



# Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

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## In this issue:

1

Quotes

2

- Hat Day  
- Good Manners ...

3

The Blame Game

4

Getting Women on Board. Part 2

5

Rotary in WA

6

- Training Mentors  
- Strategic Planning

7

NZ Appeal

8

Share your project

9

- From the editor  
- The Team

## “Inspiring Quotations”

*Rotary International*

- ∅ "This is a changing world; we must be prepared to change with it."
- ∅ "Ignorance is a menace to peace."
- ∅ "Perhaps dreaming is not so bad if one dreams good dreams and makes them come true."
- ∅ "Personality has power to uplift, power to depress, power to curse, and power to bless."

**Paul Harris**, Rotary's founder



"The spirit of Rotary is not exclusive; it expands. It is not local, it is universal. And so the wish to understand and to be understood, the wish to see the virtues rather than the faults in others, the longing to find out what we have in common rather than what divides us — these can be widely shared."

**Gian Paolo Lang**, 1956-57 RI president, address to 1957 convention



"Our success or failure will not depend upon the machinery of Rotary or its physical growth, but upon the extent to which Rotary's ideals or objectives are translated into positive, tangible results in personal, business, community, and international life. We shall be known by our works."

**Almon E. Roth**, 1930-31 RI president, in *The Rotarian*, July 1930



"Rotary is the best in the world at linking people of goodwill around the globe and then gaining their cooperation and support to make the world a much better place to live and work."

**Ray Klinginsmith**, RI President



# “ Hat Day ”

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

Here is a great opportunity for all Rotary Clubs in Australia to be involved in a community service programme that will contribute to help all Australians.

Australian Rotary Health is launching a new mental health research awareness day!

More than four million people are affected by mental illnesses such as depression, schizophrenia, Alzheimer's, anxiety and bipolar disorder at some point during their lives. Not only does mental illness affect the quality of life of these Australians, but it also represents a huge cost to families, communities and the economy.

In an effort to bring the importance of mental health research to the fore, Australian Rotary Health will be holding a fundraising and awareness day in May, 2011. 'Hat Day' will be a day you and your Club can get behind as a way to promote the importance of mental health research.



While the official day is Friday, the 20th of May, you can hold a Hat Day celebration any day during the month of May. You might like to encourage members of your Club to come along wearing a hat during a regular meeting, or organise a community event in an effort to spread awareness and help raise funds for a great cause.

Remember, mental health is not something you want to keep under your hat. Help us help your community by getting involved in this exciting new event.

For more information on how you and your club can get involved in this awareness programme go to the Australian Rotary Health website; <http://www.australianrotaryhealth.org.au/> click on “Events” and follow the links.

## “ Good Reading ”

A booklet that every Rotarian should read “Good Manners in Rotary” written by RIPD John Thorne is available from RDU Merchandise and Supplies for \$3 a copy plus postage.

<http://www.rotarydownunder.com.au/shop/>

It is an excellent booklet giving valuable information on the correct protocols for Rotary meetings, conferences and on how good Rotary Club meetings should be run.



# “The Blame Game”

*Article supplied by PDG Harold Sharp  
District 9680, 2002-03*



Take a few minutes to consider what constitutes a successful Rotary Club.

In determining the criteria, one must accept the fact that Rotary as such is not a “one size fits all” kind of organisation. Rotary International at present operates in 214 countries and geographic areas with many diverse cultures and traditions that must be respected.

The elements therefore of a successful Rotary club must allow for adaptability to cultural standards and changing times.

With this in mind the following are elements that are the essential framework for a successful Rotary club.

A successful Rotary club:

1. Is one that has the ability to sustain and / or increase its membership base
2. Implements quality projects and programs that address the needs of the local communities together with international communities
3. Supports the Rotary Foundation through program participation and financial contributions
4. Has a succession plan to develop members capable of serving their club and district
5. Is simply a group of men and women who acting as volunteers are visibly dedicated to making their communities better in many significant ways.

The key element in the above list is obviously number one, membership growth and retention. Without a strong and active membership Rotary clubs find it challenging and difficult to satisfy the other four elements.

The number one complaint by those Rotary clubs who are not successful is the difficulty of attracting new members.

**UNTRUE!!!**

In real terms, clubs and districts throughout each year attract many new members. People who are attracted to the elements listed above.

The problem arises that after joining the Rotary Club what they thought or hoped for does not eventuate.

Obviously there will always be natural attrition, but I have found through research that Rotarians both new and old are leaving for the following reasons:

- Lack of fellowship
- Poor venue
- Too much emphasis on fundraising
- Not enough time allocated for social functions
- Meetings lack interest
- Poor guest speakers
- Lack of leadership
- And many more.

Surely the time has arrived when each Rotary Club – successful or facing challenges – must stop the ‘blame game’ and denial that their club is not functioning at its potential.

There is nothing wrong with the principles and mission set out by Rotary International. In real terms it is not the product “Rotary” but us who are managing the product who are in the wrong. Let us all sit down and have a good look at ourselves and our clubs and ask a simple question:

“Why would anyone want to join my club?”

If the honest and realistic answer is positive, then congratulations.

If your response carries doubt and negativity, then be proactive and constructively discuss openly and honestly at your next club assembly, “ How can we be a successful Rotary Club?”

# “ Getting Women On Board. *Part two* ”

**Article by: Kerry Kornhauser**

**District: Women In Rotary**

**President Elect**

**Director of Vocational**

**Rotary Club of Albert Park, District 9800**



***In the second of a three-part series, this article looks at why it is more important than ever to have women involved in Rotary, and what can be done to achieve this.***

Involving women in Rotary is a lot more than simply a matter of gender equality. Rather, increased gender diversity in Rotary's senior position is likely to have numerous benefits, and in particular improved performance of Rotary, and the increased attraction of, and retention of, volunteers. Ultimately, it is crucial for the future of Rotary.

In the private sector, a link is increasingly being drawn between gender diversity in senior positions and performance, with numerous studies showing companies with higher levels of gender diversity outperforming their competitors. Put simply by a former Chairman of the US Securities and Exchange Commission, William Donaldson, "monolithic backgrounds are destined to foster monolithic thinking" and women add a differing and complementing perspective to that of men, allowing for more innovative ideas to develop. Rotary too, could benefit from this.

However, perhaps the most important reason that Rotary must act to increase the number of women in the organisation is that women represent a huge, under-utilised sector of the community from which to draw volunteers. At a time when male Rotarian membership is stagnant or even falling, women are a fast growing sector of potential volunteers and over the past decade have been crucial in allowing for the continued growth of Rotary. In particular, it is again important to have women in senior positions.

Not only do such women have a deeper and more intimate knowledge of the needs and goals of other women volunteers, placing them in a unique position to attract women to the organisation, as well as retain them, but the presence of women in senior positions also sends a strong message to current and future women volunteers that women are valued by Rotary and helps dispel any myths that suggest otherwise.

So, what can be done about this? Firstly, action needs to be taken to increase the number of women in senior Rotary positions, including on the District Board. We should draw from the ASX's Corporate Governance Principles and Recommendations, such as providing greater transparency on the processes which the Board adopts in board member selection and succession planning, including the steps it takes to ensure that a diverse range of candidates, and the appropriate mix on the Board, is considered; establishing a diversity policy which includes requirements for the Board to establish measurable objectives for achieving gender diversity; and establishing appropriate procedures to ensure that the diversity policy is implemented properly, including an internal review mechanism. Further, we need to recruit women with specifically targeted campaigns, which will be the focus of the next part in this series.

*Kerry Kornhauser's email: [kerry@travelinn.net.au](mailto:kerry@travelinn.net.au)*

# “Rotary in Western Australia”

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

Some 2 years ago the **Rotary Club of Kununurra** was struggling for members - they were down to about 14 members. President Elect Jim Bailey and PDG Colin Thorniley decided to do something about this. Together they contacted and visited all the Business people in the town, inviting them to an interest or "showcase" meeting.

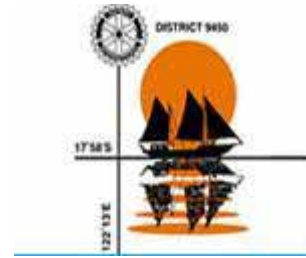


There they displayed what their Club and Rotary does both locally and worldwide. The presentations were short, informative and to the point. They also showed the DVD produced by the Rotary Club of Lane Cove featuring Roger Climpson

(<http://www.rotarydownunder.com.au/RDU/home-page-videos/whatintheworld.asp>). This was not a regular meeting - but a special one so that it had more impact. They ran a series of these meetings to ensure that all interested people could make one of them. Over a period of 18 months their membership increased to 46 - a brilliant result for all the hard work.

The key was as always the follow up. This was done both professionally AND promptly, and was the major factor in their success.

**The Rotary Club of Broome** decided to use the same approach as they were down to around 8 active members. This idea was discouraged by some of the older members of the Club, however the younger, enthusiastic cadre went ahead, ran a successful "showcase" meeting and inducted 8 new members on their 2010 Change-over night.



They have since inducted more and now stand at 26 Rotarians. The surprising result out of this exercise is that the older members have seen that this approach can work, and are now fully supportive of the concept.

Our third success last year was the chartering of the **Rotary Club of Crawley** with 76 charter members. A few members from the Matilda Bay Club moved away as they wanted to start a Club that didn't have some of the Rotary traditions - Grace, Loyal Toast, Sergeant and the National Anthem. They wanted to start a club that they felt appealed to younger people and a different mix of members.



They targeted business people, family, friends, returned exchange students and other Rotary alumni. The Club now has 110 members. Apart from the small differences in the way they conduct their meetings they still function as a normal Rotary Club. They are involved in many projects locally and internationally. They recently went through the Club Visioning process to put together a 5 year plan as to where they want to be, and how they see their Club in 2016. For example the Club has its next three Presidents in place.

## “ Training Mentors ”

*From Rotary International News, December 2010*

- A club in North America created a committee to provide up to three years of mentoring to newer members. The club saw retention improve significantly in the first five years of the program.

- Another club holds a “mixer dinner” once a week: One member volunteers to host three other members, selected by lottery, and their significant others for dinner.

- A third club developed a buddy system, pairing up new members with existing ones.



Representatives of these clubs shared their ideas during a workshop on member recruitment and retention at the 2010 RI Convention in Montréal, Québec, Canada.

Mentoring new members is an effective way to improve retention.  
But effective mentoring requires training.



How does your club train members for the role of mentoring new club members?

## “ Strategic Planning ”

*RI Weekly Update, 11 Feb 2011*

In 2001-02, as Rotary International entered its second century of service, it began developing a strategic plan to guide the organization. The plan has been reviewed and updated periodically since.

In 2009, the Board conducted an extensive review of the RI Strategic Plan. This review included surveying 14,000 Rotarians worldwide about the organization’s priorities, conducting focus groups to assess Rotary’s image in different countries, and analyzing other data and research. The revised plan, effective 1 July 2010, reflects the results of this research and also unifies the strategic direction of RI and The Rotary Foundation.

The RI Strategic Plan is designed to support and strengthen clubs and keep Rotary vibrant. Learn more about the plan, and get resources to help your club or district develop its own strategic plan and advance the purposes of Rotary International and The Rotary Foundation.

Read more about the [strategic priorities and goals](#), and [core values](#).

Resources

[Download the Strategic Planning Guide \(PDF\)](#)

[Download the Club Leadership Plan \(PDF\)](#)

[Download a Planning Guide for Effective Rotary Clubs \(Word\)](#)

[Download the District Planning Guide \(Word\)](#)

[Download the latest strategic plan update \(PowerPoint\)](#)



# “ Christchurch / Canterbury - New Zealand 22<sup>nd</sup> Feb Earthquake Appeal ”

Through Rotary N.Z. World Community Service (RNZWCS Ltd.)

Civil Defence, Red Cross, Salvation Army, Christchurch Local Authorities and other professional groups as “trained first responders” are making sure communities are safe and secure in the initial recovery phase.

Again, a number of individual Rotarians are likely assisting their neighbours and community.

Rotary’s response will be coordinated to those most in need, particularly those who may fall outside the support from government and other agencies, in the community.

The greatest need therefore from Rotarians worldwide is money. We thank those who have contributed to the previous Sept 4<sup>th</sup> 2010 appeal.

*“It is too early to say exactly what the money will be used for. Rest assured that it will go to those most in need as we would expect if we were sending funds overseas to Rotary clubs / districts. We will work with other agencies. At the moment most Rotarians in the city are suffering some sort of trauma themselves as a result of going through this continuing ordeal, losing property to some degree and now the casualties that have inevitably resulted will affect a number as well . In true Rotary spirit, we will be good stewards of Rotary dollars.”*

For the Rotary International community, our request is:

**To donate to the Rotary New Zealand Christchurch / Canterbury Earthquake Appeal:**

Refer to website [www.rnzwcs.org](http://www.rnzwcs.org) for more details, to pay by credit card through ‘PayPal’.

or

Telegraphic transfer to Westpac Bank, Bishopdale, Christchurch 03 1702 0192208 02 Swift Code WPACNZ2W

or

Mail a cheque (made payable to *RNZWCS Limited*) to:

Rotary Canterbury Earthquake Appeal, PO Box 20309, Christchurch 8543.

Best wishes

Stuart

PDG Stuart J Batty JP

Director, RNZWCS Limited (Rotary New Zealand)

PO Box 20309, Christchurch 8543, New Zealand

Ph/Fax 64 3 3599218

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## Share your Club or District Service Project

Below is a Club Service project to share with interested Rotarians, as requested by PDG Rob Wylie in November's 2010 edition of the Rotary on the Move pages 1 and 2:

"... would like to hear from Districts or clubs telling me what you have done. Please include a summary, contact details, and a couple of photos, and forward to [robwy43@bigpond.net.au](mailto:robwy43@bigpond.net.au). or [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au) "

### “ Desert community plays ball ”

*Article appeared in "From The Bridge"*

*Rotary District 9465; January 2011, issue 7*

*(DG Marilyn Barton's Newsletter)*

Several years of work by **RC Margaret River** culminated in the official opening last month of an undercover multipurpose sports facility at Punmu, in the Rudall River National Park 640km east of Port Hedland.

Western Australian Sport and Recreation Minister Terry Waldron, who performed the opening ceremony, paid tribute to the work of the Rotary Club of Margaret River as the driving force behind the project.

The Rotary club took the project management role in the construction of the facility, with team members spending several months at Punmu to manage, build and oversee the project. The Minister described it as a wonderful example of what could be achieved when communities worked together.

The Rotarians were able to garner a range of supporters for the project, including planning assistance and \$540,000 in funding from the Department of Sport and Recreation, a local community cash contribution of \$170,000, donated materials through Newcrest Mining and volunteer labour.

"It is heartening that the Rawa Community School, the Margaret River Rotary Club, the East Pilbara Shire, Newcrest Mining, the Department of Sport and Recreation and of course the local community were able to pool resources and energy to bring this project to fruition," the Minister said.

The new undercover facility was purpose-built to counter extreme heat and allow the community to still play sport when the outside temperature soars over 45C.

"I am ecstatic to be involved in the opening of a sporting facility that will bring so much enjoyment to this community," Waldron said.

"This multi-purpose court is the culmination of a project that has been worked through by innovative and tenacious communities more than a thousand kilometres apart."

Waldron's sentiments were mirrored by Leon Van Erp, community relations superintendent at Newcrest's Telfer Gold Mine.

The opening of the sports facility is the outcome of a major initiative by the Rotary club to support the Punmu Aboriginal community, which has about 150 residents.

Among those at the opening were Margaret River Rotarian Rod Pether, who first suggested and then deeply researched the proposal to help an Aboriginal community, and former Rawa School principal James Back.

Back, who had flown from Queensland for the event, was the one who suggested the construction of a covered basketball court to encourage kids to arrive at school early and get breakfast as a reward, giving them the energy to concentrate in class all day.



*before*



*and after*

## From the editor's desk ...

Issa Shalhoub

Rotary Club of Milton-Ulladulla

D9710, NSW, Australia



### “ New members, prospective members and the future ”

- How does your club educate new members?
- If you are a longstanding member do you encourage or discourage newer members to attend Rotary Information or education nights (meetings), club assemblies, District Conferences and Assemblies?



- Does your club

- believe that retaining members is as important as inducting new ones?
- recognise members who sponsor new ones?
- encourage the sponsoring member to look after the new member?
- conduct education, fireside chats or social get-togethers for new members and their partners?
- welcome the new members and make them feel part of a team?
- conduct Rotary Information meetings for the benefit of all members?
- highlight and show pride in its and Rotary International's achievements?
- strive to increase membership numbers in lieu of retaining existing members first?
- induct new members and expect them to train and educate themselves?
- encourage and recognise perfect attendance?
- emphasise to prospective new members their obligations regarding:
  - Ø fees
  - Ø dues
  - Ø attendance and apologies
  - Ø make-ups
  - Ø participation and involvement in club projects, subject to their capabilities
  - Ø attendance at District Conferences
  - Ø bringing new ideas which will ensure the continuity of Rotary
  - Ø willingness to serve beyond club level
  - Ø and finally how Rotary seeks **active** new members.



As a Rotarian for 29 years, I believe that the future of Rotary lies in increasing membership and retaining new and existing members through fellowship, education, and mentoring.

### 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).

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