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'HOW ENGAGED ARE YOUR MEMBERS?'

Article by RI Director-Elect Jessie Harman

As the number of volunteer organisations rises and competition for volunteer resources increases steadily, organisations which rely on volunteers are turning their attention to the matter of engagement, asking themselves the question 'how do we keep our current and future volunteers active, involved and satisfied?'



Our situation in Rotary is identical. Faced with increasing competition and rising expectations, we must ensure our members are engaged and receiving value from their Rotary membership. Fortunately, we don't need to reinvent the wheel; the literature on volunteer management provides a host of tips and hints on ways to increase volunteer engagement. I've identified seven of the most common ones and applied them to Rotary:

1. **Create a positive first impression** – Take time to understand your prospective members' expectations. When they join your club, provide quality induction and mentoring, make them feel welcome, and check in regularly to see how they are getting on.
2. **Provide meaningful volunteer roles** – Find opportunities that enable members to give back using their particular skills and experience. For members still building their careers, find the opportunities that enable them to enhance and strengthen their skillset.
3. **Communicate, communicate** – Communicate frequently and effectively with members, using channels that work for them. Make sure communication is a two-way street, providing ample opportunities for club members to communicate directly with club leaders. Keep your decision making transparent and consult widely and frequently. Work on your listening skills.
4. **Make it fun** – Even the most dedicated volunteers want to enjoy themselves. Weave fun and friendship into everything you do and include social activities in your calendar. But remember – everyone's definition of fun is different – so create a social program which is inclusive, appealing to diverse needs and lifestyles.
5. **Recognise and appreciate** – Make sure your members know their contribution is valued and appreciated. Grand gestures aren't necessary; a simple 'thank you' will usually suffice. Celebrate members' contributions - profile them on your website and social media channels, nominate them for community awards and host recognition events within your club.
6. **Show volunteers what they have achieved** – We all want to know our contribution actually makes a difference. Identify opportunities for service in your community that have a measurable impact, invite beneficiaries back to the club to share how Rotary's service has improved their lives, feature stories of your impact in all your club's communications.
7. **Let them know they're part of something big** – Connect your members to Rotary beyond the club to help them understand they are part of a global movement. Encourage them to visit other Rotary clubs around the world, attend an international convention, join an international fellowship or action group. Let them know that the possibilities to engage with Rotary are endless.

In short, to Grow Rotary, we need engaged members in member-centric clubs. We need to ensure that all our members feel welcome and involved, and that they are enjoying their Rotary experience. Most importantly, we need to build our clubs around our members, rather than trying to make our members fit our clubs.

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>



Help us improve the Rotary Experience

Rotary's members are what makes our organisation great! If there are ways to enhance the membership experience, we want to hear about it. The Rotary Member Census has gone out to all Rotarians and Rotaractors. This survey asks about your club experience (including satisfaction with their club and its activities), the costs and value of membership, your interests and demographics. The Member Census shouldn't take more than 15 minutes to complete and will be open until mid-December. Please fill it in and provide your feedback. For more information [visit the FAQ page](#).

Rotary Diversity, Equity, and Inclusion (DEI) Task Force

As a global organisation, Rotary is committed to creating an environment that sets the standard for valuing and living the principals of Diversity, Equity, and Inclusion (DEI). After adopting the DEI statement in January 2019, the Board has taken active steps to create a concrete plan to ensure DEI is ingrained into our actions as an organisation.

As part of this commitment, we have tapped into the expertise of Rotary participants from around the world to create a DEI taskforce, who is charged with shaping a comprehensive action plan with achievable, measurable and meaningful outcomes for Rotary. [Meet the members of the DEI task force](#) and let's work to make Rotary a more inclusive experience for all. Great news is that Rtn/Rotaractor Katey Halliday from South Australia is on the worldwide committee!

Membership Resource Guide

The Membership Resource Guide in [English](#) and [French](#) has been updated with helpful new resources and publications noted in red. One resource I hope you'll find useful is our updated [State of Membership](#) PowerPoint presentation which you can customise and share at club meetings and training events.

MEMBERSHIP STATISTICS

As at 16 November 2020



Comparison to 1 July

[Worldwide](#) – as at 31/10/2020

[Australia, New Zealand and Pacific Islands](#)

Demographics

[Australia, New Zealand and Pacific Islands](#)

Membership leads

[Australia, New Zealand and Pacific Islands](#)

Useful links:

- Learn more about membership leads for club leaders in this webinar: [Connecting with Prospective Members in Your Community](#)
- Hear President Holger Knaack share his unique insights about membership when he was guest speaker at a special Zone 8 membership champions zoom meeting, [View the recording here](#).
- Rtn Grant Godino, president-elect of the LGBT Rotarians and Friends Fellowship and member of the Rotary Club of Strathmore gives [helpful tips](#) about how to make your club more LGBTQ+ inclusive. Grant was also a panelist on the second DEI webinar [The Power of Connection with Diverse Communities](#)

'SUCCESSION PLANNING'

Article by ARC PDG Brian Coffey



Last month, I provided an insight of the importance of demographics – a vital consideration of succession planning when it comes to training and identifying needs and opportunities for your members.

What would you do in your Club if a key member resigned or fell ill? Would you be prepared?

Succession planning is not an issue that many Clubs address until the AGM, this is reflected in many Clubs not even having a plan evident on **'My Rotary'**.

We need to think about succession planning to meet our Incorporation obligations, Rotary commitment and most importantly to provide services and meet our Clubs goals (if we have any). What would happen in you club, if a key member were not available?

Have newer members been trusted and mentored with the skills and experience required. Clubs need to ensure they have a formal plan to manage the changes that result from a generational transfer of leadership as well as the ongoing changes that occur when key members are not available.

Effective succession planning demonstrates good planning, management and leadership through supporting organisational stability and sustainability, by ensuring there is an established process to meet staffing requirements with minimal disruption to the organisation.

We need to focus not only on our executive positions but on the key players in our club – from the raffle ticket seller to the BBQ specialist. Key positions can be defined as those that are crucial to the operations of your organisation and – because of skill, seniority and/or experience are hard to replace. The most important added benefit is that those members feel valued.

A succession plan should involve nurturing and developing members with the skills (training / certification), knowledge (revised job descriptions), qualities, experience, and the desire – grooming them to move up to fill specific, key positions.

Clubs and Districts should:

- Assess their current and future needs based on either their strategic plan, goals and objectives, or priority programs and projects
- Learn of the skills, ambitions or potential of members through offering development opportunity
- Match these needs to the capabilities of the existing membership
- Develop a plan to manage the gaps that will arise when individuals in key positions leave or advance
- The plan will generally include a combination of training and developing existing members, and recruitment identification and strategies.

'STAYING CONNECTED'

Article by Marilyn Rayment, District Membership Chair D9570

DMC D9570, Marilyn Rayment, has been holding monthly Membership Zoom meetings in order to keep the Club Membership Chairs in her District connected. Clubs within the district are up to 1200 kilometres apart and visiting each club is literally impossible. The monthly zoom meetings have enabled clubs to engage with Rotarians from other clubs within the District. One of many positive outcomes from these meetings included a membership promotion in the form of a Melbourne Cup Club sweep for the clubs in her District, the sweep was Corporate sponsored. The winning clubs were able to use funds to help promote Rotary Membership in their respective communities.

The [Calliope Rotary Club](#) has hosted three dinners in order to continue to connect with students in their local community, they have recently chartered a new Interact Club, see below photo, the charter of the new Interact club has been a flow on effect from its Primary school, who have an active Rotakids Club. They have seen a growth with both Rotakids and Interact Clubs in their community.



'RECHARGE YOUR BRANDING TO ATTRACT MEMBERS'

Article by ARC PDG Brian Coffey



The new year lull and Co-Vid provide great opportunities to look at your Club and its direction. Brands have to evolve over time, but reactive tactics and haphazard brand executions can happen despite one's best intentions to be strategic and coordinated – we have seen this with club's reluctance to adapt to the Rotary branding. It has been around for 7 years – it is not new.

I recently drove through Coonabarabran and the effectiveness of our branding hit home. The usual large service club board was displayed at the towns entrance – what struck me was the Rotary Club had a sign no larger than any other – but significantly more prominent due to the wheel and the word **'Rotary'** on the side – no longer was the wheel an insignificant symbol blending in with the other well meaning, but outdated logos.

Look at your clubs branding - is your finger on our branding pulse? Regular brand health checks are needed to ensure your message is effectively reaching the right audience. Worse still, your organisation might be on a slow decline, sliding into irrelevance due to lack of visual recognition.

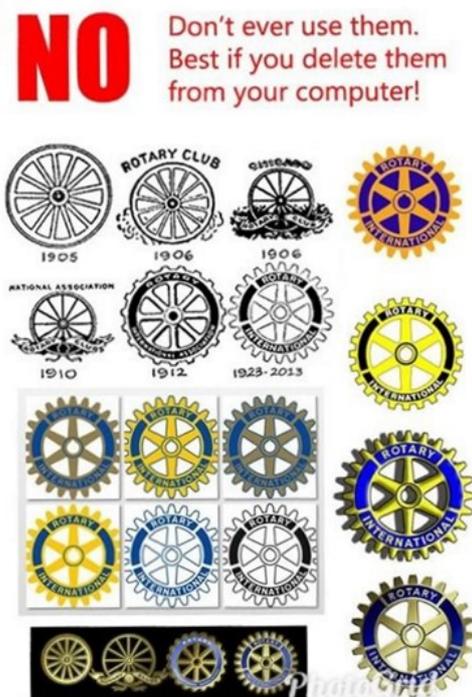
Even if things are going well, it's worth taking a little time to review whether your brand needs a little TLC or some urgent resuscitation. Here's seven steps to follow to give your brand the recharge it needs:

1. **Redefine your core values:** Are you clear on what your business core values are? Do you have your values, mission and vision written down – it's called a Business and Strategic Plans – once in place – they are easy to maintain.
2. **Review your brand promise:** Are your members (current and potential) and the community clear on what you are promising them and what they can expect from your club? Remember that a brand is the essence or promise that is delivered or experienced. It's about what your customer thinks about you, not what you think about yourself. Maybe it is time to ask do you foster the Rotary International Vision and our Core Values?
3. **Re-evaluate your audience:** Take a fresh look at your audience each year. Use it as an opportunity to get rid of any deadwood and realign your plan for membership and service. Be aware of an evolving community – demographics, culture, marketing needs.
4. **Revise your offerings:** Step back, reflect on your AGM and mid-year goal achievements, taking a closer look at current Rotary trends, significant changes in your community and what surrounding clubs, and the District is doing. What services and products do you need to start promoting, offering, or retire, to better serve your community and improve your image?
5. **Reassess your marketing strategy:** Stop and reassess its execution and suitability for your area and demographics. Be prepared to revise it, if needed.
6. **Reflect on your branding executions:** Branding is a lot more than a logo, but it does include the logo (design and advertising) application across the media channels with which you communicate (digital/social/print/signage/clothing/trailers/marqueses). Lay everything on the table and do a brand and communications audit: is everything relevant? Is it on brand? Are the colours, fonts, message, photography, brand story, worthy? A misaligned look, feel and message can confuse your audience and you appear inconsistent and unprofessional – something that may not sit well if ever a legal claim is in place against a Rotary club. Is your club marketing team being as responsive, effective and creative as you need them to be?
7. **Consider your best asset - your people:** Are all of your members (especially new members) educated and equipped to live out your brand? Members are the key part of our brand story; so, ensure that they are telling and promoting it well – our brand is remarkably well respected by those who know it. Simply reflect on our core values of friendship, integrity, acceptance of diversity and our service and leadership opportunities.

Hopefully a brand audit will only reveal some small inconsistencies. Fill in those gaps, celebrate and promote the cumulative effect of making the improvements - your target market is perceptive and will notice.

If the inconsistencies are great – and your brand has gone off on random tangents or is dated – then it could be time for a new strategy or rebranding exercise, and it is time to call in help of your Assistant Governor for some guidance and connections.

For further assistance contact PDG Gina Growden Rotary Public Image Coordinator 2018-2021
Rotary International Zone 8 Email: gina.growden@bigpond.com; Mob 0412 128 106 or refer to
<https://brandcenter.rotary.org/en-GB>



'MEMBERSHIP AND PUBLIC RELATIONS - WHAT'S THE DIFFERENCE?'

Article four by PDG C. Ross Carlyle, **D9830**. Articles one, two and three appeared in this Newsletter in the August, September and October 2020 editions



Several years back (2016-17) Rotary International changed the look of the Model Club.

Instead of structuring clubs along the Avenues of Service model with a Club Director for each Avenue of Service, the Model Club now structures strategically, and clubs are being asked to align with Rotary International's strategic goals and objectives.

Under the new model a standard club looks like this:

- President
- Secretary (Club Administration)
- Director - Membership
- Director - Service Projects
- Director - The Rotary Foundation
- Director - Public Relations (generally the club's Executive Secretary)

Larger and/or very active clubs may choose to enhance this model through the addition of others on club boards and/or management committees - President Elect, Past President, Vice President, Treasurer, specific Avenues of Service Directors and/or Chairs of Committees. Details regarding club models are available in the following Rotary Publications via My Rotary:

- W Lead Your Club - President
- W Lead Your District - Assistant Governor

The take-away message from this change is that Rotary International is asking clubs to focus on four priority areas:

- W Membership
- W Service Projects
- W The Rotary Foundation
- W Public Relations

Membership and Public Relations each have their own discrete focus and should not be treated as one and the same within clubs and districts. Let's look at how they differ.

Membership deals with strategies and action plans - It's the process of gaining and retaining members.

- building actions plans for membership development and enhancement
- measuring performance
- developing and nurturing the club culture

Public Relations deals with attitudes, behaviours, branding, marketing, and how we appear to others - It's dealing with perceptions of our organization and the value people associate with it.

- managing the overall communication effort - print, TV, radio, social media etc.
- all communications to Rotary International standards - consistency in branding and presentation
- interpreting and managing perceptions relating to the type and style of causes and events club(s) take on - putting a positive spin on all things related to Rotary
- interpreting and managing the tone of communications, behaviours and events, and the impact such may have on the perception of Rotarians and our brand within the wider community.
- getting good news stories into the public domain and onto My Rotary

In Membership and Public Relations, we have two quite distinct and interrelated roles. Both are important. Each one focuses on a specific strategic priority as set out by Rotary International, one being **membership growth and retention** and the other **brand recognition and awareness**. Also, it is a given that overlap may occur. A Membership campaign, for example, may rely on Public Image support for effective and correct branding of communication material.

Both roles have an important place in clubs and districts as we seek to grow our membership and advance the good news stories involving Rotary.

Rotary Zone 8 NEW STYLE ROTARY CLUBS FORUM *'Cause-Based' & Satellite Clubs*

Thursday 17 December 2020 6pm (AEDT)

You're invited - Meeting Registration, click [HERE](#)

Chris Bloore - Inaugural President - Rotary e-club of WASH - District 9980 NZ

Josephine Bell - District 9640 Chair Nominee 2021-22 - RC Stanthorpe Satellite Flexitime

Matt McLeod - District 9910 NZ - Satellite Club Champion

'CAPITALISE ON YOUR STRENGTHS FOR MEMBERSHIP SATISFACTION'

Article by Carol Coffey, District 9670 Membership Chair



Who doesn't enjoy a spirited motivational speech or demonstration? Who loves going out and doing something that you can do well? People are inspired by strength of character, morals, talent and skills, so why in a volunteer organisation do we spend time searching for our weaknesses?

There are often enough people in your workplace fixated and reminding you of your perceived weaknesses and what you need to do (in their opinion) to lessen them. Often, they want you to fit into a role description, without flamboyancy and opportunity to push the limits.

To motivate people, be progressive and look at their strengths; this is particularly important to Millennials who thrive on recognition. Gallup research indicates people working in their strengths zone look forward to going to work, have more positive interactions with co-workers and treat customers better. People in this zone proudly tell their friends they work for a great company, achieve more daily, and have more positive and innovative moments. All areas that provide for excellent quality of life and pride in workmanship. I saw this in abundance recently from a young Sudanese man who had the opportunity to go on a RAWCS project to Vanuatu where he plied his IT skills with a solar installation.

His pride in working with Rotary, getting recognition and a reference to assist him working with John Deere was a presentation to remember. My husband offered to assist him in honing his skill and present to District Conferences – Kleenex shares would rise that weekend! Hopefully one day he will accept the offer and believe in the power of his empathy to influence his powerful story.

Strengths develop from our talents through experiences, skill building, coaching and feedback – your personal development of vision, communication, organisation, leadership and positive lifestyle are talents that develop over time to shape your strategic thinking, relationship building, influencing and executing. (reference Clifton StrengthsFinder - Don Clifton). Clifton said, "what will happen when we think about what is right with people, rather than fixating on what is wrong with them?" He also believed that weakness filing prevented failure where strengths building led to success.

People gain greater self-confidence and self-awareness, an improved understanding of others, greater collaboration, renewed joy in their work and a different perspective in how they can approach their work.

How does this relate to your experience in Rotary?

Rotary (and many other service organisations and NFP) let you explore talents that your workplace may not allow for. An accountant can engage in IT or marketing, a sole trader can be President of a club, an office worker can be a Treasurer, most importantly we ALL can be '*ordinary people doing extraordinary things*' through our service opportunities.

We don't need to dwell on our clubs or members weaknesses – lets manage and explore the many and varied strengths of our members to provide the opportunity for the elements of human behaviour that may not be possible in their workplace to be better used. Maybe it is what some members need to maintain their membership, maybe it will ignite some passion amongst your club as new opportunities develop from their strengths.

There are 34 themes in the StrengthsFinder framework; imagine what success, growth, innovation and engagement you could achieve through knowing and applying your dominant strengths – starting, experimenting and learning in the safety and hopefully with the support of your club – allow Rotary to Open Opportunities.

'DO GOOD'

Quotes from 9550 DG Merewyn Wright, from the November 2020 DG Newsletter

"Let's think about why we meet, where we meet, what we do when we meet, and who we meet with – and perhaps even what we call these get togethers! Our world is changing, and with the current pandemic even more so; we need to adapt and change our practices if we are to continue to stay relevant."



"This is all about our service projects - the way we "do good" in our local and global communities, because "Service above Self" is still our core business, and our local, national and global communities need us more than ever!"

"Let's not just "do good" in our communities; let's make sure we tell everyone about it! But let's do it well – using consistent branding."

'TRANSFORMING ROTARY PART 2. AT THE CLUB'

Opinion article by PDG Euan Miller, Rotary Club of Norwood Inc D9510.
Part one appeared in last month's edition of this Newsletter.



If we cannot achieve change in the engine room of Rotary – the club – we cannot transform Rotary.

Many clubs don't want to change. They have a significant group of members who joined in the last century who are happy with the culture and will continue to live service above self as they have always done it.

Clubs with less than 20 members – and we have a lot of them in our Zone - are also unlikely to change. They recycle Presidents because they have to and because of this, they lack the spark and energy to transform. They go through the motions because they want to maintain the fellowship with long-term friends. Some would like to grow but only in their present comfortable image and if they try to achieve both, they invariably fail.

Clubs with female leaders are also at risk. In one of our districts this year five women presidents have been replaced with men, primarily because of conflict in the club. Women expect respectful relationships between members but some members, invariably male, find this difficult to achieve. The tragedy is, if the disrespected woman resigns, she invariably takes a coterie of other women with her.

So what do we have to do?

1. Districts need to get involved with these clubs at risk. If there isn't a suitable candidate within the club to lead change over a number of years, we need to salt the club with a leader. We do this when we set up new clubs – why not with existing clubs?
2. We need to teach clubs to resolve conflict. Standards need to be set and maintained. Disrespectful behaviour needs to be called out immediately. As soon as it is allowed to fester it is too late.
3. Transformation creates tension. Leaders need to monitor any discomfort it creates and ensure all members are comfortable with every step. Sometimes this may mean two steps back for every step forward, but as long as the goals are clear and agreed, you will achieve.
4. This is the AGM season. DGsE and AGs should be monitoring and coaching their clubs closely for leadership choices for 21/22. External eyes often see more clearly.
5. Districts need to create more clubs. Last year our Zone lost 22 clubs and only three districts had net club growth. Most districts used to have an Extension committee with a prime focus of creating new clubs. If we want to transform Rotary we need to create new clubs. Every district should have a goal of creating at least one new club each year.

'GOLD COAST'S FIRST CORPORATE CLUB'

Article by Barbara Mifsud, Regional Membership Officer

The **Rotary Club of Gold Coast Corporate** in **D9640** recently chartered in October, made up entirely of corporate members. The club, one of the first of its kind in our region, has 27 senior corporate leaders from over 14 international and national companies, with 5 more members wanting to join since chartering. The club has over 60% women and 40% are under 40 years of age.



The club's champion, DG Andy Rajapakse (photo insert on the left), tells us what the value proposition was for corporate members when starting the club: 'My message was simple. Rotary gives a trusted platform to implement their corporate purpose to be a good corporate citizen. Today's customers will ask what your corporate purpose is before making their purchase choice. And it worked!'

DG Andy says that it took him 100 days to start this club from ground zero. 'The magic was, I found the right (non-Rotarian) community champion from a leading company in the Corporate Centre. As leaders, we must trust the leadership and ability of people we don't already know.'

This new style club meets physically once a month for wine and cheese at the Corporate Centre. Each company takes a turn hosting and showcasing their corporate story. Additionally, there is little personal outlay for members, as with corporate membership, corporates pay RI/district dues, which can be deducted as a company expenditure before tax as business development. This makes Rotary more affordable for everyone.

DG Andy highlights another selling point for corporates: 'Rather than honouring their best employees with a plaque or a watch, why not make a contribution to the Rotary Foundation and honour them with an international and ethical award, a Paul Harris Fellow? Again, this contribution is tax-deductible.'

The club will be mentored by PDG Michael Irving as the new club advisor, for the next three years. We look forward to seeing what the club achieves in the future.

'TANIA'S TASTY TREATS'

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

Victoria's first Rotary Peace Scholar, Tania Miletic, has kept up her peacebuilding theme ever since District 9800 sent her to two years' MA studies at Tokyo's Rotary Peace Centre at ICU in 2002. She's now Assistant Director working to help establish an Australian Centre for Peacebuilding at Melbourne University's School of Social and Political Sciences.

Her own family heritage, the wars in former Yugoslavia, inspired her to re-orient her career as a psychologist, from the mental health of survivors to conflict prevention. "Conflicts are often rooted in genuine grievances arising from inequality, exclusion and injustices," she says. "We try to move people away from violent struggle to non-violent approaches and the political realm." She's focused on conflict areas like Myanmar and Cambodia, and also worked with parallel researchers in mainland China.

She's exploited her love of cooking to strengthen bonds between people. A decade ago she set up Peace-Meal Peacebuilding, a web portal where peacebuilders are featured through shared stories and recipes. They chat about the nitty-gritty of their work and swap stories. The wrinkle is that their recipes mirror what they ate in tough times of conflict, or suggest what brings them comfort. "Sharing food is a great leveller and way to create connection," Tania says.

In October she organised a happy evening for 64 international students isolated in the Melbourne lockdown by the COVID restrictions. They were hurting with job loss, isolation, loss of funds or access to welfare because of their temporary visa status. "We raised some funds from Victoria University and catering and delivery support from Roti Bar. Each student got a free three course Malaysian meal delivered which was shared online together, along with stories and reflections. It happened between 6pm and 8pm. One student told me, "Sharing and socialising made the food taste even better."

She's been a good friend of Rotary, talking to meetings for over a decade and mentoring new applicants. She was the Regional Coordinator (Oceania) for the Rotary Peace Fellow Alumni Association (RPF^{AA}). "I love the way Rotarians commit to the best possible peace education and professional preparation for the Scholars through the Peace Fellowship program," she says.



*Season's Greetings
and Best Wishes
from the Newsletter's Team*

The next issue of this Newsletter
will be published in February 2021.

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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