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'TIME FOR REFLECTION AND THANKS'

Article by RC PDG Adrian Roach

As we finish our Rotary year, I think it is important to look back and reflect on our achievements and we make plans for the coming year. What a year we have had. One we will not forget in a hurry.



I would like to thank all those Rotarians who have helped to strengthen our membership. To all those who have instigated and started new Rotary and Rotaract clubs, those members who have invited friends and acquaintances to the family of Rotary, and those members who have reached out to current members struggling with their membership.

In Zone 8 as of the end of April we were up 263, from the start of the year, however we are down on where we were last year by 1,424. We need to start new style Rotary Clubs and make Rotary available for everyone.

This is the last edition of Rotary on the Move in its current format and I want to thank Issa Shalhoub who has been the editor since its conception some 11 years ago. Issa has worked tirelessly to ensure we have had a quality membership focussed newsletter sharing ideas and success stories from over the zone and from around the world.

Exciting news is Rotary On The Move will have a new look and feel from July 2021. The new digital format will be easier and more convenient for readers, viewable on multiple devices - anywhere, any time. It will include more interactive content, be easier to share and better for the planet. The content is also expanding.

Rotary On The Move readers will now be able to hear from their zone Membership, Public Image and Rotary Foundation leaders in a single publication, with stories tagged, so that readers can go straight to their favourite content. If you are a subscriber, the publication will land in your email inbox on the 15th of each month. But not everything is changing! Rotary On The Move's editorial team, led by Issa Shalhoub, remains the same, ensuring you'll continue to receive a great newsletter, packed full of information, tips and hints to enable you to strengthen and support your clubs.

Thank you, Issa, for your past and ongoing service. It is very much appreciated. I take this opportunity to thank my team of Assistant Rotary Coordinators (ARCs) and say good bye to those outgoing and welcome to those new ARCs commencing July 1, 2021. I look forward to working with you. Special Thank you to Regional Membership Officer (RMO) Barbara Mifsud who is an integral part of the team and a pleasure to work with.

REGIONAL MEMBERSHIP UPDATE

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

Club Planning Assistant

Incoming club presidents and club membership chairs should have by now received an email from Membership Development inviting them to use the online [Club Planning Assistant](#) tool. The tool is designed to help clubs with the unique challenges that they face. Based on how they answer a set of questions, clubs will receive an instant response with links to recommended materials, webinars and online courses that they can begin to use immediately. This will help set them up for success in the coming year. District leaders can support clubs by encouraging club leaders to:

- use the [Club Planning Assistant](#) tool
- [register for My Rotary](#)
- report their incoming leaders via the [Club Administration pages](#) of My Rotary.



Ready, set, go ... Helping incoming club membership chairs

The new Rotary year is approaching rapidly, and we want to ensure our clubs are fully prepared to come out strong from the membership starting blocks. Here are things clubs can do:

- Appoint a membership chair and if possible, a membership committee of 3-4 people. If you are district officer, run the incoming club officer report out of the reports section of My Rotary to see which club has/hasn't reported a membership chair and whether they have registered for My Rotary.
- Check out the [Club Membership Committee checklist](#), which is a good starting point to learn about the committee's responsibilities.
- Enroll in the [Club Membership Committee Basics](#) learning plan on the Learning Centre. You'll find out about: responsibilities of the membership chair/committee; membership strategies; leading change; diversity, equity, and inclusion; online membership leads; and other resources available in Rotary Club Central.
- Enroll in the general [Membership](#) learning plan in the Learning Centre to find out about: attraction; retention; new member orientation and club health, amongst others.
- Browse through these cornerstone publications:
 - ['Strengthening your membership: Creating your membership plan'](#)
 - ['Rotary Club Health Check'](#)
 - ['Membership Assessment tools'](#)
- Check out rotary.org/membership or the [general membership resources](#) guide

2021 Rotary Virtual Convention Breakout Sessions on membership

Have you registered for the 2021 Rotary Virtual Convention yet? Taking place 12-16 June, the convention will be filled with general and breakout sessions that can help you polish your leadership skills and get inspired with new ideas for projects, fundraising, strengthening membership, and more. A full list is available on the [Rotary Convention Website](#), but here are a few membership-related sessions you may be interested in attending virtually or sharing with clubs in your district:

- 13 June: Rotary Alumni: A Hidden Gem for Membership and Service
- 13 June: Innovative Ideas to Start a New Rotary Club
- 15 June: Grow Rotary through Engagement
- 15 June: Mission Inclusion: Accelerating DEI in Rotary

MEMBERSHIP STATISTICS



As at 12 May 2021

Comparison to 1 July

[Australia, New Zealand and Pacific Islands Worldwide](#) – as at 30/4/2021

Demographics

[Australia, New Zealand and Pacific Islands](#)

Membership leads

[Australia, New Zealand and Pacific Islands](#)

'ENVIRONMENT OPENS EXCITING NEW OPPORTUNITIES'

Article by RI Director-Elect Jessie Harman

Excitement is building with the addition of Environment as Rotary's seventh area of focus. Much of the excitement relates to the opportunity for increased environmental activities and outcomes. However, equally exciting is the opportunity for Environment to attract new supporters and members into Rotary.



From 1 July 2021, Rotarians will be able to apply for grants from The Rotary Foundation to deliver projects with environmental outcomes. It is not the first time The Foundation will fund environment-related projects; indeed the Trustees have allocated more than \$18m in Foundation Global Grant funding to environment related projects over the past five years. Yet giving Environment separate recognition is likely to result in more environmental projects and better environmental outcomes, thanks to Rotary.

There may be other wins as well. The new focus on Environment may mean more partners and members for Rotary. Environment is a cause dear to the hearts and minds of many people. Not only will recognising Environment enable us to leverage our impact, it also provides an invaluable opportunity to connect with new supporters, re-engage with existing members and promote Rotary in our communities.

I encourage all clubs to consider how they can leverage the new focus on Environment to also deliver membership and public image benefits for Rotary. To coincide with the launch, clubs could:

- Organise and promote an environment related project in the town and invite community members to participate
- Host an in-person or online forum on an environment-related topic
- Hold a competition or awards event to recognise community members who have achieved positive environmental outcomes in the area
- Partner with a local, regional and/or national environmental organisation to deliver and/or promote an environmental project
- Organise an advertorial in the local paper to promote existing Rotary projects in the area of Environment
- Feature your club's environment related projects on your digital and social media platforms, along with a call to action for supporters and prospective members to join you
- Develop a plan to increase and promote your club's involvement in environment related activities and projects



Photo credit: Rotary International

Recognition of Environment as the seventh area of focus reminds us that The Rotary Foundation, Public Image and Membership are inextricably linked to Growing Rotary. To grow our membership we must focus on making a difference where it matters most and ensure that our community continues to recognise us as relevant and responsive.

The Environment Sustainability Rotary Action Group (ESRAG) in Australia, New Zealand and Pacific Islands will launch the new area of focus with a virtual event on Friday 4 June 2021 at 6.00 pm. Featuring interviews, project videos and speed networking from around our region, the event is free. You can secure a ticket by visiting: [ESRAG ANZPI - ESRAG ANZPI - Environmental Sustainability Rotary Action Group - ANZPI Region](#)

'COURSE UPDATES'

From Rotary Training Talk, May 2021 issue

Three new or updated courses are available in the Learning Center:

- § **Conducting Training Online** Offering training online can help facilitators overcome physical distance, accommodate busy schedules, and create a more inclusive and more accessible learning environment. This course includes two demonstrations of how to facilitate a learning session in a virtual environment.
- § **Getting Started With the Learning Center** This updated course offers information and tips for new users of the Learning Center. It also has a new [video](#) about key features of the Learning Center.
- § **Get Ready: District Membership Committee** Learn the essentials of how to grow Rotary through strategic planning and promotion. (languages available soon)

'18TH BIRTHDAY PRESENT'

Article by ARC PDG **Ida Portella**, **Rotary Club of Mareeba**

Meet Lily Horspool a truly inspirational young adult. Lily is the granddaughter of current President Helen Woodhouse from the **Rotary Club of Bowen** in Queensland, she attended the Rotary **D9550** Conference recently and found it inspiring. Lily who is heavily involved in competitive horse sports and regularly attends Rotary meetings with her grandmother, often even known to take minutes and assist with club projects told DMC (District Membership Chair) Ron Degenhart that she can't wait till she turns 18 this year, which happens to be October 30 so that she can join Rotary.

The Rotary Club of Bowen has been struggling over the years to attract new members; however, this small determined group of Rotarians may have just found the answer with Lily Horspool who we know will inspire others to help drive and grow the Rotary Club of Bowen.

Since the weekend, current D9550 DMC Ron Degenhart who has been working with Bowen, has initiated an incentive to help support the revitalisation of the Bowen club by requesting support through D9550 and the new District **9560**, who have agreed to cover Lilys first year of membership as an 18th Birthday present and provide her with the necessary mentorship to help grow Rotary in Bowen.



Lily at the 9550 District Conference

'SAVE THE DATE' – SHARE THE BIG PICTURE OF ROTARY IMPACT AT ZONE 8 CONFERENCE

By **RI Director-Elect Jessie Harman**

To celebrate our Centenary, this year's Zone 8 conference is all about sharing the wonderful impact of Rotary. It will take place on Saturday 11 and Sunday 12 September 2021.

There are some great reasons to attend this year's event:

- Be inspired by Rotary projects in communities around our Zone
- Meet some of our Rotary heroes – dedicating their lives to making a positive difference
- Learn new ways to deepen engagement and impact from Rotary's senior leaders
- Connect with Rotary friends old and new
- Share the 'big picture' of Rotary impact with your newer members
- Be inspired to deepen your engagement and make an even greater difference through Rotary



The 2021 event is virtual with a flexible two-day program designed to inspire and energise you. The event will have all the best elements of the face to face conference – you can ask listen to great speakers, ask questions, network with Rotarians friends (old and new) and choose the sessions you want to attend – all from the comfort of your home or in a shared space with other Rotarians and friends.

This event will bring together the best of Rotary in one place over one weekend. Keep up to date with all the speakers, sessions and sizzle at the conference website: [Welcome | Zone 8 \(rotaryzone8.org\)](https://www.rotaryzone8.org). Registrations open 1 July 2021.

'INVESTING IN OUR YOUTH IS OUR FUTURE'

Extracts from an article by **Kamal Sanghvi**, **RI Director, 2019-21**, from **Rotary News**

... Youth service was officially added by RI as the fifth avenue of service in 2010 to recognise the positive change implemented by youth and young adults through leadership development activities, involvement in the community, international service projects, and exchange programmes that enrich and foster world peace and cultural understanding. Rotary clubs should be committed to involving youth and young adults in their vocational, community and international service projects, and provide programmes and resources that support them...

... The outbreak of COVID-19 need not dampen our enthusiasm and spirit. Young people are looking for ways to make a difference. Show them how Rotary equips them to do so, especially in this time of crisis. Brainstorm sustainable service projects, ways to increase giving to The Rotary Foundation and build awareness of Rotary in your community. And watch your membership grow.



'WHAT CAME FIRST THE CHICKEN OR THE EGG?'

PDG 9685 Harold Sharp, 2002-03, Rotary Club of Crows Nest



Let us all ask the above question concerning Rotary International: what was the priority when Rotary International was first established?

The answer was MEMBERSHIP growth and retention! The reason because simply without membership and retention there would be known Clubs and without Clubs there would be no Rotary International.

So, what is the difference between the original concept of Rotary Clubs and TODAY?

When I first joined Rotary in 1977 the three priorities of Rotary International were MEMBERSHIP, COMMUNITY SERVICE and INTERNATIONAL, in that order.

Please note that at no stage is the word FUNDRAISING mentioned!

In the Rotary year 2014-15 I was appointed the District 9685 Membership Chair. Apart from addressing the President Elects at PETS and the Membership Chairs at District Assembly I was invited to address many Clubs in the District throughout the year on MEMBERSHIP ACQUISITION AND RETENTION.

Without exception at each Club that I attended the main discussion before my address was on FUNDRAISING!

The majority of Rotarians today argue that without Fundraising Clubs are unable to fund projects, programs and the Rotary Foundation.

However, I believe that unless a Club is having FUN and FELLOWSHIP, they will be unable to successfully Fundraise!

If Rotary International is to survive and increase and/or maintain its membership it must change its priorities and downplay the importance of fundraising!

As I have a background in both Fundraising and Marketing, I assure you my experience tells me that if we concentrate on FUN and FELLOWSHIP the FUNDRAISING will be a bi-product and each Club will continue to successfully raise much needed funds.

Never in the history of this troubled world has Rotary international been more needed.

Let us return to basics by making our Clubs vibrant and informative and a haven for people who desire "TO MAKE THE WORLD A BETTER PLACE".

'ROTARY MACKAY CORPORATE CLUB'

Article by PDG Michael Buckeridge



The **Rotary Club of Mackay** launched its first Corporate Satellite Club on May 5, 2021. The Paget Corporate satellite club, will meet through a combination of Microsoft Teams meetings and face to face meetings once per month.

They will meet at the Resources Centre of Excellence (RCOE) in Mackay, 6:45 am for a 7am start. They will conduct business via the Mackay Rotary Club's Microsoft 365 platform. The RCOE has state of the art audio visual equipment which will enable the club to run professional virtual meetings.

Being a newly formed satellite club the parent club Mackay, looks after governance such as Office of Fair-Trading matters etc. Mackay Club is currently processing and inducting the new members, however, once the Satellite Club is further established, they will be able to look after their own applications.

The current membership is made up of representatives from corporations and business. The Resources Industry Network (RIN) also has an office in RCOE. The resource industry network has a membership of over 200 companies. The General Manager is now a member of this newly formed satellite club. We see the new club complementing RIN. RIN connects resource businesses and brings them opportunities to further their business.

Rotary connects the companies to the community and provides learning opportunities to its employees. PDG Michael Buckeridge from D9570 was the initiator and driver in helping establish this new Corporate Satellite club and has had support from current DG Adele Hughes from 9570 and DG Andy Rajapakse from 9640.

'IF YOU WANT TO GO FAR, GO TOGETHER'

Article by ARC PDG Brian Coffey



You would have to be hiding under a rock if the global pandemic has not changed the way your Rotary club operates. Some clubs have sought to pivot, others have opted to wait it out and simply switched to survival mode, (hoping they will survive), while others are looking for the benefits.

Those benefits will likely play out over an extended period, supported by the shifts in values and culture that COVID-19 has brought about. Some clubs are benefiting from change, others have been caught in history and tradition and have, or are, fading out – sadly not even realising it is happening.

Although Zone 8 Rotary membership is plateauing, I see promise in the growth of members under the age of 40 since 2017 (up 75%), but only 5 Districts boast over 5% this demographic! Our female membership attraction is good, but stable – again only 3 districts in Zone 8, have over 33% of their members of the female gender.

It is our responsibility to share the value of Rotary membership. What have you, your club or your District done to save clubs and /or attract young people and females to the organisation?

Membership should be your priority – to thrive it needs friendship, service, marketing and flexibility to meet the needs of members – **NOT, the needs of your club**. When I analyse membership traits of Districts, I can forecast losses and club closures, with so many weaknesses exposed that clubs and Districts continually fail to address.

If we want to make Rotary a community force, resilient and able to scale-up and take on any challenges there are three simple steps to get the ball rolling.

1. start with a stock take – enter **demographics** on 'My Rotary' to show us what assets we actually have – **yes, the members are our assets**.
2. set some **goals** based on what we have, what we need to do, or can do with those assets.
3. Follow up **My Rotary leads** – people knocking on our door wanting an invite – some have been waiting for years, and for some reason are still receptive to contact!

A strategy should include using the network of support – your Assistant Rotary Coordinators, membership, social media and training chairs along with the support of Trudy and Barbara at RI. Local and international projects have access to RAWCS (*Rotary Australia World Community Service*) and the Rotary Foundation, to pool resources effectively – not just during a crisis!

Strategies can be an exciting gateway to realise new opportunities for your club and members. Rotary has the network, we are people of **action**, people **making a difference**, people with a **gift to the word**, people of **inspiration**, people **opening opportunities**, people **connecting the world**, and people **servicing to change** lives, people **servicing humanity**. All these traits come from our obligation to '**Service above Self**'.

Rotary is blessed with many valuable resources and culture of dedicated people with passion and knowledge to change the world; despite this, we need to continue to encourage membership growth, and foster agility and flexibility in our clubs and Districts to adopt a pro-active approach, to attract like-minded members, through personal contact and marketing.

'LET'S MAKE ROTARY AN ORGANISATION OF CHOICE'

Excerpts from an article by *Rasheeda Bhagat* from *Rotary News*

On the priorities during his year as director, the incoming RI Director A S Venkatesh says, "We have to ensure that Rotary becomes an organisation of choice for people to join. Right now, we are marketing it. We should reach a stage where people choose Rotary and aspire to join it. We should be able to pull them into Rotary rather than push Rotary into the community."...



RIE Director
A S Venkatesh

... But we still need to do a lot of work on sustainable membership growth. Growth we have, but we need to make it sustainable. His analysis shows that in a 7–8-year period we lose as many members as we add. Had we not lost anybody we would have doubled in eight years.

... "When I was a Rotary Coordinator for a three-year term 2010-13, my analysis showed the interesting fact that about 80-85% of people who left Rotary had not even contributed a single dollar to TRF. "If one contributes even \$100, he has a sense of ownership and will bother to find out what has happened to his money, how it is being spent. He becomes a stakeholder. So, I tell club presidents, make everybody contribute at least \$100, and your membership will sustain." ...

'ONE CRAZY BIG GOAL'

Article by DG Andy Rajapakse, D9640, (andyrajapakse@gmail.com)



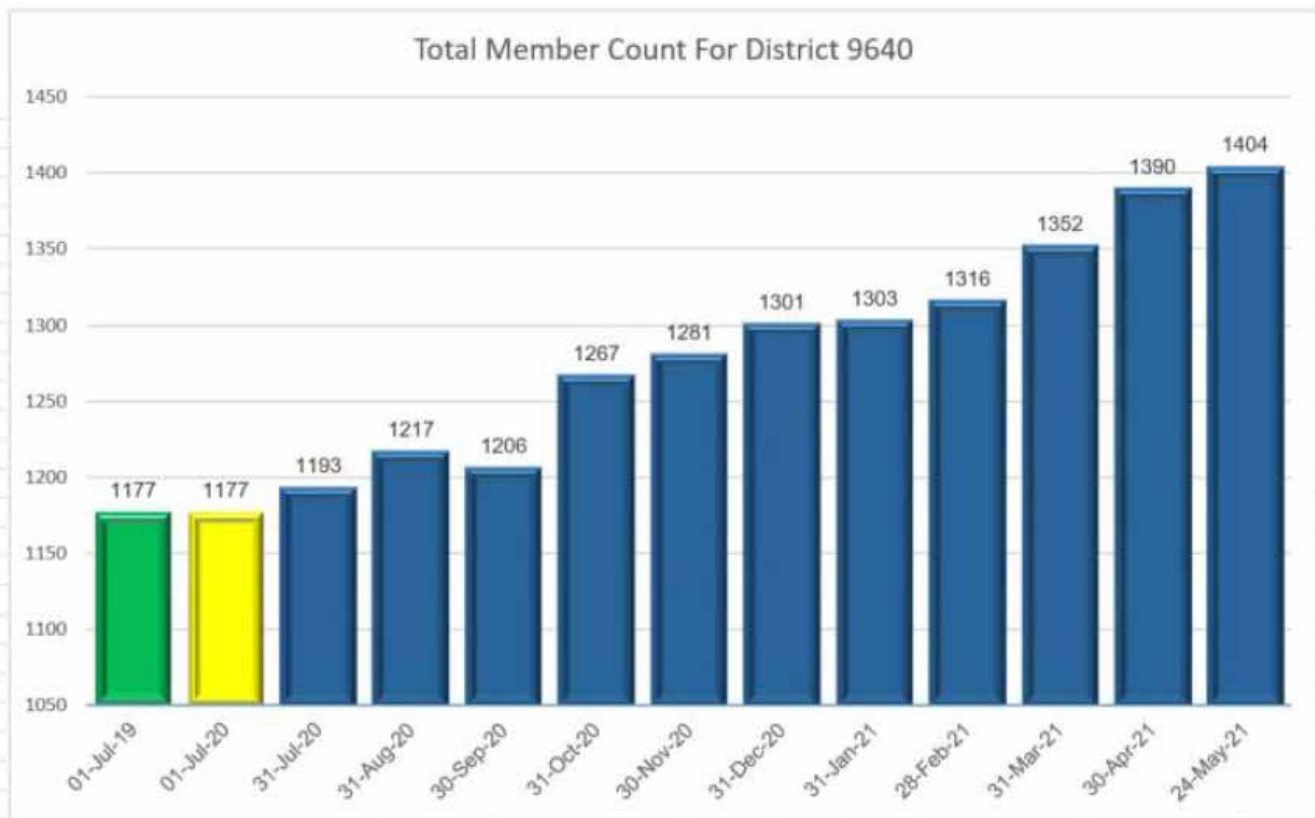
In this year of opportunities, as District Governor I set 'One Crazy Big Goal'. The most important one. To grow my district 9640 membership from 1,177 on 1st July 2020 to 1,400 by 1st July 2021. Yes, a net growth of +223. On 15th May 2021 when RI President's Special Representative Jessie Harman RI Director-Elect 2021-2023, opened our District Conference she announced to the 302 Rotarians, Rotaractors, Interactors, YEP alumni, and their parents, that we had reached 1,403 members.

Yes, a 19% growth with a net of +226 members during a global pandemic is possible. It was a "Champion Team" effort with "One Vision, One Focus, One Positive Mindset." I was only the strategic visionary leader. A leader is as good as his team! So, spend lots of time picking the right team for the task.

In the last 335 days of this Rotary year, clubs in my District 9640 attracted 335 new members. One new member every day was the target. 112 new members joined the 5 new clubs I chartered this year. 114 was the net growth from 38 of the 53 existing clubs. Only 6 clubs lost members. Others held. Ballina on Richmond Club in a 9,000 resident country town had a +38-member growth this year to reach 75 members and be the 6th largest Rotary Club in Australia and 2nd largest in NSW behind the [Rotary Club of Sydney](#).

This is not magic. It was a simple "strategy into action." This is a result of a continuous process improvement process we started in 2016 when Prof. Michael Irving was District Governor, and I was his District Membership Chair. We took a marketing outlook and identified that we had only 27% females and 3.6% under '40s in our membership. We focussed on these 2 potential growth segments. In the next 3 years, we started 7 new styled Rotary Clubs that matched their lifestyles. It worked. Today 37.5% of our 1,403 membership are females and 10% are under 39 years of age. Of the 335 new members who joined our Rotary clubs this year, 64% are female and 33% are under '40s. Any membership organization's survival depends on its continuous ability to attract and engage younger and diverse membership that reflects the growing populations in the community. Rotary cannot escape from this reality.

Below is RI's Tower Chart showing our exponential growth since 1 July 2019.



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 the editor [Issa Shalhoub](#).

We would also 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.

'MEHTA'S PRESIDENTIAL INITIATIVES'

From Rotary Leader, May 2021

Rotary International President-elect Shekhar Mehta will have three special initiatives for the 2021-22 Rotary year aimed at increasing our impact through service and expanding our reach by introducing new members to Rotary. Mehta is asking every Rotarian to make membership a responsibility through the Each One, Bring One campaign.

His initiatives are:

- § Empowering girls. To address the inequities that girls face worldwide, members will be encouraged to launch a club-based initiative or be part of a district or global grant that improves the health, well-being, education, and economic security of girls in their communities and ensures their access to resources.
- § Rotary Day of Service. Clubs will be asked to collaborate to conduct hands-on service activities with members of their communities and share those activities on Rotary Showcase.
- § Presidential conferences. A series of presidential conferences will highlight club humanitarian efforts in their communities and around the world. Members should invite a friend to one event so they can learn about Rotary's work and be inspired to join us in our commitment to service.

Learn more on the [president-elect page](#) of My Rotary.

'ROTARY INTERNATIONAL CONVENTION'

From Rotary Training Talk, May 2021 issue

We're planning a great event for the 2021 Virtual Convention: **Rotary Opens Opportunities**, 12-16 June 2021. The program, which will include breakout sessions and a virtual House of Friendship, is open to all Rotary members and participants.

Sign up for the convention today and encourage friends in your network, club, and community to join you. Don't miss out!

Register and watch for updates at convention.rotary.org.



All past editions of the 'Rotary on the Move' Newsletter can be accessed by clicking [HERE](#)

Current subscribers of this Newsletter will receive the new 'Zone 8 Rotary On The Move', if you know of someone who would like to receive one, please email the editor Issa Shalhoub drissa@bigpond.com

ROTARY COORDINATOR'S TEAM 2020-21 ZONE 8

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and Pacific Islands

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9640 9650, 9670, 9675, 9685, 9705, 9780,
9790, 9800, 9810, 9820, 9830, 9910, 9920,
9930, 9940, 9970, 9980

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