



Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

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“Focus, Commitment and Engagement”

Article by PDG Noel Trevaskis, Rotary Coordinator

Clubs and Rotarians often ask me what a Club needs to do to increase its membership; to me there are three critical things.

The first one is the Club has to have a Focus on membership. The second one is Commitment, the Club and members have to be committed to membership. And the third one is Engagement, engagement by everyone in the Club.

All members of a club have to be focussed on membership; in Rotary membership has to become part of our DNA. To many clubs when asked how many members they would like in the Club usually reply as many as possible. Every Club should have a focus on what is the minimum number of members that they would be comfortable with. They need to focus on achieving that target and how they are going to achieve it and within what time frame.

For this to happen it takes commitment, commitment particularly from the Club President and Membership Chair and their committee. Membership should be spoken about by the Club President at every Club meeting. Likewise the Club Membership Chair should be meeting constantly with their committee and continually asking members to provide them with names of potential Rotarians to invite to meetings. Every Rotarian has to be committed to membership. Consider forming your Club into teams of three members with each team committed to the task of bringing in a minimum of one new member a year.

All clubs need to have all their members engaged with club. Being engaged means not just with Rotary programmes, it means with the “whole” Club. If Rotarians enjoy Rotary and if they are engaged with their Rotary Club they should want to share their experience with people who are not Rotarians. If we share Rotary with people we will change lives, not just our own lives will be changed but those people who join us will be able to enjoy the same experience of helping to change lives.

Being a Rotarian is a life changing experience for so many people around the world yet nearly one million Rotarians haven't shared that experience with others. It is estimated that one million Rotarians haven't asked anyone to Rotary. If we really enjoy our Rotary, if we are engaged with Rotary why haven't we invited someone to join Rotary so that they can have the experience of changing people lives?

Every Rotary Club and every Rotarian has to be involved in membership, we all need to be focussed, committed and engaged with Rotary. We need to Engage Rotary so that we can Change Lives!

That changed life can be ours, a friend, a work colleague a community leader a business acquaintance, they just need to be asked! They need to be asked by you and me, no-one else is going to do it for us.



“Presidential Strategies for Success”

From IRIP Sakuji Tanaka

With my theme, Peace Through Service, I encouraged Rotarians to empower young leaders to build a more peaceful future, your district can continue to involve young people in meaningful ways in your district’s meetings, conferences, and service activities.



Provide hands-on service activities that welcome new volunteers.

Increase the energy and impact of your next service event by inviting Interactors, Rotaractors, RYLA participants, and Youth Exchange students, to show volunteers and prospective members how Rotary makes a difference in your community.

Encourage youth and young adults to grow in their leadership skills.

Elect district Rotaract and Interact representatives. Appoint Rotaractors, Rotary alumni, and young Rotarians to your committees. Use RYLA as a leadership training to energize incoming Interact and Rotaract officers.

Carry the best parts of the past forward.

Paul Harris said, “This is a changing world; we must be prepared to change with it.” As we do, let us carry forth the best aspects of our tradition — the commitment to service that transcends generations — and take another look at customs that serve only to distract or distance the next generation of Rotarians.

From President Ron D. Burton

With my theme, Engage Rotary, Change Lives, I challenge Rotarians to engage with Rotary, to get inspired, and to use the power of Rotary to change our communities and our world. With your help, we can extend that challenge to Rotaractors, Rotary alumni, and prospective members.



Start more community-based Rotaract clubs.

By helping more young professionals “engage Rotaract” in their post-university years, you increase the odds that they will join Rotary in the future. Discover what these clubs can offer their members and how they can work as true partners in service with Rotary.

Keep track of your Rotary family.

Build connections with your district’s program participants today so you can invite them to join Rotary tomorrow. Help Interactors find Rotaract clubs. Introduce RYLA participants to Interact and Youth Exchange. Make sure that Rotaractors get to know local Rotary clubs before they turn 30.

Make it easy to “engage Rotary” before becoming a Rotarian.

Does your club feel like a fortress with a moat or a home with a welcome mat? When it’s easy for Rotaractors, Rotary alumni, and other young professionals to visit, volunteer, donate, bring their families, and get inspired, they start to see why Rotary matters even before they become Rotarians.

From President-Elect Gary C.K. Huang

Although my theme hasn’t been announced, I know what is important to me; our obligation to mentor the next generation of leaders and to strengthen Rotary’s membership to meet future challenges.



Support Rotary Community Corps.

In Taiwan, RCCs attract many young people who are not yet ready for Rotary membership. Since RCCs do not require dues, attendance, or a long-term commitment, they provide a flexible way for young people to volunteer, make friends, and connect with Rotary as they advance in their careers.

Mentor younger leaders.

We are each responsible for the younger members of our Rotary family. When Rotarians support, guide, and counsel these young leaders, we show them how to lead in their own schools, universities, and communities. When we serve as professional mentors to Rotaractors and to younger members of our own Rotary clubs, we help them grow as professionals as we deepen our vocational service.

Think of Rotary, not just your Rotary club.

I am proud to be a member of the Rotary Club of Taipei, but I am just as proud to be a member of Rotary. It benefits Rotary when I can guide a prospective member to the right Rotary experience. For one, that may be an RCC or a Rotaract club. For another, it may be a global e-club or a weekend club with other young families. When a young leader joins the right Rotary club, stays with Rotary, and gives back to Rotary, that benefits all of us.

“Make sure that every Rotarian has a meaningful job”

From RI President Ron Burton, message Aug 2013, RI [website](#)

Each of us has our own reason for joining Rotary – but I believe we all want to make a difference.

We’re not asking just anyone to join Rotary. We’re looking to attract busy, successful, motivated people who care. We’re asking them to take their valuable time and give it to Rotary. So if they say yes, and they come and join our club, then we’d better be showing them that their time in Rotary is well spent.



We have to make sure that every Rotarian, in every club, has a meaningful job – one that makes a real difference to the club and the community. Because when you’re doing something meaningful in Rotary, Rotary is meaningful to you.

In Rotary, we all have something to give. At every stage of our lives and our careers, Rotary has something for all of us – a way to let us do more, be more, and give more. Rotary gives our lives more meaning, more purpose, and greater satisfaction. And the more we give through Rotary, the more Rotary gives back to us in return.

“Ravindran; increase membership”

By Arnold R. Grahl, [Rotary News](#) -- 6 August 2013

K.R. “Ravi” Ravindran, a member of the Rotary Club of Colombo, Western Province, Sri Lanka, has been selected by the Nominating Committee for President of RI in 2015-16. Ravindran will become the president-nominee on 1 October if there are no challenging candidates.



Ravindran said his top priority for Rotary will be to increase membership, which he called the bedrock of any organization.

“The emphasis on membership has to continue with focus on the younger generation,” Ravindran said. “Additionally, we must seek to attract the just retired and experienced people into Rotary.

Creating regional membership plans and realizing that “one size does not fit all” has been a move in the right direction”.

A Rotarian since 1974, Ravindran said it’s important for Rotarians to share their stories, especially through social media, so others can see the impact Rotary has had in their lives. “Our identity must remain simple and be based on our core values. It must be clear and straightforward to both our internal and external audience.”

“Take steps to expand your club”

[Rotary News](#) -- 1 August 2013

- We have planned a variety of activities to help you get your club members involved and share your passion for Rotary. Building strong and vibrant clubs is critical for Rotary’s future. Here are some steps you can take this month to attract new members and engage the ones you already have:
- **Join our Thunderclap** and share a powerful membership message with the world on the last day of August. Thunderclap is a tool that allows thousands of people to connect their social media accounts to send a single, simple, amplified message all at once. Spread a message on Facebook and Twitter that is sure to be heard. [Learn more about Thunderclap and how it works.](#)
- Take part in our **Membership Challenge** and set concrete plans for increasing your club’s membership. You choose your goals -- such as referring a new member, inviting a friend to your club or service project, or connecting with alumni. Once you submit your goals, we’ll send you an email listing steps to take to meet your goals.
- **Watch** RI President Ron Burton’s message on membership.
- Learn more about **regional membership plans** with our new [infographic](#). Regional membership plans, now in their second year, take advantage of each region’s unique needs, customs, and historic trends to greatly enhance the ability of district leaders to bring in new members and retain existing ones.
- Look for our new publication **Connect for Good** (formerly known as Rotary Basics) in the September issue of *The Rotarian* to get insights on engaging members and keeping them involved.

“A passport to Rotary”

By Misha Garafalo, president of the [Rotary Club of Shorewood, Illinois, USA](#)
From [Rotary Voices](#), Posted on July 25, 2013 by [Rotary International](#)



As a former [Rotary Youth Exchange](#) student to Sweden more than a quarter century ago, one of my fondest possessions is my beloved passport filled with sought-after stamps from countries I visited so long ago.

Although I haven't had the opportunity to travel internationally in many years, every now and again, I would come across the passport, flip through the pages, and reminisce about the sights, smells, and sounds which stirred my global awareness, curiosity, and perspective.

When I became president of my club this year, the only African-American club president in Will County, Illinois, USA, I decided to incorporate the theme with my love of that impactful experience by creating Rotary-themed passports.

At my installation ceremony, each member received a “Passport To Rotary”. The “visa” on the inside had to be signed by me and the member as an understanding of their commitment to care. Subsequent stamps would be provided to help them engage Rotary through specific activities and projects within the club, community, district, and beyond.

At the end of my term, I will personally award Rotarians who have filled their passports with service and, hopefully, memories of how they changed lives.



Misha created passports for her club members to fill with “visa” stamps of their service activities.

“Everyone has something to give”

Our goal in 2013-14 is to Engage Rotary, Change Lives

From [Rotary Public Image Resources](#), 7 Aug 2013, received from [PDG Ross Skinner](#)

- It's time to recognise how much more we could be doing and start working on new ways to turn that potential into reality.
- We're going to do this by engaging Rotarians - by getting them involved, by getting them inspired and by making sure all Rotarians know just what a gift they have in Rotary.
- That goal is a little different from membership goals we've had in the past. The goal isn't just bringing in new members.
- The goal is growing Rotary. The goal is making Rotary ‘bigger’, not just with more members, but with more involved, engaged, motivated members who will be the ones to lead us into our future.
- Each of us has our own reason for joining. We all want to be doing something meaningful. That is absolutely essential for us to remember when we talk about membership.
- We're not asking just anyone to join Rotary. We're looking to attract busy, successful, motivated people who care.
- We're asking them to take their valuable time and give it to Rotary. So if they say yes, and they come and join our club, then we'd better be showing them that their time in Rotary is well spent.
- In Rotary, we all have something to give. At every stage of our lives and our careers, Rotary has something for all of us - a way to let us do more, be more and give more. And the more we give through Rotary, the more Rotary gives back to us in return.

Extracted from [Rotary Club of Bishopdale – Burnside's](#), Christchurch N.Z., Bulletin.

“2013 Council On Legislation – Updates”

Many changes have been made in Rotary since your training manuals were written, including policy changes from the Council on Legislation, decisions by the RI Board of Directors and Foundation Trustees, and the debut of new Rotary services. Some updates are summarised below. The most recent club constitution and bylaws can be found at rotary.org.



General Information

The following apply to all Rotarians:

- The fifth Avenue of Service has been renamed Youth Service from New Generations Service. This is a name change only; policies and programs remain unchanged.
- District assembly will now be called district training assembly. This is a name change only; policies remain unchanged.
- Satellite clubs are now officially approved, aimed at increasing club membership.
 - § Its members are also members of the sponsor club, though the satellite club meets at different times and places.
 - § A satellite club is located in the same general area as the sponsor club and can potentially become a Rotary club.
 - § Attendance at a satellite club meeting counts as a make-up for a missed club meeting.
 - § Officers of the sponsor club regularly attend satellite club meetings.
- § There is no longer a limit on the number of e-clubs in each district.
- § People who have not worked or who have interrupted their work in order to care for their children or assist their spouse are now eligible to be active members.

Club-level

- A club with fewer than 10 members will no longer have to pay dues to RI as if it has 10 members. It will have to pay only for its actual number of members.
- The Board can reduce and postpone dues payment in areas seriously affected by natural disaster.
- Transferring members and former members rejoining a club are now exempt from paying a second admissions fee.
- The club secretary is now considered an official member of the club board. Vice president and sergeant-at-arms can also be included as members of the board.
- Regarding attendance percentages, a member must
 - § Attend or make up at least 50 percent of club regular meetings or — now — engage in club projects, other events and activities for at least 12 hours in each half of the year, or a proportionate combination of both
 - § Attend at least 30 percent of club regular meetings or engage in club projects, other events and activities in each half of the year (assistant governors are excused from this requirement)
- A leave of absence for medical reasons can now be extended by a club's board for more than 12 months. These absences will not count on attendance records.
- A club board now may approve other circumstances for excusing absences, and these absences will not be factored into the attendance record or included in club reporting.
- If the former club of a transferring member does not provide a statement within 30 days to the new club verifying that all debts are paid, it is to be assumed that the concerned member does not owe any money to this club.

“Cultivating a powerful social media presence”

By *Antoinette Tuscano, Rotary editorial staff*

Posted on *Rotary Voices, August 1, 2013* by *Rotary International*

Social media has been a powerful tool in spreading Rotary's message. When **BigMarker** conducted a survey this summer of which nonprofits in the Chicago market had made the biggest impact on social media, Rotary came out on top in our use of Twitter and Facebook (231,000 Facebook likes and 204,000 Twitter followers), second in use of all social media in the Chicago area, and 20th in the United States.



I was approached by BigMarker to answer a few questions for their blog on what it took to cultivate our social media presence. You can read the [full article here](#).

“Celebrating Women in Rotary”

Copied by PDG Ross Skinner from a club bulletin

- Prior to 1989, the Constitution and Bylaws of RI stated that Rotary club membership was for males only.
- In 1978, the Rotary Club of Duarte, California, USA, invited three women to become members.
- The RI Board withdrew the charter of that club for violation of the RI constitution.
- The club brought suit against RI claiming a violation of a state civil rights law that prevents discrimination of any form in business establishments or public accommodations.
- The appeals court and the California Supreme Court supported the Duarte position that Rotary could not remove the club's charter merely for inducting women into the club. The United States Supreme Court upheld the California court indicating that Rotary clubs do have a "business purpose" and are in some ways public-type organizations.
- This action in 1987 allowed women to become Rotarians in any jurisdiction having similar "public accommodation" statutes.
- In October of 1987, the Rotary Club of Angels-Murphys D5220 inducted three women and in spite of threats to quit Rotary by some of the older male members - none did.
- Two of these three women went on to lead the A-M Rotary Club as president and one those completed over two years as charter president of the Angels Camp Centennial Rotary Club (a club which is very proud of its 50% female membership). That President has completed 19 years of perfect attendance.
- The RI constitutional change was made at the 1989 Council on Legislation, with a vote to eliminate the "male only" provision for all of Rotary.
- Since that time, women have become members and leaders of clubs and districts throughout the world.

“New era for service clubs”

Article as it appeared in the [Townsville Bulletin](#), by Emily Macdonald, August 3rd, 2013, received from ARC PDG Phil Dempster

GIVING birth on the same day she took over as a Rotary president, Melinda Loudon is part of a new generation of young Townsville women proving service clubs are no longer only for the male and silver haired.

In what's believed to be an Australian first, Ms Loudon, 34, gave birth to Lilly on July 1; the same day she officially began her year-long stint as [Rotary Club of Townsville Daybreak](#) president, and just two weeks later she was back at the helm.

In [District 9550](#), which takes in North Queensland as well as the Northern Territory and East Timor, 12 of the 46 clubs now have female presidents.

"Not one person in the club asked me, 'How are you possibly going to do this?'. They all just said, 'How can we help?' and that was so encouraging," she said.

"It's not an old men's club, it's about people helping society and helping their community a little bit at a time.

"A lot of the work we do helping people in developing countries is aimed at women and children, so who better to help do things back home than us?"

Next year Debbie Smith, 34, will take over as the club's first female president. "It's been a slow process for some clubs," she said.

"But there's much more enthusiasm for encouraging women to join now. It adds something dynamic to the group. I actually think the older guys really love it. They've accepted us, and the women in our club, and other clubs, have proven the value of having both men and women around."

Also in District 9550, for town planner Estelle Beard, 24, the decision to become the [Rotary Club of Mundingburra](#)'s, in Townsville, youngest member was much more personal. Estelle lost her father Ron to bowel cancer when he was 61 and wanted to give her support to Rotary's Bowelscan program.



DG Tony Goddard, wife Marion Goddard, President Melinda Loudon with baby Lilly.

“Medical Aid for Oceania”

Article received from PP Richard Krohn, **Rotary Club of Berrima District**
Chair, Medical Aid for Oceania

Aim: to establish an efficient, effective and sustainable program for distributing medical equipment and goods to needy communities in Australia and overseas. Work with corporate partners under the banner of “Donations in Kind” to supply goods and services to improve the health care needs of overseas communities.



Mother was travelling from Rotuma to Suva by ship when she went into early labour and gave birth on the vessel, baby was 1.7kg and needed to be placed into a humidicrib (donated) on arrival at CWM Hospital.



Group photo of theatre staff wearing donated gowns.

Stage of Project: A partnership between Berrima Rotary and **Ramsay Health Care** with a mechanism for the responsible donation and reuse of hospital and medical equipment and supplies has already resulted in some 5 x 40ft containers being delivered to the Colonial War Memorial (CWM) Hospital in Suva, Fiji and to surrounding clinics.

A new obstetrics and maternity ward established, theatre equipment including anaesthetic, ECG and X-Ray machines have been installed.

A formal Memorandum of Understanding has been signed between RC of Berrima District and Ramsay Health Care and provides access to Ramsay's 67 hospitals in Australia.

Benefits: Reports from CWM Hospital indicate improved patient care, cross training for nurses and bio-engineers and grateful surgeons. Dr Eddie H. McCraig, Prof of Surgery has given us his personal “thank you” during a visit to our club and Dr Jemesa Tudravu, Medical Superintendent of CWM Hospital has written a letter of appreciation.

Post script, 16 Aug 2013,
by PP Richard Krohn:

Six anaesthetic machines and an x-ray machine were checked, donated, sent and have been received. We have decided to send three machines to Labasa Hospital in the north who are struggling with anaesthetic machines. We will use the rest at CWM Hospital.



Share your Club or District Service Project

We would like to hear from clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to Issa Shalhoub, this Newsletter's editor.

About a Team member;

ARC PDG Lionel Wilson

Lionel was born in Southland and was educated in both Southland and Otago (secondary school and Uni).



The first 12 years was sent working in the motor trade, this changed when his left leg was amputated due to bone cancer. Since that time, most of that time Lionel has managed change of the disability sector in the mid-South Island area of New Zealand.

His current role is as an Employment consultant, specialising in placing people into employment who may have a health issue, impairment or disability.

The Rotary Club of Timaru invited Lionel to become a member in September 1992, he subsequently held several chairmanships and directorships for three years and becoming Club President in 2000-01. Appointed Assistant Governor in 2002 for two years, his other District responsibilities include eight years on the RYE Committee, three of these as Chair, five years on the District Training team and three years as District Community Chair. He was District Governor in 2009-10 for District 9980 (the last one in the book)!

He is currently a member of the District Foundation committee, Chair of District Training team and has accepted this position as an Assistant Rotary Coordinator.

Lionel married Lynette in Timaru in 1974 and he has succeeded in staying away from large cities, to ensure that his commute is no longer than 5 minutes to work/home. Lionel's interests include; reading, travel, sport (esp. Rugby and Cricket), family, including time with his two granddaughters.

Lionel received a Queens Service Medal (QSM) in 1991 for his leadership training involvement for JCI (Jaycee) both in New Zealand and the Asia Pacific region, before joining Rotary.

“Proud to be a Rotarian”

*Update to the article from last month's edition of this Newsletter.
Article first appeared in [Regional Public Image Resources](#), 31 May 2013.*

Contact for the number plate surrounds is:

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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 shalhoubissa@shoal.net.au

Rotary Coordinator Team 2013 - 2014

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.

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