



Rotary on the Move



Zones 8 and 7B
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“Stopping the exit via the back door.”

Article by PDG Noel Trevaskis, Rotary Coordinator

We must close the back door on members leaving Rotary. A significant number of Rotarians leave within the first eighteen months to two years of joining. The most common reason from Rotarians who leave during this time state that ‘they know no more about Rotary than when they first joined’. We are mistaken if we believe that if we do not put the effort into mentoring and help to educate new Rotarians that they will stay no matter what.



I want to share with you three ideas that may help to retain our members.

Education. Educating new Rotarians is critical in getting them involved in a club. The e-learning centre is a good place to start. This site is easily accessible on the RI website and is an underutilised tool available to all clubs and club members. There are PowerPoint presentations of information that clubs can download for the use in club bulletins or at club meetings. Perhaps your club should consider appointing two or three members as club trainers. At least one of these trainers should be a new member. The trainers will be responsible for giving a five minute presentation at each meeting about Rotary topics or Rotary programmes. By involving the new members, this will help them learn more about Rotary and Rotary programmes, keeping them interested.

Another resource for all Rotarians to learn more about Rotary is the Rotary Leadership Institute. The training through this programme gives Rotarians a real understanding of Rotary, preparing them for future leadership roles. If you would like to learn more about this programme, contact PDG Cathy Roth and her team at cathy.roth@bigpond.com

Welfare. A position of Welfare Officer is something a club should consider. This role could involve one or two members. The purpose of the role is to care for the welfare of club members in a private and confidential way. At times all of us have missed meetings but when members have long absences the Welfare officer can then contact members to speak with them to find out why they are not attending. This gives the members an opportunity to discuss any problem or issue that may be concerning them but have been unable to bring up. The problem could be to do with the club or it can be of a personal nature. The Welfare officer can then take it back to the Club President to discuss the best way to help resolve the problem or issue. By appointing someone to this role shows all members that your club is a caring club.

Communication. Social media such as Facebook and Twitter gives clubs and members an even better way to communicate with each other about what is happening in the club. Using social media gives wives, husbands, partners and other family members an opportunity to read what is happening within the club also what future events may be coming up. All too often we hear how the electronic bulletins are deleted before anyone else has the opportunity to read them. Like it or not, the future of communication is

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changing and accepting social media as a way of communicating is something all clubs need to consider especially if we are to attract younger members.

There is an old saying "Look after your customer, because if you do not, someone else will". In Rotary we need to look after all our members because if we do not look after them they will leave. All Club Presidents, need to make sure that all club members feel included in the club and looked after. If we educate, inform and show members that we care, this will slow down and eventually stop the exit via the back door.

Footnote: Social media and its use in Rotary will be part of the [Rotary Success Conference](#) being held in Canberra on July 21-22nd 2012. This issue will be one of the many topics being discussed at the conference.

For the Australian Rotary Conference's registration, please click [here](#).

"Strengthening Rotary's Future: Reflecting on a satellite group"

Interview supplied by PDG Jessie Harman, Assistant Rotary Coordinator

On 6 November 2010 the Rotary Club of Naracoorte, [D9780](#), Vic and SA, inducted a group of 9 new members, aged between 22 and 50 years. Now totaling 16, the new members meet fortnightly for breakfast at McDonalds Restaurant, and are free to join other members of the Rotary Club of Naracoorte at the club's regular weekly Monday night meeting.



PDG J Harman with the Inducted new members

In the following interview with PDG Jessie Harman, Pres. Murray Burdett and PP David Attwood from Naracoorte share their experience of recruiting younger members and developing a 'satellite' group.

J. Why did the club decide to recruit younger members?

M & D: Numbers in our club had gradually declined from 40 down to 20, and it was getting increasingly difficult just to stay viable. It was a challenge to fill leadership positions and the club was recycling Presidents. Also, our average age was increasing; fuelling a community view that we were an old men's club. The issue became urgent: Rotary had a proud history in the town, and we knew we had to take action to ensure the club's future.

J. How did you go about attracting younger members?

M & D: The two of us made a list of all the young enthusiastic business, professional and community minded people in the town. We approached each one personally, explained a little about Rotary, and then asked them to tell us what we needed to do to attract people just like them. And we listened! We invited that first group to a special breakfast get-together; they recommended others, and soon the idea for a satellite group firmed. Throughout the process we kept in contact with our club President, and District Governor.

J. Why a 'satellite' group?

M & D: We didn't want to start a brand new club – after all, we wanted to strengthen the Rotary Club of Naracoorte. Yet we felt it was important to let the new group establish a culture and structure of its own, unencumbered by past club practices. We wanted meeting times which would suit the busy working lives of our new members. From the start, we planned that members of the satellite group would participate in service and social activities alongside existing members of the club, and that there would be other avenues for exchange between members.

“Rotarians Access World Class Speakers via Webinar”

Media release, 16 March 2012

Rotary Clubs in Australia will have free access to a number of world class speakers, through a webinar facility being provided by **District 9455**.

The Conference is to be held in Geraldton on 21 and 22 April, 2012. A direct broadcast will also be transmitted to the Rotary website, accessible free of charge to all Rotary members.

Titled “Inspiring Tomorrow’s Leaders”, the Conference will discuss strategies that can be utilised to target future generations, educating them on not-for-profit organisations.

A line up of prestigious speakers will share expertise in media, marketing and online communication, identifying the needs, aspirations and views of 21st century youth. 2012 speakers include:

- Phil Ruthvens- Chairman, Ibis World.
- Jonathan Pain- Author, The Pain Report
- Chris Gross- Social Media Manager, Vodafone Australia
- Julian Sallabank- CEO, Student Edge
- Ben O’Shea- Editor, The Wire Magazine
- Avril Henry- MD, Avril Henry Pty Ltd



The theme of the Conference is “The World of Rotary is Changing” and the topics include:

- Our Changing World and Implications for Us
- Future of Australia
- Building Membership with Gen Y
- Communicating and Engaging Gen Y

The outcomes will have relevance to all not for profit organisations, service clubs and nongovernment organisations around the world.

To watch any or all of the Conference addresses, Rotarians need only visit <http://rotaryperth.org.au/Conference2012>

This website which currently provides details of the Conference will be converted into a webinar portal, from 8.15am on Saturday, 21 April 2012 through to 1:00pm Sunday, 22 April 2012.

For more details contact Janine Marsh, Conference Chair, at janinem@doepelmarsh.com.au.

Download the Conference Brochure, click [here](#) and for other related documents click [here](#).

“Latest RI Strategic Plan Progress Report available online”

Rotary International News -- 26 January 2012

Extracts from the report

Dynamic clubs attract new members, invigorate existing members, and motivate up-and-coming leaders.

The RI Board ensured that the revised plan encompasses the core values — service, fellowship, diversity, integrity, and leadership — that drive the intent and direction of Rotary International.

The plan also encompasses Rotary’s core essence statement: A worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.

The RI Strategic Plan charts a clear course for Rotary’s future, helping Rotarians fulfill their promise of putting *Service Above Self*.

“Rotary must change its culture from one of attendance to one of engagement.” Stuart B. Heal, 2010-12 chair of the RI Strategic Planning Committee.



“Oh no, we haven’t got the data projector!?”

Article by PDG 2003-04 Jennifer Coburn
RC Mont Albert & Surrey Hills, District 9810



“Oh no, we haven’t got the data projector”. How often have these eight words been spoken at a Rotary Meeting? Thankfully, it is becoming less now that many Rotary Clubs have their own laptops and data projectors or venues who provide this equipment.

One of the secrets to making your meeting work is to ensure your Guest Speaker is treated not only as a Guest, but as a Keynote Speaker would be at a major function.



Success is based on communication, with these tips working perfectly:

- § Confirm your invitation in writing,
- § Advise what equipment you have readily available and request advice on what the speaker needs,
- § Invite them to send their presentation to you in advance for loading onto a computer prior to the meeting,
- § Request a copy of your Speakers introductory bio prior to the meeting and provide this to the Chair to ensure a “suitable introduction”,
- § Provide both the Chairs contact details and your contact arrangements,
- § Ask if they have any dietary or other requirements,
- § Send a reminder email / telephone call to your speaker two or three days before to check that all is in order,
- § Advise them re parking at the venue; aim to reserve a car park and arrange to meet them on arrival,
- § Chair to be at the meeting early to welcome your Guest Speaker.
- § Have a name badge ready for your Guest and ensure the Greeting team knows not to ask them to pay, but to welcome them and introduce immediately to the Chair for the meeting,
- § Promote the Guest Speaker in your lead up Club Newsletter,
- § President to advise members of the Guest Speaker for next meeting; a great tip,
- § Consider who is the most appropriate Chair for the meeting; who has a link to the topic or speaker,
- § Have a suitable gift for the Speaker; have you considered a Framed Certificate with a donation to The Rotary Foundation or something personal for the speaker,
- § Seek written approval of the speaker to take their photograph and use content of their presentation on your club website and club newsletter,
- § Forward a copy of your Club Newsletter which features the Guest Speaker as a final thank you.

It is a pleasure to be met on arrival in the car park, proceed to the meeting venue and see your presentation opener already showing on the screen and a reserved space at the table awaiting you and a special friend or key contact allocated next to you.

These steps will certainly ensure your club can respond positively to your Guest Speaker’s request for a Data Projector.

“When women are on the team”

RI Weekly Updates March 2012

The Global Polio Eradication Initiative tells the story of female vaccinators and front line health care workers in India, Pakistan, Afghanistan and Nigeria.

And they are not working in hospitals or clinics, but in the field, traveling door-to-door, down back alleys to talk to mothers and grandmothers about the benefits of polio vaccine and then giving the vaccine to the children. You can find them on National Immunization Days delivering oral vaccine, giving hand washing, nutritional and other health care information. You can find them holding meetings with parents, particularly mothers, on the benefits of polio eradication.

The numbers are staggering. In India alone, 80-85 percent of the 2.3 million vaccinators at every round of National Immunization Days are female workers. Of the 155,000 people who supervise these women, 70 percent are female. Just think of how wonderful it is that these two million women are working so hard to help their communities. They are trained, they are skilled and they are respected. In places where women are sometimes undervalued this is something to celebrate.

As you know, India has been polio free for over a year and the World Health Organization has just removed it from the list of endemic countries. Think there’s a connection?

Thinking strategically

Create a plan to define your club's vision and achieve its objectives

From *Rotary Leader*, March 2012, Vol. 2 Issue 5

While all Rotary clubs aim to do their best, a thriving club is one with the ability to turn ideas into reality, based on strategic goals set by the club itself. A strategic plan to ensure continuity and efficiency is key.



Continuity

Electing new club leadership every year can be a challenge to sustaining a club's vision over the long term. A sitting club president may be promoting water projects, for example, while the president-elect wants to focus only on New Generations programs.

Rotary leaders are seeing the need to move beyond the "my year as president" mentality and encourage planning initiatives that represent the entire club's vision. Strategic plans can guide the current president's work with the president-elect, president-nominee, and immediate past president, thereby smoothing out the year-to-year transition.



The same principle holds for committee chairs and others in club leadership positions.

Efficiency

A strategic plan not only ensures that the club is working toward its goals, it also maximizes the efforts to reach those goals.

Here's how to get the most out of the strategic planning process:

- Secure club participation and support from members.
- Seek assistance from Rotarians with professional strategic planning experience.
- Consult with other Rotary leaders to align the club plan with the plans of your district (work with your Governor) and zone (work with your Rotary Coordinator).



For more on the strategic planning process, see the [Planning Guide for Effective Rotary Clubs](#), the [RI Strategic Plan](#), and [Be a Vibrant Club: Your Club Leadership Plan](#).

"Australian Club Visioning Meeting"

Date – Friday 20th July 2012, 2.00 to 5.00pm.

Venue – Hellenic Club, Woden A.C.T., Australia

All involved in the "Club Visioning Program" as Facilitators in Australia and New Zealand are invited to attend. This meeting will precede the "Rotary Success" Conference being held at the same venue on 21-22 July 2012. Enquiries to: PDG Rob Wylie, Australasian Coordinator, Club Visioning Program robwy43@bigpond.net.au

(For the Australian Rotary Conference's registration, please click [here](#).)

Malaria Awareness Day 2012

From the *RAM Newsletter*, Vol 2 Number 5

produced by PDG Ian Sayers, Chairman RAM Committee (Australia).

The World Health Organisation has declared 25 April as World Malaria Day. In deference to the significance of 25 April in Australia, the National Rotarians Against Malaria Committee decided to recognise World Malaria Day on 30 April. We call it "Malaria Awareness Day".

Rotary Clubs should start to think about what they might do at that time to recognise the date; invite someone to speak on malaria, get an item in your local newspaper – highlight any donation you may have made to, for example, the Adopt A Village program.

Share your Club or District Service Project

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 (Issa Shalhoub) at shalhoubissa@shoal.net.au.

Below is a project to share.

“Street Signs and Networking Create Awareness”

Article by PDG John Ranieri, Assistant Rotary Coordinator

The three Bunbury Rotary Clubs, D9465, have got together to undertake a long term public relations campaign to promote the Rotary Brand and create an awareness of the work Rotary does in their local community and worldwide.



They have been working together now for the past 18 months and have undertaken three very successful business networking lunches with high profile and topical speakers, one with Australian of The Year, Prof Patrick McGorry speaking on mental illness issues facing Australians. The lunches have attracted an audience of about 70 local business leaders.



The meeting formats have some formality but there is no “hard sell” on Rotary except for strategically placed display banners on rotary projects and programmes. Each visitor is allocated a Rotarian contact for the day with the intent that they continue communications during the year and assess the visitor’s interest in joining Rotary.

A further part of the PR campaign has been the placement of signs at all entries to Bunbury. The intent is purely to promote the “Rotary Brand” and direct interested people to the district web site.

Spokesperson PP Rod Downe who has been a driving force in this campaign says: *“all we are setting out to do is to create an awareness of our brand. People driving into Bunbury can’t help but see that sign! Our Rotary Wheel is such a great logo but many in the community are unaware of what it means. All future public Rotary projects will prominently display the logo and eventually knowledge will permeate the community. Just as our network lunches are creating an opportunity for local businesses to get together, so to are they creating an opportunity for our clubs to display Rotary. The ultimate aim of course is to grow our membership, which we see as a long term strategy”.*

The three clubs have a combined membership of 143 in a population of 68,000 or one Rotarian per 475 people. Is this a good percentage? It is far better than the WA or Australian average but it does show the potential we have as an organisation to grow membership.

Share your Club or District Service Project

Below are other projects to share

“Vocational Service Projects – a great way to raise the profile of Rotary”

Article supplied by PDG Neal Fogarty, Assistant Rotary Coordinator

Rotary International has recently recognised three **D9700** Clubs for their successful and innovative Vocational Service Projects in 2010-11. These vocational projects, which many Clubs run, offer a great opportunity to engage with the local business community and raise the profile of Rotary. Maybe the first step on the way to getting them more involved in your Club and increasing membership? Every Club needs to build on these contacts and networks to invite these people to join your Club.

The projects recognised in D9700 were:

RC of Bathurst Daybreak: The Carillon Business Awards celebrate businesses in Bathurst and publicly acknowledge, promote and reward business excellence. The support of local business and the community assists the nominated charity and represents an important investment in our young citizens. The awards culminate with a gala presentation dinner - a night of glitz, glamour and entertainment. The nominated charity in 2011 was Veritas House, which for more than 25 years has helped disadvantaged young people and their families get their lives back on track. The 46 businesses that were nominated in 2011 also benefited from the prestige and community recognition.



Photo: Jane Bender from Ellie's Café and President RC Bathurst Daybreak, Gary Taunton

RC of Blayney: Business Network - the primary aim was to engage and support the local business community. Major sponsor, Nestle Purina Pet Care sponsored two functions. The first was attended by 97 people from local businesses and the guest speakers focused on marketing initiatives and the effectiveness of the actual marketing spend. The General Manager of Blayney Shire Council also outlined initiatives that benefit the business community. The second function was attended by 67 people and the guest speakers focused on Customer Service. Donations to local charities were made after each function.

RC of Orange Daybreak: The Brendon Sturgeon Scholarship supports local students in their vocational studies and honours the memory of a local builder who had provided outstanding assistance to the club. In 2007, Brendon Sturgeon, who was not a Rotarian, oversaw the building and landscaping of a new house for the Club, including persuading tradespeople and suppliers to donate time and products to the project. The house was later sold and the proceeds donated to provide accommodation for families of children receiving treatment for cancer in Orange. Brendon died suddenly in 2009 and the scholarship was set up to honour his memory and his assistance to the Club.

“Share your enthusiasm for Rotary”

Message from RI President



Rotary's first century was a fantastic time of growth and development, as the Rotary movement spread throughout the world. Almost every year brought more clubs, more members, more reasons for optimism about Rotary's future.

Today, Rotary is as full of opportunities and potential as it ever was — and yet, as we all know, we are no longer on the fast-track trajectory of our early decades.

We need to find ways to bring back that infectious Rotary excitement and enthusiasm, and spread it throughout our clubs and communities.

Our history gives us so much to be proud of, and so much to inspire us. As we look at our past to build our future, let us remember the words of Paul Harris, who wrote: **“Individual efforts may be turned to individual needs, but combined effort should be dedicated to the service of mankind. The power of combined effort knows no limitation.”**

Australian scientist to receive Rotary Foundation's top alumni award

Rotary International News -- 24 January 2012



John Skerritt, a research scientist who is deputy secretary of the Department of Primary Industries in Victoria, has been chosen by The Rotary Foundation Trustees as the recipient of the 2010-12 Global Alumni Service to Humanity Award.

Dr Skerritt has provided assistance to India, Indonesia, and other Southeast Asian countries in the areas of medical science, biotechnology, agriculture and public administration.

Sponsored by the **Rotary Club of Carlingford**, NSW, Skerritt studied as a 1983-84 Ambassadorial Scholar at the University of Michigan in Ann Arbor, Michigan, USA.

A former Rotaractor and Interactor, a member of the **Rotary Club of Hampton**, Victoria, he will receive the award on 8 May at the 2012 RI Convention in Bangkok, Thailand.

"I learned during my Ambassadorial Scholarship how international collaborations are such a powerful way of addressing big issues," says Skerritt. "Whether it's medical, food security, or environmental causes, the basis of my work is to improve the lives of others. **Rotary showed me the importance of giving.**"

"... welcome families"

"I encourage districts to welcome families, to involve spouses and children in service projects, and to plan meeting times with families in mind. The more that families are involved in Rotary, the more Rotary will thrive – today and tomorrow.

What is Rotary about? It's about so many things, but at its core, Rotary is about these words: Love your neighbour as yourself. Rotary is about love, and that love has to start with us – and with those closest to us."

RI President Kalyan Banerjee



Past editions of the "Rotary on the Move" Newsletter can be accessed by clicking on the following links:
http://www.rotaryaustralia.org.au/membership_newsletters.php
or <http://www.rotm.rotarysouthpacific.org/>

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