



**Rotary Club of Blackwood Inc**  
 Chartered 14<sup>th</sup> September 1970  
 ABN: 40 718 875 507



# District 9520

**International President: Dong Kurn (DK) Lee**

**District Governor: Peter Shipp**

Club President:	<b>Ray Smith</b>
Secretary:	<b>Cherilyn Fleming</b>
Treasurer:	<b>Barry Sheridan</b>
Vice President:	<b>Bernie Morgan</b>
IPP:	<b>Michael McClaren</b>
President Elect:	<b>Cherilyn Fleming</b>

## BOARD

<b>Directors</b>	
Finance:	<b>Robyn Venus</b>
Club Service:	<b>Bernie Morgan</b>
Future Generations:	<b>Michael McClaren</b>
Community Service:	<b>Graham Roberts</b>
Youth and Vocational Service:	<b>Sue Wymond</b>
International Service:	<b>John Penta</b>

### The Four Way Test

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build goodwill and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?



**Rotary Club of Blackwood Inc, PO Box62, Blackwood, SA, 5051**  
**Meeting Venue: Belair Park Country Club, Upper Sturt Rd, BELAIR**  
**Tuesday 6.00 for 6.30PM**

**IF YOU ARE UNABLE TO ATTEND THE MEETING OR WISH TO BRING A GUEST**  
**PLEASE RING LJ Hookers Blackwood office on 8278 9111 by Tuesday 12.00 noon.**

<b>Club Web Site:</b>	<a href="http://www.rotarnet.com.au/blackwood">http://www.rotarnet.com.au/blackwood</a>
<b>District 9520 Web Site:</b>	<a href="http://www.rotarnet.com.au/9520">http://www.rotarnet.com.au/9520</a>
<b>Rotary International Web Site:</b>	<a href="http://www.rotary.org">http://www.rotary.org</a>

## INVOCATION AND TOAST

**Sergeant Allan Eldridge** called all to order and then handed over to **Chair Bernie Morgan** to give the invocation, and toast Australia and her people.

## PRESIDENTS ANNOUNCEMENTS

**President Ray welcomed** all members and our **guests Tom Sweeney, Bob Sothman, and Michael and Elizabeth McDermott** (parents of Barbara Chappell, holidaying from Ireland).

President Ray then;

- Reported on our last meeting at the **Bowls Championship with the Flagstaff** Rotary Club. **We won for third straight year ...** but only just!
- Read an email of **resignation from Peter Lisman**. He has resigned due to financial problems with his employer.
- Reported on **Road Watch held on Saturday 17/01/2009** thanking his team for a fine and speedy effort. The team was **John Jackson, Tom Davenport, Russell Ecclestone and John Penta**. Commencement time was 9.15am. This was obviously a little too early for some retired folk who were still in their pyjamas when phoned at 9.25!
- The **Rotary Club of Mt Barker** was chartered in 1966, and is **holding its 2000th meeting on Saturday 7th February**. The cost is \$10, including supper, and has a 1960's theme – with prizes for best costumes.
- The **Rotary Club of Reynella** is holding a **Quiz night on 7th March at 7pm**. The cost is \$10, with fabulous prizes.
- Read an email regarding **DG Peter Shipp's health** from the District Secretary, Peter Sandercock. DG Peter had surgery on Thursday and on Saturday was still resting in intensive care. DG Peter and wife Judy wished to thank members of the wider Rotary family for their best wishes during his recovery.
- Gave a reminder that the **Open Forum is scheduled for 24th February 2009** with special **guest speaker Police Commissioner Mal Hyde**. This is a special occasion, so tell your friends and neighbours. (See announcements below).
- **Next week's meeting is a Club Assembly and Committee Night**. Committee chairpersons were asked to prepare reports.

## SPECIAL EVENT - INDUCTION OF TOM SWEENEY

**Tom Sweeney** was introduced by **Jeff Hunter** and inducted by **President Ray** into the Blackwood Club. Tom praised the doggedness of Jeff as he persuaded Tom of the advantages of joining Rotary and the Blackwood Club. **Welcome to Blackwood Tom (and partner Yim) and well done, once again, Jeff.**



## ATTENDANCE

Attendance: Despite repeated protests, Reg Hanson recorded it as **78%**. Raffle: **John Lewis**

Makeups: None were reported.

## SERGEANTS SESSION

**Fines Amount:** \$36.10 .

**Sergeant Allan's** usual style and story telling made a good session. He got our newest member Tom to carry the box and used varied topics such as "sleepy retirees", "knee rugs", Tasmanian characteristics, Secretarial competence, Educators and topping up a bucket of ice with raffle tickets to fine various members. He told a joke maligning some deceased Port Power fans but did not give the opportunity for cross fines.

## FOR THE GOOD OF ROTARY

- **John Penta** gave a **Christmas Card from our sister Club of Dillibazar**, and **school reports, letters and photos from our School of St. Jude student (Adella)** for all to read. Adella's letter and report were heart warming.
- **Trevor Abbott** is looking for **volunteers** to help at **Donations In Kind sometime in April**. If you could join Trevor, please send him an email.
- **PDG John** handed out a **dodger for the Guess Who Is Coming To Dinner** on 14/3/09. Please register ASAP.
- Due to the **expected popularity of the Community Forum on 24/2**, **Bernie Morgan must have pre-paid booking** for members and guests by 17/2. All members will get an email concerning this.
- **Bernie Morgan** reported on **Gerald Taylor who is now in the Bellevue Room at Kalyra Nursing Home**.
- **Russell Eccleston has cakes and puddings** still for sale. Please eat up and help Russell and the Club.
- **Michael McClaren** reported receiving **\$2,000 sponsorship for Glen Miller & Friends** and **urged support** this event on 4/4/09.
- **Bob Arnold reported** that **seating at Glen Miller & Friends is limited to 526**. Seats will be allocated with first paid getting best seats. He also gave an update on work at Calperum.

## GUEST SPEAKER

**Chair Bernie Morgan** told how at considerable cost to herself, **Cherilyn attended the Australian Rotary membership conference** in Canberra last July. Cherilyn then talked to a power point presentation and gave out handouts. A copy of the handout is attached for information of readers.

In questions, Cherilyn stated that she did not want to set tasks of what she thought should be done, but hoped that Club members would identify changes required and be motivated to make the changes so that we gained a more diverse and younger membership.



## CLOSE

President Ray closed the meeting very close to 8pm.

**Bernie Morgan — Bulletin Editor**

## MEETING ROSTER AND SPEAKERS

Meeting No.	1967	1968	1969	1970
Date	3rd February	10th February	17th February	24th February Community Forum
Fellowship	Ken Roscrow	Bernie Morgan	Bob Richter	Trevor Abbott
Reg. Assistant	John Lewis	John Penta	Barry Sheridan	Sue Wymond
Furniture	Graham Lough Michael McClaren	Laz Meszaros Ken Prime	Graham Roberts John Walters	Neil White Bob Arnold
Chairman	Ray Smith	TBA	John Jackson	Graham Lough
Speaker	Various	Richard Dix	Terry Tierney	Police Commissioner Mal Hyde
Topic	Club Assembly	Sailing in the Mediterranean	Digging Holes	Issues Facing SAPOL
Bulletin editor	Sue Sedivy	Sue Sedivy	Terry Tierney	Terry Tierney

## COMING EVENTS AND ANNIVERSARIES

Coming events	Birthdays	Anniversaries
February 24th 2009 (Tuesday) <b>Special Guest Speaker</b>	Feb 8 - Bob Lehmann	Feb 4 - Neil and Kathleen White
March 14th 2009 (Saturday) <b>Guess who's Coming to Dinner</b>		
April 4th 2009 (Saturday) – <b>Glenn Miller and Friends</b>		

## **New Model for Rotary –**

### **2.1 Speakers identified the following key success factors.**

1. Modernise meetings
2. Reduce average age
3. Improve gender balance
4. Enhance vocational coverage
5. Reflect community ethnicity
6. Recruit and develop quality leadership
7. Strategic promotion of Rotary's image

### **2.2 Delegates identified the following key success techniques.**

1. Increase awareness of motivations of target members
2. Support younger members' objectives and ideas
3. Be flexible on attendance, subscriptions, meeting formats etc
4. Cultivate the culture of hospitality
5. Adapt to less long term and more episodic commitment from members
6. Reduce "obligatory" fund raising from members
7. Focus community service on areas of preference to target members
8. Engage, resource and empower public image marketing capability
9. Adopt new technologies
10. Manage procrastination and resistance

## **3 Speakers – Key Points**

### **3.1 Rotary Strengths**

Rotary's infrastructure  
Rotary's image of middle class and conservative is reassuring

### **3.2 Rotary Weaknesses**

It is natural to want to invite our friends to be new members. We are more inclined to invite people of the same age, same background or even the same profession. This is not the way to build a strong Rotary Club.  
"That's the way we have always done it" – sacred cows take a long time to die  
Outdated habits & routines, reluctance to change  
Rotary is considered to be relevant to younger people  
80% of Rotarians have not sponsored a new member  
Rotary's image is not apolitical - a branch meeting of the Liberal Party  
Rotary's image of middle class and conservative is a major concern to some

### **3.3 Rotary Opportunities**

Foster Australian youth innovation - document and develop ideas. The infrastructure is already available in Rotary clubs. Imagine if the ideas of our youth were fostered in a strategic way.  
Do what is necessary to help schools and community. If there is a place where young people are growing up, schools and universities are where they will find their place to connect. (Brisbane uni is a great example of a hub for ideas and communities.)  
Tap into corporate volunteering. Rotary is well positioned to do this- we understand both business and the non-profit sector. (When we talk about corporate volunteering, we tend to think of large companies, but it's really more small and medium enterprises - as is the traditional basis of Rotary membership.)  
Stay in touch with alumni of The Rotary Foundation and youth programs.

### **3.4 Intergenerational change**

People are not joining organisations – prefer more loosely woven relationships  
People don't want to go to meetings that are outcomes inefficient  
People don't want to pay membership subscriptions  
Young people turn to online communities because they can't feel connected to their real community. There are millions of users on Facebook and Second Life.  
New community styles are built on affiliation around issues rather than geography

Resentment towards the developed world will increase if extreme poverty is not addressed.  
Half of the world's poor live in the Asia Pacific region  
Young people will not join organisations to meet and eat  
Young people are busy and poor – but will take time to serve

### 3.5 Volunteering

Never before have Australians been so willing to volunteer – 17% to 30% increase in young volunteers from 1995 to 2006.  
Informal volunteering- transport, errands, childcare, coaching around 75% of formal volunteering.  
Age group that volunteers most is 35 to 44 years.  
Many traditional membership-based organisations are struggling to attract members  
Traditional volunteer groups are having issues attracting volunteers  
Motivation of volunteers - different reasons including personal satisfaction, learning new things, and sense of community  
Trend toward “episodic volunteering”- temporary, interim, occasional, project based  
Rise in “spontaneous” volunteering – can cause resource management difficulties  
Volunteers are no longer staying with one group forever. This doesn't mean volunteers aren't committed to the organisation for a long period of time they do but on an episodic basis. Non-profit organisations are trying to integrate this in their matrix.  
Increase “grey nomads” - mutual support with other grey nomads, helping out in towns they visit – regularly using email to communicate.  
Retiree programs - encourages retirees to participate beyond their working life

### 3.6 Marketing

Rotary must sell itself to attract new members – throw aside comforts of anonymity and start talking up Rotary and your club  
But first, Rotarians need to have confidence that their club will appeal to potential members before they invite them to attend meetings. We cannot market an unappealing or “comfortable” club.  
Building trust through the community is the best way to promote Rotary  
How Rotary clubs voice their intentions cannot be overstated in importance. It's a race with similar organisations for members and support, both physical and financial. Rotary needs to sell itself, and one of the best ways to do that is through the media.  
Promote programmes – most people have no idea youth exchanges etc are happening  
Internet is the fastest growing marketing tool e.g. facebook  
Rotarians need to become more media savvy

- Brief & to the point
- Timeliness is the key
- It is an instant news world – e.g. mobile phones reporting medium including photographs
- Respond instantly to approaches from the media
- Be available
- Editors and journalists constantly battle with over supply of stories – don't be discouraged if yours is not picked up – keep plugging away
- Never able to compete with bad news stories but there are opportunities in “kickers” (good news to finish bulletins) category
- News needs to be “unusual” – take opportunities when you have a good “unusual” story

### 3.7 Suggestions

We must find new ways to make Rotary relevant, attractive and meaningful. Rotary has to fit in with potential members not the reverse.  
Be aware that young people are motivated by different things and factor it in.  
Motivations may change e.g. initially to know people – evolving into satisfaction.  
Market the personal benefits of volunteering- training, networking, experience etc.  
Rotary needs to find ways of engaging young people in ways they find welcoming.  
Consider offering project work to youth.

## 4 Delegates – Key Points

### 4.1 Demographics

Clubs need to cover whole community demographics  
Australia is a good community which is socially empowered  
Rotary is looked upon as Anglo-Celtic background

### 4.2 Structure

Needs to be national (stronger than District)  
Improve communication between clubs.  
Look for opportunities to create beneficial relationships with other clubs – e.g. project sharing.  
Set up new look satellite clubs meetings or associated groups (either within or spinning off clubs)  
Connect with multi cultural associations  
Develop ongoing relationships with businesses, councils, volunteers etc

Review club by laws to suit preferences of future membership target groups (e.g. friends of Rotary Club of \_\_\_\_\_, attendance requirements, frequency of meetings etc.)

### 4.3 Management

Need for strategic plans – at club, district, and national level  
Adapt to change within society  
Have one active / skilled person to deal with the media  
Provide for flexibility in attendance  
Use current technology  
Conduct regular surveys of member satisfaction  
Member fatigue  
Poor communication  
Focus on engagement rather than attendance  
Service projects should be - a balanced program of local and international projects.

### 4.4 Meetings

Meetings must be businesslike. The chair must cut people off if necessary.  
Meetings should be flexible and include a variety of times, locations and guests.  
A Rotary Club should have the ability to decide on the frequency of its regular meetings.  
Ensure warm welcome and subsequent friendly briefing, support & mentoring  
Interesting, friendly, fun meetings matching preferences of target (non committed) attendees  
Invest more resources in planning speaker schedules, planning and running meetings  
Have a dedicated greeter – for both visitors and members  
Make welcoming guests a responsibility of all at the club – not just a few  
Reduce formalities  
Stop “grandstanders”  
Think about the need for meals  
Discontinue traditions that may discourage membership targets

- Grace
- Toasts
- Sergeant
- quaint words (such as fellowship)
- Acronyms (RAWCS, RYLA etc)

### 4.5 Membership

Setting a membership target without a plan on how to achieve it will be unproductive.  
First focus on changing to become more attractive to desired potential members, then implement an effective recruitment plan to achieve the club's desired growth target.  
Look for good leaders – quality of members will lead to better performance and future of Rotary  
Provide leadership training  
People want value for their money and time.  
Provide for lower cost memberships

- Subsidise membership fees
- Join “Friends of Rotary Club of \_\_\_”, “Young Rotarians”, shared memberships (e.g. partners, corporate – reduced membership fees)
- cost of meals optional
- Sergeant - fun not fundraising

(Note Friends of Rotary should be at club level only ... “Friends of the Rotary Club of .....” is the most appropriate term)  
Target uncommitted members – joining does not make commitment – getting involved does  
Develop clubs to truly reflect community demographics (cultural, professional, tradespeople, gender, age (otherwise Rotary loses relevance & respect) – connect with multi cultural associations  
Approach parents of youth that Rotary has helped e.g. RYPEN, RYLA, Summer Science School  
Systematically invite GSE and other Alumni, parents & partners  
Identify and use potentials of members (particularly of those not demonstrating them)  
Don't have a set goals for membership numbers – focus on changing to become more attractive to target member groups – them after changes have been made  
Need to check out members to check suitability of potential new members (unsuitable members can damage the club or the image of Rotary)  
Preferences change throughout life – be accepting and prepared for some (particularly younger) to move out – hopefully to return later  
Long standing members too comfortable and reluctant to change  
Young members must be given regular opportunity for input, should not feel intimidated by longer term members.  
Bring young people in as a group.  
History of emphasis on professional people – need to replace with emphasis on right people – heart, attitude & leadership skills  
Member education is an important part of strong clubs

Working females- different priorities, children etc  
Survey members, find out what they want and report back  
Diversity of society- we are a multicultural society and we need to be non-judgemental to others who are different to us.  
Don't make assumptions about whether or not someone will accept an invitation to consider joining a Rotary Club.

## 4.6 Foster future membership

Take opportunities to foster future Rotarians amongst young people – follow them up to keep in touch  
Put more planning into developing relationships with Businesses / Professions (Council Directory a good start)  
Fireside chats  
Rotary education in small interactive groups, beginning before induction and continuing throughout a member's time in Rotary.  
Sponsor new clubs – easier for them to fit new demographics / technologies  
Make your club vibrant – attractive to new members

## 4.7 Marketing

Rotary image needs to be promoted nationally  
Cards to advertise club and what it does  
Advertise website if you can ensure website is kept up to date

## 4.8 Activities

Need a diversity of projects – things that excite different people  
Adopt projects that are attractive to recently joined and future members  
Ongoing evaluation of projects, preparedness to change.  
International service should be focused on Asia Pacific regions  
Provide opportunities and encourage networking – particularly amongst future club leaders  
Valuable members need to have “worthwhile” benefit - members (particularly new) need to know they are wanted – have some ownership of what their club is doing  
Rotary needs to be innovative in finding opportunities for those who want to contribute time and money, and a rewarding experience for those who continue their involvement

## 4.9 Techniques

Set up a system for direct phone line to District for enquiries  
Make sure you are promoting Rotary projects and when you do use young vital images  
Invite persons from membership target group and ask them to give an opinion of the meeting afterward  
Two minute presentations on what Rotary is or means  
Two minute presentations on attractive stories from Rotary Downunder or your club's activities  
Need more training and development at club level  
Potential Classifications need to be on local membership sites (NB: There is a list already on [www.membership.rotary.org.au/](http://www.membership.rotary.org.au/) - click on “Find a recruitment plan” then on “District 9710 Beyond 2000 Manual”)  
Citizenship ceremonies each year – catalyst to invite people  
New member sponsor pins  
Search web for potential corporate volunteers  
Take opportunities to market Rotary at Rotary activities (community service work, fundraising etc)  
Get District's young Rotarians together to develop suggestions for changes to make Rotary more attractive to younger people  
Have younger members manage meetings  
Follow up on recruitment through newsletters etc.  
Program to introduce 22 – 32 year olds (e.g.)  
The orientation and mentoring of new club members needs to be done better

## 5 Conference Recommendation

“We, the Rotarians attending the Presidential Membership conference in Canberra in July 2008 are committed to building stronger Rotary clubs.

We recommend that the Regional Rotary International Membership Coordinators, in collating the responses from the breakout workshops, prepare a series of recommended protocols, practices, and procedures that will provide a coordinated national approach to:

- (i) Membership growth and retention
- (ii) Enhancing the public profile and awareness of Rotary
- (iii) Strengthening our clubs to be more relevant.

We further request that the above recommendation be disseminated to allow time for discussion by District personnel prior to the Institute in Christchurch in November.

We request that the Membership Coordinators identify the sections of Rotary International Bylaws that would require amendment at Council of Legislation in 2010 in order that the recommendations can be formally adopted as Rotary practice.”