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## 'WELCOME TO THE NEW ROTARY YEAR!'

*Article by RC PDG Adrian Roach*

I am writing this article from the home of one of our past exchange students from 2002-03 in Huy Belgium. We were fortunate to catch up with 10 of our past exchange students who were such gracious hosts to us. It is very exciting to see how Rotary Youth Exchange has shaped their lives. Visiting past students has been a significant part of my trip to the very inspiring Rotary International Convention in Hamburg Germany.

The next Convention will be held [Honolulu Hawaii](#), 6-10 June 2020. Why not join us to see what Rotary has to offer outside your club and district as 'Rotary Connects the World'!

**Rotary Fellowships** are another way to connect with others across the world. Fellowships consist of members who share a common interest in recreational activities, sports, hobbies, or professions. These groups help expand skills, foster vocational development, and enhance the Rotary experience by exploring interests while developing connections around the world. We are proud members of BREW (Beer Rotarians Enjoy Worldwide), and Rotary ITHF (International Travelling and Hosting). While in Hamburg we had the pleasure to meet and get to know fellow Rotarians through both.

It was interesting to note that the Shirts of BREW members are made in a village and the profits are donated to support water and sanitation projects.

Inspirational Speakers and Facilitators at the conference included some great Australians. To name a few we had Michael McQueen, AG Mandy Wendt, PDG Jennifer Scott and PDG Jessie Harman. All spoke extremely well on a variety of topics which included "five steps to Activating Your People of Action Story", "Equipping the Next Generation of Leaders", "Diversity and Fellowship", "Engaged Members: Strategies for Success".

I look forward to supporting your efforts to strengthen membership in your district. Having more active and engaged members means Rotary can increase its impact across the globe, in our communities, and in ourselves.

I look forward to meeting you and working with the GTrain (Governors, Governors Elect and Governors Nominee Train, following each other and working together) and District Membership Directors in the coming years. I do hope you also engage with the Assistant Coordinators for your District as well as our Regional Membership Officer, Barbara Mifsud.

There are many great tools to help us with Membership Development. A great way is to utilise this wonderful Newsletter. Have you thought about sharing this with your club members? A special word of thanks to the editor Issa Shalhoub for putting this information together.



**Adrian and Christine Roach, pic taken at the Hamburg Convention June 2019.**

# 'REGIONAL MEMBERSHIP UPDATE'

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, [barbara.mifsud@rotary.org](mailto:barbara.mifsud@rotary.org), <https://www.facebook.com/barbara.mifsud.1>



## A look at Rotary's prospective members

Why do people join Rotary? What makes them stay in their clubs, and what makes them leave? Rotary conducts the Membership Experience Feedback Survey every year to better understand the needs, interests, and engagement of Rotary's membership. I'll share survey results and insights on each stage of membership — prospective, current, and resigned in the coming months. Here are some highlights from the survey results about Rotary's prospective members:

- Prospective members join Rotary for local and international service, as well as personal and professional development.
- Awareness of and introductions to Rotary begin much earlier than interest in membership.
- Half of membership candidates have a personal connection to a Rotarian.
- People are aware of Rotary, their impressions are positive, and there is strong interest in Rotary membership.
- Younger, diverse professionals and business leaders are attracted to Rotary.
- Barriers to joining Rotary clubs include not being invited, cost and time constraints, and unmet expectations.

Read more about the survey results and learn how you can help create positive experiences for prospective members in the [Prospective Members Executive Summary](#).

## Rotary Basics online course – now available

Rotary Basics is now an online course that covers all things Rotary in an interactive, multimedia format. In this new Learning Centre course, you can deepen your understanding of Rotary as well as meet members around the world and watch videos. You can also take a quiz to test your Rotary knowledge. The [Rotary Basics online course](#) was designed for new members, but it is also a good refresher for long-time members who want to test their Rotary knowledge or even nonmembers who simply want to know what Rotary is all about. We'd encourage club leaders to include this course in new member orientation programs or recommend it to members as they take on new leadership positions.

## Membership Leads report

Membership leads submitted through [rotary.org/join](http://rotary.org/join) are first sent to the district leadership team. That's why it's beneficial to have an established process for quickly and effectively managing leads and connecting these prospective members with the right club. Clubs then need to follow up with the member and report the progress through My Rotary. That way both clubs and districts can check on the status of the prospective member. The data also populates the below reports where you can see: how far leads have gotten; what percentage haven't been followed up on; and what percentage are no longer interested in membership.

[Australia](#)

[New Zealand and Pacific Islands](#)

## District Progress to Goal

As expected, we saw a decline in membership figures as clubs terminated inactive members prior to the 1 July invoice deadline, but there were some districts who maintained their membership growth as at 23 June. In Australia D9640 was still leading with a net gain of over 60, followed by D9810 and D9830. In New Zealand, D9910 was the only district with net gains. Let's see what happens when the official 1 July 2019 figures are released mid-August.

[Australia - 23/6/2019](#)

[New Zealand and Pacific Islands - 23/6/2019](#)

## Shout out!

This month's shout out goes to our outgoing club, district and zone leaders. I'd like to take a moment to say thank you to you all. Your dedication and passion in strengthening Rotary membership is important and valued work. I wish you nothing but continued success in the future.

# 'IS IT TIME TO CHANGE THE WAY WE ELECT OUR CLUB PRESIDENTS?'

Article by Euan Miller, D9520 Membership Chair



I have just completed two years as District Membership Chair and the standout observation is clubs that have effective leaders are clubs that demonstrate Rotary in Action. They are dynamic, they achieve Rotary Citations, they maximise membership retention and they grow their membership.

On the other hand, clubs that elect Presidents without much thought about what makes a good leader because it is somebody's turn or because nobody else wants to do it; are at risk of ending up with a wasted year. What's more it usually leads to

- a drop-in morale in the club
- sometimes disputes between members which are left to fester
- an inevitable net loss of members for the year.

Relying on PETS and District Assemblies to magically train leaders over a couple of days is futile. We need to select Rotarians with the capacity to lead first. Rotary knowledge and experience is not a good measure of leadership. In my district we have examples of standout club leaders with less than two years of Rotary membership.

One solution would be for AGs to be given some authority to assist clubs identify potential leaders and to have a say in the selection of Presidents' Elect. AGs know their under-performing clubs and rather than this being seen as interference, I believe club members would welcome such intervention if it means their club can become both dynamic and fun again.

Even if a club has an effective membership director, it is not going to be successful with membership growth and retention if the club as a whole lacks direction. New members soon become discouraged if they are not asked what they want to achieve, if they are given nothing to do, if meetings are not purposeful and there is a lack of social interaction and networking.

It is not only PE's that need to have leadership qualities. Clubs should have a strategic plan in place that includes a succession plan for future Presidents over the next few years. It this way club members can be given the confidence and skills, training and mentoring to be future leaders. Like a good wine, leadership has to be developed and matured over time. Sometimes clubs get lucky and get a leader that has already gained their leadership skills in another environment, but more often than not we have to make and bottle our own club vintage.

If we don't get more effective leaders we will continue to lose members and our clubs will continue to decline. It is not the Rotary model that is weakening Rotary. It is our lack of effective club leadership that is leading to less than effective clubs and consequential membership decline.

## 'MEMBERSHIP VIDEOS'

**By Lawrence Furbish, ARC, Zone 32, from Rotary Zones 24 & 32 Beyond Borders Newsletter, May 19**

Do you know what your members think about your club? Perhaps it's time for the Club Health Check.

<https://app.vyond.com/videos/353b2b67-0b59-42ad-b357-93337934fd70>



**By Lawrence Furbish, ARC, Zone 32, from Rotary Zones 24 & 32 Beyond Borders Newsletter, June 19**

Getting new members is important, but keeping them after they join is critical. This month's animation is how to maximize your chances of doing just that - by engaging them.

<https://app.vyond.com/videos/1327debf-fa77-472f-a0de-2f320fa314dd>



You can now find all membership videos from previous months at <http://tinyurl.com/MembershipVideos>

## 'FROM ROTARACT TO ROTARY IN 25 YEARS'

**Article by Mike Baudinette**

Like thousands of others my age, I was fortunate to have some wonderful experiences because of Rotary when I was young. I was part of a Rotary Youth Leadership Awards (RYLA) program, a Group Study Exchange recipient and a Rotaractor. In Rotaract I helped re-form a dormant club, served as VP and President, made lifelong friends and met Leanne. Leanne and I married while still Rotaractors in a time when many of our Rotaract friends were getting married.

But like almost all Rotaractors (and sadly many other beneficiaries of Rotary programs) I didn't transition seamlessly into a lifelong membership of Rotary.

In part it was due to frequent moves (to some pretty remote locations) with my career, in part due to the demands of a young family and in no small part due to the barriers some of the Rotary rules and rituals placed on making that transition.

So how and why am I so gladly in Rotary now, well it is a combination of changes in my life and changes in Rotary.

We are now not relocating frequently and our children are now adults.

My daughter became active in Rotaract rekindling my fond memories of Rotary and Rotaract at the same time a friend (who happened to be the president of [Morisset Rotary](#)) began suggesting I come along to working bees and have a fresh look at Rotary.

What I found was a club that has men and women of all ages and backgrounds, a club whose membership more closely resembles the community it serves than the all-male clubs of a couple of decades ago.

What I found was a club that had let go of classifications, stringent attendance standards and many of the more formal meeting procedures and thus created greater access, inclusivity, diversity and acceptance without diluting any of the important Rotary fundamentals, values or avenues of service.

And maybe this turns things upside down for me.

For in the 1980-90s Rotaract was thought of as "Rotary for young people", well my new Rotary club actually feels like a Rotaract Club for older people. And that feels great!

I wonder how many other former Rotaractors, GSE or Student Exchange recipients would find that they would like to be part of a new modern, inclusive, diverse Rotary club if they were invited to come and have another look?



**Mike's induction**

## 'ON TO HONOLULU'

**From Rotary Weekly, June 2019**

Having Captured the Moment at the 2019 Rotary International Convention, attendees are leaving Hamburg, Germany, with their eyes on the sandy beaches and natural beauty of Honolulu, Hawaii. The family of Rotary is invited to find and share their aloha while connecting with people of action from all over the world at the 2020 Rotary Convention. A reduced registration fee is in effect for those who register by 15 December. See highlights of this year's convention and register for the next. [LEARN MORE](#)



# 'GROW YOUR MEMBERSHIP'

*Adapted from an article by Haris Sofradzija, RI Regional Membership Officer, Zones 30/31, Heartbeat Newsletter, March 2109*



... things you can do now to create a good foundation for growth this year, including:

Use the [State of Membership PowerPoint presentation](#) at district conferences to raise awareness of membership data and trends and create an opportunity for attendees to discuss ways their clubs can be **flexible and innovative** to spur growth.

Encourage clubs' incoming boards to take the [Rotary Club Health Check](#) and work on strategies to improve membership and club operations so they can hit the ground running on July 1st.

2019 is the 30th anniversary of the [COL decision to welcome women into Rotary](#). Organize a district or multidistrict event celebrating the impact women have made in Rotary and promoting ways to increase their presence.

Remind clubs to use the [Program Participants and Alumni Report](#) to find former Rotaractors, Youth Exchange students, Ambassadorial Scholars, GSE team members, and other past program participants and alumni living in, hosted by, or sponsored by the district. Encourage clubs to invite this group who know and value Rotary to meetings and service projects and consider them for membership.

Make sure the district membership chair has a [membership committee](#) supporting their efforts. Committee members can come from: experienced and knowledgeable AGs; club leaders who've increased membership; and participants in your zones' membership initiative. They'll bring different kinds of expertise to the committee, share the workload, allow the committee to be more effective, and create a pool of future membership leaders.

Growing membership isn't about numbers but about creating strong, vibrant clubs that can do even more good in the world. It's also about giving others the opportunity to impact their communities and transform themselves through Rotary.

## 'ROTARY FUNDRAISER DINNER AT HIGH SCHOOL'

Students of Wingham High School hosted the annual fundraiser of the local Rotary club which takes care of the operation cost of their school bus.

**Article from [May 2019 Rotary News](#), Source: [Wingham Chronicle](#)**

For nine years, students at Wingham High School have been hosting an annual dinner for the [Wingham Rotary Club \(D9650\)](#) at the high school.

The evening is designed to raise money for the ongoing running costs of the school bus, owned by the school and used for the students travelling for curriculum and sporting occasions.

On April 9 this year, 110 people attended the dinner, with teacher Clair Twaddle and nine of her hospitality students designing and catering the three-course meal.

Other students assisted in serving the meal and providing musical entertainment.

"They did a great job," Wingham Rotary Club member Ron Hindmarsh said. "Students sang and played whilst we all enjoyed our meal, and the background music set the mood for a good evening."

Wingham Rotary President John Dorrington welcomed all and thanked Wingham High School principal Paul Ivers for hosting the Club for the fundraiser.

The guest speaker was Jillian Oliver, who suffers from post-traumatic stress disorder (PTSD) due to losing her arm through a police operation car accident. She spoke about her life and injuries, ending with what art has done to help in her recovery. She then talked about art classes she is holding with Ron Hindmarsh to help local sufferers of PTSD.

Three raffle draws were held with prizes donated by Wingham businesses. A number of business people attended the dinner, contributing to a successful night.

"Rotary sends a big thank you to all businesses who participated in the fundraiser," Ron said. The night raised \$3,130 towards the bus. "This is the highest amount raised since this fundraising commenced nine years ago," Ron said and "Rotary is looking forward to next year's High School Dinner."



**Wingham Rotary Club congratulating the Wingham High School students who catered the meal.**

## 'MEET NEW ARC INGRID WAUGH'

Ingrid's Rotary journey began as a charter member of Henderson Rotaract, then she attended RYLA. Her reconnection with Rotary came as a charter member of the [Rotary Club of Parnell](#), Auckland in 1994, where she held several positions including President in 2006-07. She has also been an Assistant Governor, then District Trainer and Rotary Leadership Institute Chair in District 9920 for five years. Ingrid and John have hosted four Rotary Youth Exchange Students as well as Group Study Exchange members. She is a ruby Paul Harris Fellow and a member of the Paul Harris Society.



In 2018-19 Ingrid was the DG [9920](#). In 2019-20, she has also taken on the roles of Rotary Leadership Institute Chair for New Zealand and Pacific Islands, and National Training Coordinator. Alongside these roles she co-chairs the Australia, New Zealand and Pacific Islands Regionalisation Planning Pilot.

Ingrid's interest in community has also included being a trustee and ongoing supporter of Auckland Foundation.

Ingrid is now retired from a twenty plus year career in human resources and organisational development, where she developed her passion for growing leaders and working with individuals and teams to help them reach their potential. During her professional career she worked in a range of organisations from being a self-employed consultant to Talent Manager for a large New Zealand owned engineering consultancy. Having also lived and worked in a number of countries as she supported her husband John's international trade career (New Zealand Trade and Enterprise and UK Trade and Investment), she has a particular interest in living and working across cultures and dealing with change. Ingrid has a Bachelor of Arts degree with Honours in Psychology and Education, and a Diploma in Teaching.

Ingrid is married to John, a past Rotarian (and potentially a future one). They have two children who were born in Athens, Greece and now live in Auckland - Olivia (married to Jesper) and Simon (married to Jennifer) - and have four delightful grandsons. Ingrid and John now live on Waiheke Island, enjoying the blend of island life and Auckland City. They have a large garden, enjoy travel, entertaining and golf.

## 'MEET NEW ARC BRIAN COFFEY'

Brian is a former long serving NSW Police Officer who joined the [Rotary Club of East Maitland](#) in 1999 after speaking at their meeting. He has served at club and District level with experience in YEP, RAWCS and ROMAC.



A Paul Harris Society member and multiple PHF, as is his wife Carol, who has also been recognised with the International Partner Award is part of their commitment to Rotary and the community.

As the 2018-19 District Governor of [D9670](#), Brian is known to many after his emotional and personal presentation at the Hobart Australia New Zealand Conference. Brian will be sharing the full story at conferences in D9520, D9650 and D9830. He has also been booked for D9820 in 2020.

Change management as part of membership initiatives, unique to clubs and districts, is a passion for Brian to pursue.

Outside of Rotary Brian and partner Carol's spare time is taken up with family, travel and Brian's passion for 'muscle cars' – owning a GTHO Falcon with documented race history.

## 'MEET ARC KAREN PURDUE'

Karen joined the [Rotary Club of Invercargill Sunrise](#) in 2000, serving as club president in 2007-2008. She was an Assistant Governor in 2009 -2011 and District Governor in 2015-16.



Karen is currently [D9980](#) Club Development and Membership Chair as well as an Assistant Regional Rotary Foundation Coordinator.

Karen is a 5 x Sapphire Paul Harris Fellow, a member of the Paul Harris Society, a Benefactor and a Centurion.

Karen is a Community Partnership Leader at the Southland District Council.

She is married to Fraser and they live in Invercargill, NZ. Their daughter, Georgia is attending Otago University studying a Bachelor of Commerce and International Finance. Georgia is a member of the Dunedin Rotaract club and is currently in Germany on University exchange.

Jess, eldest in the family, is mother to their beautiful grandson, Mitchell who just turned 6.

She has strong links to her community. Currently she is the Chair of the Board of Trustees at Southland Girl's High School, Chair of the NZ Institute of Management, Board member of the Sharks Basketball franchise and a Director of the Invercargill Secondary Schools Network.

Karen considers herself a Global citizen, is a Community enthusiast, Social entrepreneur and a proud Rotarian.

## 'HERE IS SOME GOOD NEWS'

Article by DGN Andy Rajapakse, District 9640, [andyrajapakse@gmail.com](mailto:andyrajapakse@gmail.com)

The [Rotary Club of Gold Coast Passport](#) of District 9640 was chartered on last week by Rotary International. This is the 25<sup>th</sup> Passport Rotary Club in the world and first in D9640.

This club brings in 20 new members to Rotary and to 9640. And 6 more ready to join this month. All are young professionals under 45 years age. Except for 1 all 19 are completely new to Rotary. This is truly a Passport Rotary Club with flexibility to attract millennials and Generation Z.



They meet on the last Tuesday of the month to a networking meet up 6pm to 7pm over wine and cheese at Karma Collab Hub in Miami. Cost is \$10 each per meet up and dues are \$360 a year paid monthly by direct debit. They will dedicate a minimum of 30 hours a year to give back to the community by engaging in activities of other Rotary Clubs or other local charities of their individual choice.

This was a district initiative with no sponsor club. It was an exciting journey for DGN Andy Rajapakse since January this year to take on DG Terry's challenge to understand the Passport Rotary concept and market the idea to young professionals in Gold Coast. We have now demonstrated another innovation in attracting young professionals to Rotary.

Andy will be happy to share with your membership teams how a Passport Rotary Club works and the bylaws needed for same. Most importantly how to market this concept to engage Rotary with young professionals.

## 'SATELLITE CLUB GUIDE'

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office

Satellite clubs are becoming an increasingly popular way to grow and retain members because of the flexibility offered to create a club experience more suitable to members' needs. Do you think the idea of creating satellite clubs in your district could be beneficial to members, but you're not sure where to start? The new [Guide to Satellite Clubs](#) helps members understand how a satellite club differs from a traditional club, its benefits, challenges, and how it works. Use it in conjunction with the [Satellite club FAQ](#) and the [Satellite club application form](#)

### 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.

# 'Rotary Coordinators' Team 2019-20, Zone 8'

Zone 8; Australia, New Zealand and Pacific Islands:

9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670, 9675, 9685, 9700, 9710, 9780, 9790, 9800, 9810, 9820, 9830, 9910, 9920, 9930, 9940, 9970, 9980

## Rotary International Director Zone 8

Rafael M. Garcia III

Rotary club of Pasig, Rizal, Philippines

Email: [rafaeliigarcia@yahoo.com](mailto:rafaeliigarcia@yahoo.com)



## Rotary Coordinator

## Rotary Coordinator

### RC PDG Adrian Roach

Rotary Club of Greenhills-Maitland, NSW

Phone: +61 412 191 888

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



### RC PDG Tim Moore

Rotary Club of Berwick, Victoria

Phone: +61 418 175 895

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



## Assistant Rotary Coordinators for Zone 8

### PDG Stephen Lamont

Districts: 9800, 9810, 9820, 9830

Rotary Club of Kardinia, Victoria

Phone: +61 412 152 933

Email: [stephenlamont9780@gmail.com](mailto:stephenlamont9780@gmail.com)



### PDG Brian Coffey

Districts: 9650, 9670, 9675, 9685

Rotary Club of East Maitland, NSW

Phone: +61 414 811 943

Email: [brian@coffey.net.au](mailto:brian@coffey.net.au)



### PDG Peter Frueh

Districts 9700, 9710, 9780, 9790

Rotary Club of Balwyn, Victoria

Phone: +61438 690 850

Email: [peter.frueh@gmail.com](mailto:peter.frueh@gmail.com)



### PDG Ida Portella

Districts: 9550, 9570

Rotary Club of Mareeba, Qld

Phone: +61 0439 545 433

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



### PDG Ingrid Waugh

Districts 9910 and 9930

Rotary Club of Parnell, Auckland

Phone: +64 274 298 507

Email: [ingrid\\_waugh@rotaryoceania.zone](mailto:ingrid_waugh@rotaryoceania.zone)



### PDG Doug Layng

Districts: 9500, 9520

Rotary Club of Prospect, SA

Phone: 0418 882 144

Email: [doug.layng@outlook.com](mailto:doug.layng@outlook.com)



### PDG Marion Johnson

Districts 9920 and 9980

Rotary Club of Matilda Bay, WA

Phone: +64 272 459 933

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



### PDG Linda McLerie

Districts: 9455, 9465

Rotary Club of Hannans-Kalgoorlie, WA

Phone: 0438 453 412

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



### PDG Karen Purdue

Districts 9970 and 9940

Rotary Club of Invercargill Sunrise, NZ

Phone: +64 272 176 966

Email: [purdue.f.k@xtra.co.nz](mailto:purdue.f.k@xtra.co.nz)



### PDG Doug St Clair

Districts: 9600, 9630, 9640

Rotary Club of Sunnybank Hills, Qld

Phone: 0419 026 817

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



### Regional Membership Officer

**Barbara Mifsud**

RI South Pacific & Philippines office

Phone: +61 2 8894 9850

Email: [barbara.mifsud@rotary.org](mailto:barbara.mifsud@rotary.org)



### Newsletter's Editor

**Issa Shalhoub**

Rotary Club of Milton-Ulladulla, NSW

Phone: +61 414 553 574

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



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 [drissa@bigpond.com](mailto:drissa@bigpond.com)