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"Winds of Change"

Article by PDG Malcolm Lindquist, Zone 8 Rotary Coordinator

RI Director Noel Trevaskis has reported to the January meeting of the RI Board with suggested changes to the structure of Rotary in our region brought about by the steady decline in total numbers of clubs and Rotarians in Districts. This review is not restricted to our zones but is part of a global restructure that will accommodate the expansion of some regions such as India and decline in others such as USA.



What will it mean for us in Australasia and the Islands to the North?

RID Noel has had extensive discussions with all of the District Governors and is presenting a more detailed proposal for the RI Board meeting in April. Whilst there has been no definitive decisions made there are clear indications that the Board has approved a redefinition of Zones throughout the world and that the current Zones of 7B and 8 will amalgamate as a single Zone, probably with a new Identification number, and the total number of Districts will decrease to better fit the global guidelines of 2,500 members and 75 clubs per District. Zone 7A in the Philippines will become part of the Asian region to the North.

The new structure is planned to be implemented in the 2020-21 Rotary Year!

Noel has also emphasised that the redefinition of Districts is not just absorption of a smaller District by another and that many Districts will be rebadged and that clubs in fringe areas will be consulted about where their future lies. Where Districts have previously been amalgamated, it is anticipated that there will be minimal change in boundaries.

What will it mean for clubs?

For most clubs, there will be little noticeable difference in day to day running of affairs. But the economies of scale of a larger District may result in real advantages for District events.

For example

- bigger PETS audience may attract higher profile speakers and presenters
- bigger budget for advertising
- a larger combined amount of District Designated Funds to support more ambitious Global and District projects
- a bigger pool of suitable candidates for District positions
- ability to devote time to events without the background fear of the immediate consequences of membership falling below a critical number
- bigger and better conferences with more friends to make and successes to share.

Already many Districts are investigating joint conferences and President Elects Training to smooth the passage of restructuring and the changes associated with the reallocation of Zones.

In our region, there has been a significant increase in the number of new Rotarians which in many cases has led to the development of a new and refreshing culture in clubs. However, our total numbers have remained stagnant. Membership is still a club responsibility.

Professor John Kotter of the Harvard Business School in 1995 published an 8-point guide to transforming an organisation and this could include our Rotary Clubs. The first two steps in the guide involve establishing a sense of urgency within the organisation and forming a powerful Guiding coalition with enough power to lead the change effort.

If we do not feel that that sense of urgency to change then any winds of change will fall on deaf ears!

"UPCOMING MEMBERSHIP WEBINARS FOR 2017"

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.

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

Thursday, 27 April 2017, 5.00 pm (AEST)

Register: <https://attendeegotowebinar.com/register/5922169015578240003>

Telling our story: Communicating about Rotary in the community

Wednesday 24 May 2017, 8.15 am (AEST)

Register: <https://attendeegotowebinar.com/register/1455062179133675523>

Trends in volunteering: Opportunities for membership and your club

Monday 5 June 2017, 5.00 pm (AEST)

Register: <https://attendeegotowebinar.com/register/4753329881136224258>



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

"WHY I AM A ROTARIAN"

Article by ARC PDG Craig Edmonston D9570

On the weekend of 11-12 March, 2017 I had the amazing experience of leading an interview panel for the selection of a Vocational Training Team. The plan is for D9570 to send a team to England to learn from experts about "Effective Inclusive Education for Children with Disabilities". For a day and a half our panel of four Rotarians interviewed 11 applicants in order to select a team of four and 2 applicants for the position of team leader.



I have sat on many interview panels over many years but never have I found it such a honour to interview a group of the most amazing teaching and support professionals we could possibly find. All panel members recorded that they were simply blown away by these wonderful educators who were so passionate and committed to improving the lives of the disabled students in our schools.

When District Foundation Chair PDG Judith Henderson proposed the Vocational Training Team program following a conversation with a teacher at a Special School where she had organised some District Grant projects, we knew that there was a very urgent need for our teachers to learn about world's best practice on Effective Inclusion of all students in mainstream classes. Judith was advised by one of these extraordinary educators that; *"Currently in Australia we have Educational legislation to ensure that students with disabilities receive an education on an equal footing with their non-disabled peers. However, there are many caveats to this legislation and many factors that cause this concept to be difficult to implement in reality."*

D9570 hopes to get approval to send our team to England where members can gain first-hand knowledge where full inclusion models are already rolled out, after research based programs of best practice.

During the interviews the panel found that the extent of the need for action was far greater than anticipated. There was a wide gap in the level of knowledge, resources and support, between the best schools and those located in the low socioeconomic communities in our district. The need for our team to study the UK system, and the value of the knowledge and contacts they will bring back to share in D9570, and even throughout Australia, is so important to so many disabled students. There is also a huge benefit to the non-disabled students, as we found out during the interviews.

Every applicant was so inspiring through their passion and dedication to their desire to make a better life for their students. They all obviously loved the work they were doing, and they were an absolute delight to interview. They were already high achievers but were all determined learners. We wished we could send them all to the UK. The challenge for the Rotarians involved is to ensure that they all can benefit from this program.

I did not know any of the applicants for team member, and some live in my own town, and I had no idea of the level of work they do or the number of disabled students we have in our communities. One applicant provided us with laminated charts proudly showing the workings of his school. Another brought in a fabulous cake for us. I am big on great quotations, and I finished up with this beautiful laminated A4 sheet with the following quotation. **"Every child is a different kind of flower, and all together, make this world a beautiful garden."** What an amazing experience!!



"Making a Difference" - This is what keeps me in Rotary.

"MEET MY VIBRANT CLUB"

By *S. David Chang, Rotary Club of Seoul, Korea*
Rotary Voices, posted on March 24, 2017



Our club, the [Rotary Club of Seoul](#), was established in 1927 as the first club in Korea. We are unique in that our members are multinational and our official language is English. Like most other clubs, our challenges were: diminishing membership; inability to attract younger people; lack of community service; and uninteresting meetings sinking motivation and enthusiasm.



Members of the Seoul Young Leaders Satellite Club in Seoul, Korea.

In recent years, our club board decided to transform our club with several new initiatives. We decided to form a satellite club for English speaking young leaders in Seoul between age 19-35. The group got started with Ray Chetti as its first leader, and we were successful in recruiting 65 young leaders. During the first year, this "[Seoul Young Leaders Satellite Club](#)" conducted 38 fundraising and community service events, raising over \$7,000. Now with new co-presidents (Sayel Cortes & Haein An), the club is focusing on helping single mothers without support.

Another exciting thing we did was to create a "convertible membership program" for busy people of age 36-55 to pay only half of our annual fee and come only a couple of times per month.

We also decided to lower the barriers for new members. We got rid of the clerk and lowered the annual dues and made our meetings more interesting. Now, every month, we have one formal lunch meeting, one community service event, one informal fellowship night, and one cultural or outside activity to engage new friends.

By cutting down operational expenses enough to give a \$100 contribution to The Rotary Foundation for every member, we became the only [100% Foundation Giving Club](#) within our district. During the first year of our transformation, we increased our membership from 38 to 125 including 65 young leaders. We wiped out almost all district awards and restored our club image and reputation. It is important to create a challenging vision with stretching goals, but it is more important to sustain that momentum for several years. We are lucky to have club leaders like Andrew Lee, Marc DeVastale, Sugar Han, and many others who really care for Rotary and our club.

Rotary is all about **service** and **friendship**; and we must continue to be creative to make it **enjoyable** and **meaningful**.

Learn more about the [new club flexible measures](#)

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.

"WHAT HAS ROTARACT DONE FOR ME?"

From Rotary Voices Posted on March 13, 2017

By Emily Wood, Rotaract Club of South-West Brisbane

I've been a member of [Rotaract](#) — Rotary's community service and professional development program for young leaders age 18-30 — for ten years. As I age out or "graduate," I've started thinking about what Rotaract has done for me and how it's shaped who I am today. A decade is a long time to stick with something. So, why have I?



**Rotaract Club of South-West Brisbane,
Emily Wood is second from the left.**

Opportunity. Through Rotaract, I've had the opportunity to do many amazing things:

- I've travelled the world to experience different cultures and participate in projects.
- I've lived and studied abroad as a Rotary Ambassadorial Scholar.
- I've attended four Rotary International Conventions (Montreal, Bangkok, Lisbon and Sydney) where I've heard from and connected with some truly impressive individuals who are making the world a better place.
- I've attended RYLA (Rotary Youth Leadership Award), a week-long personal and professional development program that helps you figure out what you want in life and equips you with the skills you need to achieve your goals.
- I've received training in leadership, time management, project planning, event coordination, public speaking, governance, and much more.
- I've served on local, national and international committees, helping shape the future of this great organisation.
- I've been given free rein to develop and implement public relations, marketing and advertising campaigns for my club and district.

Experience. At the age of 23, I was invited to serve on the Rotary District 9630 Public Relations Committee. In my first year, I helped deliver new brand positioning (informed by [research I undertook as part of my post-graduate degree](#)), a bus advertising campaign, a new district website, new marketing collateral, and media and communication skills training. I will be forever grateful to the Rotarians who put their faith in me, and gave me the opportunity to test and further develop my skills. Not many people receive opportunities like this so early in their careers.

Confidence. Long gone is the girl who was terrified of public speaking — or even putting forward opinions in a meeting. Rotaract helped me overcome my fears. It's amazing how fear slips away when you are in a comfortable, supportive environment, surrounded by people who share your passions. As president of my club, I gained invaluable people and project management skills, and developed the confidence to chair meetings, plan projects and run training sessions. I've since served as a keynote speaker and panelist at local, national and international conferences, speaking to audiences of 200-plus people. I've also established a reputation at work for being calm and confident under pressure.

Life-long friendships. Rotaract has given me the most amazing network of friends — here at home and in almost every corner of the globe. These wonderful individuals have made my life so much richer. They are passionate and talented, and make a real and tangible difference in the lives of others. We've shared many adventures and I look forward to sharing many more.

This week is World Rotaract Week. It's the last time I'll be celebrating as a Rotaractor, but not the last time I'll be celebrating this great organisation.

If you're a young adult aged 18 to 30 interested in helping others, developing new skills and having a great time, then Rotaract is for you. [Find a club](#) and get involved — you won't regret it!

From the editor: Pass on this article to those you might think would be interested.

"WELCOME TO THE NEW ENDPOLIO.ORG"

From Rotary End POLIO NOW Newsletter

February 2017 | Take action to End Polio Now

Have you experienced the newly updated End Polio Now website? It's been completely revamped to include vibrant images, improved navigation, and, thanks to your feedback, an enhanced Resource Center. Get the latest polio news; download tools to help you advocate, fundraise, and educate about polio eradication; and make a contribution at the new [EndPolio.org](#). [Check it out.](#)



"Presidential Messages"

RI President John F. Germ

... our vocations allow us to help other people live better, safer, and healthier lives.

Through our vocations and in our clubs, in our communities, and across continents, we are touching the lives of people we don't know and might never meet.

The people we help might not have met a single Rotarian. They might not even know that Rotary exists. But they are drinking clean water from a bore well that Rotary dug. They're learning to read with books that Rotary gave them. They're living lives that are better, happier, and healthier – because of *Rotary Serving Humanity*.

... Today, with more than 240,000 women in our clubs, Rotary is stronger than ever. We are women and men from nearly every country of the world, serving our communities in more than 35,000 clubs. At the club level, we need men and women of all backgrounds, ages, cultures, and professions; internationally, we need clubs in every city, country, and region of the world. The better our clubs reflect their communities, the better we can serve them. Our diversity is our strength.

"7 STEPS TO INCREASING YOUR CLUB'S FACEBOOK PRESENCE"

From Rotary voices. Posted on February 14, 2017

Article by Melissa Ward, Rotary Club of Twin Bridges, Southern Saratoga, New York.

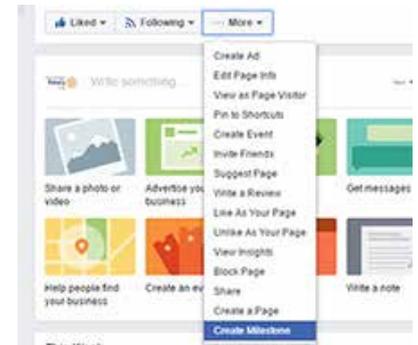
Melissa Ward is a Past District Governor for District 7190 and was an Assistant Public Image Coordinator for Zones 28-29. She is a speaker and trainer at a variety of events throughout the year.



Use a cover photo that really speaks to your club's mission.

A Facebook page gives your club a voice on Facebook. With so much other "noise" on social media, there are several things you can do to raise your club's page above the distractions.

1. **Make good use of visuals.** Your cover photo is prime real estate. Use a photo that really speaks to your club's mission. Post fun, active photos.
2. **Post regularly.** Share your club's next program, a photo of a project, create an event for your next fundraiser. For example, post your speaker every Monday. Share a photo every Wednesday. Share an article from Rotary.org every Friday.
3. **Encourage club members to LIKE and SHARE posts from your Facebook Page.** This is where the magic of social media kicks in. When members share posts onto their personal Facebook page, their connections can see it, like it and increase the club's exposure exponentially. This is key to keeping your club's posts in the newsfeed.
4. **Your Facebook page can become a source for donations.** If your club's page has been set up as a not for profit and is verified you may be able to collect donations. See [Facebook's rules](#). Once your club is approved, people who like your page can run fundraising campaigns on your organization's behalf. **Note:** *This is currently only for USA based club's that are or have a foundation that is a registered 501(c)3.*
5. **Tag other businesses and organizations you work with.** Place the @ sign in front of the business name and their Facebook page should appear. Select it and it will be tagged in the post. That sends a notice to that business, and gives them the opportunity to share your post onto their page. Now you have even MORE exposure.
6. **Have more than one person as a page admin.** Our club page has 3 admins. Each of us is responsible for different aspects of the page. This prevents the page from being forgotten, or from getting lost.
7. **Use Milestones.** Add a milestone for your charter date, for each president, for major events or awards. Milestones increase engagement AND give you a timeline of your club's history.



Add a milestone for your charter date and major events

The above tips may seem like a lot, but you can do them over time. The most impactful activity is having club members like and share your club's posts. This helps your club increase its reach and gain awareness in the local community. Using free tools like Hootsuite and [Canva](#) will make managing your page easier and more efficient.

"10 LESSONS FROM A ROTARY CLUB PILOT"

From *Rotary Voices*, posted on **February 24, 2017**

By **Quentin Wodon**, a member of the **Rotary Club of Capitol Hill, Washington, D.C., USA**



Membership growth is an important topic in Rotary. Since my last blog post ([6 ingredients for membership growth](#)), (appeared Dec 2016 edition of this Newsletter; page 7), my club has continued to focus on how we can follow our strategic plan and continue our initial success at growing our club. We have been fortunate to double our membership in six months, from 18 members in July to 38 in February. We are cautiously not "claiming victory" over our growth goals, since we could still experience a downturn in membership. But we have made progress.

Part of our gains were connected to a new initiative whereby we offer our expertise to local nonprofits. On 24 February, we are hosting two training workshops for local nonprofits on Capitol Hill. We have a wonderful lineup of speakers and 150 people signed up to attend morning sessions on monitoring, evaluating, and conducting cost-benefit analysis; and afternoon sessions on communicating using social media, websites, and powerpoint presentations. The CEO of the Grameen Foundation is our keynote speaker for lunch.

By teaming up with [Capitol Hill Community Foundation](#), which provided funding for our event, we are establishing ourselves as a partner in the community, and also creating an opportunity to recruit new members. Collectively, we can use our professional skills to make a difference in our community and leverage our resources to have an even bigger impact.

To share what our club has learned, I have captured many of our insights into a series of free ebooks, including "[Double your Membership in six months; 10 Lessons from a Rotary Club Pilot](#)" on Smashwords. My hope is [this series](#) will help clubs put these insights into practice, so we can continue to keep Rotary strong and vibrant.

"CLUBS REAP BENEFITS FROM FLEXIBILITY OPTIONS"

Rotary Leader March 2017, Vol 7 issue 5

It's been almost a year since the 2016 [Council on Legislation](#) vote gave Rotary clubs more freedom to decide when, where, and how they meet and the types of membership they offer. Clubs that have taken advantage of the new [club flexibility](#) options have reported increased membership; greater diversity in age, professions, and experience; and more engaged members.

Here are some of the ways clubs are staying relevant in their communities.

FLEXIBLE MEETINGS

The Rotary Club of Singapore East replaced two of its monthly meetings with less formal gatherings focusing on service projects and fellowship.



These new meetings give Rotaractors and family members the chance to get involved, while keeping costs down for the club's younger members.

REDUCED DUES

Quentin Wodon, (see article above) president of the Rotary Club of Capitol Hill, Washington, D.C., USA, helped his club double its membership in six months by adopting a number of changes. One involved adding two new membership categories: one for young professionals, 35 and under, at half the regular dues, and one for spouses or partners, at one-third the cost.



The club grew from 18 to 36 members and has since reduced its regular dues as well, says Wodon, author of the [Rotarian Economist blog](#).

CORPORATE MEMBERSHIP

Corporate memberships give busy executives the chance to get involved in club projects and activities without committing to regular weekly meetings.



The Rotary Club of Melbourne, has 17 corporate members, from six businesses, who take turns attending the club's meetings.

Robert Fisher, the club's corporate membership chair, says corporate members have given the club access to professional networks and helped expand its expertise. "We believe we can have a significantly greater impact with their involvement," says Fisher.

SHARED MEMBERSHIP

Peter Fitzgerald, president of the Rotary Club of Deerfield, Illinois, USA, says he likes how shared membership helps expand the club's presence in the community. Up to five people can share a membership, taking turns attending meetings. The club has 12 shared members from four governmental organizations.



Amy Falasz-Peterson, director of the Deerfield Public Library, shares a membership with three staff members. "It gives my staff the chance to meet people in the community that they might not meet otherwise," she says. "It's working really well for us."

"OUR SUCCESSFUL APPROACH TO MEMBERSHIP"

By Grahame Gordon, Rotary Club of Frankston, Vic, article from Rotary Down Under, Dec-Jan 2017.

A LITTLE over two years ago, the Rotary Club of Frankston recognised that a membership initiative was a priority, as numbers had declined from 85 members in the mid-1980s to 39 at the beginning of 2014-15.

Five enthusiastic Rotarians were charged with developing a plan to increase membership and lower the age demographic. Now, thanks to some "out of the box" thinking, membership has increased nearly 60 per cent, from 39 to 62 members.

Initially, a survey of current and past members was undertaken, which resulted in meeting protocols being modernised, the social program (the heart of the club) strengthened, the club's image reinvented with smart new Rotary apparel and social media embraced. A New Member prospectus (updated yearly) was prepared - showcasing Rotary and the positive nature of our club - including a 15-minute DVD showing activities and achievements in the community, fundraising and an active social program.

Cost was highlighted as an issue, so a fee-free first year giving new members time to build their loyalty to the club was successfully implemented and continues.

Club members were, and still are, encouraged to nominate prospective members and, knowing that many are reluctant to approach contacts, a team of three able members follows up leads.

Our membership initiative continues well beyond induction, with retention of all members a priority. New members are assigned a mentor and club role and within three months are invited to an informal evening where they can learn more about Rotary.

The success of this membership initiative has exceeded everyone's expectations. With 23 new members, so far, and a lowering of the original age demographic, the club has been revitalised. The growth of the club is now generating its own momentum and as a result is strong, vibrant, fun and a great place to be a Rotarian.



"GARDEN DESIGNFEST RAISES \$130,000"

Article by Tony Thomas, RC Central Melbourne-Sunrise

Rotary's Garden Designfest (GDF) 2016 raised a record \$130,000, with every cent going to Rotary and children's charities.



Organised by Kew, Brighton North and Central Melbourne clubs, the two-yearly November event attracted 17,000 garden visits. It is by far the biggest open garden show in Australia.

GDF chairman Phil Mortimer (RC Brighton North) said the raisings from the Designfests since 2004 now total more than \$500,000. The events are so complex to organise and run that the committee has already begun planning meetings for the 2018 show.

Hundreds of Rotarians and friends volunteered at the gardens and marshalled crowds.

2016 was the largest and most complex staging yet:

- 46 gardens were opened, 18 more than in 2014
- It was conducted over two weekends, not the single weekend of past events
- Gardens were opened in five more regions: Bendigo, Ballarat, Geelong, Macedon Ranges and West Gippsland, as well as 2014's Euroa.

Each organising club nominated a charity for its share of the proceeds.

Swinburne University students donated their time and skills in social media to market the event and received some funds for their charity as a quid pro quo.

Garden Designfest is the only open garden event in Victoria backed by professional garden designers. Phil says, "By affiliating with them, Rotary gets the benefit that the designers select their best gardens and liaise with the owners to showcase them for the public. Even so, it is impractical to have it annually because there is so much organisation needed and we would also run out of fresh gardens to display."

The Designfest committee includes people with strong engineering and business backgrounds, which means there are rigorous systems and procedures which detail what has to be done, by whom, by when and also regular checks on progress.



Gail van Rooyen's garden design at Lakithi, Euroa

"NEW INTERACTORS - FUTURE ROTARIANS"

Article by **ARC PDG Craig Edmonston D9570**

The recent chartering of a brand new Interact Club at St Brendan's College, Yeppoon creates a pathway for more young students to become permanent members of the Rotary family. The charter for the new club was presented to the Club President Thomas Hanley, by AG Alan Titman at the charter night celebration on Rotary's birthday on 23rd February, 2017. Joining in on the celebrations were members of St Ursula's Interact club, also of Yeppoon. The new St Brendan's Club is sponsored by the [Rotary Club of Yeppoon](#), and President Danny Moyle said he was extremely proud of chartering the new club as he presented President Thomas with the President's collar.



The St Brendan's club is club number 17 in District 9570. DG Craig Winter said the district was very proud of the district's Interact clubs and he is working on getting a couple more up and running in the near future. D9570 is also very proud of the fact that the Interact Club at Mackay State High School, club number 104, is the oldest Interact club in Australia. Sponsored by the Rotary Club of Mackay, this club was chartered on 8th October, 1963, less than the 12 months after the first ever club in Melbourne, Florida, USA was formed. The St Ursula's Interact Club was chartered on 24th April, 1968, and will celebrate its 40th year next year.



L-R; Yeppoon RC President Danny Moyle, St Ursula's Interact President Courtney Fisher, St Brendan's President Thomas Hanley, Group 2 AG Alan Titman.

Interact appears to be the fastest growing branch of the Rotary family tree, which is a positive sign for the future of Rotary. DG Craig said "the district strongly supports its Interact Clubs as the young students get involved in beneficial community causes and experience the joy of "service" early in their lives."

"We also recognise the wonderful support from the dedicated Rotarians and Teachers at the schools who make the program happen. Our Interactors, including two community based clubs, raise an incredible amount of funds which support many Rotary projects, and they have an enormous amount of fun, while creating wonderful friendships. Many of them will ultimately join Rotary, and if not, will always turn out to be first class future citizens. What more could we want for our young students" said DG Craig.

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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