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"WELCOME ROTARY CLUB OF CAROLINE SPRINGS"

Article by PDG Ross Butterworth and RC PDG Jessie Harman

Rotary in Australia is stronger, thanks to the charter of District 9800's newest club, the [Rotary Club of Caroline Springs](#).



The new Club celebrated its charter on 28th August. Incoming President Kathy Hall received the charter from District Governor Julie Mason, in front of the club's 23 members and more than 100 specially invited guests from Rotary and the communities of Caroline Springs and Melton in Victoria.



DG Julie Mason presenting the Charter Certificate to President Kathy Hall.

The club has been a long time in the planning. The possibility of a Rotary club in the emerging community of Caroline Springs was identified in 2008, and in 2013 the District Extension Committee raised the prospect once again. 2015 saw the community really support the idea of a new club; District 9800 held its first interest meeting in Caroline Springs in June, and eight weeks later, the new Rotary Club of Caroline Springs became reality.

According to DG's Special Representative, PDG Ross Butterworth, the club is a nice reflection of its community. "The local community is typically a younger community with many young families, and the club is starting to reflect that community. A quarter of the club's membership is under 50 and almost half are female" he said.

"In light of this, we have designed the club to be cost-effective; members and guests meet first, and are then invited to enjoy a meal or beverage afterwards – the meal is completely optional and there are very few 'traditional proceedings' found in more established clubs." he added.



**Charter President
Kathy Hall**



Charter members and guests

Members of the new club have been quick to embrace Rotary's commitment to service. Members have adopted a District endorsed service program called BusyFeet, which is a dance and movement program for children with a disability, and they are presently arranging a school camp for children with disabilities at Rotary's Camp Getaway in Axedale.

Club members also recently supported the local Cancer Council Relay for Life event in Caroline Springs, all great programs for new Rotarians wanting to get hands on with service. The Club makes time each meeting for a Rotary Moment, helping new members to understand what Rotary can and does do.

PDG Ross Butterworth is optimistic about the future of the new club. "We believe the Caroline Springs community will deliver Rotary a younger and more vibrant club. And in return, Rotary Caroline Springs will deliver great service to its community, and to communities beyond its own. We are very confident the club will indeed be a gift to the world" he said.

Welcome... Rotary Club of Caroline Springs.

'MESSAGE' FROM ROTARY INTERNATIONAL DIRECTOR ELECT NOEL TREVASKIS

Presentations and summaries of each of the breakout groups, at the 'Rotary Success Conference and the Youth Summit' held in Canberra September 2015, are accessible by clicking [here](#), then click on Success Conference.

"UTE RELAY HELPS DRIVE POLIO AWAY!"

Article by RC PDG Malcolm Lindquist

Rotary **District 9520** Rotary Polio Ute Relay started in Broken Hill on the 14th October and in the following two weeks traced a path via Wentworth to Mildura and through the Riverland of South Australia before moving to the metropolitan area of Adelaide and Fluerieu Peninsula. The end of the relay coincided with World Polio Day on Sunday 25th October.



At each stop the ute with the help of the local Rotary Clubs parked in a prominent position in shopping malls and town centres to spread the word about Rotary's efforts to eradicate polio worldwide and to get the public to assist through buying lottery tickets in a giant raffle. Local clubs were also able to promote the projects of their club.

The ute is a Mazda BT50, sporting Rotary Polio logos and was provided courtesy of local Mazda dealers including Paradise Motors in Adelaide. Due to the generous support of sponsors in the district the relay was able to raise nearly \$50,000 for the End Polio campaign.



DG Dick Wilson in the Driver's Seat with the brains of the venture Assistant Governor Dini White and Sarah Walsh in the back.

The relay was the brainchild of Rotarian Sarah Walsh and vigorously supported by District Governor Dick Wilson and clubs in District 9520.

In all some thirty clubs were involved in the venture and DG Dick intends to use the ute as his official vehicle for the rest of his year in office.

"RI CONVENTION" SEOUL, KOREA, 28 MAY – 1 JUNE 2016



Important deadlines

15 December 2015: Early-registration discount ends

31 March 2016: Preregistration discount ends

30 April 2016: Registration/ticket cancellation deadline

1 June 2016: Online registration ends; deadline for cancellations due to visa denial. <http://www.riconvention.org/>

"MEMBERSHIP MATTERS IN DISTRICT 9800"

Article by 9800 DG Julie Mason



It really is a "no brainer" that the more Rotary members we have, the more we can achieve for our communities. Every year membership is always at the forefront of Rotary's challenges and our District is no exception. So, District Governor Julie Mason decided to think BIG and set a target of 3,000 for membership in [District 9800](#) by 30th June 2016.

Whilst there is a logical link between Membership and Rotary's Public Image, Club Service also has a critical role to play in ensuring membership growth. After all, Club Service is responsible for how every club meeting is conducted and perceived by not just existing members, but potential new members and visitors. If all three pillars of Membership, Public Image and Club Service are strong and working well in clubs, we will be well on our way to achieving the target DG Julie has set.

Recognising DG Julie's District Mantra of *It's All About The Clubs*, Membership Chair, Philip Archer and Public Image Chair, Adrian Nelson, have devised a clear strategy including events, incentives and projects that will allow Clubs to have a red-hot go at achieving DG Julie's ambitious target.

Supporting the strategy, DG Julie recently launched a 'Member a Month' campaign with all clubs asked to find and induct a new member every month. For those clubs who, between 1st June and 31st October, induct four new members, an amount of \$1,000 will be provided to those new members to develop a collaborative community project of their choosing, which will also help raise the profile of Rotary in the community. The theory is that new members bring new members, and the sooner new members are empowered to take action, the more satisfied they will be in Rotary service and the more likely they will share that feeling with friends and colleagues.

A Club Ambassador Program is now in action with all clubs encouraged to select an ambassador, and design and produce a new club banner resplendent with the ambassador's photo and a short reason for joining Rotary.

The Diversity in Rotary Committee, whilst planning the Annual Women in Rotary Breakfast, is also busy developing strategies to assist clubs with a membership profile that represents their local community. Exciting initiatives are in place to showcase the work done by clubs.

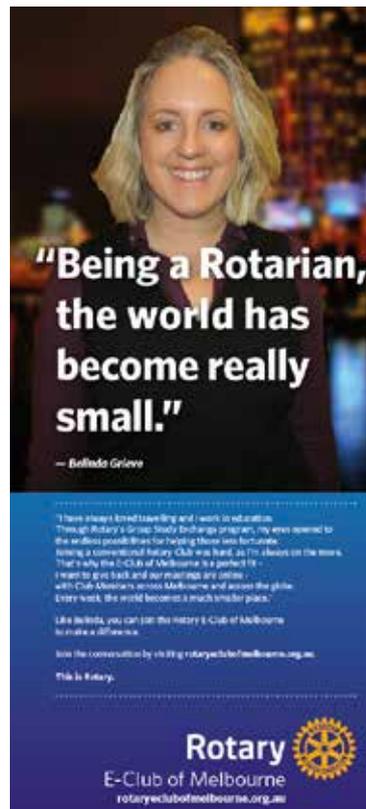
A key focus of the District Public Image & Communications team is to encourage club members to tell their Rotary stories of doing good in the world and then provide the support to maximise the use of social media with these stories; contribute to the District Facebook page, join the Twitter world, and produce one minute videos for posting on the District YouTube Channel.

Other events and programs have also been initiated, such as having school children, Rotarians and Friends of Rotary paint their fingers purple for Polio Day on 24th October.

Other ideas include Club Selfies on Rotary's Birthday; having hundreds of Rotarians, families and friends out and about doing hands-on community work for Rotarians @ Work in April; supporting the homeless and unemployed in and around Social Inclusion Week in November; and, celebrating Rotary women on International Women's Day in March.

Excited by the recent Charter of the [Rotary Club of Caroline Springs](#), article on the front page, another group of Rotarians are investigating the formation of another new club!

We know that there are people in District 9800 who will join us in our service work and make a difference and we are embracing the notion that new members bring new members!
Target 3,000 is the goal!



"A POSITIVE START FOR 2015 FOR ZONES 7B AND 8"

Article by RC PDG Jessie Harman

Rotary International has released its latest membership data for September 2015, and so far things are looking positive. 24 out of the region's 27 districts have increased members in the past quarter, and retention rates for all districts are above 97%. This is good news for Rotary in our region.



RI's 2015 'Comparison To Start Figures' for Australia, New Zealand and the South Pacific show that overall membership has grown by 0.70%. 18 of the 21 Districts based in Australia have recorded growth, while 5 of the 6 New Zealand based districts have also recorded positive results.

In Australia, District 9640 leads the way with a growth rate of 1.81%, while Districts 9685, 9675 and 9800 have recorded growth rates above 1.5%.

In New Zealand, District 9920 heads the table with a strong increase of 1.01%. Overall, membership numbers for the region are presently at 38,734, up from 38,451 at the start of the new Rotary year.

The positive news continues in RI's published retention figures, which report the percentage of members at 1 July 2015 who continued to be members at 30 September. Two districts, 9980 in New Zealand and 9700 in Australia, have the highest retention rates in the region, while all districts are recording retention rates above 97.25%.

The first quarter membership data is a pleasing result for clubs and districts in our region, and provides a solid springboard for future membership growth. Rotarians wishing to access the most recent membership reports can do so by visiting MyRotary at www.rotary.org, or contacting a member of their Rotary Co-ordinator team.

"RAVINDRAN DECLARES RISELEY PRESIDENT-NOMINEE"

RI website

RI President K.R. Ravindran officially declared Ian H.S. Riseley Rotary International's president-nominee on 1 October.

The nominating Committee for President of RI selected Riseley, of the Rotary club of Sandringham, Victoria, Australia, in August. He will be formally elected at the 2016 RI Convention in Seoul, Korea, and will become president on 1 July 2017.



A Rotarian since 1978, Riseley has served Rotary as treasurer, director, trustee, RI Board Executive Committee member, task force member, committee member and chair, and district governor.

He is also a former member of the Australian Polio Eradication Private Sector Campaign and a recipient of The Rotary Foundation's Service Award for a Polio-Free World. He and his wife, Juliet, are Multiple Paul Harris Fellows, Major Donors, and Bequest Society members.

"MEET MY VIBRANT CLUB"

By Alma Reynolds, Rotary Club of Doncaster, Australia

From 'Be A Vibrant Club Your Club Leadership Plan' - Australia, New Zealand, And Pacific Islands

What we do in the Rotary Club of Doncaster is make everyone in our club feel welcome and important, and make our meetings enjoyable. Members start gathering up to an hour before our club meeting to socialise, and new and visiting members are swept into the constantly moving and changing conversational groups that form during this time. One of our club's strengths is that we make everyone feel a part of the group and no one finds themselves standing alone with no one to talk to.



New members are invited to give an introduction speech to the club, which often leads to further connections with each other and involvement in new projects. For example, when a new member told us about his involvement with supporting AIDS orphans, there was immediate consensus among our members that we should all become involved in the project.

Our club works quite hard for all the money it raises for new and existing projects. Our club's international service team organised an African themed night to launch the club's involvement. The event featured a special menu, some Zimbabwean themed games, and some African items that were for sale. Members helped out and invited guests to join the fun and open their wallets!

Our club's vibrancy comes from more than good planning and organisation. The members have created a positive and welcoming atmosphere. Their generosity of spirit is evidenced in their approach to Rotary, Rotary projects, and their fellow Rotarians. Everyone enjoys coming to the meetings. Everyone has a designated job or position in the club. All members work well together to achieve the club's goals, and we enjoy spending social time together.

"SUMMIT IN CALIFORNIA UNITES YOUNG PROFESSIONALS"

Rotary Voices, 24 Sept 2015, By Katie Coard. Katie is a co-president of the RC of Downtown Victoria in British Columbia, Canada, and a former member of the Rotaract Club of Victoria. Katie works as a project manager, web content developer, and online content consultant focusing on helping non-profits and small businesses build their brand.



This summer in Berkeley, California, I joined a group of Rotary young professionals and district leaders from the western United States and Canada at a summit to discuss the future of Rotary. Reflecting one of Rotary's strengths, this event brought together many diverse perspectives to focus on what younger Rotarians are looking for in Rotary.

I've been a part of the Rotary family since joining Rotaract in 2010, and it has changed my life in many ways. I am a founder and co-president of a provisional Rotary club in my hometown of Victoria, British Columbia, Canada. Rotary taught me how to lead, engage, and manage groups of people, projects, and events. These are skills I use in my daily work.



Participants in the young professional summit

When I talk to people about why they need to be part of Rotary, I emphasize how all-encompassing it is. Where else can you make lifelong friendships, network with professionals, learn life skills, volunteer, and make a difference in communities all over the world?

Every Rotary conference tries to think out of the box, but this was one of the best I've experienced. Organizers had designed a dynamic, interactive, and engaging program. Workshops led by the Haas School of Business at the University of California-Berkeley had us discussing, writing down, and illustrating our ideas and then presenting them to the larger group. Several themes emerged:

- We recognized that certain **age** stereotypes exist that can hold Rotary back. To put it simply, there is a stereotype, at least in a large part of North America, that Rotarians are "male, pale, and stale" and unfortunately this stereotype persists regardless of actual demographics. The district leaders were open to change, and we agreed that our perceptions of change will affect how Rotary will grow in the coming years.
- Young professionals don't always see the benefit of paying for meals at every meeting or singing the national anthem. Respecting tradition is important, but clubs have to think hard about what signals their **meeting format** is sending to potential members.
- **Engagement** is key. Young professionals want to be heard and make an impact. Clubs must reach out and understand what these members want in order for their membership to be rewarding.
- Young professionals want to **network**. And offering networking opportunities benefits a club as well. Some Rotarians feel that networking at meetings is taboo, but this is holding back Rotary's potential.
- Young professionals need **flexibility**. Rotary should fit into members' lives, not force members to change their lives to fit Rotary. This is especially true for those with young children.

I especially liked how the format allowed young professionals to share ideas with the district leaders. The opportunity to work with district leaders can be limited, and younger Rotarians can feel that their voice is not heard. This summit provided a microphone for that voice, and I can tell you, district leaders listened. All the district leaders in attendance walked away with an action plan to make their clubs more attractive to young professionals.

Perhaps the best thing about the summit was getting to meet Rotarians from all over the west coast of the United States and Canada. Forging friendships is truly one of the great things about Rotary. And these people, my friends, are taking action. I feel positive about the future of Rotary. Rotary will grow in relevance if, and only if, Rotarians of all ages are listening to one another and working together. Innovation and tradition go hand in hand because, ultimately, we are all Rotary.

"RECOGNISING ROTARIANS WHO ARE GROWING ROTARY'S MEMBERSHIP"

Rotary Membership Minute, August 2015 edition



We are pleased to recognize over 2,000 Rotarians who have achieved the gold level in the New Member Sponsor Recognition program. Check out the New Member Sponsor Gallery to see the names of fellow Rotarians who have sponsored six or more new Rotary members. We appreciate the exceptional efforts of these members who strengthen Rotary's membership.

"ROTARY IS ON THE MOVE IN DISTRICT 9980"

Article by ARC PDG John Prendergast



On a per Club basis, D9980 leads the Zone, with an average membership of 43 Rotarians per Club and on a demographic basis, D9980 has more Rotarians per head of population than anywhere else.

So on those measures, the District has a fantastic Rotary platform upon which to build.

But chipping away at those strong foundations in recent years has been a slow downward drift in numbers. In 2008-09 we had 1,428 Rotarians, but today we have only 1,232. A drop of almost 200, or 15 per cent.

This is no different to the membership trends seen across most of our Districts during that period. But the drift has been so slow that unless we've been explicitly looking for it, we possibly missed it.

No worries, we'll be right. Won't we?

Well, no, actually. Not unless we start doing something about it.

So, what to do?

Using an initial sparkplug called Holly Ransom, we've initiated three new 'NRG Rotary' groups across our District – the first in Queenstown, and more recently in Invercargill and in Dunedin. NRG - Next Rotary Generation. These three groups are meeting on a regular basis, initiating and undertaking community projects, poking and prodding the concept of what a Rotary Club might look like, and gradually coming to the conclusion that actually the Rotary model isn't a bad fit for their purposes, they just need to stamp their own personality and way of doing things on the Club cultures that they are establishing.

As an added bonus we are now seeing some cross-pollination between the NRG groups, with for example Queenstown offering advice and guidance to the more fledgling Invercargill and Dunedin groups.

Queenstown NRG Rotary expects to charter as a Rotary Club later this year; and we are hopeful that the Invercargill and Dunedin NRG Rotary groups will follow suit sometime next year.

What we've found in initiating these new Rotary groups is that - contrary to the common misconceptions many of us hold about "Gen Y" - there is a rich reservoir of young people "out there", enthusiastic about the networking and personal development opportunities that Rotary can offer, and already fully embracing Rotary's core ethos of service.

Had we not initiated these new groups, we would never have discovered that reservoir and so in terms of membership we would have come up dry.

This is not the only plank in our District's membership strategy – strengthening our existing Clubs, with particular attention to what is causing our high "churn" of new members, is another key piece of the puzzle. But to address the looming demographic wall of retiring Rotarians that many of us face, we need strong existing, as **well** as, not **instead** of, new Rotary Clubs.

"DISTRICT TRAINERS"

Rotary Training talk, Sept 15.

Looking for curriculum ideas you can use at your training events? Rotary's leader's guides include suggested speaking points, activities, logistical information, PowerPoint slides, worksheets, and evaluation forms. All guides are customizable so you can make them fit your participants' needs. Save these links and share them with facilitators.

The following resources and supporting materials can be found online at rotary.org/trainers:

- [Presidents-elect Training Seminar Leader's Guide](#) **New!**
- [District Training Assembly Leader's Guide](#) **New!**
- [District Membership Seminar Leader's Guide](#)
- [District Team Training Seminar Leader's Guide](#)
- [District Leadership Seminar Guide](#)
- [District Rotary Foundation Seminar Leader's Guide](#)
- [Grant Management Seminar Leader's Guide](#)
- [Zone-Level District Trainer Program and slides](#)

“NEW MEMBERS POUR INTO RC OF BALWYN”

Article by Tony Thomas (D9800 Correspondent), RC Central Melbourne Sunrise

On recruitment success, [Rotary Club of Balwyn](#) in Melbourne is showing how it's done. At July 2014 it had 46 members after eight retired during the year; at end September 2015, 72 members. By July 2016, it's targeting 100 members and this target is not vapour-ware, the club has a pipeline already of a dozen or more potential members.



President Anthea Rutter says the success is due to Membership Development Director Stan Gawel, but Stan says he's got plenty of great helpers. Stan Gawel has been with the Rotary Club of Balwyn for only 18 months, his business is the tough game of wine wholesaling, and before that retail banking around the State.

“Getting members is a sales exercise and the Rotary Club is your product,” he says, “get off your chair, target suitable people and make the sale face-to-face, everyone says it's difficult but I just say, ‘HAVE YOU EVER ASKED ANYONE?’”



Stan Gawel (left) and George Skandalellis, chat to 'back to sleep' company specialist Natalie Curovic, about joining the club

To illustrate the importance of face-to-face, he tells how the club in August divided the suburb into four zones and letter-boxed them with 3,000 flyers. The number of inquiries: zero.

“Most Rotarians are uncomfortable about sales, but they should be brave and sell the benefits, like giving back to the community, friendships, and a lively social program,” Stan says.

“Be upfront about the expense; Rotary isn't cheap. And when prospects say they're too busy raising kids, it's a cop-out. Our best recruits are the busiest people.

“Club member George Skandalellis and I cold-called heaps of small businesses around Balwyn last month and that's getting us four likely members, additional to five business owners recruited earlier. We also asked all the businesses to be gift sponsors for our Christmas raffle, and that got us \$2,500 worth of raffle prizes, all for just two hours work.”

Most of the club's 18 recruits last year are female, improving the female ratio to 30%. “But our pipeline is ten prospective guys so we got our ladies together last week and asked them to keep the female ratio going by bringing a girlfriend to our special membership night on October 27.

“Our cold calls were largely to male-owned businesses but this month we're going with a lady member and targeting female places like dress shops.”

The club has upgraded its website, Facebook and social media and Stan says three to four members came in last year that way. “I'm targeting right now an insurance chap who's on the committee of a key sports club. If I can win him over, he's likely to bring others in from his club.”

Even the club's guest speakers can become recruits. “We've converted one and potentially two more,” he says. Stan is on the Fathers' Association of Genazzano College, Kew, and he reckons there are five to six prospects there. One may join when the school year ends in November.

The club helps many charities and it's no crime to suggest the executives join up, Stan says. Another tactic is to try to convert some of the club's Friends of Rotary pool into members.

“Whatever works, go for it,” he says.

SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to [Issa Shalhoub](#), this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

"EVERYTHING OLD IS NEW AGAIN ..."

Opinion article by ARC PDG Tim Moore

What has current pop music and clothing trends got to do with membership issues of Rotary? Well firstly, hopefully I have your attention! Secondly it has everything to do with it!



Just like some of the songs today's kids are playing that we magically know the words to or those clothes that Director Elect Noel wears that are waiting to come back into fashion, ways of attracting new members have evolved yet still remain the same.

They are what made Rotary a leading service organisation in the beginning, just as they are attracting and keeping members today!

Check out the success of new and regenerated Rotary clubs – like Yass in ACT, Kununarra in WA, Port Hedland WA and Frankston in Victoria. Their stories and models of attracting members were shared and acted as inspiration at the recent Rotary Success Conference in Canberra.

What works?

- Identify and target your preferred member profile
- Ask all club members to add to the target list
- Invite prospective members in a professional way, to a well-run meeting
- Have projects to engage them – local and overseas
- Induct them, give them responsibility and worth in your club
- Listen to them and involve them.

There you have it, the method that worked in the 90s, still works now!

"NEW PROCESS FOR PROSPECTIVE, REFERRED, AND RETURNING OR RELOCATING MEMBERS"

From Rotary Membership Minute, Oct 2015

Your online connection to membership leads

We are excited to introduce a new process for collecting and communicating online membership leads that will make it easier for club officers and district leaders to follow up on leads, and for prospective members to join a club.

Prospective members who visit Rotary.org and select the "Join" button will provide their information using an online form. That information will be sent to Rotary, where the candidate will be screened for basic membership qualifications before being forwarded to district governors and district membership chairs to assign to clubs for follow up.

A similar process will be in place for members to make referrals to other clubs or seek out a new club for themselves.

All of these leads will be readily available when you sign in to MyRotary.

Watch for this new process to be launched in mid-November.

All past editions of the "Rotary on the Move" Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub shalhoubissa@shoal.net.au

ROTARY COORDINATOR TEAM

2015 - 16
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.

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