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'IT IS FOR FREE'

Article by RC PDG Tim Moore



As I start to put together an article for this month's newsletter, I reflect on the past 36 months of Rotary on the Move. I am continually amazed and impressed at the quality of the provided articles and the great things going on in membership in Rotary during this time. Equally I am thankful for the articles from our friends overseas and the occasional banter and friendly emails I get from our subscribers from Rotarians to Past Rotary International Presidents and directors. What an experience it has been.

We have built our readership to over 5,000 subscribers, plus we know it is multiplied by others, and may well exceed a potential readership of over 10,000! How great is that, and it's good for nothing! I mean it is for free ...

As I step down from my current position as a Zone Rotary Coordinator, I have also reflected on the many people, clubs and districts that I have had the pleasure of working with to strengthen our Rotary clubs in our Zone.

COVID-19 has and still does affect how we meet, how we recruit, engage our members and how we deliver to our communities locally and overseas. Rotary has shown how adaptable it can be and how thoughtful and supportive our clubs and members can be.

I would particularly like to thank Issa Shalhoub (our longstanding Editor of ten years), fellow Rotary Coordinators Adrian Roach and previously John Prendergast from NZ, our Assistant Rotary Coordinators (mentioned at the end of our newsletter) and our Rotary Regional Membership Officer (RMO) Barbara Mifsud and previous RMO Julie Albury in the USA.

Thanks also to our Rotary International liaison Nora Beamish-Lannon and all the RI staff that have trained and helped us over many years. A callout to PRID Noel Trevaskis and RIDE Jesse Harman for their guidance and support too.

Of course, I will still be involved in doing my best to strengthen clubs in my own district, support our members and looking after the Rotary On The Move emailing list for Rotary Coordinator Adrian and using my great RC, ARCs and RMO contacts.

I look forward to catching up with many of you here and overseas, you are People of Action.

'ROTARY OPENS OPPORTUNITIES'

Excerpts from an article by Ryan Hyland, RI website

Rotary International President Holger Knaack is encouraging Rotarians to seize the many opportunities Rotary offers to enrich their lives and the communities they serve.

"We believe that our acts of service, big and small, create opportunities for people who need our help. Everything we do opens another opportunity for someone, somewhere," said Knaack.

Knaack also urged members to embrace change so Rotary can expand and thrive. Rather than setting a specific target for increasing the number of members, Knaack said he's asking clubs and districts to think about how to grow in a sustainable and organic way. He wants clubs to focus on keeping current members engaged and adding new members who are the right fit for their club.



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>



2020 Rotary Virtual Convention Breakout Sessions on Membership

I hope you were able to join in on Rotary's first ever virtual convention! The program featured a number of sessions focusing on membership which, if you didn't catch live, you can watch the recordings of at the [Rotary Convention website](#).

- **Using Virtual Tools to Engage Members:** *Featuring Rtn Kero O'Shea (D9465).*
- **Grow Rotary Through New Club Types:** *Facilitated by Director Nominee Jessie Harman and featuring DGE Andy Rajapakse (D9640).*
- **Disruptive Innovation in Rotary Clubs**
- **Digital Trends of 2021: Using Tech to Engage Millennials:** *Featuring Rtn Rebecca Fry (D9685).*
- **Engaging Young Families with Service and Alternate Meetings**
- **Personal Growth Opportunities: Rotary's Alliance with Toastmasters**
- **Ask the Membership Experts in Rotary Membership Resources**

Resources available

- If you are preparing a PowerPoint presentation for any club or district meeting or training, make sure to use the updated Rotarian template available from the [Rotary Brand Center](#).
- Read Rtn Stephen Sennett's ([Rotary E-Club of Melbourne](#)) article about how to hold a successful on-line changeover ceremony [here](#)
- Check out [D9820's guide](#) for things to consider before resuming in-person meetings
- Enroll for the first two courses on the [Learning Centre](#) developed in conjunction with [Toastmasters International](#): Develop a speech and Deliver a Speech. More course to be rolled out incrementally.
- Show the [new member induction video](#) from Immediate Past RI President Mark Daniel Maloney if you're planning a virtual induction ceremony

How we Calculate Membership Numbers

As we head towards the end of the year, remember that members added on or before 30 June will count as starting during the current Rotary year, 2019-20. Members added with 1 July effective dates will count toward the new Rotary year, 2020-21. [Click here](#) for more detailed information.

Membership Leads

Did you know that worldwide, 60 percent of membership leads that come through rotary.org/join are never contacted by anyone from the district they're assigned to? What an untapped opportunity to grow membership! Thanks to those who have been diligently following up. See how your region/district is doing:

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

Membership statistics as at 31 May

Comparison to 1 July

[Worldwide](#)

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

Demographics

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

'IF ROTARY WERE A TECHNOLOGY START-UP – STAYING CURRENT IN A CHANGING WORLD'

From District 9970 January 2020 Newsletter, article by Graham Dockrill

Graham Dockrill (Christchurch South Rotary) is a renowned successful entrepreneur, investor and company director, focusing on the technology sector for the past 25 years. Having founded and exited several technology businesses including award winning design agency Hairy Lemon, Graham is also an Associate Professor at the University of Canterbury Centre for Entrepreneurship. He spoke at the Regeneration Conference here in Christchurch in September 2019. Here are some excerpts from his speech.



So how does a start-up Become a Success Story

While there is no one-size-fits-all blueprint for building a successful start-up, the following characteristics will provide a solid foundation. These characteristics are the one and the same for business as well as Rotary.

1. Is our product fit for market?

Selling a product or service customers actually want is important. The market must be willing and able to pay for what you're selling. Seems straightforward, and obvious, yet many start-ups struggle with defining their product-market fit. So, let's apply this to Rotary. Is our offering fit for market? When was the last time you did some research in your community, yes, we do good work, yes, we raise money for good causes and yes we make a difference? However, can we serve the community in different ways. Have we asked the question or are we making assumptions? As we all know, Rotary was founded in February 23, 1905 in downtown Chicago. To give ourselves some credit, we have been changing course ever since. The question is are we changing fast enough to not only survive but thrive?

2. We start with small test markets

Conversely, just because you've found that your product or service is appealing to a large market, doesn't mean you *should* tackle it all.

Applying this to Rotary is a little more complex, and yet the answers could be quite simple. Early Rotary (perhaps even modern Rotary) could be defined as a dominant market player. For better or worse, that market is generally Pale, Male and Stale. We have dominated that market for decades and we're very good at it. It's not a sustainable market moving forward, it served us well in the past... but it is just that... the past.

3. Passionate about disruption

Successful start-ups are based on disruptive ideas. More than a buzzword, disruption is changing the status quo in an existing marketplace. Disruptive technology creates new market and value networks that eventually displace more established ones.

So how do we make Rotary disruptive? It's a very good question and requires some lateral thinking. Let's look at this another way, who are our competitors? You might say The Lions, The Masonic Lodge. Well I guess you could argue that they are our competitors, but that's not what stops someone joining Rotary. Our biggest competitor is TIME, or that's the perception.

4. Foster awesome company cultures

Within a company's first two years, 50 - 60% of their employees will probably quit, according to Forbes magazine. Their reason for quitting?

It usually comes down to poor management, which directly correlates with culture. Traditionally speaking, a culture is nothing more than a set of beliefs shared by a community.

If we want to attract new members and diversity, our clubs need to look beyond their current definitions of culture.

5. Take feedback seriously

Another quality of successful start-ups is their ability to adjust to feedback.

Savvy founders form connections with mentors and advisors early on, developing relationships with those who came before them to learn from their mistakes and success.

Rotary is no different, but how well do we take feedback?

6. Have focus

When starting from the ground up, especially with a small team, it's easy to take on too many projects at once. Unfortunately, this can kill your start-up and as we well know, put pressure on a Rotary Club. While we at Rotary may not be looking for rapid growth, it's important that each club finds its focus. The more focused we become the more successful we will be in our communities.

7. Build engaged communities

The most successful start-ups think beyond customer acquisition and work toward community building. Unable to rely on decades of brand loyalty, like their established counterparts, they roll up their sleeves and engage their target markets. And that is exactly what has made Rotary successful and will continue to do so in the decades to come. It's about grass roots, community bbq, car washes and any number of other fundraising activities that bring us together as one.

But let's not take that for granted! We say that we represent our communities, but are we representative of our community? Do our club demographics represent the world in which we live?

How do you figure out what your community values? Ask.

For a copy of Graham's speech in its entirety please email rotarydistrict9970@gmail.com

'EVERY MONTH IS MEMBERSHIP MONTH'

Extracts from articles by Bill Robson, Rotary Coordinator, Zone 24 West. From Beyond Borders, Nov 2019 and June 2020 Newsletter of RI Zones 24 & 32



We must "Grow Rotary" and this is the challenge given to us by both our President and our Director.

... There are several tools to help with diversity, finding new members, retention and enhancing the club experience. Check them out here: Membership Assessment Tools
<https://my.rotary.org/document/membershipassessment-tools>

In addition, there have been many changes recently regarding what constitutes a club and what constitutes a meeting. Here are some FAQ's to help clarify these items. <https://my.rotary.org/en/club-flexibility-faq>

... I know I am "preaching" to the choir, but we all need to be reminded at times that in order to "Grow Rotary" we must work in harmony. Membership drives Foundation which drives projects and programs which drives Public Image which drives membership etc. etc. etc. (to quote from The King and I").

To make this work we MUST:

- Assess our clubs
- Engage current members
- Connect with prospective members
- Follow up on our membership leads
- Make new members feel welcome
- Find ideas to strengthen your club
- Stay current

'ROTARY TRADITIONS'

Does your club have its own traditions? Many do! Over the years, traditions develop, mutate and sometimes disappear altogether. Does your club sing, do you recite the Four Way Test or the Pledge of Allegiance? Do you have a prayer or a thought for the day or even a Rotary Moment? Have Sergeant's session ...

Traditions can be flexible, sometimes fleeting and even on occasion a hindrance. Be aware of your club's makeup and don't let them become a hindrance to new members.

The Rotary Club of Crawley in Western Australia, whose membership is one of the fastest growing and most diverse. They no longer sing the national anthem or fine their members. Some tradition is important, but too much time spent on these rituals may prevent a younger member from feeling at home in your club.

'NEVER TOO YOUNG TO LEAD'

Article by Kim Lisagor Bisheff, story originally appeared in the May 2020 issue of The Rotarian magazine.

Six Rotarians revealed the secrets of balancing family and work that allowed them to take on the role of district governor before turning 50, Shia Smart is one of them.

Shia Smart - District 9810, Australia | 41 clubs; 1,128 members



Shia Smart joined Rotary when her son, Flynn, was four months old. "So effectively he's only known Rotary," she says. "He's been brought up with it." Now 15, Flynn travels with his mother to district functions and has logged more meeting hours than many adult Rotarians.

During the same period, Smart, who lives about 15 miles east of Melbourne, was developing her career as an IT business analyst. "I've always worked for other people," she says. "I've had flexible working arrangements, but I've never been in a position where I control what I do or where I'm going."

So how did a working mom become a Rotary district governor? Club culture played a significant role, says Smart, 49. She's a charter member of the [Rotary Club of Mont Albert & Surrey Hills](#), which enacted policies that encouraged working parents to rise through the Rotary ranks: They welcomed children at meetings, relaxed attendance requirements, and scheduled board meetings outside business hours.

That culture empowered Smart to shape her year as district governor to accommodate her job and her responsibilities as a parent. Her first move upon learning that she would become DG was to get her son's school calendar so she could schedule club visits and meetings accordingly. And when she got a new job just before the start of her term, she set her schedule to make it work. "I said, 'I need all these days off for Rotary,'" and her new employer assented. "I have been very lucky that Rotary is so structured and organized."

Every step of the way, Smart says, she has made an effort to communicate with colleagues, friends, and family about her Rotary life. "It's amazing how accommodating people can be when you explain things," she says. "Take people on the journey with you, and you will find they are very supportive."

'WILL CORONAVIRUS CHANGE HOW WE DO ROTARY?'

Article by ARC PDG Brian Coffey



When the Coronavirus hit, Rotary International put the health and safety of all members to the fore, quickly recommending that Districts and Clubs cancel or postpone their meetings and events and meet virtually. To most of us 'virtual meetings' was a new world.

Rotary clubs everywhere wrestled with the question, 'How do we maintain membership engagement during the pandemic?'

We will soon know if the support worked. Rotary leaders identified the need for a strong and significant online presence in the absence of 'in person' meetings, as well as information on hosting virtual club meetings in the 'Learning Center' supplemented by several other ideas offered to clubs to maintain regular communication with members – particularly vulnerable Rotarians in our Clubs, District or Zone.

Forced isolation and self-quarantine, highlighted the need to stay connected with others in our community for our mental wellbeing.

All reports are that our members largely accepted the change and virtual meetings have been a success. Virtual Conferences, Conventions, Changeovers, Training and Institutes are now on the radar. Some of the evolution from the virus includes:

Hybrid Clubs: offer the flexibility of a combination of meetings including face to face, virtual, social and a project based activity – the variety may be more appealing, and the cost of attending meetings, a major deterrent to some members, will surely decrease.

Training: Many Districts are busy creating innovative online District Training Assembly programs. The Rotary International Learning Center catalogue has an extensive list of courses, covering all aspects of Rotary positions, disciplines, projects and initiatives that you can learn by subject, job or even develop your life skills in an easy to connect format, in your own time.

Projects: ALL international travel by RAWCS Project Volunteer Teams was immediately and remains suspended until further notice in line with the legislative requirements and advice of the Government. Despite this, our Rotarians came up with some revolutionary ways to reach out with service projects and taking action in their communities to help those in need.

Fundraising: All charities are going to be stretched with lots of fundraising events and opportunities cancelled. The Rotary Foundation and local communities will take a big hit.

Volunteer Safety: it is crucial to ensure volunteers are equipped with everything they need to stay safe and healthy during this crisis. The vulnerable or ill should be excused. Those assisting need to be provided with Safety Supplies outlined by your local government including masks, gloves, and hand sanitizer.

Membership: Clubs should have strategies to support members to stay on, including financial support if needed. The drought, bushfires and COVID-19 pandemic have shown heartening solidarity in volunteering - something each District should look at for the opportunity of maintaining as the threat lessens. The huge group of volunteers have a sense of solidarity from joining others in working towards a common purpose. These volunteers felt comfort, increased confidence and self-esteem, satisfaction, connectivity, and learned new skills. There is a sizable, potentially untapped, set of individuals who played critical roles, for us to draw on.

Marketing and Promotion: Share your Clubs good news stories and keep people and members informed when you plan to resume in a 'normal', or perhaps the hybrid format – new opportunities are open.

'LEADERSHIP DEVELOPMENT COURSES IN ROTARY'S LEARNING CENTRE'

From Rotary South Pacific and Philippines Office, Regional Bulletin May 2020

As Rotary clubs continue to explore ways to offer unique and interesting development opportunities to their members, we are happy to share new online courses that members can access to enhance their presentation skills. As part of Rotary's alliance with Toastmasters, the first two courses in our new leadership and communication series are now available in the Learning Center:

- [Develop a speech](#) — Learn how to organize a speech that leaves a lasting impression on your audience.
- [Deliver a speech](#) — Explore and practice the effect your voice and body language can have when giving a speech.

These courses were developed by Toastmasters International. They include assignments to help you put your new skills into practice and peer evaluations to help you grow through collaboration. [Watch this video](#) to learn more and share with district and club leaders to use during a club meeting or for personal and professional development.

'IS YOUR CLUB WEBSITE ROTARY COMPLIANT?'

Extracts from an article from June 2020 RDU by PDG Gina Growden and PDG Liz Courtney, Public Image Coordinator



ONE of the easiest and most effective ways to raise our public image is to ensure we always use the correct Rotary branding.

Rotary International has given a directive to each current and incoming district governor around the world to ensure their promotional material – particularly their website and social media pages – is compliant in displaying the correct Rotary branding by the end of June 2020. As it is seven years since the 'new' logo was introduced, this directive is quite reasonable, and there is now an expectation that all clubs will follow suit.

Local research indicates almost half of all clubs in Zone 8 do not have the correct (personalised) logo displayed on their website, so there is still plenty of work to be done! Although most clubs are no longer using the old blue and gold wheel, the variety of non-compliant logos is quite staggering. Creativity is a great attribute, and Rotarians are well-known to have this talent. However, it is not acceptable to be creative with our official Rotary logo!

Becoming compliant is simple. If the logo you are displaying is not able to be developed using the logo creator template in the Brand Centre at rotary.org, it is not acceptable.

Go into the Rotary Learning Centre and take the 15-minute course 'Strengthening Rotary's Brand', which will help broaden your knowledge around branding. These resources in the Learning Centre will ensure clubs and districts are champions for our brand.

As an example, McDonald's has created a brand that's recognised worldwide because all restaurants use the McDonald's brand correctly. They benefit from this instant recognition. Rotary and Rotaract clubs can benefit too if we all consistently and correctly use Rotary's logos, fonts, colours and good photography to strengthen our brand.

'WHAT ARE THE BEST TIMES AND DATES TO GET THE ROTARY MESSAGES OUT ON SOCIAL MEDIA?'

Article by Nikki Mederos, PDG, Rotary Public Image Chair, Zone 32

Social Media continues to expand, and it hasn't reached its peak yet. It is necessary, it's powerful and it will continue to influence our daily lives for decades to come. It's also the best free marketing tool available...it will help us grow Rotary – by announcing events, enticing membership and helping us expand our foundation. But what are the best times and dates to get the messages out?



FACEBOOK (still number one world-wide)

For maximum exposure, the best time to post during the week is between **1 p.m. and 4 p.m.** That's likely because many Facebook users browse on their desktops and check it during downtime at work. The single best time to post on Facebook on a Sunday at 3 p.m.

The best days to post on Facebook are **Thursday, Friday, Saturday and Sunday**. Tuesday is the worst day to post on Facebook.

Weekends get the highest level of engagement on Facebook.

TWITTER

The best time to post is during the lunch hour of **12 p.m. to 1 p.m.** Scheduling posts just before lunch works well too.

Workdays tend to get the highest level of engagement on Twitter.

Posting at lunch everyday Monday to Friday can help you increase social media engagement.

Wednesday is the best day to post on Twitter. Weekends are the worst days to post on Twitter.

INSTAGRAM

The best time to post is during lunch (**11 a.m. to 1 p.m.**) and the evening, after work (**7 p.m. to 9 p.m.**). Most Instagrammers log in via mobile, so they tend to avoid browsing during work hours.

The best days to post on Instagram are **Monday, Wednesday and Thursday**. Sunday is the worst day to post on Instagram, though the best time to post on Instagram on Saturday is 5 p.m.

Wednesdays get the highest level of engagement on Instagram.

PUBLISH VIDEOS ON YOUTUBE

The best time to post on YouTube tends to be early afternoon between **12 p.m. and 4 p.m.** That's because most viewers watch videos in the evening, so you'll want to have your videos indexed by then.

Thursdays and Fridays tend to be the best days to post on YouTube.

Most viewers watch YouTube on the weekend so feel free to post on Saturdays and Sundays in the early morning around 9 a.m. and 11 a.m.



'ZOOM MEETING WITH A DIFFERENCE!'

Article by ARC PDG Karen Purdue

The Invercargill Sunrise club in D9980, decided they wanted Zoom meetings to have a “different” flavour to meeting in person.

Different it was! Here's an extract from the Club Bulletin after week 1!

“Invercargill Sunrise Rotary had a first, a Zoom Meeting.

Due to the current COVID-19 restrictions we are unable to meet as usual, so President Mike initiated a Zoom Meeting. Members of varying “tech” abilities managed to navigate the process and we enjoyed the opportunity for some face time with one another in the luxury of our own “bubbles.”



Caption quotes from the morning:

- “Think I could live on the Pension now”
- “Didn't realize how much I spent on coffees when I can't get them”
- “How come I can't see many people”
- “Love your Easter Ears, Karen”
- From an over 70yr old about supermarkets “Even worse when you're over 70 and not sure that you should be there”
- “This is a test for retirement”
- “Who have I lost” – early leavers
- “Where are you Christine” “perhaps she has gone to get dressed”

Instead of the “normal” Rotary duties, new Zoom duties were introduced:

1. Breakfast at my house

This segment is a pre-prepared short video clip/photo essay from a member in the format of a cooking show about the preparation of their breakfast. Talented members may wish to do it in the form of Jamie Oliver, Gordon Ramsay, Allison Holst or whomever takes their fancy...

2. My favourite room to visit

This is the travel segment of the meeting where we watch a pre-prepared video clip where a club member does a tour of their favourite part of their lockdown bubble whether that be a room in their house, a place in their garden, or part of their walk.

3. This week on Netflix (Neon, lightbox, Disney, Apple TV, Amazon Prime...)

Member present a review of their favourite discovery on the gogglebox. Does not need to be pre-recorded.

4. Bookworm corner

This segment is not a review. It is the opportunity for a club member to read something to the group whether that be prose, poem, column (satirical or otherwise), song lyrics, joke, really anything goes...

5. I'm listening to ...

This is the opportunity to share your favourite music with the group.

6. I'm learning about ...

For those who are taking this lockdown opportunity to improve themselves in some way to let the rest of us know about what is available whether that is podcasts, webinars, self-help books.

7. Keeping active at home

An opportunity to share any gem of insight into how you keep active/sane at home.

It became a real competition, with video's, music, special poems and who could cook the perfect breakfast!

The BEST outcome was that Rotarians had heaps of fun (as you can see from the screenshot) and felt they got to know each other better than they have the opportunity to do at a “normal” meeting!

Of course, since Sunrise have been able to meet again, we have noticed an increase in meeting attendance.

I wonder WHY?

Check them out on Facebook: [Rotary Club of Invercargill Sunrise](#).



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 Coordinator's Team 2020-21, Zone 8'

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](#)

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