



# Rotary on the Move



Zones 8 and 7B  
Rotary Coordinator Newsletter  
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## “Rotary Success Conference 21-22 July 2012”

Article by PDG Noel Trevaskis, Rotary Coordinator

Registration for the National Rotary Success Conference, in Canberra, is now available on the Rotary Down Under website, to register go to (or just click on the following link): <http://www.rotarydownunder.com.au/events/AustralianRotaryConference2012/index.asp>

Who should attend the National Rotary Success Conference? All Rotarians who are interested in growing Rotary in Australia but especially all Club and District leaders and also future leaders of Clubs and Districts. It will be an opportunity to hear success stories from around Australia and to share your own success stories. The feedback from the two previous conferences was positive and the changes we are making for this conference come as a result of that feedback. We are sure it will be a conference that all attendees will gain positive information and practical ideas that they can put into place in their clubs.

With the planned presentations that we have organised it will be an inspiring weekend. Included in the weekend will be discussions and ideas on membership retention one of the most challenging areas for all clubs to work on. A lot of clubs don't have a problem with recruiting members but they do have a problem with retaining their members.

RI Director Stuart Heal will be speaking on a topic that everyone will be interested in and that is the branding of Rotary, how we can be attractive to younger people and become the community service club that they choose to be involved with and join. What Stuart Heal has to share with us is quite inspirational.

Bob Aitken has always been passionate about the celebration of Rotary each year. He has some exciting new ideas on the celebration of Rotary each year that will give clubs great ideas and differing ways to celebrate Rotary each February.

How do you get your members involved in leadership and learning about Rotary not just at club level but at District level as well? Hear Cathy Roth and her team share their ideas and give you easy practical ways to put it into action.

Of course there will be many other topics to get involved with over the weekend, the programme topics are broad and varied so that every person who attends will get something from the weekend that will benefit their club and their district.

The Friday night Friendship dinners hosted by Rotary Clubs in the ACT and surrounds were extremely popular at the last National Conference, if you wish to attend one of these dinners (Friday 20 July) you should register early as places are limited.

Our guest speaker to finish the weekend is Kirsty Sword Gusmao who will share the success of Rotary in Timor Leste and how Rotary has brought benefits to her country.

It will be an action packed Rotary weekend for everyone, where people will be inspired and motivated, you are encouraged to register early. Full registration is \$100 per person which includes morning teas, afternoon tea and the Saturday night dinner, great presentations, it is great value.

If you require more information email the Conference Chair Bob Greeney: [greeneyb@iimetro.com.au](mailto:greeneyb@iimetro.com.au)

# “Spread the word”

## Rotary’s best PR representatives: Rotarians Help bolster our public image

Article from Rotary Leader, Jan 2012 edition

Beneficiaries of Rotary’s community service projects are well aware of the good work Rotary does, but the general public often is not.

“It’s the responsibility of each and every Rotarian to tell the story of Rotary service to our communities,” says Pauline Leung, general coordinator of Rotary public image coordinators, a member of the Rotary Club of Taipei Pei-An, Taiwan.



“When we talk of promoting Rotary, we have to do it through effective channels. The most credible way is to have the media tell our stories.”

Mentioning Rotary to business colleagues, friends, and others is an important way individual Rotarians can spread the word about what we do, one person at a time. Person-to-person dialogue about Rotary makes a difference.

People are much more likely to know about Rotary and perceive it positively if they personally know a Rotarian.

All Rotary clubs should look at their current practices for promoting Rotary and implement a plan that makes sense for them.

### WORKING WITH THE MEDIA

- Invite a reporter to become a member or to speak at a club meeting.
- Appoint one person to be in charge of public relations.
- Establish a list of target media and their contacts, and keep them informed about Rotary’s work.

### SHARING ROTARY WITH OTHERS

- **Wear your Rotary pin with pride.**  
*Check RDU merchandise for a full list of promotional items.*
- Order 50 copies of **What’s Rotary?** for members to share with the general public.
- Prepare a short **elevator speech** about Rotary to share.

## “Australian Club Visioning Meeting”

Date – Friday 20<sup>th</sup> 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](mailto:robwy43@bigpond.net.au)

## An invitation to attend the Second District 9700

### Rotary Peace Communities International Conference

September 21<sup>st</sup> to 23<sup>rd</sup> 2012

in Wagga Wagga New South Wales, Australia



“Co-operative Community Action for Peace and Harmony” is the Conference theme, which is consistent with RI President-Elect Tanaka’s theme for 2012-13 “Peace through Service” and the focus is on building communities and bridging continents through Peace initiatives.

For the list of Speakers, booking accommodation and registration, please go to:

<http://www.rotarypeace2012.org.au/> and then click on the “Peace Conference” tab,

and for further information contact: the Secretary: PDG Dr Ray King OAM, Ph 02 69263432, Int+61269263432

PO Box 6037 Wagga Wagga, NSW 2650 Australia. [raymondking1@optusnet.com.au](mailto:raymondking1@optusnet.com.au)

# I just don't understand ...

Article by PDG Mick Newling, D9710 (2006-07)

I understand perfectly how individual Rotarians are moved to support many and varied causes, and how they take detailed proposals to their Clubs to support those causes. I understand how Clubs get behind proposals brought to them, either by their members or through the great programs of Rotary International. I understand how some Clubs unite with other Clubs, either near neighbours, other Clubs in the District, in Australia or indeed throughout the world of Rotary.



I have seen first-hand the amazing effects that the combined efforts of Rotarians can have in developing countries, and I have seen first hand the community facilities that have been provided in our own backyard.

I understand how Clubs work with other community organisations to conduct public functions, to recognise excellence in vocation, to support needy families and to raise the funds to do all that good work.

I understand the great friendships that are born and fostered through our membership of Rotary and I have seen first hand the great camaraderie that is engendered when Rotarians and their partners attend District events— Presidents Elect Training Seminars, District Assemblies and Conferences.

I can certainly understand how some Rotarians are encouraged to serve on District committees and to serve as Assistant Governors, and to aspire to service as a District Governor.



The satisfaction that comes from our involvement in all of these activities is what drives us as Rotarians. We can see the good flowing from working with others, through the projects put forward, planned, executed and completed.

**But I just don't understand** why so many Rotarians are reluctant to introduce new members to Rotary. I don't understand how some Clubs experiencing real problems in maintaining their numbers or increasing their membership don't embark on a project to address the situation.

There are as many membership recruitment programs as there are members. Successions of District Governors have offered all sorts of support: Membership seminars, breakout sessions at Assemblies, Club Visioning, Membership committee members, Assistant Governors and personal intervention.

**But I just don't understand** why offers of assistance are so often disregarded. Very rarely do members of the Membership Committee get an invitation to come to a Club to discuss membership matters, not just recruitment, but retention and member satisfaction.

I know there is no magic wand to be waved to solve all the problems of membership recruitment and retention, but at least we could facilitate discussion so each Club could address their particular problem—and before you say “we often talk about membership”—consider the results of your efforts so far!



Maybe it's time for you to consider the results achieved by other Clubs. Maybe someone from outside your Club could give an honest appraisal of the way you conduct your meetings, when, where and how, and maybe their suggestions would prove appropriate to your circumstances. Maybe that individual isn't even a Rotarian. Maybe it's a potential Rotarian who decided NOT to join because your Club didn't suit their needs.

I don't understand why we don't ask more potential Rotarians to join. If you DO understand, please explain it to your Club, it could be the catalyst for change for a better club that would be bigger, bolder and stronger!

## Correction to email address;

in last month's edition of this Newsletter (page 5, subject “Malaria Awareness Day”), please note that the correct email address of Tom Shanahan is [koalabearweb@aspire.com.au](mailto:koalabearweb@aspire.com.au)

# “Identifying Qualified Prospective Members”

From *Membership Development Resource Guide 417-EN—(408)*

Careful selection of active members will increase your club’s retention rate and reinforce positive attitudes toward new member induction.

Qualified potential members are either

- Currently working in professional, proprietary, executive, or managerial positions or retired from such positions; or
- Community leaders who have demonstrated a commitment to service through personal involvement in community affairs; or
- Rotary Foundation alumni, as defined by the RI Board.

They must also

- § Be able to meet the club’s weekly attendance and community project participation requirements
- § Live or work within the club’s area
- § Fit into a classification that is not overrepresented in your club (exception: Rotary Foundation alumni).

The two types of Rotary club membership are active and honorary. For recruitment purposes, seek active members who fulfil the criteria listed above.

The *Manual of Procedure* (035-EN) provides detailed information on types of membership and Rotary’s classification system.

## “New blog postings on the Rotary Coordinator Blog Site”

<http://rotarycoordinatoren.blogspot.com/>

Please feel free to read the new postings, click on the links and post a comment if you wish.

### “ATTRACTIVENESS = REPRESENTATION + HUMANITARIAN PROJECTS”

Posted 16 Jan 2012, by Alceu Eberhardt, Rotary Coordinator, Zones 22A and 23A



On 11/11/11, precisely at 11:11 AM, I participated in the chartering of the 11th Rotary Club in the city of Francisco Beltrão, PR, Brazil – District 4640, the Rotary Club of Francisco Beltrão – Industrial.

This may not seem important, but if we take into consideration that the city of Francisco Beltrão has only 79,850 inhabitants, then the fact is great. It means that 1 in 199 people is a Rotarian! The 11th club in Francisco Beltrão was chartered following community requests for one more clubs in the city! This chartering ceremony received media coverage.

So why am I informing you of this? We made the Rotary Clubs more aware of the important roles they play in their communities. The efforts of clubs are to fulfill the Object of Rotary, and this can be fostered by the Rotary Coordinators.

In Francisco Beltrão, Rotary became Attractive because it is well Represented and sponsors Humanitarian Projects.

If a club is not attractive, how can it expect leaders to join? Without good programs and activities, how can we grow? My suggestion is that Rotary Coordinators build up on the concept of ATTRACTIVENESS = REPRESENTATION + HUMANITARIAN PROJECTS.

Rotary Coordinator Blog



## “TALK ABOUT ROTARY”

From RI President’s, February 2012, message:

... all of us have a responsibility to be sure that our good name is indeed known. We need to not just work through Rotary, but talk about Rotary – letting the world know about the work we are doing, the differences we are making, and the benchmarks we are setting. Our Rotary work speaks to our belief that a better, more peaceful world is possible, and we need to be sure that our voices are heard.

# “Keeping clubs on track”

Article from Rotary Leader, Jan 2012, Vol 2, Issue 4

District leaders can help clubs address warning signs before members leave

The warning signs are clear: A member becomes negative or regularly leaves meetings early. Participation begins to dwindle to a few core stalwarts. How can district leaders help struggling clubs turn things around?



As a district trainer and governor-nominee, David Yeghiaian has worked with club leaders on such challenges.

He believes that just a few adjustments can re-engage wavering members. By addressing warning signs early, clubs in your district will be stronger.

Yeghiaian offers tips on what to look for and how to respond:

**Low attendance.** In Yeghiaian’s District 6220 (parts of Michigan and Wisconsin, USA), club officers are encouraged to review quarterly attendance trends and contact individuals when their attendance dips too low. A member might be absent because of problems with his or her health or that of a family member.

Remind club officers that a simple phone call can help reengage the Rotarian by demonstrating that the club cares.

**Negativity.** Potentially contagious, “[negativity] is the most troubling because this may be a member who still attends but causes others to leave,” Yeghiaian says. For example, a member advocating an international project may become disengaged if fellow members aren’t interested. Encourage members to continue to pursue their ideas with their club colleagues, or help them partner with other local Rotary clubs to launch their project.

**Lack of interest.** “It’s important to involve members in activities based on their own interests and strengths,” Yeghiaian says. “Encourage an accountant to serve as treasurer, or ask someone who works for a nonprofit organization to lead the fundraising committee.” When members are contributing to something they’re already passionate about, the outcome is better projects and happier members.

**Financial issues.** Yeghiaian noticed that many younger members were leaving clubs because they were falling behind on payments. To prevent those with a “Rotary heart, but not a Rotary pocketbook” from leaving, District 6220 temporarily waived club-level dues for younger members in need of assistance.

Members were also invited to bring their own breakfast or lunch to a meeting instead of having to purchase a meal.

Yeghiaian also encourages district leaders to help clubs develop an annual survey to assess engagement and participation, and then to create plans based on the club’s vision. He also says that Rotary leaders should inspire, not just motivate: “Motivational leaders may keep members engaged for a brief time, but inspirational leaders have a much longer-term impact.”

Learn more about [fostering club leadership](#) and [helping struggling clubs](#).



## “Rotary’s Challenge reaches US\$200 million”

Rotary International has succeeded in meeting the Bill & Melinda Gates Foundation’s US\$200 million match in funding for polio eradication, raising more than \$202.6 million as of 17 January.



John Germ

“We’ll celebrate this milestone, but it doesn’t mean that we’ll stop raising money or spreading the word about polio eradication,” Rotary Foundation Trustee John F. Germ told Rotary leaders at the International Assembly in San Diego, California, USA. **“We can’t stop until our entire world is certified as polio-free”.**



# “Bringing Business Back to Rotary” Part 2 (final)

Article by Helen Blunden

President of the [Rotary Club Moorleigh Moorabbin, D9810](#)

Article continued from last month's edition of this Newsletter.



Looking around your community, it's likely you will find many businesses and services that all could be potential members.

Our research also highlighted that there were business networking groups in our local area – some larger than other but most self-directed or organised ad hoc. So we put these all together and came

to the conclusion that Rotary provides the connection of business, community and friendship – and we've been involved in social responsibility for over 100 years!

Our unique selling point is that there is no other business club around the world that has the level of global reach and connections like Rotary. There is no other club where people from all vocations can travel to any country, city or region around the world and have an instant connection and network to tap into.

So our club came up with the idea of Business Networking Event Months. Three times per year, in the months of February, July and October, we hold events where we invite local businesses to come and listen to guest speakers' talk about business critical issues that affect business owners. The events are also supported and promoted by the local council business development group newsletters and promoted through [LinkedIn](#), a business related social networking site.

A selection of topics covered in the past have been how to manage cash flow, how to work with Gen Y in the workplace, how to work efficiently in a carbon constrained economy and how to use social media to engage with your customers. These presentations are not run as usual Rotary meetings so you will not find any sergeant sessions, toasts, announcements, fines and Rotary regalia. Instead they are run as business presentations where there is ample opportunity for people to relax, network and learn from peers.



The presentations are backed up by another short presentation from a Rotarian-in-business (and who are matched to the theme of the night for example –an accountant if the topic is on cash flow) who talks about the value of Rotary service to their professional and business development. There is ample opportunity for people to exchange business cards and promote their products and services at the tables and after the formal proceedings. All visitors receive Member Information Packs that include Rotary promotional material and FAQs about Rotary.

After the presentations, guest speakers are written a recommendation and testimonial for their LinkedIn profile and all members and guests encouraged to link in and connect with each through their LinkedIn profiles. Also all business cards collected so that business details are entered into the database for future business event promotions.



Although it is still early days for our club to see the impact on membership, the level of enquiries for Rotary has increased. One guest speaker joined Rotary after one of these events. There were also repeat visitors who came in every week during that month to listen to the presentations and left inspired and open to connecting with their local Rotary clubs nearer to their home or business. Here are some of the quotes from people who came to recent events:

*"It was inspiring – you can see that there's so much experience in the room"*

*"I like the spread of ages and everyone comes from different backgrounds"*

*"I didn't know what Rotary was about– are all Rotary Clubs like this?"*

*"Everyone is really friendly and it's good to know that there are clubs like this that I can join when I've been in business for a bit longer than I have"*

*"How do I join?"*

If you would like more information on how to run Business Networking Events in your club, then contact Helen Blunden from RC Moorleigh Moorabbin on 0438 884 730 or email: [Helen.blunden@yahoo.com.au](mailto:Helen.blunden@yahoo.com.au)

# 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](mailto:shalhoubissa@shoal.net.au).

**Below is a project to share.**

## “G’Day SA strategy”

Article by PDG Euan Miller, RC Norwood, D9520

What do you do when you can't attract candidates for Long Term Youth Exchange? What's more what do you do when you can't attract sponsoring clubs and home hosts for the few students you do happen to attract?



Rotary clubs based Adelaide, have decided to venture in a new direction to enhance the international student study experience. These clubs have decided to focus on international tertiary students studying in Adelaide. Over 30,000 international students are currently studying in Adelaide.

Under the leadership of Rotary Club of Norwood member, Euan Miller, a G’Day SA strategy has been developed.

- Clubs host BBQs for international students in their homes, parks and even at the Adelaide Oval for an annual 20/20 cricket match between a composite national student team and SA Police.
- Clubs hold dinner meetings with students at International Halls of Residence.
- Students are embedded in clubs to volunteer to work on regular community projects such as Op Shops and Shed Sales to help build up their business and community networks
- Rotaract clubs are being established in tertiary institutions with three chartered in 2011 at two universities and a private tertiary provider and with three more planned in 2012.



- Weekend trips away hosted by local Rotary Clubs to give students an experience and memories they will never forget. The small Rotary Club of Lameroo provided a sheep station experience with students home hosted by members of the local community. Sheep penning, shearing and spotlighting were offered and all students tested their skill. A trip to Calperum station near Renmark, was hosted by the Rotary Club of Eastwood.

This was an ecology-based weekend and the students cooking a 10 course thank you dinner for their hosts. The Rotary Club of Port Lincoln also benefited from a student cooked international meal to say thank you for their home hosted weekend, 4WD tour of Lincoln National Park and an unforgettable swim with the tuna.

All these experiences have made an indelible impact on the students. They constantly say this is their best experience of their lives and are completely overwhelmed by the generosity of warmth and friendship shown to them by Rotarian and community hosts. The goodwill established has worked both ways and clubs are already asking to repeat, or extend, their experiences of 2011.



Because all the students are adults, any child protection concerns of Rotarians are overcome. Those Rotarians who consider themselves too old to host Youth Exchange find a day or a weekend with tertiary students quite manageable, and many have taken two students into their homes at the one time. Because a large majority of the students are from Asia, a whole range of cultures not offered before by Youth Exchange can be experienced by Rotarians. Rotarians are learning to cook halal foods on their BBQs and experience flavours and spices never tried before.

# “Reach out to Rotary alumni in your community”

Article appeared in *Rotary Leader* Jan 2012 edition

## Three ways clubs can turn New Generations participants into the next generation of Rotarians.

What would our clubs look like if we invited every former Rotaractor, Rotary Foundation Ambassadorial Scholar, and Rotary Youth Exchange student to join Rotary?

Hundreds of talented, dedicated, and energetic young men and women participate in these Rotary programs annually. Yet, less than **3 percent** of program alumni are Rotary members.

“We recognized them as exceptional young people — even spent time and money to educate and send them to other countries as Rotary ambassadors. Aren’t these the very people we want as Rotarians?” asks Rotary coordinator Judi Beard-Strubing.



## Consider these approaches to recruiting alumni:

**1. Reconnect.** “Constant networking and reconnecting” are key to recruiting alumni, says Peter Kyle, a former Ambassadorial Scholar. Kyle, who chairs the Rotary Foundation Alumni Advisory Committee, organized a monthly happy hour to reach out to alumni living in the Washington, D.C., area.

One-third of the attendees are Rotary program alumni, and the hope is that this eventually will become a new club.

**2. Network.** “Rotary calls it vocational service and fellowship. We call it networking,” says Daniel Sturgeon, a former Rotary Peace Fellow and a member of the Rotary E-Club of Southwest, USA. “And it’s very important to (alumni).” Sturgeon’s club is taking the concept one step further by creating a network of peace experts. The club’s goal is to recruit 50 peace fellows over the next three years, whom clubs and districts can tap for advice and help on their service projects.

**3. Make Rotary relevant.** Sturgeon concedes that the hardest part of selling Rotary to a busy young professional is that it is asking for yet another commitment. But the opportunity for community involvement is a big draw. “Alumni want their commitment to make a difference,” he says. And Kyle suggests making sure that your club’s meeting topics are relevant to alumni careers and interests.

**Find more tips** for making an alumni connection.

**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](http://www.rotaryaustralia.org.au/membership_newsletters.php)  
or <http://www.rotm.rotarysouthpacific.org/>

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