



# HORIZONS

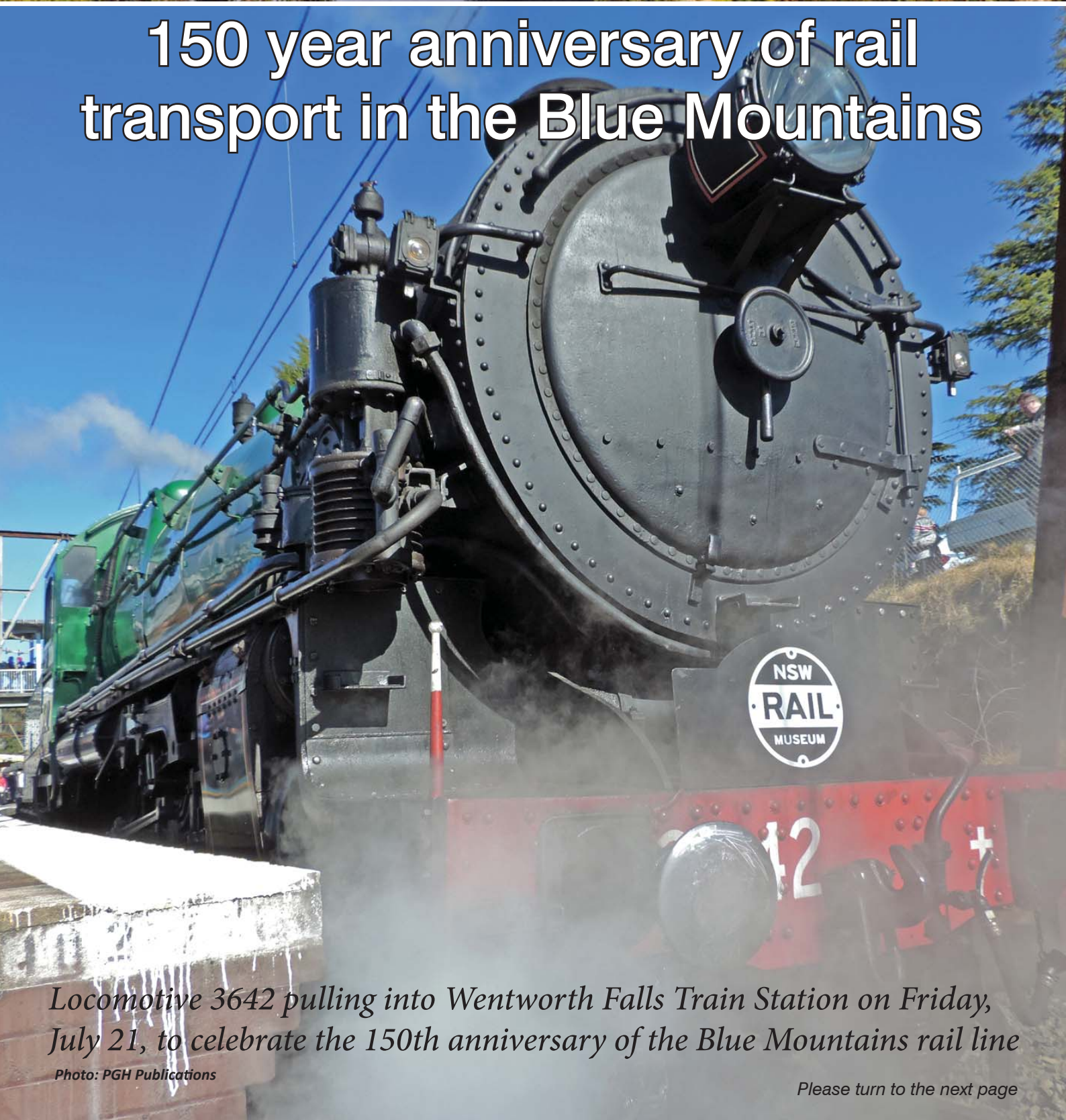
**Rotary - Central Blue Mountains**

*Effective - Energetic - Enterprising - Empowered*

Rotary District 9685 - Australia

Wednesday, July 26, 2017

## 150 year anniversary of rail transport in the Blue Mountains



*Locomotive 3642 pulling into Wentworth Falls Train Station on Friday, July 21, to celebrate the 150th anniversary of the Blue Mountains rail line*

Photo: PGH Publications

Please turn to the next page





Photo: Eric Cantor



Photo: Eric Cantor

*Steam engine enthusiasts and hundreds of onlookers gathered on the train station and in the main street of Wentworth Falls, Friday July 21, to see the sold-out commemorative steam train arrive.*

*People in period costume took part in a short ceremony in Coronation Park to celebrate the event.*

*Central Blue Mountains Rotary was able to assist with the ceremony and provide information to visitors.*

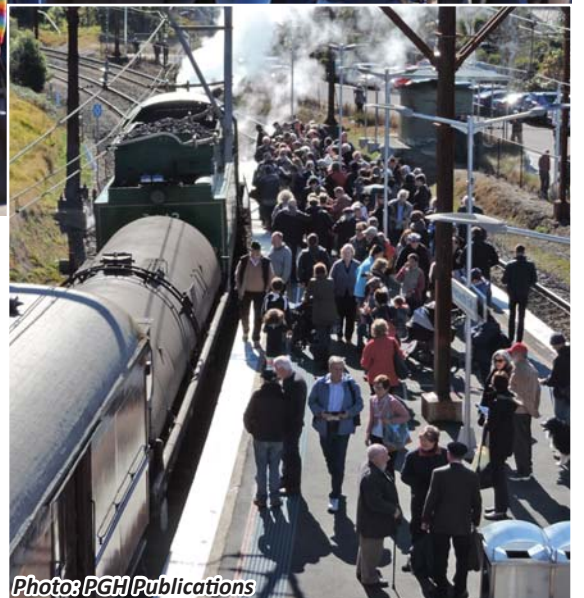


Photo: PGH Publications



# Are Service Clubs Dying?

by Michael Brand, author and Rotarian member of Rotary Club of Oregon, USA



Michael Brand

Photo: National Speakers Association, Oregon

*There has been a lot of conversation recently about the long-term viability of service clubs and their relevance to young adults and families with children, whose activities are restricted because of career commitments and the need for quality time together.*

*In an article, published earlier this year, Michael Brand points out that the issue for majority of the service clubs is not recruitment, its retention...and young people willing to invest their time and become long-serving members of Rotary or other service clubs will walk away after a few months if they are not impressed with what they see and hear.*

*Michael Brand knows the nonprofit community well, having been a nonprofit leader then a philanthropist. In addition to his grantmaker experience, he's tackled every leadership role imaginable: Board Chair, Director, Fundraiser, Volunteer, Donor, Advisor. And he's done it not just in the USA but Europe and Australia, as well.*

<http://michaelbrand.org/why-our-service-clubs-are-dying>

Michael's challenge was highlighted in an article captioned, **'Why Our Service Organisations are Dying and how to fix them'**, and he encourages Rotarians to work together to overcome the challenges they are facing.

He also noted that a fellow Rotarian observed that meetings held by Rotary clubs, have declined by 58 percent during the period 1975-2000. To date, this trend has continued to accelerate throughout the entire Rotary organisation; internationally and regionally.

Michael Brand says: "Pick an organization and the numbers are telling. In the past two decades Rotary down 20%, Jaycees down 64%, Masons down 76%."

## **The question remains, 'Where do we go from here'?**

"Since most service club leaders are in office but for one year, they shoot for short term quick fixes such as a membership drive. **However, for most of our service clubs the issue is not recruitment but retention.**

"Rotary averages 44,000 new members per year and loses an average of 51,000. They cannot keep members. If businesses are not keeping customers, the leaders generally make it top priority to find out why and correct the reasons. If they fail, they most likely will not be leaders for very long. Common sense says the same principle should apply to service clubs as well.

"So what will attract new people and how we can add to the quality of their lives? Their time is precious. How can we adapt to make ourselves more welcoming?"

## **Build an informal atmosphere**

"Is the format of our club outdated? Is the weekly meeting a productive format? Are the rituals in our meeting making sense to younger adults? Many leaders try to side step or ignore these impediments rather than deal with them. That's human nature as the most powerful force in the world is the status quo.

"But young people now connect on-line so don't need the time investment of a weekly meeting in order to network. Leaders must identify and remove obstacles.

"Is the structure of your club meetings an obstacle to involvement? One thing is abundantly clear, what emerging generations want in physical meetings is for the environment to be fundamentally social, fundamentally conversational and fundamentally less formal."

## **The Future**

"Service clubs are an American innovation that have evolved into a worldwide institution. While vibrant across the globe, the loss of membership represents a loss of social capital and civic engagement.

"Today, potential members are constrained by lack of time. In addition, they may not see much use in an organization whose prestige and vitality is in question.

**"It is imperative we reinvent. That may involve passing the torch and allowing an emerging generation of leaders to reinvent our clubs according to their needs. The alternative may be irrelevance and obscurity."**

Please turn to the next page



Rotary Club of Penrith says: "Here's our latest and greatest overseas project"

It's one year in the making but it's finally under way!!! We're building a school dormitory for for the underprivileged children in Tra Vinh, Quang Nam - Vietnam. It will be a facility for 75 children from remote villages to go to school and stay overnight Monday-Friday so they can focus on learning, improve their education, and overcome school absenteeism.

Source: *Penrith Rotary Club Facebook*

## Rotary Clubs of the Central Coast Dinner The Future of Rotary: Unlimited or On Borrowed Time?

Thursday 5th October 6.00pm for 6.30pm

Breakers Country Club, 64 Dover Rd Wamberal

Tickets \$30 at: <https://www.trybooking.com/293153>

RSVP: 2nd October 2017

Guest Speaker: Rotary International Director Noel Trevaskis



*Annual signature fundraising event for Greystanes Disability Services*

## GREYSTANES FOUNDATION 2017 GALA DINNER

7pm, Saturday 9 September

Ballroom, The Hydro Majestic Hotel

**Spring, Festival of Colour**

Formal dress with prizes for most colourful guests

**TO BOOK**

call +61 2 4784 1118

email [events@greystanes.org.au](mailto:events@greystanes.org.au)

[www.greystanes.org.au/galadinner](http://www.greystanes.org.au/galadinner)

*\$150 per person includes canapes, 3 course fine dining and wines  
Purchase tickets by 22 August 2017*

*....that's all folks*