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'WHY START A CLUB?'

Article by RC PDG Adrian Roach



People join Rotary, a non-political global network of problem-solvers, to make our communities better, to have fun, and to connect with others nearby and around the world. Many get involved by joining one of our tens of thousands of clubs. But you might also want to start a Rotary or Rotaract club. Maybe there are not any in your area yet, or the clubs that are close to you meet at times that are not convenient. Maybe you are already a member, and you want to start another club because you see that your town or another community could benefit from having more Rotary — whether you plan to join the new club yourself. Or maybe you just have an idea for a different kind of club. Whatever your reason for starting a club, there is a [great Course on My Rotary in the learning Centre](#) that will show you what to do. You also have the support of your Assistant Rotary Coordinator's (ARC), Regional Membership Officer Barbra Mifsud, me, and Incoming ARC Andy Rajapakse who will focus on New Style Rotary Clubs. Andy is the DG in [D9640](#) and he and his team have started 4 new clubs already.

Starting a new club is an ambitious endeavour. It requires time, planning, and dedication. The process will go most smoothly if you gather a team of committed people who share your passion and have diverse experiences and skill sets.

To find out what kind of club will succeed in your community, you will need to do a little research. Spend time exploring your area and talking with Rotarians, Rotaractors, and prospective members to determine what kind of club people would want to join and what kind would benefit the community. What do prospective members and other people in the area need? Use this information to build a club that is relevant and interesting and can make a lasting impact.

After you decide on a club type and meeting format, consider different models your club can follow. Think about what you want your new club to offer its members. For example, it might focus on certain causes or shared interests. Or it could be composed of former Rotary program participants or the employees of a corporation. Below are some ideas to inspire you. You can choose one of these or design your own experience. Remember to involve charter members in the decision.

Have you the desire to “Grow Rotary” you have the support. It is a wonderful feeling to start fresh a new style Rotary Club. My Club, the [Rotary Club of Greenhills-Maitland](#) will celebrate its 10th year in 2022. Go on and give it a shot!



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! District Membership Subcommittee Appointments

For the first time, districts can appoint 2021-22 Membership Committee subcommittee chairs in My Rotary to support three key areas: attracting new members, engaging existing members, and starting new clubs. While these subcommittee chairs are not mandatory, they reflect the need for a qualified team of membership experts at the district level and are the pillars of a comprehensive and sustainable membership growth strategy. If districts need assistance reporting these please contact me.



New! Embracing Diversity: Check Your Privilege Exercise

As we continue to make the Rotary experience inclusive for members and participants of all backgrounds, it's important to embrace our differences and understand where we have privilege in comparison to others. Watch this video in [English](#) or [French](#) from RI's Europe/Africa office to better understand how your members' life experiences might be different from one another. Check out the short videos on the RISPPPO (RI South Pacific and Philippines Office) [Diversity, equity and inclusion playlist](#) on our [YouTube channel](#).

New! Rotary's Learning Centre is now available on mobile devices

You can now take Rotary's online courses on most mobile devices. See our [how-to guide](#) for detailed instructions or follow the step by step instructions that may have been emailed to you. You'll need to download the Go.Learn app in order to access it. If you need help, contact our office or email learn@rotary.org. Remember to check out the Learning Centre catalogue for all of the courses including membership related ones.

New! Diversity, equity and inclusion survey

A survey was recently issued by Rotary International's Diversity, Equity and Inclusion Taskforce to randomly selected Rotarians asking them to tell us about your experiences in Rotary. The purpose of the survey is to help Rotary assess and better understand how diversity, equity, and inclusion is perceived and experienced by Rotary members and participants across the globe. RI will use the survey responses, along with focus groups, interviews, and documentation reviews, to develop a plan that enhances the Rotary experience by making DEI even more central to Rotary's culture. If you are interested to participate in the survey but did not receive a survey link, please email surveys@rotary.org

Additional useful resources:

- DG Andy Rajapakse from [D9640](#) (Gold Coast, Australia) talks about the district's successful growth strategy. He emphasises building a strong team, developing new style Rotary clubs and focusing on member retention and engagement. This talk was part of [D9705's](#) monthly membership seminar series organised by District Membership Chairs Judy Ford and Mary Brell. [Watch here](#).
- If you want to learn more about cause based clubs [watch this video](#) (Passcode J1LZ@9i2). [D9570's](#) monthly membership meeting hosted charter president Wendy McIntosh from the cause based club, [Rotary Club of Global Nurses and Midwives](#). This club chartered in December last year and is one of a handful of cause based clubs in our region. Cause based clubs are becoming increasingly popular around the Rotary world. Wendy shares her experience and knowledge about the chartering process - in the hope of helping [D9570](#) to establish a club aimed at teachers.

MEMBERSHIP STATISTICS



As at 12 March 2021

Comparison to 1 July

[Worldwide](#) – as at 28/2/2021

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

Demographics

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

Membership leads

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

'NURTURING ROTARIANS'

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



In business when we open an account for a new customer, this is a red-letter day. While most business success relies on repeat business from existing customers, it is the new customers that provide growth. We nurture these new customers with extra attention and care because we know how important it is for our business success long term.

In Rotary clubs we should do exactly the same. Sadly we seem to miss the mark so many times. Most resignations from Rotarians occur in the first three years of membership. What was sold to these Rotarians when they joined clearly was not what was delivered. A lot of work goes into attracting new members – when we lose them so soon, we not only waste those resources, but we send potential service volunteers back into the community with a poor public image of Rotary.

In my experience such Rotarian resignations occur because we have not nurtured these new members. We have not embraced them, supported them and helped develop them as if they were new members of our family. Every member has to play their part to build an ongoing friendship with every new member. It is so common for members continue to socialise with their particular fellowship group within the club without recognising there is a new member left on their own.

Secondly, we haven't asked the new member what they really want to get out of Rotary. We haven't placed them on a committee or project necessarily that reflects their service interest or even asked them is there a project they really want to do that the club could marshal its resources to assist achieve it? In my 40 odd years in Rotary I have never found a Rotarian who has joined just to cook or serve sausages.

Thirdly sadly, Rotarians resign because they have not been treated kindly and with respect by all members of the club. Women particularly have found it difficult to have happy and productive experiences in Rotary. Male members have belittled them, often inadvertently, through inappropriate comments.

While it may be delegated to the Membership Director to ensure new members are nurtured and embedded happily into the club, it is clearly the President's responsibility to ensure this happens. Effective leaders are not just there to set and achieve goals. They are there to ensure the tone of the club is such that every member is included, valued supported and most important of all, is treated with respect. If a disturbance occurs, it is dealt with and resolved immediately to ensure harmony is maintained.

Clubs should only lose members at death. If they are unwell, they should be contacted and visited regularly and supported back into the club in whatever form their incapacity allows. If they relocate, they should be supported as members until they re-join a new club. Again it is our obligation to help them select a new club with a culture that will continue to support and fulfil them.

Treat new Rotarians as customers or family and you will keep them for life!

'CAN YOU USE YOUR VOCATION TO "GROW ROTARY"?'

**Excerpts from an article by Rotary Coordinator Zone 28 PDG Bill Robson
From Zones 28 & 32 January 2021 Newsletter, Beyond Borders**



Vocational Service is difficult to define, so it is sometimes called the "Forgotten Avenue of Service". One reason is that Club, Community, International and Youth Service activities usually involve groups of Rotarians. They enjoy the fellowship of Club Service, the satisfaction of serving the needs of their communities, and the hope that their International Service promotes world peace and understanding. But Vocational Service – the second Avenue of Service -- is generally conducted by individual members.

Rotarians are encouraged to focus on this important avenue of Rotary service. Discussions on vocational service can lead to projects that not only develop the ethical consciousness and vocational skills of Rotarians but also the talents within their communities

Here are five ways you can incorporate vocational service in your club activities and possibly "Grow Rotary":

- Host a virtual club meeting at your workplace and share about your profession; take time to learn about fellow members' occupations.
- Use your skills and expertise to serve a community.
- Practice your profession with integrity and inspire others to behave ethically through your words and actions.
- Encourage local businesses to create mentorship, internship, or practicum opportunities to help young people achieve their career goals.
- Guide and encourage others in their professional development.

'3 INGREDIENTS TO KEEP MEMBERS HAPPY'

From *Rotary Voices*, posted on December 18, 2020

Article by 7620 PDG Barton Goldenberg, member of the *Metro Bethesda Rotary Club*, Maryland, USA



Members of the Metro Bethesda Rotary Club enjoy a service project.

I had the pleasure to be invited recently to an online Rotary discussion regarding member apathy. We were two past district governors, an assistant governor, two past club presidents – one from a large club and one from a smaller club— and a community service chair from a large club.

The topic was why some (many?) Rotarians are reluctant to participate or get involved in Rotary activities. Based on a district-wide survey of the impacts of the COVID-19 pandemic I facilitated in June at the end of my governor year (results are posted on our district website), we knew we would be facing membership challenges this Rotary year, particularly around member engagement.

Many clubs are honorably focusing on **member acquisition** by pro-actively reaching out to all parts of their local community. These clubs realize diversity is critical for long-term club health and engagement. Many of these clubs also have created a welcome process to ensure prospective members have a great experience when visiting a club or participating in a service project.

Other clubs are focusing more on **retention**. Did you know Rotary lost as many members last year as they gained? All the effort we put into gaining new members exits out the back door when they leave Rotary. If your club is not focusing on retention you may be headed for trouble. To determine how best to keep members, consider the following reasons why Rotarians stick with Rotary year-after-year:

- § **Fellowship:** Many members, particularly older members, belong to Rotary for fellowship. But fellowship alone is unlikely to keep members engaged and provide individual growth. Relying solely on fellowship for member engagement can be risky since some members will leave Rotary and others die. The solution is to continually extend fellowship opportunities, like having older members mentor younger members, encouraging members to participate in district conferences, or inviting them to attend the Rotary International Convention where they can make new connections.
- § **Fundraising:** Other members enjoy making donations to the club and/or The Rotary Foundation as their expression of member engagement. While giving is very important, a member may not be able to give every year, especially during this pandemic. It's important to give them a reason to be excited beyond their ability to give, and to share how funds are being spent so they can be excited whether or not they can contribute.
- § **Service Projects:** These are a very effective way at getting members engaged. I belong to a club of 74 members. It was small not too long ago, which is why I believe small clubs can learn a lot from how larger clubs organize and manage service projects. We have at least 10-15 service projects going on at any one point in time, with 5-25 members participating in each project. If a project does not catch on, we drop it. If a lot of people are interested, we commit additional resources. One of the more important questions you will want to ask is: "Is my club offering the right service projects to our members, and what is the best way to determine this?" Nothing is more effective than regularly surveying your members.
- § **Networking:** Many join Rotary because of networking opportunities. To keep them, though, you will need to expand their networking opportunities beyond your club. Provide chances for them to participate in collaborative fundraising projects with other clubs and external organizations, or to participate in collaborations you have created between your club and the local Chamber of Commerce, Toastmasters, or other partner organizations.

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Many clubs also are increasingly focusing on the importance of continual **member growth** to drive long-term member engagement. During my governor year, I identified outstanding Rotarians that were being underused by their club and/or district, and as a result were getting apathetic. I offered them new positions in the district such as assistant governor or district committee chair positions. As a result, their apathy disappeared and they displayed a renewed Rotary spirit.

In the private sector, we often create an individual growth plan for every employee to ensure satisfaction, loyalty, and long-term commitment. It makes sense to do the same for each member in your club. For example, which members have you identified as an emerging leader and invited to attend Zone Emerging Leader events? Which members have you invited to attend Rotary Leadership Institute courses? Which members have you identified to mentor Rotaractors?

I encourage every club to focus on acquisition, retention, and growth. Once your club has this basic framework in place, you are ready to use it to determine appropriate next steps that will keep each member actively engaged. You can accomplish this by creating 'member journeys,' which describe the sequence of steps happy members have taken along their Rotary journey. Remember, members may join Rotary for one reason but over time learn to love Rotary for many reasons. Creating member journeys are particularly relevant to secure member engagement.

About the author: Barton Goldenberg has spent the past 35 years created and implementing customer strategy for global, best-in-class organizations.

'ASK THE QUESTION!'

Article by Evelyn McCorkell, President of the Rotary Club of Caloundra Pacific

Our membership Director, Will Waterford, is one of those people who reaches out to everyone. His aim is to recruit 1 new member every month! He has brought along several guests and some have joined us. We said, "how do you do this"? He said, simple "I ask them if they would like to join?" Maybe that is where we sometimes go wrong, we don't ask people to come and see what we do; are we scared they will say "No"? So, Will invites them to come along to our club meeting and as a result we have had several new members in the past 12 months. Everyone who does come to visit, either as a guest or a guest speaker, says; "we had such a good time, so much fun".



One of these new members, Bonnie Lynn, whose daughter works in Will's Pet Shop, (that's how she became a Club member because Will asked to come along!), helps to organise Share a Meal, who provide a meal in one of our beachside areas, for up to fifty homeless people on the Sunshine Coast every Thursday evening. During COVID, all of these meals had to be prepacked and handed out, they could not serve hot meals, so we were able to help with a donation towards the cost of the packaging. So, after Bonnie joined, her husband, Matt, has also joined our club and he is heavily involved with a Turtle care programme here on the Sunshine Coast too. Matt is about to become our new Environmental Director too! So, we have some interesting new members, these are just two of them.



Photo from the Club's Facebook page

Our next new member, being inducted next week, brings his young daughter along to meetings, she is only about 9-year-old but maybe this is how we can introduce ourselves to the school she goes to and who knows where this will lead? A new Interact/Rotaract Club would be a great way to encourage new members, and also their parents! This is on the table for discussion - a new Rotary Club in an adjoining new residential area - we need the right plan of action, sometimes you don't get a second chance.

'PURSUING OUR MENTORING MOMENTS'

Article from *Rotary Voices*, posted on December 1, 2020, by *Elizabeth Usovicz, RI director-elect*



When I speak with Rotary members about the importance of mentoring future leaders, I often hear, “I would love to be a mentor, but I don’t have the time.”

My response is a question and this story.

When was the last time you created a mentoring moment?

Last year, I participated in a networking event for students at a local university. The goal was for them to practice introducing themselves to business professionals, engage in conversation for a few minutes, and transition politely into another conversation.

One of the students I met was studying fashion merchandising. I asked how she became interested in merchandising, and she told me, “It started with a mistake I made at work.”

She worked part-time in an upscale department store, selling women’s apparel. One day, a customer bought the outfit that a mannequin was wearing. Rather than leave an undressed mannequin on the sales floor, the student selected and dressed the mannequin in a new outfit.

Creating a mentoring moment

When she reported to work the following week, she was summoned to a meeting with the regional buyer for women’s clothing. “I thought I was in trouble, that I was going to lose my job,” the student told me. Instead, the buyer turned the meeting into a mentoring moment. The buyer explained that clothing selections for store mannequins were a corporate decision – and also, that the clothing she selected was selling well.

The buyer told the student that she had talent, informed her about the fashion merchandising program at the university, and encouraged her to apply. The buyer continues to take brief moments to mentor and encourage the student. “She wants to hire me when I complete my degree,” she told me proudly.

Mentoring moments are memorable and empowering

Her story was the most memorable introduction I heard that day – but what impressed me even more was the forward-thinking buyer. She not only recognized the student’s talent, but also had the courage and confidence in her own abilities to take the intentional step to be a mentor and role model. She set an example for the student, who hopefully will see herself as a mentor and role model for other young women as she progresses in her own career.

This mentoring moment is relevant to Rotary

We are all potential role models and mentors for young Rotary and Rotaract members. It takes our intention, not our time, to recognize and encourage their talents in our in-person and virtual interactions.

Young leaders are watching and learning from the things we think, say, and do. Mentoring moments are an empowering step in opening opportunities for this next generation of talented Rotary leaders.

About the author: *Elizabeth Usovicz is a member of the Rotary Club of Kansas City-Plaza, Missouri, USA, and Rotary International director-elect for Zones 30 and 31. She was a honoree at the White House in 2014.*

Research has found that clubs with mentor programs have a better time retaining members. Take the [Mentoring Basics course](#) in the learning center to learn the benefits and responsibilities of mentoring adult professionals.

'Rotary Opens Opportunities'

Please join the [2021 Virtual Convention: Rotary Opens Opportunities](#), 12-16 June 2021. Registration opens in mid-April.

This year’s event will connect you, virtually, with members around the world. It will open new opportunities to learn and to engage with the family of Rotary, near and far.

Visit the [convention event page](#) on Facebook to connect with other participants and share what you’re looking forward to experiencing with #Rotary21. The Virtual Convention is open to all Rotary members and participants, so invite a friend to join you or share the event with your community.



[LEARN MORE](#)

'DON'T JUST LET YOUR CLUB SURVIVE, MAKE IT THRIVE'

Article by Carol Coffey, District 9670 Membership Chair



In recent times we have witnessed some remarkable turnarounds in Rotary clubs and districts. From the planned turnaround in District 9640 with new clubs, membership growth to the amalgamation of clubs in D9675, renaming of clubs to reflect their locale, assisted RISPPPO (Rotary International South Pacific & Philippines Office) revitalisation of clubs, new style clubs and amalgamation of Districts throughout Zone 8.

Membership turnaround:

To remain successful and competitive in attracting members, service clubs cannot rest easy to maintain a competitive advantage. Turnaround is difficult and is not for the faint-hearted. It requires a significant commitment of time and maybe money. However, the downside of not getting it right is failure – but there is no quick fix!

Reflecting on a successful 18-month club turnaround that we recently conducted with RI, we adopted a flexible approach, realising that copy and pasting various models is not always the 'fix it' for all situations. Through this approach the team achieved various milestones:

- We asked if the club was viable – ***we thought it was, so investment of our time was considered worthwhile***
- Could we manage and 'motivate' the key stakeholders? – ***they were keen and receptive – without this you cannot move forward***
- Did the leaders have sufficient credibility? – ***an abundance – they were respected members with a passion – that motivated us to help them succeed***
- Was the club's reputation intact? – ***a long standing club, vital to the District's history and that of Rotary in Australia – it has never been questioned, making any community contact easier***
- Could we put a support team together that would be accepted? – ***options were limited to the need for the club to accept and trust the District and RISPPPO members put forward by the District – the team was warmly welcomed and befriended. There was never any conflict or resistance.***

Once established that the club could be rescued, we set about with a flexible plan with time and resources afforded to address the underlying causes of the situation and support solutions and options.

Clubs need to be innovative and progressive to have a competitive advantage; the members responded accordingly.

The results are:

- a strategic plan and goal setting was done (a Presidential Citation was achieved),
- respected females took the helm, (a first)
- a positive long-term project was implemented,
- neighbouring clubs offered support on easy local projects,
- willing, positive guidance and non-confrontational support was forthcoming from long standing experienced members,
- social life became more noticeable,
- membership leads of young females were identified as the most suited to the club,
- a meeting venue change is planned,
- regular social media with correct branding has been instigated,
- members are attending meetings and engaging.

You can turn a club around – but it takes time, a dedicated team, commitment and maybe some tough decisions.

Next Month I will highlight what you have to do to ***'Fight for Survival'***.

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.

'LET US EMBRACE THE DIGITAL AGE'

From *Rotary News*, Feb 2021

Excerpts from the convocation address by RI President Holger Knaack, at the GETS event for RI zones 4, 5, 6 and 7.

... Striking a pensive note, he said, "Rotary was founded in a world that doesn't exist any longer, it is a different world now, which moves faster and is harder to comprehend. And it is filled with crises to manage. And yet it gives us new opportunities."

He said even before this pandemic crisis, people were meeting and keeping connected to different friends in different ways. "Social media and online connections were already there but they have now become more important. We are all now used to working virtually. Most important, the younger generation that has grown up in this world, has a stronger desire for service and connections."

But they didn't want to wait for their time to lead. "They want to play meaningful roles today. And if Rotary cannot provide them a platform, they will form their own types of connections and find opportunities. The world will not slow down for us, let us capture this moment to grow Rotary, make it stronger, more adaptable and more aligned to our world as it is today."

... Calling upon the incoming governors to embrace the challenges the post-Covid world is going to throw up, Knaack said that crucial values of Rotary, such as fellowship, integrity, leadership, service and diversity "will remain constant. But Rotary has to change and will change and even if some fellow Rotarians complain that it doesn't feel like the old Rotary, we will change." ...

... "it is up to all of us to remake Rotary for these new times, and to wholeheartedly embrace the ideals and commitments of younger people eager to find an outlet for their idealism. We must become an organisation that embraces the digital age, and make it a part of all that we do. It is important that we create a new Rotary for the new age. Rotary is not just a club that you join, it is an invitation for endless opportunities in both big and historic projects such as ending polio as well as small community projects at the club level." ...

'SERVE TO CHANGE LIVES'

Extracts from an RI website, article by Ryan Hyland

Incoming Rotary International President **Shekhar Mehta** urged members to become more involved in service projects, saying that caring for and serving others is the best way to live because it changes not only other people's lives, but also our own.

Mehta, a member of the [Rotary Club of Calcutta Mahanagar](#), said "Rotary kindled the spark within me to look beyond myself and embrace humanity," he said. "Service became a way of life for me and I, like many others, adopted the guiding philosophy that 'Service is the rent I pay for the space I occupy on this earth, and I want to be a good tenant of this earth.'"

Mehta's Each One, Bring One initiative asks every member to bring one person to join Rotary by 1 July 2022.



SERVE TO CHANGE LIVES

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,
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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