



In this issue:

- 1 Be Part Of History
- 2 - Friends and Benefits
- Starting New Clubs
- 3 - Quick Start Guide
- Courage To Change
- 4 - 30+ Need To Know
- Brand Centre
- 5 - Good Guest Speakers
- Designer Truck
- 6 - Welcome New Members
- Membership Growth
- 7 ...Membership Growth, continued
- 8 - 5 Amazing Projects
- Add Your Own Offer
- The Team

"BE PART OF HISTORY IN CHARTERING A 100% INDIGENOUS EAST TIMORESE ROTARY CLUB"

Article by RI Director Elect 2016-18 PDG Noel Trevaskis

Timor-Leste is one of the poorest countries in the world and one of the youngest. It has one Rotary Club, and four Rotaract Clubs with approximately 200 members, and these Clubs play a vital role in the lives of many young Timorese people.



Many of these members have now reached or passed the age of 30, and they want to continue to be involved with Rotary and have their own Rotary Club. Under the direction of District Governor Mike Woods, the proposed new Rotary Club of Lafaek Dili could be a reality very soon, with 49 young people keen to be charter members of this new club.

DG Mike says there is the potential of up to 100 members, however affordability is a major issue, and with the very high rate of unemployment in Timor-Leste, the mandatory RI and district dues would prevent some of them becoming Rotarians.

Whilst these young people might be financially poor, they are rich in community spirit and keen to make their contribution in their local communities and villages, and building their self-development at the same time.

To enable the opportunity for young Timorese to become Rotarians, I am writing to you to ask for your financial support of the proposed Rotary Club of Lafaek Dili. This support can be as an individual or as a club, importantly though I would like this support to be for a minimum of at least five years, with a per member contribution of AU\$200. Notwithstanding this support, and irrespective of the financial status of an individual member, each must pay a minimum of AU\$50 annual membership fee.

This new club will be in D9550, which includes Northern Queensland and the Northern Territory and is one of the largest districts geographically in Australia. It is also the smallest district by way of membership, and this new club will help grow Rotary in D9550.

I know many Australian clubs and districts have a close association with Timor-Leste with ongoing projects, many of which focus on youth activities. This can be another way that you or your club can be involved indirectly with community service in that country by, supporting the proposed Rotary Club of Lafaek Dili, and sponsoring one or a number of the young people of Timor-Leste to become Rotarians.

Please click [here](#) to view the brochure which outlines everything that you need to know about the proposed Rotary Club of Lafaek Dili, and I hope you will join Sue and I and other Rotarians by giving serious consideration to my request.

" FRIENDS AND BENEFITS "

Article by RC PDG Jessie Harman

In Rotary, we talk a lot about the value of giving back – to our own communities, and other communities around the world. It's an important element of our value proposition; the very human need to make a contribution, to make a difference.



Yet I wonder if we do enough to sell the social benefits of Rotary; the extraordinary opportunities Rotary provides us to connect with like-minded people all around the world. To give something back is a very basic need, but so too is the need to belong, and to connect with other people.

Rotary does give us the most wonderful opportunities to connect with others - through structured programs like Rotary Friendship Exchanges and Rotary Fellowships, but also through the very informal opportunities provided by visiting clubs anywhere in the world, or simply wearing your Rotary pin.

I was reminded very recently of the power of Rotary to make connections. On a business trip to India, I happened to post a photo on Facebook. A Rotarian in Ballarat Australia saw that photo, and responded that I might like to meet up with a Delhi-based Rotarian, who subsequently also saw that post. Next thing I know, I'm having coffee in the middle of Delhi with Rotarian Nischal Pandey and US based Rotarian Alex Wilkins, who was also visiting the city. With Rotary in common, we had a lovely meeting; we shared stories of our clubs and projects, and a little about ourselves as well. We all looked forward to future opportunities to get together.



L-R PE Nischal Pandey (District 3010), Jessie Harman and DG Alex Wilkins (District 7570)

On reflection, I believe we undersell the friendship benefits of Rotary. We may have joined for service, but most of us stay in Rotary for fun and friendship. We can all do more to promote and leverage those friendship benefits, for example by helping new members visit other clubs, by making time in our Rotary program for social activities, and for encouraging members to participate in the more social programs of Rotary like Friendship Exchanges, Fellowships and conventions.

Without a doubt, Rotary is a wonderful vehicle to meet like-minded people and to experience the benefits of friendship. Rotary truly is the original social network!

" WEBINAR - STARTING NEW CLUBS "

Article supplied by RC PDG Jessie Harman

For those Rotarians thinking about starting a new club, the next membership webinar is a must.



Entitled 'Everything you ever wanted to know about: Starting new clubs' the webinar will cover tips and hints about starting new clubs, new eClubs and satellite clubs. It will cover the Rotary requirements, resources available to assist clubs, and recommended best practices.

The webinar will feature District Governor Julie Mason who will share her district's experiences of starting new clubs. She'll explore some of the challenges associated with getting started, and reveal the strategies that have worked well in District 9800.

The webinar will be held on Wednesday 13 April 2016 at 6.30 pm (AEST). To register, click on the following link: <https://attendee.gotowebinar.com/register/204016954471064835>

Alternatively, please email Jessie Harman @ j.harman@ballarat.edu.au.

“‘QUICK START’ FOR A GREAT HEAD START”

Article by RC PDG Jessie Harman

Clubs thinking about starting new clubs will be delighted to read the new publication produced by Rotary International ‘New Rotary Clubs: Quick Start Guide’.

The Quick Start Guide is straightforward and easy to understand. It takes readers through the nine steps to starting a new Rotary Club – from ‘determining areas for new clubs’ (step 1) to ‘continue mentoring new club’ (step 9). The guide identifies the rationale for starting new clubs, the resources required to make a start, and the strategy and plans that are likely to succeed. It also identifies the relevant Rotary forms, and Rotary personnel who can help.

The new guide has several very attractive features. It puts everything clubs need to know in one, easy to find, place. It’s written in simple, everyday language, and it includes handy hyperlinks to tips and frequently asked questions. For clubs that find that their community isn’t actually ready for a new Rotary club, the guide also identifies four alternatives to a Rotary Club.

For those clubs thinking of starting a new Rotary club, new eClub, or a new satellite club, the ‘Quick Start’ guide is definitely worth a read. Find the guide at: [New Clubs Quick Start Guide](#).

“FINDING THE COURAGE TO CHANGE”

By Eileen Rau, Zone 32 Assistant Rotary Coordinator. Article appeared in ‘Beyond Borders’, the Newsletter of Zones 24 & 32 - Bermuda, Canada, France, Russia, United States - November 2015

The old adage, “Times have changed,” rings true for smaller clubs and sometimes for big city clubs as well. The [Hartford Rotary Club](#), chartered 24 April 1924, at one time it had 350 members with a paid staff person and included the movers and shakers in the city, and then the Hartford economy changed.

Banks were bought out or merged. Many of the insurance companies that once made Hartford their home left the city. Companies stopped covering dues and meals, did not want their employees leaving the office during the day and were more concerned with their bottom lines than community service. At the club, membership began to fall. By 2009, the club was looking at the possibility of merging with a suburban club. During the last few years, however, the club has started to grow and is now moving in a different direction.

Past President Judith Green explains that the club had to think of itself as a small club, not as the large club they used to be. It had to move from being a check-writing club into a club that is service oriented. The club began to promote itself in the local business journal and in *ITowns*, a local online edition of the daily newspaper. Past President Stephen Vaughan has also been very aggressive in attracting new members, via personal outreach and a buddy system. These techniques have yielded results.

Current club President Cody Guarnier believes one of the significant changes has been attracting young professionals who work in Hartford.

“We have worked to rebrand our inner-city Rotary as a networking group that serves a higher purpose than networking itself.”

One of the new members started an Interact Club at Capital Community College and two Rotaract Clubs, one at CCC and one at the University of Hartford. Every Rotaractor is mentored by a Rotary Club member in the same or similar field. The Rotaractors work alongside Hartford Rotarians when they work at a community soup kitchen.

This ongoing service project is a new concept for the club, which traditionally was a check-writing organization. Not only are the Rotaract clubs a great way to involve the next generation, it has also turned into a membership tool as well: Several Rotaractors joined the club after graduation!

In 2012 the club had 21 members. On June 30, 2015, the club had 34 members Growth has been slow, but steady. The club’s membership had historically been on the older side, so in this period of growth it also lost a number of long-time members to illness and retirement. Right now it is building the next generation of the club, and the average age has dropped considerably.

What is behind this success story?

- ◆ Strategic planning and rethinking the club’s identity
- ◆ Using the available media to promote the club.
- ◆ Starting Interact and Rotaract Clubs to reconnect club members and to provide a source of new members.
- ◆ Following Rotary’s motto, Service Above Self.

What does it all boil down to? It was the courage to change.



Eileen Rau (far right) at an induction ceremony at the Hartford RC.

“WHAT 30-SOMETHINGS NEED TO KNOW ABOUT ROTARY”

From Rotary Voices, Posted on January 6, 2016

By Michael Bucca, a member of the [Rotary Club of Central Ocean Toms River](#), New Jersey, USA

You might think that I, a 32-year-old member of a 110-year-old organization, would be preoccupied with trying to modernize my club’s way of doing things. But remarkably, my experience in Rotary is teaching me to spend more energy convincing my generation – which keeps trying to reinvent everything – that there is much to be gained in the lost art of personal connection.

We all use **social media** in our daily lives. Without a doubt, Twitter, Facebook, text messaging, etc. has great value in our social and professional circles. But long before there were Wi-Fi connections, laptops, or smartphones, a man named Paul Harris came up with the idea of professional leaders getting together face to face to make a difference in their community. The organization that arose from this modest idea took its name from the early practice members had of rotating meeting locations between their offices.

In an era of instant communication defined by not-so-blind carbon copies, accidental “reply-alls,” and desperate attempts to “recall” an email, many people seem to have lost the ability of competent verbal and non-verbal face-to-face communication with other human beings. Making good eye contact and managing a well-timed handshake are becoming endangered skills.

At a Rotary meeting, no one is trying to make a good impression via a text message. We are communicating with fellow members, community leaders, and guest speakers in person. We are networking in the way that was standard long before an Ethernet cable was a household commodity.

Think of this as a real-life Facebook status combined with a weekly GoFundMe campaign

Does my Central Ocean Rotary Club in Toms River, New Jersey, use texts and emails? You bet. We are always using these tools to organize events, set up meetings, and handle various other tasks. When we aren’t all together, we turn to technology to get the job done.

However, for one hour and 15 minutes every Tuesday, we turn our phones off, hold our meeting, and enjoy camaraderie with fun activities such as “**Happy Bucks**.” One member at a time gives several dollars to the club and speaks about topics they are personally happy about. Think of this as a real-life Facebook status combined with a weekly GoFundMe campaign — except instead of “liking” a post, people listen and sometimes break out in applause.

Joining an organization like Rotary is a smart way to meet business leaders in your community and enjoy the opportunity to help people in need. Becoming a member lets you practice life skills that no social media site will ever provide: interpersonal communication. You might meet someone who will change your life. You may even change theirs. But instead of sending a friend request, you will walk right up to them and say “hello.”



The Central Ocean Toms River Rotary Club during a recent meeting

“NEW ROTARY FLAG AND BANNER MATERIALS AVAILABLE IN BRAND CENTER”

Rotary News 24 Nov 2015 - Rotary Weekly, 27 Nov 2015

Update your Rotary flag or banner in the Brand Center.

Give your Rotary flag or banner a new and professional look with our updated materials, available in the Brand Center. With eight options of colors and backgrounds to choose from, you can find the design that will best strengthen your club or district brand.

The [Brand Center](#) also offers everything you need to create communications with the Rotary look and tone. You can download Rotary’s logo -- or create your own club or district logo. And you’ll find editable templates for brochures, newsletters, PowerPoint presentations, fliers, and more. (Sign-in required.)

[Learn more about the Brand Center materials](#)

"ARE GOOD SPEAKERS THE ANSWER TO MEMBERSHIP RECRUITMENT?"

WHY FOCUSING ON GETTING GOOD SPEAKERS IS HOLDING YOUR MEMBERSHIP BACK

Opinion article by Katie Coard, 7 Nov 2015, from Katie's Blog [Rethink Rotary](#). Katie is co-president and founder of the [RC of Downtown Victoria](#) in British Columbia, Canada. Katie works as a project manager, web content developer, and online content consultant - educator.



Think back to what made you join Rotary. Was it listening to speakers, or was it joining a community, making friends, and trying to solve causes bigger than yourself?

There is something I hear a lot when Rotary clubs are discussing membership and how to attract more members. They usually revert to something they are comfortable with...Speakers! "If we get interesting speakers to our meetings, then that will bring new people in." Let's face it, we live in a world of [TED talks](#) (Technology, Entertainment, Design) and YouTube. I can go online anytime and watch 1,000s of videos from the world's best speakers on any content I am interested in. I don't need to go to a club meeting to listen to a great speaker.

If we are using speakers as an attraction strategy to new members, then these speakers have to be good and I mean really good! They have to be in the public conscious of your town. How often do the majority of Rotary clubs get these kinds of speakers? Sure, once in a while you do but is it worth your time to base part of your membership strategy on these couple of times year? Most of the time clubs believe that they need a speaker, which means they'll get good but not great ones. To be blunt, speakers who are "good enough" for existing members will not attract new members.

I'm not advocating that Rotary clubs avoid having speakers, I just believe that we should be looking elsewhere to engage with new members. With my club, I have tried to move beyond the standard Rotary meeting style. We have speakers once or twice a month and the speakers we get are getting are ones that the club is actively working alongside. Last week, we had Ava and Fazineh from the [Innocence Lost Foundation](#). We are organising a fundraiser for them on 12th November and they were captivating and engaging speakers on child soldiers in Sierra Leone. It was one of our better meetings because members were already interested in the topic and having Ava and Fazineh speak added the personal touch.

I feel that by saying oh we need a better speaker, clubs are ignoring the real issues they are facing. Change is hard but maybe instead of saying we need better speakers, you should be saying why don't we do something else at our meeting instead of listen to a speaker? Let's be honest the whole Rotary meeting structure (formal sit down meal, speaker and then business) is an outdated model of how a service organisation should work.

If you want to start attracting new people, you can't rely on part of this model (the speaker) to attract new people. Think back to what made you join Rotary. Was it listening to speakers, or was it joining a community, making friends, and trying to solve causes bigger than yourself?

Your actual meeting structure is not selling your club very well, it's the people/friendly atmosphere and your club activities that will sell your club. If a new member shows up to a meeting you need to engage with them, and passively listening to a speaker for the bulk of a meeting is not the same. Consider bringing someone in to do some training or have a social. I know personally I am more likely to invite my friends to a fun social event or to a meeting where they are going to learn some valuable tools.

When creating your club's membership strategy, speakers are not the answer. Yes, work on getting good speakers but maybe start to consider that getting better speakers might not be a membership drive. Look at having different club meeting activities to attract new members.

"DESIGNER TRUCK"

Published in the [Regional Public Image Resources](#), [January 22, 2016](#)

[Bahamas Waste](#) (Nassau, Paradise Island, Bahamas) unveiled their latest 'designer truck' to bring awareness to Rotary's efforts to end polio in the world. It would be hard to find a better mobile public relations board for Rotary as such trucks are on the road all day, every day ... helping to prevent disease and ensure better sanitation!

Bahamas Waste have had three past presidents and five total Rotarians on their Board of Directors so they share a common philosophy with the Rotary core values.



"SUREFIRE WAYS TO WELCOME NEW MEMBERS"

Rotary Voices Posted on **January 28, 2016**

By **Wally Bobkiewicz**, a member of the **Rotary Club of Evanston, Illinois, USA**

This year, our club has been working to enhance how we welcome and orient new members.

Through this effort, we learned of a resource available on shop.rotary.org — a **New Member Welcome Kit** containing just a few items, all of which are updated to reflect Rotary's visual identity. This kit is intended to be supplemented with club-specific materials that highlight our membership and our impact in the community.



We are now using these kits. In addition, we give new members a printed photo roster of current members and a club brochure that we designed using [Rotary's Brand Center](#). The roster allows our new members to gain a better sense of who is in our club as they work to strengthen these personal relationships. The club brochure is something our new members are encouraged to pass on to prospective members in their personal or professional network.

We have also begun printing a sheet of mailing labels displaying our club logo (also developed in the Brand Center) and our meeting location and time. After reading each issue of [The Rotarian](#), we invite our new (and existing) members to affix these labels over their mailing address on their monthly magazine, and drop it off at a public space (such as the doctor's office or gym).

These small and simple steps are intended to help engage our members in promoting our club and Rotary while also emphasizing membership development is the responsibility of every member in our club.

We've grown our membership by more than 10 percent

Through the first six months of this Rotary year, we've grown our membership by more than 10 percent, with several more individuals already identified and interested in joining.

Our next step will be strengthening our new member orientation program. If you have any tips or ideas to share, please post them on the [Membership Best Practices Discussion Group](#).

Discover how easy it is to [manage your membership leads](#)

"CREATE MEMBERSHIP GROWTH FROM COMMUNITY CONNECTION"

Article by PDG Bob Aitken, Chairman, District 9685 Public Relations and Polio Committees.

The [Rotary Club of Lower Blue Mountains](#)' membership success provides ultimate proof of the value in community connection when planning Rotary Club programs.



The [District 9685 Club](#) is located just 'up the hill' from Penrith, NSW, and maintains a membership of around 70 members – grown from approximately 40 members fifteen years ago.

For twenty years, the Club has organised and staged the major Australia Day Celebration on the Blue Mountains. The big day is tied to a clever gimmick in the Australian Gnome Convention and is promoted as 'Rotary's gift to the Community'.

Whilst there is no official charge to enter Glenbrook Park, sealed buckets are available for patrons to make a gold coin donation.

Experienced club members estimated the 2016 event attracted some 6,000 visitors and family groups who enjoyed numerous 'fun of the fair' activities, 70 quality craft and merchandise stalls, a dozen tempting food booths representing cuisines of the world, outstanding musical entertainment in a huge marquee, bush picnic athletic and craft events for children, and of course the now world famous Australian Gnome Convention.

District 9685 Governor Gina Growden and her husband PDG Harold Sharp were special guests for the day and had great fun judging the various competition sections of the Gnome Convention.

Politicians, Rotarians and local government leaders took part in the impressive opening ceremony at 9 am, which also included the traditional flag raising ceremony by local Girl Guide leaders and members.

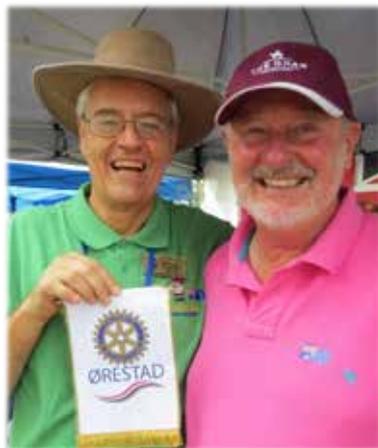
Various Australiana highlights during the day included performances by leading Australian bush poet Greg North, a traditional Rotary barbecue and of course a very popular chocolate wheel.

Continued on next page ...

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Canadian visitors Kelly and Cooper Ford who enjoyed the children's face painting tent



Lower Blue Mountains Rotary President Drew Fitzpatrick receives a friendship banner from a visitor from Sweden



PP Dave Clark (left) and Gnome Master PDG David Cook in action at the Gnome 'Paint and Repair' Booth

- Two weeks before Christmas, the Club hosts a 'Young at Heart' Christmas Party for house bound seniors in the area. With support from local charities and community organisations, club members personally collect some 140 senior citizens and transport them to and from a three course Christmas Dinner at Emu Plains Sports Club. The Blue Mountains Band and local choir groups provide traditional Christmas Carols, Lapstone Primary School children write personal Christmas cards for every attendee and the club provides a small gift. The event is completely sponsored by the Rotary Club with support from the Sports Club.
- A traditional Rotary Vocational Service Awards night – with nomination of citizens from many parts of the Blue Mountains and Penrith.
- Policeman of the Year Awards Night – in conjunction with other surrounding Rotary Clubs.
- Community Service Awards to recognise outstanding community leaders – based on the same format as the Vocational Service Awards night.
- Youth Service Recognition Awards and Primary School 'Service Above Self' Awards.

All of the above events attract strong family presence and provide a powerful stimulus to Rotary's public image. Again, **all events attract the interest of community minded citizens – all potential Rotarians.**

As we all know, acquiring new members is a major task but retention of such new members provides an even greater challenge.

Recent Lower Blue Mountains Club Presidents have all followed a strict policy of efficient meetings in a good venue – and a club committee structure that ensures all new members are well mentored and have ample opportunity for involvement in projects of their choice.

If you would like to know more about Lower Blue Mountains' 'magic' formula ...

Fun + Fellowship = Service + Membership

... call President Drew Fitzpatrick (0411 137 785) or President Elect Pamela Noal (0447 778 870).

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, and a couple of photos, and email to [Issa Shalhoub](mailto:Issa.Shalhoub@rotary.org.au), 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.

At the Club meeting one week after Australia Day, Lower Blue Rotary President Drew Fitzpatrick announced that whilst there was no emphasis on fund raising, the Australia Day 'party' netted \$8,000 profit earmarked for future community projects!

The event is so popular that almost every club member takes on special roles within the organisation. The Blue Mountains Gazette provides splendid coverage with an eight page wrap around detailing every aspect of the day for citizens across the City of Blue Mountains. There is also amazing media support from other surrounding newspapers, radio and television. So much so that numerous members of the public volunteer to assist with the conduct of the day – and every year some catch the Rotary 'spirit of service' and join the Club.

Key to new member attraction from the day is the club's Rotary Public Relations booth staffed by a cross section of male and female members who engage passing visitors on the attractions of Rotary. **Yes, these passionate young Rotarians kept 'asking' ...**

Thirteen visitors were invited to attend a meeting of the Rotary Club immediately following Australia Day. All have since indicated a real interest in receiving more information with a view to joining Lower Blue Mountains Rotary.

Whilst the Australia Day 'party' is Lower Blue Mountains' major event of the year, several other well planned projects also add to the club's fame and popularity within its community.

"5 AMAZING PROJECTS ON ROTARY SHOWCASE"

Posted on **December 29, 2015**
Rotary Voices

New Zealand Rotary members are putting food on the tables of low-income families this holiday season by teaming up with the Salvation Army to collect and distribute fresh produce from local growers.

Starting several years ago, the **Rotary Club of Drury**, Auckland, New Zealand, annually contacts growers to set up a time in mid-December to collect produce for distribution, and then coordinates with the Salvation Army. The club lines up three large trucks, each with a crew of three Rotary members, to drive to different regions to collect the produce, which the Salvation Army then distributes to families during the holidays.



This project is just one of many that Rotary members have shared on Rotary Showcase. Four others of note:

- Rotary members in Amman, Jordan, hold an annual **Dinner in the Dark**, at which guests experience what it's like to eat in complete darkness. Blind and visually-impaired volunteers guide the guests, serve the meals, and dine with them to discuss the challenges they face. All proceeds go to the club's community projects and raise awareness of issues facing the visually impaired.
- The Rotary Club of Makati Central, Metro Manila, Philippines, supports a **Pedia Fair** twice a year, in July and December, organized by the Department of Rehabilitation at the Philippine General Hospital, to raise awareness of the needs of disabled children. The club also supplies art and educational materials for the children to use during their weekly therapy to enhance their growth and emotional development.
- Members of the Rotary Club of Cheyyar, Tamil Nadu, India, distributed bedding, food, and clothes to people affected by heavy rains that devastated areas around Chennai from mid-November to early December. Read more about the **flood relief camp project**.
- Australian Rotarians in **Coomera Valley** hosted their annual **Carols by Candlelight** event in a local park, giving guests a fun evening of caroling alongside local celebrities and popular bands. Proceeds were donated to a local children's hospital.



"ADD YOUR OWN OFFER ON ROTARY GLOBAL REWARDS"

Rotary Weekly Dec 2015

Rotary and Rotaract members can now offer discounts on products and services from their own businesses through Rotary Global Rewards. You can submit an offer and make it available locally, regionally, or globally for no charge until 31 July 2016.

[Explore rewards or create an offer](#)

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

2015 - 16
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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