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"GREATER DIVERSITY MEANS GREATER ROTARY"

Article by PDG John Prendergast, Zone 7B Rotary Coordinator

Incredible as it may seem, for 85 years Rotary refused to admit women to membership. Thankfully that changed when the 1989 Council on Legislation voted to eliminate the requirement in Rotary International's Constitution that membership in Rotary clubs be limited to men.



It had taken a while to persuade Rotary International to that view – the first attempt to have the word “male” removed from the RI Constitution was defeated at the 1950 Council on Legislation. Further attempts at Councils on Legislation in 1962, 1971, and 1977 also failed. It was only after protracted legal action through the California Superior Court (1983), and the California Court of Appeals (1986), that ultimately the US Supreme Court on 4th May 1987 ruled that Rotary Clubs may not exclude women from membership.

Thank goodness for that!

The flow of women into Rotary membership since has been slowly but steadily growing, and I hope might be about to accelerate. Today there are approximately 290,000 female Rotarians worldwide – around 24% of our overall membership.

In the early days it was tough; having the legal right to become a Rotarian was one thing; but getting staid Rotarians who had resisted the change to allowing females to join was quite another thing again – and if the only way to get into Rotary was to be asked by an existing Rotarian, and many existing Rotarians didn't want female members, guess what – not a lot got asked!

The other challenge was that a woman looking through the door of a Rotary Club in those early years post 1989 didn't see a lot of other women sitting inside – which in itself was further discouragement.

Thankfully we're past those early, difficult times – the number of women joining Clubs is growing, and the number of Rotarians resisting women membership is down to just a dwindling few now. And those still resistant Rotarians departing Rotary (one way or another!) would probably be beneficial for all concerned.

One of the key values in RI's Strategic Plan is diversity – with the number of women in Rotary halfway towards the 50% it should be, and accelerating, perhaps we should also now start focusing more strongly on other areas of diversity within our communities that our Club membership presently doesn't reflect?

As President John Germ regularly tells us, *“We need more willing hands, more caring hearts, and more bright minds to move our work forward.”* Perhaps part of our membership challenge is that we're not all as open as we might be to considering the entire market of prospective hands, hearts and minds that are out there?

"UPCOMING MEMBERSHIP WEBINARS FOR 2016-17"

Supplied by PDG Jessie Harman, Project Lead, Regional Membership Plan

No special software is required to participate in a webinar; you simply need to register via the link provided.

Focusing on retention: Strategies to enhance member satisfaction

Tuesday, 22 November 2016, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/register/3308538616889128707>



RI Director's Update, RI Director Noel Trevaskis

Thursday 8 December 2016, 5.00 pm (AEST)

Monday 12 December 2016, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/rt/1913432084078720513>

Attracting the next generation of Rotarians: Re-connecting with Rotary alumni

Wednesday 22 February, 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/86569325273197058>

Using technology to strengthen Rotary: online meetings, e-clubs and other things

Thursday, 27 April 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/5922169015578240003>

Telling our story: Communicating about Rotary in the community

Wednesday 24 May 2017, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/register/1455062179133675523>

Trends in volunteering: Opportunities for membership and your club

Monday 5 June 2016, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/4753329881136224258>

For more information;
contact Jessie Harman
at j.harman@gmail.com

"HOW TO GET MORE BANG OUT OF YOUR BULLETIN"

From Rotary Voices, posted on *September 26, 2016*

By Evan Burrell, a member of the Rotary Club of Turramurra, NSW, Australia



Every single time you publish your online club bulletin or newsletter and email it to your subscribers, you should be asking yourself, "Have I made it informative AND engaging?"

Basically, your club bulletin could be the best piece of writing ever, but if no one reads it, what is the point? And if they do happen to read it but get absolutely no value out of it, what have you accomplished?

Make sure your club bulletin works for you, and the best way to do that is to make sure you are offering your readers something of real practical value.

Survey says

The original and most common form of engaging your readers is a survey. You could survey your readers about any number of things including how satisfied they are with your club or with a recent event, what they would like to see as future events, or what they think should be a topic for future speaker. You can even get more informal, and ask who they think will win the next big sports championship in your area.



Another way to increase reader interest is a generous use of photos, or even dropping in a video. If you use a photo, add a caption. Image and caption serve as a visual entry point for your readers and break up the monotony of text. As they say "a picture is worth a thousand words." Have you got something funny to share? Maybe you can illustrate it with a few good photos. Or point your readers to a YouTube video. Websites like YouTube make it easy to incorporate multimedia into your online bulletin or newsletter.

Connect it to social media

And make sure whatever you do through your bulletin is integrated with your Facebook page. Ask your bulletin readers if they have anything to share on your club's Facebook page. This not only involves your readers, but also promotes your social media channels.

Put some life into your next bulletin. Move beyond the monotony of text. Give them a reason to look forward to your next newsletter, and a reason to not only read, but be a part of the discussion. You want your subscribers to be active participants, not just passive occasional readers.

Find more [advice on promoting your club](#)

"SIX TIPS TO INSPIRE POTENTIAL YOUNG MEMBERS"

Article from Rotary Down Under Oct 16 issue page 38, by PE Kaye Titmarsh, Rotary e-Club of Nextgen

As the very grateful beneficiary of a number of Rotary Youth Programs, I can be fairly enthusiastic about their potential to change lives and build the future of our organisation. There is so much potential to harness the wonderful energy that our programs inspire in young people, so here are my tips for encouraging and motivating them to join. They're not the only answers, you have to find what works for you.

Be patient: Don't panic if they don't want to join your club straight away, it took me seven years to join Rotary.

Build meaningful contact: Why did you join Rotary? Is it because you knew someone in the organisation that inspired you? Give yourself a chance to inspire young future Rotarians and actually keep in touch with them on more than a superficial level.

Don't just assume Rotaract is for them: Rotaract is so amazing, but you'll be surprised how many people will be interested in jumping straight in to Rotary.

Invite them to events, not just membership: Consider it like dating, you don't ask someone to commit to a relationship straight away, spend some time together first.

Remember, you don't own them: If they'd like to join another club in your District, or even outside it, that's ok. Consider the bigger picture; you sponsored them because you believed in their potential as a future leader, does it actually do any harm if they join another club?

Don't be afraid: You have so much to offer as a Rotarian and a club, don't underestimate how cool they will think you are - why wouldn't they want to join?

"HARNESSING THE FUTURE OF ROTARY"

Article from Rotary Down Under Oct 16 issue, page 14, by PE Kaye Titmarsh, Rotary e-Club of Nextgen

I WAS fortunate enough to be the beneficiary of a number of Rotary youth programs when I was younger, including Model United Nations Assembly (MUNA), Interact and Youth Exchange. My Youth Exchange trip, simply put, was the best thing that ever happened in my life. I went from Kalbar a tiny town in South East Queensland, to living in the city of Copenhagen within days. I was thrust into a completely new culture and way of life - it was quite a shock to say the least!

I had to learn how to be independent and deal with difficult situations, which involved growing up very quickly. I got to meet some of the most amazing people and it's an experience that I cherish to this day.

Rotary very much opened my world and I've learnt the power of saying yes. When someone asks you do you want to do something or go somewhere for the weekend, you say yes, even if you're nervous.

I didn't join Rotary immediately, but my sponsor club and Rotarians in my District kept in contact with me over the years. When the Rotary e-Club of Nextgen was started they felt I would be a perfect fit and called me about joining. Their patience paid off (it had been seven years since my Youth Exchange trip) and I am now an active member. I was recently the MC of the 2016 Zones 7B and 8 Institute in Penrith, NSW, after being asked by Rotary International Director Noel Trevaskis. That was another of those things that I said yes to, even though my stomach was doing backflips when he first called.

I'm enthusiastic about Rotary youth programs and their power to change lives. I believe they are the way towards building the future of our organisation. There is so much potential to harness the wonderful energy our programs inspire in young people to carry on with their Rotary journey.

"ROTARY UN DAY"

From Rotary Zones 24 and 32 website, Sep 03, 2016, by Lauren, Joe.

This year Rotary UN Day will be held on Saturday, November 12, 2016. Each year, more than 1,300 Rotarians including many Rotary International Directors, Foundation Trustees, past Senior Leaders and guests come together at UN Headquarters in New York to hear great speakers from the United Nations and from Rotary Clubs around the world talk about topics relevant to our world and our times.



"ROTARY MT ISA GETS GREAT LOCAL MEDIA COVERAGE FOR \$100,000 SUPPORT OF COMMUNITY"

The Rotary Club of Mt Isa is working hard to engage with its community and raise the club's profile. This article, with photo, appeared in a recent edition of the North West Star and DG 9550 October 16 Newsletter; forwarded by ARC PDG Craig Edmonston. Well done Rotary Mt Isa, not only for the work you are doing, but for the way in which you are raising the public image of Rotary in your community.

THE Rotary Club of Mount Isa is putting \$100,000 back into the community to support local initiatives surrounding youth including Learner Driver Program, Buddy Benches, PCYC sporting balls and a family fun day.

Rotary Club of Mount Isa president, Tracy Pertovt, said the club wanted to pump the \$100,000 back into the community. "We just want to lift the name of Rotary in our community while supporting and targeting the younger demographic," Ms Pertovt said.

"For our first project Rotary teamed up with Young People Ahead to implement a Learner Driver Program. "Young People Ahead have the vehicle and Rotarians have committed volunteer hours to drive children who may not have access to a supervisor or a car to complete their 100 hours. Rotary have also donated money to supply five professional driving lessons per person."

Rotary Mount Isa has also enforced an idea from a United Kingdom Rotary Club called Buddy Benches. Benches will be distributed to all schools in Mount Isa to assist with children's mental health and wellbeing.

"We hope this will also assist with suicide prevention. The Buddy Benches will be located in the playground in primary, secondary and residential," Ms Pertovt said.

"The idea behind it is if a child or young person is feeling lonely or a bit down they go and sit on that bench. Another student will sit down on the bench and talk to them and make them feel better. There will be a program throughout the school to enforce this."

Rotary's third program has expanded on an initiative it supported last year. "In 2015 we donated sporting equipment to Doomadgee PCYC. This year we thought we would expand on that by supplying Rotary branded sporting balls to PCYCs across North West Queensland," Ms Pertovt said.

"This is something that will help raise the rotary profile and give children an opportunity they may have funding for."

Finally, a Family Fun Day will be held before Christmas to help bring the community together and raise the profile of Rotary in Mount Isa. "We want to circle the young people as many feel Rotary is all older people. We want to educate young people about Rotary so they understand what we do in the community and maybe encourage them to join the other youth in our organisation."



Rotary Club of Mount Isa president, Tracy Pertovt, has announced the club will fund \$100,000 towards four youth initiatives. Photo Credit: North West Star

"CHARITY NAVIGATOR UPGRADES THE ROTARY FOUNDATION'S RATING"

From RI Resource Extra, September 2016 VOL 11 No 3

The Rotary Foundation has received the highest possible score from [Charity Navigator](#), an independent evaluator of charities in the U.S.



In the most recent ratings, released on 1 September, The Rotary Foundation earned the maximum 100 points for both financial health and accountability/transparency.

The ratings reflect how efficiently Charity Navigator believes the Foundation will use donations, how well it has sustained programs and services, and its level of commitment to good governance and openness.

In the previous rating, the Foundation had received 97 points but has held the top 4-star rating consecutively for the past eight years. This is an incredibly forceful indication of the development, implementation and management of all aspects of The Rotary Foundation's operations.

"BUT WE HAVE ALWAYS DONE IT THIS WAY!"

Opinion article by ARC PDG Adrian Roach



Why do some Rotarians use this phrase? I hear many Rotary Clubs tell me they can't attract younger members. Potential members 18 to 50 years old come along to one meeting then disappear!

We need to ask ourselves,

- "What are we doing that makes them turn away?"
- Does your Club appeal to the under 50s?
- Are your meetings fun, informative, fun, relevant and did I mention FUN?
- Have you reviewed fine sessions, the saying of grace and the singing of the national anthem?
- Do you have local and international projects that your members can be involved in?
- Are the children (and grandchildren) of your members also members?

If you are having trouble attracting the under 50s, then why not try a meeting when you invite the children (and grandchildren) of members in the age group 18 - 50 along to a meeting and ask them to help your Club by giving some honest feedback through an anonymous survey. What did they like about the meeting? What did they not like about the meeting? What in their opinion would the Club need to change to attract members of their age? I believe this would be a wonderful way to analyse your Club with the help of the demographic you are trying to attract.

You may have many members who "like it the way it is". They have been in Rotary for a long period of time and "this" is what Rotary is to them. They really enjoy the two and half hour meeting, fine session, singing and other traditions. Not to mention cooking sausages!

Perhaps an option is to have a Satellite Club within your Club. A traditional meeting for the traditionalists and another shorter meeting at another time for the 'new traditionalists'. Both clubs could work together on projects.

I truly believe if we want to be able to continue the great work of Rotary then we must increase our membership.

I have personally introduced over 30 people to the Rotary family but there have been many more I have invited along who didn't join or even want to return for a second meeting. The main reasons I hear are;

- I like the people, the guest speaker the great projects Rotary does,
- the meal was eatable but why do you sing?
- If I want to sing I will join a choir!
- If Rotary is not about religion, why do you say a Christian grace?
- Why do you have a fine session where you "insult" each other for fictitious acts
- Why does the meeting need to go for over two hours when we have family we need to spend time with?
- Why are there so few women in the Club when Rotary is non-sexist?

I have learnt that to attract younger members you needed to have a Club that is attractive to them. I am very proud to say that in 2012 I was the Charter President of the [Rotary Club of Greenhills-Maitland](#), this club:

- has quick one-hour fun, informative, and relevant breakfast meetings
- has 50 members 50% male/female with an average age of 42
- has 10 members in the club in their 20's taking an active role within the club
- has a female President Elect who is 23 years old and currently the District RYLA Chair
- has an active Facebook page
- has local and international projects which members participate in
- has a \$200,000 Rotary Foundation Grant for a Dental Project



This club is not perfect, but is moving forward and doesn't accept the expression "But we have always done it this way!"

"A FRESH APPROACH ON CLUB MEMBERSHIP"

From Rotary Service, Oct 2016 issue

Give your members a meaningful Rotary experience by offering them opportunities to make a positive difference and connect with others. The following resources can help:

- [Identify club problem areas with Rotary Club Health Check](#)
- [Develop a long-term strategy with Strengthening Your Membership](#)
- [Find all membership resources at Rotary.org](#)

"MEMBERSHIP; THE GIFT THAT KEEPS ON GIVING"

Extracts from an opinion article by Clarry, published in Rotary Down Under Oct 2016 issue, page 37

Rotary is the best kind of volunteering. Its benefits are manifold and would be a wonderful gift to those in your immediate circles and networks.

We should invite our friends and networks to join the conversation at Rotary and to experience first-hand what the best kind of volunteering is like. Let them come to three or four meetings. get their 'hands dirty' and encourage their ideas.

We all know partners, relatives or friends of Rotarians who have said they have heard all the good things about Rotary, but have never been invited to join. If we truly like these people, we should want to share the value and benefits of Rotary with them. This would be a real gift to those we care about and trust.

What we should not do is tell them that attendance at meetings is a weekly requirement (which is no longer the case), and nor should we be telling them upfront about the cost involved. When we do this, they cannot appreciate the value of membership and the benefits will not resonate with them. Once they get involved in Rotary volunteering, friendship and personal growth, cost becomes irrelevant.

Please think about your networks. Make up a list and start inviting people to share the Rotary experience. An annual membership could also be something you consider giving as a special occasion gift to those in your life who are difficult to buy for. The gift of Rotary will definitely provide them with many benefits that will be treasured.

"RI STATISTICS 31 AUGUST 2016"

Statistics from RI Resource Extra, September 2016 VOL 11 No 3

	As at 1 July 2016	As at 31 Aug 2016	Variance	% Variance	As at 31 Aug 2016	
	Rotarians	Rotarians	From 1.7.15		Districts	Clubs
Worldwide	1,207,913	1,222,465	14,552	1.20%	540	35,468
Australia	29,194	29,304	110	0.38%	21	1,114
New Zealand & Pacific Islands	8,457	8,518	61	0.72%	6	266
Philippines	23,109	23,994	885	3.83%	10	891
Total	60,760	61,816	1,056	1.74%	37	2,271

"FROM PROSPECTIVE TO ACTIVE"

From Rotary Membership Minute, Oct 2016 edition

A positive member experience begins long before someone joins a Rotary club. Start by introducing prospective members to Rotary with the [Impact Begins With You](#) brochure. When someone wants to get involved with Rotary, they can express interest directly to the club or they can visit www.rotary.org/join.

Taking the time to get to know potential members and to determine whether your club is a good fit for them increases the likelihood of membership longevity and engagement. Gina Crumbliss, past president of the [Rotary Club of Hamilton Place \(Chattanooga\)](#), in Tennessee, USA, connected with a prospective member through Rotary's [membership leads resource](#). He was new to the community, so she presented a variety of membership options — a small, medium-size, or large club, each with a different meeting time — and he was able to find the right fit. Thoughtful planning and a big-picture approach made the transition from prospective to active easy. Learn more tips for [Creating a Positive Experience for Prospective Members](#).

As new members join your club, be sure to engage them right away. Read [Introducing New Members to Rotary: An Orientation Guide](#) for tips and tactics to inspire your new members to be active and engaged right from the start. Visit our [membership page](#) for other valuable resources.

"ROTARY CLUB OF ROCKHAMPTON FITZROY"

Article supplied by ARC PDG Craig Edmonston

The [Rotary Club of Rockhampton Fitzroy](#) in D9570 was chartered in May 2011 with 26 members and was pretty much left to fend for themselves. They were set up at the [CQ University](#) and had an average age of 32. At the end of the year 2012 most left having completed their studies and relocated.



In February 2014 PDG Terry Daley had a meeting with the two remaining members to see if they were interested in having a Rotary Club operate differently to the traditional club. At that time, they had not held a meeting for seven months and the Charter was boxed waiting for the DG to collect it and send it back to RI. Incoming Governor, Craig Edmonston had anticipated that he would be receiving the charter and was not confident that the club could be saved. He did not know exactly what PDG Terry had in mind but did know that he and his wife Debbie had joined and got the club going again with eight members. DG Craig made the club his first official visit on the 8th July and was asked to induct a new member, which was a fantastic start to his official club visits. The membership grew to 16 by the end of the year, a 100% increase.

PDG Terry felt it was time to change the way a Rotary club operated to bring it into the 21st century and listed these conditions as the way forward.

1. **Membership dues** were to be \$55.00 per year.
2. **No Board of Directors**, just team leaders. *Decisions effecting the members made by the members.*
3. **All club business done at the meetings.** *All members fully informed on all activities – ownership.*
4. **No head table.** *President, Secretary, Treasurer may sit together within meeting.*
5. **All financials disclosed at each meeting.** *Every member has right to know – full transparency.*
6. **Meetings restricted to 1 hour.** *No trouble dealing with business – some stay and discuss Rotary.*
7. **No meal.** *Meals costly, not good value – have nibbles available for gold coin if members inclined.*
8. **No sergeant.** *Eliminates target hunting, extra cost and insensitive fines.*

PDG Terry said: "After considerable consultation with State and Federal authorities it became apparent that a not for profit club could use a reasonable amount from fundraising to cover administration costs. I would suggest that up to 10% would be reasonable. Clubs may need to include this provision in the club bylaws."

"All of these 8 conditions were a result of the way my previous club was operated and from what I had seen around the District and the world as DG. The two members left from Rocky Fitzroy agreed so I left my old club after 20 or so years and now today from two members we have grown to 29 members with average age of 36. The current President is 32 and our President Elect is 22. All this in two and a half years. We have lost six members during this time, three have transferred to other clubs, one moved to London, one simply left Rotary all together, and one wanted to pursue her touch football activities and our meeting was on the same night they train. Only three of our members have come from other clubs in the Rocky area and that also includes myself."



Photo of DG Craig Winter, President Rachel Reabel (front), and six new members of Rotary Club of Rockhampton Fitzroy. Photo supplied by Rachel Reabel.

"Each new member is asked to find a community project. This is why we are here – most important."

According to PDG Terry, Rockhampton Fitzroy is an affordable club, with motivated team leaders and great teams, fully informed and happy members, committed to community work locally and overseas.

Current DG Craig Winter inducted six new members on his official visit this year, bringing the membership up to 29. However, PDG Terry said: "I keep telling the younger members that to continue to grow and remain sustainable, we can't keep doing what we do now – we have to continue to change."

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, a couple of captioned 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.

"TOWNSVILLE ROTARY CLUBS SHARE THEIR GOOD NEWS!"

This article, with photo, appeared in DG 9550 October 16 Newsletter; forwarded by ARC PDG Craig Edmonston.

The Rotary Clubs of Townsville do well at raising funds through the various markets they jointly run across Townsville. This sandwich board, displayed at the markets, is a great way to show where the money went!



EXPENDITURE BY TOWNSVILLE ROTARY CLUBS 2015 - 2016	
Community Relief Programs	\$92,166
Lappin Park Projects	\$60,000
Educational Support	\$49,156
Rotary Foundation	\$44,509
Community Clubs	\$44,072
Sport Clubs (Other) Contribution	\$30,565
Overseas Disaster Support	\$22,861
Banfield Park Shelter	\$22,000
Cancer Support Program	\$14,395
Charities (Other) Support	\$13,809
Medical Support Programs	\$13,689
Townsville Hospital Foundation	\$11,200
Sids And Kids	\$11,076
Science Forum & Programs	\$9,670
Rugby League Clubs	\$9,200
Girl Guides Clubs	\$7,140
Athletics	\$6,000
Soccer	\$5,553
Pyjama Foundation	\$5,362
St Vincent De Paul	\$5,000
Guide Dogs	\$4,620
Salvation Army	\$4,100
Mens Shed	\$3,209
	\$489,352
Amount spent in Townsville Region	\$384,676
Amount spent outside Townsville Region	\$104,676

"Nearly half a million dollars. WOW – a very big pile, would have taken a lot of counting", said PDG Craig.

"A MYRIAD OF POSSIBILITIES – NEW MEMBERSHIP OPTIONS"

From Rotary Membership Minute, Oct 2016 edition

Clubs now have flexibility in **meeting frequency, format, and attendance**, and may offer additional **membership types** to meet community needs. **Dual membership** enables young leaders to maintain their involvement in Rotaract while also being members of Rotary.

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 COORDINATORS TEAM 2016 - 17 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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