



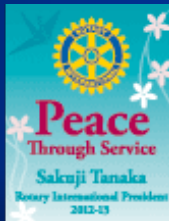
# Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

August 2012

Volume 3 - Number 2



## In this issue:

### 1

Success Conference  
upshot

### 2

- Success Conference  
- New grants to  
strengthen clubs  
- Membership Tips

### 3

- Spread the word  
- RI Strategic Plan

### 4

Generation Y, final

### 5

- Club Project  
- Olympics

### 6

- Optimist-Dreamers  
and Do-ers  
- about John Boag

### 7

RF Leaders

### 8

- RPIC  
-RAM  
- The Team

## “Fun and Quality in Rotary”

Article by District 9550 AG6A Moorthy Karuna, *Rotary Club of Townsville Sunrise*.  
Article received for publication 26 July 2012.

Outcome of the Australian Rotary Success Conference, 21-22 July 2012, first article appeared in this Newsletter's [July 2012](#) edition on page 2, by the same author.

I agree with “Rotary on the Move May 2012” article that fun is very important. I attended the 2012 Australian Rotary Success Conference Canberra, which was fun and the quality was very good. This will be one of the best conferences that I attended in the past few years. Everybody I spoke to from District 9550 mentioned that it was a great conference. Not only we had fun and quality which is at times lacking in Rotary, the 2012 Australian Rotary Success Conference Canberra was value for money. The conference only cost \$100 for 2 days including 3 coffee breaks, 1 lunch and 1 dinner.

Rotary Coordinator Noel Trevaskis was an excellent master of ceremony, who kept the conference interesting and made sure that the program ran on time. I was inspired and motivated by the speech from Rotary International President Elect Ron Burton. I believe that it was an excellent speech, because he was himself and spoke from his heart. Past Rotary International Director Stuart Heal reinforced the message he delivered earlier. Most of the speakers were good and the speeches were short and precise. Ending the conference with Speaker Kristy Sword Gusmao was a good way of ensuring quality right through till the end. The Breakout Sessions were better than the 2010 Australian Success Conference Canberra, because there were trained facilitators who were able to control and deliver quality outcomes.

The dinner was great with good food and light entertainment from 2 Rotarians from District 9550 Mareeba Rotary. Rotarians usually enjoy and have a good laugh if they are entertained by fellow Rotarians. Rotary Coordinator Noel Trevaskis had great humour and read a poem on New South Wales losing to Queensland for 7 years in a row in the State of Origin (Rugby League). I am not sure if anybody explained the joke “7Up verses Coke Zero” to Noel Trevaskis.

The valuable lesson from 2012 Australian Rotary Success Conference Canberra is that Rotarians are not boring and were able to organise a conference that motivated members, gave relevant information and also incorporated segments that were fun for members. Both the Plenary and Breakout Sessions had quality topics delivered by professionals. I would like to congratulate Rotary International Director John Boag, Rotary Coordinator Noel Trevaskis, Chairman of Conference Bob Greeney and Conference Committee for organising an excellent conference that was fun and of quality.

I had a great time, enjoyed myself and would not hesitate to attend the next Australian Rotary Success Conference Canberra.

## Australian Rotary Success Conference

# 'Rotary Success Conference', Canberra July 2012

Article by PDG RC Noel Trevaskis

Rotarians from across Australia and New Zealand met over the weekend of 21<sup>st</sup> & 22<sup>nd</sup> July in Canberra for the 'Rotary Success Conference'. Highlights of the conference were the two addresses by RI President Elect Ron Burton and the closing address by the former first lady of Timor Leste, Kirsty Sword Gusmao who spoke about the successes that Rotary has had in Timor Leste.

RI President Elect Ron Burton's address on The Rotary Foundation was a great personal story as well as being inspirational and challenging.

These addresses and the addresses by other presenters including Stuart Heal, Bob Aitken, Philip Archer, will all be on the Rotary Down Under [website](#). The presentations by the facilitators of the different breakout groups and the main points of those breakout groups will be on the same website around the middle of August.

Any Club will be able to access the videos through the Rotary Down Under [website](#) and show the videos of the different presentations at one of their regular club meeting as they run for up to 16 minutes which is perfect for a regular club meeting. Speeches, presentations and videos' links will be published in next month's edition of this newsletter.

## "New Grants to Strengthen Clubs"

Article supplied by PDG Jessie Harman

Clubs in **District 9780** will go from strength to strength thanks to a new District Grants program launched recently in Geelong.



The annual grants program is designed to support and strengthen clubs throughout the District. Under the new program, clubs will be able to apply for funds to support projects and initiatives which foster club innovation and flexibility, promote membership diversity, improve member recruitment and retention, develop leaders and/or encourage strategic planning at club level.

Announcing the new initiative, DG Helen Trigg highlighted the importance of members to the organisation of Rotary. "Clubs and members are the lifeblood of Rotary. These grants are one important way that we can support and strengthen our membership base for the future". "The competitive grants also link our activities directly to RI's Strategic Plan" she added.

It is hoped the competitive grants program will generate a range of new and innovative ideas to support and strengthen clubs. Projects selected for funding will be those which demonstrate the potential for greatest impact, and which may be replicated by other clubs around the District and beyond.

Applications for grants will open during August - Membership Month. Clubs may apply for grants of up to \$1500, on a dollar for dollar matching basis. In total, \$15,000 will be made available to clubs in this Rotary year.

## "Three tips for Membership and Extension Month"

New Generations RI Newsletter, July 2012 edition

**August is Membership and Extension Month** — a good time to explore ways your Interact or Rotaract club can hold on to current participants and stay connected to alumni while seeking new and creative ways to grow.

In December, we held a Twitter chat with Rotaractors about how to recruit new members. Here are three tips they shared:

- I always ask people to imagine having friends all over the world and tell them how cool it is to be connected internationally, [@JeremyRedding](#)
- To attract those hard-to-find people . . . we make sure we promote the fun & social aspects of joining our club, [@docorotract](#)
- Get new people involved right away, have a small chat after a meeting to talk about their interests and invite them to your next event, [@anget09](#)

# “Spread The Word”

From Rotary Leader, July 2012 | Vol. 3, Issue 1

## Why should your Rotary club use social media?

There are millions of reasons to use social media. In fact, there are more than

- 800 million Facebook users
- 150 million users on LinkedIn
- 127 million users on Twitter



The people on social networks live in your community. You may want to invite them to your next club meeting or fundraiser. They may belong to another Rotary club or organization that can help you with a community service project.

Social media also helps promote a positive image for Rotary, which contributes to the growth of the organisation.

## Getting started with Facebook

If you're not on social media yet, consider starting with Facebook. Available in over 70 languages, Facebook has more than 28 million users age 45 and older. Best practices for Facebook include:

- Use a Facebook page instead of a profile for your club or district.
- Give more than one person administrator rights to the page.
- Incorporate Facebook into your communications plan and budget.
- Post items from your weekly meeting or newsletter to your page.
- Update your Facebook page at least two to three times a week.

Look to the [Rotarians on Social Networks Fellowship](#) for advice, articles, and training materials.



“We regularly provide assistance about how to use Facebook's features on our Facebook page,” says Simone Carot Collins, who was a social media workshop panellist and is assistant governor of District 9455 (part of Western Australia).

Get more [social media tips](#).

# “RI Strategic Plan”

Rotary International News -- 26 January 2012

Rotary's strategic plan identifies three strategic priorities supported by 16 goals.

## Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new clubs
- Encourage strategic planning at club and district levels



## Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on
  - — New Generations programs
  - — The six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

## Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Encourage clubs to promote their networking opportunities and signature activities.
- Promote core values
- Emphasize vocational service

Download the latest [RI Strategic Plan Progress Report](#) (PDF) to learn more about the progress Rotary is making on its strategic priorities.

# “Engaging the Next Generation in Rotary”

## 5 Strategies for Growing Your Club with Young Members – Final

Article by Michael McQueen, leading authority in youth trends & strategies for engaging with Gen Y. Michael featured as a plenary speaker at the 2011 RI Convention in New Orleans.



Article continued from last month's edition.

Below are 3 simple ideas that may help you engage the next generation as club members at a local level; (ideas 1 and 2, were published last month)

### 3. Focus on Outcomes rather than Process

Although both outcomes and process are two sides of the same equation, many organizations and businesses can easily fall into the trap of losing sight of **why** they do what they do (the outcome) and purely become focused on **what** they do and **how** they do it (the process). Over time, these historical practices get embedded in culture and become traditions, rituals or sacred cows – the things no-one dare question or change.



Naturally, young people come into organizations where there is a heavy emphasis on practices, traditions or protocols and the first question they ask is WHY? Typically there are two expressions of this question:

a) Why do we do it **that way**? Gen Y will come into your Rotary clubs & innocently ask why you ring a bell to start the meeting, why you say a Rotary grace, why the club president wears the bling around their neck, why it is called ‘fellowship’ and the list goes on. Of course, how you respond to the why question is of critical importance - if you dismiss it or become defensive, this young group will disengage almost immediately.

The key thing to remember is that young people’s questioning of why need not be perceived as a threat or challenge to the status quo – they really do want to understand the reasons behind the way things are done. Further still, smart leaders are beginning to recognize that the question of why from young people can actually be a gift. It can be a fantastic source of innovation and often causes us to pause and reflect on historical practices to evaluate whether are still relevant.

b) Why do we do it **at all**? As a colleague once told me, people never go to the hardware store to buy a drill because they want a drill – they buy a drill because they want a hole! In the same way, young people will not be attracted to Rotary simply because they want to become a club member; they are attracted to clubs because of the benefits and outcomes that membership will lead to. In other words, when young people ask why you exist as a Rotary club, what they are really asking is ‘what are you achieving; who are you helping; how are you making an impact; what’s the point?’

If local clubs are simply going through the motions of Rotary, meeting for meals once a week and achieving very little, it is highly unlikely that young people will want to join. Gen Y are action-orientated - they want to know what the tangible benefits and outcomes of being a Rotarian are long before they look to make a membership commitment. Whether these benefits are for them personally or for the broader community through service projects is beside the point – what does matter is that the outcomes and purpose are explicitly clear from the outset.

### 4. Use Stories to Get Your Message Through

Generation Y are highly experience-driven - their mantra is don’t tell me it is right, show me it works. As a result, if you are looking to encourage a young person to consider joining Rotary, simply giving them impressive statistics or logical reasons for becoming a member will not be enough. Rather, what will impact and inspire them most are the stories and experiences you can share of the impact Rotary has made in your life and the world at large.

When I was looking for a Rotary club to join, the deciding factors for me were not the professional calibre of the club’s members, the prestige of the club, the number of Paul Harris fellows or past district governors that were members, or the quality of the food. Rather, the decision of which club to join was made easy for me the day I sat down for coffee with a local club president who spent over an hour telling me the stories of his club. He told me about inspiring service projects the club had been involved in over the years both locally and abroad. He told me of the relationships he’d built with fellow Rotarians who were always there to lend a hand in good times and bad. As this president shared story after story of his local club, how could I help but be inspired and want to be a part of it.

If you are looking to attract young people to your clubs, get good at telling your Rotary story – the facts and logic may impress them, but your stories and experience will inspire them.

### 5. Concentrate on Common Purpose not Common Interests.

One of the things that makes Rotary so unique and powerful is that way in which it’s guiding purpose and core values bring together people who would otherwise have very little in common. Rotary transcends ideological, political and cultural divides in a way few organisations can.

While Rotary is very effective at building communities that bridge continents, in the coming years the challenge you face is to build communities that bridge generations too.

It is highly likely that this next generation of Rotarians will look, sound and think differently to you. One young Rotarian I spoke with at a district conference recently described the surprise of club members when they discovered that she had a belly button ring and tattoos. For her, it spoke volumes that her fellow Rotarians were able to see past their initial shock at differences in outward appearance and rather focus on the thing they had in common – the purpose of being a Rotarian.

With currently only 2% of Rotary’s membership worldwide being under the age of 30, there is enormous room for growth in attracting the next generation of Rotarians.

Young people truly do represent a huge opportunity for Rotary in the years and decades ahead. I assure you, there are a generation of passionate, talented and inspired young people in your communities who are ideally placed to join your ranks and continue the amazing work of Rotary. However, it is up to local clubs and members to make sure they have the invitation and opportunity to do so.



# Share your Club or District Service Project

We would like to hear from Districts or Clubs telling us what they have done. Please include a summary, contact details, and a couple of photos, and forward to this Newsletter's editor (Issa Shalhoub) at [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au).

Below is a project to share.

## “Share a Smile Day”, on the first day of Spring

Article by IPP Kerry Kornhauser, Rotary Club of Albert Park

**Women in Rotary** would like to create a non-profit “Share A Smile Day” campaign.

Share a Smile Day is founded on the premise that participation and inclusion are the keys to a better world. It is one day where language is no barrier to communication and where conversation is the currency.



The aim of the campaign is to promote a positive mental health message, and raise awareness about women in Rotary.

Smiling has many benefits, including:

- Smiling makes us attractive
- Smiling changes our mood
- Smiling relieves stress
- Smiling boosts your immune system
- Smiling lowers blood pressure
- Smiling releases endorphins, natural pain killers and serotonin
- Smiling lifts the face and makes us look younger
- Smiling makes us seem successful
- Smiling helps us stay positive



Just as other concept days such as Red Nose Day or Jeans for Genes Day, we hope that Share a Smile Day will become its own entity and establish a tradition.

The day will achieve its goals in a number of ways, and potentially grow from year to year:

- **Web site** — Have strong Internet presence. We will seek to create a following on Facebook and Twitter.
- **Corporate engagement and partnership** — Establish corporate involvement and partnerships. This could include, for example, positioning photo-booths in the lobby of corporate partners and encouraging employees to have their picture taken, cafés placing smiles in the froth of coffees, companies using special slogans, etc.

Companies that become involved will reap the benefits:

- The Big Issue magazine are very excited about this concept
- **Government endorsements** — Government services that represent social inclusion and the interaction of communities could become involved.
- **Promote research** — Promote research into mental health and the benefits of smiling, in conjunction with the University of Melbourne's Mental Health Research Centre.
- **Merchandise** — Smile on a Stick to represent that people are participating in the day. On the back company logo? And Women In Rotary logo and website
- Display information to raise awareness of the benefits of smiling. Distribute postcards with the benefits of smiling to public transport commuters.
- **Celebrity ambassadors** — Enlist interested individuals with public profiles. These will be of people who can demonstrate a belief in the concept.
- **Marketing** — Along with the above, coordinate media outlets, government, educational institutions to promote the event.

But I Need Your Help, It would be great if we could find a sponsor to help pay for the smiles ...

Join me on a committee and let's make this concept a reality, call me 0411 597 690 or email [kerry@travelinn.net.au](mailto:kerry@travelinn.net.au)

Follow the campaign on the [Regional Public Image Resource Blog](#).

### Rotarians carry the Olympic torch *Rotary News -- 24 July 2012*

Several Rotarians, nominated for their 'Service Above Self', have carried the torch on its relay to London.

[Read more](#) or leave a comment, a few comments have been posted:

- inspire the younger generation, publicise Rotary's good works
- Rotary enterprise rules OK!
- enhance positive Rotary Public Image for the Rotarians to participate the Olympic Torch relay!



### Hot Off The Press: **Olympics 2012 is a major boost for gender equality**

All 204 participating countries include female competitors for the first time in history.

# “Optimist - Dreamers, and Do-ers”

Article by Estelle Beard

I was invited to be a guest at a meeting of the **Rotary Club of Mundingburra, D9550** Queensland, on the back of my personal campaign at work to get people to take the Bowel Scan Test.

I didn't even really know that Rotary was the driver of this program at first. My workplace was offering the test to employees for free, and following the loss of my father to Bowel Cancer a couple of months before, I thought it was the least I could do to share my Dad's story and convince people to take the test.

Ron Degenhart (then President) invited me to come along to a meeting of his club that week. To be completely honest, I didn't really know what Rotary was. I had heard of it before of course and I knew about the 'End Polio Now' campaign, but apart from that I was in the dark. I accepted Ron's kind offer, and went home to google 'What is Rotary?' I didn't find a definition, but I found a quote which said that Rotarians are 'optimist – dreamers, and do-ers'.

Instantly I thought, these sound like my kind of people. My first meeting was filled with introductions, but what will stick with me was the gallantry and kindness of the fellows and two ladies.

For about a year, I had been indifferently looking for a charity to volunteer for, but this didn't crystallise until my Dad passed away. I had this desire to use my spare time to the benefit of others. Having casually volunteered for Cancer Council and Angel Flight before, I knew what volunteering did for my spirit.

After attending a few meetings as a guest, I came to see Rotary as a vehicle to giving back. I guess the attractiveness of Rotary is the camaraderie and the knowing that you will have help in your crusades, such as my personal one against Bowel Cancer through the Bowel Scan Program. I am now a member of the Rotary Club of Mundingburra.

In closing I should probably mention that I am in my early 20s, and that most of the members of my club easily double by age. To me this doesn't matter though, it is more about the projects and the fundraising, the things which will effect change.



*Estelle Beard*

## About RI Director - John Boag

From RI Zone 8's website

John joined the Tamworth North Rotary Club, District 9650, in July 1980. Prior to that, his involvement with Rotary was as a member of Interact, attending RYLA and a GSE team member.

John's Rotary service includes District Governor, International Assembly Training Leader, Regional Rotary Foundation Co-ordinator and member of the Constitution and Bylaws Committee. He was the Vice Chairman of the 2007 and 2010 Council on Legislation.

He is a Paul Harris Fellow, Paul Harris Sustaining Member and Benefactor of the Rotary Foundation. He has received the Rotary Foundation District Service Award and Citation for Meritorious Service.

John practises as a Solicitor in Tamworth NSW, Australia and is a Director, with five others, in the Solicitor Corporation of Everingham Solomons. His main areas of practice are Property Law, Wills and Estates law, Estate Planning and Pension law. He is an Accredited Specialist in Property Law. He is a member of his local, regional and state Law Societies.

In the community, he has been a member of the Board of the Tamworth Base Hospital & Health Service (1989-1995), Tamworth Family Support Service (1980-1995), Tamworth & District Chamber of Commerce and Industry, Tamworth Business Enterprise Centre and Tamworth Development Corporation. He is presently a member of the Calrossy Anglican School Council. He is honorary solicitor to various community groups.

John is married to Dianna and they have six children - Katie (dec'd), John (24), Hayley (23), James (20) and Christina and Carly (19). They live approximately 18 kilometres from Tamworth on a rural property.



# “2012-13 Zone 7b and 8 - Rotary Foundation Leaders”

## part of Zone 8

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

Covers WA, NT and Qld, most of SA, parts of NSW and Vic, and Timor Leste, PNG, Solomon Islands and Nauru

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Home District: 9800



## “Your regional coordinator team”

Take advantage of their expertise and resources to help your club succeed.

Did you know that you have a team of experts available to help answer questions related to strengthening your club, increasing humanitarian service, and enhancing Rotary’s public image?

Your regional coordinator team is made up of a **Rotary coordinator**, **Regional Rotary Foundation coordinator**, and **Rotary public image coordinator**, each selected for their professional expertise and specific Rotary knowledge.

Full list of coordinators, on this page and the previous one.

### Did you know?

In Australia the first Rotary anti-malarial campaign Rotary Against Malaria or “RAM” was conceived at the Rotary District 9680 District Assembly in April, 1990 and is making an invaluable contribution in the fight against Malaria.

About 2 million long lasting insecticide treated mosquito nets (LLINs) have been distributed to date.

**Past editions of the “Rotary on the Move” Newsletter can be accessed by clicking on the following links:**

[http://www.rotaryaustralia.org.au/membership\\_newsletters.php](http://www.rotaryaustralia.org.au/membership_newsletters.php)

or <http://www.rotm.rotarysouthpacific.org/>

**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) [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)**

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