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“ CUSTOMISED STRATEGIES AT WORK WORLDWIDE ”

Regional Membership Plans give new tools to district leaders

From 'Rotary Leader' Nov 2013 edition

Rotarians in Australia and New Zealand are using a new diagnostic tool to take the pulse of their clubs and create a prescription for better health.

Called the Club Health Check, this survey is a key part of the [Regional Membership Plan](#) for Australia, New Zealand, and the Pacific Islands.

The tool measures all areas of a club's operations, from membership and recruitment to public image and marketing. Clubs identify areas of weakness, set benchmarks for improvement, monitor results, and share successful outcomes with other clubs.



PDG RC **Jessie Harman**, says the survey helps spur discussions. "Clubs can use the tool on a 'one off' basis, or more regularly to monitor club performance," she says. Jennifer Coburn, a past governor of District 9810, developed the health check, which has been updated to gauge membership diversity, effectiveness of social media, and sustainability in club service projects.

Recognizing that one global approach is not as effective as local efforts, the RI Board allocated funds to create Regional Membership Plans, which provide guidance in identifying and employing strategies that work best for members in different parts of the world. Rotary coordinators, Rotary public image coordinators, regional Rotary Foundation coordinators, and Rotarians at all levels worked to develop the plans in 22 regions.

HERE'S HOW ROTARIANS IN OTHER COUNTRIES ARE USING THEIR REGIONAL PLANS:

Japan

Rotarians are recruiting scholars who received the Yoneyama Scholarship program, sponsored by Rotarians. The effort has already produced two new clubs: the Rotary Club of Tokyo Yoneyama Yuai, with 31 members, all former scholars living in Japan but originally from 10 different countries; and the Rotary E-club of Tokyo Yoneyama, with 28 members who meet through the club's website and live chat, but also get together in person for club activities.

India

Three districts are collecting data to develop a comprehensive plan for starting new Rotary clubs for the sons and daughters of Rotarians.

Korea

Since September 2012, 40 new clubs have been chartered. Rotarians are targeting current and former Rotaractors, Rotary scholars, and Youth Exchange students for new clubs for members ages 25-35.

Australia, New Zealand and South Pacific Membership Development Plan's FLYER, on the following two pages.

Membership Development Plan

Our vision

Rotary is a thriving and dynamic service club organisation where members are proud to join and keen to stay.

Our strategic priorities



This vision for the future of Rotary in Australia, New Zealand and South Pacific Islands underpins our Membership Action Plan, and the Zone Public Relations Campaign "Conversation to Actions." The characteristics we identify represent our strategic goals for the next two years.

Australia, New Zealand and the South Pacific

Rotary depends on a thriving and dynamic membership. It is only through the time and talents of our volunteers that we are able to make a difference in communities worldwide.

In Australia, New Zealand and South Pacific Islands, Rotarians share a genuine commitment to membership development... to build on our strengths in service, to reverse recent declines in membership, and to welcome in a new period of growth and effectiveness.

This membership development plan for Australia, New Zealand and South Pacific Islands provides a road map to growth. Its success will depend on the continued commitment and efforts of Rotarians as we implement the plan, and steer our course to membership development and growth.



Rotary. Humanity in motion.

The membership 'To Do' list

There are lots of ways that individual Rotarians, clubs and districts can help strengthen Rotary. Why not consider some of the following suggestions.

Strategic priorities	Things to do
Increase membership diversity	<ul style="list-style-type: none"> • Partner with your local migrant resource centre to support new residents • Organise a cultural festival in your community • Celebrate International Women's Day • Involve your club in Social Inclusion Week • Hold a joint meeting with your nearest Rotaract club • Contact your past Rotary programs alumni
Develop skilled and informed Rotarians	<ul style="list-style-type: none"> • Introduce short 'Rotary' talks at each meeting • Support new members to attend district conference or training assembly • Join a group going to International Convention in Sydney, 2014 • Participate in a Rotary Leadership program • Visit other Rotary clubs in your town or district
Support innovative and flexible clubs	<ul style="list-style-type: none"> • Develop a club strategic plan or vision • Do a club health check • Conduct an annual member survey • Review your club leadership and committee structures • Encourage members to contribute new ideas to increase effectiveness
Create strategic partnerships	<ul style="list-style-type: none"> • Encourage a local business to sponsor a club community project • Invite non-Rotarians to join you in your club service activities • Partner with other Rotary clubs on a joint service project • Host an activity with a local Rotaract or Interact club • Participate in 'Rotarians and Friends at Work' in April 2014
Enhance brand recognition, understanding and growth	<ul style="list-style-type: none"> • Refresh your local Rotary community signs • Use Rotary's new logo on your website and club materials • Publicise a local Rotary Week celebration • Update your website and Facebook page • Develop a club PR plan, and allocate a budget for marketing

And some tools and templates to assist - available from www.RotaryAustralia.org.au or www.rotary.org

Membership	<ul style="list-style-type: none"> 'Top 10' Membership Resources Regional Membership Plan Brochure Club Health Check 101 strategies for recruiting and retaining members Rotary International Club Assessment tools
Marketing and public relations	<ul style="list-style-type: none"> Club and district sponsorship templates 'Conversations to Actions' pull up banners 'Conversations to Actions' press and radio advertisements Rotary International 'Strengthening Rotary' brand guidelines

For additional information and assistance, please contact your Rotary Coordinators:
Noel Trevaskis n.trevaskis@bigpond.com & **Jessie Harman** j.harman@ballarat.edu.au

Membership Action Plan 2014-2015: Zone 7B & 8

“HOPE IS NOT A STRATEGY!”

Article by RC, PDG Noel Trevaskis

A lot of clubs do not have a Strategy Plan to increase their membership, unfortunately for a lot of clubs they rely on Hope!

Hope is not a strategy to increase membership, increasing membership takes some work, and for it to be successful you have to have a strategy to make it happen. People need to remember that the only time success comes before work is in the dictionary!



Clubs should have elected their leaders for the future; they will be hoping that the Club leaders that have been elected will bring success for their club. In this issue of 'Rotary on the Move' (pages 2 and 3) is a copy of the membership flyer that will be going to every Rotarian via the Rotary Down Under magazine. This flyer gives practical examples of what Rotarians and Clubs can do to help in their quest for members and how to keep those members. The examples will fit into a Strategic Plan of a Club and can become a part of the overall strategy of increasing their membership.

For clubs to be successful they need to have good strategies in place. Successful Clubs know what they are trying to achieve and how they are going to achieve it, they have plans and the flyer can give you ideas for your plan.

Successful clubs always want to achieve success; in fact they expect to be successful. They always want to do more and are always improving and wanting to improve they are not satisfied with where they are now. They are focused on the future. They talk about progress not change!

A club that is a successful club is a progressive club not a hopeful club, they develop their members. They have all their members involved in the club. They look forward to the future; they don't hope to have a good future, they have solutions and plans they don't just hope. Successful clubs know that hope is not a strategy. Look out for your copy of the Rotary Down Under magazine with the flyer and talk about it at your next club meeting.

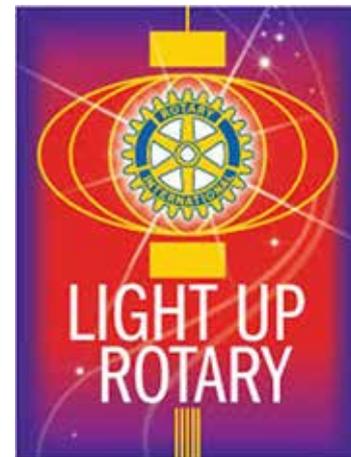
“LIGHT UP ROTARY”

From [Rotary Voices](#) and [Rotary.org](#)

RI President-elect Gary C.K. Huang chose '**Light Up Rotary**' as his theme for 2014-15. Huang was inspired by the teachings of Chinese philosopher Confucius who said: "It is better to light a single candle, than to sit and curse the darkness."

"There are so many problems in the world, so many people who need help. Many people say, 'There's nothing I can do.' So they sit there doing nothing. Meanwhile everything stays dark," Huang told the 537 district governors and their spouses and partners who are attending the 2014 International Assembly in San Diego, California.

"The Rotary way is the Confucius way. The Rotary way is to light a candle. I light one, you light one, 1.2 million Rotarians light one. Together, we light up the world," said Huang, who is a member of the [Rotary Club of Taipei](#) in Taiwan.



“ROTARY FOUNDATION – EVENTS IN FEBRUARY”

Article by PDG, Regional Rotary Foundation Coordinator Joanne Schilling

As the Regional Rotary Foundation Coordinator (RRFC) for Part of Zone 8 Australia (covering Districts 9455 to 9670), in a nutshell **my role is to serve as a key volunteer resource on all general Foundation matters, and serve as a vital link between Rotarians and The Rotary Foundation.** Monica Saville, as RRFC for Zones 7B and Part of 8, supports the remaining Australian Districts, along with the six New Zealand Districts. Our aim to promote and support the programs, grants and fundraising efforts of The Rotary Foundation.



There is so much great work going on around Australia and the world through The Rotary Foundation that we need to get the news out there and tell people in Australia and New Zealand of the **events coming up.** Please encourage your club to get involved.

Here are a couple of ideas where you and your club can get involved, easily, in February and raise funds to ‘Do good in the World’ through The Rotary Foundation.

“THE WORLD'S GREATEST MEAL TO HELP END POLIO”

Cooked up by two Rotarians on opposite sides of the globe, PDG Mukesh Malhotra in **D1140** London UK and Susanne Rea in **D9550** Cairns Australia, the meal is a way to unite Rotarians in a common cause while making a difference by raising funds to End Polio.

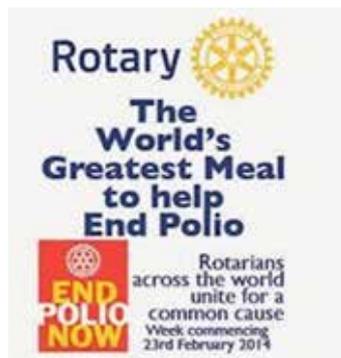
During the week commencing 23rd February 2014, Rotarians, friends of Rotary, Rotaractors, Interactors, neighbours and work colleagues are being asked to hold a meal and at the same time raise funds to End Polio Now. It may be a frugal meal, it could be a Club meal or something more elaborate, or just a meal where people meet and give money for End Polio Now. We want everyone across the world who takes part to have fun and at the same time help End Polio Now.

Please encourage your Clubs and individuals to sign up.

See the “Rotary Worlds Meal to Help End Polio” Facebook pages for more information:

<https://www.facebook.com/events/700561353301539/>

https://www.facebook.com/groups/1462743010619416/1465872410306476/?notif_t=group_activity



“ROTARY GLOBAL SWIMARATHON”

Initiated by the Rotary Club of Grantham, **D1070** UK, The Rotary Global Swimarathon is an annual event aimed at raising funds to End Polio Now and other worthy causes. Clubs from around the world have taken part in the past, and we are encouraging clubs to get into the swim once again on 23 February 2014.

See the web link to register your club’s interest and to participate. <http://rotaryglobalswimarathon.org/>

In 2013 186 clubs took part in 36 countries including Australia, with over 6000 swimmers!

A big bonus for these events is the Bill & Melinda Gates Foundation subsidy of \$2 for every \$1 we raise, so the funds raised is effectively tripled! **Rotarians who support the Foundation make such a difference to the lives of so many others both locally and internationally through our Foundation programs. Are you one of them?**

“UPCOMING WEBINARS”

Invitation received from PDG RC Noel Trevaskis

I would like to invite you to join Rotary Public Image Coordinator Philip Archer and his team on this Webinar on how to maximise enhancing the Rotary brand.

These two webinars are designed to give clubs ideas that they can put into use in their clubs.



After registering, you will receive a confirmation email containing information about joining the webinar. On the day of the webinar you will need to click onto the link below about ten minutes before the webinar is due to start. This will allow you plenty of time for your computer to download the programme so that you can be ready for the webinar to start at the designated time. The second webinar will be a repeat of the first webinar. The webinar will last for 45 minutes.

Please register for Enhancing brand understanding and trust + strategic partnerships on Feb 4, 2014 8:00 AM Australian Eastern Summer Time at: <https://attendee.gotowebinar.com/register/3011374684999687169>

Please register for Enhancing brand understanding and trust + strategic partnerships on Feb 6, 2014 6:00 PM Australian Eastern Summer Time at: <https://attendee.gotowebinar.com/register/4819110339528542721>

“ACTION PLAN FOR MEMBERSHIP DEVELOPMENT”

OVERALL GOAL: To grow club membership to 35 by 30 June 2014

Article from the Energiser, 9630 District Leadership Newsletter, Oct 2013 edition

The following is an edited version of one of the Districts outstanding club strategic plans.

OBJECTIVE 1: TO INCREASE MEMBERSHIP

Increase public awareness of Rotary in general and our clubs in particular.

- Send editorials for event, donation, project, etc. to local newspapers.
- Maintain an interesting, informative, current and dynamic website and Facebook page; actively promote these.
- Participate in local community events.
- Install Rotary signage in strategic places.
- Display the club banner at every project or event.
- Ask members to put Rotary stickers on their cars.
- Conduct Information evenings on a quarterly basis.
- Promote local projects on the District and RI websites.
- Arrange with local MPs and Council to:
 - (a) include club information in letters and flyers they issue; and,
 - (b) to mention the club in letters sent to new residents and businesses in the area.
- Look for businesses willing to place our posters in shop windows.

Maximise the opportunities for membership & PR in our Rotary projects.

- Evaluate all proposed projects in terms of relevance to community and our members and benefits for membership and PR. When completed, measure its success.

Engage with the community; broaden the club network; increase membership diversity.

- Search for potential projects locally.
- Endeavour to find projects from - vocational, community and international services and youth programs.
- Paul Harris Award to an outstanding community leader.
- Assess gaps in membership in terms of professions and occupations and target those areas.
- Establish a dialogue with ethnic groups; invite representatives to meetings to present talks; ensure Club membership reflects the community it serves.
- Conduct public network meetings on 6 monthly basis.
- Involve Rotaractors in club projects where possible.
- Establish 'Friends of Rotary' to maintain contact with those not ready to make a full membership commitment and to spread workload.

Ensure all Club members are active in their search for new members.

- Encourage members to pursue the 'Each One Reach One' program.

OBJECTIVE 2: TO INCREASE MEMBERSHIP RETENTION RATE

Increase members' knowledge of Rotary generally, its activities and programs.

- Increase Rotary knowledge in club management team.
- Mentors to new club members for the first 6 months; ensure mentors are active in their support.
- Require incoming club leaders attend PETS.
- Encourage members to attend District Conference.
- Encourage members to attend training courses.
- Invite suitable guest speakers.

Engage members in club activities.

- Get members involved; give them jobs to do, particularly something in which they are interested.
- Recognise members for their efforts and achievements; bring in annual awards recognising members who introduce new members or excel in community service.
- Engage members by determining their preferences and expectations, develop activities and programs accordingly.
- Meet with members 3 months after joining to see if their expectations and aims are being met.
- Ensure meetings are informative, fun and inclusive. Do not dominate with business discussion. Use Board meetings to thrash out issues and report conclusions to Club meetings always giving members opportunity to have input.
- Consider including director's reports in the newsletter to minimise amount of time taken at meetings. Also gives members time to think about issues beforehand; include weekly jokes.
- Conduct 1 or 2 'whole of club' projects each year. Give every member a job to do. Put new members in a group and give them \$500 to spend on a community project.

Adopt formal processes to measure and review membership

- Determine current membership retention rate, establish target and review on quarterly basis.
- Survey departing members to find out reasons, suggestions, etc. Where appropriate encourage them to move to another club.
- Introduce Membership retention KPIs.
- Determine reasons why members leave the club.

Increase social aspect of club activities

- Continue to maintain fellowship aspect of our weekly meetings; continue our monthly dinner meetings involving partners.
- Hold monthly social gatherings, involving families.
- Promote 'outside Rotary' contact among members to establish informal friendships.

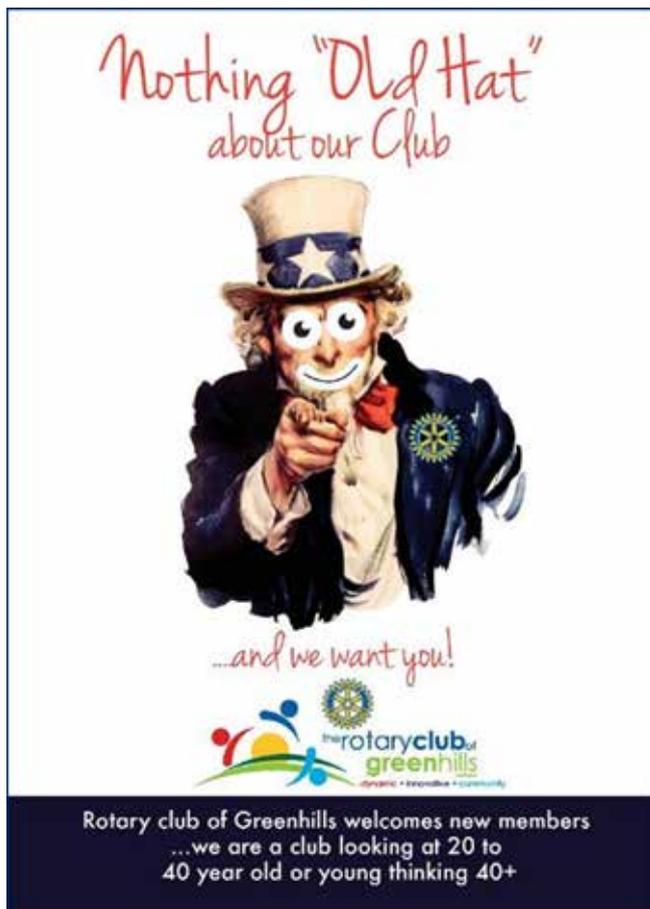
“DYNAMIC, INNOVATIVE, COMMUNITY”

Rotary Club of Greenhills-Maitland, NSW.

Article supplied by DGN Adrian Roach

The Rotary Club of Greenhills-Maitland was chartered 7th May 2012 with 35 Members. The Club grew out of a need to stem the flow of resignations of younger Rotarians who wanted to change their Club to embrace new ways of working and to quell the discontent of older Rotarians who did not want change.

The solution was to start a new Club without the traditions that are no longer relevant to younger generations, and to have meetings and community projects that are fun, quick and relevant.



Nothing "Old Hat"
about our Club

...and we want you!

Rotary club of Greenhills welcomes new members
...we are a club looking at 20 to
40 year old or young thinking 40+



rotaryclub greenhills
dynamic • innovative • community

**New Modern Rotary Club
looking for members**

We meet for breakfast here at the George in the bistro
7.15am for an 8.30am finish.

Find us on Face book & <http://greenhillsrotary.org.au>

**All first time visitors are guests of the club.
So come along and see what we are all about.**

Breakfast is on us!

Facebook has been an amazing tool to communicate to members and their wider connections to demonstrate that Rotary is relevant and vibrant for today's world, (see the adverts on the left and above).

While the target membership is 20 to 40 years old, anyone with a good community spirit, young at heart and 18+years is welcome to join.

Today the Club is 48 members strong with a mix of ages, genders, professional and community experience - but all with the common thread of working together to improve our community locally, nationally and internationally.

Charter members are a mix of current, past and new Rotarians, offering the Club experience, Rotary knowledge as well as new ideas and ways of working.

Members have 3 words to describe what lies at the core of this Club, and we use these to guide what we do and how we do it: **'Dynamic, Innovative, Community'**

Check their [website](#) and [Facebook](#) pages.

Share your Club or District Service Project

We would like to hear from clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to [Issa Shalhoub](#), this Newsletter's editor.

“WELCOME FAMILIES INTO ROTARY”

RI President Ron D. Burton's January 2014 Message

We often talk about Rotary as an extended family, with all of its branches and generations. We value our youth program participants and alumni as important members of the Rotary family, and we place a special emphasis on service to children and families. We do this because we know that for any family, the youngest generation is the future. That is absolutely true for us in Rotary.



We know that it is essential for us to bring in a new generation of younger Rotary members. We've spent a lot of time talking about how to attract young professionals to Rotary – but perhaps we haven't talked enough about why they don't stay.

There are plenty of young people, some of them youth program alumni, who do join Rotary. But when they begin families of their own, many of them leave. It isn't hard to see why: These are young professionals who are already spending more time than they want to away from their families. No matter how much they love and value Rotary, they are not going to prioritize their Rotary service over their spouses and children.

Nor should we ever expect them to. This is why it is so important for us to find ways to welcome families into Rotary, so that Rotary and the family are never in competition for a Rotarian's time. Whether it's by planning service projects that involve the whole family, or providing child care during meetings, or being flexible about meeting places and times, we need to make Rotary service a viable option for those with young children.

When you welcome families into Rotary, you're saying: Your family is not an obstacle to your Rotary service. They're not something that has to be scheduled around. Instead of mom or dad going out to Rotary and leaving everyone else at home, Rotary goes on the family calendar. The family of Rotary is real. Those children are going to grow up seeing their parents involved in community service, and being involved in service themselves. Not only is that a great thing for the family – it's a great thing for the Rotary club, which will be helping to nurture a new generation of active, service-minded young members.

Rotary has something for all of us – a way to let us do more, give more, and be more. Rotary is big enough for us all.

“PLAN NOW TO MARK ROTARY'S BIRTHDAY”

Rotary will celebrate its 109th birthday on 23 February. The day also marks the anniversary of the first mass polio vaccinations. Begin planning events to commemorate the day by discussing Rotary's history and accomplishments.

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

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

Rotary Coordinator Team 2013 - 2014

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.

RI Director Zone 7 and 8

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