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'ROTARY FELLOWSHIPS, WHY NOT JOIN ONE OR TWO?'

Article by **RC PDG Adrian Roach**



Rotary Fellowships consist of members who share a common interest in recreational activities, sports, hobbies, or professions. These groups help expand skills, foster vocational development, and enhance the Rotary experience by exploring interests while developing connections around the world.

OVERVIEW

- § Help participants make lasting friendships outside their own club, district, or country
- § Advance Rotary's public image and identity
- § Serve as an incentive for joining Rotary and for maintaining active membership

ORGANIZATION

- Function independently of Rotary International by establishing their own rules, dues requirements, and administrative structure.
- Are open to Rotarians, their family members, as well as participants and alumni of all Rotary and Foundation programs.

I am a proud member of the International Travel & Hosting Fellowship (ITHF) and BREW (Beer Rotarians Enjoy Worldwide).

26 September BREW (Beer Rotarians Enjoy Worldwide) launched Oktoberfest as a non-stop 24 hour Zoom event that travelled the world. This was a historic occasion for Rotary as members and friends joined in.

Beers Rotarians Enjoy Worldwide, is one of the newest and largest fellowships in Rotary with members in 26 nations and 24 US states from 223 Districts. It commenced at the Sydney Convention in June 2014 with over 200 members growing to over 1200 financial members and 1100 Facebook members today.



BREW is dedicated to the passion for Rotary, Beer, Fun & Fellowship. Revenues goes to the Water, Sanitation and Hygiene Rotary Action Group (WASH) to support cleaner water in the world.

During the amazing 24-hour journey around the globe, celebrated at 5pm in each country Rotary International Vice President Johrita Solari joined in.

The event was hosted by DGE Kevin Stevens (Wisconsin USA) and Steve Lack (California USA) and kicked off in New Zealand with Ted Edwards, followed by PDG Brian Coffey (Australia), Brijesh Mathur (India), Kerstin Duchardt (Germany), Dirk Lustig (Ukraine), Jesper Lindholt (Ukraine), Moses Aryee (Ghana), Kevin Shendok (Florida-USA), Steve Sehnert, Sara Murphy and Philip Murphy (Colorado USA) and finally to Del Green (Hawaii USA).

The Australian leg was hosted by the D9670 chapter and attracted 14 members to a COVID space restricted Malt N Hops Brewhaus in Newcastle, with members from 4 clubs in attendance with others Zooming in, plus several hosting Facebook parties.

Like any of the fellowships in Rotary, I believe BREW has the potential to attract new members – initially, purely for the social opportunity; in fact a young guest made his decision then and there, at the BREW party, that he was joining Rotary due to seeing a side of Rotary that he was unaware of.

BREW can be found on [Facebook](#), or contact ARC Brian Coffey for information on starting a chapter in your District.

Visit www.rotary.org/fellowships for additional resources on Rotary Fellowships.

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>



We Asked Clubs: What's your greatest membership challenge?

Recently, the Membership Development team sent a two-question survey to all club presidents and club membership chairs worldwide and asked them to share their greatest membership challenges. After identifying their top three issues, club leaders were then asked which of the four options listed in the table below was their biggest challenge. Of the 5,304 clubs that responded, **43%** identified attracting new members as their biggest challenge, **38%** said engaging members and delivering value, **15%** said making a meaningful difference in our community and **4%** said that they have no issues and their club is thriving.

Based on their responses, club leaders received a customised report that recommended specific resources and ideas to help them address their membership challenges. Take a look at the chart below to view the responses of our zone in comparison to around the world.

What's your greatest membership challenge?

Zones (currently supported by RMOs)	Response Rate	Attracting New Members	Engaging Members and Delivering Value	Making a meaningful difference in our community	None, our club is thriving
4 India (western & southern)	5%	46%	30%	19%	5%
5 India (southern)	5%	37%	33%	23%	7%
6 Bhutan, India (eastern), Nepal	6%	26%	47%	17%	10%
7 Indian (central and southern)	8%	24%	48%	24%	4%
8 Australia, NZ and Pacific Islands	18%	53%	31%	11%	5%
23 Parts of South America	20%	39%	41%	17%	3%
25 Parts of Central and South America	17%	37%	45%	13%	5%
26 USA	15%	44%	47%	4%	5%
27 USA	14%	43%	44%	8%	5%
28 Canada, USA	14%	45%	41%	10%	4%
29 USA	10%	48%	41%	9%	2%
30 USA	8%	53%	32%	14%	1%
31 USA	8%	55%	37%	7%	1%
32 Canada, USA	11%	54%	32%	10%	4%
33 USA	11%	50%	39%	10%	1%
34 The Caribbean, USA	15%	38%	44%	12%	6%

So, what can we do with this information?

- **Assess Plans:** Discuss the results with your membership team. Do they confirm what you already knew or was something surprising? How do the overall results align with your membership strategies and goals?
- **Update Data:** Modify upcoming or future membership presentations/training to reflect the challenges identified.
- **Reach Out to Club/District Leaders:** Reach out to find out how you can either offer support or learn more about utilising the resources, tools or online courses available on [My Rotary](#).

Membership Leads Improvements

We're excited to share new features to help you manage your membership leads based on feedback you shared with us.

- **Refer a candidate to your own club.** This feature allows Rotarians to submit candidate recommendations directly to their own club, allowing you to manage all of your club's prospective member information on a single, secure platform.
- **Reconciliation.** This feature will allow districts to report when a club has admitted a member, and will also allow clubs to admit a candidate outside the 30-day limitation through the "Club admitted Candidate" status.

Useful Membership Links

- Did you miss the second session of the New Style Rotary Clubs forum, organised by your Zone 8 Membership team? Don't sweat, you can [watch the recording here](#). Hear District Membership Chair Arie Geelofs and DGE Nick Courtney (NZ) talk about chartering the [RC of Rolleston](#) and learn the steps that President Rebecca Fry took to successfully charter the [RC of Social Impact Network](#).
- Club leaders, who want to connect up effectively with prospective members in their community using the Rotary International membership leads platform, can learn more by watching the recording of this recent webinar hosted RI Membership Development staff [here](#).
- Watch this [short video from D9780](#) (Parts of SA and Vic) which sees IPDG Rosanne Kava talk to a number of clubs who have had membership successes over the last couple of years about the strategies that they employed.
- D9705 (South Central NSW and ACT) have been organising a monthly forum for membership champions in their district and beyond, with an inspiring guest speaker. Past and upcoming speakers include Rtn [Michael McQueen](#), DGN [Geraldine Rurenga](#), Mark Huddleston, Evan Burrell and Rebecca Fry. To be placed on the mailing list send your name and club to jjindeera@gmail.com

'KATEY HALLIDAY APPOINTED TO NEW TASKFORCE ON DIVERSITY, EQUITY AND INCLUSION'

Article by RI Director-Elect Jessie Harman

South Australian Rotarian and Rotaractor Katey Halliday has been appointed to Rotary International's newly established Diversity, Equity and Inclusion (DEI) Task Force.



The Task Force will develop an action plan to support the board of Rotary International to implement Rotary's DEI statement. The action plan will drive meaningful, measurable, and lasting change throughout Rotary. It will identify support and training for the Board of Directors and assist clubs to improve diversity, equity and inclusion, and address social injustice within their communities.

According to Katey the new Taskforce has the potential to make a real difference and she is excited to be involved. "I can see many areas where Rotary will benefit if it embraces diversity, equity and inclusion" she said. "The opportunity to contribute my vocational experience at an international level is a privilege, not only for the global networks I will form, but also for the opportunity to be heard" she added.

Professionally, Katey is a Diversity and Inclusion Project Officer with the South Australian Police Department. She holds a Bachelor of Laws (with Honours), and a Certificate IV in Training and Assessment. She also holds formal TESOL qualifications (Teaching English as a second or foreign language) and in 2014 spent time in Thailand, as a language instructor, teaching English. She is a member of the [Rotary Club of Adelaide Light](#) and [Adelaide City Rotaract Club](#) in District 9510.



Katey actively champions the importance of increasing diversity, equity and inclusion in Rotary and Rotaract and has given presentations and written articles for national and international Rotary publications. She considers that increasing diversity, equity and inclusion in Rotary will take time and effort and involve a lot of learning. "There is no quick and easy fix and the barriers to overcome are varied and complex. The most important thing is to take time to listen and learn as much as possible and be prepared to make mistakes along the way" she said.

You can read one of Katey's articles by [clicking here](#).

'GROW ROTARY BY MAKING MEMBERSHIP MEMORABLE'

Excerpts from an article by IPDG Ron Degenhart, District Membership Chair, District 9550 DG Newsletter, August 2020 edition



... Did you know that 80% of prospective members decide on their first visit whether they will join your club?

First impressions are critical. Think about your club – is there a friendly and welcoming atmosphere? Or are there cliques? Do you make special efforts to ensure a guest is introduced, and looked after during the whole of the meeting? Is your meeting fun? Does your meeting convey a sense of purpose, about what do you do and why do you do it?

People join, and remain members of a club because they get something in return. It may be friendships and social connections, or the opportunity to serve others. It may be a sense of achievement. These are important needs that Rotary can provide. But it is a package deal. People will not join if the club is not welcoming, and they will not stay if they do not make friends and build connections.

Rotary has a host of materials to assist you to strengthen your club. I recommend undertaking the [Club Health Check](#). This will help you to identify your club's strengths and weaknesses, and where changes may be required. It may also be very useful to seek an outside opinion or assistance. ...

'WHY GROWING MEMBERSHIP IS SO IMPORTANT'

From Rotary Leader, September 2020 edition

One of the most important things your club can do is nurture and sustainably grow your membership. Surveys have shown that prospective members are attracted to our clubs that offer them flexible formats. It's also critical to encourage participation by offering people service projects that create lasting change in their communities. See some of the ways that clubs are being innovative and [watch this video](#) about the importance of providing a variety of formats for potential members.

'DEMOGRAPHICS'

Article by ARC PDG Brian Coffey

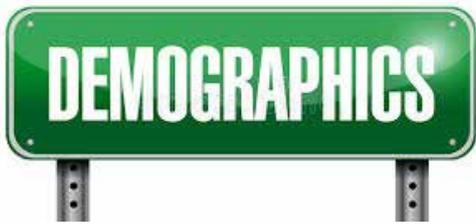


Government, business, and organisations all use demographics in decision makings; in Rotary they can be used in several ways from identifying a club's viability, locating new clubs, to determining assistance and communication needs by known behavioural identifiers.

These issues can impact matters of efficiency, risk, community support and club sustainability with better informed decision making. Districts can help clubs provide the right product or service for their community and members, by focusing on common issues around growth, productivity, sustainability, access, and risk.

Demographic factors shape the behaviours of communities and our organisation and need to be recognised with the objective of achieving the best possible outcome for all involved.

Some innovative Districts are using official population data from Census data to identify demographics for targeted outreach to attract new members, establishing satellite or even whole clubs to satisfy community demand for products and services, now and in the future.



As there is no one-size-fits-all answer to assist Rotary Clubs, members truly interested in their Club, community and principles of Rotary can benefit from allowing their ages to be securely shared on 'My Rotary' to allow District, and Rotary International, to determine the relevant demographics, so as to ultimately gain an understanding of the members, and address our needs.

The standard demographic criteria useful to any membership champion are:

Age: this data can expose powerful insights into the motivations and behaviours of your members. e.g. it is relevant at functions to determine the investment in food, beverages, entertainment, breaks and length of events, external support, and sponsor potential.

Gender: gender, including trans and non-binary, plays an important role in human behaviour and enables you to organise and identify opportunities to cultivate a member experience enjoyed by all.

Profession: is not so important now in Rotary, as at the end of the day we are all on the same level – volunteers; however, it is handy to enable you to identify potential new members or persons who may be of beneficial in some roles.

Behaviour patterns can also be identified by age demographics:

Traditionalists / Silent Generation (1927-1946) adhere to rules, are much disciplined, believe that you earn your own way through hard work, long, gruelling hours and believe that promotions and advancement should be the result of tenure and proven productivity. Enjoy stability and often prefer a conversation to an email.

Baby-boomer (1946-64) males are significantly less likely to respond to email invites to your events. Prefer low level technology and appreciate the opportunity to mentor, as Millennials are a threat.

Gen X (1966-85): threatened by the prosperous Boomers and the fast-moving Millennial, they are fiercely independent, adaptable to flexibility, change and technology – enjoy constructive feedback, intelligent leaders, and working to deadlines.

Millennial (1985-97) – the largest group in society, sheltered by their parents, but the highest educated and most independent of all generations, they do not take well to criticism. Seek recognition and work for a purpose, not money, and seek a work-life balance. They are the technological generation and seek quality in this area. Females who attend one event are very unlikely to attend another.

Demographics are important to assist in organising members, event attendants, etc. based on different criteria. By correlating your club/district demographics with those readily available from the ABS census data you may take a step forward and help yourself and others in making the right decisions for training and support – those who put barriers up are left with the challenge of managing their own future.

'MEMBER ENGAGEMENT AND RETENTION'

Article by ARC PDG Peter Frueh

The Current Situation

If we look at our District 9800, we have 65 Rotary clubs. This is down from the 67 of five years ago, and our membership has also declined from around 2,400 to 2,100 in that time, an average of about five members a club, or one per club per year. This is a long-term trend across all Districts in Australia and much of the developed world, but what would it take for us to have a net increase of two each year per club, rather than a decline of one?



Reasons for Leaving

Rotary International survey data shows that the main reasons people leave are:

- For members under 40 - life changing event (work, move, relationships, children), club environment, cost or time constraint
- For members 40 to 60 - cost or time constraints, club environment, unmet expectations
- For members 60+ - life changing event (relocation, health), club environment, cost or time constraint.

Of course, every individual has their own reasons for leaving and by the time they leave, some may not wish to share it. It is therefore up to club leaders and fellow members to observe those members who are perhaps not as engaged or are not attending meetings, and ask them how they are feeling about their Rotary club...is it meeting their needs? If not, can something be done about it.



Timing

Some people will be familiar with the U-shape of faults in manufactured goods. Problems show up either early in use, or much later on, as things wear out or age. Membership in Rotary has the same U-shape. In our District, 38% of members who leave do so in the first two years. Then the rate drops to 4% p.a. over the next eight years, before rising again for long term members.

Solutions

This shows the importance of “onboarding” new members so they feel part of the club, how the club can meet their expectations, and provide learning about the broader aspects of Rotary International. Clubs need to have formal or informal mentoring in place and ensure this is happening. Ask and listen to what your newer club members say about their experience, help

them find where their passion might be within Rotary, and then work with them to ensure they are able to initiate or participate in their first project or event. Recognise them publicly and make them part of the Rotary family.

EACH ONE
BRING ONE



The pandemic has hit all our members in some way or another (work, family, stress, financial). We need to show that we care for one another and allow people to share their issues—as the adage goes, a problem shared is a problem halved. Formal Zoom meetings may not provide the right platform for this to happen, and smaller breakout groups can help for larger clubs. However, nothing beats a phone call at a suitable time from a Rotary friend! You can prepare to make this call by checking out the RUOK website for tips: <https://www.ruok.org.au/> Also, why not consider reaching out to past members, friends of the club, volunteers and others in the broader Rotary community. We all appreciate this type of support.

Renewing Clubs

Finally, use this time to reimagine your club and get back to grass roots community-based projects in which members can get personally involved. Examples are assisting with food sharing organisations, phone support for isolated elderly people, mentoring of people who have lost their job or are undergoing work transitions, etc. Reach out to local businesses to get their support for your new initiatives or ask them how you could help. Ask the local council about emerging issues in which your members can assist.

A healthy club focuses equally on membership growth and membership retention, and now is an ideal time to look at your club's approach to both areas.

Rotary's All-Member Census is coming in November [LEARN MORE](#)

'WELCOMING LGBTQ+ COMMUNITIES'

Article by Rtn Grant Godino

As I have started to share my ideas, opinions and stories about lesbian, gay, bisexual, transgender and gender diverse, and queer and questioning (LGBTQ+) inclusion in Rotary, I have heard so many of our leaders say to me “We’re a really decent club/district. We don’t have any bad people. So, we don’t have a problem. Right?”, “why Rotary is doing something so political” and “there are no gay people in my community”.



These comments come from a space of ignorance and I always consider them a teaching moment; LGBTQ+ rights are human rights. But while diversity and inclusion have climbed the Rotary agenda over the past decade, many LGBTQ+ members continue to face discrimination, discomfort, and even danger in our clubs. When it comes to true inclusion, everyday interactions with peers and leaders matter as much as organisational policies or formal processes.

Here are a number of ways to make your club and Rotary as a whole more inclusive for the LGBTQ+ community:

- **Start having conversations:** in order to understand the challenges that exist for LGBTQ+ people. Leaders at all level (club, district, zone and international) should stay connected to what it means to be LGBTQ+ in Rotary. You can do this by:
 - asking a local LGBTQ+ charity to speak at your club
 - downloading and discussing some of the [educational resources](#) developed by the LGBT Fellowship
 - [contacting the LGBT Fellowship](#) to make a presentation

Once we start having these conversations both internally and with the communities your club serves, you will see that there are gay people in every community, and maybe already in your club!

- **Set a meaningful public example:** in order to becoming more welcoming to LGBTQ+ communities. This could include:
 - Small gestures like putting a rainbow flag at the bottom of your website, using the LGBT Fellowship’s rainbow heart logo on event flyers or using Rotary’s global statement on diversity, equity and inclusion to make a bold statement that we are accepting of everyone.
 - asking everyone to include their [preferred pronouns](#) on name tags at club meetings and in email signatures. This signals support for the LGBTQ+ community and is a powerful education piece, helping people understand the importance of using individual’s preferred pronouns. It reduces the chances that people will mistakenly misgender someone who is trans or gender diverse.
- **Support projects that address key issues for LGBTQ+ communities.** As people of action, we do amazing work to improve communities and the world. When you are considering your next project why not target it towards an issue like HIV/AIDS treatment and prevention, addressing mental health issues and homelessness in LGBTQ+ communities, or preventing violence towards LGBTQ+ people.
- **Support and promote the LGBT Rotarians and Friends Fellowship.** [Global research](#) has shown that employee pride network groups play a vital role in delivering workplace equality for LGBTQ+ people. In Rotary, the [LGBT Rotarians and Friends Fellowship](#) is our pride network. The fellowship is dedicated to promoting global friendship, service and education, aiming to create an inclusive, understanding and welcoming community, fostering goodwill and peace, and realising a world that achieves fundamental fairness and equality for LGBTQ+ people.

Diversity, equity and inclusion is complex, and Rotary is making some great steps forward. We have started to address gender and generational diversity, and cultural diversity is also starting to increase in our organisation. There are still many other aspects for us to discuss including LGBTIQ, disability, indigenous people and others, and then also how these identities can intersect (for example, how someone can be both LGBTIQ+ and disabled). I’m excited about our progress and encourage people to reach out to the LGBT Fellowship, leaders and district membership committees to continue the discussion.



Rotarians from around the globe celebrating Pride in Toronto

Grant Godino (he/him) is the charter president of [Gateway Rotaract](#), a member of the [Rotary Club of Strathmore](#) (Australia) and president elect of the [LGBT Rotarians and Friends Fellowship](#). Grant identifies as a gay cisgender male and lives with his partner Lee (he/him) (also a Rotarian) in the inner northern suburbs of Melbourne.

'TRANSFORMING ROTARY'

Opinion article by PDG Euan Miller, Rotary Club of Norwood Inc D9510



Congratulations to the organizers of the Alice Springs Virtual conference – succinct, thought-provoking and professionally presented. What's more it reached around 3 times as many Rotarians who would have normally attended in person! While this sounds good, 3 times as many more Rotarians are reading this message now! With communications, numbers count!

Transforming change is difficult to achieve, as many of the speakers noted. Not only do we need leaders able to influence, guide and mentor the 33,000 of us through the process, we desperately need communication strategies able to reach every one of us. At present the stand alone star is **Rotary Down Under**. Maybe with the Covid-19 disruptor we have the setting to transform right now?

Traditional Rotary communications through conventions, conferences and seminars reach too few. Australia/New Zealand/South Pacific Institutes (which have now become conferences to attract more attendees) would fail commercially if they weren't held in conjunction with the compulsory attendance of Governor training and annual meetings of Rotary entities. In person District conferences likewise attract only 15% of Rotarians (if you exclude partners) and annual International Conventions barely attract 1% of Rotarians worldwide.

By the time you read this, the in person International Assembly for DGE training next February will have been cancelled because of COVID-19. This will save RI millions of dollars which could be reallocated for a more effective communications strategy both to transform Rotary and market effectively to the community. Using District leadership has proved to be ineffective because most do not have, and are not expected to have, the requisite marketing or transformation skills. Most districts don't have such positions on their leadership boards either. While Governor training may define goals and strategies each year, RI never sets KPIs or provides mentoring and follow up to ensure both that these are met and a coordinated approach is taken across the world.

For a start, here are 5 things RI could do this year to transform Rotary

1. Establish locally customized Zone assemblies (in person where they can be held safely and it is very likely we will be able to do this down under in February) with shared goal setting, strategies, KPIs and year-long support and mentoring to all DGs for 21/22. The target is for every district to receive a Rotary citation.
2. Abandon official visits to every club which exhaust DGs and achieve little. Instead the DG can deliver his/her message in area/group meetings (either in person or online) in July which means the goals are set and communicated early to all clubs.
3. Use this saved time to address strategically the issues needed to transform Rotary in the district which is likely to involve more than one visit to targeted clubs. Remember DGs are leaders not managers.
4. Abandon the district conference in favour of half-day or one day focused training to address significant deficiencies in the district.
5. Because, as first world countries, both Australia and New Zealand have extensive government and charity delivered health and social support services we don't need to duplicate or support these. Instead we need to encourage clubs to lead partnerships with other clubs, outside organisations and governments to create unique projects that have more significant outcomes. These can be both fundraisers and service projects. New Zealand TRF projects invariably have massive value added by Government aid partnerships. Australia has virtually nothing as big nationally at present although it is to be commended for recent Drought Relief and End Trachoma 2020.

MEMBERSHIP STATISTICS



As at 18 October 2020

Comparison to 1 July

Worldwide – as at 30/9/2020

Australia, New Zealand and Pacific Islands

Demographics

Australia, New Zealand and Pacific Islands

Membership leads

Australia, New Zealand and Pacific Islands

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](mailto:Issa.Shalhoub), this Newsletter's editor.

We would also 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.

'ALUMNI – MEMBERSHIP'

Article by ARC PP Damian Leach, Youth Programs, Alumni, and Younger Membership



One of the best avenues we have to bring new members into our organisation is continuing the engagement of our alumni.

Approximately 5,000 people become Rotary alumni in Australia and New Zealand each year, which is a tremendous amount of good we contribute to our community.

Here are some key ways to transition our alumni in to our membership:

- **Focus on them:** Ascertain the type of engagement they would like through their relationship with your club and/or district.
- **Continue to communicate:** They may want to engage in projects, attend club meetings, or receive the bulletin. Tailor the offering to them.
- **Personal approach:** Make contact personally (at a minimum once a year, but I'd suggest once a quarter).
- **Pastoral:** Take an interest in how they are, they are a part of our Rotary family.
- **Softly softly:** Not many sales are made through saying "buy this". Introduce membership of Rotary and/or Rotaract as the next step in their journey.
- **New Member:** Don't overwhelm them with projects or duties. Make sure they are comfortable before introducing new things. Have an effective induction and new member program.



From L-R Maria Figg, PP Damian Leach, Tyler Lawrence, PE Stephany Martin, Sujoy Banerjee, Stephanie Sinclair

Our fabulous Youth, Community, Vocational, and Foundation programs achieve great outcomes with the impact they make on people's lives and the quality of applicants we are able to involve. Consider the impact these exact people would make in your club, and in your community, as you focus on how you, and your club, can best engage alumni in your club life.

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

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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