

The Hahndorf Address :

A speech by the [imaginary] Rotary International President

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[by Andrew Leunig of Leunig Advisory, Adelaide, Australia.

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Good morning District 9500 - I'm honoured to be joining you ...from Copenhagen.

Who would have thought that it would have all started here - just 3 short years ago.
Some people call it The Hahndorf Rebellion...I call it the Hahndorf Inspiration.

I'm honoured that you've trusted me, at 44, to be the youngest ever Rotary International President.

Some say I'm too young... but to put things in perspective - I'm older than either JFK or Theodore Roosevelt were - when they first became President of the United States.

I'm also honoured to be the first female president of Rotary International.

Together, we've revolutionised Rotary whilst respecting our values and our history.

In fact I've often channelled the spirit of Paul Harris.

He was only 37, back in 1905 when he initiated that first meeting in Chicago.

It wasn't a term that yet existed - but he was truly a social entrepreneur...

And he was anything but conformist... remember, he was expelled from both School and University !

We'll never know...but I reckon that he'd be supportive of the changes that we've made in the past 3 years.

Instead of being known as a **service** organisation comprising of Professionals & Business People , we are now known as...

Social Entrepreneurs empowering the "Social Ventures" of the world.

We've shifted our thinking from fund-raising, grants & programs to : inspiring & supporting Social StartUps and enabling the rapid growth of Social Ventures.

Less "doing" , more "enabling".

We've completely transformed the way we communicate to the world and just last week - we were honoured as - "the best communicator" in the social space. Our marketing is brilliant !

We're totally "open"...

We've "hard-wired" youth into our governance, a minimum of 30 % of Board Members at all levels must be under 50 and we've redesigned our organisational model in line with best global practice.

That means that "nodes" now compete with each other to provide support services of all types to our clubs... marketing, accounting, secretarial support, facilitation, coordination.

Our universe no longer revolves around Evanston, Illinois.... In fact I'm delighted to announce that we've re-purposed 3 empty floors in Head Office as a "Social Ventures Incubator".

To give you just one example of a service node.

The Rotary Club of Cebu in The Philippines helped to found a "mutual" organisation that now provides virtual accounting and secretariat services to 20,000 clubs worldwide.

That spectacular growth has seen that node grow from 10 people to over 3,000 in just 3 years.... they've invested heavily in automation and now provide full support services to participating Clubs for only \$300 per month.

You'll recall the early controversy about Clubs paying for services that had traditionally been provided by volunteers, but when we realised that 10% of our Clubs were failing because they couldn't get a new Treasurer after the incumbent died in office... it became a no-brainer.

An Indian node is now the leading social media support node.

So whilst we've achieved amazing global leverage with our new approach we've also re-invented and re-invigorated our approach to solving local problems.

We never act alone - we harness the local ecosystem...all of the great local organisations - even Government Agencies where appropriate. We empower them by using our global network and our systems to make the facilitation and coordination of local projects much easier & more effective.

We always aim to maximise our leverage.

And to highlight just 2 successes in your own state...

Your partnership with the Institute of Company Directors to dramatically increase the depth and calibre of Public School Governing Councils has been greatly appreciated by the Leaders in some of your most challenged schools and I know has made a real difference.

Your "Local Exchange Program" has seen 100 indigenous kids from remote areas accommodated in larger towns so that they could complete Year 12. Impressively 93 % of last year's graduates have progressed to University.

Less "doing" , more "enabling".

Of course one of my major challenges has been to continue to provide a familiar Rotary to longstanding members.....

So - the familiar, monthly hard copy Rotarian co-exists alongside the customised, electronic daily news feed that the younger people want.

Respecting the traditional whilst aggressively re-inventing the organisation.

Weekly lunchtime Clubs will continue to be supported whilst they have the numbers.

One of our most successful initiatives has been our "Graceful Exit" program. We identify those clubs on "life support" or already in "palliative care" and work with them to achieve a graceful exit. We give them permission to let go.

It's been a key to our change.

Our "White Team" support the Club through the closure process. The legals, the money, collecting, capturing, writing and publishing the Club History, supporting the members. Active Members who want to continue are connected with a new club - be it a traditional or new format.

Some Clubs transfer their residual funds to our International Foundation, but increasingly - they are choosing to entrust their funds to one or more younger clubs.

In fact, up and coming clubs now compete on merit, aggressively & skilfully for the "bequests" of Departed Clubs - the innovation is extraordinary.

For those members who don't wish to remain "Active" you'll be aware of our tremendously successful "Rotary Alumni" Programs...

Every week we have a truly amazing global speaker and participants can choose to attend in person at a local venue or live stream from home.

I hope you saw the great presentation that Barack Obama gave at this week's event. Not to worry - it is of course available for you to watch online at your leisure.

Every weekend throughout the world there are the most extraordinary "Rotary Repasts", where the great lives of Departing Clubs are honoured and celebrated.

Of course...there's some sadness when a Club departs.. But in the main - it's a celebration... and for every great tree that comes down, there are now 3 healthy saplings on their way.

The old gives way to the new... we are like a healthy rainforest.

Meanwhile informal "coffee catch-ups" have replaced "meetings" for most members. All Club administration and project work is done online...we are truly "one-click" clubs.

But every Rotarian still gets together physically at least twice a year, typically at one of our regular Dinner events, where Partners are welcome. These are multi-club events.

In Adelaide, I know the catering is done by a Social Venture that provides "first jobs" to "at risk" refugee kids. And the fantastic music is always provided by the leading, young musicians from local Universities or Schools.

Everywhere these "physical" events have become sellouts. Our "physical" events have gone from being a barrier to an absolute asset.

And this year we introduced “Unrestricted Free Agency”. After 8 years with a Club... you nominate for the draft...and other Clubs vie for your attention. Will you stay or will you go ? It’s fun and effective. Trade week will be one of the most exciting weeks in the Rotary year !

Last year there were 0 cases of polio globally. Our amazing work is done. We can now talk about other things.

Our International Social Ventures competition has already become a true, global phenomenon.

Just to recap how it works...

Each Club nominates a Social Venture....

Those Ventures compete to produce winners at a District level, that then compete at a Zone level...then, ultimately globally.

Every entrant receives substantial support to improve their ability to grow and have greater social impact...with that support ratcheting up as the competition proceeds.

We’ve been spectacularly successful in harnessing money and in-kind support from governments, other organisations & high net-worth individuals. We are the conduit.

The local, national and global press coverage that we get from this competition is extraordinary and last year’s global final was televised and streamed to a global audience of over 100 million people.

Our new members consistently say that it is because of this competition that they decided to join Rotary.

An independent expert review of our Program described it as one of the greatest social innovations of the past 25 years.

Less “doing” , more “enabling”.

And today I’m honoured to announce, on the back of our recent success, that The Bill & Melinda Gates Foundation have committed to their largest ever partnership with Rotary. For the next 10 years they will provide \$100 Million per annum to turbocharge our International Social Ventures Competition....

Global finalists will each receive \$1 Million and country winners \$400,000.

And beyond the money, importantly Bill & Melinda Gates will be a part of the judging panel and heavily involved in our live streaming event...

Our Leverage on this competition has been extraordinary.

For every \$1 Rotary contributes...the participating Ventures receive \$10 and independent assessments indicate that they are delivering \$100 of value to communities..

Every Rotary \$1, empowers \$100 of community impact....100x

Thank you District 9500...it all started here 3 short years ago.

Goodbye from Copenhagen.

Andrew Leunig is a Business Architect

He specialises in Business Model Innovation working with corporates and fast growing companies.

Andrew has helped hundreds of companies (large and small) review and refresh their Business Model.

He is also a regular presenter at seminars and conferences locally and internationally, covering topics such as Disruption, Business Model Innovation, Jobs of the Future, “The Next Economy” and “Ancient Wisdom”.

He is a Board Adviser to a number of technology and mid-sized companies.

Andrew also works with early stage companies and is a mentor for a number of incubators and in 2013, the Adelaide Business Startup Community named him Mentor of the Year.

With one eye on the lessons and patterns of the past and one eye on the future...he’s a little bit futurist, a little bit contrarian and consistently described as “different” - in a good way.

Andrew is :

a Graduate Member of the Australian Institute of Company Directors
a member of the Professional Speakers Association of Australia
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