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## 'WHAT IS CLUB MEMBER ENGAGEMENT?'

Article by RC PDG Tim Moore



We talk of club members not being engaged with their club, but what do we actually mean? Some of us see it as that feeling of being wanted or needed – being made to feel important, that members add value to discussions, decisions and are given responsibility. This may be as simple as greeting members to club meetings, being a chairman for a meeting to taking an active role on the club board.

Long term engagement is a lot more complicated, and for Rotarians, it is often the idea of a new club project, getting others involved and making a real difference as they see their project to fruition in their local or overseas community. The satisfaction of a job well done in this way is the essence of Rotary.

So often people think that club meetings are the engagement, not the great work itself we can do together.

Take the Rotary Club of Greenhills-Maitland in NSW, Australia. Their club has a membership of 42, but a usual attendance at meetings of about 20. They know that people who want to be involved in Rotary can't always afford the time (or money) to attend every meeting. Members are more interested in participating in projects. They have young families or jobs which require early starts and late finishes. The club accommodates member's needs where they can by being more flexible. The club has one-night meeting a month and the rest are breakfast meetings.

In early July the club packed a container of donated items to send to their RAWCS project in the highlands of Papua New Guinea. Here is a photo and the comments from one of their young members who can get to every meeting. She did give up her Saturday to travel 2 hours to Sydney and back and pack this container. She also collected many donated items using Facebook as a link. Interestingly, she was a "Real Schoolie", after completing year 12 last year she went on a trip to the club's project in PNG. She witnessed what a difference Rotary can make and she asked to join our club, as did 2 others, while another joined Rotary in their own town.

Now, that's true member engagement!



Georgina Gould is with Christine Roach and 3 others.

July 6 at 10:03 PM · 🧑

Becoming a Rotarian has given me opportunity after opportunity. Today myself and a group of Rotarians travelled to Sydney to sort and pack the Papua New Guinea shipping container.

Travelling to Papua New Guinea late last year and seeing first hand what they need was hard. I have learnt to be grateful for what I have since my experience in Papua New Guinea was extremely eye opening.

Knowing in a few short months, they will have what they need and so much more is such a sensational feeling.

5 hours of sorting and playing tetris with a few others went extremely well and I can not wait for all of the wonderful resources to be delivered to their community in Papua New Guinea.

Thankyou to all who have donated wonderful resources, I assure you they will be cherished.



# 'REGIONAL MEMBERSHIP UPDATE'

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, [barbara.mifsud@rotary.org](mailto:barbara.mifsud@rotary.org), <https://www.facebook.com/barbara.mifsud.1>



Happy Membership Month! While all Rotarians are responsible for membership attraction and engagement throughout the year, August has been designated as a month to celebrate Rotary's greatest asset — our members. Thanks for all that you do, and all you will do as Rotary leaders this year. We have some exciting additions to membership resources including those highlighted here, but I urge you to also check out the updated membership pages: [rotary.org/membership](http://rotary.org/membership) and [rotary.org/flexibility](http://rotary.org/flexibility).

## **New! Corporate Membership Guide**

If your club is looking for ways to partner with local businesses, consider offering corporate membership. Corporate membership allows Rotary clubs to engage a corporation – or any business, non-profit, or government entity – by offering an alternative membership package to some of its employees. The new [Guide to Corporate Membership](#) includes information about the ways it can be structured, the benefits it offers, and what you need to do to get started. The guide also includes a template that can be used when connecting with local businesses about this opportunity and sample bylaws that you can build on. Also available in [French](#).

## **New! Learn How to Adapt to Change**

Change isn't always easy, but sometimes it's necessary to adapt and evolve. Rotary's new online course, [Leading Change](#), covers how to plan for and manage change, how to successfully lead it, how to assess people's readiness for change, and how to respond to resistance. Share this course with other leaders and members in your district, including your district's Rotaract chair and Rotaract representative to help them develop as leaders.

## **New! Strategic Planning web page**

Have you seen Rotary's new [Strategic Plan webpage](#) on [rotary.org](http://rotary.org)? The new webpage describes Rotary's five-year action plan based on a new model of service leadership that is grounded in person-to-person connections. It also defines our priorities in detail, which are to increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt. Share this new webpage with club leaders and keep the strategic plan in mind as you work to 'Grow Rotary' in 2019-20 and beyond. Download the [strategic plan flyer](#) as well as the [strategic planning guide](#).

## **Updated! Membership Resource Guide**

I've updated the Membership Resource Guide with helpful new resources and publications noted in red. If you have any questions about the materials listed, please let me know. Available in [English](#) and [French](#).

## **Membership Leads report**

Membership leads submitted through [rotary.org/join](http://rotary.org/join) are first sent to the district leadership team. That's why it's beneficial to have an established process for quickly and effectively managing leads and connecting these prospective members with the right club. It's important that districts and clubs use My Rotary to update the status of candidates, because that data then populates the report so district leaders can see how far leads have gotten, what percentage of leads haven't been followed up on and what percentage of leads are no longer interested in membership.

In 2018-19 Australian districts received **291** leads and only **7.22%** were admitted into Rotary. In New Zealand and the Pacific Islands, the conversion rates were similar with receipt of **40** leads and only **7.5%** converted. These leads are people who are already aware of Rotary and are interested in knowing more. See what happened to leads in your district in 2018-2019 and make a resolution in this coming year to make them a priority:

[2018-2019 Australian districts](#)

[2018-2019 New Zealand and Pacific Islands](#)

And a friendly reminder: district leaders please don't forward the Membership Leads e-mail alerts you receive to clubs leaders. They won't be able to open the link in the message (the link is specific to the district's leads page). Instead, please assign the lead to the club in Membership Leads and an e-mail alert with a link to the club's leads page will be sent to the club's leadership.

## **Membership Start Figures**

Please note, official 1 July membership figures will not be ready until mid-August. As you run membership reports in Rotary Club Central, please keep in mind that membership numbers are subject to change. Staff are working diligently to process end-of-year membership changes like new club charters, member terminations and new member additions that are submitted in a variety of forms (online, email, fax and post). Because the official start figures are not finalised, I haven't included membership reports this month.

# 'CLUB TRAINING – ROTARY CLUB OF JINDALEE'

**Article by PDGs Stephen Lazarakis and Allan James**

What happens when your Club loses its 'MOJO'? This is the problem that faced the [Rotary Club of Jindalee](#), District 9630. A committee of senior members was established to reverse the membership decline and re-vitalise the Club.



PDG Allan James was asked to conduct a SWAT analysis with the Club and establish the points that were of concern to the members. Following the SWAT analysis and the follow up review session, deficiency in the areas of leadership, mentoring, communications, fellowship and Rotary knowledge were highlighted.

Jindalee member PDG Stephen Lazarakis and PDG Allan James, both experienced trainers and Rotary Leadership Institute (RLI) facilitators, were tasked to develop a Club Training session to address as many of the areas of deficiency as possible. We have all experienced those Rotary training sessions where we were subjected to endless talking heads, retelling the same Rotary stories and messages of membership, club administration and mind-numbing Rotary Foundation facts and figures. Don't get me wrong, both Stephen and Allan have delivered such sessions and they have their place.



Something new was required to deliver the messages in a fresh, interesting and engaging manner, a content and delivery strategy that delivered the message to the 'grass-roots' Rotarians and partners of the Club. It was decided to present sessions on Rotary/life balance & inspiration, membership, social media, The Rotary Foundation, service and an opening motivational session by District Governor Jitendra Prasad. We also included a session entitled 'Partners', presented and facilitated by PDG Debbie James. Debbie was a Rotary partner before becoming a Rotarian and eventually District Governor.

All the sessions began with a short video clip that complemented the topic in a light-hearted, yet inspirational manner. It took many many hours of searching the Internet and Rotary repositories to find the correct clips. We believed the attendees should have the ability to determine the course of the discussions within the limits of the topics, so the sessions were facilitated by experienced Rotarians with RLI facilitator experience. The biggest surprise for us was the discussion and feedback from the partners. In what is a male dominated Club, the ladies shared a new perspective regarding more social activities and service projects with a female focus.

Wrapping up the day, the feedback from the 70+ attendees was very encouraging and complimentary. From the youngest (in Rotary years) to the oldest Rotarian, everyone felt the day was planned for them and the information was presented and received on a personal level. This successful day demonstrated training specifically designed by the Club Trainer can identify and rectify unhealthy trends in the Club.

The Rotary Club of Jindalee has now identified Club Presidents for the next three years. Board Members now have deputies who are being mentored for eventual Board positions. An inclusive social calendar has been established and new innovative projects are being investigated.

Additionally, inspired by the new Rotary vigour and an interesting address by RC PDG Tim Moore, the foundations of a new Passport Club (with a difference) has been laid and is being facilitated by PDGs Stephen Lazarakis and Allan James.

Our thanks must go to DG Jitendra Prasad, RC PDG Tim Moore, PP Evan Burrell, PP Greg Foster, PP Paul Curnow, PP Greg Killoran, PP Johnno Chen and PDG Debbie James for their contributions and time.

## 'GROW ROTARY!'

**RI President Mark Maloney**

"Our members are the ones that do the work that Rotary is here for and create the experiences that make Rotary what it is. We need to grow Rotary!", says President Mark Maloney.

Watch President Mark's video message [here](#) and listen to why we need strategies to grow membership other than inviting our friends to join.

He argues that instead of asking 'who do we know?', we need to ask 'who are we missing?'.

# 'HOW CAN WE MAKE THE ROTARY CLUB EXPERIENCE EASIER FOR BUSY PEOPLE?'

Article by ARC PDG Marion Johnston

The **Rotary Club of Whanganui Daybreak** meets 7 am on a Monday, twice a month.

Membership has been pretty static for some time and late last year the club began looking around for new opportunities to grow their membership. The club members agreed that working people with families are the community members they want to see involved in Rotary and who aren't well represented in the town's other two Rotary clubs, both of which meet weekly – one at lunchtime and the other in the evening.



Having made that decision, the club looked hard at their culture, venue, meeting structure etc; what changes could be made to be more attractive and to make Rotary membership easier for their 'target market'?

The meeting venue had been a room off the restaurant of a hotel – isolated from any other people, activity, no opportunity for public engagement or recognition

Then, a new café opened not far from the old venue. A café with an indoor and outdoor playground attached. What better opportunity to attract potential members with families? The early-morning 1-hour meeting suits members; they can bring their children, there is no fixed meal, members choose whatever they wish from the breakfast menu or simply grab a coffee, the kids play while project planning and club business is done. The parents can drop the kids at school and be at work for an 8.30 start – perfect. Sometimes the kids even make a presentation to the meeting – what exciting new things are going on at school, ideas for starting a Rotakids club, as a couple of examples.

*β Photo of Alex, the son of Rotary Club member Shane King, addressing the meeting.*

August will see the induction of a new member who has been attending with her son. BOTH have been enjoying the meetings even though neither would say they are 'morning people'!

## 'UPCOMING MEMBERSHIP VOICE WEBINARS'

Information supplied by Kero O'Shea, Coordinator - Membership Voice

Rotary in Western Australia

**Inclusion 101**  
The key to diversifying your club

Katey Halliday

7 August 2019  
7pm CST

A Membership Voice Presentation

### **Katey Halliday: Inclusion 101**

7 August 5.30pm WST/7.30pm EST

<https://www.facebook.com/events/414624215808160/>

Katey Halliday is a past president and charter member of the Adelaide City Rotaract Club and recently joined the Rotary Club of Adelaide Light.

By recognising the benefits of diversity and inclusion within our clubs, we can begin to embrace the opportunity to improve the membership experience for everyone.

Rotary in Western Australia

**The Melbourne Model**  
How to grow your club sustainably

Amanda Wendt

15 August 2019  
7.30pm EST

A Membership Voice Presentation

### **Amanda Wendt: The Melbourne Model**

15 August 5.30pm WST/7.30pm EST

<https://www.facebook.com/events/1124197484433867/>

Amanda helps entrepreneurs and leaders to matter by helping them to create a compelling brand, convert thought leadership into sales and turn clients into advocates.

Amanda is the current Vice-Chair of RI Communications Committee, District 9800 AG (Stonnington), Rotary Club of Melbourne's Membership Director and a Past President of the Rotary Club of Melbourne Park.

# 'IMAGINE IF EVERY CLUB HAD A 'PRESIDENT ELECT MIKE!'

Letter by President Mike Sheppard, Rotary Club of Invercargill Sunrise, article received from ARC PDG Karen Purdue.



"I wanted to share something special that happened in my Rotary Club of Invercargill Sunrise. In April 2019, our club members received a letter from President elect Mike Sheppard. He told the story of his journey in deciding if he would accept the role of President", Karen said.

"I was reassessing my future with Rotary. What was my place in Rotary? What did I want from Rotary? Was Rotary worth the time and expense?

**And the presidential question added to the angst ...** Do I head for the Rotary exit door or do I stay and help shape the future of the club?

I'm time poor. I'm a full-time businessman, a part-time taxi driver to 2 busy teenagers, a part-time sportsman, a sometimes builder... and I'm a Rotarian. Invercargill Sunrise Rotary is an ageing club.

Our members are highly connected with the world so they travel frequently, many have holiday homes they visit in the weekends and many are highly sought after in their professional fields.

Rotary competes for our valuable time with many other things in our lives so our 'Rotary Moments' need to be good.



**President Mike**

Our meetings need to be high quality to encourage attendance, our projects need to be fulfilling, and our social events need to be time well spent.

I want our meeting to be such an engaging event that you want to invite everyone you know. An event that you really don't want to miss.

I want to increase the social connections between club members such that these interactions become more than just part of your 'Rotary life' but part of your 'everyday life'.

With the assistance of some past-presidents I have developed a checklist of things I would like to achieve during my term as president.

I want to retain a lot of the old. I want to try a bit of the **new**.

Like many people, I have a reflex negative response to the suggestion of change, so I'm telling you about it now, a couple of months out, so there is an opportunity to digest and discuss some of these ideas.

I don't think they're particularly frightening?

Some of the ideas are sure to be dropped and we will pretend they never happened, but hopefully some are embraced and will improve your club experience."

*"Our Sunrisers have embraced the **new**.*

*We now meet twice a month, with a guest speaker. There is a strong focus on speaker quality with a reduction in organisations that are fundraising.*

*One meeting per month is held offsite, without a speaker at different cafes.*

*We aim to have one social activity and or project per month.*

*There have been other changes and more to come over the next 2 years as part of the 'revitalisation' plan.*

**Imagine if every club had a President elect Mike!"** Karen said.

## 'TRAINING TIP'

### Resources to strengthen your year

From Rotary Training Talk, July 2019

On My Rotary, you can find training resources to help you meet all your goals, including:

- § **Trainers page** - Find leader's guides and manuals to train Rotarians at all levels.
- § **Brand Center** - Find Rotary logos, images, certificates, and templates to customize club and district promotional materials.
- § **Learning Center** - Find role-based, topic-based, and general interest courses for members and new officers.

# 'WHAT EVERY ROTARIAN SHOULD DO BEFORE THEY DIE'

Article by Euan Miller, Secretary and Director, Partnerships. [Rotary Club of Norwood Inc](#)

One of the greatest experiences of being a Rotarian, as we do good in the world, is to participate in a **Global Grant**.



Most clubs never experience the delights and rewards of a Rotary Foundation Global Grant because it is beyond their experience or beyond their budget.

However great opportunities are now available to do this. The millennial generation is now making up almost 50% of the workforce and what's more, is joining Rotary. Millennials are passionate about Rotary because it enables them to do overseas projects. Furthermore the Foundation is flush with money, some of it you would have donated, so why not use it?

So here are the six easy steps to make it happen.

- 1. Find a project** Look at your club members and links they might have with developing countries. A personal link makes it even more rewarding for your club and easier to manage if it goes slightly awry. If you can't make a link see if there is one in a neighbouring club that you may be able to share.
- 2. Find USD15,000 from club funds** This is the minimum dollar amount for a project and a seemingly insurmountable barrier especially for smaller clubs. Sharing the fundraising with other clubs is an immediate solution. If you get enough clubs you can easily build a project with as little as \$1000 each. Corporate or private foundation support is another way to build your corpus because they get tax deductions and you can add it to your funds, as long as the money goes through your club's books.
- 3. Magically multiply your \$15,000 by 3.5 times** Through matches from both your district (and other districts) as well as the Rotary Foundation you can make \$15,000 become \$52,500 with the stroke of a pen.
- 4. Write your submission** This is done online and Rotary has tried to make this as simple as possible. If you have had no experience in writing grant submissions it will still seem a struggle. Get somebody in the club who has such experience to write it or get help from your District Foundation Committee. RI has just appointed cadres this year to help as well [Cadre@rotary.org](mailto:Cadre@rotary.org)
- 5. Three key submission points**
  - a. Your project must fit one of the six Areas of Focus <https://www.rotary.org/en/our-causes> It may fit into more than one but just choose one – it will be processed by RI much more quickly. It will take around 6 weeks for approval and another 4 for the grant to arrive in your account.
  - b. It must be sustainable – you need to ensure that it will continue to be self-funding or otherwise continue, after your grant runs out.
  - c. You need a partner club in the developing country to help with local management
- 6. When things go wrong** One of the great learnings from a Global Grant project is how things work differently in a completely different culture. Don't get frustrated by this; just accept it as part of your expanding life experiences. If you find things difficult with paperwork and bureaucracy, you can bet it will be much more so for your partner club especially if they don't speak English or their communication systems are poor. On the ground management and reporting may not be up to the standard you would normally expect either. There inevitably will be things that go wrong where your club will use its skills to fix. There is provision in the grant to fund travel for your club to monitor the project. It is a good idea to include this in the budget. Whatever does go wrong can be fixed. Every club has the wit and skills of its members to do this. My club and I have a lifetime of stories to prove it, and so will you!

## 'ROTARY CONNECTS THE WORLD'

RI President Mark Daniel Maloney, from [Rotary News](#)

Rotary allows us to connect with one another, in deep and meaningful ways, across our differences. It connects us with people we would never otherwise have met, who are more like us than we ever could have known. It connects us with our communities, to professional opportunities, and to the people who need our help.



... All of us are in Rotary together, whoever we are, wherever we are from, whatever language we speak or traditions we follow. We are all connected to one another – part of our communities and members not only of our clubs, but also of the global community to which we all belong.

This connection is what lies at the heart of the Rotary experience. It is what brings us to Rotary. It is why we stay. Please join your fellow Rotarians on this journey as **Rotary Connects the World**.

# 'A REFLECTION ON THE FIRST 100 DAYS – CITY ROTARY'

*From Rotary out West, Posted on Mar 16, 2019*



**Perth's newest Rotary club was launched last November, [Rotary Club of Perth City East](#) or [City Rotary](#) as they prefer to be known.**

Born out of a desire to create a more contemporary approach to rotary, much of the traditional Rotary meeting style has been revamped with emphasis being placed on a professional PowerPoint style visual presentation. 75% of members are new Rotarians from a diverse range of backgrounds.

President Elect, Greg Thurston says that it's the blend of experience mixed with fresh perspective that is at the basis of City Rotary's vibrant personality.

"We want our Club to be relevant, not just to our members but also to the broader community in which we live and connect with. As a result, we deliberately target non-Rotarians in our communications and try our best to create meetings which are topical, interesting and inspiring for everyone."

Starting with 34 founding members, the Club has recently recruited its 47<sup>th</sup> member, Carmelo Arto, who is CEO of Breast Cancer Research Centre, WA.

Reflecting on the success of the Club's recruitment drive so far, President Ross Robertson says he believes it's a tribute to the hard work and commitment of not just its leadership team, but also the value that its members place on their connection to the Club – they are motivated because they believe in what City Rotary is about and wants to achieve."

Being 'relevant' is something that the Club doesn't address lightly. Starting with their branding, everything from its logo to its communications has been strategically designed to ensure it is creating a very deliberate impression – one that is reflective of current trends and expectations. And, it's taking full advantage of social media, being active on LinkedIn, Twitter, and Facebook.

With latest statistics showing that over 60% of internet users access it using their smartphones, City Rotary is well on track to ensure their messages are easily accessible.

Anyone curious about the new club is welcome to attend its Breakfast Club meetings, held fortnightly at The Hyatt Regency on Adelaide Terrace.

Featuring high profile speakers from across the Perth business community, it has already hosted Richard Goyder AO, WACA CEO Christina Matthews (who is also a member of City Rotary), and more recently political guru and commentator, Peter Kennedy.

Outside of regular meetings, the club has begun working on a number of projects around clusters that include focus on local community, health and mental health issues, as well as youth. That's of course, in addition to Rotary International's world-wide projects which the club is fully supportive of.

Polio is a particular focus for the club, with guest speakers receiving a certificate for a donation made to the End Polio Campaign on their behalf – this is in lieu of traditional speaker gifts.

## 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.

## 'MEET NEW ARC PETER FRUEH'

Peter was born in Melbourne and completed Engineering and Business Administration degrees at the University of Melbourne. He worked in senior roles in Telstra and its predecessors over 30 years. He was a director of several companies and associations. After leaving Telstra in 2002, Peter established an executive coaching business called AchieveChange. After three years with Hewlett Packard, he ceased full time work in 2006 and joined the [Rotary Club of Balwyn](#).



Peter was President of the Rotary Club of Balwyn in 2011-12. He was an Assistant Governor in 2013-15. He led a GSE team to D6840 Louisiana/Mississippi in 2015 and was [D9800](#) Chair for Community Service in 2015-16, District Governor in 2017-18 and will be Chair of Membership in 2019-20. He is a facilitator for Club Vision within D9800. Peter and Anne attended the RI Conventions in New Orleans, Sydney, Seoul and Toronto. Peter's passion in Rotary is enhancing and being part of high-performance teams. This reflects his vocational experience and its application to enhancing Rotarian club and District performance in the positive, collegial, volunteer environment that Rotary provides. Peter is Co-chair of the Planning Group for a Regional Pilot Structure for Zone 8.

## 'MEET NEW ARC IDA PORTELLA'

Rotarian Ida Portella is a member of the [Rotary Club of Mareeba](#) in North Queensland, she has held all positions at club level and various positions at District Level including District Governor 16-17 for District 9550. She owns and operates her own Travel Business, she is Chair of the Mareeba Friends of the FNQ (Far North Queensland) Hospital Foundation and Rotary FNQ Field Days in her spare time she loves the theatre and is very passionate about growing Rotary.



## 'MEET ARC STEPHEN LAMONT'

Stephen joined the [Rotary Club of Kardinia](#) in 1993 and has served in many roles in the club including club President and Secretary twice. At District level he has served as an Assistant Governor, Conference Chairman, Future Vision Coordinator and Foundation Alumni Chair.



Stephen was District Governor of District 9780 in 2016-17 and was appointed to the role of Assistant Rotary Coordinator for Region 8 in 2017-18, a role he continues with to date. Stephen is also a member of the Host Organisation Committee in the role as Vice Chair – Services for the Rotary International Convention to be held in Melbourne in 2023.

A pharmacist by profession he has been proprietor of his pharmacy business since 1989 and has served a term as a junior committee member on the Pharmaceutical Society of Victoria. He is married to Gaye, who trained as a nurse but who now works in the pharmacy as retail manager.

Stephen and Gaye have two adult children and live on the Surf Coast at Aireys Inlet. They share a love of the outdoors and musical theatre and value the strong friendships they have made through 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 [drissa@bigpond.com](mailto:drissa@bigpond.com)

## ROTARY COORDINATORS' TEAM

2019-20 ZONE 8

Zone 8; Australia, New Zealand and Pacific Islands

9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670, 9675, 9685, 9700, 9710, 9780, 9790, 9800, 9810, 9820, 9830, 9910, 9920, 9930, 9940, 9970, 9980

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