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"IT HAS BEEN EXTRAORDINARY"

Article by Noel Trevaskis, RI Director 2016-2018

G'day,

This is probably the last opportunity for me to express my ideas and thoughts as to where I think Rotary in Australia and New Zealand will be in fifteen years. These thoughts are very brief and are only my opinion. I haven't the space to expand on everything I would like to share of the future of Rotary, which I think is a positive one for Australia and New Zealand.



Globally in fifteen years half of the membership of Rotary will come from Asia and India, Africa will be growing quickly as well. In the western world membership will start to flatten out and become reasonably stable after losing members for fifteen years. Rotary in Asia, India and Africa will be based on a more traditional style of Rotary.

In the western world and in Australia and New Zealand it will have to be different. There will be some traditional style clubs but there will be a lot more different style Rotary Clubs based on service and projects. They may not meet weekly or even fortnightly, they will meet on a "needs basis". They may have "cell groups" within the club structure. These cells will be interest groups with a particular interest in some form of service. The club may come together monthly or quarterly to share their ideas and their service projects.

In rural areas and remote areas "clubs" could be over wide areas where there are only four or five members in each location, meeting separately but part of one overarching "Club".

I don't think there will be districts as we know them today, perhaps one or two districts for Australia and one for New Zealand.

I think that globally Rotary will be regionalised into probably eleven or twelve different regions across the world.

The Rotary magazine will have disappeared in favour of digital magazines.

However Rotary changes in the future there are things that won't change, that is our virtues and our ability to get things done, our commitment to service.

It will be a stronger Rotary, a Rotary that will continue to make a difference in this world of ours.

Global membership will be well and truly established within fifteen years and I think will be really strong in the western world with the potential to bring in hundreds of thousands of people into the organisation. Global Membership may not even contain the word "Rotary" but it will be Rotary based.

These last two years have been an incredible experience for me; it has been an honour and a privilege to be able to serve as a Director of Rotary International.

Raffy Garcia 111 begins his term as the Director from 1st July 2018 for two years. Raffy is a motivated Rotarian who will do an excellent job as a Director. We have both spent a lot of time together over the last two years and have become good friends. I wish him and his wife Minda well over these next two years. I hope Raffy enjoys the role as much as I have, it has been extraordinary.



Regards, Noel.

"ROTARY IS ON THE MOVE IN NEW ZEALAND AND PACIFIC ISLANDS"

Article by RC PDG John Prendergast



Rotary in New Zealand and the Pacific Islands is at a crossroads – fortunately the current group of Governors, Governors Elect and Governors Nominee are on points duty, preparing to identify the way forward for a modernised and revitalised Rotary in our part of the world.

There is no hiding from the fact that membership is an ongoing challenge; and that manifests itself with all 6 Districts recording membership decline year on year. District **9910** has fallen below the critical 1,100-member level, and so Rotary International has instructed that it must "redistrict". Which impacts on their neighbours in District **9920** because guess who they would redistrict with?

In the South Island Districts **9970** and **9980** are both around the 1,200 level – so safe from redistricting. For the moment. But it doesn't need a crystal ball to see that, in the absence of any change, both South Island Districts within the next few years could also reach the 1,100-member threshold, and also receive the "redistricting" instruction from RI.

RI doesn't insist on redistricting just to be difficult, there are good economic and equity reasons why they need to limit the number of Districts. As at 30th April there were 545 Districts worldwide, and each has a cost to RI – for training Governors at International Assembly, allowances paid to Districts for Governors to visit their Clubs, and so on. And from a democratic and equity perspective, each of the 545 Districts gets one vote at the Council on Legislation – so an 1,100-member District in New Zealand has equal voting power to a 6,000-member District in India or Bangladesh.

Which is neither democratic nor equitable.

Faced with the spectre of redistricting, we can either stick our head in the sand and our bum in the air, and have redistricting done to us. Or we can be proactive, get ahead of that wave, and reconfigure Rotary in New Zealand and the Pacific Islands on our own terms. Happily, the current 6 "G Trains" have chosen the latter course, and so discussions have commenced to identify the strategy that will have the best prospect of modernising and revitalising Rotary and make it fit for the next 100 years. And once that strategy is identified, the appropriate structure to deliver on that strategy will become clearer.

Simply reorganising our 6 current Districts into a smaller number of Districts (which could range from 5 Districts through to 1) won't cut it – that would simply re reorganising the deck chairs on the Titanic. A modernised and revitalised Rotary here will require change at a District level, but equally if not more importantly, change at Club level will also be required.

So challenging times, and no doubt some turbulent waters ahead – but also exciting times, ripe with opportunity to improve and sustain Rotary into the future. Rotary International are supporting the exploration of new and different options for how we organise ourselves in this part of the Rotary world by providing budget to make it possible for the necessary discussions to take place, and a subcommittee of the 6 G Trains has been formed and will meet soon to begin that exploration. Watch this space!

"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.rotary



As the end of the Rotary year approaches, I want to say thank you for all of your efforts to improve the membership experience this year. And if your term as a district or club leader is coming to an end, I hope you'll still make membership a priority so we as an organization can continue to evolve and stay relevant in our ever-changing world.

In this month's update, there's a new resource, new membership data, and upcoming membership development learning opportunities.

The State of Rotary's Membership -- presentation now available

Are you looking for data on membership for an upcoming presentation? You're in luck! In this new presentation, the [State of Rotary's Membership](#), you'll find information on who's joining and who's leaving, worldwide and regional membership trends, and action steps that clubs can take to ensure they're attractive, engaging, and relevant in their communities. We've designed this 15-slide PowerPoint presentation to be easily regionalized and customized with speaker notes for trainings and presentations. I've used this in recent presentations and received a lot of positive feedback– check it out!

Membership Leads Progress Analysis report

Since 1 July, Rotary has received more than **15,572** prospective member leads! To ensure that districts and clubs contact and follow up promptly with candidates, I've attached the new [Membership Leads Progress Analysis report](#) run from 1 July 2017 to 10 May for each district. In this easy-to-read report full of infographics, you'll be able to view:

- How far leads have gotten since they were assigned to your district
- What percentage of leads were not followed up on
- What percentage of leads are no longer interested in membership
- How many leads have been admitted to a club

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If the conversion rates on your report aren't what you want them to be, this is a great time for District Membership Chairs and Assistant Governors to connect with clubs via email, phone or make a visit to ensure they understand the importance of reaching out to leads and updating their status online.

Membership Data

I've attached your May 2018 [Comparison to July 1 report](#) as well as the District Progress to Goal report individually for [Zone 7b](#) and [Zone 8](#). Shout outs to District 9630 for growing 4.46% and District 9910 for growing 2.09% since 1 July!

Membership Sessions at the RI Convention

Going to Toronto, Canada for the RI Convention? Check out the membership breakout sessions list below. And don't forget to register: <http://www.riconvention.org/en>.

Can't make it to Toronto, you can still participate! There's a registration option to participate via livestream video! In the list below, you'll see which membership sessions are marked to stream live. See the entire list of livestream options* and registration at <http://www.riconvention.org/en/toronto/livestream-convention>.

*All dates and times given are Eastern Daylight Time

Date & Time	Title/Description	Moderators	Languages
Monday, 25 June 13:30-14:30	Eight Areas of Opportunity to Increase Club Membership From attracting more women and young leaders to re-engaging inactive members, this Spanish-language session will explore eight unique ways to strengthen your club.	Salvador Rizzo-Tavares	Spanish, with Simultaneous Interpretation in French
Monday, 25 June 14:30-15:30	Engaging Young Professionals How can your club successfully attract and engage young professionals in the work Rotary is doing? What does the next generation of leaders seek in a membership organization? We will discuss best practices, teach successful strategies, and share energizing stories of connections between Rotarians of all ages that will motivate you to incorporate these great ideas to in your club and district.	Haresh Ramchandani	English, with Simultaneous Interpretation in Portuguese Live stream
Monday, 25 June 16:00-17:00	Membership Models for the Future of Rotary Associate and corporate memberships, passport, satellite, and hybrid clubs — these are just some of the innovative, flexible models that clubs have used recently. Can your club benefit from them too? Our panellists will share highlights and challenges from the process, and provide resources to help make your meetings interactive and engaging.	Chris Etienne	English, with Simultaneous Interpretation Live stream
Tuesday, 26 June 13:00-14:30	Rotaract: Rotary's Bridge to Millennials New members are the lifeblood of Rotary's future, but how do clubs find, retain and build the next generation of members? Come learn best practices for starting and strengthening a Rotaract club that produces future Rotarians from members of a very successful Rotary and Rotaract club partnership in Birmingham, Alabama, USA.	Martha Miller	English, with Simultaneous Interpretation in Spanish and French
Tuesday, 26 June 16:00-17:00	Communicating the Value of Our Club Experience Unmet expectations are one of the top reasons members resign from Rotary. When there are so many groups, causes, and priorities that people could devote their time to, what's our unique value? Our members need a clear understanding of how they benefit from being part of Rotary. Learning to be honest about the value we bring, both as individuals and as clubs, can help us attract and retain the members that will be the best fit for the long run.	PRID Brad Howard	English
Wednesday, 27 June 13:30-14:30	Making the Most from the Changes in Rotary Get energized on how to promote, grow, and manage your great club or District! Learn practical tips for publicizing Rotary, finding high quality speakers, increasing club attendance, and using technology to run better meetings. This session includes case studies of what has worked for some clubs and how you can replicate success. Educational and entertaining, this fast-paced program will get you more excited than ever about Rotary!	Michael Angelo Caruso	English, with Simultaneous Interpretation in Portuguese Live stream
Wednesday, 27 June 13:30-15:00	Changing Trends in Volunteering Volunteers are a powerful force for good in the world, giving their time, energy, and skills to those that need it most. Guiding these individuals can be equally challenging as it is exciting, as the volunteer process is continually evolving. This breakout session explores the changing nature of volunteering and the ways that Rotary and other service organizations are responding to these developments.	Jessie Harman	English, with Simultaneous Interpretation Live stream
Wednesday, 27 June 15:30-16:30	Simply Irresistible: A Contemporary Approach to Membership Think about your club's approach to membership recruitment. What makes you irresistible to new members? We will only improve when we're ready to ask and answer some tough questions about our current strategies. Discover how one club grew over 150%, and acquire adaptable strategies you can implement in your journey to make positive change.	Louisa Horne	English, with Simultaneous Interpretation Live stream

“HOW TO GET VOLUNTEERS TO DO WHAT YOU WANT THEM TO – AND LIKE IT”

The Rotarian, April 2018 edition, article by Nancy Shepherdson, Nancy is the co-author of five books and a past president of the Rotary Club of Lake Zurich, Illinois.

When I was a senior at the University of Illinois, I lived with some friends in an old house set in a grove of oak trees. I loved to take my homework outside and sit under a tree to study and daydream. One day, I went out and found stakes marking off big sections of the grove.

Racing inside, I begged my housemates to help me find out what was happening. We made phone calls and discovered that the university planned to cut down all the trees to build a parking lot. We made posters, gave save-the-trees presentations in the dorms nearby, and delivered impassioned pleas to administrators. Many noisy protests and negotiations later, the university backed down and let the trees stand. Somewhat to our own surprise, we had prevailed – and I had seen the power of motivated volunteers.

It was my first experience with what I’ve come to call “stealth motivation.” Before that happened, I hadn’t realized that I possessed any ability to motivate people. But I have learned that when you personally ask people to take on a task that is important to a cause they care about, great things can happen. The key is finding out what will give volunteers satisfaction without drawing attention to the fact that you are trying to motivate them.



Illustration by Dave Cutler

In many ways, motivating volunteers is much harder than motivating employees. You don’t pay volunteers, and you can’t fire them. But there are still effective approaches: Remember that every potential volunteer is looking for something, whether it’s personal satisfaction, the chance to contribute to a good cause, or simply a fun thing to do.

Behavioral economist Dan Ariely, author of books including *Payoff: The Hidden Logic That Shapes Our Motivations*, has spent a good portion of his career trying to discern under what circumstances people will do what you ask. Why do some people enthusiastically volunteer for every event your club puts on, while others rarely or never do?

Ariely believes that part of the answer depends on recognition. “Ignoring the performance of people is almost as bad as shredding their effort before their eyes,” the Duke University Fuqua School of Business professor said in a 2013 TED Talk. “The good news is that adding motivation doesn’t seem to be so difficult.”

In an experiment he reported in *Payoff*, Ariely persuaded Intel to reward three sets of workers for productivity with either a monetary bonus, a pizza voucher, or a texted compliment. All of the rewards resulted in increased productivity the next day, but the compliment was the most powerful and had the longest-lasting effect.

Ariely was focused on employees, but he believes the power of compliments holds true for volunteers as well. When a reluctant volunteer receives public appreciation for his work, even just a text saying “good job,” it can increase the chances that he will step up for the next project.

But recognition alone isn’t enough. Being a committed volunteer is hard work, and people know it. So to recruit volunteers, you must overcome what behavioral scientist David Halpern calls “friction”: Will it be worth my time? Will I look like a fool? Will it be too hard? “Humans have a deep-rooted tendency to take the line of least resistance,” notes Halpern, the author of *Inside the Nudge Unit: How Small Changes Can Make a Big Difference*.

Halpern directs a British government agency that tries to “nudge” people into changing their behavior by making it easier to perform the desired behavior. The Nudge Unit got a million more people to participate in a pension plan, for instance, simply by making it an “opt out” plan.

Similar techniques can work for volunteer projects. Always think about how to make it easier to participate, such as by breaking up large assignments into smaller tasks. It also helps, says Halpern, if you make the volunteer assignment as attractive as possible, for example by pairing it with an opportunity to promote the volunteer’s business or to involve family in something fun. As an example, he points to advertisements for military service. Today’s ads, rather than telling you that Uncle Sam wants you, “dwell much more on adventure and excitement,” he says.

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If an assignment isn't too onerous, you'll often find that people will put in more effort than they intended. But the opposite is also true, Halpern says: "A human impulse to do something grinds to a halt when it becomes a hassle." So, to maintain a contingent of motivated volunteers, you have to plan ahead. When you throw something together at the last minute, you'll find yourself relying on the same people who always carry the load. Or you'll quickly overtax new members, who are sometimes the most eager to get involved.

When I was incoming president of my club, I decided to ask people exactly what they wanted to get out of their membership. I spent a few months interviewing every member of the club, either over lunch or at their office. I heard some complaints but also a lot of good ideas. In the end, the effort made us a much stronger club. Among other things, we added a successful fundraiser and attracted nine new members.

According to Ann Rhoades, a co-founder of JetBlue and author of *Built on Values: Creating an Envable Culture That Outperforms the Competition*, one of the most powerful things you can do to create an effective corporate culture is to listen to your best employees and create a shared culture based on their values. I helped Rhoades write that book, and what I learned from her led me to approach my club presidency the way I did.

Volunteer groups are not so different from companies, Rhoades told me recently. "The values of your most motivated volunteers can get other people excited to volunteer," she says. "Do some brainstorming to make these values explicit – whether it's making kids' lives better, helping the poor, or having fun – and then talk about them all the time. It's one of the most important things you can do to make volunteering more rewarding."

By listening to our club members, I discovered that many of them were primarily motivated by one thing: doing good for the children in our community. Two projects – giving books to kids and managing a Special Olympics event – grew out of that process.

Encouraging members to identify problems they want to solve and letting them come up with ways to address them are the keys to keeping people motivated. My club is in the midst of another listening tour that I hope results in more good projects that will, in turn, ease members into becoming more engaged. In my experience, if you praise regularly, nudge often, and make sure your group's values are clear, people who volunteer for you will be grateful to you – even if they're not sure why.

"CRUISING TO A SUCCESSFUL DISTRICT CONFERENCE"

Rotary Training Talk, April 2018

Organizing a district conference has many considerations. For its recent district conference, District 6780 (USA) took an unusual approach: It held the event on a cruise ship.

District Governor Deborah Alexander-Davis and her team set two main goals: to help newer members make personal connections and to give all attendees a meaningful experience. So, they started the cruise with an evening of fellowship and networking to let participants get to know one another.



Later, during a day of community service in Nassau, Bahamas, participants installed preconstructed libraries, restored mangroves, and painted buildings for the Salvation Army. The team worked closely with District 7020 in Nassau and RI President-elect Barry Rassin of the Bahamas to plan these and five other service projects.

District 6780 promoted the conference cruise with a social media challenge to see which club could get the most likes and shares for publicizing the event. Enthusiasm over the challenge helped attract 201 cruise participants – including participants from six other districts.

Your district might not hold its conference on a cruise ship, but you can still follow five steps to a successful district conference. [Learn more about the 5 steps to a successful district conference.](#)

"HOW WE ADDED YOUNGER MEMBERS WITH AN EVENING GROUP"

From Rotary Voices, posted on April 25, 2018.

Article by Jonathan Craig, secretary of the [Rotary Club of Stratford-Upon-Avon](#), Warwickshire, England

Our club meets at lunch and has a membership that is mostly retired. We do have a few younger members who have their own businesses or retired early, but gone are the days when employers encouraged their local bank managers to take two hour lunches. We began to be seen as a club that wasn't a good fit for young working people. So, it became a strategic goal for our club (and also for [RIBI](#), Rotary International in Great Britton and Ireland) to attract younger members and also more women.

We decided to establish a Satellite Club, although we now prefer not to call it that. Past President Gilly Rushton took it on as a personal project, and identified a handful of people, two or three, who would meet in the evening, joined by a few members from our lunchtime group (but not too many, so as not to dominate the group.) They would meet informally over a drink in a pub, at an agreed upon time and date. The only structure was to fix a date for the next meeting.

Welcoming the new members

Eventually, this "evening group," as we refer to it, developed into a meeting over dinner, and committee chairs would join them to discuss what was up in their committee. Our club president and an assistant district governor would check in to make sure Rotary guidelines were being followed. We encouraged our evening members to attend lunch whenever they could. Establishing this group as a satellite became part of our strategic plan.

When it was clear that they wanted to join Rotary, we sent out induction letters for each individually, and they were welcomed in front of the whole club at one of our evening meetings (we do have an occasional evening meeting already, mostly on fifth Mondays.) One of the evening members was selected to sit on our council as a full voting member, and in addition the newly-elected honorary treasurer is from the evening group.

The evening group is less formal than our lunchtime meeting, meets twice a month, once for business and once social, in different places. The group is nine members strong, soon to be 10. They are full members of the [Stratford-Upon-Avon Rotary Club](#), pay the same dues, and receive the same emails and notices.

Yellow ducks race down the Avon

They set up their own project, a very successful Duck Race on the Avon, which has already been repeated. And they also join some of our other club projects such as a marathon, our biggest fundraiser of the year.

I saw a comment recently about the value of starting an evening group with shared experience, shared administration. It doesn't have to be intended to become a separate club, as long as it works. The average age of the group is younger, which is not only good for future growth but brings new insights into things like using social media.

We currently have 70 members, nine of which are in the evening group. Of our 11 women members, five are in the evening group. So that says something. It has been quite a journey for us, and the journey continues.



Stratford-Upon-Avon club members prepare for the Shakespeare Duck Race

[Engaging Younger Professionals](#), a new online toolkit, helps clubs better understand younger professionals. From ideas for outreach and engagement to long-term benefits of becoming a Rotarian, this toolkit helps clubs rethink their membership, from a broad perspective down to a tactical level.

"HOW TO MANAGE CHANGE"

Noel Trevaskis, 2016-18 RI Director



Click [here](#) to view the 12 minute video presentation of Noel's address to the International Assembly given in January 2018, and find out about the three Key Principles for Transformational Change.

"NO CHEQUES PLEASE! BETTER PHOTOS TELL BETTER STORIES"

Rotary Voices, posted on April 13, 2018

By Chris Offer, Rotary Club of Ladner, Delta, British Columbia, Canada (District 5040)



You can express more with photos that show action. Your photos should show the diversity of your club.

I was recently at a Rotary conference in Karachi, Pakistan. One session was a series of short presentations on club service projects. Most of the presentations were in Urdu, which I don't speak. Fortunately, several speakers had very good slide presentations. I could understand the presentations. Photos of children at computer terminals with smiles or women at a clinic told me about the projects. I missed details but not the main ideas.

When photographs are used, they tell better Rotary stories. More photographs are being taken today than at any other time. Photos can show the impact of your club's work, reach a wide audience outside of Rotary, and describe the lives we change.

Do

When telling a Rotary story, you can express more with a photo that shows action. Show the children and people who benefit from Rotary service. Make photos of them involved in the project. Avoid photos that present a stereotype of Rotary or of people. Your photos should show the diversity of your club and your community.

Don't

A common Rotary photo is the "big cheque" presentation. I am sure every week in my local newspaper there is a charity big cheque photo. It is good to tell the community about the funds Rotary donates to other groups. But I think we can do it in a more exciting way.

Pictures on social media and the newspaper need to tell a story and be appealing to make you stop and read more. Posed people shaking hands over a big cheque presentation, smiling in front of a Rotary banner isn't enough. The big cheque is focused on dollars, not on what those dollars do.



Instead of an oversized cheque, have people hold up numbers to show the donation.

Step away from the oversize cheque photo and make your fundraising story more interesting. As the donor of money, Rotary can say thank you and recognise the effort made in more creative ways. If children are involved, present the cheque to them. Have people hold up the numbers to show the donation and involve the recipients of the funds not just the managers of the organization. Children holding a sign saying thank you or hanging upside down from a playground swing is more appealing than the cliché big cheque shot.

Be creative in the photos you use to show Rotary as People of Action.

You can also find photo tips and Rotary's People of Action public image campaign guidelines in the [Brand Center](#).

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.

"CONFRONTING CLUBS ON MEMBERSHIP ISSUES"

**Thoughts by PP Adrienne Murray, Incoming
AG D9940 NZ**



Rotary is being asked to reflect our community, to know the difference between right and wrong, to honour and welcome diversity.

Let's look back; at the first Rotary meeting the four men were probably European and upper class, certainly a representation of their times. Strict rules between men and women, barriers between race and anyone who did not fit the rules.

If nothing had changed from Paul Harris's initial governing ideals Rotary would not exist.

The world is different, we have colourful, multi-dimensional, technological, and diverse populations. Expectations have changed, understanding of identity has changed, and people's ability to move and live in different environments has changed. Medical ability to improve individuals understanding of themselves has changed.

We need to evolve for our Rotary clubs to continue to exist or we truly will become dinosaurs.

We should not provide service for personal gratification. We provide service to improve the economic and personal wellbeing of others.

Do we need to update what we mean by respect?

It's time to confront the nasty effects of niceness culture. Define "respect" as something different than uninterrupted harmony. Respect is shown when we invite and listen to someone's unvarnished perspective, even when that perspective contradicts or weakens the position of others, and when those perspectives make the group less comfortable.

Our clubs should be inviting to those interested in the ideals of Rotary. A club where there are no quiet comments, no inappropriate jokes, no silent treatment of anyone because you are not comfortable with their race, religion, colour or personal identity.

Biases need to be confronted and exposed. Don't be a bystander doing nothing or waiting for someone else to make a stand.

Don't exhibit behaviours that reflect adversely on Rotary or any Rotarians. That is part of our code of conduct.

Rotary is struggling, we must welcome those who see our clubs as worthwhile, and to be worthwhile we need to reflect our modern world.

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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