

# DISTRICT 9710 NEWS

AUG 2018



The time has come for new blood for **RYPEN**

**WELCOME TO THE NEW  
ROTARY YEAR 2018-2019**

## In this issue...

- DG's Letter
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- BLAZE AID
- And much more.....



TAKE ACTION: [d9710 website click here](#)

## DG Margaret 'Hass' Hassall

### AUGUST 2018 LETTER



At the end of the third week of August, I have visited 25 clubs for their regular meetings or changeovers and I thank everyone for your welcome and hospitality. I am constantly surprised by the differences between the clubs: each club has its own culture and each club inspires me with its ideas in doing good in the world. In local areas, in remote Australia, and overseas, the clubs of District 9710 are working hard to make life a little easier for people through their generous help via the Rotary avenues of service.

What has been most invigorating has been the overwhelming response to the plight of Australians who have been affected by the drought.

The extraordinary public response to the Drought Relief Appeal, a project of Rotary, the Farmers Federation and Nine, has been heart-warming, raising well over \$8 million.

As I have said more than once, collecting money is relatively easy because of the innate generosity of so many people: it's the just and equitable distribution of funds that is the challenge. Thanks to RAWCS for the help in directing funds, ensuring that there is no money lost through administration costs and providing tax deductibility. Some of our clubs have twinned with other clubs/towns/villages in their efforts to lift the spirits of the people who are badly affected by the drought. During the light rain in the last few days, the hope was that the drought would be broken but we know all too well that it takes many months for that to occur.

Meanwhile.....

Planning for the new District, 9705, is well underway. At a workshop on 25 August in Young, focus groups came together to present their recommendations as D9700 and D9710 become a new entity as from July 1, 2020. These groups covered important aspects of the Rotary organisation:

- Administration/Governance,
- Finance,
- Youth,
- Foundation,
- Service,
- Club Development,
- Public Image and Training/Development.

The 90<sup>th</sup> year of Rotary in Canberra is being celebrated and it is fitting that we have been named a Charity Partner of Floriade, 15 September – 14 October, a great event when we can showcase our clubs. Vicki Coleman has worked hard to bring about this development – thank you to Vicki whose knowledge and expertise have been invaluable.

It is estimated that Floriade attracts 500,000 visitors each year, so many people who can learn about Rotary and its wonderful work of doing good in the world. It is not too late to put your name down to staff the marquee during the days. Thank you also to Rotaract who will be looking after the marquee during NightFest.

Another thank you to PDG Steve Hill for engaging Three Sides Marketing, a company that has helped with advice.

Be the inspiration!

Yours in Rotary,

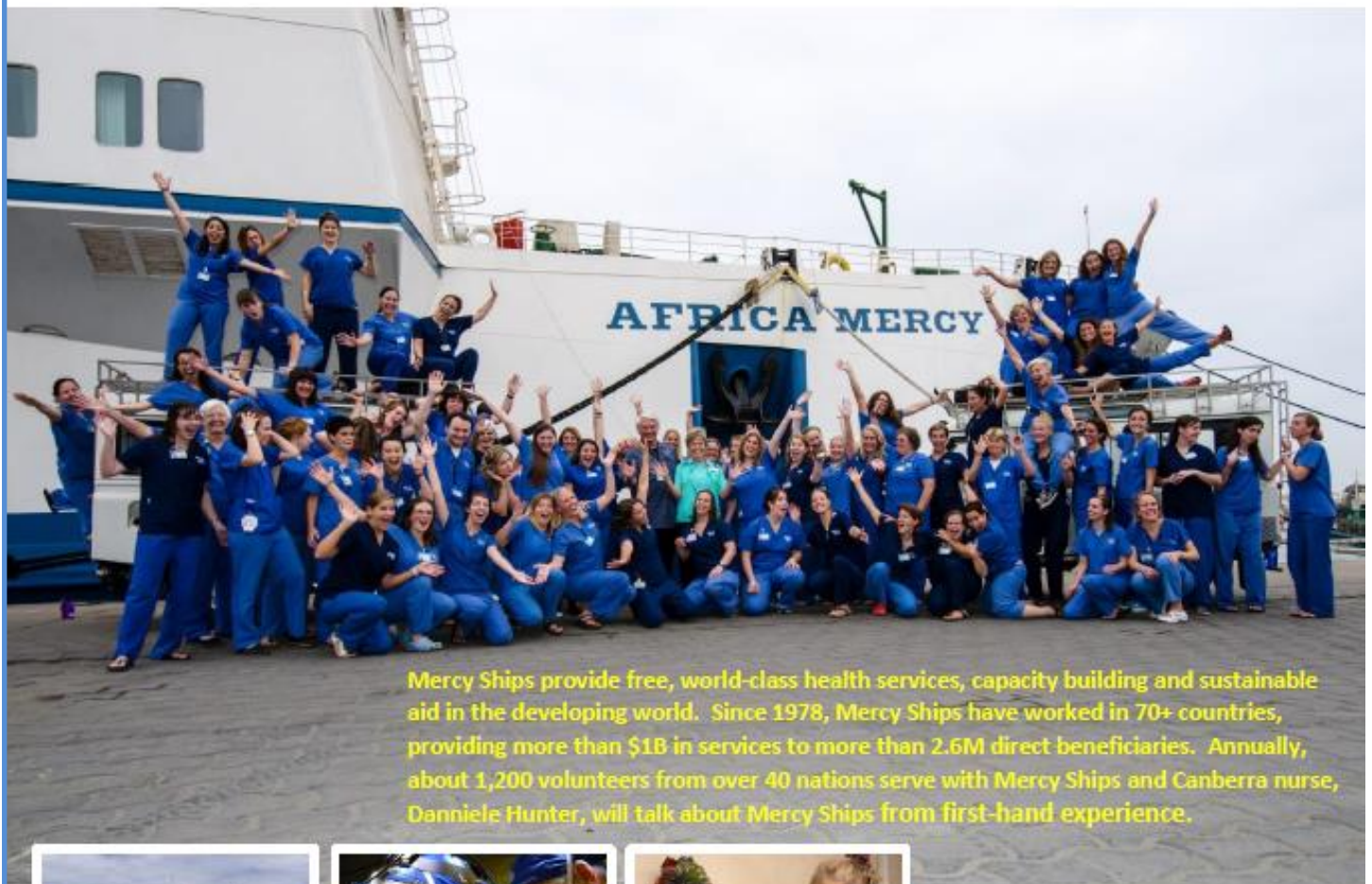
Margaret (Hass) Hassall



Woden Daybreak Rotary



Invite you to Karma Kitchen @ Daana in support of Mercy Ships



Mercy Ships provide free, world-class health services, capacity building and sustainable aid in the developing world. Since 1978, Mercy Ships have worked in 70+ countries, providing more than \$1B in services to more than 2.6M direct beneficiaries. Annually, about 1,200 volunteers from over 40 nations serve with Mercy Ships and Canberra nurse, Dannie Hunter, will talk about Mercy Ships from first-hand experience.



At Karma Kitchen there is no price tag for the special three course Chef's Menu.

Guests pay-it-forward and pay-as-they-wish.

Daana will donate fifty percent of the proceeds from the meals to Mercy Ships.

NO BYO at this special event. Wine and other drinks can be purchased at the bar.

Tuesday 25 September at Daana, 83 Theodore St., Curtin. Two sittings: 6pm & 8pm.

Seats limited. Bookings essential. Book at [www.daana.com.au](http://www.daana.com.au) or call 51051048.

Woden Daybreak Rotary and Daana Original Foods restaurant invite you to:

Karma Kitchen @Daana on Tuesday 25 September in support of Mercy Ships. There are two sittings: 6pm and 8pm.

**Bookings are essential as seats are limited.**

There's no price tag on this three course meal. It's pay-it-forward and pay-what-you-wish, with 50% of the proceeds going to Mercy Ships. Drinks may be bought at the bar.

Volunteer Canberra Hospital nurse, Dannie Hunter who recently returned from the Africa Mercy anchored off Cameroon, will speak from first hand experience.

Mercy Ships <https://mercyships.org.au/> uses hospital ships to deliver free, world-class health care services, capacity building and sustainable aid to those without access in the developing world.

Founded in 1978, Mercy Ships has worked in more than 70 countries providing services valued at more than \$1 billion, with more than 2.5 million direct beneficiaries. Each year, more than 1,200 volunteers from over 40 nations serve with Mercy Ships. Professionals including surgeons, dentists, nurses, health care trainers, teachers, cooks, seamen, engineers, and agriculturalists donate their time and skills to the effort.

<https://mercyships.org.au/the-surgery-ship-series/watch-the-trailer/>





The time has come for new blood for **RYPEN**. The current team is calling time.

We need a new organising team.

Sandy will leave us after the next camp, September.  
Brian will stay till we get a new group sorted, or, he moves.  
I will finish up after the September 2019 camp.

Each of us has done in excess of ten years on this committee.

So, I need to hear from anyone interested in taking over the reins. We need to be able to get the team up to speed on the running of the camps as soon as possible.

Interested, please give me a call 0414557326 or email [mmmannin@bigpond.com](mailto:mmmannin@bigpond.com)

Thank you

**Maureen Manning**  
**RYPEN CHAIR**



## **2018 Drought Relief Fund for Australian Farmers (RARF)**

Rotary Australia Relief Fund (Managed by RAWCS) has Deductible Gift Recipient (DGR) registration and has been listed as a Charitable Fund so we can accept tax deductible donations from individuals or organisations.

### **Project Details**

Project No: 17-2018-19

Project Name: 2018 Drought Relief Fund for Australian Farmers (RARF)

Country: Australia

Description: After a 7 year drought, it's very clear that our Farmers and their families, the backbone of Australia, are doing it exceptionally tough. The National Farmers' Federation, Channel 9 & Rotary in Australia will work together to raise much needed funds from the very generous Australian public. The National Farmers' Federation will then be able to access these funds and provide support to approved organisations, helping Farmers through this difficult time. Channel Nine will extensively promote the Australia-wide fund raiser on The Today program, ACA and in news bulletins in the coming days and weeks, expecting to raise around \$10 million.

Sponsor Club: Rotary Club of Southbank (District 9800)

Go here to get the donation page

[donations.rawcs.com.au](https://donations.rawcs.com.au)

**Rotary**  
DISTRICT 9710



**BE THE  
INSPIRATION**

# FLORIADE 2018

15 September – 14 October 2018  
COMMONWEALTH PARK, CANBERRA

Join your  
fellow clubs  
in celebrating

**ROTARY  
DISTRICT 9710**

Sign up and promote your club at this premier event

Fundraise for your most needy project

What a great opportunity

For more info: [floriade9710@gmail.com](mailto:floriade9710@gmail.com).

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## Membership – What can we do?

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### Goals and Challenges

In talking to clubs around the District it is certain many clubs need more members but there are other needs to be taken into consideration.

A survey done by Advanced Solutions International (ASI) in their fourth annual *Global Benchmark Report on Membership Performance* identified three top goals and three top challenges for membership.

The information for this survey came from 425 association and membership organisation executives. These associations cover many different occupations and areas of interest, but the principles of membership are the same in any organisation.

#### TOP GOALS:

1. Increasing member engagement
2. Attracting new members
3. Boosting member retention

#### TOP CHALLENGES:

1. Inability to measure member engagement
2. Poor and/or incomplete data
3. Inadequate reporting tools

It is interesting to note that engagement of members ranked higher than recruitment or retention.

### What is Engagement?

Engagement is more than retention. Engagement can be defined several ways.

“...its a meaningful and ongoing relationship between an individual and an organisation.” Tom Lehman

“...engagement is being inside, part of the family.... not on the outside looking in; wondering what's going on.” Todd Von Deak, TVD Associates

Sue Froggatt, Marketing & Membership Consultant suggests “Develop a continuum of opportunities & look to encourage members to move along that continuum.”

“Engagement is more than retaining members. It is getting them really involved in the organisation, so they feel part of the family.”

### Why measure Engagement?

Why do we need members to be engaged? Several reasons come to mind. Enhanced loyalty and enjoyment, reduce attrition, identify and nurture future leaders, encourage more activity in projects, increase revenue for the club.

To me, engaged members really understand all the possibilities Rotary has to offer them and what they can offer Rotary.

When the areas of engagement are analysed the following distinctions are made: attendance at events and meetings, acquiring information, purchasing merchandise, volunteering, participating in public networks, participating in specific projects.

To illustrate this, a fully engaged Rotarian might regularly attend meetings and most years attend the District Conference, continues to learn about Rotary at seminars and District Assembly, proudly wears the pin and Rotary clothing, participates in online forums like Facebook and participates in extra projects like an overseas trip through RAWCS.

Clubs will prosper more if they have a good idea of how each member engages with the Club and with Rotary and use this information to encourage even more engagement. However, it must be done objectively, not subjectively. A plan with measurable outcomes will provide a lot of information.



## Engagement Plan

Organisations in the ASI survey, who had an engagement plan, found many positive outcomes. More than 58% say it has improved renewals and 54% see that it has helped with attendance at smaller events, 42% claim it has boosted annual conference attendance, and 47% noticed an uptick in website traffic. Setting up a scoring system to measure engagement needs not be too complicated. Only five criteria can be enough to get a meaningful result. For example, a system could be scoring each member of a club like this:

### Contact Points

80% attendance at meetings  
Participation on a committee  
Attended a District Event  
Wears Rotary badge and/or clothing  
Introduced a new member

Number of Contact Points	Percentage of Members
0	11%
1	28%
2	38%
3	21%
4	2%
Total	100%

This club could consider creating an engagement plan to raise the percentage of three or four contact points. It would need to consider which contact points were lowest and use this information to make necessary changes.

Clubs should look at what they consider important aspects of the various ways members are engaged and create their own scoring card.

## Creating a Score Card

The first step is to define the engagement goal. Areas to consider are:

- Enhance loyalty to Rotary
- Reduce Attrition
- Identify and nurture future leaders
- Encourage more activity in projects
- Energise Rotary in the community
- Identify 'at-risk' members
- Increase Club revenue
- Other

Next decide on which engagement activities you want to score:

- Attend
- Acquire
- Purchase
- Consume
- Volunteer
- Participate

Finally decide on what measurement you will use and how often.

- Weekly
- Monthly
- Score out of 5, 10, other

Once you have acquired enough data you will be able to see in which areas your members are not engaging and can put in place a program to rectify this.

A fully engaged member will have a full appreciation and enjoyment of their days as a Rotarian.



Since the item appeared in last month's Rotary Down Under Magazine I have been receiving enquiries regarding the Invictus Games to be held in Sydney in October. I am one of the two Invictus Games Sydney Rotary Liaisons

## **How can a Rotary Club or individual Rotarians support the Invictus Games?**

As the time for the Invictus Games draws near many are asking "How can I volunteer?" Volunteer applications closed on Friday 18<sup>th</sup> May. There was an overwhelming response for the 500 positions available. Any queries can be directed to Invictus Games Sydney 2018 - Volunteers

[volunteerapplication@invictusgames2018.org](mailto:volunteerapplication@invictusgames2018.org)

There are still numerous ways to support the Invictus Games Sydney 2018. Visit the website [www.invictusgames2018.org](http://www.invictusgames2018.org) to keep up to date on ways that you can #MakeYourMarkDownUnder in support of our wounded warriors. These include you championing your local competitor; joining the team on the BridgeClimb in August; purchasing tickets for events; flying the flag.



A most pressing need is to

- **Help fund much needed equipment for games.** Items include

- **Towels** for training and competition time

500g x 3050 cost of towel per unit \$9 total funding **\$27,450** including GST-

- Indoor **Rowing Spin Bikes** x 10 needed – Cost per unit \$595.  
Total funding needed **\$5,950**

- **Wheelchair Rugby Chairs** x 45 needed – Cost per unit \$3,500.  
Total funding needed **\$157,500**

**To make a donation go to**

<https://www.invictusgames2018.org/community-support/donate/>

or

Make a cheque out to 'Invictus Games Sydney 2018' and post to  
Invictus Games Sydney 2018  
PO BOX 42  
CAMPBELL ACT 2612

[Please email the Invictus Games Sydney 2018 fundraising team to make a direct deposit.](#)

PDG Marilyn Mercer  
Invictus Games Sydney 2018 Rotary Liaison  
Rotary District 9685  
[mmm@myisp.net.au](mailto:mmm@myisp.net.au)  
0416 026 848

# ROTARY ON THE MOVE



Rotary Coordinators' Newsletter

August 2018

Volume 9 - Issue 2

## NEW INTERACTIVE ONLINE MEMBERSHIP COURSES



From Rotary Weekly 20 July 2018, need to Sign in to My Rotary, then click [HERE](#)

## “ROTARACT TO ROTARY CLUB PRESIDENT”

**Article by Lisa Wilson, received from Colin Robinson, Assistant Rotary Public Image Coordinator – [Rotary Oceania](#) and Rotary Leadership Institute Facilitator**

*Colin says: Lisa's story talks of her journey from an association with Rotary, through Alumni to being a Rotary President, inspiring Rotary clubs to sponsor-support Rotaract and encourage continued engagement by Alumni.*



Hi, my name is Lisa and I am the President of the [Rotary Club of Dunedin NZ](#), for the 2018-19 Rotary Year.

I am married to Mike and we live on the Taieri with our daughter Annabelle (16 months) and dog, Lottie. I work at Deloitte here in Dunedin as a manager in the Tax & Private team. I was born and raised in Oamaru a whole 33 years ago, which by the way, is the location of next year's conference (registrations are now open). I grew up there with my Mum, Dad and brother Michael. This is also where I met my husband – no we are not high school sweethearts, but we were high school friends.

When I look back on my life, I see many Rotary connections. Dad was, and still is, a member of the [Rotary Club of Oamaru](#) (my first introduction to Rotary), while my brother has recently become a member of the same club (in fact, he is the President Nominee for the club).

When I finished school, I came down to Dunedin where I studied at the University of Otago gaining a double degree in Law & Commerce, majoring in Accounting with Honours. John Burke, an ex-member of my current

Rotary club who sadly passed away, was my dissertation supervisor and a great support to me in gaining my Honours degree.

I really loved my time in Dunedin and made some really good connections while I was here through Rotary. It started with Dad's club sponsoring me to attend RYLA in 2005 where I was inspired and met some amazing like-minded people, some of who I am still very close too. One was a candidate who my current club sponsored, and I consider one of my closest friends. We meet most weeks for a coffee date with our wee girls.



Another married a girl who he met at Rotaract and I was lucky enough to be part of the groom's party as a groom's girl. Another is part of a group of ex-Rotaractors who all still live in Dunedin and meet for brunch most months. The four of us plus other ex-RYE (Rotary Youth Exchange) students, including the new AG for Central Otago Clubs, Nick Wood and another fellow Rotarian's daughter, were all inspired by our experiences with Rotary via RYE and RYLA, started to meet regularly, with the idea of restarting a Rotaract Club. That club did get restarted and I was lucky enough to be president for the first two terms.

What I loved about our Rotaract Club was the can-do attitude and positive vibes thrown into every project. We were predominantly students with no money and a lot of time, so we really enjoyed the hands-on projects. We were also really good at collaborating with other organisations (our sponsoring Rotary Clubs in particular), which enabled us to get involved in more. The years I had in Rotaract were some of my favourite and the connection I had with the local Rotary Clubs is what led me to eventually join my club when I felt I had outgrown Rotaract somewhat.

We all belong to this amazing organisation called Rotary. One of the things that makes our clubs great is the people, but another is the things we do. Did you know that Rotary here in New Zealand is the driving force behind the formation of a number of well-known organisations such as CCS Disability Action, National Kidney Foundation, Riding for the Disabled, Outward Bound, Ronald McDonald House Auckland and Cure Kids. As Rotarians we may be ordinary people but with a good idea and the belief that we can do more, together we can do extraordinary things, change lives, and be the inspiration.

A promotional graphic for the Rotary Global Rewards program. The background is a dark wooden surface with various items scattered on it: a pair of black headphones with a teal cord, several Euro banknotes (including a 20 Euro note), and several coins. The text is overlaid on this background. At the top, the word "Rotary" is in white, followed by the Rotary wheel logo and the words "ROTARY GLOBAL REWARDS" in white. Below this, "A Member Benefits Program" is written in a smaller white font. The word "EXPLORE" is in large, bold, orange letters. Below it, the phrase "everyday experiences made better than expected" is in white. Three bullet points, each with an orange arrow, list the benefits: "Discover" (discounts on products and services you value), "Unique" (opportunity to post an offer and see your community and business grow), and "Experience" (a new way to support Rotary with offers that give back).

**Rotary**  **ROTARY GLOBAL REWARDS**

A Member Benefits Program

**EXPLORE**  
everyday experiences  
made better than expected

- ▶ **Discover**  
discounts on the products and services you value
- ▶ **Unique**  
opportunity to post an offer and see your community and business grow
- ▶ **Experience**  
a new way to support Rotary with offers that give back



Rotary's member benefits program. [Explore >](#)

## Learn more about Rotary Global Rewards

- Explore the program on your desktop by visiting [rotary.org/globalrewards](http://rotary.org/globalrewards)
- Access discounts on the go with the Rotary Global Rewards app. Available on the [Apple App Store for iPhone and iPad](#) and [Google Play for Android](#).
- Attend a webinar on 16 August 2018, 8:30-9:30 Chicago time (UTC-5), to learn about and promote Rotary Global Rewards. Rotary Global Rewards is our member benefits program for Rotary and Rotaract club members and Rotary program alumni. It offers discounts on products and services. Find out how you can take advantage of these special offers, post your own, or choose offers that give back to Rotary. If you can't attend the live webinar, just register and we'll send you a recording.

**REGISTER FOR  
WEBINAR**

## National Automated External Defibrillator (AED) Register

The Rotary Club of Narooma is exploring the idea of establishing a National AED database.

Do you know what an AED is? Do you know that a sudden cardiac arrest can strike anytime, anywhere?

And do you know that it can affect young people too?

If someone is showing signs of cardiac arrest, there is a small window of time - just four minutes - before it might be too late to help them. Knowing where the closest defibrillator is (AED) is vital. No special skills are needed to operate one.

There could be one in the local supermarket or near an ATM, but at the moment it is hard to find out where they are and you may need one while you wait for the ambulance to arrive. As a first action in our District, the Rotary Club of Narooma is asking Rotary Clubs to help identify AED locations in their towns and advise us. We will then add that data to a database that can be accessed through an app.

For further information phone President Ro Rod Walker 0411711475 or email [president@naroomarotaryrotary.org.au](mailto:president@naroomarotaryrotary.org.au)



HERE'S A TEASER.....



REGISTER NOW AT [www.riconvention.org/en/hamburg](http://www.riconvention.org/en/hamburg)



<http://www.riconvention.org/en/hamburg>

ARE YOU GOING???

## **A request from BlazeAid to Rotary Australia for consideration**

**BlazeAid** is looking for a partner organisation to firstly identify farmers in need and secondly to validate work carried out by them. This is not a request for funding.

With 1100 clubs in Australia, Rotary would be the ideal partner.

Rotary could be the eyes in the community that directs help and funding by BlazeAid to farmers that may be reluctant to ask for help.

**BlazeAid** is a volunteer-based organisation that works with families and individuals in rural Australia after natural disasters such as fires, floods and droughts. Working alongside the rural families, volunteers help to rebuild fences and other structures that have been damaged or destroyed.

Equally important, volunteers also help to lift the spirits of people who are often facing their second or third flood event, or devastating losses through bushfires, or years of drought.

[www.blazeaid.com.au](http://www.blazeaid.com.au)

Cheers Bill

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Australia

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This news brought to you by  
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Find us on 

[click here](#)

**Rotary**  
District 9710



website, [click here](#)

## OTHER USEFUL INFO

Encourage everyone to use My Rotary and keep their information up-to-date. Then each club can have its membership information all in one place. You can download into spreadsheets on demand.

The MyRotary site also has an excellent Brand Centre for all you logo, brochure and design needs – check it out.

The first ever webcam was in the computer lab at Cambridge University. It was trained on the coffee pot in the corridor to save the scientists making pointless trips when it had run out.

