

ROTARY ON THE MOVE

Rotary Coordinators' Newsletter

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'WE NEED YOUR FEEDBACK PLEASE'

Article by RC PDG Tim Moore



'Rotary on the Move' is almost 10 years old. With a small band of helpers particularly Issa Shalhoub from the Rotary Club of Milton-Ulladulla, then Rotary Coordinators Rob Wylie, Rob Crabtree, PRID Noel Trevaskis, PDGs Malcolm Lindquist, Jessie Harman and John Prendergast, it has been compiled and sent 11 times a year to 2,500+ Rotarians. We know too that it is then forwarded on to thousands of others for their use as a regional membership initiative.

In my last two and a half years as a Rotary Coordinator I have realised how much it is valued by our local members and others around the world. While designed for district leaders and membership chairs it is also aimed at innovative members wanting to strengthen their clubs. We hope to showcase what works and the experiences and opinions of members and our up and coming leaders.

I especially like it when we get feedback!

While we know it's not perfect, it has presented simple ideas to more complex models to help clubs achieve success. We value the many who contribute articles and always need more.

Our team now feels it is a good time to get our readers' opinions from a brief survey – to help us through the next 10 years!

Please click on this [link](#) to have your say, there are only 7 simple questions to help us plan. All replies are anonymous, we look forward to your responses and ideas for the future.

'WHAT'S NEW IN THE LEARNING CENTER'

From Rotary Training Talk, November 2019

CHECK OUT THESE NEW COURSES IN THE LEARNING CENTER

§ **Assistant Governor Basics** — Assistant governors will learn how to prepare for their role, work with their district team, and more (in English only; other languages become available 1 December).

§ **Leading Change** — Learn the basics of managing change and how to succeed in leading change.

§ **Essentials of Understanding Conflict** — Review the fundamentals of understanding and resolving conflict and explore how various conflict management styles can resolve them.

Mentoring Basics — Understand the responsibilities and benefits of mentoring adult professionals. This course includes worksheets and tips for success in mentoring.

'THE STATE OF ROTARY MEMBERSHIP'

From Rotary Membership Minute, October 2019

No two clubs in the Rotary world are the same, and yet many of them share similar membership challenges. The newly revised [State of Membership Presentation](#) presents a picture of where we are as of 1 July 2019. The 15-slide PowerPoint can be easily customized to meet your region's needs.

'REGIONAL MEMBERSHIP UPDATE'

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



COURSES ON THE LEARNING CENTRE

Taking a course on the Learning Centre on My Rotary is a great way to learn more about membership related matters. You can learn anywhere and at your own pace. For those organising district or club level training, consider including an online course(s) as a way to complement face-to-face learning, particularly if you have participants of varying degrees of knowledge. This way you cultivate a more robust, face to face discussion and ensure that everyone is on the same page. District positions can gain access to reports on registration and completion rates.

There are 8 main membership courses including [Best practices for engaging members](#); [Is your club healthy?](#) [Strategies for attracting new members](#) and [Practicing flexibility and innovation](#). You can also enroll in the Membership learning plan. However, there are a whole range of other useful courses that may be useful in learning more about membership matters including [Leading change](#), [Essentials of understanding conflict](#) and [Preventing and addressing adult harassment](#).

Why not include [Rotary basics](#) as part of your new member orientation program? Or you can educate new members about some of the benefits of being a member by getting them to complete [What is Rotary Global Rewards?](#) If you are thinking of creating a mentor program to increase new member retention, why not check out the [Mentoring](#) course? You might have already put up your hand to be part of your club's membership committee for next year, but what does that entail? Enroll for [Club membership committee basics](#) to find out.

Go to [rotary.org/learn](https://www.rotary.org/learn) and sign in with your My Rotary details, or find the link on My Rotary under the Learning & Reference tab. Check out the recently updated [Learning centre catalogue](#) for a list of all the courses available with handy links.

REMINDER! STATE OF MEMBERSHIP PRESENTATION AND WEBINAR

Rotary's members are our greatest assets. When our membership is strong, our clubs are more vibrant, Rotary has greater visibility and our members have more resources to help communities flourish. Learn about: current membership data and trends; who is joining Rotary and who is leaving; and opportunities to make membership a top priority. Watch the recording [here](#) and access the slides [here](#). Alternatively, customise [the presentation](#) and give it during a club or district meeting.

MEMBERSHIP RESOURCE GUIDE

I've revised your regionalised Membership Resource Guide with helpful new resources and publications noted in red. It's available in [English](#) and in [French](#) (for some of our friends in the Pacific Islands). The guide has live links for easy access to all of the resources.

MEMBERSHIP LEADS REPORT

Every year Rotary as an organisation receives thousands of on-line enquiries via [rotary.org/join](https://www.rotary.org/join) from people who are interested in joining. These leads are first vetted by Rotary International staff, then sent to the appropriate district in order for them to assign to a club. The club will then receive an email notification and they have to log into My Rotary to get the details, track the progress and hopefully admit them to the club.

From 1 July to 31 October 2019, Australia, New Zealand and Pacific Islands have received 118 leads. 44% have been referred to a club but only 4% of clubs have contacted the candidate and only 3 have been admitted as members. Check out the district by district breakdown [here](#).

MEMBERSHIP STATISTICS AS AT 29 NOVEMBER 2019

All districts in Zone 8 bar one have positive net growth in comparison to 1 July numbers, with three districts adding +50 members. The Zone is up +500 members. Well done! Let's hope that we can hang on to the positive growth coming into December when clubs traditionally update their membership lists in anticipation of the RI invoice.

[Comparison to 1 July as at 29 November 2019](#)
[Detailed demographics as at 29 November 2019](#)

'CREATING A FAMILY-FRIENDLY VIBE WITH YOUR ROTARY CLUB'

From *Rotary Voice* posted on **October 17, 2019**

Article by **Anabella Bonfa, Rotary Club of Irvine, California, USA, with Anthony Bonfa**



The Bonfa family at a club-sponsored food drive to benefit families in South Orange County, California, USA.

"I remember being at a local food drive where we were collecting food donations outside a grocery store. Don reached into his pocket, pulled out \$40 and told me to go shop in the store for "food samples" to put on our display table. That same day, Don told me I was old enough to count all the money and checks, about \$400 worth and I became his official accountant. I had a great time shopping and counting money as you can see in the photo (right)."

"At the local dental clinic, Don asked me to put together a "play area" with toys so that kids waiting hours to get dental work could play while they were waiting. I brought my collection of Hot Wheels, Legos, and Beyblades and set up a coloring area."

"All year long Don made me his "special helper." I've helped every year since. Now that I'm 16, I have volunteered at more than 70 projects and experienced all kinds of things I wouldn't have seen otherwise. I've built houses in one day for families sleeping on floors in Mexico, helped people see for the first time with free glasses, and even cooked waffles for the Marines. Rotary has grown my understanding of my own community and others abroad."

"This year, I chaired my first Rotary project, running the same food drive where I volunteered with Don the first time. We lost Don to cancer a couple of years ago, but he taught me well and I think chairing the food drive honors his memory."

Engaging kids doesn't just mean putting them to work. Cisca, another club member, donated points to make Anthony a [Paul Harris Fellow](#). Other members arranged to have District Governor Kevin come present him with his Paul Harris pin and honor his volunteer service. Bret taught him how to keep score at a baseball game. Other district governors have given him the opportunity to practice his public speaking skills at district conferences. He appreciates his Rotary mentors and friends and considers many to be his "extended family."

Anthony's Rotary opportunities have changed his life. When he was 12 and in heavy competition to join his school's robotics team he was chosen as the captain to manage the team because he was the only kid who 1) had public speaking experience 2) had regularly worked with a team of volunteers and 3) understood how to manage money in a project.

In high school he has been a multiple recipient of the Prudential "Spirit of Community Service" award which will bode well in future college applications.

Anthony's presence at service events encourages other parents to join our club and gives us a "family-friendly" vibe. We also regularly invite local high school students and Rotaract members at the University of California, Irvine, to our service projects and we go to their projects to support them in return.

We, as a club, honor our youth and we believe if your club does too, you will attract younger Rotarians and build the next generation of Rotary leaders who will continue your club's work for many years to come.

My husband and I and our teenage son Anthony all volunteer at 30 or more projects every year. We consider ourselves a Rotary family. All three of us are hands-on because we come from a smart club that engaged our son in Rotary projects at a young age.

We all enjoy Rotary because it gives us a joint activity where we can spend time together with mutual friends, contribute our individual talents, and create a better world. My club went out of their way to include Anthony from day one. This is how he explains it:

"My first experience with Irvine Rotary was when I was 9. My mom had just joined the club and she started taking me to every volunteer project with her. I didn't know what to do to help at first. Don Kennedy was the president of the club that first year and he changed everything for me by putting me to work."



A younger Anthony Bonfa counts money for a food drive

'ARE MAKE-UPS STILL VALUABLE?'

Article by ARC PDG Stephen Lamont

It was during a recent interstate trip and having a walk through the local area that I noticed a sign with a Rotary logo. A Rotary club meets here ... and I reflected that I had not done a make-up, at another Rotary club, for a very, very long time. Yes, I had used other Rotary meetings and a working bee as a make-up recently ... but not visiting another club. Perhaps, it was time to do so.



The local club met on a morning I was there and being from a breakfast club it was a time I was used to – I really should attend – so I did. The atmosphere was inviting (as it should be) and engaging. The interesting and perhaps not surprising fact was that the club was excited that they had a visitor - because it had been a very, very long time since a visiting Rotarian had attended. The meeting morphed into an open forum - they wanted to hear about the club I was in, projects we are involved in as well as club issues. During discussions we shared ideas, found common ground but importantly shared what made each club successful. By starting a conversation, we became better friends. The experience reminded me of one of the most basic ideals of Rotary – that through friendship we are united.

One of the members in our club does regular visits to overseas countries and has always enjoyed visiting other clubs – to him it reinforces the fact that we are an International organization. He proudly returns to the club and shares his experience. It has also led to global grant opportunities. Having the personal local contact makes the project much easier to administer and this has been very rewarding for both clubs. It also provides the opportunity to view how other clubs function first hand – can we bring something back that shall enhance our club experience?

One of the reasons Rotarians attend International Conventions (and this permits an opportunity to highlight that the Rotary International Convention in 2023 shall be held in Melbourne) is to personally view the wider picture of what Rotary achieves on an International scale. We meet and hear from likeminded people from all over the world and share club experiences. Are we as prepared to do this when we travel on a smaller scale (even our own backyard)?

As we approach Christmas and the holiday season, it is worthwhile noting that the work of Rotary and our membership does not stop. It is also a time and an opportunity to visit another club – doing a make-up locally or internationally may be more rewarding and valuable than you think.

'HOW TO HANDLE MILLENNIALS'

**By Michael S. Turner - A Theoretical Cosmologist
From the Zone 7A, Membership Newsletter, July - September 2019**



Speak the Language

- Don't talk about "events" they should attend. Instead, promote the **opportunities** and **experiences** Rotary has created for them.
- Don't pitch them a membership the way you always have. Instead, ask them for an **investment** and be able to describe the return they can expect on that investment.
- Don't ask for "volunteers" for a committee. Instead, invite them to **collaborate** with fellow Rotarians.
- Think words don't matter? Test these out and see for yourself.

Know your Audience

- Need a sophisticated understanding of who they will be.
- Know what they want. Ask them! They will be happy to tell you and offer to help make things happen.
- Offer the specific programs to them.

It's About Culture

- Millennials have an almost subliminal obsession with culture, and with finding people, places and organizations that match their values.

Collaboration

- Find a place where individuals can come together and collectively produce something of value.
- Engage in a two-way conversation where they feel like they've helped to shape the project's goals.

Distributed Authority

- Empowering leaders to feel ownership of projects or experiences will drive them to incredible results.
- You need to be very careful who you place in leadership positions. But once you've matched the right person with the right project, the rest will take care of itself.

Recognition

- After the fun is over you need to spend time thanking those people who made the event or program so great. This simple gesture will ensure that person is loyal to your Rotary for their entire career.

'GROW ROTARY'

Article by Floyd Lancia, RI Director, Zones 30-31, 2019-21, from The Heartbeat, Zones 30-31 Newsletter, Sept/Oct 2019



... "Rotary Connects the World" year. As you look ahead to what comes next, have you contemplated the thought of "Grow Rotary?"

When I think of Grow Rotary, I think of more than growing membership. Not that growing membership isn't important, but my thought is that by combining Our Foundation and Rotary's Public Image, Rotary can grow in a more united and stronger way.

If you're thinking about increasing membership how about implementing a few thoughts that incorporate Our Foundation and really tell our story? Begin by:

- Creating a list of all the great things about your club and telling others;
- Knowing your club's strengths and promoting service/social activities;
- Talking about Rotary wherever you go, wearing your pin;
- Being persistent and vibrant while talking about how Rotary impacts your life and that of your family.

Rotary's Public Image efforts around "People of Action" provide downloadable ads [here](#). You'll find guidelines on how to use and localize each element, making it easier for your club or district to tell the world the Rotary story in a consistent, compelling way.

The Public Image "People of Action" campaign brings the Rotary brand to life by highlighting what happens when community leaders within Rotary join together, share their vision, exchange ideas about solutions, and take action to make it a reality.

How about our Foundation? The work of Rotary, as we all know, is boundless, and Rotarians always ready to assist. Has your club or district made application for a Global or District Grant? Think about the impact of that grant that you're contemplating.

Over the past century, our Foundation has contributed \$3 billion to programs and projects that have transformed countless lives. How many lives have been saved or transformed by Our Rotary Foundation projects over the past 102 years?

I doubt that we'll ever be able to quantify our results exactly, but I do know that millions would not be an exaggeration. Telling our story about the good things we do with Our Foundation will be a sure fire, winning combination when it comes to attracting members.

Create a membership campaign that shows Rotary's work supported by Our Foundation, telling our story and truly, consistently living as People of Action.

'A MAGIC POTION FOR MEMBERSHIP GROWTH?'

From Rotary Membership Minute, October 2019

OK, there is no magic potion for membership growth. But there are steps you can take that work. One district in Zone 31 successfully grew its membership by [organizing several efforts](#) throughout the year. One thing the membership committee made sure to do was to act on new [Membership Leads](#) quickly and consistently.

'THE TOP THREE REASONS FOR LEAVING ROTARY'

From Rotary Membership Minute, October 2019

- § Cost or time constraints
- § Club environment and culture
- § Unmet expectations

Does your club know why its members leave? Use the [Understanding Why Members Leave](#) exit survey to find out and then develop a plan to address any issues the survey reveals.

'LEADING CHANGE ONLINE COURSE'

From Rotary Membership Minute, October 2019

Every organization needs to adapt and evolve to stay effective and relevant. But change isn't always easy. In the online course [Leading Change](#), you'll learn the basics of how to manage change, including how to succeed in leading it, how to assess people's readiness to make changes, how to plan for change, and how to respond to any reluctance.

'THE CHAMP CREATOR OF PROBUS CLUBS'

Article by Tony Thomas, Rotary Central Melbourne

Rotary clubs, focused on holding their own membership, don't often set up new Probus clubs. Rotary started the Probus movement in 1976 for retirees who want to make friends and keep active rather than do charity work. With the bulge of baby-boomer retirements, there's now plenty of potential for new Probus clubs. A champion creator of Probus clubs is retired electrical engineer Robert Renshaw 78, of D9810's Glen Waverley Rotary (about 60 members) in south-east Melbourne. Since 2016 he's helped set up eight new Probus clubs.



Glen Waverley Rotary, in District 9810, has a long history with Probus. In 2002 it ran an "interest meeting" for a new Probus club and got 200 applicants – so it started two Probus clubs at once. Members at the Syndal Combined Probus and Wheelers Hill Combined Probus have since grown to 300.

Robert straddles the Rotary and Probus worlds. He's been 47 years in four Rotary Clubs, is District 9810's Probus Chairman, is Syndal Probus's current president, and was a Probus national director from 2016 to 2018. Wearing multiple hats, he helped start these D9810 Probus clubs:

Year	Probus Club	Members now	RC Sponsor
2016	Glen Waverley	80	Glen Waverley
2016	Croydon Park	125	Boronia
2018	Wantirna South	35	Rowville/Lysterfield
2018	Endeavour Hills	40	Endeavour Hills
2018	Doncaster Valley	40	Doncaster
2018	Kerrimuir	35	Box Hill Central
2019	Mont Albert N.	40	Mont Albert
2019	Ringwood Lake	40	Mitcham



Robert Renshaw, Rotary's stalwart on Probus Clubs

Robert explains, "We scan census and suburb data looking for big groups of retirees. Probus South Pacific suggests 4% of retirees in an area would support a club but I work on 3%. Clubs typically start with about 30 members and grow by word of mouth.

"The challenges in starting a club are effective marketing of the initial meeting and finding a right-sized but low-cost venue. Commercial venues often charge too much. City council facilities work well – there's about eight Probus clubs all meeting at Monash City Council.

"We've got 18 Probus clubs in the Monash City zone, but a decade ago we had 26. Some clubs start with 60-year-old but don't keep recruiting. Members get old, don't join the committee and scale back activities until the club folds.

"Some Rotarians see Probus as a competitor. That's silly. They cater for different markets. Help from Rotary clubs can revive Probus clubs and Probus people's adult kids can be Rotary recruits."

Want to get a Probus club started? Contact Robert at rren2422@bigpond.net.au or Probus South Pacific – Joshua Stojanovic on 1300 630 488.

Australian Rotary membership is down 30% since 2000, from 37,614 to 26,875 at Oct 30 2019.

'WE ARE ROTARY: ADVANCING WOMEN AS LEADERS WEBINAR'

From Rotary Membership Minute, October 2019

Less than 25 percent of Rotary's members around the world are women, and women are underrepresented in leadership positions at every level. Watch [Rotarians Beth Keck and Todd Jenkins' presentation](#) about the benefits of being a diverse, equitable, and inclusive organization and the barriers that women face when they consider leadership positions.

'CREATING AN INCLUSIVE CLUB EXPERIENCE'

From Rotary Weekly, 19 November 2019

A top priority for Rotary is growing and diversifying our membership to make sure we reflect the communities we serve. Learn more about Rotary's diversity, equity, and inclusion statement.

[LEARN MORE](#)

'MEMBERSHIP'

**By Ed Strom, Membership Director.
From Rotaspoke, Rotary Club of Carlingford, NSW, D9685**



Due to a resignation I seem to have ended up as Membership Director. Why an old contrarian like me would be asked to look after membership I have no idea, but I'll give it a try. Membership, in my opinion, is more than just increasing the numbers on our books.

It is important for growth that we continue to seek new worthwhile members and give them the same opportunities for "Service Above Self" as we have, some of us are getting older and slower, we need to add to our stocks – why should we be so selfish as to keep it all to ourselves?

It is also very important to retain our current members and we can do this by encouraging those non-attendees to participate more regularly and for Directors to ensure that all members have a purpose in the Club so they feel they are contributing members.

There may be one person with the title of Membership Director but the membership committee totals 41, the entire membership of the Club, so I will need and I do ask for your help.

A few of my random thoughts on membership, not rocket science, but facts:

Apart from Cristy and Phil we do not have any partners as members. Often our partners are more Rotarian than we are!

We do not have any sons or daughters of members in the Club!

We do not have any next-door neighbours in the Club, in fact we don't even have two members that live on the same street!

We do not have one business owner or employee from either Carlingford Court or North Rocks Shopping Centre as a member!

We support around 15 schools in our district but to my knowledge we do not have any teachers or parents from any of those schools as members!

Until recently we have never gained a parent of the many exchange students we have sponsored!

We do not have any members from the numerous sporting Clubs in our area!

We give continuing support for many local organisations but where is their representation in our Club?

To my knowledge we have never gained a member through conversations or contact with the thousands of people that have come through the gates at the market!

We all have doctors, chemists, dentists, physios, electricians, plumbers, solicitors, mechanics, gardeners, butchers etc, so why aren't they in our Club?

As Rotarians we are really, really, really nice people so we must have numerous friends!

Just a few of my thoughts on the possible sources of membership, I'm sure you all have your own, if anybody would like to run with one of these or instigate your own ideas, please feel free to do so.

'Proposing New Members', pdf from RI.

'HOW WOMEN LEAD DIFFERENTLY'

From Rotary Membership Minute, October 2019

What are some attributes that women leaders tend to have? According to leadership expert Kathleen Rose, they are more likely to understand the importance of human connection, to be willing to care for others, and to be unafraid of transparency. [Read about and listen to](#) Rose's experiences as a leader and her recommendations for being an agent of 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.

'STARTING A NEW 'UNIQUE' CLUB'

Article by ARC PDG Doug St Clair

I was invited to speak at the [Rotary Club of Brisbane International](#) (RCBI) in November with the topic of the Rotary Foundation and of particular interest to the club, an update on the Polio Plus program and also Global Scholars. Good topics for Foundation Month.



It had been a while since I had visited the club which was chartered in 2017 during my term as District Governor as a unique club in several ways and I thought it might be useful for others to revisit its establishment.

First, it's critical that in establishing any new club that there is a driver. RCBI was lucky to have such a driver in then member of the Rotary Club of Wishart, Jitendra Prasad (now IPDG Jitendra Prasad).

Second, it was important for the club to have a supportive mentoring club or clubs. The [Rotary Club of Wishart](#) did this admirably even though they knew that they were going to lose one of their key members to the new club.

Thirdly and probably most important for the sustainability of the club, they needed a common interest or vision. RCBI just happened to be, in the interim, almost unanimously Fijian Indians by origin with a common goal of wanting to assist their 'home' country and at the same time pay back their current country for the wonderful gift of opportunity that it had provided them.

Since chartering, the club has gone from strength to strength, now with 53 members including a new satellite club, supporting Fiji with a wheelchair project, chartering a local Rotaract Club, feeding the homeless on a monthly basis, conducting an annual 'huge' Bollywood Ball and expanding their membership to include others, not necessarily Fijian Indians, who like the drive and activities of the club.

Great to have had an opportunity to be involved with this 'unique' club from the beginning.

The next issue of this Newsletter
will be published in February 2020.

*Season's Greeting
and Best Wishes
from the Newsletter's Team*

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

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2019-20 ZONE 8

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