



# Rotary on the Move

Zones 8 and 7B  
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## "Promoting Rotary External Events During February 2011"

Article supplied by PDG Dick Garner  
Rotary International Zone 8 Australia  
Public Image Coordinator  
[richard\\_garner@optusnet.com.au](mailto:richard_garner@optusnet.com.au)

The RI PR Department in Evanston wants us to make a significant national effort to publicise Rotary during February 2011. The 23<sup>rd</sup> Feb is the anniversary of the beginning of Rotary however events can take place at other times during the month. Please don't restrict your thinking to the 23<sup>rd</sup>.

Some District Governors may have already identified activities that they plan for 23<sup>rd</sup> Feb – If there are plans in your District please share them with all of us.

I have assembled some suggestions, can you please discuss these ideas with your committees and Governor. Can I please have feedback and ideas from you all?

1. **Beaming on a Building:** You would have seen pictures of the "End Polio Now" image projected onto iconic buildings in previous years. They include the Sydney Opera House, Houses of Parliament in London, The Great Pyramid and many more. RI has provisionally allocated us \$5000 to project the "End Polio Now" message onto another iconic Australian building. Can anyone suggest a suitable Australian building that would be recognisable both in Australia and overseas? I think the Opera house beaming cost \$15,000 plus so we also need to have some suggestions on where to we could source the extra funding.
2. **Light-up Australia:** Another approach would be to have a display illuminating the words "End Polio Now" but achieve it using garden / BBQ torches. These are the oil filled torches that are on the end of sturdy bamboo poles. They can be sourced from the Reject Shop for just \$3.00 each (plus the cost of the oil) and it would take about 104 to make up a sign 2m x 20m with the words "End Polio Now". The cost with oil would be about \$325.00 per location. The torches could be sold after the event or stored to use next year.

We could plan to have a display in each of our 22 Districts. Invite the Premier, State Governor, Mayor, DG, Family of Rotary, prominent politicians, sporting personalities to attend and light-up the torches.

It could make a good talking point and a great press & TV photo opportunity especially viewed from high rise building.

It could form part of a Rotary picnic day depending on the location. Think of a location in your major cities where this could take place.

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Thinking wider, there is no reason that Rotary Cluster groups all around Australia could not run their own "Light-up Australia" events using this idea.

The cost shared between 5 or 6 Clubs is very affordable.

The events could be run on beaches, town squares, parks or in the desert. It would be great to have a torch display on Bondi Beach as it's an internationally recognisable Icon.

3. **Books for Babies born on 23 Feb 2011:** This is a nice idea that was suggested at the recent Canberra conference. Rotary to present a suitable children's book to every child born in Australia on 23 Feb. On checking on the internet there is an average of just under 700 children born each day. We would need to choose a book by an Australian author and get them and their publisher involved with the project. The publisher will have a great story to publicise and we will have a great opportunity of getting some national TV and News paper coverage. Clubs can leverage off the story with their own local newspaper – we could centrally write the press release for them.
4. **National Collection Day:** PDG Jennifer Scott from District 9690 is working on a concept of a nationwide street collection with the funds going to The Rotary Foundation.
5. **National Night at the Movies 24<sup>th</sup> Feb 2011:** 20<sup>th</sup> Century Fox has offered Rotary pre-release rights to the movie Conviction. This is a movie that should appeal to Rotarians and is a great opportunity to invite family and friends for an enjoyable night at the movies. The funds raised from this night will go towards the "End Polio Now" campaign and if Rotarians get behind the project it could raise up to \$600,000.00.
6. **"End Polio Now" Floral Planting:** See if your local council could plant an "End Polio Now" flower display in your local parks or Botanical gardens. Rotarians could even volunteer to do the planting. It could make a display that lasts over the summer.

## Rotary Membership by Country

Country	Members 30/06/2009	Clubs 30/06/2010	Members 30/06/2010	+/-	%
Australia	33680	1139	33188	-492	-1.46%
Papua New Guinea	173	13	201	28	16.18%
Solomon Islands	34	2	40	6	17.65%
Timor Leste	15	1	9	-6	-40.00%
ZONE 8	33902	1155	33438	-464	-1.37%
New Zealand	9365	242	9194	-171	-1.83%
New Caledonia	83	3	94	11	13.25%
Norfolk Island	20	1	18	-2	-10.00%
Vanuatu	33	2	30	-3	-9.09%
American Samoa	21	1	20	-1	-4.76%
Cook Islands	25	1	29	4	16.00%
Fiji	227	9	229	2	0.88%
French Polynesia	100	5	91	-9	-9.00%
Kiribati	20	1	19	-1	-5.00%
Tonga	24	1	18	-6	-25.00%
Samoa	27	2	27	0	0.00%
ZONE 7b	9945	268	9769	-176	-1.77%
<b>World</b>	<b>1234527</b>	<b>34103</b>	<b>1227563</b>	<b>-6964</b>	<b>-0.56%</b>

# Keeping Rotarians as Rotarians!



*Article prepared by PDG Noel Trevaskis  
Assistant Rotary Coordinator, Chairman Australian Rotary Health.*

Many Clubs induct new members and then let the member find their own way in Rotary and the club. Rotarians new to Rotary need support and guidance if we want to keep them in Rotary. One of the most important roles a Rotarian can take on is the role of a mentor for a Rotarian new to Rotary.

The role of the Mentor has been one that has been overlooked by a lot of Clubs. After the induction of a Member the role of the Mentor involves three areas to ensure that the Member continues to enjoy Rotary and is able to realise their full potential as a Rotarian.

- Education
- Involvement
- Retention.

Consider using a number of different Mentors to mentor Members during the first few weeks so that one person doesn't get locked in with the one Member. This also means that the Member gets to know different Members through the mentoring process.

Following are suggestions that the Mentor could do to help orientate the Member, Clubs should develop their own mentoring programme with a check list of activities to be completed by the Mentor and the Member.

## **Suggested essential Mentor tasks:**

- Introduce them to the RI website and take them on a tour of the site.
- Show them the e-learning centre on the RI website
- Meet monthly with the Member and review how they are coping within the Club.
- Offer suggestions and the opportunity to participate in Club activities and programmes.
- Offer encouragement and advice.
- Find the most suitable committee for them.
- Encourage and support their accomplishments.
- Wherever possible involve their family in Club activities.
- Talk to them about Rotary beyond the Club; beyond District.
- Facilitate opportunities for the Member to perform tasks within the Club.
- See that the Member does meet and interacts with other Members.
- Show the Member how to welcome at a Club meeting or assist with attendance.
- Attend another Club meeting with the Member.
- Explain how to make up a missed meeting.
- Show the usefulness of the District Directory and other tools.
- Arrange and assist the new Member to give a three minute presentation to the Club on a Rotary project or programme.

## **Other suggested Mentor tasks to encourage the Member to be involved:**

- Attend Member Orientation meeting.
- Serve as Chairman at a Club meeting.
- Serve on Welcome at Club meetings at least three times.
- Host Rotarians for a Vocational visit at workplace.
- Object of Rotary and Four Way Test displayed at place of work.
- Learn the Four Way Test.
- Visit two other Rotary Clubs within the first three months of membership.
- Present a classification or Interest talk to Club.
- Attend a Board meeting.
- Participate in one hands on project in the first two months of membership.
- Have 100% attendance for a specified month.
- Attend a District function.
- Arrange for a long term Member of the Club to ask the Member and their partner to dinner.

## Simple, Practical, Achievable, Easy

# Strong Support available for every Club.

Article prepared by John G. Thorne  
Past Director of Rotary International



There is a ready-made, strong support base that every club can and should tap into for the benefit of service and the community. Over this issue and the next two I will share some strong ideas, but first let me set down a foundation.

Many, many businesses involved with selling or in recruiting where numbers and profit count, a notion is used that is often called the “80-20 rule”. It is based on an economist named Pareto who made the first observations. Basically it says that in any group of people there are a vital few who – do the work, or get the sales, or buy the product on a regular basis. That is, that about 20% do the work, or thereabouts! So we say that repeat customers are gold. Please hold onto that idea for a while.

The second basic idea is that Rotary itself and Rotary club life is a valued social network. Many people carry on these days about “social networks” being so fantastic. Increasingly we are seeing that much of the social media can indeed be “anti-social” when only the digital media is used. Facebook, Twitter, LinkedIn and the others are best used when there is already a strong face-to-face social network and so Rotary will progressively be more recognised and valued among professionals and business people as unique and a foundation for personal growth and community contacts. When that is firmly established, the digital media has a place.

Let us then apply some common sense to a pretty average Rotary club. Over the past couple of years this club has had maybe 40 adult guest speakers. Each one comes, speaks and we say “thanks” for a job well done. That person was most likely impressed with just what we do in the local community and further afield – even by attending just one meeting. How about inviting all those speakers and their partners or significant friend to come along to a special meeting a Rotary update

will be given by some good presenters. I suggest NOT a regular meeting because these people generally do not want their time wasted with fines, reports about BBQs or toasts or “in-house” banter! They would be impressed however with our efforts in water projects overseas, our medical research or our polio progress, our impressive work with young people or that special project around the corner.

How many would come? Let’s apply the 80-20 rule. I believe that with a personal approach every club could expect maybe 20 to 30 people.

Communication is vital in these things. Email is considered shallow as an invitation mode. Much better is a personal letter followed up by a telephone call.

What is the outcome? I believe that we need to have attractive options and to not seek to hammer membership or financial support – donations. Mature adults will make up their own minds and generally will make sound offers when they are faced with attractive programs.

But there’s more. Please wait for the next couple of issues of this newsletter!

If any person would like to share with me some successes along these lines, please drop a note via my email.

Thanks. [[john.thorne@bluebottle.com](mailto:john.thorne@bluebottle.com)]

“... I was sure that there must be many other young men ... Why not bring them together? If others were longing for fellowship as I was, something would come of it.”  
Paul P. Harris, *My Road to Rotary*

# Strengthening Rotary in Australia with a New Approach to Membership.

Article supplied by PDG Dick Garner  
Rotary International Zone 8 Australia  
Public Image Coordinator  
[richard\\_garner@optusnet.com.au](mailto:richard_garner@optusnet.com.au)

**Current Membership Situation:** The nationwide membership of Rotary in Australia in recent years shows a steady overall decline of 300-400 members per year. Last Rotary year Australia had 23 Districts. This year we have 22 Districts as the membership numbers in one of the WA Districts fell away and it was merged into the two adjoining Districts. Currently RI is actively considering merging 6 other Australian Districts due to falling membership numbers. Looking ahead 3 years we could have gone from 23 to 16 Districts. Current Australian national membership is 33,500 Rotarians. This is made up of approximately 27,800 male and 5,700 female Rotarians. 70% of our membership is over the age of 60.

**Logical Solution is to Increase our Female Membership:** It is 21 years since the first women joined Rotary International but the myth about Rotary only being open to men still prevails. Over those 21 years women's involvement in business and professions here in Australia has increased dramatically. However this is not reflected in our Rotary membership where today women comprise only 17% or 5,700 of our 33,500 national membership. Reviewing our current female membership demographic most of them are still active in the workforce. Their age profile is also on average 10 years younger than the average male age demographic.

**Implementation Plan:** Establish a national task force focused exclusively to increase female membership in Rotary.

**The task force could on a National level:**

- Ø Run a National promotion that debunks the myth that women can't join or are not welcome in Rotary and promotes Rotary as a gender inclusive organisation.
- Ø Promote Rotary membership for women using a special brochure. Distribute the brochures in public libraries, women's gyms and professional bodies that have high numbers of women.
- Ø Use Social Media to share information about women's role in Rotary. Target Australian Woman's Weekly and other media to write an article on women in Rotary today.
- Ø Approach female organisations like female only gyms and see if we can get Rotary membership information included on their websites.
- Ø Promote Rotary on major female based electronic news letters. The Westpac Ruby Connection is a prime example of a newsletter devoted to business women. There must be other similar sites that could tell the Rotary story to thousands of business women.

**At District and Club Level:**

- Ø Have every District review each Club to establish the number of female members. Where Clubs have none or just perhaps some token female members work with them to increase their female membership levels. If the Club declines to respond start another Club in that area that will willingly accept female members. If we don't we are limiting our Rotary potential.
- Ø Promote Rotary through existing women members. Aim to bring new women members in to Clubs in small groups to ease integration.
- Ø Plan Club or Cluster group meetings focusing on membership for women. Invite local business women to these meetings. It will be easier to get good numbers if you have a number of Clubs, involved with inviting people.
- Ø Celebrate 21 years of Women in Rotary with special dinners run by Rotary women members for women. Get high profile women to speak at the meetings. Invite the Governor General or the Prime Minister to video a message supporting Rotary as a key female friendly community organisation.

**Conclusion:** Rotary International is an organisation that is proudly 105 years old but it is facing the challenges of the 21<sup>st</sup> Century. Looking at our membership age profile our decline in membership of 300-400 members per year will avalanche over the next 5 to 10 years. To anybody outside Rotary the imbalance of female to male members stands out like a sore thumb. Put simply, we need to treble our female membership to 18,000 over the next 4 years – or slowly fade away.

# "Resources for Rotarians"

Rotary International offers myriad resources to help Rotarians build effective clubs. A few resources were published last month and here are some more for you to explore.

## Public relations

- [Rotary Images](#) – Contains hundreds of high-quality Rotary photos.
- [RI Web site: Public Relations section](#) – Includes Humanity in Motion public service announcements.
- [RSS news feed](#) – Allows your club or district to update its Web site instantly with the latest Rotary news.
- [RVM: The Rotarian Video Magazine](#) – Offers a look at Rotary service projects around the world.
- [Weekly Update newsletter](#) – Provides links to RI news stories, which can be used in Rotary-related newsletters and Web sites.
- [Social networks](#) – Join the conversation with Rotarians on our social network pages on LinkedIn, Facebook, Twitter, and YouTube.
- [Web ads](#) – Use RI's Web ads to help members quickly access online resources.

## Project funding

- [Project LINK](#) – Is an online, searchable database which lists Rotary club and district community service projects in need of funding, volunteers, donated goods, and/or partners for a Rotary Foundation Matching Grant.
- [RI Web site: Humanitarian Grants section](#) – Includes everything you need to know about Rotary Foundation humanitarian grants.

## "rotary out west"

Rotary out West is a blog site developed by PDG Phil Cordery in Western Australia, it shows what clubs and the Districts are doing in Western Australia.

It is informative and interesting. It is a great innovation and shows what can be done!

It is amazing to see how many people go on the site and from what countries, a good way to promote your Club and District.

New information is added every week, check it out the link below and ask to receive the regular link.

<http://rotaryoutwest.blogspot.com/2010/09/64-september-is-new-generations-month.html>

## Rotary Coordinator Team 2010-11

### Zone 8 and 7B

**Zone 8** (Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru).

**Zone 7B** (New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa).

### Stuart Heal

Rotary International Director  
Zone 7 and 8.  
heals@xtra.co.nz

### Rob Crabtree

Rotary Coordinator  
Districts 9680, 9690, 9700, 9710, 9750, 9780, 9790, 9800, 9810, 9820, 9830, 9910, 9920, 9930, 9940, 9970, 9980.  
Phone: (64) 9535 4035  
calpr@xtra.co.nz

### Rob Wylie

Rotary Coordinator  
Districts 9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670.  
Phone: (07) 3385 5398  
robwy43@bigpond.net.au

### Noel Trevaskis

Assistant Rotary Coordinator  
Districts 9680, 9690, 9700, 9710, 9750.  
Phone: (02) 6495 0455  
n.trevaskis@bigpond.com

### John Barnes

Assistant Rotary Coordinator  
Districts 9780, 9790, 9800, 9800, 9810, 9820, 9830.  
Phone: (03) 9802 8007  
jba25492@bigpond.net.au

### Ross Skinner

Assistant Rotary Coordinator  
Districts 9940, 9970, 9980.  
ross.skinner@xtra.co.nz

### John Ranieri

Assistant Rotary Coordinator  
Districts 9455, 9465, 9500, 9520.  
Phone: (08) 9764 1686  
jcranieri@bigpond.com

### Georges Giovannelli

Assistant Rotary Coordinator  
Parts of Districts 9910, 9920.  
Phone: NC (+687) 81 77 34  
or NZ (+64) 021 0268 9859  
rotary.gg@lagoon.nc

### Issa Shalhoub

Newsletter Editor  
Phone: 0414 553 574  
shalhoubissa@shoal.net.au