



MEMBERSHIP ON THE MOVE

Zone 7A & 8A NEWSLETTER

June 2009 Vol.5 No.11



As Others See Us

(This article is extracted from a Focus Group Report commissioned by Rotary International seeking opinions of professional non-Rotarian men aged 30-45 years and professional women over 30 years, in Australia, Argentina, and South Africa. Thanks to all those who emailed me asking for the full report, which I hope I've sent to all who asked. It's still available on further request.)

(2nd Instalment, continued from last issue)

RI Statements

Also tested within the non-Rotarian focus groups of professional men & women were RI's presentation of its Mission Statement, an explanation of its Membership Requirements, and Benefits of Membership. The following feedback was received.

Mission of Rotary International

"The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, to promote high ethical standards, and to advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders, known as Rotarians."

Though the mission statement was perceived to be noble and honorable, it was also perceived to be somewhat generic, non-descriptive and lofty. There were concerns expressed around the terms 'community leader', 'ethical', and 'service to others'. The statement, 'business, professional and community leaders', was interpreted as exclusionary and implying positions that are beyond the average business manager or professional – assuming more of an elitist position.

There was a mixed reaction to and hesitancy with 'ethical.'

General comments included:

- Sounds Christian-based
- They need a new mission statement
- It sounds elitist
- Does not sound like it is for charitable purposes



It raises the question for many participants around what is meant by service to others, high ethical standards, understanding of what, goodwill to whom and peace for whom?

While the promotion of high ethical standards sounds good it does beg the question of whose ethics are being promoted?

"Just because you've got money it doesn't make you ethical."

"It bothers me when they talk about ethics, because ethics is personal."

"What are the ethical standards?"

"There is no one set of ethics, if there were, it would be an imposition."

The formal objective is understood. However, the propositions tend to be vague, overly general and lacking relevant content.

Though concerns were expressed with the statement 'business, professional and community leaders', once again, there was an understanding and an appreciation for targeting professionals as people who have the ability, knowledge and skills to get projects organized and accomplished.

It should be noted that many of Rotary's messages are targeted to and for Rotarians. However, these messages must also be relevant and 'speak to' the non-Rotarian, prospective member sector. This is a primary means of communicating what Rotary International 'stands for' and what it hopes to accomplish through its local Rotary clubs. And, as noted within these group discussions, an organization's mission statement is something that is often times looked at and considered when a person is making a decision to further explore or get involved in an organization.

Thus, statements must be relevant, clear and purposeful to the reader.

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Your Event Published Here!

Membership & Public Image/Marketing Seminars are being held in Sydney on Sat 25th July, Melbourne Sat 1st August. Register with:-
Noel Trevaskis n.trevaskis@bigpond.com
or Richard Garner
richardandsusan@optusnet.com.au

Membership Statistics to 30th April 2009

As Others See Us

Continued from front page.....

World 1,221,880

Australia (Zones 7A & 8A)

33,664

District	30/6/08	1/7/08	30/04/09	30/6/08 to 30/04/09		1/7/08 to 30/04/09	
				+/-	%	+/-	%
9450	983	967	1033	50	5.1%	66	6.8%
9460	1079	1026	1053	-26	-2.4%	27	2.6%
9470	826	801	828	2	0.2%	27	3.4%
9500	1481	1479	1486	5	0.3%	7	0.5%
9520	1561	1542	1541	-20	-1.3%	-1	-0.1%
9550	1128	1100	1178	50	4.4%	78	7.1%
9570	1163	1124	1127	-36	-3.1%	3	0.3%
9600	1880	1846	1847	-33	-1.8%	1	0.1%
9630	1290	1277	1273	-17	-1.3%	-4	-0.3%
9640	1405	1388	1417	12	0.9%	29	2.1%
9650	1633	1595	1631	-2	-0.1%	36	2.3%
9670	1153	1141	1144	-9	-0.8%	3	0.3%
9680	1991	1918	1989	-2	-0.1%	71	3.7%
9690	1038	1003	1008	-30	-2.9%	5	0.5%
9700	1189	1179	1217	28	2.4%	38	3.2%
9710	1508	1485	1502	-6	-0.4%	17	1.1%
9750	1570	1513	1534	-36	-2.3%	21	1.4%
9780	2126	2102	2079	-47	-2.2%	-23	-1.1%
9790	1829	1787	1769	-60	-3.3%	-18	-1.0%
9800	2861	2805	2804	-57	-2.0%	-1	0.0%
9810	1368	1331	1342	-26	-1.9%	11	0.8%
9820	1537	1509	1501	-36	-2.3%	-8	-0.5%
9830	1446	1419	1443	-3	-0.2%	24	1.7%
Australia	34045	33337	33746	-299	0.9%	409	1.2%
World	1231483	1206089	1221880	-9603	-0.8%	15791	1.3%

Benefits of Membership

“The benefits of being a Rotarian include serving the community, networking and friendship, international involvement, and promoting ethics and leadership skills.”

How do Rotarians serve the community?

The benefit statement was also interpreted as being somewhat generic with the following questions and concerns being expressed:

Networking and friendship is something that can be achieved easily outside of a Rotary Club, so it is unclear how this is a benefit of being a Rotarian.

How are ethics and leadership skills promoted, and what ethics and leadership skills are being promoted?

The benefits do not outweigh the perception of an elitist group. Benefits are neither attractive nor inviting.

“You don’t need to join Rotary to help your community.”

Rob Wylie

This will be our last issue of “Membership on the Move” for 2008-09.

Our membership figures for the year so far (to 30 April) show a small increase Australia wide (1.2%) , but the figures that really count, on which our year’s performance will be judged on 30th June and for posterity, are those compared with our position on 30 June 2008. By this standard we need another 300 members (net growth) before 30 June 2009 to achieve a positive result for the year.

Experience tells me this is unlikely to happen, but I dearly wish and hope to be proved wrong. We should have these results before the end of July. Several Districts are already in the black and I congratulate those Districts on their results.

We all know that statistics don’t tell the whole story. I want to thank and congratulate every Rotarian whose efforts have assisted during the past year towards strengthening our Rotary clubs, encouraging fellow Rotarians to continue their membership and contribution to Rotary, inviting qualified new members to join us, and in forming new Rotary clubs. So many of you have done so much, and without your efforts Rotary in this country would cease to exist.

Thanks particularly to our “Membership on the Move” editor Len, to my fellow Regional Coordinators Sylvia and Noel, and to all our District Governors, Club Presidents, District and Club Membership Chairs and your teams. Welcome to all those who will carry on our effort into 2009-10. We look forward to the continuation of your efforts to improve and share Rotary.

Rob Wylie.

Rotary Membership and Population of Countries

Rotary International regularly releases figures on the number of Rotarians in each country of the world. Shown below is a table showing the number of Rotarians in several countries (as at 30/4/2009) compared with the population of that country.

Rank by no. Rotarians	Country	Rotarians 30/4/09	Clubs	Members per club	Population (millions)	Rotarians per million persons	Rank by members/pop
1	USA	369461	7790	47.4	301.6	1225	12
2	Japan	94949	2318	41.0	127.8	743	22
3	India	93002	2717	34.2	1131.9	82	67
4	Korea	58811	1334	44.1	48.5	1213	13
5	England	44154	1452	30.4	51.1	864	18
9	Australia	33510	1160	28.9	21.7	1514	8
11	Sweden	28822	557	51.7	9.1	3167	2
23	New Zealand	9412	243	38.7	4.2	2241	4
54	Iceland	1132	29	39.0	0.31	3652	1

Column 1 shows the rank of each country in terms of the total number of Rotarians in that country. Column 8 shows the relative number of Rotarians in relation to the country's population.

This does provide one reason why it is difficult to achieve membership growth in Australia & New Zealand comparable to that which is being achieved in other countries. Our forebears already achieved this during the first 75 years of Rotary in Australia (1921-1996). Since then growth has been minimal worldwide and in recent years there has been a shrinkage in Australia of around 1 to 1.5% per year.

But it's worth noting that if the top 30 Rotary countries (the countries with the largest numbers of Rotarians) each had the same density of Rotarians in their populations that we have in Australia, there would be over 4 million Rotarians in those 30 countries alone.

If India was taken out of that equation, we could still have 2.5 million Rotarians, more than double our present membership of 1.2 million worldwide.

This is not an excuse for complacency, or a suggestion that we should work less hard to modernise Rotary in Australia, strengthen our Rotary clubs, and achieve a moderate annual increase in our membership. We need to do all those things, and continue to invite people of ability and integrity to join our ranks.

We can feel regret, but certainly not shame, that the efforts of so many at all levels of Rotary are not yet producing the small change (1% growth) that we need to turn that small annual loss into a small annual gain.

Rob Wylie.

Orchards or Fruit Shops?



RRIMC Noel Trevaskis

Rotary Clubs are similar to Orchards or Fruit Shops.

There were a lot of orchards in the region where I grew up in the Southern Riverina of New South Wales; all growing a variety of produce for fruit shops, some of their fruit was sold at their own roadside fruit stall, the majority of the produce went to markets in Melbourne. The work in an orchard is ongoing all year round. It involves pruning getting rid of the old wood so that the fruit could grow on the new wood. It was always spectacular in the spring watching the fruit trees change from flowering to finally full leaf and the fruit starting to appear and then when ripe they were ready for picking. A lot of work had to be done before the orchardist was able to get their

fruit ready for sale. They would have to contend with insects, birds and other bugs that had the potential to affect the yield and quality of their crop. Then they would also be hoping that the crop wouldn't fail due to a lack of water or that a hail storm doesn't hit their orchard at the wrong time. When new varieties became available they would plant them out then nurture them so that they would grow into full mature trees.

There are so many things that can go wrong and quite often they did but they are a resilient lot, through good management, good planning, hard work, and persistence they were able to get through the year and would look forward to the following year.

How do they survive in such a tough hard environment? Nothing is left to chance, they plan ahead. They prepare themselves plus they are keen to learn about the best varieties, the best practices available in making sure they do get the best crop possible. Orchardists take great pride in the end product and being able to provide good quality fruit.

The fruit shop in town may also work hard but perhaps their life is a little easier, they rely on the fruit arriving from the market or their supplier on a regular basis. They do work hard at selling their fruit but the weather can affect them as well but in a different way. Perhaps the fruit may be scarce because of the climate or the quality isn't as good as it could have been, that can have an impact on their livelihood. Whilst they can educate themselves about different varieties and try different ways to sell their produce, they are still reliant on the orchardist. The orchardist needs fruit shops to sell their produce but can also sell from a roadside stall or the local farmers markets. The fruit shop can source their produce from a number of areas, however they are completely dependent on the orchardist for their living.

Does your Club resemble an orchard or a fruit shop? If it is like an orchard it is a nurturing club, it encourages members to grow and develop to maturity as Rotarians where all their needs are met. New members are joining and growing in their knowledge of Rotary. Members get involved within the club and at district level as well, A Club that has direction and a real purpose, it is an effective Club. Or is your Club more like a fruit stall? You have static or declining membership, when people leave you try to replace them with the same type of person, and when members leave no one asks to find out why they did. There is no growing of membership because there is no effective membership recruitment plan in place. Members lack knowledge of Rotary programmes because there is no education plan in place.

Rotary Clubs need to be like orchards, nurturing, growing, pruning, maturing, and developing, a Club where people want to be, Rotary Clubs cannot afford to be like a fruit stall all the same, not changing or remaining static and just drifting along.

For a club to be an effective club it takes work and commitment by the club leaders.

A Club Assessment amongst the members is important as it will help identify your strengths so that you can capitalise on them as well as helping you to identify areas that you need to strengthen.

An effective recruitment and retention plan have a look at is the BEYOND 2000 programme, go to the membership website: www.membership.rotary.org.au

The Debate! Readers Write

Len, I'm copying you in because I think your article misses the point; Rotary's PR problem is precisely that "we cover a diversity of projects far, far beyond the scope of all those above organisations put together". That means we spread ourselves so thin there is no coherent message. That's what gives rise to the confusion about what Rotary is all about "they do a bit of this, a bit of that, you don't really know what!" You can love or hate the Greenies but at least you know what they want – the destruction of western industrial society in the hopes that Nature will then recover – at least "Save the Planet" is a catchy slogan – we have dozens of Acronyms instead ARFHRF, RYLA, RYDA, RYEP, POW.

The claim "We are non religious/political" is a drawback not an asset for recruitment – our confirmed secularity just means we cannot draw on faith-based volunteers or armies of young idealistic greenies and socialists.

Nor is it true these groups do not have fun – I would argue that young men get involved in Greenpeace as much for the Midnight Oil concerts and the hordes of young girls involved in the Global Warming crusade, as to "Save the Planet!"

Church groups also give members a feeling that they belong, and fellowship among the group. I'm involved with my local Church and can tell you that many people get just the kind of buzz out of helping people through fund-raising for the Victorian Bushfires, or Food-banks for the poor, as we do in our many and varied Rotary programs. Religious people feel that they are serving God as well as Man in this work, and that it would be morally wrong to put Rotary ahead of Religion. If you want to attract Muslim (for instance) members to Rotary you have to get your head around this. There are Christians who wouldn't join Rotary knowing Assembly is always on a Sunday, clashing with Mass.

My Club is involved in MUNA, helping run District Assembly, Tree of Joy in three separate Shopping Centres, Interact club at James Ruse, Making Gift parcels for the elderly and delivering to the homes on Mothers' and Fathers' Days, Anzac Parade at Tebbutt House, Bowel scan, Red Shield collection, Meals on Wheels, Primary Schools Public Speaking Competition, Pride in Workmanship, Apprentice of the Year, Sausage sizzles, Golf Days, the list goes on. Where is the coherent message in that, which says to a prospective member what Rotary is all about? I invite friends and acquaintances along to Rotary meetings and Projects, but I can appreciate that some of our projects make young people cringe.

I think our message should be something like:

Rotary is an international movement of volunteers from a wide variety of vocations, who see human suffering and take action to make things better.

No problem is too big or too small for Rotary, too local, or too global.

We fund-raise for the local Hospice and battle to make Polio extinct around the world.

We are seeking Men and Women of good character between the ages of 30 and 65 who are ready to give something back to Humanity.

Do you have what it takes to change the World?

Find out more about Rotary, and you might!

My two bob's worth...**Allen Horrell, Membership Director, Ryde Rotary.**

Len

My side of the debate is very simple – Rotary is not a volunteer organization nor is it a service club. These are beneficial by-products of a Rotary club's primary business, which is satisfying its member's personal needs by Advancing the Object of Rotary.

The key is that member's needs change with time and their location. Each of us can verify this by examining how our personal needs have changed since we were young and just starting out. Club's falter by not adapting to those changes.

Jim Henry, PDG D-6960

Regional Rotary International Membership Coordinator, Zone 34, 2008-09

The Debate! Readers Write

Len,

I received your piece as part of some literature that was given to me to assist in my preparation for a membership evening program that my Club, The Rotary Club of Mt Martha, will hold Monday evening next. I found your article to have a grave error in logic and at least one error in fact. Your logic has it that it is OK to compare The society of St Vincent de Paul to/with Rotary. Well it 'aint; your comparison is as logical as comparing apples to bowling balls. The two were set up with a completely different framework and mission. Secondly St Vincent De Paul raises it's funds locally, meets regularly, has fellowship regularly, distributes money and goods to the less well off locally in other words most of it's focus is local. Having noticed those two howlers I read no further. Not good enough from an editor Len!

Yours in Rotary **Bernard Butler, The Rotary Club of Mt Martha.**

Hi Len,

A quick response to your editorial comment in the Membership Newsletter from a Salvationist.

1. Salvation Army as a church meet weekly on Sunday plus many other associated and regular meetings during the week.
2. Humanitarian work is virtually 24/7 but certainly 5 days per week is typical in community work.
3. Political ? not formally linked politically but the common concern is social justice.
4. Remember the volunteers are strongly led by an army of fulltime officers working in 115 countries around the world. The organisation is strongly supported by professional staff and senior business leaders.
5. There is a great synergy between Rotary and the Salvation Army. In recognition of this, Senior Salvation Army officers have been active Rotarians around the world for decades.

Keep up the good work,

Yours in Rotary, **Ray Patteson, PDG District 9750**

Hi Len,

In response to your "From the Editor's Desk" article in the May "Membership on the Move" and your challenge – how about a debate? – I will be purposely provocative.

Three points I would like to raise:

The first is that in terms of being a "well-recognised" service organisation relative to the other organisations mentioned, Rotary has the problem that its name does NOT reflect its mission. For example, even if you had never heard of "Doctors without Borders", "Amnesty International", "Green Peace", "Make a Wish" etc, and someone mentioned their name, you would have a fair idea of what they might do. And because the names of these organisations reflect what they do, they are readily remembered and recalled. "Rotary" does not "speak" to a mission or a particular activity.

My second point is that Rotary does not have a "single" mission or focus. In your article, you readily identified the major focus for the other organisations and added "we (Rotary) cover a diversity of projects far, far beyond the scope of all the above organisations put together".

This is both a strength and a weakness. If you ask the "man" in the street "what does OXFAM do?", the answer "famine relief" would be a reasonable response. If you ask "what does Rotary do?", the answer "everything other volunteer organisations do and far, far more", the response is neither reasonable nor informative. You conclude "And yet they (the other organisations) appear to be far better known and understood than Rotary". And I say "given that our name doesn't say what we do and we do "everything", is it any wonder?"

My third point is that, because we don't have a single focus, to be "better known and understood", we need to have a number of high profile, well-publicised, national and international projects (local projects are great but they don't raise our profile outside of the local community). Polio eradication is a fabulous, successful international project but has probably gained more publicity because of Bill Gates' support than because of its association with Rotary. Shelterbox is another fabulous project but I wonder how well it is known or associated with Rotary. And what of our National projects? To raise Rotary's profile in Australia, we need well-publicised projects relevant to Australians. And I think we potentially have one. Tom Slater, from the Rotary Club of Attadale in WA, has organised a State-wide co-operative project between Rotary, Bunnings and the Red Cross to solicit pledges of blood donations from the public. On the last weekend in May, various Rotary Clubs will be running sausage sizzles at Bunnings stores throughout WA. Red Cross are setting up stalls beside our sausage sizzles, and we will be giving a free sausage to everyone who pledges blood. We know the project works because Attadale Rotary Club has already run it a couple times with our local Bunnings and our local Red Cross Blood Bank. After taking the project State-wide, I know Tom is keen to take it National, as are Bunnings and the Red Cross. It's a great fund-raiser for Rotary, of huge benefit to the Blood Bank and with support from Bunnings, has the potential to lift Rotary's profile in Australia enormously. So my challenge to Rotary is to support and promote this project though-out Australia and to come up with a couple of other relevant, public, nation-wide projects that will help lift our profile so that Rotary is "better known and understood", at least in Australia.

Let the debate continue Cheers, **Martin Houchin, Rotary Club of Attadale**

My Journey with Rotary

Dear Noel,

I grew up in a lovely family on the outskirts of Coffs Harbour on a small hobby farm with my parents, younger sister, and brother. Attending a regional catholic high school without going to one of the catholic feeder schools, instantly make's one stand out and not have existing friendships (as if starting high school isn't scary enough).



Throughout high school I was constantly the focus of many a bully, with not many of those around me who I could truly call my friends. This was due to my lack of social intelligence combined with the image of being quite talented in both the chess club and school choir (not your common popular boy activities).

In 2002, my father (a science teacher from another school) handed me a flyer for the National Youth Science Forum (NYSF) to be held in January 2003, which I took an interest to. I approached my school and as I was a keen science student with good grades. Luckily no one else was interested within my school to go so I went to my local Rotary club who my grandfather was a member of and was then sent to district selection in Walcha, some 4 hours drive from home.

80 or so kids on that day arrived, both nervous and excited about the opportunity to attend the science forum in Canberra.

For some reason I pulled it off and was selected to be 1 of 13 representatives from my Rotary district. I wasn't a competent speaker and wasn't very confident, my advantage was that I was confident when in front of older people. I had found that throughout my time working at a local golf resort, people my senior gave me respect rather than like my peers demanding me to earn respect before they gave it.

In January 2003, I attended the NYSF in Canberra, amidst all of the bushfires surrounding us, as a timid, unconfident 17 year old (even ask my parents), one who was even hesitant about finishing Yr 12 due to the bad time I was having at school.

I can't explain the process of what happened on those two weeks that changed me into a confident young man. Whether it was seeing that I wasn't the only one who appreciated science, the leadership training, or the friendly and open nature of all of the participants, I will never truly know. I do know that without this Rotary program I wouldn't have achieved any of the things I have achieved to date.

This quiet, 17 year old "nerd, with not many friends" after participating at the NYSF has changed just a little – amongst other things has since attended staff training for the NYSF, traveled to South Africa as an Australian Youth Ambassador, Student President of his University, Australian delegate for the Junior Chamber of Commerce to a world congress in India and now is a Director of an International charity – The Emagine Foundation (www.emagine.org.au), a paid public speaker and CEO of a national company (www.zambrero.com), at the age of 23. Most importantly of all is he is now a Rotarian at the Rotary Club of Sydney Cove and involved at District level as the aide to the District Governor for 2009-2010.

I hope that this story finds you all and is a thank you from all of the thousands of young people and their families that you have helped, not only in Australia, but the world. Please keep in touch with the youth and their families after they have finished these amazing courses as they, like me are the next generations of Rotarians and have a passion for Rotary to keep these programs going for many generations to come.

Best regards,

Stuart Cook

stuart@emagine.org.au

Writing For The Web – Part 2

The tone of writing on the web should be Positive + Professional, keeping in mind:

Vocabulary: Should be as simple and limited as accuracy permits. Avoid overused and meaningless words such as 'overarching' and 'underpinning'. Such words encourage readers to scan past them to search for particular, useful information.

Jargon and Acronyms: These are substitutes for long, technical, and complex matters but may represent lazy communication. All acronyms should be spelled out at least once in each section. Online conventions dictate that acronyms should only be used if they are universally recognised or appear many times.

Legalese: Understand it, translate it, but do not use it. Although it is a set of rules, resist the urge to use legislative conventions. The writing styles used in legal opinions and reporting judgements are inappropriate for an online audience.

Spelling: Get this ~~wite~~ right! Use computer spellcheckers, but be aware that the default language may need to be changed to Australian English. Spellcheckers will not pick up on misused but correctly spelt words.

Grammar: Grammar is too large a topic to be covered here, but it is important to get this right. Source an appropriate guide from any reputable bookstore.

Punctuation: If a sentence looks too complex, it probably is, even if it is grammatically correct. Use the active voice, short sentences and bulleted lists to remove the need for complex punctuation.



Language is the source of misunderstandings

*Antoine de
Saint-Exupery
1900-1944*

Style

Simplicity: The content should be succinct and accurate. Where possible, communicate using:

- Bulleted lists
- Tables and charts
- Diagrams
- Pictures

These provide clarity, increase reading speed and improve comprehension:

Bulleted Lists: These are especially useful for:

- Shortening text
- Listing items
- Sequencing content
- Highlighting information

Titles or Headings: Create meaningful titles. Readers depend on these signposts to find the information they need. Bland or misleading headings hinder readers.

Pacing and Spacing: Use paragraphing, titles, lists and 'white space' to interest readers. Don't expect tired readers to mine unbroken tracts of text for key information. Text in a regular pattern encourages readers to scan past important information. Format text with single-line spacing, a blank line (ie. One return) between headings, paragraphs and any object (eg. A table).

Sentences: Short and varied sentence lengths make reading easier. Sentences should average 8 to 15 words (or perhaps 6 to 7 words for procedures and instructions). Using very short or very long sentences can make meanings unclear; but a variety of sentence lengths can counter boredom and irritating, abrupt rhythms. If in doubt, be succinct.

Names and Numbers: Use with care as names and numbers will frequently change and where these are used, regular reviews should be scheduled.

Bolding, Italics, Underlining, Capitalising

Bolding: Bold Text should be used for headings and to (sparingly) highlight words within the text. It should be used instead of colour, if only because it is easier to read in printed form.

Italics: Are more difficult to read than plain text, and should be used when necessary and not to highlight text. Some common uses are:

- Citing Acts of legislation
- Titles of books, periodicals, plays, poems, music, films, and artworks
- Foreign words or phrases

- Scientific names of plants and animals
- Where quoted text contains it

Underlining: Should not be used as it makes text difficult to read and, as the online protocol is to underline hyperlinks, it may confuse the reader.

Capitals: Capitalise headings, proper nouns and where quoted text contains capitalised words. Don't use blocks of uppercase text unless your intention is to:

- ADD EMPHASIS WITH BOLD TEXT THAT SLOWS READING

Colour and Graphics

Colour: Colours should be easy to read, both on the screen and when printed in black and white. Very pale or very bright colours should be avoided.

Tables, Diagrams and Pictures: 'Objects' should be used to improve communication, not for decoration. Use an appropriate title to identify them.

Footnotes

Do **not** use footnotes. All important information should be in the body of text or referenced by an appropriate citation or hyperlink. If people need to know, tell them.

Reviewing

Always review and rewrite. Ensure at least one reviewer looks for technical flaws (grammar, spelling, layout, etc), and opportunities to improve the structure and content. Try to involve reviewers who are both familiar and unfamiliar with your subject. Allow time between writing and reviewing. Don't seek comments, approval, or publishing without first reviewing.

Source: Directorate of Leadership Communications, Version 1.0, August 2007, Australian Government, Department of Defence

**Simplicity is not the goal.
It is the by-product of a good
idea and modest expectations.**

Paul Rand, 1997

From the Editor's Desk

Well it seems that I got it wrong!!

Some of the listed organisations from last month's newsletter do meet weekly, have fun/fellowship and support their local communities.

Thank you to all those respondents re my request for a debate and for correcting the errors of my way. In particular those of you who took the time to offer your thoughts and suggestions on how we as an organisation move forward.

Challenging ourselves and others is probably a given, even if we do and must make mistakes as we change and move forward.

I quote our founder Paul Harris:-

“The Rotary of today is different from the Rotary of yesterday and the Rotary of tomorrow cannot, must not, be the same as the Rotary of today. Rotary will continue to evolve.”

On the subject of moving forward, we approach a new Rotary year, President Elect Training Sessions and Assemblies all but complete.

Incoming club presidents will be finalising plans for their year and building their teams and plans.

For those of you considering the Club Leadership Plan/Vision Facilitation Program, I encourage you to continue. And those of you who have either or both in place we welcome your comments by letters to the editor so as to share as we learn.

For more information click the link [Club Leadership Plan](#) or contact your Regional Rotary International Membership Coordinator (RRIMC).

Wishing all our readers a successful and constructive new Rotary year for 2009-2010.

Your editor,

Len

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Membership On The Move

News from Zone 7A & 8A
Australian Capital Territory
New South Wales
Northern Territories
PNG Papua New Guinea
Queensland
Solomon Islands
South Australia
Tasmania
Timor Leste
Victoria
Western Australia