Rotary
Wellington North
Karori to Khandallah

# MEMBERS SURVEY

## BACKGROUND - THE THREE AGES OF ROTARY

1. 1905 – 2000 (Wellington North 1965)

Clubs, world-wide were structured on the American model. District 9940 reached 64 Clubs. Members were generally business, government or community leaders.

2. 2001 – 2027

The decline in membership started with competition from weekend shopping, other evening opportunities, sports on Sundays etc. Wellington North moved its location from Thorndon to Khandallah to eventually become Karori to Khandallah, meanwhile implementing new forms of Membership and Relational Connections as the road to the future.

3. 2028 – And Beyond

New structure for our District to cover New Plymouth to Invercargill. Encouragement for clubs to work as clusters with appropriate leadership. Our overall support moves from Chicago to Sydney.

## CURRENT MEMBERSHIP AND SUPPORT OPTIONS

Active or Full Membership, Currently $260 PA
Household/Couples/Family. Second membership $30 PA
Local Membership. Sub $30 with a two-year window.
Relational Connection. Business and Community groups. Various forms of support. No sub.
Friends. Including Widows and Widowers of Club members. No sub.

***A NEW FOCUS ON SERVICE, NOT JUST MEETINGS? - RECOGNISING UPCOMING DISTRICT CHANGES.***

## SURVEY QUESTIONS

1. What do you like about our Rotary Club?

2. What do you think we could do better?

3. What do you think is the purpose of Rotary now and in the post 2028 structure?

4. What does Rotary, especially our club do today, that is no longer relevant?

5. What new things could the Club do?

6. How do you think, we could increase balanced and diverse membership?
   and relationship

7. What new community partnerships could we seek?

**8. SUPPORTING YOUTH WITHIN ROTARY**

Rotaract – (officially recognised by RI) 18 to 30 age. Linked to a club. Clubs organise their own finances and activities with the support of Rotary clubs.
Interact – A service and leadership organisation, sponsored and mentored by Rotary clubs, generally within schools. 12 to 18 age group. Should either or both of these be a priority?

**ADULTS – RECRUITING PRIORITES**

9. Working age singles, couples and families. People often have a busy lifestyle but are keen to contribute to their community in a meaningful way. How do you think Rotary can attract this challenging segment?

10. Retirees have a wealth of knowledge and may have time to contribute. Baby boomers are set to retire and this gives Rotary an opportunity to attract these members. How do you think we can attract them?

11. Would members support the Club exploring a satellite group of younger people who don't necessarily want to come to meetings but are primarily interested in supporting projects?

12. Should preferred club project priorities be local (Karori to Khandallah) Greater Wellington or joining with other clubs for significant projects which may lead to joining Rotary?

13. What do you think of our current marketing profile. How could it be improved, covering printed material, Social Media and signage?

**YOUR RESPONSE**

Please note your own age group 0-30, 31-40, 41-50, 51-60, 61-70, 71-80, 81+.

Please fill in your thoughts in the gaps above or, if long, on a separate attached sheet.
Please circle selected numbers from 1-13 for club areas you would like to be involved in.
Please return your marked-up sheet plus any supplementary material to *projects@rcwn.org.nz*
by Wednesday 12th November
*NOTE Individual respondents will not be identified in the analysis unless specifically requested.*

***PARTING THOUGHT***

*In today's changing volunteer landscape, the future belongs to clubs that remain curious, adaptable and willing to try new things. Rotary's strongest growth strategy may simply be this: Create a great club experience and membership will follow.*
*Rotary South Pacific*