



# MEMBERSHIP ON THE MOVE

Zone 8 NEWSLETTER

April 2010 Vol.6 No.10



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

Planning is progressing on this conference, the on line registration site should be available very soon.

R.I. Director-elect Stuart Heal (N.Z.) will convene the conference. Our special guest will be the new President of R.I. in 2010-11, Ray Klinginsmith (pictured above).

The conference will be aligned with three areas of the updated Rotary International strategic plan (effective from 1 July 2010) namely:

1. Support and Strengthen Rotary Clubs
2. Focus & Increase Humanitarian Service
3. Enhance Public Image and Awareness

The conference is open to all Rotarians, we particularly hope that your District and your Club will be represented. We look forward to seeing you there!

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

Rob Wylie

## Club Visioning

Since Club Visioning was introduced to Australia and New Zealand in Nov-Dec 1998, a majority of Australian and New Zealand Districts have adopted the program as a valuable way to introduce individual clubs to strategic planning. President John Kenny and President-elect Ray Klinginsmith have both placed the need for Rotary clubs to develop their own long range plans as a high priority.

Club Visioning assists a club to develop its own Vision, one that can be consistent with the plan of Rotary International, but based on the wishes of the club's members and the needs of their local community. Each club that wishes to participate can invite a team of three or four trained facilitators to assist the members through a structured process that develops the clubs vision and future direction, with consensus of the club members.

The immediate benefit is usually an uplift of morale and enthusiasm in the club, as members feel they are improving communication and moving in the same direction. The long term benefit tends to be an improvement in the effectiveness of the club's administrative operations and service projects, which often leads to improvements in membership retention and the attractiveness of the club to new quality potential members.

If your club wishes to take up this opportunity, contact your District's Club Vision Chair or Coordinator. If your District doesn't have a Club Visioning team in place, or you don't know who they are, contact me for more information.

Districts which would like to increase their service to clubs by starting or expanding their District Club Visioning Teams will have this opportunity over the coming year, as more train-the-facilitator workshops are planned. Again, please contact me if your District would like this assistance.

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### Your Event Published Here!

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

[www.membership.rotary.org.au](http://www.membership.rotary.org.au)

# Membership Statistics to 28th February 2010

## Alumni Matters

Sylvia Byers

**World 1,212,690**

**Australia (Zones 8)  
33,435**

District	30/6/09	1/7/09	28/02/10	01/7/09 to 28/02/10		30/6/09 to 28/02/10	
				+/-	%	+/-	%
9450	1046	1009	<b>1103</b>	94	9.3%	<b>57</b>	5.4%
9460	1066	1026	<b>1030</b>	4	0.4%	<b>-36</b>	-3.4%
9470	828	792	<b>805</b>	13	1.6%	<b>-23</b>	-2.8%
9500	1478	1442	<b>1434</b>	-8	-0.6%	<b>-44</b>	-3.0%
9520	1535	1478	<b>1516</b>	38	2.6%	<b>-19</b>	-1.2%
9550	1214	1176	<b>1146</b>	-30	-2.6%	<b>-68</b>	-5.6%
9570	1136	1121	<b>1165</b>	44	3.9%	<b>29</b>	2.6%
9600	1845	1797	<b>1843</b>	46	2.6%	<b>-2</b>	-0.1%
9630	1260	1255	<b>1247</b>	-8	-0.6%	<b>-13</b>	-1.0%
9640	1454	1427	<b>1407</b>	-20	-1.4%	<b>-47</b>	-3.2%
9650	1639	1601	<b>1657</b>	56	3.5%	<b>18</b>	1.1%
9670	1152	1136	<b>1171</b>	35	3.1%	<b>19</b>	1.6%
9680	1987	1938	<b>1963</b>	25	1.3%	<b>-24</b>	-1.2%
9690	1014	994	<b>1007</b>	13	1.3%	<b>-7</b>	-0.7%
9700	1220	1193	<b>1189</b>	-4	-0.3%	<b>-31</b>	-2.5%
9710	1513	1492	<b>1512</b>	20	1.3%	<b>-1</b>	-0.1%
9750	1518	1476	<b>1467</b>	-9	-0.6%	<b>-51</b>	-3.4%
9780	2071	2026	<b>2007</b>	-19	-0.9%	<b>-64</b>	-3.1%
9790	1793	1757	<b>1781</b>	24	1.4%	<b>-12</b>	-0.7%
9800	2834	2773	<b>2751</b>	-22	-0.8%	<b>-83</b>	-2.9%
9810	1367	1310	<b>1329</b>	19	1.5%	<b>-38</b>	-2.8%
9820	1504	1490	<b>1485</b>	-5	-0.3%	<b>-19</b>	-1.3%
9830	1428	1407	<b>1420</b>	13	0.9%	<b>-8</b>	-0.6%
Australia	33902	33116	<b>33435</b>	<b>319</b>	<b>1.0%</b>	<b>-467</b>	<b>-1.4%</b>
World	1234527	1206419	<b>1212690</b>	<b>6271</b>	<b>0.5%</b>	<b>-21837</b>	<b>-1.8%</b>

It's Never Too Late!

If we accept that Alumni matter, then it is never too late to further the work already being done by clubs and districts in their efforts to stay connected, and reconnect, with Alumni!

The Rotary Club of Freshwater Bay District 9450 recently inducted a 1967 Group Study Exchange team member from their district to California. This Rotarian is offering three scholarships to his International English College to strengthen ties between Australia and Normandy. The first Alumnus to join the Rotary Club of Freshwater Bay was an Ambassadorial Scholar and is now the Rotary Foundation director for the club and a member of the Multi-District Alumni committee. Rotary is certainly gaining value from their investment many years ago.

What do you need in order to contact Alumni? If you need information relating to membership, clubs can contact their District Membership Coordinator for assistance. District Membership Coordinators can call upon their Regional Rotary International Membership Coordinator and Assistants listed in this edition of MoM.

Do you need a data base to give you names and contact information of Alumni for your district? Updated lists are available by contacting the Rotary Foundation Alumni Coordinator for your district or your Rotary International support person. Email [sbyers@iinet.net.au](mailto:sbyers@iinet.net.au) if you need further contact information for your club or district.

If there is anything you need in order to connect or reconnect with Alumni, find people who can help you achieve this. Remember, it is never too late!

### Clubs need to implement a plan to attract younger generation members.

Before clubs start to implement plans to attract younger generation members they need to assess as to whether their club would be attractive for them to want to join the club. The club should do a club assessment and consider involving people outside the club who are not Rotarians in the club assessment. Do a survey among younger generation people to see what would attract them to Rotary in your community. Maybe after using a Club Assessment Tool available at [www.rotary.org](http://www.rotary.org) to survey the club, the club may decide that the best option would be to help start a new club aimed specifically at younger people in the community.

A practical suggestion to get a young person's assessment of a Rotary club is to have a sons and daughters (grandsons and granddaughters) meeting and get the young people to critique the club. It will be honest and raw but members will take notice because it is their progeny. If our own children, who know the values of Rotary, won't join – how easy will it be to recruit young strangers?

Consider the value of recruiting the age group 10 years below the median age rather than going for the Generation Y's.

# The Rotary Club of Port Macquarie Sunrise

## S.T.A.R.s

Sylvia Byers with kind permission from Peter Grob.

Congratulations are in order!

The Rotary Club of Port Macquarie Sunrise has for some years successfully implemented the **S**pecial **T**raining for **A**ction in **R**otary (S.T.A.R.) program.

News travels fast! Rabbit -proof fencing in Australia has been reported as a one off operation with a life of approximately twenty years when adequate maintenance is carried out. Designed to be a long -term way of protecting property, or parts of it, the fence is obviously no barrier to important news about Rotary travelling from east to west.

Editor Len Moss raised the alert that congratulations are in order for the Rotary Club of Port Macquarie Sunrise as this club is one that stars in the area of providing special training for action in Rotary for its members. A discussion about the S.T.A.R. Program that took place in a membership session at a recent Presidents- Elect Training Seminar in District 9650 provided much interest therefore summary information is provided below should you wish to follow up.

Let us go back to the fence. When looking more closely at the background of the Rabbit-proof fence, there are some interesting points to be made about the fence and the S.T.A.R. program. The main difference lies with the purpose of each. Rotary clubs using a program such as S.T.A.R. provide knowledge, confidence and opportunities that are more likely to attract and retain members within the club.

The fence however aims to control movement, deliberately keeping highly valued enterprises and areas free from those wishing to enter. Where does your club fit? Is your club one of action with members confident that they understand the purpose of Rotary and therefore make an active contribution or is your club on the other side of the fence?

Strong, active clubs have leaders who recognise the need to plan for opportunities for members to have at least the necessary Rotary knowledge. Provide opportunities for your club to be in the star category.

If you are using S.T.A.R. and have a point you wish to make about the program, editor Len will welcome your news.



### S.T.A.R.

#### Special Training for Action in Rotary

The S.T.A.R. program was first developed in 1976 by the Rotary Club of El Paso Texas USA and adopted by the Rotary Club of Port Macquarie Sunrise in 2005.

The program is designed to provide Rotary knowledge to new Rotarians and encourages researching the history of Rotary. Who started it, where, when, why? What has been achieved by Rotary until now, and what are the future programs?

S.T.A.R. is designed to give new members the knowledge and confidence necessary for them to be active Rotarians and empower new members with the knowledge and confidence to become Rotarians in name and spirit.

We prepare approximately twelve questions on different subjects; they can be researched on the Internet or with the help from their Mentor. Every new Rotarian has a Mentor allocated to them. It is important to make a new Rotarian welcome in the Club, as well as making sure they know what is expected from them.

We meet once a month at someone's home and compare the answers we may have found (or not), and discuss any other issues of importance at the time. It is very informal, no test. We also have seasoned Rotarians that join us at our STAR meetings because they also like to know more about Rotary's History.

The program has 12 modules over a 24-month period. (your Club's history, Rotary history, Avenues of service, District 9650, Club service, Community service, International, The Foundation, Vocational, New Generation,)

All new members are expected to attend each of the above meetings once in a 24-month period. They are requested to research the answers to 12 questions each month.

In addition they are expected to attend at least one make-up meeting at another club (accompanied) and attend a Board meeting.

They are also encouraged to attend our District 9650 Annual Conference, a District Function or a District Assembly.

The S.T.A.R. program has proven to be a very effective tool for creating a better informed membership and preparing members for club leadership positions.

# From the Editor's Desk

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise.

This with the guidance of four sub headings, the first of which is:-

*The development of acquaintance as an opportunity for service.*

The implication being that a Rotary club's first, and most important, object is to develop its membership!

Generally speaking we only develop acquaintance as we become more active in Rotary, this by observing a number of principles.

1. Attending most if not all our club meetings.
2. Makeups at other clubs.
3. Active involvement in service projects.
4. Registering for District Conference.
5. Participating in P.E.T.S., Assemblies and Seminars.
6. Learning at a Rotary Institute program.
7. Cluster meetings. Etc.....

Obviously we become acquainted with peoples as we travel through the rich diversities of our lives, but rarely does this happen on the large scale outside of our Rotary experiences.

I made such an acquaintance some weeks ago at District Conference when I approached and introduced myself to PDG and RI President Representative Ross Murray and Pam. Ross referring to me as MoM editor, immediately said, "Ah, so you do exist". Fun and laughter are the themes I recall when thinking of Ross, a warm and personable man with many great yarns to share. But two striking statements Ross made at D9650 Conference stand out in my mind.

Firstly, when Ross refers to that deadly and soul destroying statement, i.e. When a new Rotarian comes up with an idea and is immediately told, "We tried that and it didn't work".....Think about it!

The second, in talking of RI President John Kenny's theme, "**The Future of Rotary is in Your Hands**" with the difficulty of translating themes into so many languages.....Ross finished with a proposal that an apt theme might be....."WE DO IT"

Next month I will discuss some of the phenomenal "We do it's" of Rotary that may help you think about that PRIP Frank Devlyn elevator speech.

Your editor,

Len

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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