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"WELCOME TO A NEW ROTARY YEAR"

Article by RC PDG Tim Moore

Welcome to a new Rotary year, a time to reflect on the great initiatives of last year while setting the bar higher for this year. It is a real privilege to take over from the great work of Past Rotary Coordinator PDG Malcolm Lindquist. On behalf of the districts of Zone 8 I would like to thank Malcolm for his help, leadership and efforts over the last 3 years to strengthen our clubs and grow our membership. Well done Malcolm.



I thank our 'Rotary On The Move' Editor, Issa Shalhoub for his great and continuing work in providing our own Zone Membership Newsletter. It is a great resource for Australia and New Zealand and is well regarded around the world. Please consider providing articles on your great membership ideas that have worked so they can be shared with all subscribers, by emailing [Issa](#).

We welcome also a number of new and returning Assistant Rotary Coordinators this year, a year where we can particularly Make a Difference for our own Rotary International World President, Ian Riseley.

The Zone funding for membership extension has finished and Rotary International is looking at ways to help districts and their clubs. In particular, funding in the first instance will be designed to provide training and help at the district level. This most likely will take the form of a group of workshops for District Membership Chairs in the early part of this year. It may be regional in nature or more central. We will keep you informed as more information is provided.

Please feel free to contact myself or John Prendergast or our assistants for any help with strengthening clubs in your districts – please see contact details on page 8 of this Newsletter.

"RCs AND ARCS PROVIDE VALUE"

Article by RC PDG John Prendergast

RC PDG Tim Moore and I, and our team of Assistant Rotary Coordinators (ARCs), are available and keen to support Districts across Australia, New Zealand and the Pacific Islands with their efforts to support and strengthen their Clubs, and strengthen membership.



The roles of Rotary Coordinator (RC) and ARC are perhaps not as well understood as we would like, and as a consequence they run the risk of being a somewhat underutilised resource – so this Rotary year we will be focusing on making sure that District leaders **know and understand** the purpose of the RCs and ARCs, and we will also be focusing on making sure that we actually **provide value** to District leaders.

Rotary International provides us with a fairly modest budget, but sufficient that we are available, and funded, to participate in District events such as PETS and Assemblies. The RCs and ARCs are all Past District Governors who - perhaps contrary to popular belief about PDGs! - don't know everything, but do have a strong bank of experience that means we can provide practical and useful support to District leaders. So please don't hesitate to call on us during the coming year.

"REGIONAL MEMBERSHIP OFFICER UPDATE"

Article by Julie Aubry, Regional Membership Officer for Zones 7b and 8 (based in Evanston, IL, USA). Julie.Aubry@rotary.org | +1-847-866-4480 | www.facebook.com/julie.aubry.71



Happy Rotary New Year! As your Regional Membership Officer and RI staff resource, I am dedicated to providing you with information, resources, and strategies that will support you in strengthening membership in your districts. One of the ways that I hope to provide you with useful and relevant information is through this monthly newsletter. I will share important membership updates, new resources and publications, and interesting strategies that other districts are incorporating to create vibrant and engaging club experiences.

New Online Membership Course

Is Your Club Healthy? is an online course available on Rotary's Learning Center. Once club leaders or members have completed [Rotary Club Health Check](#), they can take the modules that correspond to the areas identified as needing attention. This course, available in the [Learning Center](#), can help clubs update their strategic plan, or create one with strategies and ideas in place that address areas of concern.

New Rotary Club Central

A new and improved Rotary Club Central will make its debut in July. The updated platform will be more robust, with improved functions for goal reporting and a better user experience through faster, easier navigation. Other new features include:

- A modern interface
- Access on your mobile device
- Easy-to-read charts and graphs to present past and current club data
- The ability to enter giving goals for The Rotary Foundation in local currency
- An improved, simplified way to track service activity
- Easier access to data for viewing goal progress district-wide

Visit the Learning Center for the updated Rotary Club Central Resources course in July.

Membership Reporting Dates

Beginning immediately with the 2016-17 Rotary year, new members added on or before 30 June will count toward the current Rotary year, while members added with 1 July effective dates will count toward the new Rotary year. We hope this change simplifies your reporting and reflects your membership more accurately.

- Members added with 1 July 2017 effective dates will no longer be included in your annual 1 July 2017 membership start number, but they will be billed on the 1 July 2017 club invoice and counted toward 2017-18 membership growth.
- Members terminated with effective dates on or before 1 July 2017 will reduce your club's 2016-17 membership achievement, reduce your 1 July 2017 membership start number, and will not be billed on the 1 July 2017 club invoice.

Below are two examples of how the changes would affect a club's 2017 annual membership start number and July 2017 invoice number.

Rotary Club A	Rotary Club B
30 June 2017: 60 members	30 June 2017: 40 members
1 July 2017: +15 members (these 1 July membership changes will not affect the 1 July 2017 annual membership start number)	1 July 2017: -12 members (these 1 July membership changes will affect the 1 July 2017 annual membership start number)
1 July 2017 annual membership start number: 60 members	1 July 2017 annual membership start number: 28 members
July 2017 invoice number: 75 members	July 2017 invoice number: 28 members

"HOW RCA HAS TURNED AROUND ITS MEMBERSHIP DEMOGRAPHIC" Part 1

Article by Ian D'Arcy Walsh, Immediate Past President 2016-17, Rotary Club of Adelaide



Two years ago, the Board of the [Rotary Club of Adelaide](#) (RCA) recognized that our Club, like most other Rotary Clubs in the developed world, had a problem with its membership demographics. Our members were ageing (our average age had increased to 67), and our number of members was falling (we had dropped 35% in the previous 10 years). We had only 13% female members and very few different ethnic backgrounds amongst our members. We were predominately an ageing, Anglo-Saxon, male club and not a real reflection of our community. If we were to survive we had to do something dramatic about the situation, so the Board developed a three-year strategic plan and made membership a major focus. The first of two objectives in the strategic plan was:

"to grow, renew and actively engage the membership by attracting and retaining new business, professional and community leaders and re-invigorating current membership through making meetings more enjoyable and by the better use of member's vocational skills and abilities in the service of others."

Then in order to achieve this objective, our Board and Membership Committee developed and implemented a range of strategies and activities which, after two years, has resulted in a 12% increase in membership, almost double the number of members aged under 50 and a 57% increase in the number of female members.

A quarter of our members are now aged under 50, and 19% of our members are female compared with only 13%, 22 months ago. Furthermore, we now have 9 members aged under 35 and our average age has dropped to 61.

The changing membership demographics since 1st July 2015 are:

	1-Jul-15	24-May-17	Change	% Increase
TOTAL no. of members (Hon, Active & Friend of Rotary)	173	194	21	12.1
Members under 50	22	42	20	90.9
Female Members	23	36	13	56.6

During the July 2015 – May 2017 period the membership changes were:

	TOTAL	UNDER 50	FEMALE
GAINS: Total no. of new members	45	24	15
LOSSES:			
No. of members deceased	5		
No. transferred interstate for work	5	3	1
No. delisted (non-payment of subs)	4		
No. resigned (restricted by age)	6		
No. resigned (no longer interested)	4	1	1

While we have already seen substantial changes to our nature and culture, we still have another twelve months of this strategic planning period to go, so this is still a work in progress. We are learning as we go and modifying and adapting our strategies and approaches to maximize the outcomes. In June 2018, we will have a set of proven strategies and activities that we will know work for the RCA context. Their suitability for other clubs will depend on the nature of those clubs but what will be relevant and valuable to all other clubs is the philosophy behind what we have done. If all the activities we have undertaken to achieve our objective were to be grouped into common focus areas we would have 5 groups or, if you like, 5 steps in our approach. Those steps would be:

- 1. Awareness and Commitment** - getting all members in the club to accept that there is a problem with membership and to agree and commit to work together to resolve the problem.
- 2. Getting the Club ready** - having a good look at how the club operates and making necessary changes to develop an attractive and welcoming environment for new members to enter when they come to the Club.
- 3. Finding potential new members** - identifying and making contact with suitable people who have the potential to become new members.

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4. **Getting them to join** - presenting Rotary to these potential new members in a manner that interests them, is seen as relevant to them with the potential to fill some of their needs.
5. **Welcoming and Retaining them** - showing interest in the new members and making them feel involved and included from the first day they enter the club.

This is a holistic approach with each of these five steps needing to be carefully and thoroughly addressed if real, sustainable outcomes are to be obtained. This is not a quick fix and will take possibly 2-3 years to undertake. It is not about quickly picking up a few new members, it is about changing the nature and culture of the Club in a sustainable way so that the club environment continues to attract and retain members of all ages for many years to come.

In our case being a large club, **Step 1 (Awareness and Commitment)** took us about 6-8 months to implement, during which time we:

- Constantly spoke openly at meetings and fellowship gatherings about our future and the problems associated with our ageing and mono-cultural membership – we made them realise and accept we actually had a problem;
- Showed members videos on the issue of membership and the future of Rotary - the M. McQueen video from the District 9500 Conference and the M. Huddleston video from the District 9520 Conference – we reinforced that it was a common problem to all Rotary Clubs and got them to commit to work towards a solution;
- Openly discussed what other Clubs and Organisations (like the Yass and Sydney Rotary Clubs and the Port Adelaide Football Club) were doing to address their membership problems – we gave them options to consider in resolving the membership problem within our context.

If the total membership can't accept that membership is an issue that needs to be addressed and is not right behind the club doing something about it, then it is very hard to proceed. However, once the membership commits to addressing the membership problem and to attracting new and often younger people to the club, they are more likely to realistically assess how the Club operates and to make changes that will enhance the club's appeal to these potential new members. Making changes in any environment is never easy and in this case we are talking about possibly making substantial change to the culture of the club so it is essential that all members are given the opportunity to participate in this process and feel involved and consulted.

Part 2, will be published in next month's edition of this Newsletter.

"MEMBERSHIP IDEAS FROM DISTRICT 9630"

Ideas by District 9630 Membership Director Tim Keeler, provided by ARC PDG Wendy Scarlett

One of the most difficult questions to answer is "Does your club really want new members?".

I mention this for three reasons.

Firstly, some Clubs may be comfortable with the mix in their club and don't want any new people who might alter the way they do things.

Secondly, some clubs may prefer members to come from a certain socio-economic background and shy away from people who are from the other side of the tracks.

Thirdly, all this talk about membership is not necessary ... if a person wants to join Rotary they will make contact with our club.

Does your club really want new members? Members who generate new and exciting ideas and projects, instil life into meetings and social events, members who challenge the status quo.

Does your club really want new members? If the answer is no then we need to alter the clubs and Rotarians perception about what it means to be a Rotarian and what Rotary is about.

If the answer is Yes, then ask yourself what have you or your club done in the past 3 months to attract members and retain your existing Rotarians.

If your club really want new members then your club may need to have a serious discussion.

"TOP 12 MEMBERSHIP DEVELOPMENT RESOURCES"

Article by District 9630 Membership Director Tim Keeler, provided by ARC PDG Wendy Scarlett

1. 'Rotary Basics'

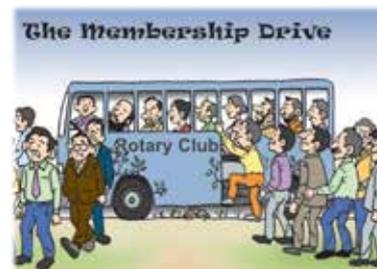
This colourful, 8 pages 'glossy' brochure, produced by RI, outlines Rotary and its many projects. Great for prospective and new members. It also comes in a snappy multi-media version, just perfect as a link on a club website. All versions are available for purchase and free download from RI website. Click [here](#).

2. 'Membership Development Resource Guide'

Despite its 40 pages, this is an easy to read guide for clubs wishing to get serious about membership development and growth. It's ideally suited for Presidents, Boards and Membership Chairs/Directors who are responsible for membership strategy. Available for free download from the RI website: http://www.rotary.org/RIdocuments/en_pdf/417en.pdf

3. 'Club Assessment Tools'

Not sure how your club is travelling? RI's Club Assessment Tools are a great starting point, and a companion to the 'Membership Development Resource Guide'. The tools provide 'survey like' resources which clubs can use and adapt to assess things like member satisfaction, club diversity and classification diversity. It even contains an survey for resigning members. Again, great for use by Presidents, Boards and Membership Chairs – at club or even district level. Available for purchase or free download by clicking [here](#).



4. 'Membership resources for Rotary clubs and districts'

This one is actually a webpage – a 'one stop shop' for all RI's membership materials. So, if you're not sure what you're looking for, this is a great place to start. It also has fantastic, up to date membership data – just perfect as a filler in a club bulletin! Find the site by clicking [here](#).

5. '101 strategies for recruiting and retaining members'

This little classic contains 101 tried and true techniques for recruiting and retaining members. It was written by Rotarians in District 9780 Australia, and is a great place to go when you've just run out of ideas, or you think you've tried everything. The PDF version is available free from the Rotary9780 website, on the page 'Membership and Development': <http://www.rotary9780.org/>

6. 'Empower your Rotary Club with RI Resources for Membership Development'

We might be cheating a bit here – this one's really a quick and easy summary of all the RI publications and resources for membership and club development. It lists the resources, price and availability – and covers everything you could want from attracting new members, to retention, to revitalising your club, to great Rotary projects. Definitely worth a look: http://www.rotary.org/RIdocuments/en_pdf/membership_resource_list_en.pdf

7. 'Rotary On The Move' Newsletter

Where would we be without this little gem, the monthly Newsletter (except for January) is jam packed with ideas on membership development, retention and growth. Subscribe by emailing the editor [Issa Shalhoub](mailto:Issa.Shalhoub).

8. 'Membership Minute'

Not to be outdone by Malcolm's newsletter, RI also produces a regular membership newsletter. It's a handy email newsletter, containing membership development ideas, tips and tools. It regularly features the latest Rotary research, strategies to attract prospective memberships, and tips to retain existing members. It provides a great international perspective on Rotary. Subscribe via 'Member Access' on the RI website, or contact them at membership.minute@rotary.org.

9. 'ABCs of Rotary'

This brochure, available from RI's shop online, is a compilation of short, easy to read and informative articles about Rotary history and projects. Particularly suitable for prospective and new members, or even the older members! Order and purchase by clicking [here](#).

10. Rotary Video Magazine

This one is a little different, but a perfect filler for meetings, conferences and other events. Rotary Video Magazine contains short, professionally produced, video presentations about a host of Rotary projects across all areas of service. Great to introduce new and existing members to the amazing impact of Rotary across the world. View and download now by clicking [here](#).

11. Guest Speakers

Your district may have a number of talented speakers who are able to attend clubs and work through Membership ideas.

12. Webinars Recordings.

The initiative of Jesse Harman, Zone 8 Membership Director. Each webinar features guest panellists with direct experience, as well as a host of useful ideas and tips for Rotarians. Webinars last forty minutes and are recorded for wider distribution. For a list of past webinar recordings, please refer to page 5 of the [June 2017 edition](#) of this Newsletter.

"THE ROTARY FOUNDATION IN THE GLOBAL AID CONTEXT"

Article by Tony Thomas, *RC Central Melbourne-Sunrise*



On the top tier for aid is the United Nations Development Program (now led by ex-NZ PM Helen Clark), with a USD 2.5 trillion aid facilitation program from now to 2030.

There is also the Bill and Melinda Gates Foundation, with a kitty of USD 40 billion, and \$4 billion dispensed every year. That's the same as Australia's entire federal aid budget. Gates has no cash flow problem – each year Warren Buffett tops up the Gates Foundation with \$2b as instalments of his \$30b gift pledge in 2006.

The Rotary Foundation has become like a kid brother to the Gates Foundation, with similar goals but a fortieth in assets. It has a \$1b balance and dispenses \$75m a year in global grants.

Now re efficiency: The UN in 2000 set Millennial Development Goals for donor nation guidance. These involved 8 goals and 18 numerical targets for the 15 years to 2015.

The goals included eradication of extreme poverty; universal primary education; greater gender equality; improved child and maternal mortality; AIDs and other disease control; and water and sanitation.

By 2015 the Millennial Goals had achieved spectacular results, typically reducing harrowing third-world issues by half. The new UN program from 2016 to 2030 is called Sustainable Development Goals (SDGs).

Literally a thousand-plus NGOs, pressure groups and celebrities got a look-in, in an out-of-control bureaucratic process. The final result was 17 goals and a bloat of 169 targets, something for everyone. The Economist Magazine mocks the SHGs as the UN's '169 Commandments'. The goals range from fundamentals like child mortality, to green city spaces for children, women, the elderly and handicapped, a very First-World problem.

Rotary and our Foundation has not fallen into the UN trap of prioritising everything and nothing, and has just five aid priorities, plus "peace and conflict prevention/resolution". They are disease prevention and treatment; water and sanitation; maternal and child health; basic education and literacy; and economic and community development.

Bjorn Lomborg of the Copenhagen Consensus Centre created a panel of economists, including 2 Nobel Prize winners, to subject the UN list to cost-benefit ranking. They brought the 169 UN targets down to 19, all with cost/benefits above 15/1. They include contraception - benefit/cost ratio of 120/1; end TB and save 1.5m lives a year, 43/1; and halve malaria 35:1. Overall, the limited 19 goals were calculated to do four times more good than the total UN package.

Bill and Melinda Gates direct their aid with similar priorities – contraception, vaccination and child nutrition at the top. Why contraception? It would cost only \$3.6b a year to give all women in poor countries access to modern contraception. If a further 220m women could space their families, there'd be 150,000 fewer maternal deaths and 600,000 fewer orphans annually.

Having three years between kids' doubles their survival rate and means more education and enables higher family earnings from paid work. The Gates say contraception is the greatest anti-poverty and life-saving innovation in history.

Scope for immunization/vaccines: Vaccines for kids is main cause of the halving in child mortality since 2000. The 50 less-developed countries have 80% vaccine coverage of kids for measles, tetanus, diphtheria, and polio. The scope is to raise the 80% to the first-world level of 96% and save millions of children's lives.

Kids' Nutrition: Only 1 percent of foreign aid goes to basic nutrition. Yet Malnutrition contributes to half of deaths of under-fives. Gates says nutrition is the biggest missed opportunity in global health. Stunted kids fall behind, to lead stunted, unproductive lives and drain state resources. \$1 on nutrition in first 1,000 days brings at least \$45 benefits.

To end positively, Bill Gates is forecasting for 2030 another halving of child mortality; Africa being self-sufficient in food; 2 billion more third-world accessing banking through their mobile phones, and on-line education becoming available especially to the girls and women.

So things are getting better, and Rotary is playing its part.

"JOHN F GERM'S MESSAGE"

Immediate Past RI President, from RI website June 2017

Through Rotary, we have the opportunity to care for and lift up those who need us the most – whether they are in our own community or on the other side of the world.

Rotarians are doing what is needed most for the people who are most in need. They're working hard for the communities they care about, helping the people of those communities lead better lives.

To me, that is the essence of Rotary: that desire to be of assistance, that willingness to work for the good of others. In Rotary, when someone needs help and you can give that help, you don't walk away. You don't turn your back. You say, I'm here for you. I'll do whatever I can. And I know that whatever I do, I'm not doing it alone – I'm doing it with *Rotary Serving Humanity*.

"BEAUTY ARISES FROM PICKS AND SHOVELS"

Article by Tony Thomas, *RC Central Melbourne-Sunrise*



A dozen Rotarians and friends descended with picks, shovels and shears on the Royal Talbot Rehabilitation Centre grounds in Kew on April 29.

This was the 13th year of an annual Rotary blitz converting horrid concrete and tired grass to lush and tranquil sensory gardens.

Most of the patients have acquired brain and spinal injuries and strokes, and need long-term care. They can now get the outdoor benefits of natural floral beauty, scents and tranquillity. The compact but diverse and colourful courtyards are also a boon for staff and visitors.

"People who arrive through these grounds get a favourable impression of our care before they even get inside to make visits," says Steven Wells 44, who combines the triple roles of gardens project officer, horticultural therapist and clinical nurse.



Before (2005)



and after (2017) the makeover at Royal Talbot



the working bee April 2017



Steven Wells

The unit at Kew is part of the huge Austin Health complex involving 9,000 staff and 300,000 inpatient and outpatient arrivals a year. The pioneering garden work at Royal Talbot has inspired the hospital to roll out garden makeovers across their three facilities, ranging from green courtyards for paediatrics and radiology units, to child care, cancer and aged-care balcony gardens.

Over the past seven years \$750,000 has been spent developing 23 garden projects, nearly all funded by community donations, charities and trusts.

How did it begin? When Steven and his nursing manager Kris Hopkins started their drive to beautify the patients' surroundings, a nurse there Lyn McBain took the idea home to her husband Bruce, a member of [Rotary Central Melbourne](#). Bruce and Lyn swung the club into support. Its annual labour day at the grounds has been supported in turn by volunteers from other clubs in the cluster.

"THE ROTARY FOUNDATION NAMED WORLD'S OUTSTANDING FOUNDATION"

From *Rotary Weekly*, 9 June 2017.

The Association of Fundraising Professionals (AFP) recognized The Rotary Foundation with its annual Award for Outstanding Foundation at its 2017 conference in San Francisco. The award honours organisations that show philanthropic commitment and leadership through financial support, innovation, encouragement of others, and involvement in public affairs.



AFP's committee of judges cited Rotary's comprehensive campaign to eradicate polio as a major driver of the selection.

The committee also mentioned that Rotary applies a methodical, purposeful approach to support a wide variety of causes, from providing clean water to educating the next generation of peace professionals.

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 ARC JODIE SPARKS"

Jodie's involvement with Rotary began in the early 1990s when she attended [Handicamp](#), a District 9465 Youth program for people with disability. On the conclusion of the program she joined Rotaract and enjoyed over seven years as a Rotaractor before being asked to join the [Rotary Club of Ascot](#) in 2000. Jodie transferred to the Rotary Club of Southern Districts in 2015.



At club level Jodie has held most Board positions, and was President at Ascot in 2006-07. Jodie was awarded her Ascot's inaugural Rotarian of the Year in 2009, and was honoured with Paul Harris Fellow recognition by the club in 2006, and the District in 2010 and 2011 and 2015.

At District level Jodie served as an Assistant Governor for two years, on the District Handicamp committee for nine years – and recommenced as chair for the 2016-17 year; PR chair in 2009-10; Membership Chair in 2012-13; District Trainer in 2014-15 and 2016-17; RYPEN/RILA committee member 2014-16 and on the District Foundation committee 2013-17.

Jodie was District Governor in 2011-12, one of the highlights of her time in Rotary. She has volunteered her professional skills to work on the District Newsletter, Website and Directory. Jodie is a Rotary Leadership Institute trainer and is a trained Club Vision Facilitator, serving as part of the District 9465 Visioning Team in 2014-15. A recent highlight was being part of the DGN training team at the Penrith Institute in 2016.

Jodie currently manages the Western Australian Motor Industry Foundation, a WA charity that supports WA families with disability.

Jodie lives close to the city with her spoilt kitten Hamlin, and in any spare time enjoys travelling and spending time with family and friends.

"MEET ARC DOUG LAYNG"

Doug joined the [Rotary Club of Prospect](#) in 1991 and was President in 1995-96. He was elected President again in 2012-13. He has held Directorships on various club committees during the last 26 years.



He was Group Study Exchange and Vocational Training Team (VTT) Leader to Kansas, USA in 2011 and was Chair of the VTT Scholarships Committee in 2013-14. In 2015-16 Doug was Governor of District 9500.

Currently Doug is the District Chair of The Rotary Foundation and more recently appointed Assistant Rotary Co-ordinator (ARC).

Doug and his wife Lynne (who is also a Rotarian) enjoy their Rotary and the many friends they have made during their Rotary journey. They plan to continue the journey whilst making a positive impact and making lives of those less fortunate a little brighter.

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 shalhoubissa@shoal.net.au

ROTARY COORDINATORS TEAM 2017 - 18 ZONES 8 AND 7B

Zone 8; Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

Zone 7B; New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

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