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## 'RESULTS OF OUR PRE CHRISTMAS-READER SURVEY'

**Article by RC PDG Tim Moore**

Thank you to all of our readers who took the time to answer some short questions on our Rotary on the Move Newsletter (RoM)! Almost 400 readers took the survey, a great result, with useful feedback.



<i>Do you regularly read Rotary on the Move?</i>	<b>88% Yes</b>
<i>Do you recommend or forward it your fellow Rotarians?</i>	<b>60% Yes</b>
<i>Are the articles useful to you in your Rotary position?</i>	<b>82% Yes, somewhat to extremely valuable</b>
<i>Do you find the style easy to read?</i>	<b>50% Yes, 22% Undecided, 28% Disagreed</b>
<i>Would you like RoM incorporated into our Regional Magazine? e.g. Rotary Down Under</i>	<b>48% Yes, 22% Maybe, 30% Disagreed</b>

Overall, we are very pleased with the survey results, but there are areas of concern and 180 comments from readers with suggestions. These will take some time to consider, but we will look and take notice of all of them.

We know many Rotary leaders share RoM with their districts and members – the actual impact and coverage is much higher than mailing list. All at no cost to our members!

Our database is regularly updated and voluntary, so you would expect readership to be high. We will review our design as time goes on and seek again your feedback. The contentious question was should it be incorporated in our Regional Magazine. This is valuable feedback as a lot of the comments against were from those outside of Australia and NZ who feel that they would miss out! No decision has been made yet.

The great strength of our regional newsletter is that it is made up of articles from all parts of Australia, NZ, the Pacific Islands and the world plus Rotarians in all type of positions. We are always looking for success stories and experiences that can be shared, plus we encourage you to share as well!

## 'GROW STRONGER AS WE LEARN FROM NEW MEMBERS'

**Holger Knaack, RI President-elect**

"We believe that our acts of service, big and small, create opportunities for people who need our help," Knaack said. He added that Rotary creates leadership opportunities and gives members the chance to travel the world to put their service ideas into action and make lifelong connections. "Everything we do opens another opportunity for someone, somewhere," said Knaack.



Knaack also urged members to embrace change so Rotary can expand and thrive. Rather than setting a specific target for increasing the number of members, Knaack said he's asking clubs and districts to think about how to grow in a sustainable and organic way. He wants clubs to focus on keeping current members engaged and adding new members who are the right fit for their club.

"We need to stop thinking of new members as people we can mark down as statistics and then forget about," Knaack said. "Every new member changes us a little bit. That person brings a new perspective, new experiences. We need to embrace this constant renewal. We will grow stronger as we learn from new members."

# '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>



## Club vibrancy and tips for a successful year

At this time of the year, enthusiastic presidents elect around the world are learning about strategies and resources for a successful year ahead. No doubt they are considering goals and priorities, with 'membership' at the top of the list.

President Elect Holger Knaack in his theme address at International Assembly encouraged clubs and districts to think about growing Rotary in a 'sustainable and organic' way, rather than solely focusing on increasing membership numbers. But what does that actually mean? To me it means focusing on 'vibrancy'.

A vibrant club is one that: engages its current and prospective members; conducts meaningful projects; builds awareness and tries new ideas.

The more vibrant our clubs, the more relevant and visible they are in the community, which means more resources to help communities flourish. This helps strengthen our membership. A strong, fun club, doing good in the world is infectious!

In fact, each of the above four characteristics strongly align with Rotary International's new strategic priorities: enhance participant engagement; increase our impact; expand our reach; and increase our ability to adapt.

If you are a president elect here are some strategies to consider for creating a vibrant club in your year and some helpful resources:

- **Take stock:** Whether your club is struggling or thriving we need to regularly check in to help us see where our strengths lie as well as areas for us to build on. Ask questions like: what is that your club does well? how do you and others feel about being in your club? what are some areas that you think the club could improve on?  
**Resources:** [Rotary Club Health Check](#); [Is Your Club Healthy?](#) (online course); [Membership Assessment Tools](#); review data in My Rotary and Rotary Club Central.
- **Create a vision:** Your club's vision should define your desired future and provide direction for what you want your club to be. Ask questions like: what do you want your club to be known for? what is your club's unique 'value proposition'? what do you want your club to look like in the immediate future and the next 3-5 years?  
**Resources:** [RI Strategic Plan](#); [RI strategic planning guide](#)
- **Have a plan:** Research shows that clubs that follow a strategic plan are stronger than clubs that don't, as they have more satisfied members who view their club and Rotary in general, more positively. Ask yourself: how can we achieve our vision? what are our 3 main strategic priorities? What are our long and short-term goals?  
**Resources:** [RI strategic planning guide](#); [Strengthening your membership](#); [Be a vibrant club](#); [Rotary Club Central](#) (online goal setting tool)
- **Consider flexibility:** Research also shows that clubs that have more freedom to determine how they hold their meetings, who they invite to membership and what defines engagement, are more vibrant and have a greater ability to grow. Ask: do our current practices allow us to reach our full potential? How  
**Resources:** [rotary.org/flexibility](http://rotary.org/flexibility); [Club flexibility - Frequently asked questions](#); [Practicing flexibility and innovation](#) (online course); [Rotary club models](#); [Guide to satellite clubs](#); [Guide to corporate membership](#); [Guide to passport clubs](#)

## 2020-21 Rotary Citation

Beginning in 2020-21, each club president will be empowered go into Rotary Club Central and select at least 13 out of 25 goals they wish to apply toward Citation achievement. This flexibility allows clubs to choose the goals that are most relevant and most achievable. To achieve the 2020-21 Rotary Citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals (more than 50% of the available goals)
- Achieve those goals
- Report achievement in Rotary Club Central

Click [here](#) for an overview of the goals available in Rotary Club Central from which clubs can select.

## Membership statistics as at 31 January

The end of January saw a climb towards more positive numbers after the dive we felt at the end of December when clubs were fixing up their membership lists in time for RI and district invoicing. 11 districts are back in the black with D9640 remaining at the top of the leader board with +79.

[Zone 8 Comparison to 1 July](#)

[Zone 8 Demographics](#)

[Worldwide Comparison to 1 July](#)

## 'LEADERS, MEMBERS MUST WORK TOGETHER FOR AN EFFECTIVE CLUB'

*From Rotary Voices, Posted on January 22, 2020.*

*Article by Amrit Pal Singh, immediate past president, Rotary Club Chandigarh, India*



For a Rotary club to be effective, it must be active in all avenues of service. It must also create a positive public image and be a catalyst for promoting peace and understanding globally. The key to achieving this lies in the members. Without members, there is no club, and without effective members, clubs cannot be effective.

Many leaders talk about membership development and retention in their strategy sessions. Some complain about disinterested members, while their members talk about feeling disconnected to the club or even to Rotary in general.

As president of my club last year, I had the opportunity to look at membership closely. I feel the burden lies on both sides. To have an effective club, members and leaders must work together to build community and trust. In particular, leaders should:

- § **Get members involved:** Members need to be active in projects and programs of the club. Give them specific tasks according to their expertise and time. This could be as small as delivering announcements at a meeting or as big as running a project or fundraiser. When members are involved, they feel more connected. And an active Rotarian is a committed Rotarian.
- § **Give members responsibility:** Don't be afraid to delegate tasks, and give members independence and ownership. Encourage members to make a project their own, be it a small one like beautifying a community park or a big effort like a global grant application for water and sanitation systems in Africa. Encourage them along the way.
- § **Create a sense of belonging:** The club and its members should be like one extended family. Welcome members at meetings and take time to learn what is going on in their lives outside the club. Come up with activities that allow established members to get to know newer ones. Let members know the club stands behind them and is there to support them if they need anything.
- § **Build trust:** Conduct yourself in a manner that earns your members' trust. The Four-Way Test is a reminder that if you follow basic ethics in your daily life you will earn trust. Members will give you their best when they trust you.
- § **Acknowledge success and effort:** Take time at a club meeting to acknowledge successful efforts. Consider writing something up in the club's newsletter or on your website. Extending compliments builds a member's sense of worth and satisfaction in the club.
- § **Communicate well and regularly:** Provide your members with information on everything happening in the club. Share the decisions of your board both during meetings and in club publications. Seek your members input on key decisions.

Members also have a responsibility to see that a club succeeds. This includes:

- § **A sense of commitment:** Members should show they are committed to the cause and purpose of the club and Rotary in general by being available to perform tasks, contribute to events and projects, and do more than show up for a meal.
- § **A sense of ownership:** Members should take on activities or projects and make them their own. Give your club the same attention you would your profession or personal efforts. Give it your time and attention.
- § **A sense of sharing:** Share your insight and expertise with others, whether professional or personal.
- § **A sense of giving:** Be ready to give of your time, effort, or money, to the extent you are able. When everyone in a club is generous with their time, money and talents, a club thrives.
- § **A sense of accountability:** Be accountable to the club and to each other. If you are given a task, do it with the same diligence you would your job or a personal pursuit. Don't renege or go back on a commitment to another member or the club without discussion. A club's performance reflects on its members. If a club is struggling, it's probably because some or all of its members aren't fully committed.

I strongly feel both the club leadership and its members are responsible for creating a bond of love and affection, an atmosphere of togetherness, and all-around camaraderie. Everyone has to make an effort in order to create an effective Rotary club.

## 'LEARN THE FUNDAMENTALS OF MENTORING IN A NEW ONLINE COURSE'

*RI Membership Minute Feb 2020*

**Mentoring Basics** is now available in the Learning Center. In this new 30-minute interactive course, you'll learn the role, responsibilities, and benefits of being a mentor to an adult professional. Our research shows that clubs with mentor programs retain members better. Enroll today.

# 'SUPPORT FOR DROUGHT AFFECTED FAMILIES IN CENTRAL WESTERN NSW'

*Adapted from an article by PP Brian Morrison, Rotary Club of Milton-Ulladulla*

The Rotary Club of Milton-Ulladulla, District 9710 NSW, arranged a Christmas gathering for the farming district of Tallimba, a small town about 40 km to the west of Wyalong in the Central West of NSW. The farming community in this area is struggling to live in an environment that is almost without water. In a good season the farms in this area grow wheat and barley and run sheep for wool. It is now over three years since they have had a reasonable crop of wheat and the sheep are being sold off because they can't afford to hand feed them.

The event was organised by PP Dale Wilford, a shoebox appeal was initiated by Club member Ali Tyquin, PE Leonie Smith managed to get 50 free unisex Christmas showbags for Tallimba Drought Relief Appeal through 'Absolute Showbags' including free postage and with the help of others from the Milton-Ulladulla district, the event received a welcome boost from local, Wendy Kilborn, who was able to secure a range of items from Milton-Ulladulla businesses to also be donated to families.

Rotarians liaised with members of the Rotary Club of West Wyalong, District 9700 and with friends made the 500-kilometre trek out to Tallimba in late November 2019 in several vehicles including one truck that travelled from Ulladulla taking gifts of food and water for the families and Christmas presents for the children along with a \$3,000 donation to be given to the community in the form of gift vouchers for local shops. More than 100 shoeboxes filled with children's gifts were donated mainly by members of the Rotary Club of Milton-Ulladulla. Wendy collected cartons of pantry items, pet food and toys, cleaning accoutrements and new children's clothing available for the families to select, all donated by the community of Milton-Ulladulla.

Four pallet loads of clear spring water, also collected by Wendy, in ten litre containers were delivered for use in the homes of local farmers and the Tallimba primary school where the tap water is brown and unpalatable.



**Shoeboxes were filled to create age appropriate gifts for all of the children from infants to 17 years.**



**L-R Wendy Kilborn, daughter Alysha, PP Brian Morrison, Friend of Rotary Col Tyquin, PP Craig Cameron and PP Dale Wilford, other helpers not pictured are David Kilborn and Denise Fors.**

A barbecue hosted by the Rotary Club of West Wyalong was much-appreciated by the more than 150 people, 30 local families, who turned up to enjoy the Christmas spirit and the showing of the movie Aladdin with loads of popcorn for the younger family participants.

The Rotary Club of Milton-Ulladulla's vice-president PP Brian Morrison said it was a heart-warming occasion. "Everyone was overjoyed that people from the coast would come so far to do this," he said.



**Alysha and mother Wendy Kilborn in front of the gifts**

The simple fact that other parts of NSW are thinking about distant farming communities that are struggling in this very severe drought, gave them a boost. "It was truly wonderful to see the people of Tallimba smiling and happy when you know that they have not had much to smile about for some years", Brian said.

# 'BRAND AND CLUB MEMBERSHIP – IS THERE A LINK?'

**Article by Ian Renshaw, Partnership Director, Rotary Club of Seaford**



The term “brand” first emerged many years ago as a way for cattle to be identified by their rangers when wondering on unfenced land. Then, over 150 years ago, when brands started to emerge more, a brand differentiated its product features from generic competitors

“The Dictionary of Brand” defines a brand as a person’s perception of a product, service, experience or organisation. Given this, a brand means different things to different people at different times. So, a brand is basically an emotional, sensual, and physical imagery that comes to mind when one thinks of an organisation, individual product.

So, where does Rotary Branding fit into the above. Rotarians/Rotary Clubs can assist in making a strong Rotary Brand – a combination of a Club Name and the Rotary Wheel by adhering to the Rotary International (RI) guidelines (2013), which are in the Brand Centre. I stress the Rotary Wheel – superbly designed, unique, and worn by many Rotarians daily around the world is NOT THE ROTARY BRAND – it is the logo and part of the brand. Just like McDonalds Fast Food Restaurants – the Golden Arches are the logo of McDonalds’ brand.

The brand is the Rotary Club name and Rotary wheel which determines a strong brand, MUST be utilised by the club on ALL promotional material – website, Facebook posts, banners, newsletters, email signatures, A frames, advertising, sponsorships etc.

Why, to create a strong brand Rotarians/Rotary Club MUST use the club brand with discipline and consistency to build the Rotary culture, trust and awareness in the community. If Rotarians want to be recognised as the premier service club in their communities then strong, consistent branding is a must if this key strategy is to be achieved.

There are to be NO exceptions as the Rotary Brand must be adhered to as per the RI guidelines as if you change the Rotary brand, then you are weakening the brand, causing confusion in the community and diluting the Rotary story of achievements. Do we see changes to the following brands – Apple, Google, Nike, Qantas – NO, they are all consistent, trusted and respected and instantly recognised by the public via their branding.

So back to the headlines of this story – “Rotary Brand and Club membership – is there a link”? I say yes.

As a chartered member of the Rotary Club of Seaford (chartered November 2016 - District 9520), with 21 members - now grown to 31 members (January 2020), the club has pursued a strategy of taking Rotary to the community with strong, consistent branding on all promotional material – club marque, pull up banners, table cloth, A frames, newsletters, website and Facebook posts. All have adhered to the RI guidelines. With many community projects undertaken in Seaford and surrounding communities, the locals are well aware that they have a Rotary Club in their midst and are making a difference.

An opportunity was identified and is producing positive outcomes with gains in membership. Will you as a Rotarian or Rotary Club follow the Rotary Club of Seaford re branding and contribute to building Rotary’s profile and brand recognition in your community?

## 'PRESIDENTIAL MESSAGE'

**RI President Mark Daniel Maloney, January 2020 Message**



... “I have made balancing the demands of Rotary with professional and family commitments one of my priorities as president. No Rotarian should feel pressured to put in more time than a volunteer position should ever demand. This is true for several reasons, one of them being that the work we do in our day jobs is just as important to Rotary as the work we do in the organization. We carry our Rotary values everywhere, and our professional success helps build a case for Rotary every day we go into the office.

This is particularly important in our efforts to reach younger new members. We want to see a Rotary where no one is ever asked to choose between being a good Rotarian and being a good parent, business owner, manager, or employee. When we ask busy young people to join us, we should not be asking them to give up their time and freedom. We should be rewarding them with an experience that makes everything they already do even more inspiring.

Providing greater balance within Rotary will have another benefit as well: It will create opportunities for other Rotarians, including Rotaractors, to step up and take a leadership role on projects and committees. This will ensure that they remain engaged in our clubs and inspired to be Rotarians for life.”

# 'ALPACA OR GROUNDHOG?'

*Article by ARC PDG Stephen Lamont*

Alpacas are protectors by their very nature and are tuned in particular to protect their family. DNA is programmed into them to take on the responsibility of protecting their family and if you threatened the flock, then look out.



I am reminded of a story that after a bush fire a group of alpacas could be seen continuously circling a small flock of burnt and traumatised sheep. Other farmers had come with firearms in hand to assist and destroy the sheep. Despite how badly affected the alpacas were from the fires, they would not let the farmers through. Nothing was going to stop them. They did not take a backward step - it was their job to protect their flock. It was also their purpose.

Groundhogs on the other hand, do the same thing day in, day out – and complain that “nothing ever changes”. When they do want change, they offer excuses and rarely take on the responsibility to make that change happen. They leave it to someone else to do. Groundhogs want the magic diet shake to lose weight rather than put in the physical work to produce a result.

The difference then between an Alpaca and a Groundhog is simple – it is about attitude.

If we care about the future of membership in our clubs then we need to bring in the Alpaca attitude. We need to protect what we have – and the most precious commodity in our club is our own members. Rotarians do amazing work for local and international communities but sometimes forget to look after our own flock – our members. We have heard about doing member health checks – and they are simple to do – but most importantly we need to implement the findings.

Health checks can be individualised for every club – if we do not ask members what they are feeling and what they want - and then worse, do not implement some of the suggestions – then we are not protecting our flock. A health check does not need to be lengthy. It could simply focus on four areas:

- Opportunities for Service: are we providing enough? What opportunities do you want?
- Quality of Projects: are they exciting and worthwhile? Are you willing to drive your own project?
- Social Activities: are they open to all and inviting? Are they diverse and reflect what you enjoy?
- Fun: are we having enough? What could we do to have more fun?

A healthy club should be open to new ideas and involve all members, providing them with the opportunity to have a voice in any future direction. A membership that has diverse perspectives and backgrounds will certainly fuel innovation and at the same time become a better reflection of the local community and it's needs.

Healthy and engaged members have shared purpose and shared enjoyment. They ask others to be part of what they enjoy.

They protect their flock. They have the Alpaca attitude.

## 'PUTTING UP OUR "WELCOME" SIGN IN ROTARY'

*Extracts from an article by Cecily Smith, RC Metro NYC, Zone 32 ARC  
From Beyond Borders, Zones 24 & 32 Newsletter, December 2019 edition*

How welcoming does your Rotary Club appear?

... **Think about how your Rotary Club might appear to a brand-new person who shows up.** How might it appear to someone from a marginalized identity group walking in, unsure of what Rotary is and what their welcome would be? If they were to look at your website or Facebook page, would that show your club as inclusive and welcoming, and entice them to come to a meeting?

... **a new person, possibly from a marginalized group and unsure of what Rotary is, walking into your club meeting for the first time.**

- How long before they are greeted?
- Will a number of your members come over to introduce them-selves?
- Does your club have a song or prayer that might make some-one uncomfortable?
- Do you have members that will be making “jokes” ... that really aren't funny and might be considered hurtful or offensive?
- Is your club set up to follow up in a friendly and timely fashion to invite this person back?

The desire to be of service to our community and the world and find fellowship is universal; having our “Welcome” sign visible in Rotary can only help broaden our appeal to all.



# 'SHOUT OUT'

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>



This month's shout out goes to the [Rotary Club of Gold Coast](#) in D9640. This club is currently the biggest club in the district with 66 members, and has ambitions to grow even bigger. However, that was not always the case. The club was formed in June 2011 following a merger of two Surfers Paradise Clubs with 60 active members. Shortly after membership took a dive to 40 members. For the next five years there was no growth in membership.

In the last 18 months the club has worked hard to grow its membership base. Their hard work paid off and resulted in a surge of new members: a net increase of 31 members and an increase in the percentage of female members to 40%.

What was their secret? Firstly, they surveyed their members using Rotary's [member satisfaction survey](#). They found that almost half of their members were not satisfied with 7 out of the 10 measurements. This gave them ideas of areas to work on. Secondly, they put together a 3-year plan with goals for each year, and created a strong vision. They knew they wanted to: make a difference in the local and global community; be flexible; retain members while growing; and attract business leaders. Ultimately, they wanted to be the number one choice on the Gold Coast for service, networking, as well as leadership and development.



**Gold Coast Rotarians in action at Botanical Bazaar, an annual Gold Coast gardening and sustainability event the Club owns**

Some of their goals included:

- continuing to strengthen their welcoming and friendly club environment
- better engaging members in service projects, meetings, vocational and service activities
- partnering with other community organisations
- strengthening internal and external communications
- attracting and retaining business people
- developing future leaders

Some initiatives they implemented included:

- establishing a membership committee
- exploring a variety of meeting formats (one guest speaker and one club forum/projects meeting per month)
- *Member behind the badge* segment at meetings (4-5 a month) to learn about new and not so new members
- **'Trybooking'** pre-payment for all club meetings so that their registration desk is now a welcome desk
- sending their club bulletin 8 days before each meeting to encourage attendance
- table seating plans at meetings to ensure guests are taken care of and encourage mingling
- developing a mentor program
- staging forums about their main service activities

Recently, the club surveyed its members and found that satisfaction had significantly increased across all areas. Congratulations to the RC of Gold Coast! We look forward to seeing what they can achieve in the coming years.

## 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.

# 'THE IMPORTANCE OF DEVELOPING LEADERS IN ROTARY'

Article by RC PDG Tim Moore, [tim@cinet.com.au](mailto:tim@cinet.com.au)

To many, the importance of membership is seen as the number one issue in Rotary at the moment. While this is easy to identify as an issue, it is in fact only a symptom of an issue not a cause in itself.



As we know, treating membership on its own will never work, as there is so much more to the membership experience in a club. Leadership is just one component of clubs and districts being able to tackle all of the issues that ultimately lead to an increase in a club's strength and impact.

We also know that clubs and districts are having trouble getting members to take up leadership positions at all levels. This is partly due as we have not recruited new members in many of our clubs over the last 10 years. Relying on past leaders is a short-term proposition. Clubs are now closing as no one wants to take on the job of presidents, many of our districts have few applying for the job of District Governor. Action is a priority.

Developing leaders is not just about asking people to do things – it is about developing Rotarians from the moment they join a club. In particular we need them, over their Rotary life, to see the full impact of our international organisation, not just an insular, inward view from being a club member that limited to one project.

It all starts at the club level of course, mentoring for new members – a club plan to inform and engage members. This should take the form of Rotary Leadership Institute or similar in the first instance. But a new member who is given responsibility with careful management, committee responsibility on an area of their interest is a simple and great way to start.

Encouragement and support plus training are integral to the member gaining confidence and skills over time. Equally, checking in regularly with the member will ensure confidence and support. Over time the member should take on a range of responsibilities – be a committee chair or assistant and a board position over time. I recently heard of some clubs giving emerging leaders assistant board positions to help them gain experience and enjoy the support. Club leaders need to develop a plan that everyone agrees to and supports.

Not all members wish to be leaders, but even organising a working bee and doing a roster is a start – and most importantly they will feel engaged and appreciated. Recognise success at every level.

There is also a perception and in many cases a reality that the jobs at the higher levels are too onerous. The use of emails is at plague proportions and I believe part of our district leadership team development, presidential and Governor training should be hands on practical help on how to manage leader's time by best practices. Ensure chairs are given responsibility and the develop and expand training for assistants.

Just a start, please feel to email me about your thoughts on developing leaders in Rotary. Let's share what works!

## ROTARY COORDINATORS' TEAM

2019-20 ZONE 8

Zone 8; Australia, New Zealand and Pacific Islands

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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)