



MEMBERSHIP ON THE MOVE

Zone 7A & 8A NEWSLETTER

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Presidential Membership Conference

<http://www.membership.rotary.org.au>

What a fantastic roll-up at the Presidential Membership Conference

A practical training session for district & club leaders on Friday afternoon and a great line up of speakers on Saturday. But best of all was the attendance of more than 500 Rotarians who took part in breakout small group discussions on both days, to share thoughts and tell us how you thought Rotary could be improved to be more attractive to the next generation of Rotarians.

All Australian Districts were represented, plus international visitors from U.S.A., Philippines, New Zealand, and the Solomon Islands.

On Sunday morning the three Regional Coordinators presented a summary of the ideas and recommendations from the discussion groups. Following this, a resolution (see next column) was passed unanimously, for the suggestions to be formed into a plan for action.

Your RRIMCs have started work on this, and hope a report will be made to Districts in the very near future

We are also working on suggestions which may require submissions to the Council on Legislation 2010. We will liaise and cooperate with District delegates to the Council to ensure that these submissions are given the best possible chance of achieving a positive result.

The new Australian Rotary Membership web site was launched. This will carry most of the Conference presentations and lots of other membership resources. Check it out at <http://www.membership.rotary.org.au>.

Our sincere thanks to all who organised the Conference, the speakers, the workers, and most of all you the Rotarians who took part and shared your ideas.

RRIMC Rob Wylie



Rob Wylie, Dong Kurn Lee & John Lawrence

A participant's view

"The Conference gave us the chance to review all aspects of Rotary's function and vision.

There were inspirational and challenging keynote speakers and plenty of opportunity, working in small facilitated groups, to contribute our suggestions on how we could build a more effective model for Rotary.

We discussed ways to enhance Rotary's public image, and ways to attract a new generation of younger members, women and ethnic groups.

Other membership recruiting imperatives such as the changes & trends in Australian society, volunteering in the 21st century and the perception and profile of Rotary, also received due attention."

*PDG Russ O'Malley, District 9600
Membership Chair*

The Resolution

"We, the Rotarians attending the Presidential Membership conference in Canberra in July 2008 are committed to building stronger Rotary clubs.

We recommend that the Regional Rotary International Membership Coordinators, in collating the responses from the breakout workshops, prepare a series of recommended protocols, practices, and procedures that will provide a coordinated national approach to:

- (i) *Membership growth and retention*
- (ii) *Enhancing the public profile and awareness of Rotary*
- (iii) *Strengthening our clubs to be more relevant.*

We further request that the above recommendation be disseminated to allow time for discussion by District personnel prior to the Institute in Christchurch in November.

We request that the Membership Coordinators identify the sections of Rotary International Bylaws that would require amendment at Council of Legislation in 2010 in order that the recommendations can be formally adopted as Rotary practice."

ON THE MOVE

ROTARY MEMBERSHIP

1,231,483

ZONE 7A & 8A

June-08 34,045

District	Jun-07	Jun-08	#	+/- %
9450	1033	983	-50	-4.8%
9460	1074	1079	5	0.5%
9470	807	826	19	2.4%
9500	1463	1481	18	1.2%
9520	1619	1561	-58	-3.6%
9550	1156	1128	-28	-2.4%
9570	1222	1163	-59	-4.8%
9600	1859	1880	21	1.1%
9630	1364	1290	-74	-5.4%
9640	1397	1405	8	0.6%
9650	1612	1633	21	1.3%
9670	1164	1153	-11	-0.9%
9680	1997	1991	-6	-0.3%
9690	1014	1038	24	2.4%
9700	1211	1189	-22	-1.8%
9710	1488	1508	20	1.3%
9750	1583	1570	-13	-0.8%
9780	2160	2126	-34	-1.6%
9790	1820	1829	9	0.5%
9800	2794	2861	67	2.4%
9810	1369	1368	-1	-0.1%
9820	1535	1537	2	0.1%
9830	1435	1446	11	0.8%
Total	34,176	34,045	-131	-0.4%

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Millionaire Rotarians!

PDG Noel Trevaskis, D 9710, Rotary Club of Goulburn Argyle.
RRIMC and Board member of the Australian Rotary Health Research Fund.



It is thought that there are one million Rotarians who are in the Millionaire Club? One Million Rotarians have never invited anyone to a Rotary meeting as a potential Member, are you one of them?

The only way that people can join Rotary is by invitation, people cannot apply to join Rotary, they are asked to join. The only people who can ask someone to a Rotary meeting are Rotarians; we are totally reliant on Rotarians bringing in members to our organisation no one else is going to do it for us.

The responsibility of membership rests squarely with each and every one of us; it is our responsibility to make sure that our Rotary Club continues into the future.

For too long Clubs have relied on what I call the "whiteboard method" of recruitment, where names are gathered at a Club Membership night, they then invite these names along to a special night. Usually this is done when they have lost a few members and realise that they need to boost their membership. There is no real research into their suitability etc. It is easy to get names of people however they must be researched properly before they are sent an invitation; we want the right people to be invited!

Other Clubs rely on the same two or three members to do the recruiting of new members for them.



Conference delegates in group discussion
Canberra PCM Friday 11 July 2008

To obtain new members it takes planning, commitment and the involvement of all Club members. The President has to be committed to the recruiting of new members, they need to inspire and motivate the Club of the value of having more members.

Does your Club have an effective membership plan, if you don't you need to implement a plan immediately. Dedicate a Club Assembly solely to membership and decide how many members you want in your Club this year, in three years and in five years, and then set a plan of action in place as to how you are going to achieve those goals.

Your District Membership Chair is there to help you achieve your goals; ask them for advice, likewise your Assistant Governor is willing to help.

RI President DK Lee expects the membership goal to be achieved this year; we can do it if Clubs have an action plan in place and if Rotarians are committed to bringing in new members.

Don't be one in a million, become someone who does bring people into Rotary, if you enjoy Rotary share it with someone so that they can enjoy Rotary too!

<http://www.membership.rotary.org.au>



“Membership on the Move” welcomes two of our Australian District Membership Chairs for 2008-09



Phillip Archer

“Phillip Archer, District 9800 Membership Chair, Victoria”

A senior executive background as General Manager with a major blue chip organisation both complements and precedes Philip’s twenty plus years in the Management Consulting and Executive Recruitment Industry. Whilst his consulting activities are concentrated on senior management recruitment and human resource advisory services for a diverse range of industries, Philip has also assisted many organisations with business and strategic planning, training, restructuring and change management issues. In touch with the rapid changes in business today, Philip has, on numerous occasions, been invited to speak to industry forums, organisations and associations on various human resource and business issues.

Rotary International has also been a major part of Philip’s life. His strong desire for community involvement led Philip to become a Charter Member of the Rotary Club of Southbank. He has since been awarded with a Paul Harris Fellow, was President of the Rotary Club of Southbank 2004-05, became PR Chair for District 9800 in 2005-06, Assistant Governor and PR Chair for District 9800 in 2006-07, Marketing Director and Board Member of District 9800 in 2007-08 and is Membership and Marketing Director elect of District 9800 in 2008-09 and a Board Member elect of District 9800 in 2008-09.

Combining his many years consulting experience with his desire to help those-in-need build self-belief, Philip has a strong personal focus on providing the guidance and support that aids in the development of rewarding careers for others, particularly youth. ‘First Steps’ and similar programs are therefore projects about which Philip is particularly passionate.



Nola Ezzy

“Nola Ezzy, District 9680 Membership Chair, NSW”

Project Management (Construction) Waitara Rotary Club

I have been a Director of Ian and Nola Ezzy Pty Ltd, Architects and Landscape Architects since 1984, having joined the Practice in 1974.

I joined Waitara Rotary Club in 2000, and became President in 2004-05. During my Presidency the Club inducted 5 new members and qualified for a RI Presidential Citation.

In 2005-2008 I was a Membership Zone Co-Ordinator for Riverside and Upper North Shore Zones in District 9680.

Stop Press 30th June Membership Statistics

In this issue we publish the 30/6/2008 official membership numbers for Australian Districts, just received from Rotary International.

You may note a change from the “start of year” (1 July) figures used in previous issues. We are now comparing “end of year” to “end of year”, 30/6/07 to 30/6/08, this accurately reflects how we have done over the past Rotary year.

The bad news? The Australian region has had a net membership loss of 131 members, or 0.4% over the year.

The good news? This has been the smallest annual loss over at least the past 5 years. 12 Aussie Districts achieved membership gains during the year.

With the enthusiasm and momentum shown by a broad group of Australian Rotarians at the Presidential Membership Confidence, we are ready to turn the corner. The climb upwards won’t be easy, but with hard work and some innovative thinking at national, district, and club level, we can do it!

A full analysis of the membership figures will appear in next months “Membership on the Move”.

Rob Wylie

August is Membership Development & Extension Month!

Is your District or Region holding a District Membership Seminar in August? At this stage I know of three coming events (see the box on this page).

If you gained some positive information and inspiration from the Presidential Membership Seminar you need to share that with the Rotarians in your District. It doesn't have to be in August, it can be later if you need more time to prepare, but please do it!

Remember that your Regional Coordinators are available to assist in planning or speaking at your District Seminars, or at other District events including Conferences, Assemblies, and PETS.

For your Diary

District 9600 Membership Seminar, Sun 10 August, Pine Rivers Memorial Bowls Club, Strathpine. (PDG Russ O'Malley)

Districts 9500/9520 Joint Membership Seminar, Sun 24 August, Pulteney Grammar School, South Terrace, Adelaide. (PDG Euan Miller)

District 9460 Membership Seminar, Sun 24 August, 9.30 for 10.00 – Robina State High School Library, Gold Coast (DMC John Burns)

West Australian Cluster Meetings - 25 to 30 August, with RI Director John Lawrence. For details contact District Membership Chairs Colin Thorniley, Bruce Lynch, Robyn Thorpe.

W.A. Rotary Metropolitan Membership Rally - Sat 30 August - Rotary International Director John Lawrence. (Details to be advised, contact RRIMC Sylvia Byers)

Please advise coming District membership events to your RRIMC.

Conference Quotes

“If we do not change the way we have always done things, those young people will not join us.”

RI Membership Chair Ron Beaubien

“My main message here today is that we don't have to reinvent the wheel. We may need to change in order to attract Gen Y, but we are already an organisation that offers a lot to young people. We need to keep it succinct and interesting, but more importantly, we need to keep in touch with the people we invest in.”

Club President, Zoe Ralf

A Racing Model Towards 2020, RRIMC Sylvia Byers

Towards 2020: The Presidential Membership Conference held in Canberra July 2008 marked the beginning of a year of work to strengthen Rotary clubs throughout Australia.

As I listened to what people had to say about membership matters over the three days it became increasingly clear that it is possible to achieve the model we need to have in this changing society - and importantly, it is up to each one of us to make this happen in our clubs. We **can** make this happen!

Rotary is and must remain a winner. We all like to be on a winner and although not a “rev-head,” I could not help thinking about the similarity between some aspects of Rotary and international sports as I saw racing cars flash around the track on my television screen.

I read that auto racing is one of the most watched sports on television in the world. What if Rotary could be like this with people glued to the television or accessing U-tube to find out the latest news about our work!

It appears there are two main groups in motor racing, participants and spectators. However, as people watch motor sports and see skilled drivers compete they may not fully understand the need for, and value of a support team that keeps participants on track. And so it is with the work of Rotary and the level of understanding by others. If we think of Rotarians as participators and our community the spectators, it is up to us to involve as many spectators as we can so that they not only understand what we do and how we do it but are with us as we work to achieve the model we need in this changing society.

From the Editor's Desk

Dear Fellow Rotarians,

I repeat the words of Rob Wylie:-

“What a fantastic roll-up at the Presidential Membership Conference.”

The opportunity to network and hear so many points of view, how different clubs are tackling membership and retention, reinventing themselves and the diverse approaches that clubs take to their weekly meetings.

Some powerful views that touched my thinking.

1. We spend most of our club meeting fees on improving caterers' profits!
2. First thing-GET YOUR CLUB INTO SHAPE
3. Encourage leadership in and beyond your club by education and training. The Rotary e-learning centre web address is:-

<http://www.rotary.org/en/Members/Training/ForAllRotarians/Pages/ridefault.aspx>



Rotary International President Dong Kurn Lee encourages clubs to recognise Rotarians that introduce a new member by continuing the initiative of PRIP Wilf Wilkinson's sponsorship pin. These pins are available from your RRIMC and soon from RDU.

One of the many highlights of the Presidential Membership Conference was in meeting fellow Rotarians and renewing old friendships. I was particularly delighted in shaking the hand of PDG Bernie Rodgers at the registration desk. I take this opportunity of quoting from the closing minutes of Bernie's powerful and emotional speech on the subject of "Choice" (Not by the way at the Canberra Conference).

“Stand up and tell people what we do and tell them we have fun doing it. The world cannot afford for Rotary to die. But that is what it will do if we sit back and do nothing. Yes the choice is yours, if you choose to do something you will make a difference, if you choose to do nothing then that is exactly what you will achieve. You are the future of Rotary, you are the rudder of that great ship, and it can only do good if you are driving it.”

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2008-2009

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Membership On The Move

News from Zone 7A & 8A

Australian Capital Territory

New South Wales

Northern Territories

PNG Papua New Guinea

Queensland

Solomon Islands

South Australia

Tasmania

Timor Leste

Victoria

Western Australia