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"IDEAS THAT WORK"

Article by RC PDG Tim Moore



There are so many Clubs doing great things to strengthen their membership, largely because of the flexibility given to us by the Council on Legislation, but there are still many don't know how to start their rejuvenation.

I recently had the privilege of attending, presenting and facilitating sessions at the Rotary Regional Seminar in South Australia, combining 150 Rotarians from two districts for a weekend of information, inspiration and takeaways to help their clubs. A very successful event was put on by the past District Membership Chair Mark Huddleston and his team – 'Dare to be Different'.

If you are on Facebook you couldn't have missed it! Take a look here [Regional Membership Conference](#) to learn more of this great seminar.

These events not only inspire and challenge club members but show them how they can adapt and become more flexible using Rotary's own optional changes clubs can make in regard to its meeting formats, attendance requirements, membership types - to attract and retain a revitalised demographic. Whether it be a younger member, a time poor business person or encouraging a cause base volunteer to join forces with your club – there are many ways we can be more creative to ensure that our clubs are stronger.

Many clubs are connecting with their Rotoractors – perhaps helping them to have joint membership – to narrow the gap and encourage the transition to Rotary when the time comes. Why is it that less than 5% join Rotary? We only have ourselves to blame, food for thought?

There are so many examples of what is working, right here in Rotary on the Move – why don't you pass it to your club members or others that you feel could use some great ideas? Ideas that work!

If you are an overseas subscriber, feel free to send us your success stories with Club flexibility too.

"SEE YOU IN TORONTO!"

Message from Evan Burrell Zones 8 & 7B Toronto Convention Regional Liaison.



"You're invited to attend the 2018 Rotary International Convention, 23-27 June in Toronto, Ontario, Canada, where there's Inspiration Around Every Corner.

Our very own Australian RI President Ian Riseley plans to make it the most inspiring convention yet and, with your help, we hope to attract a record number of Rotarians from around the region. Be sure your club is part of this very special occasion!

Members are encouraged to make their travel arrangements, including flights and hotel reservations, ASAP. Be sure to register at riconvention.org before 15 December to take advantage of early registration savings.

Thank you for your support. It can and will *Make A Difference*. See you in Toronto!"

"Regional Membership 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.rotary



G'day! It's exciting to see membership growth in both Zones 7b and 8 so far, this year! Shout outs to District 9550 for 4.13% growth and District 9910 for 2.95% growth since 1 July! You can see the September 2017 District Progress to Goal Reports for Zone 7b [here](#) and Zone 8 [here](#). Don't forget to encourage clubs to report membership changes within 30 days of the change membership data is accurate.

Membership Webinars

Hot, Warm or Cold: Membership Leads webinar will take place on Tuesday, October 24 from 9:00-10:00am (AEST). During this webinar, we'll show a live demo on how club leaders can manage and admit membership leads, share best practices in communicating with prospective members through the Membership Leads platform, and answer questions from attendees. To register and see the webinar in your time zone follow this link: <https://attendee.gotowebinar.com/register/4532222499386206466>

After registering, you will receive a confirmation email with information about joining the webinar.

First Impressions Matters- in case you missed it live last month, you can view a recording of Rotary's latest webinar by clicking on this link: <https://vimeo.com/232717098>

Online Membership Courses Available

There is now a suite of online membership courses available in Rotary's [Learning Center](#) to assist clubs in strengthening their membership. You can utilize these online courses to replace a training when distance is an obstacle in getting people together, or as a supplementary resource that can be taken as pre-work before an in-person conference or seminar. Courses are now available in English, Spanish, French, Italian, Japanese, and Portuguese on the following membership topics:

- Is Your Club Healthy?
- Online Membership Leads
- Building a Diverse Club
- Practicing Flexibility and Innovation
- Kick-start Your New Member Orientation
- Best Practices for Engaging Members

Check out the pdf attached [here](#) for directions on how to access online courses.

"LET'S SHOW THE WORLD OUR ACHIEVEMENTS"

Excerpt from an article by Andrew best, Club and District Support Supervisor Rotary International South Pacific and Philippines Office, from *Rotary Down Under*, issue 594, May 2017



It is all well and good to ask someone to join Rotary or come along to a club meeting, but, "WIFM?" (what's in it for me?) will be the first question those potential members ask themselves.

In the Philippines, awareness of what clubs are achieving is found everywhere; social media, newspapers, magazines, club and district websites, fellowship nights and monthly celebrations - the list goes on.

The fact is, in the Philippines, the answer to the question - WIFM? - is answered long before the person is asked to join a club, because that individual can clearly see what good the club is doing in the local community, in the country and around the world.

For too long we have been hiding in the shadows of our own success and, now the sun is dropping, we are left alone in the dark wondering where everyone is.

The message is simple: show the world what your club is achieving, and how much fun you have, and how much money you raised for The Rotary Foundation; because then you won't have to ask people to join your club - you'll be asking them to form an orderly queue while they sign the membership form.

"A SIMPLE WAY TO FIND YOUR ROTARY CLUB AGE STATISTICS"

Article by RC PDG Tim Moore



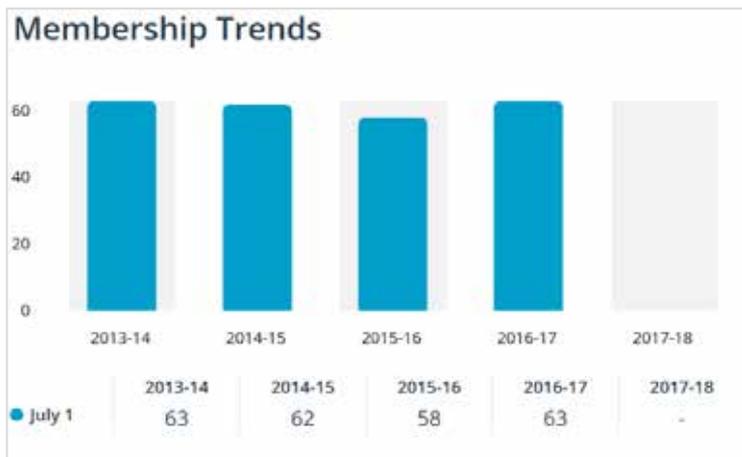
We talk of the average age of our Rotarians but often not with reasonable evidence (although dare I say sometimes it is obvious!)

Many may not know of the simple and graphic way that this information can be provided on your club via Rotary Club Central. **The Rule of GIGO applies – Garbage In, Garbage Out - if your club member's birth dates or gender are not recorded then it won't work!** Your club secretary will need to enter these after checking if any members are unreported.

How?

- Login in to My Rotary on the www.rotary.org website.
- Under the **Take Action** tab, choose **Develop Projects** then **Rotary Club Central** and voila! A graphical representation of your Club's Membership over the last 5 years, numbers, gender and age bracket should appear.

What a great resource for a membership conversation starter with your club. Examples:



Have a look a good look around, you will also see your club's goals for the year in project funding, volunteer hours and annual giving to The Rotary Foundation. All goals can be entered by club board members – nothing there? That's are another conversation to have with your Club!

Or, of course, you can edit your own date of birth too, every Rotarian can actually add this information themselves in their My Rotary profile.



From Rotary Membership Minute, August 2017. 2.22-minute video, [click to watch](#).

CLUB INNOVATION:

“CHOOSE YOUR MEMBERSHIP LEVEL”

The Rotary Club of Philadelphia offers different levels of membership, including full, à la carte with "pay as you go" lunches, and a Happy Hour Club.

From 'The Rotarian', August 2017

“When I joined there were around 120 members, but we bled members,” says Matthew Tae, past president of the [Rotary Club of Philadelphia](#).

For some time, the officers had been tracking the demographics of the club, and it was clear that it was not attracting enough new younger members.

“We meet at the Union League, which is expensive relative to other Rotary clubs,” Tae explains. “These days, a person early in their career, in their 30s, can’t get away for 90 minutes plus travel time at lunch on a workday. We needed a model where you could participate but not disrupt lunch hour.”



Rotary Club of Philadelphia members at Rotary Night at the Phillies.



Rotary Club of Philadelphia, Pennsylvania, USA

Members: 53

Full: 29

A la carte: 13 **Corporate:** 1

Happy Hour Club: 8

Honorary: 2

History: *Founded in 1912, this was the 19th club to be chartered and was home to two RI presidents, Glenn Mead (1912-13), above left, and Guy Gundaker (1923-24).*

Projects include purchasing and distributing dictionaries, thesauruses, atlases, and library books to over 20 Philadelphia schools and supporting literacy initiatives.

One solution was a la carte memberships, in which the dues are lower and the members pay separately for lunches they attend.

There was some concern that full-time members might move to the less expensive a la carte membership, but Tae points out that this idea doesn’t pass The Four-Way Test. For some time, the club had been sustained on about a third of the members not showing up and still paying dues, effectively subsidizing the club. The a la carte model offered a more equitable distribution of costs.

The club also started a Happy Hour Club, which was originally just a chance for fellowship outside the lunchtime meetings. When that became an official membership option, it focused on local service. The Happy Hour Club meets once a month for a happy hour meeting and once a month for a service project during the day.

The club redesigned its webpage and uses social media aggressively. “We’ve upgraded the Facebook page,” says club membership chair Joan Batory. “We announce every meeting and have videos of the speakers when we can find them. So Facebook and the webpage have plenty of information.”

The club leadership recognizes that all these innovations must be evaluated carefully to assess their impact. “We have six months to get to target membership,” stresses Tae. “When you go low on membership cost, you have to look at whether you are getting new members at the cost of not covering your expenses.”

The early signs are good, with a number of new members in the pipeline and inquiries coming to Batory on a regular basis.

“I’m getting messages on Facebook, expressing interest in membership, in Rotaractors, in all the things we do.”

What is your club doing to reinvent itself?

"FORMING A SATELLITE CLUB: IT'S NOT DIFFICULT!"

Article from the Rotary District **9640** – DG Darrell Brown Governor's Newsletter, August 2017.

Why establish a Satellite Club?

- Alternative meeting times, for example, young parents don't want to be away for one evening every week (should not be the same day/time as the sponsoring club)
- Alternative demographics, e.g. target younger members, shift workers
- Alternative meeting model, e.g. Weekends, No Charge meetings, e-club

What name are we giving it?

- Should be in line with the Sponsor Club and location, e.g. Rotary Satellite Club of Glen Innes, can also have additional qualifier, e.g. add 'Daybreak' if they meet for breakfast

Minimum / Maximum number of members?

- Need only 8 members to start, compared to 20 for a new Rotary Club. There is no maximum.

What advantages?

- The members are officially Rotarians (same rights, same fees) and can immediately take advantage of the benefits of membership such as visiting other clubs, joining Rotary Fellowships etc
- The process of establishing a Satellite club is much less complicated
- Approval process is quick and streamlined
- If primary purpose is demographics, such as attracting young members into an 'old' club, they are amongst their own kind, yet the sponsoring club members can freely interact (and vice-versa) and certainly are encouraged to mentor them
- Satellite clubs often develop more innovative and 'daring' projects
- Members of the sponsoring club can transfer to the Satellite club – much preferable than losing them altogether! Vice-versa, members of the Satellite Club can transfer to the sponsoring club.

- **Alternative meeting times**

- **Alternative demographics, e.g. target younger members, shift workers**

Do they have their own board?

- Yes.
- Need to have a total of 5 officers: Chair, Chair Elect, Secretary, Treasurer, Immediate Past Chair.

[Click on this link](#) to get a full set of Frequently Asked Questions

[Click on this link](#) to download the Recommended Process for Establishment of Rotary Satellite Clubs



"SATELLITE CLUB OF SCORESBY CARIBBEAN GARDENS, District 9810"

Article by Neil White, *Rotary Club of Rowville - Lysterfield*, received from RC PDG Tim Moore.

Background:

As a recently new member of the **9810** District Membership Committee I looked at how I could personally assist in growing membership. I have had trouble 'selling' Rotary to people, so I at ways I needed to improve; it was during this process that I developed a potential Rotary Club concept that was different; one where business networking would be a key component.

Within 2 months we had 8 people attend an Information meeting; we obtained 5 committed members from this event. We reached the goal of 8 members in late June.

How is this Satellite Club different!

- Our meetings are 50/50 Business Networking & Rotary.
- We do not have a Bulletin but issue Notes of the previous meeting and an Agenda.
- We don't have Guest Speakers at all our meetings, maybe every 2nd one. Our Speakers will mostly be our members.
- We meet Fortnightly, on Thursday mornings, for 1 hour.
- There is no meal, no Sergeant, no fines.
- Every member is introduced and has the opportunity to provide a brief summary of what's happened in their business in the last 2 weeks.

Membership - we have 3 categories

- *Rotary members* – fee \$ 300 pa
- *Corporate* – each Rotarian can attach business colleagues; at an annual fee of \$ 25 per person; we currently have 6 corporate members. This encourages high attendance levels.
- *Associate* – for a fee of \$125 Rotarians of other Clubs can join the Business network for \$ 125 pa; we have 3 Associates

Please note: At the time of writing this report we have a further 2 prospective members.

"DEAD BATTERIES BRING NEW OPPORTUNITIES"

Article by Barbara Wheatcroft 9500 PDG, ARH Director 2014-18.

Article received from ARC PDG DOUG Layng, who says:

"The Rotary Club of Maitland SA is in a farming community on the Yorke Peninsula a two-hour drive from Adelaide. There are 26 members in the club, they are all very active in their community. I think that this project is indicative of the creative ideas they come up with to raise funds in their community."



The 'Rotary Club of Maitland, South Australia' in rural South Australia (SA) made the decision 12 months ago to meet twice a month instead of every week. This then brought up the matter of the months with five Wednesdays and what could be done to 'fill the gap'.



President Steve Southwood put forward the suggestion of having a battery collection on one of these Wednesdays and so the battery drive was borne.

Through May and June this year the members of the Rotary Club of Maitland SA were involved in collecting used batteries from the local farmers and other providers in the community. Groups of Rotarians visited farms in the area and collected the batteries in utes and trailers. The batteries were stockpiled at L J Baker and Son Earthmovers from Maitland SA. When the collection had reached a worthwhile quantity, they were delivered to a scrap metal recycler at Burton through the generosity of Maitland Freight who transported the batteries, free of charge.

Over \$10,000 was raised from the drive, and the funds raised will go towards local and international projects.

While raising significant funds the members had a great day collecting and sorting and packing the batteries. Part of the proceeds have supported Ken Davey from Port Victoria and Bruce Linke from Ardrossan (towns in SA) in their dedicated endeavours in the Variety Bash this year.



"HOW WE MORE THAN DOUBLED OUR MEMBERSHIP IN A YEAR"

From Rotary Voices, posted August 29, 2017

By Fely R De Leon, past president Rotary Club of Hundred Islands, Pangasinan, Philippines



When I became president of my club, I shared a dream with some of the officers that the club could have a hundred members. But how? We had only 31 as of 1 July, 2016.

I faced challenges on two fronts. I had to make every meeting lively and enjoyable. And I had to make ours the club of choice for those who were looking for a worthy organization to join.



The Rotary Club of Hundred Islands forms the Rotary wheel with club members and guests.

On the first front, I had to restructure our meetings from the usual drab, formal discussions to a fellowship where a member could really feel "at home." Even new members could, in a relaxed manner, contribute to the free flow of ideas. Everyone was encouraged to present opinions on every issue. I gave responsibilities to every member, and even assigned project chairmanships to new ones. I tapped the expertise of the past presidents who gladly became advisers and confidantes.

Fellowship parties

Soon, the members started to feel the camaraderie and enjoyment of being a Rotarian. The last meeting of the month became our fellowship parties, hosted by the birthday celebrators for that month. Themes were selected and food and drinks were abundant. These fellowship parties

became much-anticipated affairs, boosting morale for everyone.

As a result, it became easy for us to embark on big projects. We even partnered with the local government and other organizations on a lot of projects. Even Lions International became an ally.

I made sure that this change of strategy and the renewed vigour that followed were communicated to the public and even among clubs and Rotarians in District 3790 by way of social media and the local paper, as well as banners and streamers announcing our projects. I also made sure that public image was given much emphasis.

Recruitment

Attacking the second front had now become easier with the favourable image we had created from the first. It became a natural task of each Rotarian to attract other members. More than twenty of our members brought in friends who also became motivated members.

We may not have achieved our goal of 100 members. But we ended up with 80, making our club the biggest in our district.

"OP SHOP EARNS LOYAL FANS"

Article by Tony Thomas, Rotary Club of Central Melbourne

Lorraine (Lorry) Rowe thought she had retired from retail management six years ago, after setting up and running two successful Op Shops at Nambour on the Sunshine Coast.



Lorry Rowe



Store birthday party

But being a Rotarian with the passion to help others, she saw potential for an op shop venture in Melbourne's west. Lorry's homework included visiting the [Rotary Club of Flemington Op Shop](#). Her know-how and enthusiasm grew, and her idea was taken up by Allan Bruno of the [Rotary Club of Flemington](#).

Lorry is now manager of the [Flemington Rotary Fit4Use Store](#) in Werribee. On August 6, Lorry and her team celebrated the success of the store with a 1st Birthday gathering of Rotarians, Past 9800 DG Neville John, supporters, customers and friends. All prices were halved for the day.

The furniture is mostly collected and vetted by Allan Bruno. Donations flow in freely from public well-wishers and Rotarians from all over. Bunnings Warehouse at Hoppers Crossing played a key role in supplying shop fittings to set up the store. They also donated paint plus some important shop fixtures.

There can be a lot of sales preparation, including the washing of china and airing of clothes, sorting and ironing. "If you wouldn't wear an item yourself, don't expect others to," Lorry says. Electrical items require test tagging, which is also done by Allan Bruno.

The store is often misused as a dumping facility by some people. The 'throw outs' comprise dirty and non-useable items and sometimes fill a medium size skip each week, which costs \$25 a week for hire.

Clothes and shoes that are considered wearable but not up to standard are sent to a commercial recycler who pays \$2.50 per kg.

Are Op Shops the next big thing for clubs? Asks the author.

As club members age, even fund-raisers like sausage sizzles can be too physically demanding for many members. There's probably half a dozen Rotary op shops now around Melbourne and scores nationally – and they involve a myriad of do-able jobs for volunteers on rosters.

Older women enjoy the shop work and men normally organise the transporting and re-cycling of goods, often in conjunction with Donations in Kind warehouses. Typically, commitment is 3-4 hours weekly.

Allan Bruno, 65, of Flemington RC (24 members) is an Op Shop veteran and has registered for Rotary the brand Fit4Use. A former equestrian sports administrator, he foresees this as a national, visible and modern brand for a Rotary chain of stores able to compete against larger charity rivals – which often lack dedicated free staff.

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 ADRIAN ROACH"

Adrian joined the [Rotary Club of East Maitland Inc](#) on 1st May 1994 and served in many Board positions including President in 1998-99. In early 2012, he worked with a small team of Rotarians to develop a new Rotary Club with a focus on people 18 to 40. The [Rotary Club of Greenhills-Maitland Inc.](#) was chartered 8 May 2012 with Adrian as the Charter President.



Adrian has been active at the District level for several years, involved in the Youth Exchange Program committee, Chair of (RANZSE) the Rotary Australia New Zealand Student Exchange program and the Australian Coordinator of that program. He has also served as the District Chair of RAWCS 2011-13, and as Assistant Governor 2010-13 and District Governor 2015-16. Adrian is now ARC (Assistant Rotary Coordinator) assisting Zone 8 Rotary Coordinator PDG Tim Moore.

Since 2009, Adrian has been the Project Manager for a Rotary Australia World Community Service (RAWCS) project in Nondugl PNG. This project has seen significant improvement in the health, education and access to clean water for the local people. Both he and Christine have travelled to PNG with RAWCS on several occasions. They are now working on a new RAWCS program to improve the dental health in the Province of Jiwaka.

Adrian was born and bred in Maitland. He trained and worked in Sydney as a Manager and Area Manager for Woolworths, supervising sixteen stores until moving back into the Maitland area. He was the owner and director of Valley Fresh Flowers, a retail florist business in the Hunter. He currently still works on a contract basis.

He now operates Valley Fresh Entertainment, managing musical acts in Newcastle and the Hunter area as well as a new business Legend Voices of Rock bringing Rock legends from around the world to perform in Australia.

Adrian has two daughters in their late 20s, Kristen and Stephanie. Kristen is also a charter member of the RC of Greenhills-Maitland Inc.

Adrian is married to Christine who joined Rotary in 2004, and a charter member of Rotary Club of Greenhills-Maitland Inc. and President Elect. Christine's journey with Rotary began as a Group Study Exchange (GSE) team member to Poland in 2002. She has also been involved at District level with Youth Exchange, RAWCS, Electronic Communications Committee, Group Study Exchange Chair and was also chosen as the GSE team leader to D1090 England in 2013. Christine has a 20-year career working in the not-for-profit health industry.

Adrian and Christine continue to enjoy the experience of hosting exchange students and have had the opportunity to visit many of them around the world.

Adrian's commitment to service above self is also evident in his involvement with the Rural Fire Service and having been a Justice of the peace since he was 18.

He enjoys a game of golf, loves his music and is a Bryan Adams fan.

Adrian is looking forward to serving Rotary International and working with districts. While following some of the great traditions in Rotary he is also eager to ensure Rotary in Australia is well set up for the future ahead.

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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