



In this issue:

- 1 Now is the Time
- 2 Regional Membership Officer Update
- 3 - Member Satisfaction
- Laws of Attraction
- 4 - Meet RI PE
- Virtual backgrounds
- Make M&Ms
- 5 The Spirit of Rotary
- 6 - Service v Fundraising
- New Style Forum
- 7 - Presidential Messages
- Zone 8 Virtual Conference
- 8 - Meet ARC D. Leach
- Rotary Opens Opportunities
- The Team

'NOW IS THE TIME'

Article by RC PDG Adrian Roach

Jennifer E. Jones, a member of the Rotary Club of Windsor-Roseland, Ontario, Canada, has been nominated to become Rotary International's president for 2022-23, a ground-breaking selection that will make her the first woman to hold that office in our organisation's 115-year history.



Unless challenged, Jennifer will officially become president-nominee on 1 October 2020.

Jennifer says she sees Rotary's Action Plan as a catalyst for increasing Rotary's impact.

"As we reflect upon our new strategic priorities, we could have never envisioned that our ability to adapt would become our North Star during what is inarguably the most profound time in recent history," Jennifer said in her vision statement. "Silver linings rise out of the most challenging circumstances. Using metric-driven goals, I will harness this historic landscape to innovate, educate, and communicate opportunities that reflect today's reality."



As the first woman to be nominated to be president, Jennifer understands how important it is to follow through on Rotary's Diversity, Equity, and Inclusion (DEI) Statement. "I believe that diversity, equity, and inclusion ... begins at the top and for us to realise growth in female membership and members under the age of forty — these demographics need to see their own reflection in leadership," Jennifer said. "I will champion double-digit growth in both categories while never losing sight of our entire family."

August was Membership Month, but we should be focused on Membership and New club development Every Month!



Now is the time to look at our own clubs to ensure we have Diversity, Equity, and Inclusion. As the general population is approximately 51% female our zone is currently 28.2% (worldwide 23.7%) ,so there is real opportunity for growth.

Last Month we held our Zone 8 District Membership chairs training. Instead of meeting in Melbourne we held our training over the weekend of Saturday and Sunday the 1st and 2nd of August 2020 via zoom. We had excellent attendance, informative sessions led by the Assistant Rotary Coordinators and some stimulating discussions with our District Membership Chairs. They are all ready to assist strengthening your clubs with support. Strengthening clubs is all about creating an engaging, satisfying experience for current members and making the club more attractive to potential members.

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 6, of this Newsletter 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, <https://www.facebook.com/barbara.mifsud.1>



NEW! WEBINAR ON DIVERSITY, EQUITY, AND INCLUSION (DEI) IN ROTARY

The COVID-19 pandemic and anti-racism demonstrations are calling out global inequities and the need for social justice. It's critical that Rotary be an organization inclusive of all cultures, experiences, and identities. Check out the recording of the recent webinar, [Diversity, Equity, and Inclusion in Rotary: How are we Doing?](#) to hear from Rotarians at the forefront of change. You'll also learn about Rotary's DEI progress, and be equipped with tools to create a more diverse, inclusive, and equitable organization. Share this link with your district. Encourage each club to register, watch the recording, and discuss how they can enhance their DEI efforts.

UPDATE! ROTARACT DATA INCLUDED IN MEMBERSHIP REPORTS

As we celebrate the expansion of Rotary membership to include Rotaract clubs, we want to make sure they are reflected in our membership reports. Therefore, Rotaract data has been added many of the existing reports. The changes are listed in the grid below, but please feel free to reach out with any questions.

DISTRICT	
Reports	Important Changes
Clubs and Members in Your District List	Each tab of the report has data sectioned by club-type (Rotary or Rotaract Clubs) made explicit by a subheading
Clubs in a District	All clubs are displayed in a list by district, Rotaract clubs are listed with an asterisk sign * <i>Note: the report currently defaults to show totals for both Rotaractors and Rotarians in the district. You can toggle to choose club type but work is underway to update this report so that each club type and their membership counts are presented separately.</i>
Listing of Sponsored and Satellite Clubs	Sponsored Rotaract clubs appear in their own tab
REGIONAL	
Reports	Important Changes
Clubs Member Count by Country and Geographic Area	Rotaract data appears in a separate tab in the same manner Rotary data is presented
Clubs Member Count by Zone and District	As above
Gender Count by Country and Geographic Area	As above
Gender Count by Zone and District	As above

UPDATE! MEMBERSHIP RESOURCE GUIDE

The updated Membership Resource Guide is available here in [English](#) and [French](#). Helpful new resources and publications noted in red. If you have any questions about the materials listed, please let me know.

1 JULY 2020 MEMBERSHIP START FIGURES AND REPORTS

The 1 July 2020 membership figures are now available. These figures are based on the membership data that clubs submitted to Rotary through 1 July 2020. Adjustments will not be made if clubs submitted membership information after that date. Please keep in mind, new members added on or before 30 June will count toward the prior Rotary year, while members added with 1 July effective dates will count toward the current Rotary year.

To view the club and district data, sign into your My Rotary account and click on [Rotary Club Central](#). The dashboard defaults to your club's membership trends. For district trends, click on 'My District'. You can also view Zone and worldwide trends. I encourage you to view these reports (to access them, click on 'Reports' on the left-hand navigation and then scroll down):

Club

- *Club Membership Profile*: Club overview including attraction, retention, demographics, reasons for leaving
- *Member Viability and Growth*: How many new and existing members joined and left my Rotary club (retention)?
- *Member Termination*: Why did members leave my Rotary club?

District

- *District Membership Profile*: District overview including attraction, retention, demographics, reasons for leaving
- *5 Year History of Membership Start Figures*: How many members did my club district or zone have at the start of each of the past five Rotary years?
- *Club Viability and Growth*: How many clubs has my district retained and lost, and how many clubs are new?
- *Membership Comparison to 1 July*: How many members were in my district last year, and how many are in my district now?
- *Member Termination*: Why did members leave their Rotary clubs?

MEMBERSHIP STATISTICS AS AT 31 JULY 2020

Comparison to 1 July [Worldwide](#) [Australia, New Zealand and Pacific Islands](#)
Demographics [Australia, New Zealand and Pacific Islands](#)

'MEMBER SATISFACTION: WHAT IMAGE DOES YOUR MEMBERSHIP PORTRAY?'

Article by ARC PDG Brian Coffey



Some 40 years ago I started training people – people entrusted their life in my hands. I was a partner in a successful independent SCUBA training facility; teaching four days a week from basic SCUBA to, night, deep, wreck and cave diving. Offering professionalism and quality, people wanted more from us, we were entrusted to teach a Westpac Rescue crew and Police Rescue members to dive.

This taught me to reach our level of success as trainers, we had to invest to be the best, exhibiting competence from initial contact to classroom training and in-water skill development.

As a Police Officer, I operated as a Workplace Assessor and a Business Safety Advisor – again engaging with a positive and professional experience.

On joining Rotary, an organisation of professional people, did my experience match the expectations? Sadly, no. At District level, I did strive in my own areas of influence to change that image – often on a shoestring budget (or none at all, or my own wallet).

Members give freely of their time and funds at Club, District and Region level – the least we can do is respect this, in any function we hold. I am not talking elaborate, just return value for that commitment.

Young professionals, with memory of school and tertiary institutions, do not want to return to that zone for training. Our son is in the corporate world, travelling and training in venues beyond my budget and belief – he is not alone in his knowledge of the corporate world. We then invite these young professionals to meetings and training in low budget halls, rooms and education facilities, expecting them to be impressed!

Choosing the right venue can mean the difference between a successful experience or uncomfortable members who just want to get out the door.

Cost is the biggest consideration of any venue. Licenced clubs often offset this through their community giving. Regardless, your event will fail if 'IT' facilities, microphones and temperature control are poor. Compare apples to apples in your venue choice.

As DG, I purchased high-quality microphone, speaker, projector and assorted leads – afraid of venue quality, to show professionalism and respect for the members experience.

Venue ambiance leaves an impression on your members. Run down venues are not conducive to inspiration, bonding and giving your members pride in belonging to your group. They will be out at any excuse – and we lose a lot!

Food cost and quality are big issues for member satisfaction - do you need food? A meeting with a social meal afterwards may be a better flexible option and give those with children time to see them before bed, or for those who do not see value in the meal a chance to meet and leave. Social nights may be better spent monies, and build member satisfaction.

Whether you like the current branding or not, it is essential (and actually part of the 'Code of Policies') that Branding and signage be current – there will be members picking the faults if it is wrong – get it right! Show you are part of Rotary International, a professional club with satisfied members engaging and enjoying their involvement – not one that needs to implement regular disaster recovery.

Critically analyse what your membership experience is, by asking members – you might get some answers that open up a new challenge for what Rotary needs to be like in your area.



Click on the above screenshot to open the 'Member Satisfaction Survey' pdf, need to sign in to My Rotary

'LAWS OF ATTRACTION'

Videos from the website of Rotary Zones 26&27 Click on each episode to view the video



Episode #1: Breaking Bad



Episode #2: Meeting Etiquette



Episode #3: Thanks for Asking

'MEET RI PRESIDENT-ELECT SHEKHAR MEHTA'

From the Rotary Club of Calcutta-Mahanagar's website



Mehta, member of the Rotary Club of Calcutta-Mahanagar, West Bengal, India, acknowledges that current membership trends are a challenge and says that membership development should be Rotary's highest priority. He believes that focusing on regional plans, successfully transitioning Rotaractors into Rotary clubs, and increasing diversity and female members could yield a 5 percent net growth in membership each year.

Mehta, an accountant, is chair of the Skyline Group, a real estate development company he founded. He is also a director of Operation Eyesight Universal (India), a Canada-based organization.

A Rotary member since 1984, Mehta has served Rotary as director, member or chair of several committees, zone coordinator, training leader, member of The Rotary Foundation Cadre of Technical Advisers, and district governor. He is also the chair of Rotary Foundation (India).

'VIRTUAL MEETING BACKGROUNDS'

From Rotary Service and Engagement, Aug 2020 edition

Online meetings are now common for work, school, socializing, and, of course, Rotary club gatherings. Fortunately, we have more Rotary virtual backgrounds than ever including backgrounds for Rotary, Rotaract, End Polio Now, and the areas of focus. Find them by signing in to the [Brand Center](#) and choosing **Materials**, then **CLUB RESOURCES**.



'MAKE M&Ms'

Message by 9550 DG Merewyn Wright, from the July 2020 DG Newsletter



Our Rotary International President, Holger Knaack's theme for 2020-21 is "Rotary Opens Opportunities". To facilitate this in our district, I am asking you, in your clubs, to **Make M&Ms**:

Let's Make M&Ms in 2020-21!

MAKE MEMBERSHIP MEMORABLE

- Open opportunities for both existing and new members to gain the most from their membership, so they become lifelong members.
- Form one new club in our District based on a new club model.



MAKE MEETINGS MEANINGFUL

- Purpose for meetings
- Meeting venues/timings
- Meeting formats
- Meeting programs



MAKE MESSAGES MOMENTOUS

- Promote Rotary using consistent branding
- District Leaders' enhanced use of district newsletter as a means of supporting clubs



MAKE (HU)MANKIND MATTER

- Projects with community partners
- Engage with youth
- Celebrate World Polio Day
- Project to celebrate the Centenary of Rotary in Australia & New Zealand



'The Spirit of Rotary'

Article TWO by PDG C. Ross Carlyle, **D9830**. Article one appeared in this Newsletter in the August 2020 edition



Sometimes Rotarians hear others say something like this ...'oh, that's not in the Spirit of Rotary'...

This begs the question: What is The Spirit of Rotary, and have you ever tried to describe it? I'll give it a crack!

Firstly, our motto of **Service Above Self** describes our purpose - we strive to provide service for the benefit of others. When it comes to activities in clubs, our focus should be on providing service through the use of our labour and/or resources, or through funding the provision of it.

We are not a fundraising organisation. We are a service organisation which fundraises with the purpose of supporting service activities. When fundraising please remember to always promote the purpose of fundraising activities - **what we are doing and why we are doing it**. This helps with member engagement and this approach just may attract interest from potential Rotarians!

Let's now focus on our organisation. We have many challenges including retention of members. It is often said that to get a new member involved give them a job. I agree with this.

Consider:

- what are the jobs?
- how are they decided and distributed?
- how are they handed on?
- do we have succession plans?
- how are members skills recognised and used for the benefit of our purpose?

Now my thoughts on The Spirit of Rotary:

As Rotarians we say we are **'People of Action'**, and through our collective actions **TOGETHER, WE...** are 'doing good in the world'.

- We are problem solvers
- We are opportunity creators
- We are community builders
- ... and we are much more!

We also say that as a team of Rotarians our output is greater than the sum of our parts. For this to occur all parts need to be working in continuous harmony - and that's the clue!

- **Everyone is a volunteer generously giving of time and acting in good faith**
Respect what members can do and value all contributions
- **Everyone does their part - individuals agree what they can and will do, and they do it**
When agreeing to do something, get it done in a timely manner - show and gain respect, it is both earned and given
- **Everyone plays their part(s) on time and in synch.**
Agreed cooperation is a relatively straight forward concept, and with it together we can achieve great things
- **Everyone has a position/role, and they play within it not trying to occupy, undermine, usurp or get in the way of someone else's position/role**
We may be given a role as a 'once off', for a year, or for several years. We don't 'own' the role as within our organisation we are the custodian of that role for a set time. Sometimes I wonder what happened to co-operation. The type of behaviour that harms us is empire building (often ego driven) and, for some, the subsequent assumption of indispensability. If/when replaced, such people may be prone to display disrespectful, undermining and usurping behaviour. All of this is counter-productive to our purpose, and we all realise the behaviours that disengage us result in potential membership loss.

In short, everyone supports one another through cooperation and goodwill to achieve completion of their respective tasks. Everyone plays a team game, with decency, while living the Four Way Test.

Also, along the way, we have great fun, enjoy mutual friendships and gain fulfilment through service to others.

Does this seem like The Spirit of Rotary for you?

Each of us can act to ensure behaviours that have the potential to inhibit us and disengage members are eliminated from our organisation through leading by example and modelling the type of behaviour fitting to our organisation.

'SERVICE VERSUS FUNDRAISING'

Article by ARC PDG Doug St Clair



There is no doubt that Rotary clubs need to raise funds and have a source of annual income to survive. Often our service projects require seed funding and we also have causes such as our Polio Plus program, our drought appeal or even supporting a Youth Exchange student. Some "easy" sources of income are Local Council Grants and the Gambling Community Benefit Fund (in Queensland but probably existing in other jurisdictions) and to a lesser extent District and Global Grants. Of course, there is always the Bunnings BBQs.

Many clubs have a long history of donating funds, often towards the end of the Rotary year, to a range of worthy causes and even sometimes to other charities. This is fine and makes us feel good and enhances our respect within the community. Rotary, however, is a service organisation, not a fund raising organisation and if half the effort we spend on devising ways to raise funds and then carrying out the fundraising activities was put into community service I think we would quickly begin to gain even more respect within the community and see a positive influence on our membership numbers.

I'm not suggesting you "scrap" the Bunnings BBQ but it's probably going to be a lot easier to invite prospective members to a clean-up day in the local park or painting a local hall than working at a sausage sizzle. I personally enjoy the latter but if I were considering joining or new to a club, I'd want to know what else there was to satisfy my need to serve.

I know that many of you have heard this before but I still keep running into clubs and members who get really hooked on coming up with ways to raise funds for their club and don't spend an equal amount of time or more on working out what service projects they can achieve.

NEW STYLE ROTARY CLUBS FORUM

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

'PRESIDENTIAL MESSAGES'

Holger Knaack President 2020-21, from RI website



... Rotary offers a way to connect for everyone who wants to, at any time, and will continue to do so.

Some have even told me that they enjoy Rotary's mix of online and in-person meetings more now than before! How can we build on this momentum and seize the opportunity to embrace change so that Rotary keeps thriving?

... We all agree that we need to grow Rotary, but sometimes we can get caught up in the numbers game and lose sight of the bigger picture. After all, an increase in membership is meaningless if next year, those new members leave our clubs. Let's grow Rotary sustainably. Rotary's flexible options for participation will engage members and show the community how we're different from any other club. Let's celebrate that Rotary is now less about rules and more about joining together in a variety of ways besides traditional meetings.

... It's fascinating to imagine how we will find new ways to adapt and stay nimble this year and beyond. But I am also inspired about what hasn't changed and never will in Rotary: the friendships, the networking, the ethics, and the service. Indeed, these are the values that make Rotary attractive to all.

As Rotary's founder, Paul Harris, said, we have to be revolutionary from time to time. Now is such a time. *Rotary Opens Opportunities* — countless ones — for us to embrace change that will strengthen us even as we remain true to our core values.

From ONE ROTARY CENTER, 20 Aug 2020

... As we build a stronger future for our organization, it's good that we are reaching out to new people and introducing them to Rotary. It's important that our clubs **reflect** the communities we serve. More diverse voices in our clubs and in our leadership will help Rotary stay in touch with a changing world.

So let's find every opportunity to show we value each and every member. Let's seize this moment to build on what we've learned, to embrace our new reality, to welcome new faces, and to find additional ways to shine. This is how we will have a continuing impact on the world. And if you need assistance along the way, Rotary offers many **resources** that can help you reach your goals.

Rotary means different things in different parts of the world, but we are all united by our core values and by The Four-Way Test. Rotary may change, but our values remain constant. ...

'AUSTRALIA - NEW ZEALAND ROTARY ZONE 8 2020 VIRTUAL CONFERENCE'



Past RI Director Noel Trevaskis, Conference Convenor, says:

... The array of presenters is first class plus you will be able to experience what is happening in Australia, New Zealand and the South Pacific. This conference is one not to miss, it will be historic.

I would encourage Rotary Clubs to have their Rotary meeting on the Saturday or Sunday or both days and watch the conference live (between 11.30AM AEST and 1.00PM AEST each day on the 19th and 20th of September 2020).

Organise a brunch, lunch or afternoon tea and share the experience ...

To print and view the programme please click [here](#).

Click [here](#) to register.

SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, a couple of captioned photos, and email to [Issa Shalhoub](#), this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

'MEET NEW ARC DAMIAN LEACH'

Damian is passionate about the good Rotary can do in the world, and has dedicated more than ten years at club, district and a personal level to ensuring to ensure that Rotary maintains its relevance for each generation.



Damian joined Rotary in 2009 with the [Rotary Club of Campbelltown](#), SA, having participated in a youth exchange in 1999. Since joining he has been involved with both the Rotary Youth Leadership Awards and the Rotary Youth Program of Enrichment, along with other youth programs.

Damian served as President of the Rotary Club of Campbelltown in 2015-16, with the club receiving the Platinum Rotary Citation the same year, the 50th year of its charter.

Damian has been District 9520's Youth Service Chair for the past three years, also serving as District Trainer from 2013-2016. He has also been on District 9520/9510's Learning and Development Committee for seven of the past nine years. Damian is the Youth Advisor on the Rotary Coordinator's Team.

Damian is a manager in the South Australian Government's Department for Trade and Investment and specialises in Food, Wine and Agribusiness and believes the best wine in Australia is bottled a short 20-minute drive from where he lives.

Damian is married to Alexa, with two children. Damian enjoys cycling, reading biographies, and connecting people to make a difference.

'ROTARY OPENS OPPORTUNITIES'

From Rotary Service and Engagement, Aug 2020 edition

As RI President Holger Knaack declared at the Rotary International Assembly earlier this year, Rotary isn't just a club for people to join, but rather an invitation to endless opportunities. *Rotary Opens Opportunities* — everything we do opens another opportunity for someone, somewhere, said Knaack. Rotary opens pathways for members to improve their lives and the lives of those they help through service projects.



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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