



MEMBERSHIP ON THE MOVE

Zone 7A & 8A NEWSLETTER

February 2009 Vol.5 No.7



The Future of Rotary is in Your Hands

At the San Diego International Assembly on 19 January, R.I. President-elect John Kenny unveiled the theme for 2009-10 – **“The Future of Rotary is in Your Hands”**.

President-elect Kenny emphasized that *“The future of Rotary will not be shaped at RI headquarters – it will be shaped in each and every Rotary club ... it is for each of us - as Rotarians - to do what is necessary to keep Rotary strong.”*



The message for membership here is that Rotarians join Clubs, not Districts. The success or failure of our efforts to sustain and improve membership will be determined in our Rotary clubs. Those of us working at Regional and District level need to remember this, that it is up to us to inspire and assist Rotary clubs in their efforts and provide them with access to the necessary tools to accomplish their goals.

The Planning Process

President-elect Kenny also highlighted the importance of the RI Strategic Plan

as an essential tool in providing continuity, and encourages District leaders to take the strategic planning process to club level.

A new Strategic Planning Guide for Clubs and Districts is available online (since 29 December) at www.rotary.org.

This 4 page document emphasizes the need to:

- Involve past, current, and incoming club leaders
- Have an unbiased facilitator or group of facilitators run strategic planning meetings
- Align club goals with those of District and the RI Strategic Plan
- Draft a vision statement describing your club 3 years in the future
- Prioritize club goals by participant consensus
- Identify annual goals that support the top three-year goals
- Create a strategic planning team to regularly monitor progress and recommend revisions to the plan
- Repeat the full planning process every three years to create a new plan or affirm the current one.

The means of taking the long range planning process to individual clubs is available **right now** in 19 Australian Rotary Districts and in every state and territory of Australia, through the Club Vision Facilitation Program. 72 experienced Rotarians spread over those

Districts have attended training workshops in November 2008 and each have a 160 page manual of guidelines covering every stage of the facilitation process. These guidelines are consistent with the RI Strategic Planning Guide, one minor difference being that the Visioning program suggests a 5 year vision rather than a 3 year one, but still recommends repeating the process every 3 years.



The process of taking the Vision planning process to a club involves a visit by a team of three trained Rotarian facilitators who will not be members of that club. Participants from the club will include past current and future Presidents and other club leaders, but also a representative group of club Rotarians including some of the newest and youngest members.

Consistency, continuity, and consensus using this process will show the path forward and lead to a stronger and more effective club. Strong and effective clubs attract new members and retain their current members.

Clubs wishing to hold a Vision planning event should contact their District Vision Chair or Coordinator. If you don't know who that is please contact your Regional Membership Coordinator or email me at robyw43@bigpond.net.au. If a District not already involved wishes to become involved, we can provide guidance and assistance on that as well.

*Rob Wylie
Regional RI Membership Coordinator
Australasian Coordinator, Club Vision
Facilitation Program*

www.membership.rotary.org.au

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Membership Statistics to 31st December 2008

The Great Australian Bike Ride

World 1,220,789

**Australia (Zones 7A & 8A)
33,780**

District	30/6/08	1/7/08	31/12/08	30/6/08 to 31/12/08		1/7/08 to 31/12/08	
				+/-	%	+/-	%
9450	983	967	1011	28	2.8%	44	4.6%
9460	1079	1026	1051	-28	-2.6%	25	2.4%
9470	826	801	825	-1	-0.1%	24	3.0%
9500	1481	1479	1491	10	0.7%	12	0.8%
9520	1561	1542	1552	-9	-0.6%	10	0.6%
9550	1128	1100	1133	5	0.4%	33	3.0%
9570	1163	1124	1128	-35	-3.0%	4	0.4%
9600	1880	1846	1877	-3	-0.2%	31	1.7%
9630	1290	1277	1278	-12	-0.9%	1	0.1%
9640	1405	1388	1417	12	0.9%	29	2.1%
9650	1633	1595	1621	-12	-0.7%	26	1.6%
9670	1153	1141	1147	-6	-0.5%	6	0.5%
9680	1991	1918	1969	-22	-1.1%	51	2.7%
9690	1038	1003	1007	-31	-3.0%	4	0.4%
9700	1189	1179	1204	15	1.3%	25	2.1%
9710	1508	1485	1502	-6	-0.4%	17	1.1%
9750	1570	1513	1530	-40	-2.5%	17	1.1%
9780	2126	2102	2117	-9	-0.4%	15	0.7%
9790	1829	1787	1803	-26	-1.4%	16	0.9%
9800	2861	2805	2828	-33	-1.2%	23	0.8%
9810	1368	1331	1329	-39	-2.9%	-2	-0.2%
9820	1537	1509	1523	-14	-0.9%	14	0.9%
9830	1446	1419	1437	-9	-0.6%	18	1.3%
Australia	34045	33337	33780	-265	-0.8%	443	1.3%
World	1231483	1206089	1220789	-10694	-0.9%	14700	1.2%

On March 21st the great Australian Bike Ride which is being organised by Australian Rotary Health starts in Melbourne with the first stage heading for District 9810's Conference in Hobart. The ride will travel 17,800 kilometres through all 23 Districts in Australia over seven months. The ride will be a promotional ride for Australian Rotary Health and Rotary, the ride will also be promoting the benefits of exercise as a part of good health. Rotarians and non Rotarians are riding in different stages with some people signing up to ride the 17,800kms; two of those are 70 year old Tom Brown from the Rotary Club of Mission Beach in Queensland and 60 year old Roberta Gordon.

The Great Australian Bike ride will give Rotary and Australian Rotary Health plenty of publicity as it travels around Australia. This is the first organised around Australia bike ride to take place and it is happening because Rotarians make things happen. Clubs and Districts should capitalise on the exposure that the ride will give to Australian Rotary Health and Rotary. Clubs can organise community rides to coincide with the Great Australian Bike Ride coming to their town, community or suburb.

It is another way that we can get people interested in joining Rotary. To find out all that you need to know about the Great Australian Bike Ride and when it will be in your District go to www.greataustralianbikeride.org.au

Promoting Rotary and its programmes is a great way to get people interested in joining Rotary.

Meet the challenge - bring in at least one alumni as a member of your club!

If your club wishes to bring in at least one alumni of Rotary International or Rotary Foundation programs before the end of June 2009, read on.

Why target alumni? Alumni are already knowledgeable about Rotary and committed to Rotary service.

But if your club has not kept in touch with alumni, don't let it end there.

If it sounds like a good idea but you're not sure how to re-connect with alumni, it is easy to find help? Simply contact your district sub-committee alumni chairperson or another member of your district Rotary Foundation committee. An additional source to help you with your challenge and succeed with your plan is your regional Rotary International membership coordinator (RRIMC).

Alumni of Rotary Foundation programs can be found through a data base, which can be accessed by district alumni sub-committee chairs and alumni. You will find RI staff willing to assist at alumni@rotary.org

Go for it! Alumni are a great source for future Rotarians and should be at the top of your invitation list.

RRIMC Sylvia Byers

The Tator Family



Noel Trevaskis

I would like to introduce you to the 'TATOR' family. I am sure through your Rotary experience you have met members of the 'Tator' family. It is very common for all Rotary Clubs to have members of the 'Tator' family. There are five members of the 'Tator' family. Most members of the family can make valuable contributions to a club but they can also have a negative impact within a club.

The first member of the 'Tator' family is Facilitator. Facilitator is the member who goes quietly about their business. Facilitator volunteers to look after projects or programmes when asked without creating a fuss.

Facilitators are good organisers; they make sure the job is done. Facilitators make progress easy. Rotary Clubs can become too dependent on Facilitator, as they just quietly get on with the job. Clubs need to be aware of Facilitators, making sure that they do not take on too much within the club as Facilitators may become tired from doing everything and decide to leave. Facilitator is a good member of the family to have in a club as they are reliable and dependent; they make good mentors for new Rotarians.

The second member of the 'Tator' family is Commentator. Commentator is the member who always has an opinion on just about everything that is raised in the Club. Commentator loves to make a statement before asking the guest speaker a question. While club Directors are giving their reports, Commentator will take the opportunity to make another statement. If a new Rotarian suggests an idea for a new project or programme for their club, Commentator will be the first one to their feet to say "we have tried it before and it does not work" or sometimes they simply say, "it will not work". Commentators can be a very negative influence in the background. Commentator can be a President's nightmare as they like to hear their own voice. The influence of Commentators on new Rotarians within a club can be very devastating as Commentators appear to know all there is to know about Rotary and do not allow a club to progress which means new members are unlikely to join or stay long with that club.

Thirdly, there is the member of the 'Tator' family we know as the Spectator. Spectator likes to look on from the side and not get involved in club activities. Spectator does not make any contribution to a club at all. All they like to do is turn up, eat the meal and go home. Whenever a club has a project and needs helpers or volunteers Spectator is nowhere to be found. Spectator is a Rotarian by name only. Unfortunately, Spectator can also have traits of Commentator or Agitator.

The fourth member of the 'Tator' Family member is Agitator.

Agitator is the member who loves to 'stir the pot'. According to Agitator 'nothing is right or it is no good as it was not done the way it used to be done'. Agitator is a very negative member. Agitator doesn't mind speaking up about things they don't agree with, which is most things but they can do this in a demanding, arrogant way. Agitator can be at their most dangerous when they are agitating behind the scenes disrupting the club.

The final and most destructive member of the 'Tator' family is Dictator. Dictator can create havoc in a club especially if they are a Club President. Dictator wants everything their way. According to Dictator, the Club meeting should be run their way which according to them is the best way. Dictator expects reports to be given their way, projects have to be organised their way and what everybody else does is done incorrectly. Heaven forbid if a club member comes up with an idea or project that Dictator does not like or think of first! However, Dictator can be controlled if the club is being run properly by the club board. Dictators can be strong decisive people but they can also be divisive in a club.

I am sure you have all come across members of the 'Tator' family in your club. The members of the 'Tator' family can be valuable members and contribute positively within a club so long as they are controlled. The Club board has to control the 'Tator' family members if they don't the 'Tator' family have the potential to ruin a club.

The Club Visioning programme helps Clubs overcome problems that members of the 'Tator' family can create. The Club Visioning programme gives Clubs a vision for the future; where a Club wants to be and how the Club is going to get there. All members can have input into the vision for the future regardless of how long they have been a member or what positions they have held.

If you are interested in the Club Visioning programme for your Club, contact one of the Regional Membership Coordinators or the National Coordinator, Rob Wylie.

Membership Miracles

The Rotaract Club of Chatswood, only 3 months old and with nearly 30 members, has shown how Rotary ideals have the potential to draw members in their droves, even to Generation Y.



Dinner meeting of the Rotaract Club of Chatswood

The 3-month-old Rotaract Club of Chatswood

held its inaugural information night last August, with more than 60 young people packing out the Chatswood Monkey Bar to find out how they could “change themselves and change the world.” 24 members joined the club on-the-night, and many more continue to join the club even though it isn’t making a conscious recruiting effort. What’s the secret?

“It’s not a very hard thing to sell. A chance to truly make a great difference in the world, to improve your leadership and professional skills, to network with energised and motivated young people, to expose yourself to Rotary and Rotarians, to give your Resume its crowning jewel – Why wouldn’t you want to join?” asks club President Jason Rushton.

A quick overview of the achievements of the club over the last 3 months reveals that the Rotaract promise is certainly not an empty one. A comedy night with some of Sydney’s best comedians raising more than \$3,000 for UNICEF to ‘make dreams real’ for the worlds children, Federal Court Judges as guest speakers, volunteering in homeless shelters, and Professional Development Seminars with the highly sought-after *Frank Team* are just a few of the great things Chatswood Rotaract has already undertaken. Their ambitions

for the future are equally impressive, with plans next year to complete the Kokoda Track, as well as build two classrooms in a remote village in Papua New Guinea.

Their recruitment drive before the clubs launch in August involved, to coin a phrase from Rotaract District Executive Director Jeremy Charles, ‘Painting the town Rotaract.’ A banner in Chatswood mall, appearances on FM99.3, an article in the North Shore times, writing letters to business owners in Chatswood’s CBD, handing out flyers, drawing on Rotary’s youth networks – these were just some of the efforts that the club went to in order to attract such a huge crowd.

However, it is the pro-active, positive, supportive and vibrant culture of Chatswood Rotaract that continues to draw members. It also probably helps that at least half the members are female – in the words of their President “one of our biggest drawcards!”

The Chatswood club is just one fragment of the District-wide renewal of Rotaract, with many more new clubs on the way.

The Rotaract Club of Chatswood is an empowered group of young people who make a difference to their community through service. They meet on the 2nd and 4th Monday of every month at Chatswood’s Monkey Bar. For more details visit www.chatswoodrotaract.org

Rotary International E-Learning Centre

www.rotary.org/en/Members/Training/ForAllRotarians/Pages/ridefault.aspx

Or via our membership Zones 7a and 8 website, bottom link left hand site of home page.

www.membership.rotary.org.au

People like
you and me...



rotary



...and who else?

enquiries@rotarydistrict9800.org

Know someone who would make a



If you know someone who is community spirited, has a passion for sharing and helping, or would enjoy what Rotary has to offer, why not refer them to your Rotary Club?

List them down!

Your best friend in your area _____

Occupation _____ Telephone _____

Person you admire most in your area _____

Occupation _____ Telephone _____

Most interesting person you know in your area _____

Occupation _____ Telephone _____

A person who contrasts from you in your area _____

Occupation _____ Telephone _____

Others you would like to have in your Club

Name _____

Occupation _____ Telephone _____

Name _____

Occupation _____ Telephone _____

Enquiries

Telephone
enquiries@rotary



When you start with Rotary, good things happen.

Get The Message Out There!

Ever heard the saying “nothing draws a crowd like a crowd itself”?

Promoting your Club's recruitment of new members is a fantastic way of attracting further new members – it demonstrates first hand the link between “I'd like to help the community in some way” and “I'd like to help the community in some way, *so I joined Rotary*”. It allows prospective members to see that Rotary members don't belong to a secret society, but indeed are people just like them with similar ideals.



The messages that new members impart have the added advantage of:

- Enabling others to picture themselves in the same shoes as the new recruit
- Being fresh and relevant
- Dispelling myths that might otherwise be a disincentive to join
- Showing why Rotary is a great vehicle for following passions that many people harbour
- Providing potential reasons to join
- Showing that there ARE new people and ideas in Rotary

Get the message out there!

By now we know all about the WIIFM principle, we know the audience we're trying to reach, we know the message we're trying to impart, we've got a good story, and we've even got a great front person (the new recruit) who can provide legitimate expert testimony on the worth of joining Rotary. The only thing left to do is make sure you convey all this in a way that piques the interest of others. **Tell the world you have a new member and how mutually beneficial the arrangement will be!**

A press release needn't be boring

Think of what you would want to read and what you wouldn't if you were a member of the audience you were targeting. Even more so, think as if you were an editor of a local newspaper and were confronted by a 4-page press release that rambled on and on. Chances are you might put it aside.

Just like a good novel, a good press release should:

- Tell a good story, not just recall events dryly
- Contain the pertinent facts, dates, people involved etc
- Develop a sense of the characters involved rather than just share their biography – who are they?
- Give some insight into the motivations of the central character
- Involve the reader – help put them in the central character's shoes
- Provide neat transitions that tie the story together where possible
- Alternate between describing situations and referring to direct quotes
- Challenge the reader by exploring a twist or misconception, making them think
- Leave the reader with a taste for more
- Strike with big news early, and elaborate as the story goes on – a creative headline or great picture / caption to cover the story will win you attention - so be creative!

Just Do It!

Give it a go! Put it out there. Write it up and send it on – the biggest barrier to press coverage for Rotary Clubs is often lack of attempt to gain press coverage.

The link <http://www.rotarydistrict9800.org.au/uploads/downloads/MarketingTips/RotaryNewMemberPressRelease.xls> (found on the District 9800 website) contains simple Microsoft Excel resource to help you generate a good story for a press release when you have new members join your club. The text will tell the story of WHY they got involved – the very story likely to interest and subsequently influence others.

But the most important parts are up to you:

- **DO** add a high quality picture (if possible with some novelty or humour to it!)
- **DO** add a caption describing the picture and who is in it!
- **DO** add excitement, novelty, passion or intrigue to the story!
- **DO** link the story with a basic message of “hey, you can join us too – and here's how!”
- **DO** feel free to contact District Marketing & Club Service for help or advice!
- **DO** send it in!
- **DO** follow up with editors (without hounding them!)

From the Editor's Desk

Firstly, a happy and healthy New Year to one and all.

Once again and due to popular demand in response to add your contact details to the “**Prospective Membership Card**”, kindly provided by Philip Archer, together with the second of a series of “**Marketing Cards**”, again offered by Philip. Email me to add your club contact details.

Further to Sylvia's article, bottom left page 2, I add her addendum.

Who are Rotary Foundation Alumni?

All educational program participants including

- **Ambassadorial Scholars, GSE Team Leaders and Members, Peace Scholars, Volunteer Service Grant recipients.**

Other Rotary Alumni are those involved in programs. No data base exists. They are often referred to when we speak about the family of Rotary.

- **Youth Exchange, Rotary Youth Leadership Award, Rotary Youth Programs of Enrichment, National Science awards, Rotaract, Interact and other programs.**

In addition prospective Rotarians can be found in this weekly idea emailed to a “Friends of Rotary List”

PDG Garry Johnson D9650 sends out a Club Newsletter (Bulletin) each week to those members of the community that have contact with the club via their help as facilitators, guest speakers, host families, activity and program participates.....etc.

This large group of community minded people are constantly updated with the activities of the club and upcoming events.

Your editor,

Len

Editor

Len Moss

lenmoss@tsn.cc

Hm 0265682714

Fax 0265685029

Mbl 0438682713



Zone 7A & 8A

Regional Rotary International
Membership Coordinators
2008-2009

RRIMC Sylvia Byers

Hm 0893851263

sbyers@inet.net.au

Districts

9450, 9460 & 9470

Euan Miller

Hm 0883798515

miller.euan@agd.sa.gov.au

To assist with

Districts

9500, 9520 & 9550

RRIMC Noel Trevaskis

Hm 0248214613

n.trevaskis@bigpond.com

Districts

9680, 9690, 9700, 9710, 9750,
9780, 9790, 9800, 9810, 9820, 9830

Assisted by

PDG Cathy Roth

&

PDG Jenny Coburn

RRIMC Rob Wylie

Hm 0733855398

robwv43@bigpond.net.au

Districts

9570, 9600, 9630, 9640,
9650 & 9670

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