

# Dare to be Different

- Different ways to grow
- Different ways to promote
- Different ways to meet
- Different ways to serve

OFFICIAL PROGRAM



Regional Rotary Membership Conference  
August 26 & 27, Adelaide

Cost \$60.00 pp Find out more and register at  
<http://rotary9520.org/event/regional-membership-conference/>



ROTARY:  
MAKING A  
DIFFERENCE

Hosted by  
**Rotary**

Districts 9500 & 9520



Official Program - Saturday, August 26

**8.30am Registration - SILC Foyer (Tea & Coffee available)**

**9.00am Plenary Session 1 - South 3 Lecture Theatre**

District 9500 Governor Peter Schaefer & District 9520 Governor Bob Cooper  
Welcome & Housekeeping

MC PDG Jessie Harman

Global Membership Trends - Where are we now and where are we headed?

Mitty Chang

The Future of Rotary

*The importance of attracting younger members and strategies on how to do just that.*

**10.30am Morning Tea - SILC Foyer**

**11.00am Plenary Session 2 - South 3 Lecture Theatre**

*Innovation Case Studies:*

Darcy Walsh

Rejuvenation and Rebuild of the Rotary Club of Adelaide

Mark Huddleston

Possibilities without Barriers at the Rotary Club of Seaford

**12.00pm Breakout Session 1 - Teletheatre, Presentation Rooms 5 & 6**

Facilitated discussion of Innovation Case Studies

**12.45pm Lunch - SILC Foyer**

**1.30pm Plenary Session 3 - South 3 Lecture Theatre**

Jessie Harman & Tim Moore

Overview of Breakout Session 1

Tim Moore

Attract, Engage & Retain with Flexibility & Satellite Clubs

Chris Edwards

The Rotary Fitness Project

Julie Aubry

RI Membership Resources (Pre-recorded)

Stephen Walker

Engaging the Media

**3.00pm Afternoon Tea - Foyer SILC**

Saturday, August 26 (continued)

**3.20pm Plenary Session 4 - South 3 Lecture Theatre**

Wendy Gaborit

Making the most of Rotary's Public Image Resources

Michael Neale

Rotary Public Image - Creating the Narrative

**4.00pm Breakout Session 2 - Teletheatre, Presentation Rooms 5 & 6**

Facilitated discussion of Recruitment, Retention & Promotion Initiatives

**5.00pm Close Day 1**

Sunday, August 27

**8.30am Tea & Coffee available in SILC Foyer**

**9.00am Plenary Session 5 - South 3 Lecture Theatre**

Jessie Harman & Tim Moore

Overview of Breakout Session 2

Mitty Chang

Practical Strategies to Turn Social Media into Rotary Results

John Hendrickson

The Moments of Truth for First Time Visitors to Your Club

Fiona Biederman

Change Management Masterclass

**10.15am Morning Tea - SILC Foyer**

**10.45am Change Management Workshops - Various venues**

**11.40am Closing Session - South 3 Lecture Theatre**

Mark Huddleston, Conference Convenor

The Journey from Here

**12.00pm Lunch - SILC Foyer**



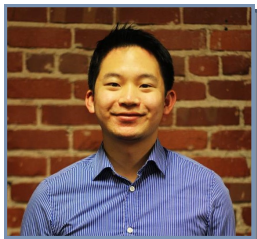
## Mark Huddleston Conference Convenor & Presenter

Mark joined the Rotary Club of Edwardstown in 1997 after 10 years as a Rotaractor. His formal training is in the electronics field, but he has spent much of his working career in wholesale, retail and hospitality management. Mark is passionate about modernising Rotary and making the organisation more attractive to a younger generation, and was the key driver behind the creation of the Rotary Club of Seaford, becoming a charter member in 2016. Mark has recently stepped down from a three year term as District 9520 Membership Chair and has presented on membership to over 80 clubs and at numerous seminars, conferences and training events across Australia. He is a prolific blogger on membership issues and has authored many membership articles for RDU Magazine. Mark will discuss the innovative operating system of the Rotary club of Seaford.



## Jessie Harman Master of Ceremonies, Presenter & Facilitator

Jessie is Pro Vice-Chancellor (International and Partnerships) at Federation University Australia – overseeing the University's international education. Jessie has been a Rotarian for the past seventeen years, a member of the Rotary Club of Wendouree Breakfast in Ballarat. She has been active at club, district and international levels; a club secretary and president, and District 9780 Governor in 2010/11. More recently she has served as Rotary co-ordinator for zone 7B & part of 8 (2013-16) and project lead for the Regional Membership Plan for Zones 7B & 8 (2013-2017). She has been a member of the national training team (2012-15) and a training leader at Rotary's International Assembly in San Diego (2014-15). She is presently the seminar trainer for International Assembly (2017/18). Jessie's first experience of Rotary was as a participant of RYLA in 1987, and she maintains an active interest in Rotary's youth and leadership programs to this day.



## Mitty Chang Presenter

Mitty is the Creative Director and Founder of Candeavor, a digital marketing and design agency based in the San Francisco bay area. As a millennial, Mitty grew up during the internet high tech boom during the turn of the century. His entrepreneurial spirit started young. Mitty built his first website while in the fourth grade, and began his first business as a freelance web designer while in the seventh grade. Over 15 years later, Mitty continues designing and developing websites professionally, while giving back to his community through Rotary. He has spoken to Rotary audiences all over the world (including the International Assembly) on the topics of attracting young people to Rotary and putting forward a professional online presence. Mitty joined the Rotary family 14 years ago as an Interactor. He later joined Rotaract and chartered two Rotaract Clubs; one at the University of California, Davis and one in his hometown of Fremont, California.



## D'arcy Walsh Presenter

D'Arcy commenced his working life in 1971 as a chemistry and science teacher but in 1984 started working on official development assistance projects in emerging countries. This has been his focus ever since. His expertise is in project management, project design and evaluation, infrastructure development and institutional strengthening. In the development area he has been a project director, team leader and consultant on over thirty projects in 23 countries spanning South-East Asia, the Pacific, Africa, the Middle East and Central Asia. D'Arcy joined the Rotary Club of Adelaide in 1994 before moving to The Philippines in 2002 and joining the Rotary Club of East Davao. He re-joined our club on his return in 2010 and played a key role in establishing a 3-year strategic plan for the RC of Adelaide in 2015, which has led to the club making significant progress in addressing culture change and membership demographics.



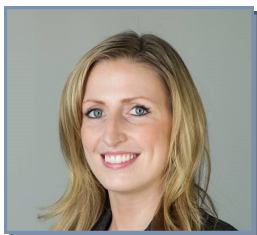
## Tim Moore Presenter & Facilitator

After 20 years secondary teaching and retraining in computers Tim went into business in IT. He is a long term member of the Rotary Club of Berwick, president, an array of club and district responsibilities, Assistant Governor and then District Governor for 9820. More recently he has represented DGs on zone membership committees and locally as IT and membership chair of his district. He especially enjoys working with clubs and districts on strengthening and growing as an Assistant Rotary Coordinator, and is a board member of RDU representing Victoria and Tasmania. Tim is now a Rotary Coordinator for 13 districts in Australia for 2017-20 working closely with other Rotarians and Coordinators in our Zone. His role is to publicise and encourage all districts and clubs to promote and practice the objectives of our Zone Membership plan. It is a role that he is really looking forward to, particularly working with the many Rotarians that share his passion for growing Rotary so we can achieve so more in the local community and worldwide.



## Chris Edwards Presenter

When Chris was a teenager in the 1970s, he decided to run in the annual Sydney City2Surf fun run 50 consecutive times and finish in under 100 minutes. Today, 46 years on, he is still on track to reach this goal. He is a firm believer in integrity and commitment. Chris gained many years experience producing print, TV and radio commercials for internationally known brands, and in 1994 became heavily involved in commercial web development. After a fascinating career as a Communications Strategist in Sydney and South East Asia, he changed his focus to Leadership Performance and Life Coaching in 2007. The media refer to Chris as a City2Surf Legend. He is an active member of the Rotary Club of Hall, D9710, and an ambassador for Australian Rotary Health. Chris is the instigator of the Rotary Fitness Initiative, an innovative project that combines club fitness with member fitness, whilst raising funds for ARH and increasing Rotary's visibility in the community.



## Julie Aubry Presenter (pre-recorded presentation)

Based in Rotary HQ Evanston, Julie is the Regional Membership Officer for Zones 7b, 8, 21b, and 27. In this role Julie supports the core objectives of Rotary's Strategic Plan, which are to: increase club awareness and use of key Rotary resources, help clubs to increase diversity of club membership, support overall club growth, and help to improve club retention. She has recently worked as a Coordinator supporting zones 25, 26, and 27 within Club and District Support at Rotary. In this role, she was responsible for training and supporting club and district leaders on using Rotary online resources such as My Rotary, Rotary Club Central, and the Brand Center, was a subject matter expert on RI Board policy and Rotary constitutional documents, and worked on administrative procedures such as chartering new clubs, club mergers, and processing district governor expenses.



## Stephen Walker Presenter

Stephen is the General Manager at Radio Murray Bridge. He has a wealth of experience in the media with a long sales and management career at a number of regional radio stations including 3SR Shepparton, and 7BU and SeaFM, both in Burnie, Tasmania. He also spent six years as sales manager at Benalla Mitsubishi. Stephen is the president of the Rotary Club of Murray Bridge, where he has been heavily involved in the club's extensive youth service programs. Stephen will be presenting some of the key pointers for successful media engagement and getting your message across.





## Wendy Gaborit Presenter

Wendy joined Rotary in 2005 having after leaving a corporate role with Housing SA for an operational role in Murray Bridge where she and John live and manage a beef cattle property. Whilst it was her intention to take time off to smell the roses, she joined Rotary and within 2 years was President of the Rotary Club of Moblong and in 2013 served as District 9520 Governor. She is a member and trainer with Rotary's Leadership Institute, District's Club Visioning Coordinator and announcer of the Voice of Rotary. In 2015 she was installed as the public Image Coordinator for Rotary International Zone 8 and works with Zone Coordinators and Rotary programs to promote Rotary its people and its programs to the public through [www.rotaryaustralia.org.au](http://www.rotaryaustralia.org.au) and trains Rotary leaders current and future in the use of the



## Michael Neale Presenter

Michael is Managing Director and Principal Consultant of Literally Brilliant, a strategic marketing consultancy company. A highly successful marketing practitioner, research academic, tutor, thinker, writer and speaker with over 30 years of industry experience. Michael brings together the disciplines of marketing with strategy and a commercial focus to help businesses find value in their brand and their competitive advantage. He has recently been working with focus groups to explore the narrative of Rotary's mission with our leaders, our members and our "customers": project partners, sponsors, prospective members, with a view to providing members with some key strings that inform the question, "What is Rotary?"



## John Hendrickson Presenter

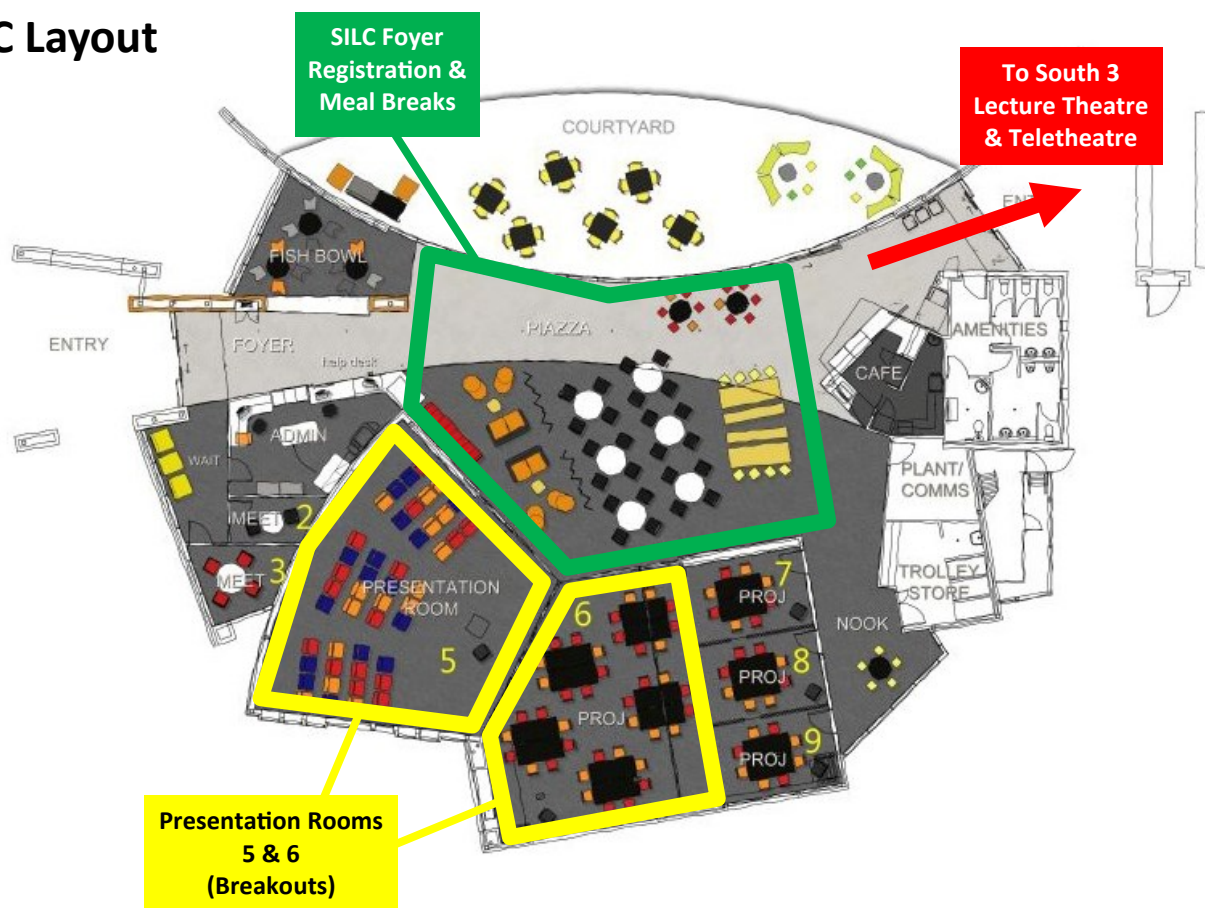
A nuclear physicist by training who, after a varied career established The Marketing Business (TMB) in 1992, an Adelaide based consultancy specialising in strategic business management and tertiary marketing education. TMB has assisted over 100 organisations in a wide range of industries with their strategic planning and marketing. TMB also provides hands on assistance and advice on all aspects of marketing, drawn from a solid base of national and international experience. John joined Rotary in 1989 and 2016 played a key role in helping the Rotary Club of Adelaide to address culture change when he wrote a paper titled "Moments of Truth", outlining changes needed to make the club more attractive to first time visitors.



## Fiona Biedermann Presenter & Facilitator

Fiona is a change and transformation specialist with more than 12 years' experience in the field of Project Change Management. Her extensive change management experience includes stakeholder management, communications, project management, training and business transformation and her qualifications include a Master's Degree in Business Administration (MBA); and certification in Training, Project Management, Neuro-Linguistic Programming (NLP), Hypnotherapy and Teaching English as a Second Language (TESOL). Fiona is intrigued by how thoughts and beliefs guide behaviours and loves helping people discover what they're capable of professionally and personally. Her favourite quote sums up her view on life "Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it." Fiona is the President-Elect of the Rotary Club of Seaford.

## SILC Layout



# Getting to the Science Innovation Learning Centre (SILC)

The SILC can be accessed via Car Park 9 on Physical Sciences Road, which runs off Ring Road at the very southern point of the Flinders University Campus. Parking is free on weekends. From the car park, a long ramp leads up to the SILC Foyer.







## The conference organisers wish to acknowledge the support of the following people who have made this event possible:

- Flinders University, particularly Karen Brandon and her team who frequently make the facilities at the Science Innovation Learning Centre available to Rotary for no charge.
- All guest speakers who have given up their time to present.
- Our caterers:     The Rotary Club of Seaford (Saturday)  
                              The Rotary Clubs of Adelaide & Adelaide Parks (Sunday)
- The Organising Committee and D9520 Training Committee:  

Convenor Mark Huddleston	D9520 Trainer Sam Cozens
D9500 Governor Peter Schaefer	D9520 Secretary Peter Hammond
D9520 Governor Bob Cooper	Deidre Hughes
D9500 Governor Elect David Egan	Carola Sanders
D9520 Governor Elect Kim Harvey	
D9520 Membership Chair PDG Euan Miller	
Zone Public Image Co-ordinator PDG Wendy Gaborit	
PDG Malcolm Lindquist	
Rotary Co-ordinator PDG Tim Moore	
MC PDG Jessie Harman	
Michael Bendyk	
PDG Sam Camporeale	
- All delegates for attending the conference and committing to membership development
- Rotarians & partners providing home hosting

