



In this issue:

- 1 Celebrate our Volunteers
- 2 Regional Membership Officer Update
- 3 Boots on the Ground
- 4 - Rotary On The Move is on the Move
- Membership
- Building our Club, how we did it
- 5 - Time for a Diversity, Equity and Inclusion Health Check?
- 6 - The 4 Way Test
- 2021 Virtual Convention
- 7 Fight for Survival
- 8 - Traditional and Non-Traditional
- The Team

'CELEBRATE OUR VOLUNTEERS DURING NATIONAL VOLUNTEERING WEEK'

Article by RI Director-Elect Jessie Harman

The theme of this year's National Volunteering Week in Australia and New Zealand is 'Recognise, Reconnect and Reimagine'. Given the year we've had, I can't think of a better message.



National Volunteering Week is the perfect time for Rotarians to *recognise* the important role that volunteers play in our communities. It's an opportunity to *reconnect* with members to ensure they're involved and having fun, and as we emerge from the pandemic, it's the perfect to *reimagine* how we deliver service, operate our clubs and engage our members going forwards.

I can't think of a more important time to celebrate our volunteers. I encourage you to get involved and consider any of the following ideas:

- Host a community event to recognise the wonderful work of volunteers in your area
- Profile individual members on your club website and/or social media pages
- Recognise a special volunteer or volunteers in your community as a Paul Harris Fellow
- Hold a strategic planning event for members to discuss the future of your club or district
- Organise an advertorial in your local paper featuring your club's successful projects
- Say 'thank you' to current and former members at a specially organised social night
- Send a simple 'thank you' note
- Engage your members in a conversation about other ways to recognise and celebrate volunteers

The national volunteering peak bodies have produced a host of digital and other resources to help community groups celebrate National Volunteering Week. Australians can download these from the Volunteering Australia website: [National Volunteer Week Resources \(volunteeringaustralia.org\)](https://www.volunteeringaustralia.org). If you're in New Zealand, you can download resources from the Volunteering New Zealand website: [National Volunteer Week – Weaving The People Together](https://www.volunteeringnz.org).

National Volunteering Week will be celebrated in Australia from 17-23 May and in New Zealand from 20-26 June.



REGIONAL MEMBERSHIP 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>

New! Guide for Club Types and Club Models

Rotary clubs are made up of members of varying ages from different backgrounds, cultures and professions, so it's important to provide a variety of options to engage in Rotary. But adding flexibility can lead to questions such as 'What is a satellite club?' or 'Can my club be focused on a particular cause? Our new *Club Models Guide* in [English](#) and [French](#), will provide answers to these and other common questions. The guide provides definitions and examples to help you navigate the differences between club types, club models and meeting formats.



Taking our members skills to the next level

Our members can become more effective presenters, communicators, and leaders through the new courses in the [Learning Center](#) developed by Toastmasters International. From speechwriting and interpersonal communication to consensus building and leading a team, these courses will help you grow, professionally and personally. They are available to Rotarians and Rotaractors (that are reported in the RI database) with active My Rotary accounts. It's a great incentive to report Rotaractors in the RI database. These courses and the range of online courses are also a vital piece of the 'value proposition' for prospective members.

Local collaboration between Rotary and Toastmasters

The collaboration between Rotary and Toastmasters is way for us to enhance the membership experience and keep our members engaged. We're seeing examples of clubs and districts from around the world who are working with their local Toastmasters counterparts on various initiatives and projects. You can see the breadth of the collaboration at the grassroots level on this [interactive map](#) (also available in languages), which can be found in the Learning Centre's [Getting Started with Toastmasters](#) online course. You'll also find an overview PowerPoint, videos, and other alliance resources on the [Toastmasters Alliance landing page](#). We'd also love to hear how you are collaborating, so please email me with any stories: barbara.mifsud@rotary.org

Shout out to D9670:

District Membership Chair Carol Coffey is making a concerted effort to encourage clubs in [D9670](#) to undertake a membership information night. She ran a successful night for her own club, [RC of East Maitland](#) in March, which resulted in 2 new members with another 3 to 4 in the pipeline. The format was short, informative and laidback, with the option for prospective members to attend the actual club meeting afterwards. 'Timing is also a key to success', said Carol. The club is teeming with service projects around this time, so it gives those prospective members the opportunity to get a taste of giving back to the local community. It also allows the club to find out if those prospective members would be a 'good fit' and vice versa. In order to assist, the district started a membership incentive, where clubs could be reimbursed up to \$250 for any eligible expenses that either encourages membership or promotes Rotary. In addition, DMC Carol utilised surplus district funds to create and distribute generic banners, one for each club. 'We gave neighbouring clubs different designs in the hope that clubs collaborate on information nights and service projects', said Carol. As a result, three other clubs in the district have undertaken or are planning an information night.

MEMBERSHIP STATISTICS



As at 12 April 2021

Comparison to 1 July

[Worldwide](#) – as at 31/3/2021

[Australia, New Zealand and Pacific Islands](#)

Demographics

[Australia, New Zealand and Pacific Islands](#)

Membership leads

[Australia, New Zealand and Pacific Islands](#)

'BOOTS ON THE GROUND'

Article by PDG Euan Miller, Rotary Foundation Cadre, President RC of Norwood

We are approaching another disappointing year of membership decline in our Zone. At the end of March, we only have one district, 9640, with a green light, we have 9 districts with amber warning lights (growth of less than 50) and 15 districts clearly foundering in the red. With districts averaging at least 50 resignations at the end of each year we can clearly predict the ambers will join the reds on 30th June.



Why is this happening? Why can one district have a spectacular year of membership growth while the rest of us are in serious decline? We have a Rotary Coordinator and his assistants, district membership chairs and committees, a designated membership officer at RISPPPO, membership seminars and training assemblies, the RI 'Learning Center' - but none of this seems to work.

It is often suggested all Rotarians need to do is invite and induct one new member and we will have healthy membership growth. But we know this doesn't work either, because less than 10% of Rotarians have ever invited and inducted a new member to their club.

Talk the talk doesn't work unless a district sets up a strategic plan that walks the walk. Every district has clubs split roughly into three equal groupings – successful clubs that continue to grow without needing district support; established clubs that manage to offset resignations but don't grow over all; and those in slow but terminal decline.

Each district needs a 3–5 year 'Boots on the Ground' plan focused on chartering at least one new club a year; an active retention plan to ensure clubs at least replace their resignations each year; and active teams that can be embedded into clubs that are either or both in terminal decline or below 20 members. AGs need to be added to the teams in their Groups or Areas. Without this intensive coaching and mentoring we will continue to fail.

Hard discussions need to be held with the last group of clubs because maybe they can't be saved and would be better off handing in their charter or merging with another club. Sometimes the cultures of such clubs are still in the 20th Century or the members are now so old and so male that the clubs are no longer attractive to potential members. Once the majority of members of a club are retired, the warning signs of an impending demise are showing. It is not good for Rotary's public image to have tired clubs that can no longer run a suite of service projects but stay in existence mainly for the fellowship benefits to the members.

Fortunately, most of the clubs in this third group can be saved but often they can't do it by themselves. This where we need to embed Rotarians (as we do when establishing a new club), hopefully for only a few months, but sometimes for a year or more; to show and guide them along the way. They need to set up a strategy, with the AG, to first, look at the club culture and change it if necessary. Second, they need to arrange an event to attract a minimum of 5-6 new members, induct them quickly and get them working straight away on existing service projects or creating new ones suggested by these new members. Immediately this will give the club some energy to have further membership events and attract even more members. More than one membership event a year is quite feasible. Former district 9520 did this in 2017-18 targeting 18 clubs with less than 20 members and half of the targeted clubs, achieved multi-member growth rates within that year.

Where do you get these super-Rotarians who can resurrect struggling clubs back into growth? They come from the clubs in the first category and are members that have a history of successful recruitment in their own club. I suggest every district would have at least one hundred such Rotarians. It may be a substantial time commitment for these Rotarians but I suggest this is vital to Rotary's survival and much more important than serving on the multitude of district committees. Boots on the ground win battles and hold territory won. Rotary can achieve the same but in a much more peaceful way. The Service Above Self motto will be adopted by hundreds more enthusiastic new Rotarians and their clubs will gain a new lease on life.



Briony Casburn (2nd from the right) was embedded in the RC McLaren Vale (D9510) and her mentoring has successfully trebled its membership through service projects over the past three years.



RC Onkaparinga (D9510) members have spent the last 18 months fencing properties destroyed by the Cudlee Creek bushfire. This club has almost doubled its membership and recruited many more volunteers/potential members during this ongoing project.

'ROTARY ON THE MOVE IS ON THE MOVE'

Article by RI Director-Elect Jessie Harman

Rotary On The Move will have a new look and feel from July 2021. The new digital format will be easier and more convenient for readers, viewable on multiple devices - anywhere, any time. It will include more interactive content, be easier to share and better for the planet.



The content is also expanding. Rotary On The Move readers will now be able to hear from their zone Membership, Public Image and Rotary Foundation leaders in a single publication, with stories tagged, so that readers can go straight to their favourite content. If you're a subscriber, the publication will land in your email inbox on the 15th of each month.

But not everything is changing! Rotary On The Move's editorial team, led by Issa Shalhoub, remains the same, ensuring you'll continue to receive a great newsletter, packed full of information, tips and hints to enable you to strengthen and support your clubs.

'MEMBERSHIP'

Article by PDG Helen Ryan (D9670 2017-18)

As I think about membership and the method of attracting members to our organisation I often wonder if there is a 'formula' for such attraction. That may not be the best way of attraction/introduction, but I have a few thoughts on the attraction/introduction process that I will share. Fortunately, we are privileged to be able to share thoughts through this medium and hopefully it will provide the opportunity for discussion.



If we look at the motto of Rotary; Service Above Self, there is the possibility of using that motto as part of the early discussion with a potential member and more importantly the decision process.

Selection by its very nature is often difficult but using the word '**SERVICE**' when thinking about a new member may be of help.

S Is the potential member a person who has a passion for service? As we ask the question, "What value do you put on helping your local community?" we are talking and thinking about Community service specifically. Our participation in Rotary is to be of Service to the Community in which we live as well as the global community and listening carefully to the reply can be quite revealing.

E Part of the introduction of Rotary is Education; talking about what we do, why we do it, how we do it, the opportunity to provide service both locally and internationally. It is essential that the potential member understands that although we are a Charity, we have a real purpose and what that purpose is.

R Rotary and its idiosyncrasies are always confusing for the newcomer and a basic explanation of those is beneficial. This does not necessarily mean the data of Rotary, but rather the work that Rotary does, both locally and internationally.

V We are volunteers. This is a critical point in part of the explanation about Rotary. While being a volunteer is just that, we are obligated to work within the Rotary guidelines as part of that volunteering. We have obligations to the ethos of Rotary, the mission of Rotary, the networking of Rotary and the fellowship of Rotary. These points are best discussed in the early conversations.

I Rotary is able to be Influential in the community, but this influence comes with responsibility and understanding of the ethos of Rotary. We are also able to be instructors in teaching others the joy of Community work and the benefits of giving. Examples of this may well be of interest to the potential member, particularly locally as an example of the value of Rotary.

C Communication is a very important part of Rotary and as we meet with the potential member, we can explain the essential role of communication; both listening and talking. In the process we have an obligation to actively introduce the potential member to Rotary by invitation to club meetings, club activities and social gatherings.

E The last E to me is probably the most important as it refers to Engagement; that is Engagement with the potential member in discussion, Engagement in the community, Engagement in listening, Engagement in networking and Engagement and enthusiasm in the prospect of joining Rotary.

'BUILDING OUR CLUB: HOW WE DID IT'

Information supplied by Kero O'Shea, Membership Voice Coordinator

Join Zone 8 Membership Coordinator Adrian Roach, 7:30pm Eastern Standard Time on Tuesday 25 May 2021 as he shares the story of how he co-founded, chartered and helped grow a modern Rotary club. Adrian will share what worked, what could have been done better and how to recover when things go awry. Not to be missed!

Register here: <http://bit.ly/MV25052021>

'TIME FOR A DIVERSITY, EQUITY AND INCLUSION HEALTH CHECK?'

Article by DG Mark Yaxley, District 9970, Rotary Club of Avonhead, Christchurch, NZ

A health check for us all: how well does each one of us, our clubs and club leadership encourage and celebrate diversity, equity and inclusion in practise?



Equity and diversity are recognised in our legislation and RI has approved a diversity, equity and inclusion policy (see RDU article December – 2020). I have been thinking about the importance of this recently as I and the District Board have been concerned that we have been making slow if any progress on ensuring our clubs are looking at how to embrace the challenge before us. In many instances we seem to behave as though we are an exclusive club within our community - not reflective of the demographic changes occurring in our communities, nor are we consistently welcoming or supportive of those from different backgrounds who wish to join us in doing good in the world, particularly if they have a different perspective on what is needed and how to achieve.

<https://rotarydownunder.com.au/2021/01/21/three-ways-to-make-your-club-more-inclusive/>

As RI President Holger Knaack said recently every country has its history: "I do not believe in deleting history, but instead learning from it. I believe in that totally. Everything has to be put on the table so we can learn for our future." and "For me, diversity is not a wish list for a Rotary club, this is part of our core values."

All New Zealanders are descendants from migrants – who arrived at different times either by waka (be it small or large) or plane. I am of Ngai Tahu descent and can whakapapa to Araiteuru (the greatest waka of them all) but like many I also whakapapa through other blood lines including English and Scottish.

New Zealand and New Zealanders like to think of themselves as being truly multicultural. In Rotary we sell ourselves as being open to all. That may be so in terms of the range of ethnicities in our communities, but have we truly integrated all ethnicities into our communities, do we understand the various backgrounds and experiences that others bring to our shores?

This is particularly worrying when it presents to new and potential new members as an unwillingness to change. Especially so when that plays out as not supporting club leaders who are responding to challenges of addressing the need to change within Rotary to improve our impact and reach and to arrest membership decline. We must collectively support our club leaders to address these challenges, be it trying new meeting formats, new initiatives, addressing the cost of being a Rotarian etc will we turn this around.

In Rotary we have not had a problem with attracting new members over the last 10 years; but we do have a problem retaining them. Part of that is not meeting their expectations – did we over promise and not deliver or was it something more worrying? Think about when you joined, new members have identified Rotary as something they want to be a part of to truly make a difference in our world. Importantly they bring new skills, new views and potentially they have already identified new opportunities (and ways) for Rotary to engage in and support their community (both here and internationally).

While the foundations of Rotary are largely unchanged over the past 108 years what we do and how we have done it has changed significantly and must continue to do so.

Here is my challenge to you: are you truly open to seeking out and embracing other cultures, beliefs, values and ways of doing things in your club?

On the diversity, equity and inclusion front it is timely for the current and incoming club leaders to do a simple club health check with all members:

Do you apply the 4-way test to how you engage in all of our Rotary activities?

'THE FOUR-WAY TEST ISN'T A TOOL TO JUDGE OTHERS'

From Rotary Voices. Posted on January 29, 2020

Article by PDG Martin "Marty" Postic Jr., D5750 and a member of the Rotary Club of OKC Sunrise, Oklahoma City, Oklahoma, USA



In our contentious society, I see friends who are members of Rotary use [The Four-Way Test](#) to support opposing political and social arguments and to criticize the thoughts, statements, and actions of others. I see members with completely opposing viewpoints use the same Four-Way Test to both support their argument and demean others. Rotarians and others are using all forms of social media to share their opinions about perceived violations of The Four-Way Test, causing others to pile on additional comments and insults, all with little thought to how this affects our public image.

Which leads me to this basic premise:

The Four-Way Test is a mirror, not a window

Rotary members should not use The Four-Way Test to look at others but rather to look at themselves in considering the ramifications of a thought, statement, or action. It should not be a *window* through which we look to judge others. It is a *mirror* at which we look to judge ourselves.

The argument I've heard Rotarians make is that if they determine some thought, statement, or action violates any part of the test, it is their duty to declare that thought, statement, or action wrong. I have heard The Four-Way Test used to support any number of topics, some which readers would find hard to support. Yet through the Internet, one can cobble together any sort of argument to back any thought or concept with a plethora of "facts."

I do not believe that is what The Four-Way Test is about. I believe the test is more about how we treat each other than how we measure ideas.

Of course, it is a challenging standard. It's difficult to keep from **thinking** something. But what is more important is how you act on that thought. If you **think** to yourself, "I don't like this person," it becomes a matter of what you **do** with that thought. You can try to dispel it as well as any urge to take some negative action to satisfy your dislike of the person. You can also decide whether you **say** something to that person or tell others what you think.

This is where social media distorts things, because society now seems to embrace negative, vitriolic, or fake comments – as long as the comments agree with our own views. Posting such comments even in the name of The Four-Way Test is certainly not FAIR to all concerned and definitely does not build GOODWILL and BETTER FRIENDSHIPS.

This brings me to the realization that using The Four-Way Test to argue political and social issues is in itself contrary to the test. We must never use the test to support a position while opposing or berating someone else's position. We should not use The Four-Way Test to support or oppose contentious "hot button" issues, to comment on political discord, or to respond to another's comment.

We need to **teach** The Four-Way Test to all of our friends. We don't need to **preach** it. Rotary takes pride that it is a non-political, non-religious organization. That has allowed us to make inroads in parts of the world where governments and religious organizations can't. Let's not sully Rotary's reputation by using these 24 words of ethical and moral thought to tear each other down.

2021 VIRTUAL CONVENTION

Rotary Opens Opportunities

Registration is open! Don't miss your chance to connect with Rotary members at the [2021 Virtual Convention: Rotary Opens Opportunities](#) which will take place from 12 through 16 June 2021.

Enjoy a special rate of \$49 through 7 May 2021. After that, the registration fee is \$65.

You can also join us early at a pre-convention, 10-11 June, for Intercountry Committees, Rotaract, and Rotary Youth Exchange officers. Each pre-convention will cost an additional \$20.

The 2021 Virtual Rotary Convention and pre-conventions are open to all Rotary members and participants and include access to the virtual House of Friendship.

Don't forget to visit the [convention event page](#) on Facebook to connect with others and stay up-to-date on event news and program highlights! [Register today and save!](#)

'FIGHT FOR SURVIVAL'

Article by Carol Coffey, District 9670 Membership Chair

When the going gets tough, we need to act fast to quickly assess the situation and implement a survival plan.

Last month I highlighted a turnaround plan that I was engaged in with RISPPPO (Rotary International South Pacific & Philippines Office) for 18 months. We did not come with a model and requirement to tick boxes, instead we worked with the club to identify the issue, causes, options and opportunities with flexibility.



In saying that, it is accepted in business management that a turnaround plan should consist of seven key elements, that I have related to an organisation such as our clubs:

1. **Stakeholder management** – this is the most vital aspect
 - It is important to engage all stakeholders in the process with clear, consistent and predictable information and communication to ensure stakeholders support and have confidence in the turnaround plan.
2. **Crisis stabilisation**
 - take control of the identified issues – set a date.
 - Cost cutting is a key strategy here – with free volunteering options, our membership needs to more efficient. Are fines, raffles, unnecessary fees and meals needed?
3. **New leadership**
 - management changes can have a dramatic influence on a club. Management sends the strongest message of confidence to the members
 - Committees, strategies and culture may need a brutal shake up
 - § Interference can be minimised and the leaders can focus on the objective
4. **Strategic focus**
 - Perform a strategic review of the club – how did we get to this point?
 - management team making strategic decisions about growth, succession, flexibility, technology, mentoring, advisory boards
 - Invite external bodies to observe the clubs functioning
5. **Critical process improvement**
 - Become more efficient in any area – meetings, projects, fundraising, donations.
 - Can we share resources with neighbouring clubs?
6. **Organisational change**
 - Culture and operational changes – improving communication and engagement strategy.
7. **Financial restructuring**
 - appropriate financial management and sound management reporting

In any organisation, if an effective strategic plan is not implemented and reviewed, failure will follow. Move rapidly from strategy to execution by preparing action plans, estimating costs (financial and membership) and benefits and tracking and celebrating key milestones.

The biggest mistake a club can make is to take short-cuts, undervalue your members time and budgets, do things slowly or to under-estimate what is ultimately required.

What worked, or you got away with once, may not work today – members are prepared to challenge, move on or the committed may even start a club to suit their needs (not that this is a bad outcome).

Respected business leaders KPMG have a wonderful guide on turning around a business, that is readily adapted to any organisation: <https://assets.kpmg/content/dam/kpmg/ch/pdf/ch-inspire-a-turnaround-en.pdf>

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 would also 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.

'TRADITIONAL AND NON-TRADITIONAL'

Article by ARC PDG Ida Portella, *Rotary Club of Mareeba*

The [Rotary Club of Cairns Sunrise](#), located in North Queensland D9550, meet for breakfast every Tuesday for a more traditional meeting, they also hold and run another business networking meeting every Monday night. The Monday evening meeting is non-traditional.



By offering the two meetings the club gives its members the flexibility on attendance dates.

The club holds two networking and membership events per Rotary year. The events are supported by local businesses, where members are able to share their Rotary Story. A diverse and vibrant club, Rotary Cairns Sunrise currently has 18 females and 20 males, at a recent function in Cairns they inducted 5 new members.



From the Club's [Facebook](#) page, 14 April 2021:

The Rotary Club of Cairns Sunrise welcomed FIVE new members this week. President Nadia is pleased to introduce (from top left to right) Tina, Margaret (and President Nadia), Geyam, Millie and Mateja, who all share a heart for helping our local and international communities. Welcome to all.



ROTARY COORDINATOR'S TEAM 2020-21 ZONE 8

Australia, New Zealand
and Pacific Islands
9455, 9465, 9510, 9550, 9570, 9600, 9630,
9640 9650, 9670, 9675, 9685, 9705, 9780,
9790, 9800, 9810, 9820, 9830, 9910, 9920,
9930, 9940, 9970, 9980

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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 drissa@bigpond.com