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## "HOW DO YOU TALK ABOUT MEMBERSHIP TO THOSE WHO DON'T WANT TO LISTEN?"

**Article by PDG Malcolm Lindquist, Rotary Coordinator Zone 8**

As Rotary Leaders move around Australia they cannot but be impressed with the efforts being made by District Membership chairs as they strive to encourage clubs to address the areas of membership recruitment, retention and engagement. District seminars, round table discussions, café type experiences and numerous other events are conducted at district levels and these involve much effort for apparently little reward.



But who attends these events? Inevitably a large proportion of the audience are the committed few. District Management team, Past District Governors, club Membership officers and the dedicated few. When we examine what is happening at club level a large proportion of members have not taken the first step towards asking an acquaintance to join their club and in fact turn off when the issue is raised. How do we get these members involved?

As I have moved around the country I have seen excellent examples of Membership Chairs and committees taking the message to Rotarians at the club level and engaging all members to become involved in the recruitment and retention exercise and even getting clubs to examine the practices in their club which deter potential members.

In South Australia District Chair Mark Huddleston and Past President Stephen Hayter have worked as a team with Assistant Governors to have group meetings involving several clubs in a localised area which replace the regular meeting. At these entertaining and lively meetings factual information and strategies are explored which are relevant to the particular area and this has resulted in clubs undertaking meaningful initiatives to improve membership statistics. The majority of the audiences of around one hundred people are people who do not attend district seminars.

In D9675 District Membership Chair Stephen Knightley has undertaken a program of visits to clubs where he addresses with clubs the issues associated with attraction of new members and acts as a resource to enable changes in culture to occur. We have to realise that potential new members need to be approached and presented with a value proposition as to how Membership of Rotary will benefit them. The RC of Yass model of seeking out suitable people and exposing them to the good deeds of Rotary and the benefits of membership seems to be working in the several districts in Australia.

Bec Weragoda in New South Wales has also showed that the approach of taking the message to potential members also works with Rotaract. She and her committee in the greater Sydney area are well on the way to forming three new Rotaract clubs in their District. They visit clubs and areas where potential Rotaractors are to be found promoting the value proposition that membership brings.

I salute the efforts of all Membership Chairs and encourage all club presidents to work with them to develop strategies to switch on those members who do not want to listen.

# "MEMBERSHIP INITIATIVE DELIVERS IMPRESSIVE RESULTS FOR FRANKSTON ROTARY"

**Article by PDG Jessie Harman, Rotary Coordinator Zone 7B**



The [Rotary Club of Frankston](#) has increased its membership, thanks to clever planning, an enthusiastic team and some 'out of the box' thinking. In the past twenty months the club in District 9820 has increased its members from 39 to 64.

According to current President Grahame Gordon the membership initiative was essential for the club's survival. "From a high of 85 active members in the mid-1980s, numbers had declined to 39 at the beginning of the 2014-2015 Rotary year. Effective club management was becoming difficult" he said.

It was at this point that then club President John Wright identified increasing membership as the club's number one priority. He pulled together a team of five carefully chosen Rotarians and charged them with the task of increasing the club's numbers.

As part of their initial planning, the membership team conducted a survey of current and past members, then set about acting on the survey findings. They modernised some meeting protocols, strengthened the club's social program, and re-invented the club's image with smart new Rotary apparel.

The team also developed new membership materials, including a prospectus showcasing the positive nature of the club; its achievements in the local community, fundraising activities and active social program. The prospectus was accompanied by a 15 minute DVD which reinforced the message.

According to Mr Gordon, success of the membership initiative was due largely to some 'out of the box' thinking. "Our survey highlighted that cost was an emerging issue, so we decided to offer new members a fee-waiver for their first year. This definitely made joining easier" he said. The fee-free period gave new members time to build their loyalty to the club. "Despite initial concerns from existing members, I'm pleased to report that 100% of new members went on to pay their annual dues at the beginning of their second year" he added.



**Members of the Rotary Club of Frankston**

The club also separated the identification of new prospects, from the actual direct contact. "We knew a lot of members weren't comfortable approaching friends and business contacts, so we established a team of three members who were willing and able to follow up the leads. But we made every single member nominate at least one new prospective member" Mr Gordon said.

According to Mr Gordon, gaining membership buy-in was absolutely essential. "There were some very strong debates in the beginning, and times when we wondered whether we'd receive the club's support. However, in the end, members realised we needed to grow the club – for everybody's benefit".

Frankston's membership initiative continues well beyond induction. Each new member is assigned a mentor and the club holds informal evenings so new members can learn more about Rotary. Within their first three months, each new member gives a 'who am I' talk to the club.

The success of the club's membership initiative has exceeded everyone's expectations. With 25 new members the club has been revitalised, and the entire membership of 64 is looking forwards to a strong and vibrant future. "In the end it made us realise what a great club we actually have" Mr Gordon stated.

# " COUNCIL GRANTS CLUBS GREATER FLEXIBILITY IN MEETING, MEMBERSHIP "

By **Arnold Grahl**, *Rotary News*, 18-Apr-2016

The 2016 Council on Legislation may well be remembered as one of the most progressive in Rotary history.

Not only did this Council grant clubs more freedom in determining their meeting schedule and membership, it also approved an increase in per capita dues of \$4 a year for three years. The increase will be used to enhance Rotary's website, improve online tools, and add programs and services to help clubs increase membership.

The Council is an essential element of Rotary's governance. Every three years, members from around the world gather in Chicago to consider proposed changes to the policies that govern the organization and its member clubs. Measures that are adopted take effect 1 July.

The tone for this year was set early, when the RI Board put forth two proposals that increase flexibility. The first measure allows clubs to decide to vary their meeting times, whether to meet online or in person, and when to cancel a meeting, as long as they meet at least twice a month. The second allows clubs flexibility in choosing their membership rules and requirements. Both passed.

Representatives also approved removing six membership criteria from the RI Constitution and replacing them with a simple requirement that a member be a person of good character who has a good reputation in their business or community and is willing to serve the community.

The \$4 per year dues increase was based on a five-year financial forecast that predicted that if Rotary didn't either raise dues or make drastic cuts, its reserves would dip below mandated levels by 2020. The yearly per capita dues that clubs pay to RI will be \$60 in 2017-18, \$64 in 2018-19, and \$68 in 2019-20. The next council will establish the rate after that.



**Council member Dominique Dubois holds up a green card to indicate support of a motion while Sandeep Nurang ponders his response during the 2016 Council on Legislation.**

**Photo Credit: Monika Lozinska.**

"We are at a moment in time when we must think beyond the status quo," said RI Vice President Greg E. Podd. "We must think about our future."

Podd said the dues increase will allow RI to improve My Rotary, develop resources so clubs can offer a better membership experience, simplify club and district reporting, improve website access for Rotaractors, and update systems to keep Rotary in compliance with changing global regulations.

Also because of this Council's decisions:

- A Council on Resolutions will meet annually online to consider resolutions — recommendations to the RI Board. Council members will be selected for three-year terms. They'll participate in the Council on Resolutions for three years and the Council on Legislation in their final year only. The Council on Resolutions will free the Council on Legislation to concentrate on enactments — changes to Rotary's governing documents. Proponents predict that the Council on Legislation can then be shortened by a day, saving \$300,000.
- Rotaractors will be allowed to become members of Rotary clubs while they are still in Rotaract. Proponents argued that too few Rotaractors (around 5 percent) join Rotary. Sometimes it's because they don't want to leave their Rotaract clubs before they have to, upon reaching age 30. It's hoped that giving them more options will boost the numbers of qualified young leaders in Rotary.
- The distinction between e-clubs and traditional clubs will be eliminated. The Council recognized that clubs have been meeting in a number of ways, and given this flexibility, the distinction was no longer meaningful. Clubs that have "e-club" in their names can keep it, however.
- The reference to admission fees will be removed from the bylaws. Proponents argued that the mention of admission fees does not advance a modern image of Rotary.
- A standing committee on membership was established, in recognition that membership is a top priority of the organization, and polio eradication was also reaffirmed to be a goal of the highest order.

# "A WEBINAR WITH INCOMING RI DIRECTOR NOEL TREVASKIS"

Article by RC PDG Jessie Harman

Rotarians from zones 7 and 8 are invited to join incoming RI Director Noel Trevaskis in our next webinar in the 'Strengthening Rotary' series.

As Noel prepares to take up his new position on the board of Rotary International, he will share his hopes and plans for Rotary in our region. Noel's presentation will cover topics at the heart of many Rotarians, including membership, Rotary Foundation grants, public image, and of particular interest recent changes approved by the Council on Legislation. Noel will also share some of his recent experiences preparing for his new role as Director for the period 2017 – 2019.

There are two opportunities to join this forty minute webinar with Noel:

**Monday 6 June 2016 at 5.00 pm (AEST) - Friday 10 June 2016 at 8.00 am (AEST)**

To register for the webinar click [HERE](#) and choose your preferred day.

Alternatively, contact Jessie Harman at [j.harman@federation.edu.au](mailto:j.harman@federation.edu.au).

**This is definitely a not-to-be missed event.**



## "R4R CHARITY FUN RIDE"

Article by Stephen Knightley, [Rotary Club of Corrimal](#)

The Combined Rotary Clubs of the Illawarra in New South Wales are keen to let you know about a great new event they have created specifically to support our local youth at risk. It is called the "Ride 4 Rotary, Supporting Youth at Risk in the Illawarra".

The date of this event is Sunday May 22<sup>nd</sup> 2016 at the Unanderra Velodrome. Participants can choose to ride in one of the 30 minute sessions starting at 8am up until 4.00pm. As well as enjoying the ride in relaxed surroundings we will have great coffee, food and music available also.

This year the funds raised will be go to [Southern Youth and Family Services](#), a very worthwhile not for profit organisation in our community.

A common question is "Is the velodrome hard to ride on?" The answer is NO, it is easy to ride around the velodrome as the sides are not steep on the bends. Serious and social riders alike can all ride. All you need is to have a roadworthy bike (road or mountain for example).

Organisers hope to make the R4R charity fun ride a major annual Illawarra fundraiser. With the first ride held in 2014 they raised \$3,500 and then \$12,500 in 2015. It is hoped to raise over \$20,000 in 2016 and make this an annual \$70,000 fundraiser as the event matures.

As Rotary volunteers all of donations go through to the beneficiary making this ride a very worthwhile annual event to support.

You can support in many ways! [Sign up](#) to ride.

If you don't want to ride but still support - sponsor the event or rider on the [website](#). Like us on [Facebook](#) - and help to spread the word.

You may even want to consider setting up your own Fun Ride!

For more information Call Stephen, 0488 797922 or Rowan, 0408 372792



## "DID YOU KNOW?"

Statistics from *RI Resource Extra, MARCH 2016 VOL 10 No 9*

Analysis of club sizes in Zones 7A (Philippines), 7B (New Zealand) and 8 (Australia),

- The average number of clubs in a District in New Zealand is 44 compared to 86 in Philippines, with Australia having 54 on average.
- There are 99 very small clubs of 10 or less members in Australia (average 4.7 per district), 18 in NZ (3/district) and 37 in Philippines or 3.7 per district.
- There are 4 clubs over 100 members in Australia, 2 in New Zealand and 5 in Philippines.
- The largest club in our zones is Melbourne as the only club with more than 200 members.
- The average club size for New Zealand is 32.2 members; Philippines is 28.2 members and Australia is 26.6.

# "DROUGHT ASSISTANCE MORE THAN GOODS, HAY AND CASH"

Article by PDG Craig Edmonston [D9570](#).



The level of support by Rotarians from all over Australia for residents and farmers in Western Queensland during the most dreadful drought has been exceptional and greatly appreciated. The [Rotary Club of Longreach](#) in particular, have shown wonderful community leadership in organising and distributing support to those in need.

As District Governor in 2014-15, Craig Edmonston sought support for the drought stricken part of D9570, and among many offers of help, one offer was a bit different to the normal. This was the offer of the use of the disaster relief trailer owned by the [Rotary Club of Belvoir-Wodonga](#). The trailer is fitted out for catering and showing movies. PDG Craig quickly passed this offer onto the Longreach Rotary Club and the club promptly took up the offer. The offer got better when Belvoir-Wodonga Rotarian Barry Membrey volunteered to deliver the trailer to Longreach, which he did. The Longreach Rotarians were heavily involved in drought assistance with the main activity at the time being collecting hay from the coast and transporting it to the west. By this time all the outback communities and businesses were severely impacted by the worst drought many had known. The delivery of the trailer, a round trip of over 3,500 km, was a wonderful act of dedication and kindness and very much appreciated.



*The foreground shows dirt - not a blade of grass. In the background the locals have been fed and are mingling, which is what it is all about. The small child, oblivious to what the event is about and interested in the screen, has never seen or felt rain, while a Longreach Rotarian is setting up the projector for the movie.*

PDG Craig said he knew the trailer would be a hit in the outback, as the hay project was as much about getting small communities together, an extremely important form of support, as it was about feeding the starving cattle, sheep and horses. It has been a great success. During the Christmas season the trailer was seen in places such as Stonehenge and Muttaborra and in some seriously outback locations. Longreach Rotarians delivered hams, pork roasts, pamper packs, Christmas cakes, grocery hampers and shopping vouchers throughout the Central West – an amazing effort, PDG Craig said. One local from the Stonehenge area said that of all the assistance, the catering for their community Christmas Tree event was the best thing, as it allowed all the locals to get together and not have to cook and clean up afterwards.

Secretary of Longreach Rotary, Damian Arthur, has been a tireless worker, for Rotary and for his exceptional work on drought relief and community service, was made Citizen of the Year for 2016, by the local council. PDG Craig said, that Damian is a very quiet achiever and would have been extremely humbled to receive the award, which he certainly deserved, but he would be the first to agree that it has been a whole club effort which has been amazing.

D9570 greatly appreciates the support it has received from Rotary districts and clubs like Belvoir-Wodonga, and many others, as well as many other caring citizens and organisations. The drought is far from over and although things are better now in some areas, it will take several good seasons, a lot of hard work, and a decent share of good luck to return to prosperity.

I take my hat off to the wonderful Rotarians in Longreach, with a special thanks to Barry and the members of Belvoir-Wodonga, as they continue to provide as fine an example of **"Service Above Self"** as you will ever see.

## "RI STATISTICS 10 MARCH 2016"

Statistics from RI Resource Extra, MARCH 2016 VOL 10 No 9

	As at 10 March 2016		As at 10 March 2016	As at 1 July 2015	Variance	% Variance
	Districts	Clubs	Rotarians	Rotarians	From	From 1.7.15
Worldwide	541	35,208	1,229,870	1,209,491	20,379	1.68%
Australia	21	1,125	29,962	29,945	17	0.06%
New Zealand - Pacific Islands	6	265	8,530	8,506	24	0.28%
Philippines	10	861	24,262	22,457	1,805	8.04%
<b>Total</b>	<b>37</b>	<b>2,251</b>	<b>62,754</b>	<b>60,908</b>	<b>1,846</b>	<b>3.03%</b>

# "LITTLE CLUB – GIANT DONATION"

By Tony Thomas, *RC Central Melbourne-Sunrise*



Inner-Melbourne's [Brunswick Rotary Club](#)'s only got about eight active members – but they're masters at fund-raising. On March 16 they handed over a cheque for \$60,000 to the Ballarat Specialist School.

Its principal, Kim Yearwood, said she was 'blown away' by the big donation from a city club. "It will pay for fitting out our art room and trade and motor centres at our 9ha farm campus. We run 80 chickens, four pigs, sheep, alpacas, calves and a market garden there, plus a bakery and café for job training."

Many students don't star in normal classroom work but are great at practical work and job learning, she says.

Brunswick RC President Andrew Horgan explains: "We raised \$45,000 and took \$15,000 from club reserves. We raffled ten bottles of Grange Hermitage, each from a consecutive vintage. We had 200 tickets at \$200 a ticket, and we sold 186 of them. We purchased the Grange from Treasury Wines, they were very helpful with insurance and even transported the wine to the winner.

"That raffle was the main thing, we did some minor raffles too and we took 90 people by two buses for lunch at the Ballarat School last week and charged the \$40 each, so that was another fund-raiser.



**L-R: Andrew Horgan, Brunswick RC President, former Ballarat Specialist School principal John Burt and current principal Kim Yearwood.**  
**Photo credit Lachlan Bence, The Courier, Ballarat.**

"Our project leader Greg Sewell is our champion for fund-raising. He's got a great network, he was a president of the Essendon Football Club in the 1980s and he ran an engineering forging business until retirement.

"He's had a long association with Brunswick Industries which is a commercial business that employs scores of people with a range of disabilities. Our club's backed them since the 1970s and through them we got to know about the Ballarat Special School."

Horgan has his own network as he is manager, industry engagement for a State funded not-for-profit group Inner Northern Local Learning and Employment Network Group. It mobilizes wide community support to help at-risk youngsters find vocational training.

Brunswick RC is 64 years old and has a philosophy of going for big-lick fundraisings and donations about each 3-4 years. It raised enough some years ago to help establish Brunswick Industries, and raised \$28,000 in partnership with Jeff Kennett's Beyond Blue group to support local organization in the fight against depression. Another recipient was the Bone Marrow Foundation which helped established the Bone Marrow Donor Registry.

Andrew says Brunswick is being transformed with an influx of young families into old streets, but they are difficult to recruit into a service club. Currently the club hopes to influence some Rotary Youth Leadership Award (RYLA) youngsters into becoming members.

## "A PERSONALISED EXPERIENCE AT YOUR FINGERTIPS"

**Rotary Membership Minute**

**April 2016 / Ideas for strengthening membership**

Do all your members have a My Rotary account? Do you encourage new members to register? My Rotary gives members a customised experience and easy access to a range of tools, information about their club, and the latest news and announcements from around the Rotary world.

Learn how to [create](#) a My Rotary account and how to [navigate](#) through the site.

# "HEAR AND SAY SCHOOL SCREENING PROJECT"

**Article by President Helene Bo Morse, Rotary Club of Ashgrove The Gap, D9600, Disaster Aid International Board of Director, Ambassador & DART.**



Our club recently partnered with a local non-profit, [Hear and Say](#), which has six centres throughout Queensland. We funded this project through a district grant after we had an away meeting at the centre. We were made aware of the impact of hearing loss in children during our visit. We also learned that 50% of children in detention are suffering from hearing loss and within the aboriginal communities it is 90%.

We also learned that every child and circumstance is different however a hearing loss may affect a child's opportunity to:

- Develop age-appropriate speech and language,
- Learn to read and write,
- Initiate conversations,
- Express their feelings and emotions,
- Be included in social conversations and games,
- Be fully included in large groups,
- Develop confidence and self-esteem, and
- Learn appropriate social behaviours.

Hear and Say was established in 1992 by Dr Dimity Dornan AO and today provides services and programs to over 2,000 children, young adults and families across six centres including audiology, auditory-verbal therapy, occupational therapy and school hearing screening. It also provide Telepractice services online reaching out to rural and remote areas. It is a not-for-profit organisation. Hear and Say is a member of [First Voice](#), the national voice for member organisations whose primary focus is the provision of listening and spoken language therapy services in Australia and New Zealand.

The aim is to help all children to hear, listen and speak so they can attend a regular school, have wider career choices and can more fully participate in their community. Hear and Say interfaces state-of-the-art hearing technology, digital hearing aids and implantable technology such as cochlear implants, with the Auditory-Verbal Therapy approach. They are committed to using clinical research to measure outcomes.

Our success lies in the vital role that parents/caregivers play in teaching their children to listen and speak. Hear and Say school hearing screening.

Research indicates that as many as 25% of primary school children may be affected by slight and mild hearing loss (Hearing in Schools, 2005). A child's hearing may change over time, often without the child, parent or teacher noticing, so it is important to monitor a child's hearing even if they have passed previous hearing tests. Hearing difficulties may have a significant effect on a child's ability to learn.

Children with a hearing loss may experience speech and language delays, educational difficulties, behavioural problems and often require increased support. Hear and Say has a staff of trained professionals in paediatric Audiology providing our School Hearing Screening Service. The screening takes approximately 15 minutes per child and is performed by our team of certified Audiologists experienced in paediatric Audiology and includes: - Screening hearing test for both ears under headphones.



***A student being tested***

The club has provided auditory testing for prep level classes in six schools in The Gap and Ashgrove schools, approximately 600 students. The total cost was \$5,400 (\$15 per student) and was partnered with by the schools' Parents and Citizens Association (PandC) and The Rotary foundation.

P.S. Our Club members are very excited about our project. The club had not completed a district grant previously. This grant provided for pre-emptive assistance to identify children that could benefit from this service through early identification.

[LINK](#) to the article on Rotary Showcase and [LINK](#) to an ABC news segment.

## 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](#), 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.

## "COMMUNITY PARTNERSHIP BRINGS DAY OF FUN"

Article by **Janie Storey**, Director Community Services, Rotary Club of Whakatane, Janie's [email](#).

What happens when the **Whakatane Menz Shed**, Whakatane **Blue Light** and the **Rotary Club of Whakatane**, NZ District **9930**, get together? You get the seriously fun Grass Track Trolley Derby, which was on a sunny February afternoon at a farm in Awakeri, Whakatane.

The three community-based groups collaborated to organise and host the trolley derby which saw 59 children and 16 adults ranging from age five to 70 years old scooting down the hillside on trolleys of all shapes and sizes. There were plenty more watching the action and righting spilled trolleys or dusting off their children.



**5-8 yr final winner Max; getting instructions before the start**



**The adults show a great deal of concentration as they race down the hillside, neck and neck**

The Menz Shed held two Saturday morning trolley-building workshops for those who didn't already have a trolley of their own. These were a great opportunity to share and learn skills, and were well attended by enthusiastic children.

The trolley derby was a great family event which was carried out with very little expense thanks to the generous sponsorship of the Whakatane Rotary Club and a minimal entry fee. The Whakatane Rotary Club will be looking to host the event again next year, so get your trolley-building plans in place for next summer!

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

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2015 - 16  
Zone 8 and 7B

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**Zone 7B;** New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

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