



Proper Planning Prevents Poor Performance

PDG Noel Trevaskis

Districts are about to hold their Presidents Elect Training Seminars and their District Assemblies over the next few months. These two events are critical for all Club Leaders to be involved in. Presidents should be attending PETS regardless if they have been a Club President before. The reason why Club Leaders should be attending the District Assembly is to learn more of their role for the coming Rotary year. They will learn about Rotary and the many programmes that we have.

PETS and the District Assembly is where all the planning for the year ahead really starts to happen. This is the time when Presidents Elect get their leadership team together for a day or a weekend of planning. If the President Elect is unable to get their team together then consider organising a number of meetings between now and the start of their Rotary year to plan for the year ahead.

The role of Club President is a prestigious role in the local community. The success of

your year is dependent on you and how you plan and organise your team. Planning now will result in a successful year for you and the Club. It is worthwhile remembering that the only time success comes before work is in the dictionary!

Things just don't happen in a Club. You as the President Elect have five months to make sure everything is planned well. Encourage your team to attend District Assembly. All Rotarians can attend the District Assembly. For new Rotarians who have recently joined, they will be able to learn a lot about Rotary and its programmes. It is also a great way to network and make new friendships.

Have a plan of what you want to do. Do a Club survey amongst your members to see where the Club can be improved. Think about, how will you increase your membership?

How many members do you want to induct into your Club? Who will be your membership chair?

How much are you going to give as a Club to the Rotary Foundation? What community projects are you going to be involved in? Is your Club right? How will you meet the needs of your members? How will you keep them interested in Rotary? How will you motivate them to invite people to Rotary?

These are just some of the questions that President Elect and Rotarians need to be asking themselves as they prepare for the year ahead. Don't leave anything to chance, **Proper Planning Prevents Poor Performance**, I don't think anyone likes poor performance. Plan properly and be prepared and the Club will perform, it is up to all Rotarians to make sure it happens, especially the Presidents!

Rotary International has a wide range of materials available for Clubs to help them grow and prepare for their year so that they can be successful.

Resources for club committees:-
http://www.rotary.org/en/MediaAndNews/News/Pages/080711_news_committeeresources.aspx

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Your Event Published Here!

Membership Statistics to 31st December 2009

Getting the right people in the club to lead membership.

Membership stats for the six months to 31/12/2009 are shown below. The more realistic figures are the two right hand columns, showing gains/losses at 31/12/09 compared with 30/6/09.

World 1,215,076

Australia (Zones 8)

33,483

District	30/6/09	1/7/09	31/12/09	01/7/09 to 31/12/09		30/6/09 to 31/12/09	
				+/-	%	+/-	%
9450	1046	1009	1052	43	4.3%	6	0.6%
9460	1066	1026	1034	8	0.8%	-32	-3.0%
9470	828	792	803	11	1.4%	-25	-3.0%
9500	1478	1442	1442	0	0.0%	-36	-2.4%
9520	1535	1478	1516	38	2.6%	-19	-1.2%
9550	1214	1176	1166	-10	-0.9%	-48	-4.0%
9570	1136	1121	1148	27	2.4%	12	1.1%
9600	1845	1797	1852	55	3.1%	7	0.4%
9630	1260	1255	1244	-11	-0.9%	-16	-1.3%
9640	1454	1427	1416	-11	-0.8%	-38	-2.6%
9650	1639	1601	1654	53	3.3%	15	0.9%
9670	1152	1136	1162	26	2.3%	10	0.9%
9680	1987	1938	1955	17	0.9%	-32	-1.6%
9690	1014	994	1031	37	3.7%	17	1.7%
9700	1220	1193	1201	8	0.7%	-19	-1.6%
9710	1513	1492	1528	36	2.4%	15	1.0%
9750	1518	1476	1473	-3	-0.2%	-45	-3.0%
9780	2071	2026	2015	-11	-0.5%	-56	-2.7%
9790	1793	1757	1769	12	0.7%	-24	-1.3%
9800	2834	2773	2764	-9	-0.3%	-70	-2.5%
9810	1367	1310	1332	22	1.7%	-35	-2.6%
9820	1504	1490	1503	13	0.9%	-1	-0.1%
9830	1428	1407	1423	16	1.1%	-5	-0.4%
Australia	33902	33116	33483	367	1.1%	-419	-1.2%
World	1234527	1206441	1215076	8635	0.7%	-19451	-1.6%

The commitment to grow membership within the club comes from the time the president-elect starts to appoint their club leadership team. Who do you choose to be your club membership chair? The person must have a strong commitment to membership but above all they need to be passionate about membership, look amongst your past presidents. Talk to them about your ideals and see if they have the same passion as you.

The membership chair should already have a record for nominating people into Rotary. When they take office as Membership Chair they need to talk about membership at every opportunity that they have. Membership has to be driven by the Club President and the Membership Chair; they will always receive support and assistance from the District Governor, District Membership Chair, Assistant Governor, RRIMC's.

National approach to promoting Rotary.

We should all support a national approach and encourage districts to support Australia wide efforts to promote Rotary it is critical to membership development. Districts and clubs should budget adequately for marketing and promotion.

The Rotary International Public Image Resource Group works to enhance Rotary's public image by assisting districts and clubs to tell Rotary's success stories to all media, local government officials, communities, civic leaders and similar entities, and to advance the internal and external recognition and public image of Rotary International.

Rob Crabtree (New Zealand) is the South Pacific Area Coordinator. Zone Coordinators are Dick Garner (Zone 8, Australia) and Felicity Anderson (Zone 7, New Zealand).

Balanced Growth!

Give Credit Where Credit is Due

Growing older is accepted as part of life and living just as growing taller was something that happened to us in our earlier years. And whilst growing wider may not necessarily be our wish, there are other growth areas that continually need to be taken into account. I refer to our individual specific needs, and our feelings, and consider they play such an important part in our lives that we can make the connection between what we need and how we feel about ourselves, and our Rotary life.

It is all about balance!

Each Rotary club is different so if we consider our personal growth and that of the Rotary club we belong to, there are some points we can make that relate to membership growth. Our personal growth - no matter our age, no matter how tall or wide we are - and the health of the club we belong to are important to not only what we do, but also how well we do it and how long we do it for.

We are fortunate if we belong to a healthy club, one that both attracts and retains members; we will most likely be enjoying Rotary meetings; and we will be feeling good about being able to do good for others. A Rotarian with a balanced lifestyle finds great satisfaction working alongside others in a club that is also balanced in what they do and how they work together to do it.

Overall we expect this club to be meeting the Object of Rotary and members keen to invite like-minded people to share in the fun. But does this actually happen? If you are already one of the 5% of Rotarians who ask others to join our wonderful organisation, well done! But if you are only supportive of growth, and not actually delivering, you fall into the 95% of Rotarians who do not invite someone to share what you enjoy. This of course makes the assumption that all agree that membership growth of Rotary is necessary.

How can we create a better balance to the 5% / 95% statistics? We know that Rotary International does not get members – Rotarians get members. Rotarians belong to clubs and clubs need members so what can we do to bring a more balanced approach to membership growth?

To encourage growth and give credit where credit is due, here are a couple of suggestions for your club from a past Regional Rotary International Membership Coordinator, Garry Johnson D9650 Rotary in New South Wales Australia. Garry is actively involved in membership growth and other Rotary jobs and his comments are based on many years of experience and the gap he has observed between those promoting the need for new members and those who actually invite others or play a real part in actually bringing in new members.

Garry suggests there is the need to “give credit where credit is due”

- Have a board displayed at your Rotary Meeting proudly showing
 - Those who have introduced a new member to Rotary and
 - How many new members are attributed to that Rotarian since joining.
- Recognise these Rotarians - invest in them.
 - A Paul Harris Fellow or other form of recognition such as the membership pin.

We need your ideas on how to “give credit where credit is due.”

The Object of Rotary

Jim Henry, RRIMC Zone 34

Why are Effective Clubs Effective? Or What Motivates Rotarians?

Why do effective Rotary clubs have few membership problems? Why could membership in a Rotary club threaten some business, professional, and community leaders? In this article, we will explore some possible answers by examining Maslow's Hierarchy of Human Needs, which clarified motivation as it affected human behaviour and makes it easy to understand what motivates people to become, or not to become, Rotarians.

Please examine the tiers of Maslow's hierarchy. Most people have to satisfy the needs of each tier before they put much effort into attaining the next higher tier. If a tier is not fulfilled, the higher tiers, which do not go away, serve as ever-present motivators. Now let's examine each tier as it applies to effective clubs and Rotarians, potential and existing.



Physiological needs – Most existing Rotarians have long ago fulfilled the physiological tier. Safety needs – Most Rotarians have also fulfilled their safety needs, but, to a potential Rotarian, believe it or not, one of their major hesitations is most likely based on this tier – their safety could be threatened. (WHAT? Membership in Rotary threatens their safety?) They will not say it in this manner, but people generally are very protective about taking time away from their livelihood and family – their safety net.

They have to be satisfied that joining a Rotary club would not put a hole in their safety net.

But the desire to fulfill this need could be the reason they join a club! **Why? Joining an effective Rotary club could help fulfill their safety needs!**

The Object of Rotary

Social and Esteem Needs – It is within these tiers that effective clubs excel: Paramount in their activities is assuring that their members' friendship, networking, belonging, achievement, and attention needs are being met, which is primarily advancing the first and second Objects of Rotary. It is also important to note that effective clubs have little difficulty advancing the third and fourth Objects of Rotary. The reason: their member's social and esteem needs are satisfied; therefore they are motivated to seek higher tiers. All the club has to do is create appropriate opportunities, and in Rotary, opportunities abound.

Self Actualization – Effective clubs generally produce excellent leaders, and the reason is simple: their members, whose lower tiers are fulfilled, strive for self actualization. It is in satisfying this need that Rotarians, hence Rotary, shines.

* * *

Service above Self – An Indian poet, Rabindanath Tagore, wrote, "I slept and dreamed that life was happiness. I awoke and saw that life was service. I served and learned that in service, happiness is found." In personal, corporate, and political life this is true, and it is based on humans achieving the higher tiers of Maslow's Hierarchy of Human Needs. Happiness truly is found in service. But, if a person, or a club, concentrates only on the higher tiers of need, they will find themselves, as Rotarian Haresh Ramchandani from Jamaica so eloquently says, "Without a sound base." (For a visual representation, turn Maslow's Hierarchy upside down.)

Rotary clubs are not in the service business, they are in the personal satisfaction business. Effective clubs are successful because they continually advance the Object of Rotary by encouraging members to fulfill each of Maslow's tiers while they learn ". . . *that in service, personal satisfaction is found.*"

Is your club effective in advancing the Object of Rotary?

Is your district assisting its clubs in advancing the Object of Rotary?

Marketing Tip: The Rotary Brand

Did you know that all of these Rotary emblems along with many others are registered as trademarks and service marks in over 40 countries? Rotary has created a strong brand that is easily remembered.



We have a proud history and it is our brand that has helped us create and maintain our image as the world's oldest and best service organisation.

Preserving our brand is important and in order to do this we need to remember to promote our image and ensure our logo is used to our advantage. Please be aware of our responsibility to protect RI's intellectual property...



Publications

Remember that whenever you use the name "Rotary," or use the Rotary Emblem or any other of the Rotary Marks, in for example, your newsletter or website, you should also identify your club to ensure that it is your club that receives credit for its initiative. For example.....

Also please remember that the word Rotary should not be abbreviated in anyway.



The Rotary Club of Southbank Inc

Merchandise

If your Club is arranging merchandise for any of your fundraising events simply make sure you follow the RI guidelines in relation to the production of any merchandise. This involves including:

- the name of your club;
- the name of the fundraising project; and
- the date or duration of the fundraising event.

Keep in mind, that in order to ensure the consistency and quality of the Rotary brand, RI asks that clubs interested in purchasing merchandise bearing the Rotary Emblem or other Rotary Marks, only buy merchandise from individuals or firms that are licensed by RI. A list of these can found at <http://shop.rotary.org/catalog/>.

Corporate Sponsorship

The RI Board has made a commitment to the careful development of sponsorship opportunities and cooperative relationships for RI and recognises the benefit these opportunities have for our clubs. The Board has adopted three sets of guidelines regarding sponsors and cooperating organisations. The guidelines are available at the link below and will help to ensure the proper use of the Rotary Marks for sponsorship purposes, helping to protect your club and the integrity of the Rotary Marks.

Remember that Rotary's (and your Club's) brand is the way the outside world perceives what Rotary does, so it is imperative to create the right impression. Promoting Rotary and your Club in the right light will lead to a positive image, create interest, entice new members, generate goodwill, and even bring financial support.



More Information?

The Rotary Emblem or other Rotary Marks can be downloaded from www.rotary.org or contact marketing@rotarydistrict9800.org.

If your club is arranging a project and would like to ensure it is using RI's image effectively and within the guidelines, then you can find further information at <http://www.rotary.org/en/Members/PoliciesAndProcedures/RotaryNameAndMarks/Pages/ridefault.aspx> or complete the 'New Project Naming Application' form found at this link..... And return it to RI for assistance.

One of Rotary's most valuable assets is its name and associated intellectual property, let's all help to protect and grow our brand!!

From the Editor's Desk

The following is an extract from the RI President Elect Ray Klinginsmith's Theme Address to the International Assembly earlier today our time - "Building Communities - Bridging Continents"

After taking the stage to the tune of "California, Here I Come," RI President-elect Ray Klinginsmith announced the 2010-11 RI theme, Building Communities -- Bridging Continents, during the opening plenary session of the 2010 International Assembly .

Klinginsmith said he arrived at the theme after reviewing RI themes of years past. He noticed that only a few spoke to non-Rotarians.

"As a result, I decided to search for a briefly stated theme that would fulfil two objectives: the first to explain Rotary to non-Rotarians, and the second to validate our work for Rotarians," he said. "The words I have selected to describe Rotary's current mission and to highlight our achievements are what we do best: Building Communities -- Bridging Continents."

The president-elect described how his 50 years of Rotary experience have contributed to his focus on communities at home and abroad. For example, as a Rotary Foundation Ambassadorial Scholar, he studied for a year in South Africa, becoming the first student from his small town of Unionville, Missouri, USA, to study abroad.

The timing of the theme announcement, which took place in the evening, was a break in tradition from past assemblies and a reflection of Klinginsmith's willingness to embrace change. He encouraged district governors-elect to re-examine traditional procedures that were no longer best practices and to begin new traditions where appropriate.

This month sees the final article in the series of twelve from **Philip Archer** "Tips on PR" in its various forms. Our Sincere thanks to Philip for the professional and polished set of themes.

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Membership On The Move

News from Zone 8

Australian Capital Territory

New South Wales

Northern Territories

PNG Papua New Guinea

Queensland

Solomon Islands

South Australia

Tasmania

Timor Leste

Victoria

Western Australia