



Rotary on the Move



Zones 8 and 7B
Rotary Coordinator Newsletter
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“ The Winds of Change ”

Stuart Heal at District 9710 Conference
From D9710 “The District Chronicle”,
editor AG Rowley Tompsett, District 9710 PR Committee 2011–12

What a breath of fresh air was the RI President’s Personal Representative, RI Director Stuart Heal from RC Cromwell in the Shaky Isles. Stuart is a straight shooter who says what he means and means what he says. He left us in no doubt that for Rotary to survive we must consider change as an integral part of our future development. No longer can we sit back in our comfortable cocoon, satisfied that we are doing good deeds. To survive we need to attract and retain members.



Speaking on the subject of *The Winds of Change*, Stuart suggested before we talk change we must recognise ‘one size will not fit all’. Clubs and Rotarians must be able to make changes applicable to them and their environment.

Nonetheless, we need to review our ‘traditions’ and, where necessary, start new ones.

Stuart continued “We must move from a culture of attendance to one of engagement. We are service clubs not attendance clubs. I believe it is time for clubs to manage their own attendance requirements to meet the needs of their members and communities.”

He continued “We must use contemporary language. Why do we have a Rotary vocabulary different from our work and family lives? Rules are potentially strangling this organisation and are used to create problems instead of solving them by too many Rotarians. Further, I believe rigid structures stifle spirit and Rotary needs more spirit. The Board is reviewing a new ‘core essence’ statement following the review by North Western University. It says what and who we are really well: *a worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.*

The students also reported:

- we underestimate the mentoring and networking opportunities offered to new members
- they suggest we use the word integrity and not ethics

The big words for me were ‘empowerment, revitalise, energise’.

Rotary wants to empower you to be a better friend, better professional, better citizen to the world. We need to power up our clubs to ensure a sustainable revitalisation of our organisation. The time to empower, energise and revitalise is now.

We need to ensure our work is targeted and meeting the needs of our communities. If it is we will have active clubs and they will become BIGGER, BETTER and BOLDER”, Stuart said.

Newsflash; “Rotary Success”

The third National Rotary conference “Rotary Success” will be held in Canberra on July 21st-22nd 2012 at the Hellenic Club. The convenors will be RI Director Stuart Heal and RI Director Elect John Boag, the organiser will be Rotary Coordinator Noel Trevaskis. More details will follow in the September issue of Rotary on the Move.

“ IN SEARCH OF THE ROTARY WOMAN! ”

Article by: Kerry Kornhauser

District: Women In Rotary

President Elect

Director of Vocational

Rotary Club of Albert Park, District 9800



In the first of a three-part series, this article looks at the role of women in Rotary.

Recently when focus groups in 12 countries around the world were asked to describe Rotary and Rotarians, their responses were: *Business Men *Elite *Secretive *Old *Wealthy *Unsure if women are allowed to join.

Within each focus group in each and every region attendees commented “women are not allowed or welcome into Rotary”.

After 21 years of women in Rotary, this myth continues. Perhaps this explains the alarming statistic, that just 17% of all Rotarians are women.

Yet there are an enormous number of women in businesses large and small, government, and professions with a desire to contribute to their communities; a track record of volunteering; and strengths and networks which could be applied to Rotary club and their projects. If we do not seek them out and make a place for them in Rotary it is our loss.



So, are these women operating under the illusion that Rotary is a male-only environment? If so, how do we change their perception? And if not, how do we attract them to Rotary?

Involving women in Rotary is a lot more than simply a matter of gender equality. The benefits to Rotary of recruiting and retaining women members include

improved club performance, enhanced relevance in our communities, and the increased attraction and retention of volunteers.

Moreover, we are experiencing a stagnant or falling male Rotarian membership; by adding more women to the membership base, we are growing our numbers of potential volunteers!

The future of Rotary depends on enthusiastic membership. For Rotary is to be a dynamic force for good in our world women need to be engaged.



Did you know that in the private sector, a link is increasingly being drawn between gender diversity in senior positions and performance? Studies show companies with higher levels of gender diversity outperform their competitors. Put simply by a former Chairman of the US Securities and Exchange Commission, William Donaldson, “monolithic backgrounds are destined to foster monolithic thinking. Women add a differing and complementing perspective to that of men, allowing more innovative ideas to develop”.

To address club membership, relevance and performance we need District Governors, Presidents and members to be forward looking and to spread the word ... *Women are welcome at Rotary!*

We invite you to explore these ideas further within your Club. If you need more information, contact “Women In Rotary” Suzanne Campbell suzannejoycampbell@gmail.com or Kerry Kornhauser at kerry@travelinn.net.au

“Newsflash from D9465”

Supplied by ARC John Ranieri

Four clubs in D9465 (Western Australia) have been granted approval for Pilot Programs:

RC of Hannans-Kalgoorlie – **Satellite Club**

RC of Attadale – **Innovation & Flexibility**

RC of Bunbury – **Corporate Member**

RC of Mandurah – **Associate Member**

The district did remarkably well in getting 4 approved from 1300 applications world wide. The approval is for 2011 to 2014. The success of this program will be monitored over the next three years.

“ Volunteering ”

Article supplied by: AG PP Rowley Tompsett - Rotary District 9710 Conference

Key points from dinner address given by Amanda Everton,

(National Manager – Education, Policy and Research, Volunteering Australia, Australia). Amanda has an in-depth knowledge of the volunteer sector in Australia and the challenges faced by organisations that involve volunteers. In her position, Amanda assesses emerging critical issues affecting the volunteer sector, and develops appropriate responses and advice for the government and the volunteer sector. She is experienced in working with organisations to implement best practice standards in the management of volunteers.



Key statistics (Australian Bureau of Statistics, Voluntary Work Survey 2007)

- 34% of the adult population (5.4 million people) are active volunteers.
- The number of people volunteering is increasing (from 24% in 1996 to 34% in 2006) Young people are increasingly active as volunteers (increasing from 17% in 1995 to 30% in 2006 of young people aged between 18-24 years).
- A gender split that is roughly equal (36% of women/32% of men);
- The largest cohort of volunteers (44%) are aged between 35–44 years,
- That although more people are volunteering they are volunteering for less time.

KEY TRENDS IN VOLUNTEER SECTOR

Episodic volunteering

As in the paid workforce, volunteers no longer remain with the one organisation indefinitely.

More people are looking for opportunities that are short term and focus on specific skills or projects.

It may be that volunteers moving away from affiliation based membership groups is an expression of a desire for more of these episodic type of opportunities. Broadly, we identify 3 types of episodic volunteering:

- Temporary – volunteering that is short in duration, usually a few hours or days at the most
- Interim – volunteering on a regular basis for a medium term (e.g. 6 months)
- Occasional – volunteering at regular intervals for short periods of time

This does not mean such volunteers are not committed to the cause or the organisation, they might very well continue to be involved over a long period of time but only in these short-term experiences. A good example of such volunteering can be seen in the Sydney Olympic Games, festivals and



events, or other time **limited projects** such as assisting an organization set up a website. Many Not-for-profit organizations are now incorporating this form of volunteering amongst their arsenal of ways that volunteers can be involved with their cause.

Shift in Motivation

People volunteer for reasons that change according to need and circumstance. For example, you could find three volunteers all performing the same task but their reasons for doing so will be quite different

- One will do the task because they believe in the cause;
- One will be wanting to make new friends and develop networks; and
- One will be seeking to learn new skills

All reasons are valid and the same task enables them all to have those needs met. Further, needs change. So, while a person might join Rotary because she's just moved to a new town and wants to develop local networks, she will stay because the cause is so worthwhile and she feels she is making a real contribution to her community.

There is a greater acknowledgement that volunteering can bring benefits such as, training, experience, friendship, networks and leadership opportunities to name but a few. People still have altruistic reasons for volunteering but they will also understand that volunteering provides personal benefits.

Spontaneous Volunteering

The past decade has seen a significant increase in the willingness of people to offer their assistance to organisations with which they may have had no prior affiliation usually in response to an large scale natural disaster. E.g. the recent floods in Queensland.



Sometimes this phenomenon results in people donating their effort directly and without reference to established agencies. This can and has created enormous resource management issues for established agencies but is an issue that they now recognise needs to be managed in a proactive manner.

continued on page 4 and 5 ...

Ageing population

We know that retirement is not the end of a person's meaningful involvement in society. People can retire in their 50s and can still be actively volunteering in their 80s. Within this span of 30 years, it is plausible to assume that people's needs change, but further research is needed to understand what those needs are and how people can be supported to continue volunteering thus enhancing both personal wellbeing and maintaining their valuable contribution to society. Additionally, some organisations are grappling with the issue of how to achieve generational change.



This is apparent in those organisations with stable, long-term volunteers who have been unstinting with their commitment, time and skills but who are now wondering if they will ever be able to retire because they do not see a younger generation ready to fill their shoes. This can be seen in committees of management of small organisations in both cities and rural areas, but is particularly poignant in small communities. Succession planning is a relatively new idea to many and it may mean for some organisations that the way they have operated for many years may have to change dramatically.

Grey Nomads

Grey nomads are people who have retired and spend a part of the year travelling, often in campervans, around Australia. They develop strong mutual support networks with other grey nomads, are often computer literate and willing to share their skills and experience as volunteers in the towns they visit. As Grey Nomad projects develop, the needs of towns and organisations become more sophisticated. For example in Milparinka an historic town in Corner Country NSW (population 6), the first Grey Nomads were involved in restoring the old courthouse and police house. As these primary



needs were met the tourist hub developed and more sophisticated needs emerged. For instance, last year saw one Grey Nomad undertaking an OH&S audit – something unthought of in the early days when the project was starting up.

Corporate Volunteering

The continued development and popularity of corporate volunteering poses the question for Rotary. This may require **diversification** by identifying ways to work with businesses and employees that may not include membership but rather form partnerships to achieve beneficial change in the lives of people and the environment.



Brokerage for example is the greatest challenge for those managing corporate volunteering programs. Getting the right match between the supply and demand side of the equation. That is matching the volunteer resource with the volunteer opportunity so that there is mutual stakeholder benefit. Many agencies struggle with this interface and it may be an area that Rotary can add value.

Young People

To attract volunteers from this generation we need to recognise that their life experience, aspiration and motivation are quite different from the preceding



generations and the way in which we engage with them needs to adjust accordingly. The message from the research is that there is a strong commitment and willingness of this cohort to be involved in some form of volunteering.

Snapshot of people's perception of Rotary:

- I don't think I'd be welcome at Rotary – think it's only for experienced professionals (22 year old male) – maybe more an organisation of my grandparents generation.
- I don't know what Rotary is (26 year old female)
- It's an organisation for older people (29 year old male)
- Older people. Overseas voluntary projects. Sausage sizzles at Bunning's. (30 year old female)
- Golden Wheel is the image and access to grants is all I know about them.... (32 year old female)

continued on page 5 ...

- Older upstanding business people doing good work for their community - Been around since I was a kid - Support good causes (47 year old female)
- Gives a feeling of a (very good) international organization. It is open to all; not for any particular Religion / interest/... (Male in his 50s).



Lots of old people. Lots of sausage sizzles. Fundraising for local and overseas programs. Real life experience – only know 2 Rotarians – one was old and organized the sausage sizzle, one was youngish and eventually left because it was too hard to get anything done.

Opportunities / Questions for Rotary

- What opportunities for involvement in short term, episodic projects, does Rotary offer people?
- How flexible is Rotary in the variety of membership opportunities that could attract people on a part-time basis?
- What are the benefits Rotary memberships provides?
- How does Rotary promote these benefits to prospective members?

- Are the original motivations of service, fellowship and business networking still valid and if so what are the competitors for Rotary?
- Spontaneous Volunteering- does this present an opportunity for a service organisation like Rotary to develop expertise in the localised coordination of spontaneous volunteers?
- Grey Nomads - At present there is a number of locally based networks that link Grey nomads as they travel. Is this a possible project opportunity for Rotary on a National scale?



- Corporate Volunteering- Rotarians understand the language and drivers of business and the language and drivers of the voluntary sector. Is this an asset that is being under-utilised by Rotary?
- Young People- What sort of image do young people have of Rotary? What sort of community engagement is attractive to them? How do they want to participate? Are they looking to enhance skills?
- Are they looking for flexibility when they volunteer? What sorts of causes have strong appeal to young people?
- What role can and will Rotary play in the pursuit of innovative solutions?

“ How Rotary can best connect with Generation Y ”

Rotary International News -- 23 May 2011

Extracts from Michael McQueen's interview by RI News (Michael is a social researcher and best-selling author of two books on bridging the generation gap, he spoke at the second plenary session of the RI Convention):



“Generation Y is between the ages of 12 and 30 and are globally minded, through online social interactions they have networks of friends around the globe who are only a click away.

Start small. Rather than approaching young people by asking them to join, engage them with short-term projects. Build relationships with them so they get a sense of Rotary's DNA. When Rotarians are asked about Rotary by younger people, often they answer with how Rotary works -- the rules, traditions, and rituals. Rotarians need to explain the “why” of Rotary. Generation Y is outcome focused. Have a clear answer on why the outcome of projects is important.

Having grown up with the Internet and being so interconnected, young people are acutely aware of global issues and concerns. They believe that such a

small world really can be changed.

They are socially engaged. Recent studies have shown that 70 percent of Generation Y actively volunteers on a weekly basis. Not only does this group feel it can make a difference, it genuinely wants to.

Young people simply perceive Rotary as a lot of restrictive rules and time-consuming work. Rotary's challenge is to communicate to young people the compelling reasons and benefits of joining Rotary.

On Polio; ... use more multimedia, use video to educate young people about polio...
... more clubs should have websites that engage young people.”

Share your Club or District Service Project

Below is a Club Service project to share.

We would like to hear from Districts or clubs telling us what they have done. Please include a summary, contact details, and a couple of photos, and forward to this Newsletter's editor at shalhoubissa@shoal.net.au .

“Rotary Club of Mildura - PNG Student Sponsorship Project”

Article supplied by DG Malcolm Lindquist, D9520

The Rotary Club of Mildura, in partnership with the Rotary Club of Mt Hagen, MADEC, the Melanesia Education Development Foundation and Rotary International, is embarking on a project to provide education for needy school children in remote villages in the western highlands of Papua New Guinea. This is a Matching Grant project through The Rotary Foundation, District 9520 and District 9600 to the value of US\$30,894.

The project will provide school fees for students from Year 9 to Year 12 at schools in the Mt Hagen area over a two year period. There is a great need for funds for education, as about 90% of all children who are attending public schools in Papua New Guinea drop out of the public education system without gaining technical and tertiary based education. One of the main reasons is the parents' lack of ability to pay for their children's education. Literacy in Papua New Guinea is approximately 45% and about 85-90% of the 6 million people of Papua New Guinea are unemployed, so there is often no regular income. Average income is less than US\$200 per annum.

The project will address the need for education to improve literacy and employable skills in the region. We have selected 28 students for the 2011 school year, who will be attending seven different schools.



Student representatives from various high schools in the Western Highlands standing together with Rotarians of the Rotary Club of Mt. Hagen, Western Highlands Province. Rotary President Demas Gigimat is at the back row first from right to left, two Mt. Hagen Secondary School teachers – Ms Eli Kekei Julie Buldung, and Rotarian Maria Kiage at far left back row. Far right first front is Rotarian Ms Lina Lakatani. Photo taken at Mt. Hagen Secondary School grounds. Background is a students' hall.

The Rotary Club of Mildura has provided AUD\$5,000, MADEC has donated AUD\$10,000, the Rotary Club of Mt Hagen has provided AUD\$108 and Rotary International

has matched these donations with a grant via District 9520 of AUD\$18,257.

The Melanesia Education Development Foundation has assisted in selecting the students based on eligibility criteria and the Rotary Club of Mt Hagen is administering the project at the local level.

The President of Rotary Club of Mt Hagen, Demas Gigamat, has been involved with this project since its initial concept development early in 2009. He was contacted by Jayne Sunbird from the Rotary Club of Mildura after initial correspondence with John Senior Kambowa of the Melanesia Education Development Foundation. John had visited Mildura in 2008 at the invitation of MADEC. Thus, through regular communication between RC Mildura, Demas and John Kambowa, the project grew into being. The application for a Matching Grant was submitted in September 2009. It was approved and funds received in July 2010.



Sponsored students from left to right: Cathy Angu Sania - Togoba Secondary, Brenda Hagen Park, Ms Sarah Namba – Team Leader of Melanesia Education Development Foundation Inc, and Miden Daina Ephram – Togoba Secondary.

The 28 students commencing in February 2011 are 15 Grades 9-10 students and 13 Grades 11-12 students. There are 13 females and 15 males. Schools fees vary from school to school and include boarding fees for some of the students.

Now that the schools fees have been paid and the students have commenced school for this year, we have received heartfelt feedback from the appreciative community. Parents have shed tears in appreciation.

About: the 2011-12 RCs and ARCs ...

The 2011-12 Rotary Coordinators and Assistant Rotary Coordinators (Zone 8 and 7B) have been asked to provide information about themselves, for readers to get to know them and their objectives.

Here are the first two received so far;

About: Malcolm Lindquist,
Assistant Rotary Coordinator
Districts 9500, 9520,
(DG 2010-11, District 9520).

Information supplied by Malcolm Lindquist



My wife Antoinette and I both have a background in education and I am District Governor of District 9520 in 2010-11.

The majority of clubs in Districts 9500 and 9520 are in South Australia and both districts have clubs in metropolitan Adelaide. There has been an ongoing spirit of cooperation between both districts with many joint district initiatives occurring, including coordinating RI President Ray's visit to Adelaide in March 2010. As Assistant Rotary Coordinator for both districts I feel that a lot of the preparatory work has been done and I look forward to working with present and future leaders in both districts.

I envisage that my role will be one of support and as a resource to streamline communication and provide guidance when requested.

RI President Ray sees that the purpose of Rotary Coordinators is to provide "enhanced information and assistance from RI to clubs and Districts".

What can I do?

I hope that I will be able assist in the following ways:

- § Act as a resource person and to speak to clubs or District meetings regarding Zone/Australian projects.
- § Assist in management and publicity of multi District events eg the Canberra seminar.
- § Filter and identify items from the mountain of newsletters etc that cross our virtual desks.
- § Publicise projects and events that are occurring in our Districts via the Rotary on the Move newsletter.
- § Follow up with Parramatta and RI via the Zone Rotary Coordinator on issues that are niggling and time consuming.
- § Follow up on issues that the District may request.

About: Warwick Pleass
Assistant Rotary Coordinator
Districts 9910, 9920, 9930
(2006-07 PDG, District 9920).

Information supplied by Warwick Pleass



Warwick moved to Fiji from Australia in June 1996 to start a small business. His background was in refrigeration and beverage machinery and Warwick has owned and managed businesses in China, Australia and Fiji. He is employed as Chairman and Managing Director of a Fiji public company that he is the majority shareholder in; "Pleass Global Limited" who bottles water and sells food and beverage packaging.

He is a member of the Rotary Club of Suva East in District 9920 and was DG in 2006-7. He was the founder of the Rotary Fiji Health Festivals and founding Chairman of the Rotary Pacific Water For Life Foundation, (www.rotarypacificwater.org/) which he feels may be the largest and most successful Rotary Project in the Pacific or New Zealand. Established in October 2007, its principal activity is to assist disadvantaged and impoverished islands rural communities with the provision of sustainable, clean and safe drinking water without discriminating on race, religion or background.

A non-profit organization, the Foundation is registered as a limited liability company and administered by a Board of Directors with a manager and a staff of two. To give an idea of the scale of the project, in three years;

Total Number of Projects completed to December 31, 2010:
134

Total Cost: \$1.484 million Fiji dollars (approx USD \$809,200 or NZD \$1.045 million)

Benefit to Population: 53,950 people

Cost per recipient (per person): You may already have done the math as you read but per person that is about USD \$15.00 per person....for permanent water supplies to communities.

Measure of sustainability: In late 2010 the RPWFLF commissioned an independent review of our sustainability (are our installations still operational and how are they performing after up to 3 years in operation). The report by an academic confirms the Foundation's rating was 89.4 % which he describes as very high and even better than some studies which he did for UNICEF and UN agencies. (He used the UN's international criteria based on the 5 key factors - relevance, effectiveness, efficiency, reliability and sustainability.)

Warwick is extremely proud of this achievement and commented that although they have helped so many communities, there is still a huge demand for assistance from the RPWFLF both in Fiji and as the RPWFLF looks to expand its presence to other South Pacific island nations.

**Rotary Coordinator Team 2011 - 2012
Zone 8 and 7B**

Zone 8; Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

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

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"Best Wishes for the New Rotary Year"