



MEMBERSHIP ON THE MOVE

Zone 8 NEWSLETTER

March 2010 Vol.6 No.9



“A Stronger Australian Rotary” **Australian Rotary Conference, 21-22 August 2010** **Hellenic Club, Woden A.C.T.**

Following the success of the Australian Presidential Membership Conference in 2008, and the many requests for a follow up conference, I am happy to announce this initiative for the Rotary year 2010-11.

Special guests will include the incoming President of R.I., Ray Klingensmith (pictured above - from Missouri U.S.A.), and R.I. Director Zone 8 (2010-12) Stuart Heal from New Zealand.

First conceived by your current Regional Membership Coordinators as a means to continue discussion on membership issues, the conference theme of “A Stronger Australian Rotary” indicates we have progressed and will progress further. A small number of highly qualified speakers will introduce topics. Maximum time will be available for facilitated group discussion on ways to strengthen and support Rotary at all levels, especially the club, to improve awareness of Rotary in Australia and our near neighbouring countries, and to focus our service efforts and initiatives for optimum effect and benefit to those we serve.

This conference is open to all Rotarians within Zone 8 (Australia, Papua New Guinea, Solomon Islands, and Timor Leste). We want the leaders & members of every Rotary District in our zone, and we want representatives from most of our Rotary clubs. The opinions and contributions of Rotarians at club level will be vital to our deliberations. Please encourage new Rotarians to attend; new members bring new ideas and we want to hear them.

The conference will have a very reasonable and affordable cost structure; registration details and costs will be available in the very near future. Please write the date 21-22 August in your diaries, in your club and district calendars now. Plan to have people attend this conference, and schedule to follow up in later months with District seminars and club events at which some of the great ideas you will take home can be passed on and implemented.

As Rotary Coordinator (Zone 8) 2010-11 I will coordinate the conference, assisted by my fellow membership coordinators of the current Rotary year, and a competent local arrangements committee chaired by PDG Bob Greeney.

Please contact me (robwy43@bigpond.net.au) or Bob Greeney (greeneyb@iimetro.com.au) for more information.

Rob Wylie

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Membership Statistics to 31st January 2010

Comments on Australian Membership to 31 Jan 2010

World 1,210,555

Australia (Zones 8)

33,399

District	30/6/09	1/7/09	31/01/10	01/7/09 to 31/01/10		30/6/09 to 31/01/10	
				+/-	%	+/-	%
9450	1046	1009	1051	42	4.2%	5	0.5%
9460	1066	1026	1032	6	0.6%	-34	-3.2%
9470	828	792	806	14	1.8%	-22	-2.7%
9500	1478	1442	1441	-1	-0.1%	-37	-2.5%
9520	1535	1478	1514	36	2.4%	-21	-1.4%
9550	1214	1176	1155	-21	-1.8%	-59	-4.9%
9570	1136	1121	1149	28	2.5%	13	1.1%
9600	1845	1797	1838	41	2.3%	-7	-0.4%
9630	1260	1255	1248	-7	-0.6%	-12	-1.0%
9640	1454	1427	1415	-12	-0.8%	-39	-2.7%
9650	1639	1601	1648	47	2.9%	9	0.5%
9670	1152	1136	1165	29	2.6%	13	1.1%
9680	1987	1938	1938	0	0.0%	-49	-2.5%
9690	1014	994	1021	27	2.7%	7	0.7%
9700	1220	1193	1194	1	0.1%	-26	-2.1%
9710	1513	1492	1523	31	2.1%	10	0.7%
9750	1518	1476	1471	-5	-0.3%	-47	-3.1%
9780	2071	2026	2007	-19	-0.9%	-64	-3.1%
9790	1793	1757	1773	16	0.9%	-20	-1.1%
9800	2834	2773	2754	-19	-0.7%	-80	-2.8%
9810	1367	1310	1331	21	1.6%	-36	-2.6%
9820	1504	1490	1505	15	1.0%	1	0.1%
9830	1428	1407	1420	13	0.9%	-8	-0.6%
Australia	33902	33116	33399	283	0.9%	-503	-1.5%
World	1234527	1206441	1210555	4114	0.3%	-23972	-1.9%

Membership stats for the seven months to 31 Jan 2010 are shown above. The more realistic figures are the two right hand columns, showing gains/losses at 31/1/10 compared with 30/6/09. These don't look as good, but are the ones you need to look at if you are aiming for a positive result over the full 12 months of 2009-10. At present our loss for the 7 months Australia wide is 503 members or -1.5%. This includes the write-off (subs not renewed) on the night of 30/6/09 and again on 31/12/09.

The good news is that the final end of year figures (30/6/10) will not include any more write-offs, each District just has to gain 22 Rotarians (net gain) over the next five months to give us a positive year!

An explanation of the "Comparison to Start Figures" can be found on the following page.....

Enervating small clubs <30

Clubs that have become complacent or lack drive or motivation need to use a Club Assessment Tool with all members involved. They should also be encouraged to look at becoming involved with the Club Vision Facilitation as this process will provide the club with a clear vision for the future. Most districts in Australia and New Zealand have people trained as facilitators of the Club Visioning programme; an approach for assistance should be made through either the district governor, assistant governor or the district membership chair.

Explaining the Stats (as best we can)

(This is boring stuff, don't read unless you really want to know!)

The figures we use in "Membership on the Move" come from the monthly 'Comparison to Start' file from Rotary's Membership Development Division in Evanston. This pdf file is available from www.rotary.org. It's in the open section, you don't need to go into Member access. Click on Members>General Information>Membership Resources> then go down to "Monthly Comparison to Start Figures - as of". Left click to open or right click to download. These usually are updated about 20 days after the end of the month shown.

These figures represent those members who are financial to R.I. on the date specified, and for whom no advice of resignation or termination has been sent to R.I. by the club.

The official 30 June 09 membership figure is from the "Year end District Comparison to start figures - 1 July 2008 through 30 June 2009". This file is also on the same web page as that mentioned above.

The annual 30 June figure for R.I. and for each District is accepted by Rotary International as the most reliable figure to compare membership from one year to any other year. The figure is released in late July each year, and once published is not changed (unless some obvious error quickly becomes apparent, in which case the change is made quickly).

For the purpose of listing membership numbers for Zone 8 (the 22-23 Australian Districts) and for each District we (the Australian Regional Membership Coordinators) use the 30 June numbers as a fixed point against which to measure ongoing end-of-month membership totals as an indicator of progress through the Rotary year.

The end result, in late July 2010 when the 30 June 2010 figures are released by R.I., is that each District can see their gain/loss over 12 months (30 June to 30 June).

The other potential starting point for through-the-year comparison is the number of members on 1 July 2009. This gives more flattering stats, but they are potentially misleading. I'll explain why in another issue of MoM!

The numbers which clubs submit to Districts are another story altogether, as RRIMCs we have no access to those until they are submitted to R.I. Within your own Districts, I leave it to you to assess their accuracy.

Districts will continue to use the methods they prefer to assess head counts. The bottom line is that stats only tell part of the story, what we really want is quality members in strong & effective Rotary clubs.

Membership: A Chilling Analogy

Jim Henry, RRIMC Zone 34



Rotary clubs are in the business of advancing the Object of Rotary. They have done it by satisfying the networking, friendship, and achievement needs of business, professional, and community leaders. Effective Rotary clubs, those that have stable or increasing membership, satisfy these personal needs.

What about the districts and clubs that are losing members? Too often they waste time, treasure and talent on convenient diversions rather than examining the more difficult issues that sometimes require systemic and attitude change. Perhaps this brief analogy will encourage more critical thought and discussion about membership development.

The Analogy

A successful organization is, or was, an entity of dynamic growth. It aggressively adhered to core principles, attracted customers and grew by satisfying their customer's needs.

An effective Rotary club is, or was, an entity of dynamic growth. It aggressively adhered to core principles, attracted members, and grew by satisfying their member's needs.

General Motors, for seventy-five years, was an entity of dynamic growth. It started out aggressively producing low cost transportation, buying competitors, and developing a dealer network. General Motors dealers attracted customers who could afford to advance their personal transportation needs.

Rotary, for ninety years, was an entity of dynamic growth. It aggressively advanced the Object of Rotary by starting Rotary clubs throughout North America then around the world. The clubs attracted business, professional, and community leaders by advancing their networking, friendship, and achievement needs.

Then General Motors leaders, with good intentions to maximize profits, made what may be a fatal mistake. General Motors executives centred their energies and resources on maximizing efficiency in car and truck production. Years later, sales and profits began declining. Corporate leaders decided to concentrate their expertise on factory and labour processes to produce vehicles at lower costs while investing in advertising campaigns; all in hopes of attracting more customers.

Then Rotary leaders, with good intentions to emphasize the impact Rotarians have had worldwide, made what may be a fatal mistake. Rotary leaders centred their energies and resources on maximizing the wonderful programs and projects Rotarians accomplished through their desire to achieve. Years later, membership began levelling out, then, in many areas, declining. Rotary leaders decided to concentrate their expertise on more programs and projects while investing in membership drives; all in hopes of attracting more members.

The Mistake

With good intentions, General Motors inadvertently switched from being in the business of advancing personal transportation needs to that of creating efficient factories and producing vehicles – vehicles that no longer satisfied their customer's transportation needs.

With good intentions, many Rotary clubs inadvertently switched from advancing the Object of Rotary to being volunteer service organizations – organizations that no longer satisfied their customer's networking, friendship, and achievement needs.

General Motors began, grew, and became a giant in the personal transportation industry. Their customer – all levels of the public. Their industry – not cars – not trucks – not aircraft – not trains – but satisfying personal transportation needs.

Rotary clubs began, grew, and became a giant in the personal satisfaction industry. Their customer – business, professional, and community leaders. Rotary's industry – not service projects – not volunteerism – not educational programs – but satisfying personal networking, friendship, and achievement needs.

Each organization lost sight of their core industry, which is satisfying their customer's needs, needs that change with time and location.

Charge Your Glasses

Let's Drink a Toast To.....

PRID John Thorne.

A toast is given in honour of someone or an organisation or event.

At Rotary club meetings we sometimes drink a toast to a member who is celebrating a birthday, an anniversary or return from hospital after an illness, for example. This would be more informal and so after someone (the club president?) proposes the toast the response might be casual or light-hearted, such as:

- Cheers or Good Health – Australia, New Zealand
- Bottoms Up or Good Health – United Kingdom
- Chin Chin – Argentina, Portugal
- Prost or Gesundheit – Germany
- Kampai – Japan
- Mabuhay – The Philippines
- Proost – The Netherlands
- Salud or Salut – Spain and Spanish speaking countries
- Santé – France and French speaking regions
- Skål – Iceland, Denmark, Norway, Sweden and Finland
- Slàinte – Ireland.

There are other occasions that are more formal. The event we might think of now could be dinner at an important District combined event, the District Conference or a Zone Institute.

There are four parts to these types of toasts:

1. The verbal tribute
2. The agreement by those present
3. Drinking the toast
4. The response.

The organiser, knowing this plan, has early decisions to make. Preparation is essential as we all want to avoid surprises.

Let's think of a Toast to Rotary International. If you think through the purpose, then it is clear that the first decision is – who is appropriate to respond on behalf of Rotary International and will be present? This should be easy since RI has an approved list, in order, of the seniority of Rotarians. If the President of Rotary were attending the function, for instance, then he or she would be the only choice to respond on behalf of RI.

If the President will not be there then his or her representative responds – after that you simply go down the list. This protocol list is also printed in the RDU booklet, “Good Manners in Rotary?”

Once the person to respond has been chosen and informed, then the organiser should decide on the most appropriate person to propose the toast. At a District Conference, for instance, this might be the District Governor or it might be a revered, long-time member of Rotary.

The toast proposal should be two minutes or less, sincere and genuinely create a firm link between those present and (in this case) Rotary International. It is not a speech.

The MC invites the proposer to come forward. The proposer stands – asks those present to charge their glasses as there will be a toast ... and then to stand. When all is ready and quiet attained, he or she gives the toast.

The people then raise their glasses, agree with the toast by saying something like, “To Rotary International” and have a sip. There is no need to clink or touch glasses. Everyone sits down.

When the people are re-seated the MC invites the responder by name and title to respond to the toast. An appropriate response would be about one minute – it would again be well thought out, genuine and link those present with Rotary International; it is in effect a ‘thank you’ from the most senior member of Rotary present.

Other issues that need to be considered are:

- When to have the toast and if there will be more than one toast – people do not enjoy sitting, standing, sitting and standing
- Will everyone be able to see and hear the proposer and the responder?
- That there is indeed liquid on the table for a toast
- And that there's both alcoholic and non-alcoholic beverages available
- With the Loyal Toast, there is generally no need for a response.

Let's enjoy Rotary because.....

“Rotary is in Your Hands”.

From the Editor's Desk

The following "extracts" I thought pertinent at this time with incoming club presidents attending PETS and planning their year ahead. Taken from RI "District Membership Quarterly"

By Mike McGovern, Past RI Vice President.

The autonomy of each Rotary club has been a principle of Rotary since there were two clubs. Rotary clubs determine their own membership, their club projects, their meeting formats and a host of other matters. In order to use the designation "Rotary," clubs have voluntarily bound themselves into an international association of clubs and have collectively developed standard rules and expectations for all clubs through action at each Council on Legislation.

RI President John Kenny has encouraged all Rotary leaders to be respectful of the autonomy of clubs and to recognize that the work of Rotary happens at the club level. In this spirit, instead of worldwide membership goals, each club is being encouraged this year to involve club members in assessing club activities and its membership profile. Each club should consider how it wishes to change to be the club it aspires to be. Clubs planning their future have potential for better projects, better meetings, a more inviting atmosphere for prospective members, and enhanced retention of existing members.

The RI Web site provides resources for club assessment. Type "club assessment tools" in the search box on the Rotary home page at www.rotary.org, and you will find a link to one of the best resources your club may ever find: [Club Assessment Tools](#).

There are several activities to help identify quality individuals to invite to Rotary. One greatly underutilized resource is a Membership Satisfaction Questionnaire that could be used as a club meeting program.

Your editor,

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Regional Rotary International
Membership Coordinators
2009-2010

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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