



## Regional Rotary Membership Conference.

### Dare to be different

August 2017

Summary of Participant Evaluation feedback.

### DAY 1

#### Evaluation Process.

A total of 62/136, 46%, responses from Day 1 were all read by myself, and I made notes of specifics that were mentioned and added ticks to notes that were mentioned a number of times, by way of emphasizing the strength of the response.

The responses in the main were extensive narratives, reflecting considerable thought about what the respondents wanted to say.

This summary is in no way presented as a scientific measurement, nor is any predictive or analytical value implied.

#### Plenary Session 1.

##### Global Membership Trends. Jessie Harman.

Members reflected that Jesse gave an informative, interesting, engaging, excellent, inspirational, presentation which was a sound setting for the membership conference.



##### The Future of Rotary. Mitty Chang.



Mitty immediately won over the audience with an entertaining, refreshing, engaging, professional, fantastic, brilliant, inspirational, presentation. High praise expressed for Mitty with his promotion of practical suggestions for change that would ensure the growth and time durability of Rotary ideals.

Awesome learning opportunity with great take-aways.

Excellent resource suggestions. Importance of change to attract a new client base. Importance of a digital presence that is visible to a diverse collection of community members who are seeking opportunities to volunteer their time and skills to assist others. Many ideas expressed that can be promoted in clubs. Powerful stories of service need to be told and shared. Many great ideas to be promulgated widely. Great start to the Conference with a diversity of age, nationality, and gender with the opening speakers.

## Plenary Session 2.

### **Rejuvenation and rebuild of the Rotary Club of Adelaide.** Darcy Walsh.

Darcy attracted much attention with his concise explanation of a model of change that was put into practice at the Rotary Club of Adelaide. It was a model based on sound and meticulous planning, accounting for a diverse array of member expectations. The



message of change for ongoing delivery of service came across strongly, underpinned by a strong commitment to pilot the changes through strong direction.

### **Possibilities without barriers at the Rotary Club of Seaford.** Mark Huddleston.

A powerful programming decision to next have a very different model of change presented most ably by Mark. Seaford started with a relatively clean slate with few traditional expectations. Change has been built into the club culture from the foundations, with great enthusiasm and encouragement for utilizing flexible structures that complement the skills, and expectations of an emerging community. The concept of programming fewer meetings and more opportunities for doing attracted many. Members generally recognized that most of the ideas used at Seaford could be applied elsewhere.

Both Session 2 speakers attracted great praise for their presentations, for the many ideas expressed, and for the strong promotion of the concept of being a close part of an active supportive community.

### **Breakout Session.**

Members appreciated the opportunity to discuss and explore the ideas just presented in Session 2. They recognized the contrasting situations of the two clubs to begin with, and many admired the courage of leaders at RC Adelaide to undertake the change, commencing with a very old established club.

## Plenary Session 3.



**The Rotary Fitness Project.** Chris Edwards.

**Engaging the media.** Stephen Walker. The standout performers for Session 3 were Chris Edwards and Stephen Walker.

Both these speakers were strongly promoting an image of Rotary in their communities, an image that is

prominent through a fitness program using an attractive activity in an attractive uniform, as opposed to engaging clients through attractive marketing based upon attractive media.

Chris had lots of ticks of approval with words such as fantastic concept, great public image boost, and great marketing idea. Great presentation well received.

Stephen also gained many ticks of approval for his presentation, for his enthusiasm, with many suggestions that could be applied directly in clubs. Words such as informative, worthwhile, funny, and engaging came forward.

**RI Membership Resources** (Pre-recorded). Julie Aubry.

Julie's video was seen as a timely reminder of the many resources that are available through RI sources. Julie came across as a committed performer promoting Rotary ideals.

**Attract, engage and retain with flexibility and satellite Clubs.** Tim Moore.

Tim's contribution was to summarise much of what had been covered by other speakers. Many observed the repetition of ideas.

**Plenary Session 4.**

**Making the most of Rotary's public image resources.** Wendy Gaborit.

Interesting and useful information presented in an attractive manner. Excellent presentation.



**Rotary Public Image.** Michael Neale.

Another stand out performer with messages and advice that excited. Words such as fantastic, literally brilliant, excellent, purposeful, and meaningful, were used liberally by respondents. Some thought that Michael's was the best presentation of the day. The narrative of Rotary was well received.

**Breakout Session.**

The energy of the day was now at an ebb. Many thought too much had been attempted, but this did not constrain their thanks for a great day of learning.

Excellent day, people of action taking action, very well organised, well done for attracting such great speakers into a great venue, really enjoyed the breakout sessions, very valuable experience, and great networking opportunities. A couple of quotes that capture the tenor of the day, "The best Rotary Conference I have attended in 10 years," "Today was so good I wish my whole club membership had attended."



**Day 1 catering by  
Rotary Club of Seaford.**





## Regional Rotary Membership Conference.

### Dare to be different

August 2017

Summary of Participant Evaluation feedback.

### DAY 2

#### Evaluation Process.

A total of 58/133 44%, responses from Day 2 were all read by myself, and I made notes of specifics that were mentioned and added ticks to notes that were mentioned a number of times, by way of emphasizing the strength of the response.

The responses in the main were extensive narratives, reflecting considerable thought about what the respondents wanted to say.

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#### Plenary Session 5.



Overview of Breakout Session 2. Jesse Harman and Tim Moore.

Practical Strategies to turn Social Media into Rotary results. Mitty Chang.

The moments of truth for first time visitors to your club. John Hendrickson.

Change Management Masterclass. Fiona Biederman.

Both Jesse Harman and Tim Moore presented a concise summary that was well received.

Mitty Chang created a powerful impression on the audience with clear messages to inspire, inform, and encourage. Many repeats of words such as brilliant, amazing, fantastic, dynamic, practical, interesting, helpful, visionary, and good fun. Internships emerged as a favorite concept.

John Hendrickson now has a cult following! Lots of ticks for an insightful statement of the core values of Rotary, and branding. Some thought that John's presentation was the best of the Conference, with a refreshing analysis of what is important for Rotarians. The concept of a philanthropy gene was well received, along with John's no nonsense approach

Fiona Biederman received many accolades for her dynamic presentation, with recognition of the practicalities of generating change in a diverse social setting, and her passionate encouragement for new leaders with vision to emerge in our clubs.

Session 5 left the audience inspired and amazed, encouraged to be more engaged in the prime objectives of our Rotary Organisation.

### **Change Management Workshops.**

Participants enjoyed the facilitated workshops. It gave members an opportunity to express their own thoughts on what they heard from the speakers, and to see some parallels in their own clubs which they wanted to share with others.

Many words and phrases kept being repeated: amazing, informative, energizing, excellent, interesting, great interactive discussions, lots of information to absorb, nice to have the two Districts working together, just what is needed to promote change, and great story telling.

### **General Observations about the two days.**



In conclusion I can report that many people attending the Conference wished to thank the organisers for their work in putting together such a program of wonderful speakers, for the professional and effective way in which the program was administered, and the care taken to ensure all participants were valued learners.

The overwhelming tenor of the responses was that what they heard was practical, inspiring, and worthwhile, and the workshopping was a valuable way to confirm their own learning in preparation for their return to their various clubs. Several respondents wished to record that this was an outstanding event in their Rotary experience, well worth the time spent, and that they were invigorated and refreshed as a result of their involvement with a group of such enthusiastic Rotarians.

Day 2 caterers Rotary Club of Adelaide Parks



Summary and photos prepared by Rotarian Sam Cozens,  
Rotary Club of Murray Bridge.