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## "NRG PROVIDES NEW ENERGY"

**Article by RC PDG John Prendergast**

We have seen in New Zealand in recent years the advent of "NRG" - Next (or New) Rotary Generation - Rotary Clubs.



The first in New Zealand was in Invercargill – they started with a presentation from human spark plug Holly Ransom in May 2015, and less than a year later in April 2016 [NRG Invercargill](#) received their charter. Fast forward another year and in April 2017 NRG Dunedin were chartered.

Work is now underway to establish NRG Timaru, and there is also interest in other areas of New Zealand to form NRG Rotary Clubs.

So, what are these new and presumably wildly different Rotary Clubs? Well perhaps surprisingly they're pretty much like a normal Rotary club, but with a few little twists and tweaks.

It is probably fitting that NRG Invercargill was chartered in April 2016, because that was the same month that the 2016 Council on Legislation approved significant changes to the way Clubs operate, allowing much greater flexibility. NRG Invercargill, unknowingly, was an early adopter of these changes mandated by the Council on Legislation - even though the new Rotary Club at the end of the earth probably wasn't even aware of the existence of the Council, let alone that the Council was meeting at the very same time NRG Invercargill was arranging their charter meeting, NRG Invercargill set their Club up to operate in a way that suited them, and in a way that was relevant to life in the 21<sup>st</sup> century – and happily the Council on Legislation had moved in the very same direction.

**NRG Invercargill:**

- meets every second week;
- don't have a formal meal at their meetings, instead they have drinks and nibbles, which are much cheaper, and don't require a caterer, they just bring their own;
- one third of the Club have just had, or are having, babies - so their meetings are family-friendly, members bring their kids along with them;
- they use Facebook for promotion and communication – every meeting is a Facebook event, and serves as a way to introduce the Club, and Rotary, to the public.

So, quite different to a box-standard Rotary Club you might say – but when you actually look at it, they're not really that different at all:

- NRG Invercargill's absolute focus is on service, and fellowship;
- whilst flexibility has been important to them, so are solid processes and procedures;
- the core tenants of Rotary International remain - Rotary's goals and ethos form the backbone of NRG Invercargill, just as they do for all of our Rotary Clubs around the world.

It's just that NRG Invercargill deliver their Rotary experience slightly differently. And the differences really are only slight, any existing Club could easily adapt what they're currently doing and adopt some of the simple practices that NRG Clubs have in place – with amazing results:

- since chartering 3 years ago with 20 members, NRG Invercargill's membership today sits at 27;
- they have an ethnically diverse membership – Irish, English, Indian, Pakistani, American, Brazilian, Filipino;
- 75% of their membership is female.

NRG Clubs are often looked at by other Rotarians as one of those new-fangled clubs for young people – we would be better to look at them as the new way of delivering Rotary in the 21<sup>st</sup> century for ALL Clubs, and adapt our existing Clubs to these more flexible ways of operating. The changes aren't actually that massive, and would be simple to implement - where there's a will to do so. *The results speak for themselves.*

# "NEW REGIONAL MEMBERSHIP RESOURCES"

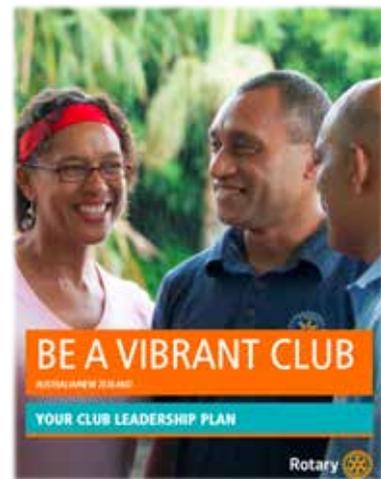
Article by Julie Aubry, Regional Membership Officer for Zones 7b and 8 (based in Evanston, IL, USA). [Julie.Aubry@rotary.org](mailto:Julie.Aubry@rotary.org) | +1-847-866-4480 | [www.facebook.com/julie.aubry.rotary](http://www.facebook.com/julie.aubry.rotary)



## Engaging Younger Professionals

If clubs in your district are interested in engaging younger professionals, the first step is to spend some time working to understand them. Part of understanding younger generations means understanding how changes in society affect them. Although technology has given them the opportunity to customize nearly everything in their lives, possessions don't sit at the top of their wish list. Many of them share a unifying trait: a desire for experience. When young people invest time and money into something, it's with organizations that do good in the world. That's Rotary.

[Engaging Younger Professionals](#) can help clubs rethink membership, from a broad perspective down to a tactical level, that they can adapt to their area. Topics include characteristics of your audience, your club's culture, ideas for outreach and engagement, and the long-term benefits of becoming a Rotarian.



## Be a Vibrant Club *Revised!*

While preparing for a membership campaign for an existing club, District 9520 was instead presented with a bold opportunity to form a new Rotary club in the Seaford suburb of Adelaide, South Australia, the first in 10 years for the district. See how their club utilizes new flexibility to engage its members and stay relevant to its community.

The recently revised [Be a Vibrant Club](#) resource offers tips and ideas that can help clubs develop a plan to become more innovative and flexible while maintaining the values of service, community, fun, and friendship.

## Retired & Rotary Ready

In mid-February, I had the pleasure of joining the Western Australia membership webinar series hosted by District 9465 Membership Chair Kero O'Shea. I covered resources and strategies for attracting and engaging the early retired and senior members of Rotary and our communities. If you missed the live webinar but would still like the information, you can watch the recording [here](#).

## Membership Data

Be sure to stay informed and check to see how your district is fairing in the February 2018 Membership Reports. For District Progress to Goal reports, click [here](#) for Zone 7b and [here](#) for Zone 8. For Combined Zones 7b & 8, click [here](#) to see the Comparison to Start report.

## Membership Resource Guide *Updated!*

This guide (click [here](#)) provides a category of RI membership resources, descriptions, and links to download directly. It's updated quarterly and I'm happy to help should you have any questions or need guidance. Please feel free to share with anyone interested in improving the Rotary member experience.

# "50<sup>th</sup> BIRTHDAY OF ROTARACT IN 2018"

Information supplied by Heidi Wolff, Chair of the 50 Years of Rotaract Celebration

On 13 April 2018, the Rotaract Clubs of South Australia will be holding a 50 Year Anniversary Fundraising Gala Ball, in Adelaide, which will recognise and commemorate the work of Rotaractor past and present.



Staying true to Rotary's motto of 'Service Above Self', this night is doubling as a Fundraiser, and will be supporting the work of a local Charity, the [Zahra Foundation](#).

We are still looking for historical photos and information about past Rotaract Groups. If anyone has any information or leads, please contact Alanna: [alannamelville98@gmail.com](mailto:alannamelville98@gmail.com)

Please click [HERE](#) for the event link and details.

# "THE SEVEN DEADLY SINS OF ROTARY CLUBS"

*Opinion article by PDG Euan Miller, D9520 Membership Chair*



If your Rotary club is dominated by grey headed males it is also likely to be suffering from the seven deadly sins. Sins so deadly, if not addressed, will soon lead to the death of your club. As these grey heads retire and die so does the club. You have to renew and there are not enough grey heads left in the community to join Rotary clubs to make up the shortfall. Most Rotarian grey heads have lost their networks they had when they were working and don't even know who to ask to join anymore.

The big market tapped by successful, growing clubs is women and millennials but to attract them, clubs need to get rid of their twentieth century baggage – these seven deadly sins.

## **Sin # 1 Too much bling**

If your President wears his/her collar at meetings, if your club has a dated picture of HM the Queen and displays the Australian flag; these are all signs your club is still living in the 20<sup>th</sup> century and will not appeal to women or millennials as potential members. Your club will die with your current members. One concession is to bring out the collar for the changeover.

## **Sin # 2 The National anthem**

While your members may be loyal citizens and feel this is a respectful measure you may have noticed that that you no longer stand up for the national anthem at the pictures anymore. Again, millennials see this as a tradition that should be assigned to the past. Australia as a culture thinks Australia Day should be celebrated with family and friends at the beach, on the river or by the lake or a pool. Today's Australians are not into salutes and military parades but enjoy citizenship ceremonies reinforcing our multiculturalism around the barbie.

## **Sin # 3 The invocation**

Rotary International states it is not a religious organisation and across the world it has hundreds of different religions and sects amongst its membership. Inserting a Christian grace into a meeting no longer reflects the views of a majority of Australians and forms an immediate barrier to non-Christian potential members.

## **Sin # 4 The Toast**

While many clubs have modified the toast to The Queen and Australia or just Australia, Millennials still find this a quaint custom. One concession would be to have a toast to Rotary International or to a sister club in another country where you could promote information on the work of Rotary at the same time.

## **Sin # 5 The top table**

Again, if your club maintains a top table you are showing deference to your leadership that is no longer necessary in today's Australian egalitarian society. Effective Rotary leaders demonstrate they are part of the club by sitting with the members and then getting up to speak on the stage or the front of the gathering as required.

## **Sin # 6 The Sergeant**

This is probably the most controversial sin but it is real turn-off to women. The number of women who have told me that they find the Sergeant humiliating is countless. Some clubs may have good Sergeants who bring a sense of fun to the club but most unfortunately are offensive, especially to women. Male members clearly don't understand this because they persist as the women complain and leave. It can be easily replaced by Happy Dollars when individual Rotarians stand up and announce why they are happy this week to donate a dollar to the Foundation.

## **Sin # 7 Meetings bloody meetings**

If you are still meeting weekly you are likely to be meeting too often. Women and Millennials who join Rotary don't want to attend meetings just for fellowship and networking. They want to do good in the world and only want to meet as necessary to assist them implement their projects. You don't have to attend meetings to be a Rotarian – you are only required to work 12 hours in every six months on projects. Meetings are very expensive – four times the cost of subs if clubs meet every week over a less than satisfactory meal. Young people struggling to gain full-time work find Rotary very expensive. If you can eliminate cost from meetings you can be a Rotarian for \$20 a month. This is the way Rotary membership should be sold.

# "LOOKING TO CREATE A CLUB MEMBERSHIP PLAN?"

**Rotary membership Minute, February 2018**

The updated [Strengthening Your Membership: Creating Your Membership Plan](#) is now available on Rotary.org.

The publication helps clubs develop a long-term strategy for attracting new members and keeping existing ones. It includes the Membership Plan Worksheet, the key material in the online course [Your Membership Plan](#).



# "TOP 5 ROTARY MEMBERSHIP MYTHS – EXPOSED"

*From Rotary Plus, Zone 5-Newsletter from RC PDG Rajendra Rai, issue 7, Jan-March 2018, Courtesy: RI*

## Myth 1: 'Rotary is only for business Networking'

While Rotary was in fact founded as a professional move its purpose has always been centered on service to the community and in fact the world. Both the personal and professional contact you will undoubtedly make, are just a wonderful side benefit of joining Rotary.



## Myth 2: 'Rotary is Distant old boys club'

There was a day, when Rotary was comprised of just local Business men. But that was long ago. Here's the bottom line: We're simply looking for high character men and women in our community who want to serve.



## Myth 3: 'Rotary is Expensive'

Actually, Rotary membership fees vary from club to club, community to community, Some are as little as near dollars per month.



## Myth 4: 'If I can't make the meetings, I can't be in Rotary'



Rotary is about serving. If you want to help us serve the community but just can't get to regular meetings, your local club will absolutely find a way for you to participate



## Myth 5: 'I just don't have time to be a Rotarian'

You or does your business have two hours per month to contribute to the community? We can show you some reasonable goals and examples of how to get yourself involved in Rotary, inside of your busy schedule.



## Come Join Rotary

Don't let these myths stand in your way. Start your Rotary journey of service right now; because the **World needs Rotary and Rotary needs you!**

*From the 'Rotary On The Move' Newsletter's editor:*

*"Why not use the above on your website and or Facebook page, or post this YouTube [video](#) on the subject".*

## "BARRY; BE THE INSPIRATION"

RI President-elect Barry Rassin laid out his vision for the future at the recent International Assembly, calling on Rotarians to work for a sustainable future and to inspire both club members and the community at large with the work we do.



President-elect Barry, from East Nassau, Bahamas, unveiled the 2018-19 presidential theme, Be the Inspiration, to incoming District Governors. "I want you to inspire your clubs, your Rotarians, that desire for something greater. The drive to do more, to be more, to create something that will live beyond each of us."

"We want the good we do to last. We want to make the world a better place. Not just here, not just for us, but everywhere, for everyone, for generations."

## "PRESIDENTIAL MESSAGE"

*President 2017-18 Ian H.S. Riseley, February 2018*

One hundred thirteen years ago, the four members of Rotary's first club held their first meeting. Although no minutes were kept, it's unlikely anyone talked about service; the club did not begin focusing on the needs of the community for another few years.



In the 113 years since that first meeting, Rotary has become far larger, and more diverse, than those founding members could have conceived. We have gone from an organization that was all white and all male to one that welcomes women and men of every possible background. We have become an organization whose stated purpose is service, reflected in our motto, Service Above Self. And we have become not only an organization that is capable of changing the world, but one that has already done so, through our work to eradicate polio.

# "DEALING HEAD-ON WITH OBSTACLES TO CHANGE"

By **Claude Martel, Zone 24 East Assistant Rotary Coordinator**

From **Beyond Borders/the Newsletter of Zones 24 & 32/January 2018/page 3**



District 7790 is proudly a two-nation and two language District. But while these attributes clearly play to Rotary's international strengths, they can also impede communication ... and change. The District has



seen a slow but steady decrease in overall membership over the last 10 years, resulting in an increasing number of clubs with fewer than 20 members. During the same period, while the average age of members has remained the same, there's been a slight uptick in the percentage of women Rotarians.

It was with this backdrop that District 7790 held a membership seminar recently in Quebec City.

Many Rotarians present were unaware of the changes made by the 2016 Council on Legislation (CoL) designed to strengthen club flexibility. Several interesting discussions on the topic of the CoL were shared. Rotarians were pleased to learn that the CoL made clubs responsible for the types of membership, the minimum number of meetings required, and new methodologies designed to increase participation.

Many Rotarians in the room had been actively engaged in developing a strategic vision for their clubs over the past five to 10 years. They noted that this work has made their clubs more open to change in general, and cited an interest in increasing the visibility of their clubs, consideration of corporate membership, ways to involve family and Interact students in their projects, and increasing the diversity of their membership.

Other issues discussed included ways to increase accessibility to young professionals (cost and hours of meetings), ability to attract more women, improving efficiency of club, improving Rotary's brand image and use of social media, taking the time to learn why members leave, and working to engage new members quickly in club activities.

The Rotarians then reflected on barriers to these goals. The participants identified the following as most likely to delay the vision of a club:

1. Waiting for unanimity to change
2. Recognizing club's attractiveness (or otherwise) to new members
3. Lack of visibility of the club
4. Taking stock of the club and writing a plan of action
5. Lack of recognition of members' contributions
6. Internal conflicts
7. Member retention



At the seminar, members of each individual club gathered together to caucus, recognize specific obstacles, and develop action plans to lead their clubs toward a new vision. In all, the participants highly enjoyed the training and recommended that it be continued next year.

## "RI PRESIDENT IAN RISELEY'S INVITATION"

I am pleased to invite you to the Sydney Town Hall on 17 March for the [Presidential Peacebuilding Conference](#) where we will explore economic and community development in relation to peacebuilding on a local, national, and international scale.

I look forward to joining you in Sydney as we come together to *Make a Difference* by discussing challenges and identifying opportunities to address some of the most pressing concerns of modern times.

If you have not already registered, you may do so online <http://rippc2018.com.au/registration>. Consider bringing along a friend, school student or young person to learn and be inspired as we come together to explore how all of us can thoughtfully and practically build peace in our world.



# "PEOPLE ARE ASKING TO JOIN, WHY ARE WE IGNORING THEM?"

By Bob Wallace, Rotary Coordinator for Zone 24 East and a member of the [Rotary Club of Port Hope, Ontario, Canada](#)

From *Rotary Voices*, Posted on [January 22, 2018](#)



**Rotarians in District 7070 package bags with items for children's' birthday parties to be delivered to local food banks.**

At our zone institute in Winnipeg, I saw a presentation about Rotary's membership leads program and how districts are receiving many requests from the program but not following up on the leads.

Later, I was at Rotary headquarters in Evanston, Illinois, USA, for training as a Rotary Coordinator, and Brian King, RI Director of Membership Development, pointed out to us how failing to follow up on these leads represented a major public image failure. Think about it. A person makes contact with you, and you totally ignore them? What does that say about your organization? In the business world, companies often make cold calls to generate business, sometimes with no results. In this case, people are coming to us asking to join.

**In District 7070**, we researched the outstanding list of membership leads and saw that there were many names that we had never contacted. Many times, when you ask people why they haven't joined Rotary, they will say "I was never asked." Taking that to heart, we also considered the professional research Rotary has received showing that Rotarians join for friendship and social activities. So, we decided to use an old tried and true method of contact. We called to talk to each of the leads.

"The main message here is email does not work; a personal call is best."

This took some time to call all the outstanding leads. But the first impression has worked well. We describe our district, what clubs we have available and their locations. The lead is able to ask questions. In some cases, it was easy to suggest a nearby club, but for others, it was more difficult. In some cases, we suggested a couple clubs they could visit. We then emailed the lead club information, meeting times, and locations. We also emailed the club president and asked them to call the lead and invite them to a meeting. The main message here is email does not work; a personal call is best.

**The end result** is we have several new members joining our clubs. One example is a lead that joined a club and is now serving on the district conference planning committee. Another lead attended our district conference to learn more about Rotary. Finally, one of the leads mentioned that she wanted to join Rotary now so that when her parents, who are Rotarians, arrive in Toronto for the 2018 convention, she will be a Rotarian to host them.

So, what do you say? Isn't it worth picking up the phone and calling those membership leads?

- Watch a recording of the [Managing Membership Leads for district leaders](#) webinar
- Watch a recording of the [Hot, Warm and Cold Leads: Engaging Your Prospective Members](#) webinar for clubs

## "BE THE INSPIRATION"

From *Rotary Voices* Posted on [January 15, 2018](#)



Rotary editorial staff caught up with incoming district governors after the 2018-19 presidential theme was announced to get their thoughts on being the inspiration and here is **DGE Malcolm Kerr (pic on the left)**, from the [Rotary Club of Cobram, Australia \(District 9790\)](#), thoughts:

"I thought the theme was, well, inspiring. I especially like the way he talked about the sea connecting us all. We have to inspire our districts, we have to inspire our clubs, we have to inspire our individual members, and we have to inspire in the world beyond Rotary. It's a pyramid of possibilities."

# "EXPANDING SPECIAL KIDS' HORIZONS"

Article by Tony Thomas, Rotary Club of Central Melbourne

Special kids benefit from getting out of the house and having safe fun. And the kids' hard-pressed parents and carers need a break. Both needs are met in the BusyFeet dance and movement program pioneered by the Rotary Club of Chadstone-East Malvern.



The kids, aged from 6 to 16, have disabilities including Downs Syndrome, autism, deafness and palsy. But they all enjoy BusyFeet's music, rhythm, dressing up and audience applause.

Nine other clubs are inquiring. BusyFeet can be launched interstate using Victorian start-up templates.

A group's needs include a venue, dance teachers (often professionals) and supervisors, making start-ups time consuming. Kids may require one-on-one help. All adults are volunteers. Friends, school people and local residents get to know Rotary's ethos.



Kids who initially were apprehensive and dragging their heels now run through the hall door to get their name tags, even if they've been unwell that day at school.

Sessions run weekly during the school year, typically from 4:30-5:30 weekdays or 11-12 on Saturdays.

BusyFeet gives a child safe and secure enjoyment with other kids, and free expression at their own pace while concentrating on each song. They love wearing the costumes, hats and props, and learn to follow instructions and group etiquette.

One mother wrote in, "It made our boy happy after we'd tried mainstream music and dance programs over and over again." Another says, "My girl is non-verbal and autistic. The only expectation I had with BusyFeet was to see her happy. Well, two years later after weekly sessions at two groups, we sure got enjoyment and a lot more."

A carer says, "We can network while the class is on, take a step back and chat. It's a lifeline. We've opened up a new world discovering specialists and local carer and disability programs."

The first group was five kids at Stonnington. Run by Chadstone East Malvern RC, it now has 15 kids and a waiting list. Caroline Springs RC runs BusyFeets Melton and Hillside; Altona City RC runs the Hobsons Bay Cluster; Canterbury RC and Camberwell RC run BusyFeet Boroondara; and North Brighton RC runs BusyFeet Bayside.

Invited by Zone 7 & 8 Director Noel Trevaskis, fifteen kids will perform at the Zone's 2018 conference at Hobart this September (2018). Clubs and individuals are fund-raising for travel costs.

Contact Lin Hughes, email [linhughes@aol.com.au](mailto:linhughes@aol.com.au). Check the [busyfeet website](http://busyfeet.com.au).

## 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.

# "WHAT DO MEMEBRS WANT?"

**A Membership Minute by PDG Brent Rosenthal,  
Rotary Coordinator Zone 30, D6690**



Your club – every club – has experienced this: you bring in a new member full of excitement and enthusiasm. Within a year or two the member quits, never having gotten involved in the club. And this is repeated many times throughout the Rotary year.

What happened? And more important, can it be stopped? Fortunately, when you understand the answer to the first question, the answer to the second is "YES!"

Thanks to surveys we now know why members leave, and the answer is no surprise: **members leave when they no longer obtain from Rotary that for which they joined.** Why do people join Rotary? It differs by member but the most common are to give back to their community (service), to network, to obtain professional development, and to meet new friends. All of these are perfectly legitimate goals for Rotary membership.

I think that we in Rotary sometimes fail to understand the full breadth of our great organization. Yes, Rotary is a "service organization" but "service" is much broader than most members think. We have Five Avenues of Service (Community, International, Club, New Generations, and Vocational Service) and they are co-equal in importance. Too many times we assume everyone joins one reason – usually, community service. I even read an article in 'The Rotarian' in which a long-time member was quoted as saying he joined for the "wrong" reason (networking) and stayed for the "right" reason – community service. I completely disagree that networking is not a valid attraction to Rotary. In fact, most young people join for Vocational Service (professional development and networking) and leave when their clubs provide too little in this Avenue to keep them interested! They never have a chance to learn about the other Avenues of Service that make Rotary membership a lifetime adventure!

Full disclosure: I joined Rotary to network. I caught the service bug after a couple years and that really started me on my Rotary road. But networking was the hook that brought me in, as it is for most younger members. As it was for Paul Harris himself, who started Rotary to network and make friends! Let's embrace it as a valid entre' into Rotary.

Job 1 is to find out what **current** members want from Rotary. **Not** what the club is traditionally – that is what **past** members made it. The old days of making members fit into our box is gone. The world has changed and Rotary and our clubs need to change with it so we can bring in our future members. We need to know what current members want and then we need to have the courage to implement changes to make those members happy. After all, today's and tomorrow's members are the club's customers!

How do you find out what members want? Ask them! Do club surveys, or discuss it in club assemblies. Do member focus groups. Surveys need not be long or complicated. A few simple questions are all that is needed. Contact me and I will help you conduct a survey and implement its results.

People have limited time. They will only join and remain organizations if they perceive the value to be worthy of their time expenditure. We will be discussing in future Membership Minutes what your club's "value proposition" is – what do members receive from being a member of your club? Why should they join? Once you understand this you are on your way to growing your club!

## 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.

**RI DIRECTOR ZONE 7 AND 8  
NOEL TREVASKIS**

Email: [n.trevaskis@bigpond.com](mailto:n.trevaskis@bigpond.com)

**ROTARY COORDINATOR  
PDG JOHN PRENDERGAST**

Districts: 9970, 9980

Email: [john.donna@xtra.co.nz](mailto:john.donna@xtra.co.nz)

**ROTARY COORDINATOR  
PDG TIM MOORE**

Email: [tim@cinet.com.au](mailto:tim@cinet.com.au)

**Assistant Rotary Coordinators  
supporting PDG John Prendergast**

**PDG Charlie Speirs**

District: 9700, 9710, 9780, 9790

Email: [speirschcharlie@gmail.com](mailto:speirschcharlie@gmail.com)

**PDG Stephen Lamont**

Districts: 9800, 9810, 9820, 9830

Email: [stephenlamont9780@gmail.com](mailto:stephenlamont9780@gmail.com)

**PDG Deb Gimblett**

Districts: 9930, 9940

Email: [deb.gimblett@gmail.com](mailto:deb.gimblett@gmail.com)

**PDG Jennie Herring**

Districts: 9910, 9920

Email: [herringjennie@gmail.com](mailto:herringjennie@gmail.com)

**Assistant Rotary Coordinators  
supporting PDG Tim Moore**

**PDG Doug Layng**

Districts: 9500, 9520

Email: [doug.layng@bigpond.com](mailto:doug.layng@bigpond.com)

**PDG Adrian Roach**

Districts: 9650, 9670, 9675, 9685

Email: [adrian@valleyfresh.net](mailto:adrian@valleyfresh.net)

**PDG Jodie Sparks**

Districts: 9455, 9465

Email: [jodiesparks@inet.net.au](mailto:jodiesparks@inet.net.au)

**PDG Wendy Scarlett**

Districts: 9600, 9630, 9640

Email: [wendy.scarlett@hotmail.com](mailto:wendy.scarlett@hotmail.com)

**PDG Craig Edmonston**

Districts: 9550, 9570

Email: [surveyor@bigpond.net.au](mailto:surveyor@bigpond.net.au)

**Newsletter Editor**

**Issa Shalhoub** [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)

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](mailto:shalhoubissa@shoal.net.au)