a national level promote Rotary to the media, TV, Radio and via Social Media.
- Ø Improve the quality of our District and Club websites to make Rotary easier to contact.
- Ø Get Rotary Clubs to group together to promote Rotary. This helps to share costs, expertise and contacts. It also promotes a larger image both in membership and activities.

## Improving Club's PR and Marketing

- Ø Budget at Club level to have funding each year to spend on promoting Rotary.
- Ø Widen the role of Club PR to become Club “Marketing & Membership”
- Ø Have an Up-to-date website with a Contact Us facility. Make your Club easy to find and communicate with.
- Ø See if you can add other community groups or small businesses on to website.
- Ø Develop a Rotary Community newsletter distributed every quarter to business in your community.
- Ø Develop a relationship with your local newspapers, TV and Radio stations.
- Ø Invite the media to Rotary meetings and events. Pay for their meals and make them welcome.
- Ø Use the material that is available from RI with the Humanity in Motion discs.
- Ø In you don't have anybody in your Club to promote Rotary – ask District for assistance.
- Ø Produce a brochure to promote your Club.
- Ø Find some notice boards where you can regularly advertise - Libraries, Supermarkets, Officeworks.
- Ø Promote in conjunction with other nearby Clubs.
- Ø Get your Club added on to all the available free community and council website listings.

# Why did they go?



Article prepared by PDG Noel Trevaskis (Assistant Rotary Coordinator).

At almost every opportunity we Rotarians like to say that there are over 1.2 million Rotarians worldwide. However over the last five years 1.5 million Rotarians have left Rotary, or approximately 300,000 a year.

We talk about the recruitment of new members and the need to grow our membership, retention is just as critical as recruitment.

**How can clubs keep their members?** Firstly, Clubs need to be “right” in the way they conduct their meetings. Club Presidents must be good leaders and they have to be organised. So much depends on good leadership coming from a Club President. Club meetings need to be well planned and organised, they can’t be if the President isn’t organised. A club meeting has to be interesting and has to be at a quality where Rotarians look forward to being there as often as possible. People want to feel that they are getting good value for their money.

I have quite often had Rotarians say to me that they don’t ask potential Rotarians to their Club because they are embarrassed about the way the meetings are conducted, in other words their club meetings aren’t “right”.

Critical points to make sure a club meeting is “right” are:

- . Start the meeting on time.
- . Finish the meeting on time.
- . Have an interesting programme.
- . Have good guest speakers.
- . Make visitors feel welcome.
- . Don’t sit with the same people at every meeting.
- . Have a three minute Rotary information presentation at every meeting.
- . The Sergeants session is short and to the point, have good story fines as well as humorous fines.
- . Don’t tell inappropriate jokes, if you wouldn’t tell it to your daughters, sons, granddaughters or grandsons, don’t tell it.
- . Directors give reports, no matter how brief at every meeting.
- . Have a weekly three minute member vocational, interest or hobby presentation.
- . Have all members involved in the meetings, get them to give education and information talks about Rotary programmes.
- . Make sure all members feel wanted.
- . Acknowledge and thank members for what they have done.
- . **The most critical point** for a club meeting to be “right” is for the President to be organised! The President should have a running sheet for the meeting; a disorganised President will result in a disorganised Club and meetings.

**Why do some Rotarians leave?** Because they didn’t learn anything about Rotary. They didn’t feel wanted. They weren’t able to get involved. The meetings were boring and uninteresting. They didn’t feel part of the club. The meeting was disorganised, nothing was happening in the club.

All these comments and more have come from exit questionnaires; they are all relevant and should make us all think about making sure our club is “right”.

The Priorities of Rotary International  
“Support and Strengthen Clubs”  
“Focus and Increase Humanitarian Service”  
“Enhance Public Image and Awareness”

# Membership, your Club, and the RI Strategic Plan

The revised RI Strategic Plan focuses on strengthening Rotary at the club level and provides the framework for clubs and districts to craft a successful future. This back-to-basics plan, with its revised vision and three targeted priorities, affirms that Rotary's future lies in strong, focused clubs that are well known for their accomplishments.

So why is the RI Strategic Plan important to your club's membership? The answer is very simple: Dynamic clubs attract new members, and they are a source of pride for existing members. Who wouldn't want to belong to an action-oriented club whose contributions are improving lives in their own communities as well as communities worldwide?

Consider the ways your club fulfills the priority of supporting and strengthening clubs by answering the following questions:

- What are three innovative things your club has done — or will do — to address membership issues relevant to your region?
- How has your club become more flexible to accommodate the needs of younger working professionals? What specifically have you done — or can you do — to attract members from a diverse cross-section of your community?
- How is your club approaching membership recruitment and retention differently than it did 5, 10, and 20 years ago?
- What does your club offer to its prospective and current members in terms of leadership development opportunities?

These questions will get you thinking about how your club's membership efforts support Rotary International's mission and vision, and how your club can step up these measures to play an integral role in implementing the RI Strategic Plan.

Consider the following resources to guide your club in its strategic membership efforts:

- § RI Strategic Plan (including the plan document, PowerPoint presentation, core values statement, and poster)
- § Strategic Planning Guide
- § Club Leadership Plan
- § Club Assessment Tools and the Membership Development Resource Guide
- § Leadership Development: Your Guide to Starting a Program

*From The Membership Minute (May/June 2010)*

*Editor: Jennifer Frisbie, Senior Coordinator*

*R.I. Membership Development Division*

**RI President Ray Klingensmith** is asking Rotarians to apply "cowboy logic" and make Rotary clubs "bigger, better, and bolder."

The fundamental principles of cowboy logic are; taking pride in your work, talking less and saying more, doing what has to be done, and remembering that some things just aren't for sale.

**"When you make a club better, you often will find that it is bigger as well."**

**RI Past President John Kenny**

# "Resources for Rotarians"

Rotary International offers myriad resources to help Rotarians build effective clubs. Effective clubs are able to achieve the Object of Rotary by

- § Sustaining or increasing their membership base
- § Implementing successful service projects that address the needs of their community and communities in other countries
- § Supporting The Rotary Foundation through both financial contributions and program participation
- § Developing leaders capable of serving in Rotary beyond the club level

**Club membership:** Explore these tools

- [Club Leadership Plan](#) – A guide to strengthen Rotary clubs
- [Club Assessment Tools](#) – Contains the [Planning Guide for Effective Rotary Clubs](#), as well as a variety of membership surveys
- [How to Propose a New Member](#) – Outlines the steps for proposing new Rotary club members
- [RI Web site: Running a Club section](#) – Offers ideas and information to help strengthen clubs
- [Rotary Basics](#) – Provides an overview of Rotary that can help inform new and prospective club members. [The print resource also is available](#). (PDF)
- [New club treasurer's manual](#) – Club treasurers now have their own manual included in the *Club Officers' Kit*.
- [Strategic Planning Guide](#) – This guide and the accompanying worksheet provide clubs with a starting point for strategic planning.
- [Rotary Minute](#) – Why are you a Rotarian? What does Service Above Self mean to you? How can you get more involved? Hear answers to these questions and more from Rotarians around the world with Rotary Minute videos.

## Welcome

"Rotary on the Move" welcomes the Provisional Rotary Club of Nauru to the fellowship of Rotary.

The chartering ceremony is planned for 28<sup>th</sup> of September at which time the Republic of Nauru is expected to become the 215<sup>th</sup> Nation in Rotary, and a Rotary Club within District 9600.

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