



Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

April 2011

Volume 1 - Number 9

In this issue:



1 and 2

New Types of Membership

2

- New Types of Membership, cont.
- Phone app
- e-clubs

3

Membership statistics

4

Club Plans

5

Getting Women on Board. Part 3

6

Share your project

7

- The Rotarian
- Quote
- The Team

“New Types of Membership”

from: “Membership Minute”

March/April 2011 Volume 7, Ed. 3

Editor: Jennifer Frisbie, Senior Coordinator

Membership Development Division

Rotary International

www.rotary.org

membershipminute@rotary.org



Pilot programs provide opportunity for club innovation

Would your club like more flexibility in determining its membership requirements? Or perhaps you'd like to try different meeting logistics, but didn't think you could because your ideas would violate the Standard Rotary Club Constitution or Recommended Rotary Club Bylaws. Maybe you've always wondered how corporate membership might benefit your club, only to find out that it isn't allowed.

Now is your club's opportunity to test new models of Rotary club membership by participating in one of four innovative pilot programs authorized by the RI Board of Directors. The programs will begin 1 July and run through 30 June 2014.

The four programs are:

- **Corporate member:** Allows a corporation or company in the club's area to become a member of the Rotary club, appointing up to four individuals to attend club meetings, serve on projects, and participate in other ways.
- **Associate member:** Creates the category of associate member to allow prospective Rotarians to become acquainted with your club, its members, its programs and projects, and the expectations of club membership, with the intent of becoming an active member within a designated period of time.
- **Satellite club:** Allows clubs to conduct multiple meetings during a week, each taking place at a different location, day, or time.
- **Innovative and flexible Rotary club:** Allows clubs to self-determine their operations to better fit the needs of their members and community.

If one of these programs sounds like something your club would like to try, [submit an application by 15 April \(extended from 1 April\)](#). Clubs do not need district approval to participate, although they must agree to the [terms of participation](#). Clubs may participate in only one pilot program.

Read more about [pilot club opportunities](#), and submit questions to: ripilotprograms@rotary.org.

continued on page 2 ...

... continued from page 1

New Club Leadership Plan urges clubs to 'be vibrant'

The [new Club Leadership Plan](#) challenges clubs to evaluate traditions and current practices and to consider new best practices in order to become stronger. Offering questions, ideas, and resources, this quick guide — *Be a Vibrant Club: Your Club Leadership Plan* — is a useful tool to help rejuvenate clubs. It stresses autonomy and innovation, encouraging clubs to adapt best practices to their particular environment. Purchase the guide at shop.rotary.org for US\$1.

Help Rotary grow through Rotarian referrals

One of the three priorities of the RI Strategic Plan is to support and strengthen clubs, which includes the goal of improving the recruitment and retention of qualified, enthusiastic members. RI supports your membership growth and retention efforts through its [online membership referral program](#).

Maybe you know some business associates or family members who would make great Rotarians, but you never considered them for club membership because they don't live near you. Take the time this month to call them, tell them why you think they'd make great Rotarians, and [submit membership referrals online](#). The prospective members' contact information will be sent to district leaders in their geographic area, then forwarded to individual clubs.

Go online now, and [refer a member!](#)

Rotary International News -- 1 April 2011

New free Rotary Club Locator iPhone app available

You can now search for a Rotary club with RI's free iPhone app. In the Apple app store it's called the Rotary Club Locator from Rotary International. The app also will soon be offered for Android phones.



Making up meetings online

Rotary e-clubs have been an official part of Rotary International since 1 July, after a six-year pilot project.

[Rotary International](#) on Facebook

Many of your club's members travel frequently for their job and miss the weekly meeting.

They put a lot of effort into making up missed meetings, but they overlook one helpful option: attending an e-club meeting.

Many e-clubs have links on their websites explaining how to [make up a missed club meeting](#).



“ Number of Rotarians by District and Zone ”

District	30/06/10	1/7/10	28/02/11	1/7/10 to 28/2/11		30/6/10 to 28/2/11	
				+/-	%	+/-	%
9455		1419	1475	56	3.9%		
9465		1480	1460	-20	-1.4%		
<i>(WA total)</i>	<i>2976</i>	<i>2899</i>	<i>2935</i>	<i>36</i>	<i>1.2%</i>	<i>-41</i>	<i>-1.4%</i>
9500	1411	1387	1381	-6	-0.4%	-30	-2.1%
9520	1512	1493	1482	-11	-0.7%	-30	-2.0%
9550	1124	1084	1088	4	0.4%	-36	-3.2%
9570	1174	1158	1184	26	2.2%	10	0.9%
9600	1794	1766	1754	-12	-0.7%	-40	-2.2%
9630	1271	1242	1248	6	0.5%	-23	-1.8%
9640	1398	1368	1407	39	2.9%	9	0.6%
9650	1667	1616	1649	33	2.0%	-18	-1.1%
9670	1181	1172	1172	0	0.0%	-9	-0.8%
9680	1968	1907	1932	25	1.3%	-36	-1.8%
9690	1003	981	982	1	0.1%	-21	-2.1%
9700	1166	1146	1167	21	1.8%	1	0.1%
9710	1511	1500	1475	-25	-1.7%	-36	-2.4%
9750	1457	1396	1391	-5	-0.4%	-66	-4.5%
9780	2039	2011	2048	37	1.8%	9	0.4%
9790	1787	1762	1786	24	1.4%	-1	-0.1%
9800	2745	2678	2672	-6	-0.2%	-73	-2.7%
9810	1341	1303	1312	9	0.7%	-29	-2.2%
9820	1481	1461	1465	4	0.3%	-16	-1.1%
9830	1432	1412	1418	6	0.4%	-14	-1.0%
Zone 8	33438	32742	32948	206	0.6%	-490	-1.5%

District	30/06/10	1/7/10	28/02/11	1/7/10 to 28/2/11		30/6/10 to 28/2/11	
				+/-	%	+/-	%
9910	1293	1277	1246	-31	-2.4%	-47	-3.6%
9920	1740	1739	1723	-16	-0.9%	-17	-1.0%
9930	1913	1882	1910	28	1.5%	-3	-0.2%
9940	2139	2104	2089	-15	-0.7%	-50	-2.3%
9970	1378	1366	1357	-9	-0.7%	-21	-1.5%
9980	1306	1295	1304	9	0.7%	-2	-0.2%
Zone 7b	9769	9663	9629	-34	-0.4%	-140	-1.4%

World	1227563	1202063	1213448	11385	0.9%	-14115	-1.1%
--------------	----------------	----------------	----------------	--------------	-------------	---------------	--------------

Fellowship in Rotary

Adapted from RI News 3 March 2011

... A club member voices concern that his friends think Rotary is all about having fun. They are interpreting the word fellowship to mean "friendship" rather than its meaning within Rotary: **"a strong relationship built on friendship, professional respect, and working together to provide service."**



RC Milton-Ulladulla members at the Annual Calcutta fund raiser.

Club Leadership Plan

Rotary International website

The *Club Leadership Plan*, though not mandatory, is the recommended administrative structure for Rotary clubs. It is based on the best practices of effective Rotary clubs. These best practices include:

- Developing long-range goals that address the elements of an effective club and annual goals to support them
- Convening regular club assemblies
- Involving all club members in the activities and fellowship of the club
- Maintaining open lines of communication
- Ensuring continuity in leadership
- Providing regular, consistent training

The plan can be customized to fit each Rotary club's needs.



What is your club leadership plan?

Rotary International News -- 13 January 2011

Take some time to assess your club's practices. What different service projects is your club doing? Are you getting the support you need from your district to meet annual goals? Consider whether your club follows these best practices:

- Developing long-range and annual goals that address the elements of effective clubs
- Communicating effectively with club members and district leaders
- Customizing bylaws to reflect club operations

Consult the publication *Be a Vibrant Club: Your Club Leadership Plan* (245) to review the other recommended practices, and determine what you need to do to make your club more vibrant.

Running a club

Rotary International website

Rotary is a grassroots organization, and its service efforts are carried out at the club level. Effective club operations include both [administrative](#) and [service responsibilities](#).

An effective Rotary club is able to:

- Sustain or increase its membership base
- Implement successful projects that address the needs of their community and communities in other countries
- Support The Rotary Foundation through both program participation and financial contributions
- Develop leaders capable of serving in Rotary beyond the club level

For assistance; [Contact a Club and District Support or financial representative](#).

“ Getting Women On Board. *Part three* ”

Article by: Kerry Kornhauser

District: Women In Rotary

President Elect

Director of Vocational

Rotary Club of Albert Park, District 9800



In the final part of the series, we look at how to best recruit women and why specifically targeted campaigns are so important.

Whilst general recruiting schemes are of course important, the reality is that to date, they failed to sufficiently attract women. Indeed, there remains a misconception amongst many women that Rotary simply is not for them. And, just as has long been recognized in the world of advertising and marketing for commercial products, recruitment campaigns and material also needs to be targeted towards those it is trying to reach – insofar as Rotary needs to attract more women, their recruitment material must reflect this.

In the same way that health foods tend to be advertised in exercise magazines, and beauty products tend to be advertised in women's magazines, it is important to specifically target some Rotary recruitment programs towards women. However, it is not simply a matter of reaching the target audience (women) by advertising in places in which they will see it.

As explained in part one, there are numerous reasons that the number of women in Rotary is comparatively low, such as the perception that women are not welcome, do not have what it takes to reach senior positions, and that it is difficult to balance a commitment to Rotary

with family life. As such reasons either only affect women, or affect women to a greater degree than men, there needs to be a strong focus on addressing these issues when trying to promote Rotary to women – indeed, this was one of the conclusions from the Rotary International focus groups. Similarly, there are also gender differences in the motivations for volunteering. For example, a survey by the Canadian Centre for Philanthropy noted that women are more likely to volunteer to explore their own strengths, whereas men are more likely to volunteer to use their skills and experience.

Ultimately, whilst it is of course important to continue general recruitment programs, it is also equally important to recognize that different people have different reasons for joining or not joining Rotary. If we are serious about increasing the number of under-represented groups in Rotary, including women, it is thus essential to target specific additional recruitment programs towards such groups to be able to attract them by both breaking down preconceptions that may prevent them from joining Rotary, as well as appealing to the specific features of Rotary that interest them.

Kerry Kornhauser's email: kerry@travelinn.net.au

RI President Message, March 2011; Keep It Simple.

“... the success of Rotary is based on a simple formula of strong clubs, significant service projects, and a favorable public image. Thanks to Paul Harris and other Rotary pioneers, it is a simple formula that produces extraordinary results – and a better world!”



Share your Club or District Service Project

Below is a Club Service project to share with interested Rotarians, as requested by PDG Rob Wylie in November's 2010 edition of the Rotary on the Move pages 1 and 2:

"... would like to hear from Districts or clubs telling me what you have done. Please include a summary, contact details, and a couple of photos, and forward to robwy43@bigpond.net.au. or shalhoubissa@shoal.net.au "

"A MILESTONE REACHED!"

Article appeared in the March 2011 News Bulletin No. 4 of the Rotary Club of Woden Inc.

Written by David Fox, Project Co-ordinator, and the RC of Woden's Bulletin editor John Gray.

As many of you know the Rotary Club of Woden decided in 2007 to undertake a 5-year project in Central Australia in association with the Western Desert Nganampa Walytja Palyantjaku Tjutaku Aboriginal Corporation (WDNWPT). We were particularly impressed with their initiatives to tackle the problems arising from kidney failure in Aboriginal communities and to work for additional dialysis facilities in remote locations.

At the request of WDNWPT we agreed to tackle the refurbishment of an unused building at Kintore in the Western Desert some 500 km west of Alice Springs. During the course of the project WDNWPT named that building *Purple House 2*. And purple it now is, the interior of the *Purple House 2* has been completed and is now being used by WDNWPT.

The *Purple House 2* at Kintore is now a hive of activity. No longer is this building in the dilapidated state it was in prior to its refurbishment by Rotary. The dialysis section has been fully equipped and brought into action and the health education room furnished.



The Dialysis Section

Currently five members of the community are receiving dialysis and they are to be joined shortly by the return of an additional two from Alice Springs. More members of the Kintore community will return progressively as human and technical resources are able to be increased at Kintore.

The nursing staff say that the service is running smoothly and no serious technical difficulties are being experienced. The showering facilities are very welcome as they ensure a high standard of hygiene is maintained. It is felt that the patients are in much better shape than when they were living in Alice Springs.

The health education room will assist the community to achieve reduced kidney failure thus ensuring that fewer people will have to leave Kintore for health reasons.

The staff and patients deeply appreciate all the effort that has been put into refurbishing the *Purple House 2* at Kintore by Rotary and its many supporters.

Many Rotary clubs, both nationally and internationally, and the many friends of Rotary who, through Rotary Australia World Community Service (RAWCS) have helped with this project, particularly Rotary District 3650 South Korea contributed to the project in a significant way by enabling the Rotary Club of Woden (www.rotar.net.com.au/woden) to achieve a matching grant from the Rotary Foundation.

It has been a remarkable display of what can be done in recognition of the needs of others.



Working party engaged in completing the interior of the building outside the Purple House 2 at Kintore.

On the wall is the recently installed Rotary Wheel.

The Rotary Wheel adjacent to the front door of the *Purple House 2* is intended as a simple reminder that we can all achieve a better world through "Service above Self".

The ROTARIAN;

Preview the Digital edition

The *Rotarian* digital magazine debuts in July. But you can see a [preview now](#).



Beginning in July, *The Rotarian* will bring you the same print content you've enjoyed for years -- in paperless form. If you switch to digital, a link to the new issue will be delivered to your e-mail inbox each month from [Zinio](#), the world's largest digital newsstand. Plus, if you download the Zinio app on your smartphone or e-reader, you'll be able to take *The Rotarian* digital magazine with you wherever you go.

Quote of the Month: "Moving onward"

Rotary International News -- 23 March 2011

"Just as Rotary itself can never keep its place unless it is constantly growing, so each individual Rotary Club cannot afford to stand still while the stream of life moves onward."



Armando de Arruda Pereira, 1940-41 RI President, in The Rotarian, February 1941, Rotary Images.

Rotary Coordinator Team 2010-11 Zone 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).

Stuart Heal

**Rotary International Director
Zone 7 and 8.**

heals@xtra.co.nz

Rob Crabtree

Rotary Coordinator

Districts 9680, 9690, 9700, 9710, 9750, 9780, 9790, 9800, 9810, 9820, 9830, 9910, 9920, 9930, 9940, 9970, 9980.

Phone: (64) 9535 4035

calpr@xtra.co.nz

Rob Wylie

Rotary Coordinator

Districts 9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670.

Phone: (07) 3385 5398

robwy43@bigpond.net.au

Noel Trevaskis

Assistant Rotary Coordinator

Districts 9680, 9690, 9700, 9710, 9750.

Phone: (02) 6495 0455

n.trevaskis@bigpond.com

John Barnes

Assistant Rotary Coordinator

Districts 9780, 9790, 9800, 9800, 9810, 9820, 9830.

Phone: (03) 9802 8007

jba25492@bigpond.net.au

Ross Skinner

Assistant Rotary Coordinator

Districts 9940, 9970, 9980.

ross.skinner@xtra.co.nz

John Ranieri

Assistant Rotary Coordinator

Districts 9455, 9465, 9500, 9520.

Phone: (08) 9764 1686

jcranieri@bigpond.com

Georges Giovannelli

Assistant Rotary Coordinator

Parts of Districts 9910, 9920.

Phone: NC (+687) 81 77 34

or NZ (+64) 021 0268 9859

rotary.gg@lagoon.nc

Issa Shalhoub

Newsletter Editor

Phone: 0414 553 574

shalhoubissa@shoal.net.au