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"COST VERSUS VALUE"

Article by RC PDG John Prendergast

We regularly seem to hear the complaint that Rotary is too expensive, and that this cost is a deterrent to attracting new members.



So, what does Rotary cost us each year? I reckon about \$1,680.32.

My Club subscriptions are a very low \$200 per year – consciously kept low because we have a number of members on fixed incomes. We are able to have a low sub because every year we deliver telephone books around our city, and the funds we earn from that project are used to offset some of the costs of running our Club.

So, \$200 a year doesn't seem like a deterrent to attracting new members.

Every week when we meet we have a meal. This costs me \$20, which includes a ticket in our weekly raffle - but given that I never win, I look on the \$20 as the cost of my meal. I also have a beer each week, another \$5.50. And at every one of our meetings a bed pan (unused), donated about 40 years ago by a former member who was a Doctor, gets passed around and we each put in \$2, our contribution towards the Rotary Foundation.

We have a Sergeant's session and - for reasons that escape me - every week I seem to get hammered by the sergeant, so \$3 to \$5 every week goes out of my pocket and into his or hers. Those funds ultimately get given to charitable purposes though, so I don't mind that too much.

So, each weekly attendance at my Club costs me around \$31.50 i.e.:

Meal	\$20.00
Beer	\$5.50
Sergeant	\$4.00
Rotary foundation	\$2.00
Total	\$31.50

Our Club meets 48 times a year – so the total annual cost for me is \$1,712, being my \$200 sub, plus \$31.50 every week for 48 weeks. I get 33% of my \$96 annual contribution to the Rotary Foundation back from the IRD (Inland Revenue Department), so their refund cheque of \$31.68 is gratefully received each year – but that still means just belonging to and attending my Club meetings comes at an annual cost of \$1,680.32.

Does my Club offer value in return that is worth \$1,680.32 or more? Fortunately, I belong to a Club that I think does offer good value – we have a lot of fun, we do a good number of projects each year, there are plenty of opportunities for personal development and growth, and we are a positive contributor to our local community. So that's why I stay.

But I do wonder if an outsider looking at that \$1,680.32 annual cost might simply dismiss Rotary as an option, on the basis that they don't see from the outside the value? How many potential members might we unknowingly be discouraging from joining, simply because our Club is operating the traditional Rotary Club model of a weekly meeting, meal, beer, sergeant session, and a guest speaker?

The 2016 Council on Legislation gave us all a free pass to change the way we operate our Clubs, so why not think about moving from a very meeting-centric traditional Rotary Club model, with its attendant significant cost for members, and change it up a bit? – so spice up the annual diet of 48 traditional weekly meetings by adding in some with project meetings, some visits to members' workplaces, or some visits to local places of interest. Why not have some meetings without a meal?

Not only will that help reduce any cost disincentive for new or existing members, but it will also likely liven up your Club. Both will make your Club more relevant and more attractive.

"REGIONAL MEMBERSHIP OFFICER UPDATE"

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, barbara.mifsud@rotary.org, <https://www.facebook.com/barbara.mifsud.1>



It has been one month since taking the seat as the Regional Membership Officer! So far it has been a great learning experience connecting with district membership chairs, Rotary coordinators, Assistant Rotary coordinators and other district leaders to get a better idea of membership strategies and issues on the ground. I'm also familiarising myself with the range of resources that are available from Rotary International that I can connect you and your clubs with.

This month I'm sharing updates on the new Learning Center, Club membership committee checklist, Membership Leads progress and conversions, as well as a District Membership Progress to Goal report. As always please don't hesitate to forward this information to anyone you think would benefit.

New improved Learning Centre!

The newly enhanced Learning Center is now available to Rotarians who are interested in taking online courses on a variety of topics, including membership. By going to www.rotary.org/learn* or logging into My Rotary, members can take interactive courses that help them learn by contemplating real life membership scenarios and exploring best practices and strategies to address challenges. The Learning Centre now features improved search function, personalised reports and virtual badges for completed courses.

Why use the online membership courses on the Learning Centre?

- On demand learning which can be accessed as pre-work, post event follow-up, or instead of in-person training
- Find training resources that can be downloaded or re-purposed for your needs
- Courses are now available in a wider variety of languages, including French – which is great for our Island clubs

Even better, you can access and promote membership related courses directly by clicking on the links below:

- [Is Your Club Healthy?](#)
- [Building a Diverse Club](#)
- [Strategies for Attracting New Members](#)
- [Kick-start Your New Member Orientation](#)
- [Best Practices for Engaging Your Members](#)
- [Practicing Flexibility and Innovation](#)
- [Your Membership Plan](#)
- [Online Membership Leads](#)

Feeling unsure about how to use the Learning Centre? Enroll in the 'Getting Started with the Learning Centre' course. The updated Learning Centre guide should be released shortly.

*Please note that the previous direct link for the Learning Centre (learn.rotary.org) is no longer operational

New! Club Membership Committee Checklist

Club membership committees are responsible for a lot when it comes to membership development for their club. The new [Club Membership Committee Checklist](#) can help them organise and prioritise their membership strategies to attract and engage members. Committee members can use the checklist to keep track of and check off steps that help identify, introduce, invite and engage their members. The best part? This resource can be modified to fit a club's specific membership needs. Share this checklist with clubs in your districts today by posting it on your district's website, highlighting it in a district newsletter or sharing it via email!

Membership Leads report

Membership leads submitted through rotary.org/join are first sent to the district leadership team. We hope districts and clubs have established a process for quickly and effectively managing leads and connecting these prospective members with the right club. Here are Membership Leads Progress Analysis reports run from 1 July 2018 to 21 September 2018 for each district in Australia and in New Zealand/Pacific Islands. 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 haven't been 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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Worldwide, Rotary International has received 4,433 leads since the start of the Rotary year. 81 members have been admitted to Rotary clubs.

- [Membership Leads Analysis report – Australia](#)
- [Membership Leads Analysis report – New Zealand and Pacific Islands](#)

District Membership Progress to Goal

I've attached here August 2018 District Membership Progress to Goal reports for Australia as well as New Zealand and Pacific Islands. Also attached are comparison from 1 July to 31 August 2018 figures. You'll see that all but a few districts have had positive membership gain at this time of the year, as expected in the cyclical nature of our membership count.

[District Membership Progress to Goal August 2018 – New Zealand and Pacific Islands](#)

[Comparison 1 July to 31 August 2018 – New Zealand and Pacific Islands](#)

[District Membership Progress to Goal August 2018 – Australia](#)

[Comparison 1 July to 31 August 2018 – Australia](#)

“THE ‘PUBLIC CONVENIENCE’ THAT CHANGED ROTARY”

Article by ARC PDG Charlie Spiers



Recently, while clearing the Rotary Shed, I discovered a book given to a past Rotarian when he joined Rotary in 1976. It celebrated the first fifty years of Rotary and was titled 'Adventure in service'. It has been a terrific read and gives some perspective on the founding and development of our great organisation.

It described early Rotary meetings and membership development around the concept of 'Fellowship and Business Acquaintance'. Early Rotarians met weekly, met in a 'rotation' around the members' business offices, enjoying each other's company, conversation and business interactions. This select group became the Rotary Club of Chicago and gradually grew over 18 months from the first meeting in February 1905.

However, the concept of service remained comparatively unidentified until one evening a Rotarian discovered that was that there was no 'Public Community Convenience' in downtown Chicago

The response was not to complain about the lack of facilities, rather that the problem had to be solved. The Rotarians planned, discussed and fundraised so that a facility could be built and the community need addressed.

This Public Convenience became the first Rotary Project. It involved design, planning, fundraising, building and coordination with local authorities. Once completed, a suitable public opening allowed the good work of Rotary to be seen by the community, demonstrating that here was a group of people with the needs of the community at heart and enthusiastic about delivering results.

A year after the project's completion, a second Rotary club opened in San Francisco. By 1910 there were 16 clubs across the United States and by the 1920's the organisation had spread overseas and continued to grow rapidly because the idea of professionals meeting for Fellowship and Business Acquaintance had grown to involve service to their community. Rotary now had a broader appeal.

As Rotarians get busy in their communities and deliver results that help make the community a better place, then publicise that work in a meaningful manner, they will be seen as an inspiration and people will want to get involved, thus assuring Rotary's growth. Service is still vital to our growth, health and longevity as an Organisation.

“PRESIDENTIAL MESSAGE”

September's message, Barry Rassin, RI President 2018-19

... The world needs Rotary, and Rotary needs strong clubs and engaged members in order to do more good. It is our responsibility – yours and mine – to make sure everyone who shows an interest in joining Rotary gets an invitation. Make use of the Membership Leads tool at [Rotary.org](#), which helps people who are interested in joining Rotary connect with a club that's right for them. And let's ensure that every member has a reason to stay. By building strong clubs that engage in meaningful projects and have fun along the way, we provide value to our club members that they cannot find anywhere else.

... I challenge you to invite leaders of all ages, men and women, who are looking for a way to give back. By doing so, you will *Be the Inspiration* in your community and help Rotary continue to do good in the world.

"3 STEPS TO A 100 PERCENT MEMBERSHIP INCREASE"

Rotary Voices, August 27, 2018, article by Dinesh Gajeelee, Rotary Club of Haute Rive, Mauritius



One of the ongoing challenges in Rotary is maintaining a healthy level of membership. My club of Haute Rive is no exception. We started the club in 2014 with 20 members, and despite the fact that we have gained new members since then, we've also lost a few. So much so that membership fell to just 18 as of 1 July 2017. Fortunately, our leadership team was proactive and began forming a plan to address the situation.

1. As club president, some of the responsibility fell upon me to understand the situation. It was clear we couldn't approach recruitment the same way we had been from the beginning, asking members to suggest their friends and business partners. We needed a more defined and deliberate strategy. I began looking into many different options, and we decided to pursue a couple of different strategies.
2. We opened our meetings to guests from the community by deliberately organizing talks on topics that would interest non-members, like the environment, our laws and constitution, and current events. These gave people a no-risk opportunity to attend a Rotary meeting while giving us an occasion to share with them what we do. This proved to be successful beyond our expectations, and at the same time, enhanced the image of Rotary in our community.
3. After much research, we also decided to pursue a [satellite club](#). This required considerable planning and explanation, because there were many Rotarians in our district who did not know what these are — a group of members connected to the main club who meet at a separate time and location. But after much discussion and an extensive amount of info sharing, we had an enthusiastic group of people, and we formed a core team with the help of a Rotaract club we sponsor. As of June, we had organized the first satellite club in our district.

With these strategies, and the hard work and determination of our members, we ended the year with a 100 percent increase in membership, and five more prospective members visiting our club.

A club's health is, of course, not just a question of numbers. But having more members does help create enthusiasm and increase participation in projects and events.

In this journey, we developed quite a few tools that helped us implement our plan, including some slideshow presentations, answers to frequently asked question, and more that we would be happy to share with any interested clubs. If you are willing to address your situation, and put in the time and research, it is possible to achieve a 100 percent membership increase.

Satellite clubs allow some of the members of a club to meet at a different time and location, while officially remaining members of the main club. If membership in the satellite grows sufficiently, it can break off and charter as a new club. Learn more about [satellite clubs](#) and find more [membership resources](#).

"MEMBER GET MEMBER"

By Past RI President Wilf Wilkinson

From Rotary +, Newsletter of Zone 5 from RC PDG H Rajendra Rai, Issue 9, July-Oct 2018



As we start a new Rotary Year, under the leadership of President Barry Rassin, Clubs will be making plans as to how they can serve their community and the world with projects that will "Be the Inspiration" to our Members, our Communities and possibly to our World. These projects will attract persons who want to follow Rotary's example.

How do they get involved? Well, of course, by becoming Rotary members and join with over 1,200,000 woman and men members in carrying out both local and international projects that this world needs.

The question is "who will invite them to join?" and the answer is: "It has to be You". Only current members can sponsor a new member or create a new Club. But what a legacy you will have created for both the current Club and for you as a member. You not only have helped those in need today, but possibly for generations to come.

I urge you to find at least one new member every year. It is estimated that most Rotarians need to ask at least four potential persons in order to get one new Member. However, you will be thanked not only by that person, by the Club they join, and by the huge number of persons that will benefit from their Rotary Service that they will help generate.

"MEMBERSHIP – WHAT CAN WE DO?"

Article by Judy Ford, District 9710 Chair Membership 2013 -19, Rotary Satellite Club of Yass Murrumbateman



Goals and Challenges

In talking to clubs around the District it is certain many clubs need more members but there are other needs to be taken into consideration.

A survey done by Advanced Solutions International (ASI) in their fourth annual *Global Benchmark Report on Membership Performance* identified three top goals and three top challenges for membership.

The information for this survey came from 425 association and membership organisation executives. These associations cover many different occupations and areas of interest, but the principles of membership are the same in any organisation.

TOP GOALS:

1. Increasing member engagement
2. Attracting new members
3. Boosting member retention

TOP CHALLENGES:

1. Inability to measure member engagement
2. Poor and/or incomplete data
3. Inadequate reporting tools

It is interesting to note that engagement of members ranked higher than recruitment or retention.

What is Engagement?

Engagement is more than retention. Engagement can be defined several ways.

"... it's a meaningful and ongoing relationship between an individual and an organisation." Tom Lehman

"... engagement is being inside, part of the family ... not on the outside looking in; wondering what's going on." Todd Von Deak, TVD Associates

Sue Froggatt, Marketing & Membership Consultant suggests "Develop a continuum of opportunities & look to encourage members to move along that continuum."

"Engagement is more than retaining members. It is getting them really involved in the organisation, so they feel party of the family."

Why measure Engagement?

Why do we need members to be engaged? Several reasons come to mind. Enhanced loyalty and enjoyment, reduce attrition, identify and nurture future leaders, encourage more activity in projects, increase revenue for the club.

To me, engaged members really understand all the possibilities Rotary has to offer them and what they can offer Rotary.

When the areas of engagement are analysed the following distinctions are made: attendance at events and meetings, acquiring information, purchasing merchandise, volunteering, participating in public networks, participating in specific projects.

To illustrate this, a fully engaged Rotarian might regularly attend meetings and most years attend the District Conference, continues to learn about Rotary at seminars and District Assembly, proudly wears the pin and Rotary clothing, participates in online forums like Facebook and participates in extra projects like an overseas trip through RAWCS.

Clubs will prosper more if they have a good idea of how each member engages with the Club and with Rotary and use this information to encourage even more engagement. However, it must be done objectively, not subjectively. A plan with measurable outcomes will provide a lot of information.

Engagement Plan

Organisations in the ASI survey, who had an engagement plan, found many positive outcomes. More than 58% say it has improved renewals and 54% see that it has helped with attendance at smaller events, 42% claim it has boosted annual conference attendance, and 47% noticed an uptick in website traffic.

Setting up a scoring system to measure engagement needs not be too complicated. Only five criteria can be enough to get a meaningful result. For example, a system could be scoring each member of a club like this:

	Number of Contact Points	Percentage of members
80% attendance at meetings	0	11%
Participation on a committee	1	28%
Attended a District Event	2	38%
Wears Rotary badge and/or clothing	3	21%
Introduced a new member	4	2%
	Total	100%

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This club could consider creating an engagement plan to raise the percentage of three or four contact points. It would need to consider which contact points were lowest and use this information to make necessary changes. Clubs should look at what they consider important aspects of the various ways members are engaged and create their own scoring card.

Creating a Score Card

The first step is to define the engagement goal. Areas to consider are:

- | | | |
|---------------------------------------|---------------------------------------|------------------------------|
| · Enhance loyalty to Rotary | · Encourage more activity in projects | · Identify 'at-risk' members |
| · Reduce Attrition | · Energise Rotary in the community | · Increase Club revenue |
| · Identify and nurture future leaders | · Other | |

Next decide on which engagement activities you want to score:

- | | | |
|-----------|------------|---------------|
| · Attend | · Purchase | · Volunteer |
| · Acquire | · Consume | · Participate |

Finally decide on what measurement you will use and how often:

- | | | |
|----------|-----------|-----------------------------|
| · Weekly | · Monthly | · Score out of 5, 10, other |
|----------|-----------|-----------------------------|

Once you have acquired enough data you will be able to see in which areas your members are not engaging and can put in place a program to rectify this.

A fully engaged member will have a full appreciation and enjoyment of their days as a Rotarian.

"ROTARY IS FOR PEOPLE LIKE YOU AND ME"

Article by Colin Robinson, Assistant Rotary Public Image Coordinator – Rotary Oceania and Rotary Leadership Institute Facilitator. Posted 2 August 2018, Facebook page of Rotary District 9920



Again, a side mention of Rotary being pale, male and stale popped up in the media. It is amazing how myths persist. Take just one Auckland club for example; they have 41% women as members and the age range is from young professional to very active retirees. Vocations match this diversity such as medical, real estate, construction, education, shipping, tech, self-employed, charity sector, general sales and business. Members come from many countries of origin; born in NZ, Australia, Indonesia, China, South Africa, Sri Lanka, Europe, UK and with a ethnic mix to match.

Looking further afield but staying in our district and Auckland, there are 'ethnic' clubs such as Papatoetoe Central which is predominantly Indian, Auckland South Rotary which is predominantly of Asian cultures, Auckland Harbourside which is deliberately multi-cultural (approx. a third each 'European', Asian and Indian). One of Auckland's North Shore clubs is for Koreans and hold meetings in Korean but revert to English to respect visitors ... and we could go on. In the Pacific, the clubs reflect their local communities so think Indian and Fijian in Fiji, Samoa, Tonga, French Polynesia all of course with an element of "expats" included as well. Underlying all this is that irrespective the makeup of the club, all are Rotarians first and foremost.

In the Pacific especially, but also a growing part of NZ Rotary, there are people for whom Rotary is not realistically affordable or they simple want to make a contribution without becoming a Rotary member as such so along with club arrangements to include volunteers in an organised way there are Rotary Community Corps. An example is the many very significant projects undertaken on Taveuni Island (think rebuilding whole schools) where there is a very strong hands-on community involvement in all these projects with Rotary providing the organisation and leadership needed to ensure a quality outcome and continue to attract international funding and support.

So, "Rotary is for people like you and me".

TRAINING TIP: "HOW TO COUNTER MISCONCEPTIONS ABOUT E-LEARNING"

From Rotary Training Talk, August 2018

Change is hard. Even great ideas and improved processes can face resistance. With the launch of the new Learning Center, you may get some questions - and maybe even resistance - from Rotarians who question the value of e-learning. Read Tim Slade's article on how to counter [Major Misconceptions About e-Learning](#) to help you promote the Learning Center.



"HOW ACCESSIBLE IS YOUR CLUB?"

Rotary Voices, posted on August 7, 2018

Article by Shogo Williams-Matsuoka, president-elect, Rotary E-club of Western Australia



Shogo Williams-Matsuoka, left, attends a club event in 2016. Williams-Matsuoka says he joined Rotary partly to improve the representation of people with disabilities in community groups.

My life as a Rotarian began in 2014, when I became a member of the [Rotary Club of Cockburn in Western Australia](#). Since then, I have joined the Rotary E-club of Western Australia and am the current president-elect for 2019-2020. My involvement in Rotary is motivated by the need to do more to improve the representation of people with disabilities in community organisations. Often people with disability are portrayed as the passive recipients of charity, undermining our capability to provide meaningful contributions to society.

The inclusion of people with disability holds specific importance for Rotary. Many Rotarians are advanced in years. As people age, they are more likely to develop impairments that require adjustment to their physical and social environments. In addition to our existing Rotary membership, an inclusive Rotary must accommodate the needs of the 15 percent of the global population living with some form of disability (according to the World Health Organization's [World Report on Disability](#)).

We also need to ensure that Rotary is reflective of contemporary attitudes towards disability as other community organisations embrace the benefits of diversity. Contemporary attitudes recognise that disability is more than a medical impairment, it is also impacted by social and physical barriers.

The first step to including people with disability is to recognise the barriers that preclude people with disability from becoming members of Rotary. The barriers that could potentially limit the involvement of people with disability go beyond the physical barriers most commonly associated with disability. Our ability to attract and retain Rotarians with a disability is also determined by how we perceive their ability to meet the expectations of being a Rotarian. Therefore, we must suspend judgement of what a person is capable of before we begin getting to know them.

Physical barriers for prospective or current Rotarians are not limited to wheelchair accessible parking, ramps or toilets. Many people with visual or auditory impairments require accessible information to join or participate. Ensuring that your website and social media meets basic accessibility standards is one way of providing accessible information. There are many website accessibility tools that you can learn about through a quick Google search. Likewise, there are various resources available online for ensuring that your club events are accessible.

Get tools: use it to measure how well your club is meeting member needs and reflecting your community, including the six-page worksheet, [Diversify Your Club](#).

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.

“ROTARY STREET STALL TO BENEFIT FARMERS”

From *Rotary News*, August 2018. Article by Donna Ward, senior journalist, *Tenterfield Star*

Rotary Club of Tenterfield will pass on the money raised to the Salvation Army which has put in place support programmes for farmers hit by drought and in need of timely assistance.



Rotary street stalls are legendary

All proceeds from Rotary's monster street stall, August 23, in front of Bruxner Park will go to help local farmers battling the drought and, indirectly, the town at large.

The Rotary Club of Tenterfield's Harry Bolton (NSW, D 9640) said the club will pass on the money raised to Joel Soper at the Salvation Army, who already has programmes in place to support those in need.

Rotary will also be loading up Why Leave Town cards – probably to the value of \$100 – to distribute, again through the Salvos.

With rainwater tanks on rural properties running dry, Bolton said Rotary is also keen to finance deliveries of drinking water.

There will be process to record recipients of the support, confidentially, to ensure the funds are going to the right place.

The club had earlier planned to contribute proceeds to the Rotary District drought fund, but with the fund well-subscribed (to the tune of around \$35,000) and in the process of winding up as national programmes gear up, it was thought a more-local focus was preferable.

“The Why Leave Town cards can be used at the Produce, Foodworks, fuel outlets and lots of places, so all the money stays in town,” Bolton said.

“It will help support local businesses, who are also starting to feel the impact of the drought.”

He is concerned that desperation levels may ramp up quickly. “If we don't get a break by October, November or December, we'll be in a lot of strife by Christmas,” he said.

The club will be keeping a close eye on the situation, possibly considering relief initiatives like a Christmas function for farming families or even offering homestay holidays for children from the land.

In the past Rotary has sponsored Gold Coast holidays for children from Coonabarabran, complete with cinema experiences courtesy of Hoyts and theme park visits.

All past editions of the “Rotary on the Move” Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub shalhoubissa@shoal.net.au

ROTARY COORDINATORS TEAM

2018 - 19

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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