



Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

July 2012

Volume 3 - Number 1



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"Rotary Success Conference, 21-22 July 2012"

Article from D9710 Chronicle, June 2012 edition
by DGE Rowley Tompsett, editor 2009-12

The Australian Rotary Success Conference to be held in Canberra, Hellenic Club, will focus on communication with Philip Archer speaking on public image and PDG Bob Aitken on connecting with your community for membership. This will be followed with breakout sessions on flexibility, innovation and the future, social media and IT for clubs. Further breakouts will look at diversity in Rotary, membership retention, membership recruitment, The Rotary Foundation - Future Vision, Club Visioning and developing leaders in your Club.



RI President Elect Ron D. Burton
and wife Jetta

As well as these great breakout sessions, this will be a unique opportunity for Rotarians to hear from RI President Elect Ron Burton. You will also hear first hand from Kirsty Sword Gusmao, former First Lady of Timor Leste, of Rotary's wonderful work in Timor Leste.

Also on the panel of speakers are PRID Stuart Heal, always innovative and challenging, as well as PDG Peter Ochota bringing you up to date on Future Vision and what it means for your Clubs, and a presentation on Rotaract - our Future Rotarians.

If you are interested in the future of Rotary and your Club, this Conference is an opportunity not to be missed. Register on the RDU website, just click [here](#), book early as numbers are restricted to 600.

Details of local accommodation are available by contacting your District Governor, or simply put in your search engine; Canberra accommodation.

The Conference registration fee of only \$100, which covers morning and afternoon teas, lunch and the Saturday night dinner. You might also like to take advantage of the hospitality of local Rotary Clubs by attending a welcome dinner on the Friday night of the Conference, you can indicate this preference when you register. A cost will apply.

For more information contact, the Conference Organising Committee Chairman, PDG Bob Greeney at greeneyb@iimetro.com.au



For articles about the Conference, please refer to the **February**, **March** and **June 2012** editions of this Newsletter.

'Hear and share success stories'

“Fun and Quality in Rotary”

Article by District 9550 AG6A Moorthy Karuna, Rotary Club of Townsville Sunrise.

I agree with “Rotary on the Move May 2012” article that fun is very important. I try to have fun when I am at Rotary meetings. I carry out my Rotary duties diligently, but without fun it will be very difficult to stay motivated and focus. I hope I have fun in Rotary, because I believe I am still able to contribute.

To better understand Rotary, I attended Rotary meetings in other places, for example Adelaide, New Zealand (Wellington & Hamilton), India (Hyderabad and Trivandrum), Japan, Sri Lanka and Thailand. There were a few meetings that were fun and I enjoyed myself.

I attended the 2012 Rotary World Convention Bangkok to broaden my horizon and get a better understanding of Rotary International. I made a few Rotary contacts from other parts of the world. I believe that they will be a very valuable asset to me with my future Rotary endeavours. I also attended the 2012 District 9550 Rotary Conference, Cairns, only a few days ago. My wife who accompanied me and I had fun and enjoyed the Conference Dinner.

I think there should be segments focused on entertaining members and giving them a good time. Are Rotarians so boring that they cannot organise Rotary meetings, Rotary Conferences or Rotary World Conventions that will motivate members, give relevant information and also incorporate segments that are fun to members?

I attended the 2010 Australian Rotary Conference, Canberra. It was very informative and the knowledge I gained helped me carry out my duties. At the conference quality was mentioned, but I have not heard quality mentioned in Rotary very often. I believe quality is very important for Rotary and members should walk the talk and deliver quality projects etc. Since I had fun and enjoyed the conference, I am hoping that the 2012 Rotary Success Conference Canberra this July will have guest speakers who emphasis on quality, have quality program, and ensure that members not only gain knowledge, but also have fun and enjoy themselves.

Please join me for a fun fill Rotary experience at the 2012 Rotary Success Conference Canberra.

“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

‘Never Rest on our Laurels’

Past RI President Kalyan Banerjee’s June 2012 Message

June is a time to reflect on the Rotary year that has nearly passed, and to look forward to the one that is soon to begin. We look back at what we have accomplished and measure our progress toward the goals we have set for ourselves. In Rotary, we may pause to reflect, but never to rest on our laurels – for as much as we have achieved, we are always aware of how much there is still to do.

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/>

If you wish to receive an electronic copy of this Newsletter, future editions, or you know of someone who would like to receive one, please email the editor (Issa Shalhoub) shalhoubissa@shoal.net.au

“Volunteering Trends - How responsive is Rotary?”

Article by PDG ARC Jessie Harman

This week, I read Volunteering Australia’s recently released report ‘State of Volunteering in Australia’. It caused me to reflect on Rotary, and the extent to which we are, or aren’t, responding to the changing trends in volunteering.



I found a handful of trends particularly thought-provoking – for example:

- Whilst the number of people volunteering in Australia is increasing, the average time volunteered by individuals is decreasing;
- Women are slightly more likely to volunteer than men, and the proportion of young people who are volunteering is steadily increasing;
- While traditional forms of volunteering remain popular, more people want volunteering opportunities which are flexible, or require shorter hours or shorter term commitment.

This last trend is mirrored by a rise in ‘episodic’ volunteering – that is, volunteering on a sporadic, temporary and non-committal basis. This form of volunteering is particularly well suited to our modern, busy lives.

It seems to me that this preference for episodic volunteering is a particular challenge for a membership-based organisation like Rotary, where regular, whole-hearted commitment is the order of the day! Yet there are simple things we can do to capture the hearts and hands of episodic volunteers, e.g.

- Include ‘one off’ and short-term projects in our mix of service projects;
- Aim for variety, and strive for balance - between local and international projects, and between short, medium and long term projects;
- Value and reward engagement;
- Provide opportunities for ‘virtual’ volunteering, e.g. via e-clubs;
- Actively seek out opportunities to engage family and friends of Rotary in our service projects.

These latest volunteering trends reinforce the need for increased flexibility and diversity within our clubs, and they challenge us to be even more creative in the way we design our volunteering roles and experience.

“Sharing ideas and promoting the image of Rotary” Our Zones’ Blog

Compiled by Issa Shalhoub, RoM Newsletter’s editor

PDG Dick Garner and PDG Howard Tong being Rotarians in both Australia and NZ know that there really is very little difference in our approach to Rotary on either side of the Tasman and they created a Blog.



Since its launch (October 2011) the Blog received thousands of visitors, from 100 countries, with the highest number of clicks coming from Australia, New Zealand, USA, India, United Kingdom, the Philippines and Canada.

The Blog provides numerous links such as to NZ and Australian projects, information on how to launch Social Media ...

The Blog is updated regularly, recent entries include:

What others are saying about Rotary, including Kofi Annan, former UN Secretary-General, Queen Noor al-Hussein of Jordan, [read more](#).

It’s all quite simple really – yeah right! Article on Social Media, [read more](#).

Communicate or Fade away "There is only one way to reverse this trend (of declining membership) ... The best way to do this is still to ask, and ask and ask again, community members in face to face conversations to join Rotary. [Read more](#).

The Blog is a great way of sharing successes and getting news to all Clubs. Anyone can access the blog, check it on a regular basis, send contributions, or leave a comment, and perhaps add the blog’s link to your Club website and Bulletin.

To visit the Blog just click [here](#).

“Engaging the Next Generation in Rotary”

5 Strategies for Growing Your Club with Young Members – PART 1

Article by Michael McQueen, leading authority in youth trends & strategies for engaging with Gen Y.
Michael featured as a plenary speaker at the 2011 RI Convention in New Orleans.



If you believe all you read about Generation Y, you could be forgiven for assuming that the very last thing this group would want to be a part of is Rotary. After all, aren't they the most self-absorbed, materialistic, impatient and disloyal generation of young people the world has ever seen? Much of the media would have us believe so.

While sensationalist descriptions like these may sell newspapers, they are simply not accurate. Contrary to the negative press Gen Y have received in recent years, this dynamic group born between the early 1980s and late 1990s actually represent exciting news and a huge opportunity for Rotary.

In contrast to their older cousins Generation X (born mid 1960s to early 1980s), Gen Y want to be a part of something bigger than themselves. This is a group who crave community, truly want to make a difference, and have been raised with the confidence and self esteem to believe that they really can. Contrary to their self-centred reputation, a study in 2005 indicated that over 70% of Gen Ys actively volunteer on a weekly basis. What's more, they are an ambitious cohort who are actively looking for opportunities to network and connect with mentors in order to gain a competitive edge in their careers. What all this means is that Rotary represents many of the things this group are looking for – it's just that they don't know it.

That said, it can be very challenging to capture the attention of Gen Y and attract them as potential Rotarians. Below are 5 simple ideas that may help you engage the next generation as club members at a local level;

1. Look Back to Plan Forward

In the same way that businesses can accurately predict future sales by looking at their 'pipeline' of prospects, contacts and past activity, Rotary clubs would benefit from adopting a 'pipeline' perspective to membership growth – particularly with younger people.

The most common question I am asked by Rotarians as they look to attract young members is 'where can we look to find them'. My response is that the young people you should be looking to invite to join your clubs are not somewhere 'out there' – in fact, you probably already know them!

In theory, there need be NO shortage of young people coming through as new Rotarians. After all, every year thousands of youth are involved in a myriad of programs run by local clubs and districts. Whether it is past participants in youth exchanges, RYLA camps, RYPEN programs, Interact or Rotaract clubs, I would urge you to think about all the young people in your local community or district who have been positively impacted by Rotary. Where are they today? Are they members of your club? If not, why not? Could it be that they were never invited to join?

If you want to grow your club with Gen Y members, a good place to start is to re-connect with the mass of young people who already know you and have benefitted from what you do. You may be surprised at how many of them will be very eager to 'give back' - all they may need is someone to ask.

2. Start Small

It is true that young people today are often very hesitant to make long-term commitments. Regardless of why this may be the case, if you are looking to attract younger members to your club you may find it more effective to start by inviting them to be a part of small, short-term projects rather than trying to persuade them to lock into a long-term membership commitment.

Only a few short weeks after I joined Rotary, the world was confronted with the devastation of the Christchurch earthquake. In response, my club organized a collection drive in our local area one Saturday and I put out the word on Facebook to see if any of my non-Rotarian friends were able or interested in helping out. Within minutes, Luke (pictured below) eagerly replied saying he'd love to lend a hand. As we spent the afternoon collecting funds, conversation naturally turned to Rotary - what it was all about and why I had joined.



Whether Luke ever joins a Rotary club is not really the point. The key message here is that many young people will be more than willing to help out with short-term targeted projects. As they do so, they may well 'catch' the vision and DNA of Rotary and build relationships with other club members which will make the choice to become a full member a less daunting one.

To be continued in the next edition.

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.

“Community Link”

Project provided by PDG ARC D9500 and D9520 Malcolm Lindquist

Under the guidance of Assistant Governor Mark Huddleston a group of three Rotary clubs in the Unley-Mitcham area of Adelaide (D9520) have combined their resources to provide a glossy four page leaflet called 'Community Link'.

Rotary Clubs of Unley, Brownhill Creek and **Mitcham** produce the Community Link four times per year and distributed to local businesses and offices, usually by Rotary club members. The cost to clubs is \$800 per year for a total of 2500 leaflets.

Other clubs have indicated that they would like to become involved in future editions.



Each publication covers local and International undertaken projects to advertise their work and hopefully entice interested people to join. The publications provides the Clubs' names, meetings locations, contacts details and requests for projects from local groups.

Content includes:

- 'Police Officer of the Year Award', nominations wanted by The Rotary Club of Unley.

Each year's winner is chosen by the Rotary Club of Unley from nominations received from individuals and groups in the community.

- Pedalling for a Purpose: a ride from the MCG to Mitcham. The Rotary Club of Mitcham are proud supporters of the "Pedal for a Purpose" cycling event.

- Polio Eradication's article, Group Study Exchange and how to make friends out of strangers, Rotary's work in fighting Malaria.

- Making a Difference in Nepal. David Rusk, from the Rotary Club of Brownhill Creek, recently led a group of Rotarians and their partners on a Rotary Friendship Exchange to this amazing country.

- Other local community projects include the Unley Rotary Thrift Shop, Rotary Club of Brownhill Creek Car Boot Sale, Rotary Club of Mitcham Second-hand Book Shop, The Rotary Club of Unley - Caring for Carers, The Rotary Club of Mitcham is offering \$5,000 in Community Service Grants and/or 'hands-on' physical assistance from Club members.

The publication has been well received by public and there has been an increase of public awareness of the programs of Rotary as a result of its distribution.

[View](#) the first issue, January 2012.

Community Link is produced by your local Rotary Clubs

Unley - Brownhill Creek - Mitcham

“RI President Kalyan’s visit to regional NSW”

Below are two articles supplied by PDG ARC Neal Fogarty, 3 June 2012

The visit of RI President Kalyan Banerjee and his wife Binota to regional NSW created some great PR opportunities for promoting and publicizing the work of Rotary.

Parkes Club President David Hughes made the most of the one hour visit to Parkes on 22 May 2012. The visit culminated in the Mayor Ken Keith declaring Parkes a Rotary Peace Community, with President Kalyan doing the dedication. The unveiling of the plaque in glorious sunshine at the Rotary Park and Arboretum was witnessed by over 150 people, who included D9700 Governor Ian Simpson, Rotarians from surrounding towns and Parkes community leaders.



*Photo:
Binota and RI President
Kalyan Banerjee,
with Mayor Ken Keith
and Parkes Club President
David Hughes
unveiling the plaque.*

President Kalyan also presented Rotary pins to 5 newly inducted Rotarians (3 under 30 years of age!) in Parkes and Forbes Clubs.

President David ensured there was good media coverage leading up to the visit, with media releases and radio interviews. On the day he ensured the local press (front page coverage) and Prime TV were present as well as organising a live regional ABC Radio interview while Kalyan was on the road from Dubbo to Parkes.

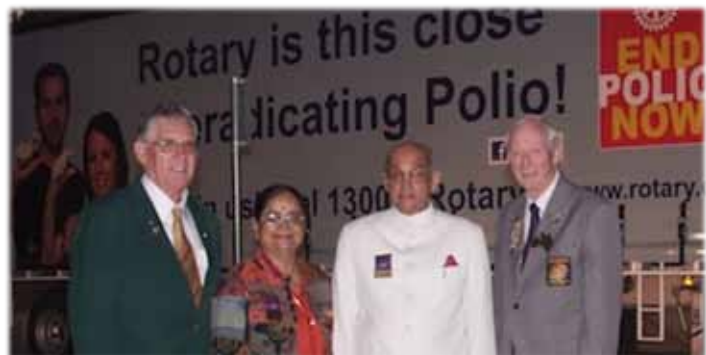
President Kalyan and Binota, visited the Royal Flying Doctor base, attended a Mayoral reception and D9670 Dinner for 285 Rotarians and friends, the following day they were on the road by car with aides PDG Neal and Barbara Fogarty for 5 hours through the farming and grazing country and some of the smaller communities in D9700. First stop was Parkes, then a tree planting and lunch in Grenfell and onto Wagga Wagga for a Mayoral Reception and the D9700 Cocktail Reception for 320 Rotarians and their guests.

“Truck, a hit for Polio”

Rotary is now receiving much greater exposure in regional NSW and Victoria, through an initiative of D9700 DG Ian Simpson and PR Chair PDG John Egan.

For a modest sum, and with a little help from some other Districts *on-route*, a truck that plies the Newell Highway daily from Melbourne to Brisbane now carries the Rotary message to all the communities and travellers along the route.

A great way to promote Rotary with the message to ‘End Polio Now’, it also includes an exhortation to ‘Join us!’.



PDG John Egan, Binota, RI President Kalyan and DG Ian Simpson in front of the truck



“Zone 7b and 8 Rotary Foundation leaders’ training weekend”

Information supplied by PDG Monica Saville, RRFC 2012-15 Zones 7B and part 8

The Regional Rotary Foundation Coordinator (RRFC) serves as a key volunteer resource on all general Rotary Foundation matters, program, and financial, and is a vital link between Rotarians, Districts and the Secretariat. The RRFC is concerned with the promotion of The Rotary Foundation and its various programs, and actively works in support of Rotary goals with the assistance of the Assistant Regional Foundation Coordinators (ARRFC), the Rotary Foundation Alumni Coordinator (RFAC), and the End Polio Now Coordinator (EPNC).



On 2-3 June Rotarians Leaders from across Australia and New Zealand met at the Rotary International South Pacific and Philippines Office (RISPPO) in Parramatta, to plan how they will support Rotary Foundation activities in 2012-13.



*2012-13 Zones 7B and 8 Regional Rotary Foundation Team Training, June 2-3, 2012,
Zone leaders from L to R: Jim Studebaker, Neal Fogarty, Philip Archer, Peter Ochota, Howard Tong, Ken Collins,
Monica Saville, Bernie Rodgers, Chris Wright, Iain Wakefield, Phillip Mewett, and Dick Cuttle*

Led by Regional Rotary Foundation Coordinators Peter Ochota and Monica Saville, and RISPPO Manager Bruce Allen, the group of Assistant Regional Rotary Foundation Coordinators, Alumni Coordinators and ‘End Polio Now’ Coordinators, discussed strategies to assist clubs and districts to manage the transition to Future Vision and to encourage Rotarians and clubs to be generous in their financial contributions to the Rotary Foundation.

During the weekend they were joined by the two Regional Rotary Public Image Coordinators and an Assistant Regional Rotary Coordinator to discuss the possibilities of working together for the benefit of our great organisation, ROTARY.

“2012-13 Rotary Foundation Leaders”

part of Zone 8

Zone 7B and part of Zone 8

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List of the Rotary Foundation Leaders with addresses and phone numbers will be published in the next edition.

“Rotary Coordinator Team 2012–13, 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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'Rotary on the Move'

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**Best Wishes for
2012-13**