



In this issue:

- 1 Joined and Stayed
- 2 Regional Membership Officer Update
- 3 - Struggle Street
- Rotary Opportunities
- 4 - Leading a District
- More Brains Solving Problems
- 5 - Elizabeth Quay
- What Do We Believe
- 6 Bushfire Emergency
- 7 - Melbourne City Probus
- 2020-21 Theme
- 8 - Talk About Failure
- Different Types of Membership
- The Team

'WHY YOU BECAME A MEMBER MAY NOT BE WHY YOU REALLY JOINED AND STAYED'

Article by RC PDG Adrian Roach



I think back to when I joined Rotary in 1994, I was 32 years old. At that time, I had just moved back to Maitland after a 10-year hiatus in Sydney. I had started a small business and was keen to become involved in the local community. I was invited to attend our local traditional club.

At first, I thought the singing of songs like “pack up your troubles in your old kit bag”, Grace and the National Anthem were a little strange along with the Sergeant of Arms fine session, the ringing of the gong and other traditional protocols. I was however more impressed by the calibre of the members, I thought I could learn a lot from, and indeed I did.

I put my focus on what we could and did achieve together as a Club. I was keen to share the benefits of being a Rotarian with others, and invited them along, but unfortunately many were focussed on the meeting protocols and not the outcomes. We must make it easier for prospective members to see past this and see themselves being involved in a way that has meaning for them.

While I believe the Object of Rotary and the Four Way test are important, they are not the first things to put in front of a prospective members. These principles have been developed over the years to provide Rotarians with a strong, common purpose and direction, to serve as a foundation for our relationships with each other and the action we take in the world. They are not an attraction tool, but they bind all Rotarians together.

Over my years in Rotary, I have enjoyed the opportunities I have had to be involved in many programs. One of the years I enjoyed the most was my years as Club President (see photo from 1999).



There are so many people who would love to be a part of what we do and what we achieve in the world. Inviting them to a meeting will not necessarily connect with our organisation and our achievements, but asking them to be involved in a project that sparks their interest just might be all it takes.

Identify prospective members, and get to know what they are interested in, what puts the ‘spark in their eyes’ and invite them to be involved in a way that has meaning to them. Wanting to be a formal part of Rotary and our work will naturally follow if we **ASK** and **INVITE** meaningful involvement.

Along with RC Tim Moore and our Assistant Rotary Coordinators, we are here to help Rotarians in engaging current members, attracting new members to develop vibrant clubs and meet their membership goals. We;

- Encourage innovative strategies for attracting and engaging members
- Support districts in new club development
- Help districts and clubs develop and implement strategic plans to reach their goals
- Make ourselves available to speak at District Training sessions for example Presidents Elect Training Session (PETS) and District Assembly.

Our contact details are on the last page. Please reach out if we can be of any assistance.

Check out the membership resources on Rotary.org by clicking [here](#).

'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>



Membership Experience Feedback Survey Results

Why do people join Rotary? What makes them stay in their club and what makes them leave? Rotary conducts the Membership Experience Feedback survey every year to better understand the needs, interests and engagement of our members. However, this survey goes well beyond just asking members if they like their clubs and how satisfied they are. In the last iteration, we also asked about club flexibility, areas of focus and other causes, local vs. global service, hands-on vs. financial contributions and leadership growth. The most recent survey also offers insight on prospective, current and former members that can differ by region. For example:

Why do members stay in Rotary?

In Australia, New Zealand and the Pacific Islands:

- to positively impact their community (14%)
- to have a positive impact globally (9%)
- for friendship/fellowship (13%)

In the U.S., Canada and the Caribbean:

- to positively impact their community (18%)
- for friendship and fellowship (9%)
- to connect with other people in my new community (10%)

In Latin America:

- to positively impact their community (15%)
- to have a positive impact globally (14%)
- for personal growth and learning opportunities (9%)

Why do members leave Rotary?

In Australia, New Zealand, and the Pacific Islands:

- Club environment and organizational culture (44%)
- Cost and time constraints (33%)
- Unmet expectations (10%)

In the U.S., Canada, and the Caribbean:

- Cost and time constraints (40%)
- Unmet expectations (16%)
- Club environment and organizational culture (29%)

In Latin America:

- Cost and time constraints (32%)
- Unmet expectations (22%)
- Club environment and organizational culture (27%)

As we begin the New Year, it's a good time to encourage clubs to ask their members if they're having a positive Rotary experience. View the executive summary from the Membership Experience Feedback Survey [here](#).

The Value of Rotary Volunteering

Have you ever wondered about Rotary's collective effort and global impact? A special report prepared by the Johns Hopkins Center for Civil Society Studies found that Rotary members had volunteered a total of 5.8 million hours within a four-week survey period. Extrapolating those results over an entire year, the report gave a conservative estimate of nearly 47 million hours of volunteer effort generated by Rotarians in a typical year.

General Secretary John Hewko said, "This is just the beginning of using the most innovative tools of measurement to capture and enhance our impact." Download the full report [The Impact of Rotary Volunteering --- 47 Million Hours a Year and Counting](#) to learn more about the top ten findings and view visual data and infographics on Rotary's global impact. Don't forget to [share this new report](#) with clubs as they connect with prospective members and talk to them about the benefits of joining Rotary's network of volunteers.

Membership statistics as at 31 December 2019

Unfortunately, the healthy gain we saw in November for the Zone was not enough to counterbalance the terminations that traditionally occur in the lead up to the January invoice (-115). 10 districts were able to hang onto the positive net growth with one district up by 79 (D9640). D9910 currently has the highest reported percentage of members who are alumni (4.7%), thanks to a committed alumni team. The good news is that we still have 6 months to go until the end of the Rotary, where we hope to better our position from last year's 1 July figure.

[Zone 8 Comparison to 1 July as at 31 December 2019](#)

[Zone 8 Detailed demographics as at 31 December 2019](#)

[Worldwide Comparison to 1 July as at 31 December 2019](#)

'STRUGGLE STREET – ROTARY MAKING A DIFFERENCE'

Article by PRID Noel Trevaskis

Several weeks ago, I came home after my Rotary Club meeting and watched the show Struggle Street on SBS. My first thoughts were that Rotary can make a difference to this family, the Zaric family of Nangus.



The episode of Struggle Street that featured the Zaric Family was (Season 3, Episode 4). This episode is still available to view through SBS on Demand.

An application was made for a grant from the Dick Smith Foundation through RAWCS for \$15,000 and it was successful. To make this grant a reality we need to match it with \$15,000.

Ricky and Peta Zaric live in Nangus, New South Wales (about 30km by road west of Gundagai). They have twins, Bree and Cody. Cody has some severe medical conditions requiring travel to Sydney and Canberra on a regular basis for ongoing treatment. His disease is Dent 1. This is very rare disease with only 250 people worldwide being diagnosed with Dent 1. His family is struggling financially and emotionally because of medical and travel costs. Complicating his disease is that Cody has a mutation of a gene called RANBP2. Medically they don't know what this means for Cody because this particular mutation has not been seen before. Cody is a high risk of any infection which could cause encephalitis.

They have not had a holiday since the birth of the twins five years ago. They are unable to use babysitters because of Cody's medical condition. Cody's father Ricky has to travel away for work which puts another strain on the family. They have a transportable home that they purchased but don't have the funds to fix it up. They are currently living in a "donger" on their property at Nangus. Ricky and Peta are under considerable stress and anxiety because of the financial burden on their family and continually worry about how they can afford basic items, let alone the ongoing medical treatment for Cody.

The Rotary Clubs of Districts [9700](#) and [9710](#) are collaborating to provide assistance to the family, firstly by renovating their transportable home. A builder has already made an assessment of the project which has been costed at \$38,000. This amount will ensure the cost of all materials/appliances needed will be met. Volunteers are being arranged to carry out the building, fitting and painting work.

As stated earlier a \$15,000 Rotary Grant has been secured through a Rotary Australia World Community Service (RAWCS) project but this money is only available on a dollar for dollar basis to match other donations.

Donations made to the RAWCS project 44-2029-20 established to assist the Zaric family are tax deductible through the Rotary Australia Benevolent Society (RABS) which is managed by RAWCS.

We are aiming to raise \$25,000 through donations to ensure the work can be completed. Anything raised over and above that will firstly be put towards a much-needed holiday for the Zaric family at the South Coast and then towards the ongoing medical costs for Cody. Please join me and making a difference to the lives of the Zaric Family by donating whatever you can at this link [Zaric Family Donation](#) Your contribution will be tax deductible and a receipt will be sent by return email.

You can also help by sharing this post or link with your friends, <https://donations.rawcs.com.au/44-2019-20>

'ROTARY OPPORTUNITIES'

Article by ARC PDG Doug St Clair

On Sunday January 5th my partner Sue and I had the pleasure of seeing off our DGE Patrice Robinson, D9630, who was on her way to the USA to participate in home hosting by the Rotarians of Rochester NY and then to San Diego for the International Assembly.



It made me think about the wonderful opportunities that Rotary provides for some people. I then thought that this is not just true of DGs and the like but of many, many Rotarians and in particular those that make a commitment to take on a leadership role within their own club or their District.

I think back to the opportunities that come to a club President – think of the people that you meet in your 12 months in the position – Guest Speakers, pollies of all varieties from local councillors to State reps and sometimes beyond, other Presidents from within the district, community groups that you have supported and of course your own club members, partners and friends.

You don't have to be the President, however, because anyone in any of the club leadership positions will also have their horizons and opportunities broadened – look at the involvement of a New Generations director with opportunities such as YEP, RYLA, RYPEN, RYTS, NYSF and so on. What about the Foundation Director with District and Global grants, Peace Fellows, Centurions and EREY, (for meaning of acronyms click [here](#)).

The point I am trying to make is that Rotary does provide many opportunities and if I can encourage some of our readers to accept this and spread the word particularly amongst prospective Rotarians, my job will be partly done.

'LEADING A DISTRICT AND FIGHTING A BUSHFIRE HAVE A LOT IN COMMON'

Article by Euan Miller, Secretary and Director, Partnerships. Rotary Club of Norwood Inc



Our DGsE are now returning from the International Assembly enthused for the year ahead. At the same time there is continuing commentary on whether or not our political leaders are indeed effective in the bushfire crisis enveloping Australia.

So how do we measure effective leadership? Especially in Rotary.

One of the overwhelming aspects of being a DG is the amount of time it can consume. Most DGs find they have never been as busy and never have travelled as much, any time before in their lives. This is why most DGs choose to wait until they have retired from their working careers before they take on the role.

Busyness is clearly not a measure of leadership. In fact it is an impediment because it adds to the clutter which takes the focus away from strategic thinking and decision-making. This is one hazard that needs to be minimised.

Command and control is another hazard that RI provides a DG by offering him or her supreme authority in the leadership and administration of the district. This is never an effective strategy when leading volunteers, as our bushfire commanders know well.

RI doesn't help by not asking DGs to meet KPIs for their year. Instead most DGs follow traditions with individual official club visits and reports on each duly recorded and forwarded to Parramatta. I'll let you into a secret – these are filed and hardly ever read! So why bother? Well they are very useful to your DGE and DGN.

Behaving like royalty swishing through the district going from function to function might make a DG feel important but is it effective leadership?

RI only measures four aspects of a DG performance.

1. Membership growth
2. TRF giving
3. Number of club Rotary citations
4. RIPR's report on the annual conference

So why don't we set up some KPIs for these four and focus our year on achieving just these targets. Not only will you enjoy your year but you will have the satisfaction of making a real difference to the clubs in your district and achieve a vibrancy for Rotary perhaps never before seen.

Membership growth is hard work which requires month by month driving and monitoring of both growth and retention. Many clubs will need hand-holding to make this work so membership committees and AGs need to be selected carefully and strongly supported. Like fighting a bushfire - you can't leave this for a minute or you will end up with net losses.

TRF giving should have at the very minimum, a target of USD100 per member to the Annual Fund to ensure your future DGs get a reasonable DDF. This doesn't just mean personal Rotarian giving. Clubs should be raising funds through their projects and encouraging the public to give as well. Charity Navigator in America shows TRF has more integrity than Red Cross and World Vision in the way 100% of the money raised is spent on doing good in the world. No percentage is creamed off for administration and marketing. We should be competing hard and selling this feature to our communities. Why should we be putting our hands in our pockets when we can be promoting Rotary to our communities and achieve a double benefit?

Rotary culture in our Zone tends to pooh pooh citations as self-promotion. They are not – they are the KPIs for every club's and district's strategic plan. Your target should be 50%+ of clubs achieving a citation.

Conference KPIs are relatively easy to achieve and few RIPRs write negative reports. RIPRs are not compulsory anyway. My suggestion is if you want to maximise attendance keep it short and vibrant (within a weekend, or just a day is even better). No district gets more than 20% Rotarian attendance so why spend a lot of time and energy on an event that does not appeal to the majority of your members?

Final comment for firefighters and Rotary leaders – work/life balance. Remember you have a family, maybe a job and certainly yourself to nurture during the year. Don't sacrifice this for Rotary –delegate and enjoy!

'MORE BRAINS SOLVING PROBLEMS'

From Rotary News, Dec 2019

Rotarians' ability to make a larger impact is hinged upon more people joining hands with them. RI President Mark Maloney said that by making Rotary larger and more diverse "we tell a wider and more emphatic story and give people hope that the world can change for better. This will create a continuous cycle where more and more people will want to be a part of our amazing success and share our vision." More members would not only mean more hands doing service projects but also "more brains solving problems."

'ROTARY OF ELIZABETH QUAY'

Article by James McLeod, Director of Club Membership and Development, District 9455

There's no question that as a group, service clubs in the western world are suffering from a sustained decline in membership that requires urgent attention.

However, pockets of hope exist where some Rotary clubs offer an experience that is aligned to the preferences and requirements of the modern-day citizen.

Rotary of Elizabeth Quay (REQ) from District **9455** in Perth WA was established in 2016 specifically to attract young professionals who work in or close to the Central Business District. Their mission is to "Inspire Generosity" and aim to fit Rotary around their time poor members, not the other way around.

The keys to their early success have centred around what young people want out of Rotary:

1. Feeling that they are making a difference through regular hands on volunteering activities and the occasional fundraising effort.
2. Opportunities for self-development through listening to inspirational guest speakers, worthy causes or personal development topics. These monthly meetings are often sponsored by high profile corporate companies which provide professional venues and catering.
3. Costs are kept as low as possible for all meetings with no venue hire or minimum spend requirements.
4. Project Action Meetings are held twice per month and focus on developing opportunities for giving over a drink at a local bar. Meetings start at 5.30pm and finish at 6.30pm sharp.

Respecting the past is important, however being relevant to a new generation with different values is critical for survival. Therefore, the only Rotary tradition that has been adopted at REQ is a formal induction process. No fines, strict attendance requirements, singing, toasts, head tables, regalia or acronyms.

Focussing on a younger demographic does have its challenges. In today's world of "what's in it for me?" you must ensure you are continuously delivering what "value" looks like for each individual member. In recent times REQ has found an informal "Rotary Buddy" system be useful to increase member engagement. All board members are allocated 3 or 4 other club members as buddies to help address any concerns early. The buddy system not only provides the board with valuable insight into how engaged individual members are, but it also gives club members the opportunity of developing a casual mentoring relationship to continue their personal development.

Innovation features strongly in REQ's past as well as its future. The club has run several Design Thinking workshops that considered innovative solutions to existing community issues like homelessness and domestic violence. Coming up in 2019-20, REQ will launch its Phinternship (Philanthropy Internship) where over the course of 12 months, high profile philanthropists, not for profit professionals and academics help educate, up skill and mentor small groups of club members to raise a life changing amount of money for a chosen charity.

For Rotary to continue to do good in the world beyond the next decade, clubs must do things differently to grow. While the core principles of why someone joins Rotary hasn't changed over the years, the expectations around how those core principles are delivered looks very different.

For more information, visit www.rotaryeq.org or follow by liking us on [Facebook](#)



'WHAT DO WE BELIEVE?'

Article by ARC PDG Stephen Lamont

What is our philosophy as Rotarians and is it something we share with others?

A wise Rotarian friend summed it up by simply saying "Rotary will mean different things to different people" – and I believe that to be true. However, I also believe that at the heart of all things, each Rotarian wishes to make a positive difference in the world. We work hard to make that difference and so our joint philosophy and what we strive to achieve, is all about people.

When talking to others about what Rotary means to us, we really are sharing our philosophy and what we believe is important. This is important is the context that we often ask likeminded people to join our organisation. A shared belief and outlook is part of what we need to do to engage prospective members but it is also important to share this belief in every project and contact we have with our community.

I would like to share some of my thoughts on what I think we believe as Rotarians:

- ✓ We believe - in connection and the inspiration and joy that occurs when like-minded people come together in pursuit of a common cause.
- ✓ We believe – at times the world can be unfair but no matter what life throws our way, we can choose to embrace struggle, learn from adversity, build resilience and grow.
- ✓ We believe – that throughout life we will experience suffering and joy, scarcity and abundance, loneliness and love.
- ✓ We believe – in creativity and the abundance that can flow when you look at our world in a different way.
- ✓ We believe – we each have a gift and there is nothing more empowering than finding that gift and taking it to the world.
- ✓ We believe – that by doing things together we can make a positive difference in the world.

The majority of people become Rotarians because they are asked – a simple philosophy – but also a common reality. If we do not ask – they cannot and most likely will not join. Sharing and demonstrating what we believe is a start to any conversation on why people should find Rotary to be the organisation of choice to join – if they also wish to create positive change for society. Start the conversation with others as soon as possible and share what you believe.



'ROTARIANS' RESPONSE TO BUSHFIRE EMERGENCY'

Article by PP Ross Wade and Rotarian Issa Shalhoub, RC of Milton-Ulladulla, D9710

During the months of August to October, the citizens of Ulladulla looked on with concern as reports came in about the serious fires affecting Queensland and Northern New South Wales. However, their own complacency was shaken during the last weekend in November when a serious bushfire outbreak rapidly spread around the neighbouring district of Batemans Bay, 66 kms south of Ulladulla.



Ross

Issa

For a whole week, local firefighters worked around the clock, so too did the local support staff to provide backup food and basic provisions to the firefighters. However, by the afternoon of Friday 29 November the authorities realised that even more support was required. An urgent call was sent out to the Rotary Club of Milton-Ulladulla to see if Rotarians and provisions could be quickly organised to provide breakfasts and dinners for 50 to 100 firefighters over the coming few days.

Immediately Rotarians rose to the occasion: food was organised, barbecues were found and borrowed, the call went out by email for at least seven Rotarians to be support staff for mornings and nights and weary firefighters were offered breakfast and dinner.



The first day, Saturday, went as planned with firefighters working around the clock 15km into the bush beyond Termeil 20kms south of Ulladulla. However, the temperatures were rising and the conditions were deteriorating by the hour. On Sunday the fight was on to protect nearby communities of Bawley Point and Kioloa, 27kms south of Ulladulla.

Monday came and the conditions were even more drastic. The fires had broken containment lines, reached and crossed the highway in a number of places and the race was on to protect houses. 200 firefighters were fed that morning.

In the afternoon conditions deteriorated and the firefighters' staging post had been forced to pull back to Burrill Lake on the outskirts of Ulladulla, Rotarians bravely soldiered on to provide hot dinner to the firefighters that night.

However now the time had come to renegotiate our direct role with the local branch of the State Emergency Services (SES) who had more facilities and planning behind them to cater for the urgency in the longer term. We and community members supported the SES for a month by serving meals etc. to the emergency services personnel until the support was taken off our hands as the staging post was moved further North in early January.

With the fires gaining the upper hand on New Year's Eve and destroying numerous houses, an evacuation centre was established at the Ulladulla Civic Centre and Rotarians offered assistance and support to evacuees, served meals, provided beds and gave them hugs when they needed one.

Once the fires were under control donations poured in from all over the East Coast and were delivered to the Milton Showgrounds where two basketball stadiums were filled. To unload the trucks forklifts and man power were organised once again by emails to sort and distribute the goods to the bushfire affected residents.

Restaurants, coffee shops and accommodation houses along the South Coast are suffering as all tourists were asked to leave in January, our Club has decided to change our meeting venue once a month to support restaurants by having dinner or breakfast with our partners.

Rotarians will continue to rally and support the affected people; we will now be involved with the disaster recovery and will continue to put 'Service Above Self'. The South Coast is safe, open for business and we are looking forward to hosting the 2020 District 9710 Conference in March.



Basketball stadiums full with donations



Rotarians and partners amongst the NSW Rural Fire Service Commissioner Shane Fitzsimmons (first on LHS), NSW Premier Gladys Berejiklian and Shelley Hancock MP (both in the middle of the pic) in Milton, who travelled to thank the volunteers, 14 Jan 2020



L-R, front row, GYE Helena Zuil, Governor-General David Hurley and Lady Hurley, Rotarian Avril Pryor, Audrey Saunders, back row, Club Pres Stephen Hladio, PE Leonie Smith, PP Phil Brown, 15 Jan 2020

'PROBUS CLUB LAUNCH FOR MELBOURNE CITY'

Article by Tony Thomas, [Rotary Central Melbourne](#)

Rotary Central Melbourne (RCM) is launching Melbourne Bearbrass Probus at the Dock Library, Docklands, at 10am-noon on Wednesday February 12.



It's the first Probus Club launched within District 9800 since Carlton Gardens in 2016. It's also the first new Probus for inner-Melbourne since RCM launched Melbourne Sunrise Probus in 2011. That club is now full with about 120 members.



(In case you're wondering, "Bearbrass" was a suggested name for the settlement that became "Melbourne").

Bearbrass is enthusiastically backed by Probus headquarters in Sydney, which coordinates more than 1,500 Australasian clubs with 125,000 members. Probus headquarters is paying for marketing including display ads in local city newspapers. Robert Renshaw of Glen Waverley Rotary is lending his substantial expertise and will manage the launch meeting. Robert has launched eight Probus clubs in the past three years and currently is helping five potential Probus Clubs get started.

Probus Clubs are for active retirees who want to extend their friendship networks and enjoy stimulating monthly speakers. interest groups include dinners, theatre, films, arts, sports, books, walks, and local and overseas expeditions.

Probus dues are typically only \$60 a year. Probus Clubs can only be started by a Rotary Club and they are for members' enjoyment -- charity fund-raising is not allowed.

The number of retiree residents in Melbourne's CBD, Southbank and Docklands has surged since 2011. Overall, seniors aged 50-74 in CBD, Docklands and Southbank increased 14% from 2016 to 2019, and now total nearly 11,000. The city forecasts their numbers will surge another 25% to 13,500 in 2022.

There is a particular need for networking via Probus because the "tower dwellers" have no historic community. They include many seniors downsizing from the suburbs or country, and some have lost their partner.

RCM was fortunate to secure the city council's Dock Library as the club's venue, with its state-of-the-art auditorium and subsidised pricing to community groups.

Inquiries: rren2422@bigpond.net.au or tthomas061@gmail.com.

'2020-21 PRESIDENTIAL THEME'

Rotary International President-elect Holger Knaack is encouraging Rotarians to seize the many opportunities Rotary offers to enrich their lives and the communities they serve.

Knaack, a member of the [Rotary Club of Herzogtum Lauenburg-Mölln](#), Germany, revealed the 2020-21 presidential theme, **Rotary Opens Opportunities**, to incoming district governors at the Rotary International Assembly in San Diego, California, USA, on 20 January.



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.

'WHY CAN'T ROTARIANS TALK ABOUT FAILURE?'

Opinion article by the late PP AG Gavin Dallow, Rotary Club of Prospect, District 9500

Gavin Dallow provided this short article for Rotary on the Move last December – since then tragedy struck while holidaying and visiting White Island in NZ. His District has provided the following for us as a precursor to his article. Our thoughts are to his family and friends.

Gavin Dallow was known by many as a true gentleman. He began his involvement with Rotary with Rotaract in 1989 before becoming a member of the Rotary Clubs of Berri in 1996, Naracoorte in 2006 and Prospect in 2008 where he took the lead on various committees and became President in 2001-12.

Recipient of a PHF+ two Sapphires, Gavin continued on his Rotary journey as an Assistant Governor for D9500 in 2017.

We at the Rotary Club of Prospect and all who knew Gavin are so sad to have lost him. Gav, you will be missed.

The Apollo 13 moon mission gave rise to a saying in NASA, "Failure is Not an Option."

So why is the fear of failure preventing Rotarians from doing good and achieving outcomes in Rotary's areas of focus? Rotarians are not attempting to put people in space. Let's leave that to Sir Richard Branson's Virgin Galactic.

When a project fails, for whatever reason, why are Rotarians too scared to talk about the failure? A fear of failure prevents great projects being commenced. "Failure is success in progress," Albert Einstein once said. It's easier to say "it didn't work" than why it didn't work and what did work.

This causes frustrations when a new member wants to bring a similar project the club has previously attempted because the new member is not told why it didn't work.

By talking and sharing about failures together with what did work, clubs can better prepare for success in future projects. But first failure must be defined. We all have different definitions for failure. If failure is defined as not being successful or disappointing, is the fear of failure compounded.

Failure prepare us for future success. Failure provides knowledge for future success. Reviewing a failed project can provide the lightbulb moment that was missing the first time. The lightbulb moment may be a new member having the right contacts to publicise the event, the event was held at the wrong time of year, there was another one-off event that clashed with your project ...

By talking and sharing project failures, Rotary is one day closer to a successful project or one day closer to inducting a future past President or future past District Governor.

'DIFFERENT TYPES OF MEMBERSHIP'

**From Beyond Borders, Zones 24 & 32 Newsletter, December 2019 edition.
By Lawrence Furbish, Assistant Rotary Coordinator, Zone 32**



The membership video series is back!

This month's part 1 looks at some of the new definitions of membership that have developed in Rotary.

You can find the video by clicking [here](#).

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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