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## 'NEW CLUBS ARE A SIGN OF THE TIMES'

*Article by RI Director-Elect Jessie Harman*

Over the past six weeks I have attended charter events for three new clubs. They are examples of the new types of Rotary and Rotaract clubs emerging in our midst and evidence that Rotary is adapting to the times.



The [Rotary Club of End Human Trafficking](#), chartered in the USA, is a cause-based club. Its members share a deep commitment to ending forced labour and sex trafficking and its activities and service projects are primarily directed towards that end. Whilst located administratively in District [5960](#), its membership is international and meetings are held online.

Closer to home in District [9685](#), the [Rotary Social Impact Network](#) celebrated its charter in June. It is an alumni-based club, with members drawn from youth-focused Rotary programs, including Rotaract and RYLA. The Network is targeted towards young people who are actively engaged in Rotary, but have not found a suitable place in Rotary's traditional clubs. Rather than 'meet' in the traditional way, members engage in a range of leadership activities through an online platform.

The third event, the charter of the Rotaract Club of Woolloongabba Pride, occurred on the world stage as part of the Rotary International Virtual Convention. Sponsored by the [Rotary Club of Woolloongabba](#) in District [9630](#), the Pride club will support Queensland's LGBTIQ community. It is open to anyone from any background and sexual orientation and members are currently working on three main projects: supporting Brisbane's Rainbow Hub, fundraising for Open Doors Youth Service in Fortitude Valley and developing its own youth program to educate younger people on health and wellbeing.

These three clubs are part of a growing number of new types of clubs being established to meet the needs of people who wish to connect with Rotary, but are unable or unwilling to join our traditional clubs. Other new club types emerging around the world include satellite clubs, corporate clubs and eClubs as well as hybrid clubs that combine both physical and online meetings.

These new types of Rotary and Rotaract clubs are a sign that Rotary is evolving to remain modern and responsive to the changing needs of volunteers. They are also an essential element of our future growth and, alongside our traditional clubs, enable us to expand our reach, attract a more diverse membership, and leverage new ideas and approaches to improve communities around the world.

### **Learn more about growing Rotary through new club types**

The Zone 8 Membership Team is hosting two online forums to explore new styles of Rotary clubs as a path to membership development and growth. The forums in September and October will cover new types of clubs, processes for starting new clubs and the factors underpinning their success. The forums are recommended for District Leaders, District and Club Membership Committee Chairs and others with an interest in starting new styles of clubs. See the flier in this month's edition, page 7, of Rotary on the Move for more information and registration.

# 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>



## Introducing your 2020-2021 Zone 8 Membership Team

As district and club leaders, it is important to remember you have an experienced team who are here to help you in achieving your membership goals. This includes:

- **Rotary Coordinator (RC):** Adrian Roach. RC Adrian, working in conjunction with Director Surgeon and Director Elect Jessie, offers support and practical strategies to strengthen club membership and keep members engaged, while keeping your district's specific needs in mind. He also supports new club development and serves as a trainer or facilitator at many RI training events.
- **Assistant Rotary Coordinators (ARCs).** The 10 member ARC team is made up of knowledgeable and experienced Rotarians who help RC Adrian in his work. They are there to help educate, motivate and guide you in your membership efforts. Like Adrian they are available as trainers and facilitators for club, district and zone events. You can find out which ARC supports your region on the back page.

We're all here to support you, so please do not hesitate to reach out to us with questions or concerns about membership. Refer to the back page for the Zone 8 Membership team's details.

## Ask the Membership Experts: Membership Q&A

As part of the RI Virtual Convention, members of the worldwide Regional Membership Officer (RMO) team participated in a 30-minute membership Q&A session where they discussed: the vital connection between attracting new members and keeping members engaged; ways to revitalise the club experience during and post social distancing, and their hopeful visions for the future of Rotary. And more! Check out the recording [here](#). You can also view recordings of all convention sessions at [convention.rotary.org](http://convention.rotary.org).

## Making Membership a Priority

Here are a few ways you can make membership a priority as you kick off the Rotary year:

1. Understand your membership trends. Review your membership reports on a monthly basis and utilise past trends to create realistic and attainable membership goals.
2. Make a plan to manage your membership leads both at a district and a club level. Determine who will be responsible for following up with prospective members and updating their status in the Membership Leads platform, and who will receive notification emails as an FYI with no action required. Check out the [Managing Membership Leads presentation](#) to learn about the process for managing leads.
3. As district leaders, support your district membership committee. If your district doesn't have a membership committee, identify and ask Rotarians in your district who are passionate about membership and new club development to be a part of the committee.

## Three Steps to Support Club Presidents

As we begin the new Rotary year, it's important our club leaders have the support and resources they need for their roles. Here are three quick steps club presidents can take now:

1. Register for a [My Rotary](#) account. My Rotary gives a customised member experience and easy access to a range of tools, club information, and the latest news and announcements from around the Rotary world.
2. Appoint a [club membership chair](#) (CMC). The CMC should make membership a top priority and work to attract new members and engage current ones.
3. Assess your club's health. Take the interactive course [Is Your Club Healthy?](#) in the Learning Center to help them identify opportunities for growth and sustainability.

## Membership Start Figures

Official 1 July membership won't be released until mid-August. Thank you for your patience. Even though club invoices have already been released, please note that invoice numbers and official 1 July numbers may be different. For more information read this [short article](#). There is a delay between the release of the invoice and official figures because the club invoice process is not completed until mid-August, taking into account strict post-billing exception and data validation processes. You are still able to run various membership reports in My Rotary and Rotary Club Central, but keep in mind that membership numbers are subject to change. Reports which rely on 1 July figures will not populate properly until the figures are released.

Check out worldwide, district by district membership figures for Rotary clubs and Rotaract clubs (second tab) as at [29 July 2020](#).

## 'HYBRID (LIVE AND VIRTUAL) ROTARY MEETINGS – TECHNICAL CONSIDERATIONS'

As we move out of COVID restrictions, some clubs are starting to consider running their regular meetings as hybrid meetings. Giving members the option to meet online or in person has many benefits, including convenience, affordability and choice. Hybrid meetings also open up the possibility for eMembers as an additional category of Rotary membership.

Recognising the value of hybrid meetings, PDG Terry Weaver from District [7750](#) in the USA has produced a best practice document to support clubs considering this arrangement. The document addresses some of the key challenges associated with adding a 'virtual conference' audience to a live meeting; it identifies options for equipment and presents four different technology configurations suitable for hybrid meetings. It goes on to describe best practices for meeting production and provides links to some useful video resources for clubs.

Whilst the document is technical in nature and best read by those with a reasonable level of IT literacy, it is definitely a worthwhile read for any club considering hybrid meetings.

To access the full document and other resources to support hybrid meetings, click [HERE](#).

## 'IS COVID-19 TO BLAME?'

*Article by Euan Miller, Rotary Club of Norwood Inc*

We can't just blame Covid-19, can we, for the dismal membership results at 30 June 2020?

At 30 June 2019 we were saddened when only one district (9640) in our Zone grew. At 30 June 2020 we again had only one district (again 9640) which grew but this time just – by one member! During 19/20 we lost 1,586 members and 18 clubs and the number of districts which fell below the 1,100-member threshold, which forces a redistricting, doubled from 5 to 10! Admittedly we lost members at 30 June 2019, but the loss at 30 June 2020 was a whopping 35% higher!



On the positive side we had 3 districts 9630, 9640 and 9800 with positive figures over the past two years, for club growth.

So why is it so hard to increase our membership?

What is 9640 doing which no other district seems to be able to emulate?

I believe the major problem is the age profile in clubs. Across the Zone the largest age group is 70+ with 41.76% of the age recorded membership. If you add in those members with no age recorded, (most of whom joined a long time ago and could reasonably be assumed to be over 70 as well) gives a staggering figure of 69.52%. It certainly would be reasonable to assume that a good half of our membership is over 70. Therefore, it cannot be unexpected that there will be a continuing rapid decline in membership numbers over the next few years.

Have we have left it too late to attract younger members to clubs with an age profile dominated by over 70s? Have we left it too late and now have clubs where the majority of members are too frail to be able to undertake projects and to commit to service above self? After all we have less than 3% of our membership under 40 years.

If we continue to exhort clubs to grow, we will always fail and just make clubs even more disillusioned. Clearly some can but we have to acknowledge most don't have the skills or the ability to change their culture to achieve lasting growth. It would be better to encourage clubs to maintain their current numbers, which would be an achievement in itself; or better still, encourage clubs to amalgamate to reach an acceptable threshold to maintain a viable program of activities.

Similarly, with districts. There is no value in redistricting unless the strategic plan includes membership growth as the number 1 priority. Otherwise all you are doing is pushing the death of Rotary a few more years away.

The real solution for growth as a number of us are saying, is to charter new clubs. We now have seven different club models plus the opportunity for resurgent Rotaract clubs within the Rotary family. New clubs are not burdened with old cultures and traditions. New clubs can use their new member enthusiasm to chart different ways of operating to achieve Service above Self. If each district challenged itself to charter one new club each year and sought out the Rotarians with the demonstrated skills and experience to achieve this (they are likely to be few in number but they do exist), then we would start on the pathway to membership growth again.

# 'SHAPING OUR CLUBS' FUTURE'

Article by ARC PDG Karen Purdue

I've just "retired" from leading D9980 "Grow Rotary" committee. I've been in the role for six years and the previous three years I was on my journey to be a DG. So, I've been around the "Grow Rotary" mission for about nine years.



I've been reflecting that during that time, despite all the wonderful resources, passionate people, the amazing organisation that Rotary is, the fact is we aren't "growing" Rotary! 😞

In my "day" job, I'm a Community Partnership leader, part of the Community and Futures team, for a District Council. The role is essentially about community engagement and planning.

I work with communities to help them shape their future and realise their aspirations. At Council, we have a strategy of community-led development (CLD).

## CLD IS A PLANNING AND DEVELOPMENT APPROACH THAT:

- is based on a set of core principles that sets vision and priorities by the people who live in that geographic community
- puts local voices in the lead
- builds on local strengths (rather than focusing on problems)
- collaborates across sectors
- is intentional and adaptable
- works to achieve systemic change not just short-term projects and outcomes



Learn more about Community-led development at <https://inspiringcommunities.org.nz/>

You may be thinking what does this have to do with Rotary? The way I see it, Rotary is a community and if we apply a community led development lens to how we want to shape our future, would we do anything differently?

I can't help thinking that maybe, just maybe, our average club Rotarian is disengaged from all our wonderful strategies and probably has no idea about or interest in our amazing resources!

They may admire the passionate people opening new clubs everywhere, however in my view opening new clubs is just part of the solution. If we don't increase our club retention rates that "leaky bucket" will just get more leaks!

We have some catch phrases in community development too!

w Nothing about us without us.

w Doing to us, not with us, is a recipe for disaster. (Dr Howard Fuller, Institute for the Transformation of Learning, Marquette University).

Is it possible, that our clubs feel stuff is done "to" them and not "with" them? That they aren't part of conversations and decisions that affect their Rotary experience?

I don't have all the answers, just more questions! Here's one thing I do believe. Growing Rotary depends on the success of our clubs. ALL of them. Old and new.

## Ehara taku toa he toa takitahi, engari taku toa he toa takitini

### Success comes from the strength of the collective and not from the lone individual

I also spend time in my role working with communities to build leadership capacity and capability. I especially enjoy working with future young leaders and I talk with them about what successful leadership going forward might look like.

Our future leadership model is about changing the power dynamic in our communities and in local government.

Let's forget the old P&C (Power and Control) and embrace the new P&C (Partnerships and Collaboration.)

Here's a question for you, what's the power dynamic in your Rotary world?



# 'STOP THE CHURN - VALUE YOUR MEMBERS'

Article ONE by PDG C. Ross Carlyle, D9830



An analysis of any Districts data will most likely show a significant problem with membership churn. You may well ask - what is membership churn? I shall explain:

- Rotary inducts a substantial number of new members each year
- Rotary is suffering a similar but slightly greater number in terminations each year

So, members join, and members leave. The concern is this: how long do members stay in Rotary before they terminate? This turnover ratio represents the membership churn within a club.

To examine membership churn more closely I'll put some actual numbers to it:

In the last five years (July 2014 - June 2019) my district has had a nett loss in membership of 192. This is broken down as follows:

- w 584 inductions
- w 776 terminations

We understand terminations occur for a variety of reasons including age, business obligations, deceased, family reasons, health reasons, relocation etc...and some are undoubtedly genuine. More on this shortly.

Of the 776 terminations in the last five years the telling statistics are these:

- 231 or 30% have terminated within two years of joining Rotary
- 391 or 50% have terminated within five years of joining Rotary

Our problem with membership churn now becomes obvious, we are churning 30% every two years, and 50% every five years. What this shows is that we need to do much better in membership engagement and retention.

What's the fix? This is a complex problem, and much has been written and resources have been provided in an effort to equip clubs with the tools to address membership engagement and retention.

I want to put forward a simple proposition: The culture that clubs and districts create, live and model will significantly impact membership churn.

Firstly, I want to go back to reasons for membership termination: If a club member asked a person why they left Rotary, the usual response tends to be quite generic, polite and not too hurtful. Other than the undoubtedly genuine reasons (like moving interstate), typically it would be something like this:

- w I'm just too busy right now ...
- w I don't think Rotary is right for me ...

There has been research conducted which shows that when Rotarians are asked by independent experts skilled at getting to the deeper and more meaningful reasons, and without going into detail, a more realistic and sometimes unpleasant picture is revealed.

After reading and reflecting on such research material I came to the realisation that people left Rotary for one or a combination of three reasons:

- w People felt unwelcome at their club.
- w People felt they were not respected by club members.
- w People felt they had plenty to give but were ignored or dismissed - they were undervalued

If we achieve an environment where we all feel **welcome, respected and valued**, we are more likely to be engaged with our club and with Rotary in general. And when we are engaged, we stay and enjoy the fun, friendship and fulfilment gained through Rotary.

Resulting from this, D9830 last year introduced and adopted **THE THREE TENETS - Welcome, Respected, Valued** - as the base from which to build a contemporary District Culture.

**Respecting members embraces** the broader cultural concepts of **inclusiveness and diversity, with** religion, gender, sexual orientation, socio-economic status, physical ability and more.

After all, Rotary is an egalitarian organization. We are all Rotarians, we are all equally important, we are all welcome, respected and valued, and as volunteers we can all contribute in a range of ways to the success of our clubs, and ultimately Rotary International.

It's not rocket science. A club works better when not just a few but all members have a voice - that is all views are **respected and all input is valued**, and one of the most effective ways to facilitate this is through club visioning.

If all Rotarians feel they are welcome, respected and valued, and actively support one another, we will go a long way in reducing membership churn and retaining our existing members.

## 'YOUNGEST STAWELL ROTARY PRESIDENT EVER'

From *ABC Ballarat*, 22 July 2020 and *The Wimmera Mail Times*, 17 July 2020 by *Cassandra Langley*

The [Rotary Club of Stawell](#) has just elected its youngest ever president, and she's got big plans for the small club. Taia Hayter succeeds her father, at just 18 years old.

Taking the reigns in 2020-21, Taia has her sights set on making a change in the community. "I replaced my Dad as the outgoing president and we modelled the idea after other clubs," she said.

"We have a three-year plan to help build the club. We want the club to have more members, more funds, more events to work with.

Ms Hayter participated in the Rotary Youth Exchange program and went to Brazil for three months in 2018. "I joined the club after that to give back to the community," she said.

"Locally we try to add things to the community that is needed and builds on them. It's great the younger members can work in with some of our older members and find a suitable balance which will ensure the longevity of clubs like Rotary in the community," Taia added.



## 'FACEBOOK MARKETING SUCCESS'

Article by *Tony Thomas*, *Rotary Central Melbourne*

When Rotary Central Melbourne launched Bearbrass Probus for active retirees in February, it thought it could walk away and let the group thrive. But nothing went to plan. Within weeks the virus locked down Melbourne and the 18 foundation members were left like a shag on a rock – no meetings, no activities.

After briefly floundering, the joint Rotary/Probus members picked up and ran with Zoom, initially for weekly speaker meetings and now fortnightly. After a brief window of physical activities (lunch, golf, wine appreciation), Bearbrass is now locked down again. But vigorous Facebook (FB) marketing in a difficult market has helped the club grow to now more than 40 members.

The FB marketing techniques <https://www.facebook.com/bearbrassprobus/> are leading-edge, thanks to paid-for coaching from an out-of-work travel bureau owner. Taking the week to July 11, Bearbrass Facebook had 206 "engagements" (user activity) from six posts, up 30% on prior week, and 52 accumulated page "likes" compared with say, 444 at Rotary Central Melbourne which has operated FB for many years. Bearbrass's best post reached 385 people for 108 "engagements".

Bearbrass "engagement" rate for posts is typically 50-90% of views, compared with 0.5%-1% in general FB marketing (involving relatively large numbers of users). Overall Bearbrass FB activity weekly equates to 50-100% of the largest Probus group in Australasia/South Pacific.

Among the techniques is eyeball-grabbing videos (usually involving attractive music, singing, and or cute kids), posts quickly picking up on appropriate current affairs (such as the death of WW2 icon Vera Lynn), and news items about members. One member was a world-class wildlife photographer in South Africa; another was a motorbike racer at 250kph; and a third's career was in costume design and dressmaking for high-profile TV serials. Always the club goes for highest-quality pics and videos, rather than routine items of no general interest. In addition, the club 'tweaks' the all-important Facebook algorithms. These formulae assess the attractiveness of sites and posts and publishes only the best to users' 'feeds'. While it seems tacky, it is essential to chivvy friends and members into "liking" and "loving" site activity for the sake of the algorithms.

Bearbrass is still too small to furnish good-sized activity sub-groups and is keen to get to critical mass of 70-100 members. Know any e-capable retiree recruits, anywhere in Australia? Contact [bearbrassprobus@gmail.com](mailto:bearbrassprobus@gmail.com)



# 'THE ROTARY CLUB OF FRESHWATER BAY'

Article by PRID Dr Kenneth E Collins AM

In mid-2008 my daughter Simone was obliged to leave Rotaract because she turned 31. She was invited to join several Rotary Clubs but declined because:

- They sang old songs
- They had fines sessions
- They repeated pledges, drank toasts and sang the National Anthem
- They had a meal.



These were unacceptable to young people so I set about chartering a new club catering for them.

In December 2008 the [Rotary Club of Freshwater Bay](#) was chartered with 15 men and 15 women and we immediately agreed to comply with the wishes of young people and also that we would carry out projects in our name.

Our meetings are simple, 15 minutes of fellowship, welcome by welcome by the President, reports from every director with open discussion, guest speaker, raffle and close.

Our meetings have been live on Facebook since 2017

A deliberate attempt to destroy the club in 2012 saw the numbers drop from 38 to 12 but we rebuilt and currently have 33 members from 14 nationalities, half of whom are under 50.

We are active in all Avenues of Service and are one of very few clubs who qualify each year for the Rotary Citation. Our signature project 'Microscopes in Schools' has placed 23,000 magnifying microscopes in 800+ schools, each year we provide Citizenship Awards at eight local Primary Schools, we provide 100 Christmas Hampers and 40 fans for disadvantaged, we are setting up a major research project on the use of music for dementia and we regularly support RYPEN, RYLA, RYLEAP, NYSF, PolioPlus, Interplast and Shelter Box. We have six current Global Grants in India, Cambodia and Nigeria and RAWCS projects in Nepal and the Philippines.

We have just been awarded the District Communication Award for 2019-20, was second in Annual Giving to TRF and is on the way to achieving another Rotary Citation.

## NEW STYLE ROTARY CLUBS FORUM

 <b>Andy Rajapakse</b>	<b>SESSION 1:</b> <b>Thursday</b> <b>3 September 2020</b> <b>6 - 7p.m. AEST</b>	 <b>Nick Courtney</b>	<b>SESSION 2:</b> <b>Thursday</b> <b>8 October 2020</b> <b>6 - 7p.m. AEST</b>
 <b>Karen Purdue</b>	3 years of Membership Growth <i>Secrets Revealed!</i>	 <b>Arie Geerlofs</b>	Starting a Club from Scratch <i>A New Approach</i>
 <b>Aydan Erickson</b>	How We Started 4 New Clubs <i>Tips &amp; Trips</i>	 <b>Rebecca Fry</b>	Innovation In Action <i>The Rotary Social Impact Network</i>
<a href="#">Register for Session 1</a>		<a href="#">Register for Session 2</a>	

## 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.

## 'PILLARS OF ROTARY'

Article by **ARC PDG Brian Coffey**

The three pillars of Rotary are Membership, The Rotary Foundation, and our Public Image – three areas that we constantly battle to address, and they are so dependent on each other.



Getting your brand design right so that it is acceptable, uniform and identifies Rotary holistically as an organised professional body is essential; it is inexcusably easy to access on My Rotary – yet we still get it wrong and fight with resistance.



Never underestimate the value and power of Social Media exposure – even if it is only Facebook. I am sure someone in the Club would be able to find a family member only too happy to run a page. My club had four new members join last year from Facebook; one interstate transfer asked her daughter to find a club for her. Sure enough, we were identified through Facebook and as a good prospect – we just had to do the rest of the work and make her welcome.

Rotary has no problem getting members, keeping them is challenge. A strong, healthy club exudes with friendship, mentoring, support, service, learning and personal growth opportunity. Every club is not suitable for all members – don't be scared to sponsor or start a new style club; perhaps a satellite club, or a passport club to meet members' needs.

Explore My Rotary, and what it offers. Learning Centre resources are growing rapidly. Club management should be looking at completing the Goals and Service Activities, setting, tracking, and managing goals, showcasing projects and activities to aid your Strategic Plan – you might just be amazed at the result.

Take the challenge to shift your focus to solutions – not problems. Rotary has the respected product - friendship and service opportunity - people want to be part of us! The Club, District and RI resources available to you are powerful. Identify and develop your strategies - change and manage those tools for your needs.

## 'MEET NEW ARC DAVID C EGAN'

David Egan is a retired banker with a passion for organisational effectiveness and sustainability. He has post graduate qualifications in business strategy, strategic HR management, change leadership and finance.



David joined Rotary in 1985 serving in three clubs often in the Youth area. He was President in two including the [Rotary Club of Adelaide](#) (200 participants) where he led a strategic change program to grow Rotary. In 2018-19 he led his District to innovate, collaborate and take risks for lasting change.

The father of four children and four grandchildren, David's married to Chris a registered nurse and clinically qualified counsellor.

## ROTARY COORDINATOR'S TEAM 2020-21 ZONE 8

Australia, New Zealand  
and Pacific Islands  
9455, 9465, 9510, 9550, 9570, 9600, 9630,  
9640 9650, 9670, 9675, 9685, 9705, 9780,  
9790, 9800, 9810, 9820, 9830, 9910, 9920,  
9930, 9940, 9970, 9980

### RI DIRECTOR ZONE 8

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All past editions of the 'Rotary on the Move' Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub [drissa@bigpond.com](mailto:drissa@bigpond.com)