


**D9500 LEADERSHIP 2016-17  
CALL TO ACTION!**


**Introduction:** This paper is written because of my passion for Rotary and the great work it is doing, and the potential it has to continue to contribute high ethical standards to a world that is seemingly increasingly devoid of them, and sustainable good works locally and globally to those in need. We can only do this with a strong and active membership!

**Background:** The latest publication of RI Resource Extra, Regional Information Bulletin, RI South Pacific and Philippines Office, May 2016, includes the latest membership figures for Zone 8:



District	Clubs 1.7.15	Clubs 31.3.16	Variance	Members 1.7.15	Members 31.3.16	Variance	% Variance
<b>AUSTRALIAN DISTRICTS - ZONE 8</b>							
9455	50	50	0	1,257	1,249	-8	-0.6%
9465	49	50	1	1,260	1,304	44	3.5%
9500	44	44	0	1,167	1,111	-56	-4.8%
9520	50	50	0	1,315	1,332	17	1.3%
9550	44	45	1	986	1,006	20	2.0%
9570	49	50	1	1,123	1,155	32	2.8%
9600	67	66	-1	1,525	1,518	-7	-0.5%
9630	50	49	-1	1,138	1,149	11	1.0%
9640	53	53	0	1,217	1,295	78	6.4%
9650	56	56	0	1,539	1,550	11	0.7%
9670	51	50	-1	1,231	1,215	-16	-1.3%
9675	66	66	0	1,670	1,649	-21	-1.3%
9685	75	74	-1	2,053	2,073	20	1.0%
9700	40	40	0	1,139	1,116	-23	-2.0%
9710	47	47	0	1,365	1,360	-5	-0.4%
9780	59	59	0	1,859	1,837	-22	-1.2%
9790	64	64	0	1,782	1,801	19	1.1%
9800	69	69	0	2,398	2,464	66	2.8%
9810	47	47	0	1,186	1,219	33	2.8%
9820	49	49	0	1,387	1,396	9	0.6%
9830	47	47	0	1,348	1,322	-26	-1.9%
<b>Total</b>	<b>1126</b>	<b>1125</b>	<b>-1</b>	<b>29,945</b>	<b>30,121</b>	<b>176</b>	<b>0.6%</b>

You will note that D9500 has the largest membership decrease in the zone (-4.8%), greater by 2.8% than the next (-2.0%). The largest increase in membership in the Zone is 6.4% (in a District not much different from ours).

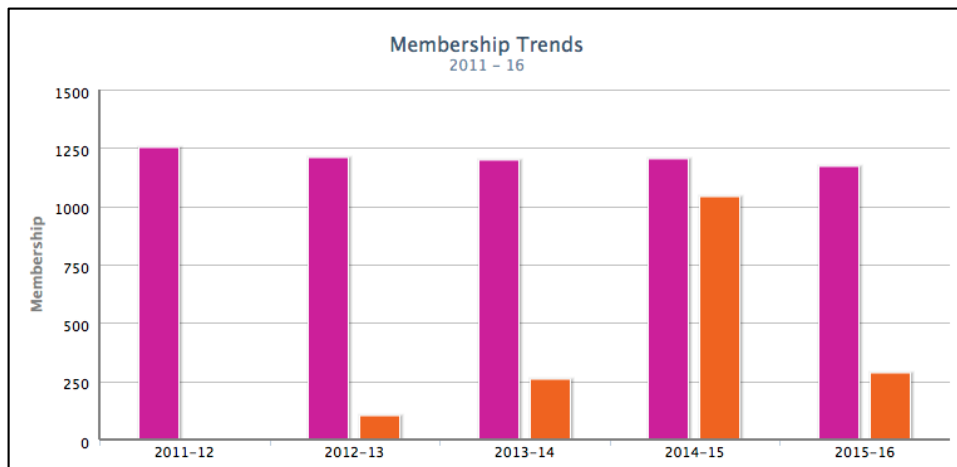


The RI Manual of Procedure states that: (P 178): ***The (RI) board may eliminate or change the boundaries of any district with fewer than 33 clubs or fewer than 1,100 Rotarians.***

**The RI Website D9500 Membership figures:**

July 1 2011	1248	
July 1 2012	1207	Variance -41
July 1 2013	1197	Variance -10
July 1 2014	1199	Variance +2
July 1 2015	1167	Variance -32
June 15 2016	1102	Variance -65

## District Membership Trends



## District Gender Trends

	2013-14 TOTAL	2014-15 TOTAL	2015-16 YEAR TO DATE
Male	78% (937)	77% (908)	77% (852)
Female	22% (269)	23% (277)	23% (258)

**Conclusion:** That we are watching the demise of Rotary in D9500 while other Districts in the Zone are showing that this does not need to be!

**Why?** There are many reasons but these must include an

- Apparent inability of some (many?) clubs to meet the interests of members and therefore to make any changes to their structure, organisation and 'traditional' understanding of Rotary
- Lack of a focus on, and understanding of, the interests and needs of women resulting in no percentage increase in female membership and few women at District level
- Lack of cultural diversity of membership
- Reluctance to be flexible and innovative particularly for young people and those who are young at heart
- Apathy and disinterest in general and, in particular in Rotary Club Central



**Challenge:** To increase and maintain membership at more than 1100 in the 2016-17 Rotary year and beyond.



**Proposal:** That DMC hold a D 9500 Planning Summit early in the new Rotary year

- To brainstorm options for membership increase and maintenance
- To increase understanding and knowledge of ways to recruit and retain membership
- For Team Leaders to plan for ways their Avenue of Service can actively contribute
- For Assistant Governors to plan and implement ways forward for Clubs in their group, including a Membership Plan for every Club
- To use a range of activities to highlight ways for Clubs to be more vibrant; to be more flexible and innovative; to change the face of Rotary in D9500.

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