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## "LET'S GO FISHING!"

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

I was impressed with Past RI President Ray Klingensmith's Membership analogy about picking the lowest hanging fruit which is right in front of your nose and one day as I unsuccessfully sat and waited for the fish to bite similar thoughts ran through my mind relating to fishing.



There are plenty of fish in the sea but why can't I catch them? And if I can't, what do I do about it?

There are several possibilities

- Try somewhere else
- Use a different bait
- Use various sophisticated methods of detecting the fish such as GPS and echo sounders
- Move away from the unpalatable scavenger fish
- Talk to someone who knows the area
- Use the right gear. A shark hook will never catch a minnow
- Burley the water and attract the fish.
- Copy the actions of the those who have success.

It may only be fish tale but there are many similarities to our fishing for members. Are we looking in the right places and using the best techniques and sharing our expertise?

There is evidence that we are starting to work cooperatively and smarter throughout our Zones. All of the District Membership chairs are now sharing their good news stories on a combined districts Facebook page and using the resources provided by our Rotary Membership Officer in Chicago, Julie Aubry to keep abreast of current initiatives.

Also we will hear more about an amazing young man, Mitty Chang, who spoke to the recent Zone Institute in Penrith. Mitty and his company, based in California, are offering to provide and maintain a landing page on to every club's website free of charge. The aim of this page is to provide information for potential new members. Check out his website [candeavor.com](http://candeavor.com) and look at "[project doing good](#)". Your website should no longer look tired and out of date.

Whether we are in a dinghy or a trawler we can all be successful. Let's test the water! There are plenty of fish in the sea.

Going Fishing.

# "DON'T WORRY: BE HAPPY"

Article by PDG Jessie Harman, Project Lead, Regional Membership Plan



When we're speaking about Rotary to prospective and existing members, often we talk about the value of giving back to the community and making the world a better place. But have you ever considered discussing the personal health benefits? A new factsheet from volunteering Australia<sup>1</sup> might help you do just that.

Drawing on existing research, Volunteering Australia has compiled some important facts about volunteering and happiness:

- Volunteers are happier, healthier and sleep better than those who don't volunteer
- 96% of volunteers say it "makes people happier"
- 95% of volunteers say that volunteering is related to feelings of wellbeing
- Volunteering results in a 'helpers' high', a powerful physical and emotional feeling experienced when directly helping others
- Just a few hours of volunteer work make a difference in happiness and mood
- Sustained volunteering is associated with better mental health
- Altruistic emotions and behaviours are associated with greater wellbeing, health and longevity
- A strong correlation exists between the wellbeing, happiness, health and longevity of people who are emotionally kind and compassionate in their charitable helping activities
- The experience of helping others provides meaning, a sense of self-worth, a social role and health enhancement
- Volunteering is highly associated with greater health and happiness.



So next time you're discussing the benefits of Rotary, don't forget to mention that volunteering, happiness and a long life go hand in hand.

What a fantastic value proposition!

<sup>1</sup> Get the facts at: <http://www.volunteeringaustralia.org/wp-content/uploads/Media-Backgrounder-Volunteering-and-Happiness-The-Facts-FINAL1.pdf>

## "UPCOMING MEMBERSHIP WEBINARS FOR 2016-17"

Supplied by PDG Jessie Harman, Project Lead, Regional Membership Plan

No special software is required to participate in a webinar; you simply need to register via the link provided.

### **Focusing on retention: Strategies to enhance member satisfaction**

Tuesday, 22 November 2016, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/register/3308538616889128707>

### **RI Director's Update, RI Director Noel Trevaskis**

Thursday 8 December 2016, 5.00 pm (AEST)

Monday 12 December 2016, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/rt/1913432084078720513>

### **Attracting the next generation of Rotarians: Re-connecting with Rotary alumn**

Wednesday 22 February, 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/86569325273197058>

### **Using technology to strengthen Rotary: online meetings, e-clubs and other things**

Thursday, 27 April 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/5922169015578240003>

### **Telling our story: Communicating about Rotary in the community**

Wednesday 24 May 2017, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/register/1455062179133675523>

### **Trends in volunteering: Opportunities for membership and your club**

Monday 5 June 2016, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/4753329881136224258>



For more information; contact Jessie Harman at [j.harman@gmail.com](mailto:j.harman@gmail.com)

# "WHERE ARE ALL THE YOUNG MEMBERS?"

**Rotary Voices** Posted on **August 11, 2016**

Article by **Evan Burrell**, a member of the **Rotary Club of Turramurra, NSW**

As a former member of Rotaract and now a young Rotarian, I get asked quite a lot, "where do we find more young members like you?"

It may seem like young members are as elusive to catch as Pokémon, but with the right strategy and awareness, it's not that difficult at all. The truth is, they are really all around us. They may be in your work place, they may be in your neighbourhood, or they may be in those other social gatherings you belong to. Others may be active in our youth programs like [Rotaract](#) and [RYLA](#), readying themselves for the challenges that lie ahead.

Attracting new members is pretty critical to our clubs. They are the lifeblood of our organization, bringing in fresh ideas and insights, and keeping our clubs alive and relevant. In turn, young professionals seek a sense of purpose and belonging, and this is exactly what your club can give them.

Here are my tips for attracting younger members

1. **Don't go too crazy at first.** If the average age of your club is over 60, begin by trying to attract members in their 40's and 50's and work from there.
2. **Use your age differences to your advantage.** Stress the opportunity for career mentoring and set up mentoring programs pairing members with vast experience with those just beginning their careers.
3. **Make sure you welcome new members into your club.** At meetings, assign a seasoned veteran to each new member to be their host and introduce them to everyone else in your club. In time, the newcomer will get a better feel for the club.
4. **Use social media (Twitter, Facebook).** Let's face it, anyone under 30 is on social media 24/7. So use it to your club's advantage by promoting your activities and what you do in the community.
5. **Sponsor participants for our young leaders' programs.** College or university students are excellent candidates for a Rotary Youth Leadership Awards event. Sponsor a high school student for a [Rotary Youth Exchange](#), and you not only broaden their horizons, but also make a lifelong friend of Rotary. Work alongside these future leaders of tomorrow so they become interested in your club and our organization.
6. **Keep younger, and newer, members in the loop.** This one is a biggie! Don't waste all that effort attracting new members only to forget about them and let them drift away from lack of attention. Engage them in as many ways as you can. Find out what they are interested in, and put them in charge of things that match their likes. If you have enough new members with a particular interest, start up a new program or incorporate their interests into an existing one. Make sure you give them lead roles, and give them a real opportunity to make a difference.



*Evan Burrell, left, discusses membership with Rotarians in Sydney, Australia.  
Photo by Monika Lozinska/Rotary International*

Member recruitment is a must for any club that wants to survive and not turn into the Rotary Club of Jurassic Park. It is not difficult, but you DO have to put some effort into it. You won't regret the time, though, when you see your club take on new life.

## "JUST ASK"

**From RI Director Noel Travaskis' Facebook page**

What has your club done in August, Rotary's Membership Month, to promote membership?

My membership advice is to keep it simple. Rotary International President John Germ says, "**We have to ASK them to join.**"

Personal contact is the most effective promotion tool, and an invitation to your Rotary club is something that only you can give.



# "QUEENSLANDERS WORK TOGETHER TO SHARE MEMBERSHIP STRATEGIES"

Article by ARC PDG Wendy Scarlett

On the 21<sup>st</sup> August over 130 representatives from 5 districts met on Queensland's Gold Coast to share new ideas for Membership and view Public Relations through the eyes of younger Rotarian leaders.

The day-long seminar consisted of three presentations highlighting different aspects for attracting new members followed by a series of breakout sessions. The initial presentations were:

- Simon Brook (RC of Surfers Sunrise) and Kaye Titmarsh (Rotary eClub of NextGen D9640) highlighting their efforts to attract younger members. YouTube link: <https://youtu.be/YDn4aYMY-oI>
- Amanda Wendt from RC of Melbourne Park (D9800) demonstrated how smart use of social media can attract new members. YouTube link: <https://youtu.be/I3TV2aQoBTc>
- Graham Jones of RC of Southport demonstrated how a satellite club increased their membership by 50%. YouTube link: <https://youtu.be/dIMjZBvAapU>
- Panel presentations by Andy Rajapakse of RC of Burleigh Heads, Amanda Wendt and DG Craig Winter of RC of Harvey Bay Sunrise on: 'Leveraging Rotary's public image to increase membership'. YouTube link: <https://youtu.be/EMS6EQBaNSc>

After the seminar, recordings of these presentations were circulated to all attendees as YouTube links. These links are provided above for readers of 'Rotary On The Move' who wish to find out more about their strategies.

"Please view the presentations and if you like them click 'like' and 'share' them on your Facebook for friends to enjoy watching some out of the box ideas", said Andy Rajapakse, District 9640 Membership Chairman.



**Simon Brook**



**Amanda Wendt and Kaye Titmarsh**



**DG Michael Irving D9640 and PDG Wendy Scarlett**

After the keynote presentations breakout sessions and panel discussions on the day's proceedings were conducted. Areas covered were:

- Rotary International tools for membership increase and retention
- Rotary Club of Rockhampton Fitzroy from 2 to 26 members in 18 months
- Public relations.

Feedback from the seminar has been great with reinforcement of the fact that many clubs are making great strides with membership and that many social media strategies can assist. This is the fourth annual multi district seminar that has been conducted. The enthusiastic support received has demonstrated that sharing strategies is an approach that works for Queensland.

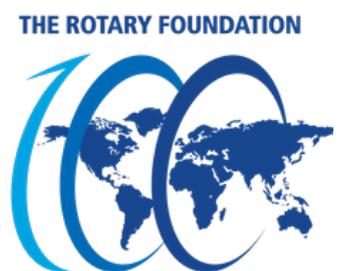
## "PRESIDENTIAL MESSAGE"

From RI President John F. Germ's September Message.

"In this Rotary year, we are marking the centennial of our Rotary Foundation in the city where it all began: Atlanta.

Whether you're a regular convention goer, haven't been to one in a few years, or haven't yet attended your first, the 2017 convention will be the one you won't want to miss. Atlanta is a great destination in its own right, with great food, friendly people, and many local attractions to enjoy.

But the real reason to come to the convention is always the convention itself, and the people, ideas, inspiration, and friendship you'll find there. To learn more, and save money on registration, visit [www.riconvention.org](http://www.riconvention.org). See you in Atlanta."



## "WHAT MESSAGE ARE WE SENDING?"

**Extracts from an editorial of 'Beyond Borders', the Newsletter of Zones 24 & 32 - September 2016, by H. Dean Rohrs RI Director 2016-18, Rotary Club of Langley Central, BC.**



I shared a weekend with 30 young professionals at a Young Professional Summit held at Bear Mountain, NY, this past month. This was a weekend of sharing thoughts on what a Rotary journey should be amid having fun and making new friends. I came away with three huge "light bulb" moments. They are:

- **The Polio campaign had little meaning for young professionals.** This was not their passion. None of them even knew anyone that had experienced the effects of polio. They wanted a cause they could relate to.
- **"Does Rotary want me – or do they want my money?"** This comment came as a young lady shared her experience of Rotary meetings. Meal cost, fines, happy and sad dollars, individuals asking for sponsorships, ticket sales, The Rotary Foundation donations etc. etc.
- **Meetings should have only three purposes** – engagement, conversation and action. In translation this meant: Come together in fellowship, talk about what has to be done, and then do it.

I know this weekend has changed the way that I am thinking about doing Rotary business.

## "ROCKY SWAP"

**Article by ARC PDG Craig Edmonston**



Collectors and bargain hunters alike put on their comfiest shoes, gathered their loose change and attended one of the biggest events on Central Queensland's social calendar in early August: The Annual Rocky Swap, is held at the Rockhampton Showgrounds on the first Saturday in August each year. More than 1,100 exhibitors were locked in for the event, which also celebrated its 20<sup>th</sup> consecutive year and is one of the biggest Swap Meets in Australia.

Rotary Club of Rockhampton North President Rod Green said the Rocky Swap has seen phenomenal growth over the two decades of its existence. "The original Rocky Swap in 1996 had about 350 exhibitors, which by today's standards has been blown out of the water to reach maximum capacity," he said. "It was sold out last year with 1,100 sites and it is sold out again this year - bursting at the seams, so to speak!"

"Each year we have between 10,000 to 11,500 people who attend the Swap. This year was a wonderful crowd with the official attendance numbers being 10,253 adults."

Bargain hunters can begin their journey through the Swap from 6am, with several gates open to the public to allow easy and quick access for patrons to grab that special something. Rotary Clubs and Lions Club stalls are set up around the grounds to supply food and drinks, and a bar operates from 10am. There is seating at most food outlets.

For swappers and buyers who have purchased large or heavy items, a pickup service is provided by the All Classic Motor Club, a partner in the venture. They pick up the items and take them to a collection point where there is safe vehicle access. The office is open for rebooking each year and over 700 sites were booked for 2017.



**Photos supplied by the RC of Rockhampton North. View from the grandstand.**

President Rod said "The Rocky Swap has been a successful partnership for 20 years between Rotary Club of Rockhampton North and the All Classic Motor Club. The secret to that success is keeping everything affordable, not only for the site exhibitors but also for the patrons. Beneficiaries of this huge event include many volunteer and community organisations such as the All Classic Motor Club, Ridgeland's CWA, Rotary Clubs of Rockhampton Fitzroy, Rockhampton, Rockhampton South, Rockhampton Sunrise, Rockhampton Capricorn, Rockhampton West, Yeppoon, Mount Morgan, Rockhampton Rotaract, Lions Club of Rockhampton Fitzroy, The Lions Clubs of The Caves and of Rockhampton, Rockhampton Chaplaincy Committee, Warrapari Scout Group, Rockhampton Brothers Junior Leagues Club and Inner Wheel of Rockhampton Sunset. We thank them all for without these community groups and organisations working in harmony together Rocky Swap would not be the success it is."

PDG Craig Edmonston and his wife PDG Judith Henderson have been helping out on the main gate for a few years now. "We get there soon after 5.00am to prepare for the 6.00am opening and it is amazing to see so many people lined up at 5.30am with trolleys of all descriptions, baskets and bags, hoping to get something special for a bargain price. We work for half a day and browse for the rest of the day and help if required. We have a ball greeting the patrons and swapping comments while keeping quite busy. We see this event as a very successful fundraiser for many local community service organisations, and also a wonderful public awareness project for Rotary. The members and partners of Rockhampton North Rotary do an amazing job in organising the Rocky Swap each year and are to be commended for such a sterling effort." PDG Craig said.

# "THE ART OF THE \$M ART SHOW"

Article by Tony Thomas, RC Central Melbourne-Sunrise

The Rotary Club of Camberwell has perfected the art of art shows – it's been raising six-figure sums from the annual Camberwell Art Show in Melbourne for the past 51 years. Top earner was the 2004 show, with more than \$200,000 into the charity coffers. This year's show in July raised just over \$100,000, similar to 2015. It's a gala event for artists, with prize-money totalling \$35,000 for the best three works.



"Over half a century, our art show's raised more than \$2.5 million," says club president Nick Pane. The club has 65 members and in total raises a massive \$180,000 for charity each year.

The art show at Swinburne University's \$100m Advanced Technology Centre involves hundreds of volunteer-days and full-time commitment by dozens of key workers as the deadlines nears.

Hopeful artists submitted more than 2,250 artworks, paying \$10 per item. Nearly 1000 were screened out and the remainder, 1,350, paid a \$20 fee for hanging. Art pieces sold during the July 9-17 show for an average \$1150, with 27.5% commission going to the club. Admittance for the public was \$10 per head. Wine and food sales, plus sponsors, brought in more dollars.

The main charity beneficiaries of the show are the 'Seeds of Peace' Project commemorating the 100<sup>th</sup> Anniversary of the Gallipoli Landing, End Polio, and food relief group Foodbank Victoria.

A bugbear is returning unsold works to owners – who often aren't interested in getting them back. Club member Alan Lorenzini wound up carting leftovers to his office by Range Rover for storage.

The event is so big that work continues year-round, with organisation already under way for 2017.



**Camberwell RC President Nick Pane with MHR (Lib Kooyong) Josh Frydenberg at the Show's opening night**

Each year more effort is needed in a tough economy. The admission price was tweaked down from \$18 to \$10 this year to boost numbers, but the fee to enter was raised from \$5 to \$10.

Radio and TV ads were cut in favour of social media and digital ads on the News Ltd website. Billboards and posters around the precinct also proved effective.

The Art Show was a mecca for other Rotary clubs which held ad hoc meetings at the site.

The club's other big earners are participation in the weekly Camberwell Sunday Market, run by the Rotary Club of Balwyn. This earns the Club about \$30,000 a year. The club also, in partnership with the City of Boroondara, manages and markets the Hawthorn Craft Market. This raised \$25,000 for the club's charities in its first year in 2015.

# "SAM OWORI - MEMBERSHIP AND EXTENTION"

From 'Beyond Borders', the Newsletter of Zones 24 & 32 (Bermuda - Canada – St Pierre and Miquelon – United States) - September 2016

Samuel Frobisher Owori as Rotary International president 2018-19, joined Rotary in 1978, plans to "harness that enthusiasm and pride so that every project becomes the engine of peace and prosperity."

Owori's chief concerns as a Rotary leader are membership and extension. "There are many places which need Rotary and numerous potential members who have never been invited," he says.

Owori is chief executive officer of the Institute of Corporate Governance of Uganda. He has studied law, employment relations, business management, corporate resources management, microfinance, and marketing at institutions in England, Japan, Switzerland, Tanzania, and the United States.

Photo of Sam Owori and Ian Riseley at the Paul Harris home was taken in 2013, long before either of them might have dreamed they would one day succeed each other in the position originally held by Paul Harris. Photo courtesy Mike McGovern.



# "YARRA BEND ROTARY CLUB'S INNOVATIONS"

**Article by Tony Thomas, RC Central Melbourne-Sunrise**

The [Rotary Club of Yarra Bend](#), with 20 members, has taken advantage of RI liberalised rules to induct its first "Associate Member". 2015-16 President Justin Wibrow 39, says Associates will typically be under 45, and pay a reduced annual due of \$110 a year.

Associates commit to attending important meetings, such as changeover and 'signature' events, and getting involved in a self-nominated avenue of service. Although regular meeting attendance is not a requirement, an Associate is welcome to attend a club meeting at any time.

The first Associate is Ms Liz Rodriguez-Ayala. Aged under 35, she works in student services at Swinburne University, Hawthorn Campus.

Justin says the club has targeted half a dozen prospective Associates with Liz' membership an exciting prospect due to her vocation and Yarra Bend's jointly chartered (with Glenferrie), [Swinburne Rotaract Club](#) based on the Hawthorn Campus. Yarra Bend saw Associates as a way to encourage younger people to join without a substantial time and money commitment upfront. "We are a stronger club than we look, because all 20 members are active", Justin says.

The club earns an annual share from the Camberwell Market proceeds that fund its Community and Youth projects. The International portfolio raises additional funds for its Bright Future Community Centre in Nepal.

But Justin, a management consultant, says locally the club is also doing no-cost service work, including a recently District-endorsed program of training other Rotary clubs' members in the art of mentoring.

Most Rotarians have informal skills in mentoring. But with expert training they can leverage this with improved skills in active-listening, questioning techniques and understanding the mentoring process. The course involves a 2 x 90 or 3 x 60 minute sessions over a number of weeks.

In the past three years the club has trained 150 Rotarians within [D9800](#) including from the following [Hawthorn](#), [Kew](#), [Canterbury](#) and [Carlton](#) clubs.

Additionally, Rotarians from other clubs have also been mentor trained through District recognised programs including the [Enactus](#) program and Life After Stroke.



**L-R IPP Justin Wibrow, Associate Member Liz Rodriguez-Ayala, secretary David Shave**

## "SOLS 24/7 EDUCATING YOUTH IN TIMOR LESTE"

**From D9550 Governor Ida Portella's Newsletter, Sept 2016 issue, received from PDG ARC Craig Edmonston**

**SOLS 24/7** (Science of Life Studies) is one of the largest Non-Government Organisations operating in Timor-Leste. Its mission is to give uneducated youth employable skills and confidence through courses in personal development, English, computer skills and numeracy. There is a very low quality of education in Timor-Leste, because there are 30 different language groups. The other issue is that in primary schools teaching is in Tetum and in secondary schools teaching is in Portuguese.

In Timor-Leste many students drop out of school for financial, family and health reasons. Boys who drop out may become street sellers or thugs; girls who drop out may have teenage pregnancies, resulting in both boys and girls losing hope for the future. SOLS operates in Cambodia, Laos, India, Malaysia (HO) and was established in Timor-Leste in 2006. It now has 52 centres, which receive no government funding and rely on donations. There are currently 1,152 full time, all of whom live outside of Dili.

For further information on how you can help SOLS in Timor-Leste, contact Steve Judson at the Rotary Club of Dili, email: [the.rotary.club.dili@gmail.com](mailto:the.rotary.club.dili@gmail.com)

**Photo: DG Ida visited the SOLS centre in Dili during her recent club visits; DG Ida with PE Dili Rotary Steve Hudson (centre front), the school principal (right) and students sponsored by Rotary Clubs of Dili and Florida.**



### 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, a couple of captioned 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.

# "EIGHT-MEMBER CLUB RUNS GIANT EVENTS"

Article by Tony Thomas, *RC Central Melbourne-Sunrise*

The **Rotary Club of Rochester** has a mere eight members but runs projects big enough to daunt a large club. August 16, for example, was a busy day. The club simultaneously ran a farm and road safety expo for 1,000 children and adults, and its Roadec closed-circuit driver course for Year 11 youngsters, involving four cars and several paid instructors and teachers.

The annual safety expo has run for 18 years and nearly 20 schools sent 670 students.

Past-president Noel Lucas says the expo needed 400 hours of volunteer time. Local Lions and Probus Clubs and the Agricultural and Pastoral Association lent a hand. "We want to get the safety messages to kids about dams, quad bikes, machinery and horses before they pick up bad habits," he says. "Farms accidents account for a quarter of Australian work-related deaths and children under 15 make up one in seven farm deaths."



**A primary schooler tries out the truck simulator at Rochester RC's safety expo**

Kids loved the McColl's Transport mobile truck simulator where they navigated through roads and dairies. (The club's bus had a crash of its own last year, involving a risk-taking kangaroo). "Emma" from Merrigum Primary wrote, "We all had a turn on the driving simulator, where we had to drive a truck and be careful. We had to stop for deer, go the speed limit and look out for other drivers. It was a great experience for us to learn about safety."

Kids also learnt how quickly clothing can become caught in an unguarded power-take-off shaft and the dreadful injuries that follow. They got other tips from emergency service workers, machinery operators and horse and cow handlers.

Sponsors are harder to find and to cut costs, the club last year dispensed with its paid secretarial help. The expo is not only free but includes free food.

"We're doing all we can to recruit new members but people are more willing to help than to join," Noel says.

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)

## ROTARY COORDINATORS TEAM

2016 - 17  
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.

**RI DIRECTOR ZONE 7 AND 8**  
**NOEL TREVASKIS**

Email: [n.trevaskis@bigpond.com](mailto:n.trevaskis@bigpond.com)

**ROTARY COORDINATOR**  
**PDG JOHN PRENDERGAST**

Districts: 9970, 9980

Email: [john@ctos.org.nz](mailto:john@ctos.org.nz)

**ROTARY COORDINATOR**  
**PDG MALCOLM LINDQUIST**

Email: [malantlindquist@bigpond.com](mailto:malantlindquist@bigpond.com)

**Assistant Rotary Coordinators**  
supporting PDG John Prendergast

**PDG Charlie Speirs**

District: 9790, 9800, 9810

Email: [speirschcharlie@gmail.com](mailto:speirschcharlie@gmail.com)

**PDG Phil Armstrong, Part of Zone 8**

Districts: 9700, 9710

Email: [philaarmstrong@gmail.com](mailto:philaarmstrong@gmail.com)

**PDG Tim Moore, Part of Zone 8**

Districts: 9780, 9820, 9830

Email: [tim@cinet.com.au](mailto:tim@cinet.com.au)

**PDG Deb Gimblett, Zone 7B**

Districts: 9930, 9940

Email: [deb.gimblett@gmail.com](mailto:deb.gimblett@gmail.com)

**PDG Jennie Herring, Zone 7B**

Districts: 9910, 9920

Email: [herringjennie@gmail.com](mailto:herringjennie@gmail.com)

**Assistant Rotary Coordinators**  
supporting PDG Malcolm Lindquist

**PDG Ed King**

Districts: 9500, 9520

Email: [edward.king3@bigpond.com](mailto:edward.king3@bigpond.com)

**PDG Adrian Roach**

Districts: 9650, 9675, 9685, 9670

Email: [adrian@valleyfresh.net](mailto:adrian@valleyfresh.net)

**PDG Jodie Sparks**

Districts: 9455, 9465

Email: [jodiesparks@inet.net.au](mailto:jodiesparks@inet.net.au)

**PDG Wendy Scarlett**

Districts: 9600, 9630, 9640

Email: [wendy.scarlett@hotmail.com](mailto:wendy.scarlett@hotmail.com)

**PDG Craig Edmonston**

Districts: 9550, 9570

Email: [surveyor@bigpond.net.au](mailto:surveyor@bigpond.net.au)

**Newsletter Editor**

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