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'PRESIDENT-ELECT'S POWERFUL VISION TO GROW ROTARY'

Article by RI Director-Elect Jessie Harman

Rotary's incoming President Shekhar Mehta has a powerful vision for Rotary membership - 1.3 million members by 1 July 2023. The President-Elect laid out his plans for membership growth to incoming District Governors at the recently held virtual International Assembly.



Members are Rotary's biggest asset according to President-Elect Shekhar. It is members who do the good, who raise funds for Rotary's Foundation and who have put Rotary 'this close' to eradicating polio. More members will mean that Rotary can serve more and change even more lives.

Underpinning his vision for growth is a straightforward strategy, 'Each One Bring One'. President-Elect Shekhar is asking Rotarians to recognise that growing Rotary is an individual responsibility - to share the gift of Rotary with one new person. He encourages members to focus on increasing diversity; to attract more women, more young people, more Rotaractors. He encourages clubs to make every new induction a celebration and to recognise the Rotarians who sponsor new members into the club.

Alongside his plan for 'Each One Bring One', President-Elect Shekhar is asking clubs to also focus on engaging and retaining members. He encourages clubs to hold tight to the innovations which have occurred during the pandemic and to adopt other new ideas to create strong and vibrant clubs. Engagement of new and existing members is just as important as attracting new members, according to President-Elect Shekhar.

The third plank in President-Elect Shekhar's membership plan is forming new and different types of clubs. Whilst there are still ample opportunities to create new conventional clubs – especially in underserved areas – there are even more opportunities to create new types of clubs, according to the President-Elect. These new club models, like virtual, hybrid, satellite, cause-based and passport clubs are an essential avenue for growth, making Rotary more accessible and inclusive. New types of clubs will also underpin the growth of Rotaract and the President-Elect urges Rotaractors to have similar plans.

Strong leadership is key to achieving the target of 1.3 million Rotarians according to President-Elect Shekhar. District Governors have a vital role to ensure that every Rotarian hears the call to share the gift of Rotary with one new member. District Membership Committees are also important. They should be led by a proven Membership champion and comprise three sub-committees: one each for attracting new members, retaining members and forming new and different club models.

President-Elect Shekhar is determined to Grow Rotary membership in the upcoming Rotary year. He is urging Rotarians and clubs to implement his vision for attracting new members, engaging new and existing members and forming new and different types of clubs. He is also confident of success. "Together we can and together we will" he says, "so that Rotarians can serve to change even more lives in future".

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! Nurturing a club course in the Learning Centre

Starting new clubs is a way to grow Rotary but it's equally important to ensure these new clubs have the support and tools to thrive and become sustainable. [Nurturing new clubs course](#) in the Learning Centre is the second in Rotary International's new club development series. New club supporters can learn their roles for helping new clubs achieve success and hear best practices for guiding new clubs during their formative years.

Membership champions meet President Elect Shekhar Mehta

Zone 8 Rotary Coordinator Adrian Roach and the Assistant Rotary Coordinator (ARC) team, recently invited President Elect Shekhar Mehta as a guest speaker at their bi-monthly ARC meeting. President Elect Shekhar talked about his theme for the coming year, 'Serve to change lives'. He also asked us to take on the personal challenge to grow Rotary through his 'Each one, bring one' initiative, while focusing on engagement, diversity and new club development. View the recordings:

[Part 1 - President elect Shekhar Mehta meets Zone 8 membership champions - 24 February 2021](#)

[Part 2 - Assistant Rotary Coordinator wrap up - 24 February 2021](#)

Exploring the Black Experience in Rotary webinar – 8 am, 26 February

By considering each other's experiences and perspectives, we allow our community to be not only about what we have in common but what makes us different. [During Exploring the Black Experience in Rotary](#) attendees will hear from Black Rotarians from around the world as they discuss race and identity, raising awareness and acknowledging our social identities, and how we can allow space for all members and participants to bring their authentic selves to Rotary. If you are interested in getting a copy of the recording, please contact me: barbara.mifsud@rotary.org

Additional resources:

UPDATED! [State of Membership](#), as at January 2021. Download and customise this Powerpoint presentation in order to share Rotary's current membership data and trends, as well as district specific data, who's joining and who's leaving, and what opportunities exist to strengthen membership.

NEW! Learn more about [President Elect Shekhar's theme](#) and the membership initiative 'Each one, Bring one'. Watch the video, read the script and download theme materials. You can also view other selected International Assembly resources including a plenary session led by RI Director Elect Jessie Harmon about growing Rotary.

MEMBERSHIP STATISTICS



As at 12 February 2021

Comparison to 1 July

[Worldwide](#) – as at 31/1/2021

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

Demographics

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

Membership leads

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

'LEADERS OR MANAGERS?'

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

I have just jointly facilitated another Rotary Leadership Institute (RLI) for D9510 and it got me thinking again about upcoming PETS and other training, districts will be soon be engaged in to prepare for a new Rotary year.



Rotary's focus seems to emphasize the training of managers rather than leaders. While this may very well lead to effective clubs and committees next year, even the best of them will be doing the same things that they have been doing year after year for decades.

Where is the vision? Where is the strategic plan? Where are skills to lead clubs on challenging new paths, to inspire members to achieve outside of their comfort zones? Where are the new members – the women, the under 40s, the ethnic backgrounds, the new vocations that will take the club to a new level of achievement?

Rotary needs leaders not managers to do this.

Next year, at the district level there will be five more districts merging into two in Australia because some of these districts' membership numbers dropped below the 1100 threshold. On 1 July 2022 four more districts in Australia and New Zealand will merge for the same reason. Do we have the trained leaders to ensure these merged districts grow exponentially in membership, chartering new clubs, Foundation giving and new service projects? If Rotarians are sad about losing their district identity (I acknowledge to most this is an irrelevant concept) they will be disillusioned if the new district does not achieve a new vision.

We can train leaders – RLI graduates show we can.

When I look at club performance in my district, clubs with RLI trained Presidents out-perform most clubs where their Presidents have only received PETS training. I would be prepared to ditch PETS in favour of RLI. PEs coming around for the second time, if they are RLI graduates, would not need to attend. Any fresh information needed from the DGE could easily be passed on in an email or through the AG.

Themes and other information may be useful, but leadership is essential.



19 RLI students from D 9510 with facilitators PDG Wendy Gaborit OAM and ARC Damian Leach

'MAKING MEETINGS MEANINGFUL'

From the February 2021 edition of the Rotary District 9550 Governor's (DG Merewyn Wright) Newsletter.

Here is some food for thought as you plan your club meetings for the balance of the Rotary year:

- What opportunities do your club meetings provide for members?
- What should you consider when planning and scheduling meetings, in order to meet the needs of your members?
- If you were a prospective member visiting a meeting of your club for the first time, what would make you want to come back again?
- What role do club meetings play in achieving the goals of your club?
- Are there different expectations of meetings for different cohorts in your club – e.g., new vs long term, young vs old, business owners vs others, retired vs working? How can your club cater for these differences?

'STRATEGIC PLANNING - GLAZING OVER?'

Article by ARC PDG David Egan



Rotary leaders including current RI President Holger Knaack, encourage all clubs to undertake a 5-year strategic planning process, which is not surprising considering that globally we have inducted 1,375,684 new members in the last 10 years whilst our total membership remains at 1.2 million. A local reduction of more than 25% in the same period calls for urgent action to do things differently.

Despite this when strategic planning is mentioned one often hears “you can’t use that term because eyes glaze over”. Why? Is it because in focusing on strategy we fear we’ll lose what we intuitively know holds us together; i.e. those important things like service, fellowship and our values? I believe good strategy does the opposite - it **unites** us to find ways to adapt and increase service, fellowship and engagement, ultimately expanding our reach.

In Rotary we face an adaptive change challenge which needs adaptive leaders who can foster diverse perspectives whilst they mobilise people to do things differently for improved outcomes. They do so through effective listening and good strategic planning.

Taking a longer-term focus on “what matters most for the future” is critical. Short term thinking is a real no-no with leaders thinking in “my year” terms falling into a trap to be avoided at all costs.

So, what does “what matters most for the future” mean? A good way to identify it is to ask members three key questions:

Firstly, what are you most passionate about in Rotary and mustn’t change, but also what should change? *Members invariably say they are passionate about service, fellowship and our common values and, if serious about “the future”, they realise fostering young leaders, diverse membership and new operating approaches are needed.*

Secondly, what do you think we are best in the world at? *Members usually come up with things like collectively using our talents, time and treasure to do good /make a difference. I would add our networks to that important list.*

Thirdly, what do you think drives our economic engine? *Members intuitively know that it is fundraising, donations and efficiency that are important.*

The answers to these questions should help identify three or four areas critical to future success in the new environment. The next step is to list against each of these the activities necessary to achieve desired outcomes over time; it is important these activities include what needs to be done differently and how. To help monitor progress, measures describing quality, quantity and time are then added and the strategic plan is in place.

Implementation and regular review over 5 years minimum is then necessary.

To further demystify the process and provide key learnings, see Rotary Adelaide’s 5-year strategic approach to embracing change and growing Rotary on the Membership Voice website <https://youtu.be/NSbzyGLTQ7Q>.

'ALUMNI – AUTUMNAL THOUGHTS'

Article by ARC PP Damian Leach, Youth Programs, Alumni, and Younger Membership



For many districts, the Autumn season from March through to May could be renamed Learning Season. As we prepare for the coming Rotary year, each District Governor and supporting team develop and conduct their schedule of learning opportunities within their districts, one area which is not considered a great deal is alumni. By engaging with this key segment of our family, I think we have an opportunity to be stronger for it.

There are many areas of our learning process where we can effectively engage our alumni such as presenters and facilitators at our events. Our Alumni have incredible skills, both those which they have developed through Rotary’s input, but also outside of our influence. We should seek to continue their engagement through utilising these skills in enhancing our own.

But secondly, we should invite them to our learning opportunities. We have exceptional speakers and facilitators in many facets of project management, public speaking, conflict resolution and many other topics. These sessions, while applied within a Rotary context, teach and develop skills which are transferable to both an employment and/or a personal context.

As Rotarians we have exceptional opportunities for engagement with our alumni, let us keep the conversation continuing. Feel free to [email](#) me with innovative ways your district and/or club is facilitating building relationships with your alumni.

'REFLECTION ON THE FOUR WAY TEST'

Article by President Alan Maitland, from the Rotary Club of Waimate Bulletin, D9980 and sent by PDG ARC Karen Purdue



Is it the TRUTH?
Is it FAIR to all concerned?
Will it build GOODWILL and BETTER FRIENDSHIPS?
Will it be BENEFICIAL to all concerned?

Is It The Truth: We are a community within a community. Fellowship is one of our foundations, we have a common goal of service above self, we meet as equals and enjoy a closeness of relationship supported by freedom of access – weekly connections. **This is the Truth.**

Is it Fair to All: We get to mix it up! Connections within our club, between our members, are wide and many, supported in some ways by the process of seating by playing card. This ensures great mixing, and an opportunity to get to know each other.

This protects us from developing cliques, networks if you will, that stand in the way of that culture.

I believe this creates an environment of trust and mutual respect for each other. **This is Fair.**

Will It Build Goodwill And Better Relationships: Our 'house' is a big one. People of many vocations, denominations, ethnicity and beliefs. As a club we are known to be strong in fellowship.

I think it is imperative that as club members, our place continues to be one where we strive to be seen as a group of likeminded citizens who are supportive, respectful, engaging and self-aware of each other's space and needs.

Through the good work of our past and current Rotarians this ethos is something we should, and need to continue. It is important that we all commit to being 'that person' at the club who lives these values.

Rotarians, you will have your own key judgement on what builds goodwill and better relationships for you. For me personally, I like to shed my daily rigours of work to 'take a break' and just enjoy the fellowship that Rotary offers. I believe this **Builds goodwill and better relationships.**

Will It Be Beneficial To All Concerned: This is not a given as it takes work to achieve and maintain. Outside of Rotary we all have our own vocations whether they be as a retiree, owner of a business or 'working for the man' as it were, to name a few.

Rotary gives us an opportunity to focus on that which we may not focus on in our 9-5 or 6-6 working environment. It is about providing a process whereby we put things in place to support others who need it most.

I believe you don't have to go past the Rotary Motto of 'Service above Self'. It is part of the glue, the fabric of society that looks after, takes care of others.

Our charity (The Rotary Foundation), humanity and fellowship are hugely important to us and others. It starts with members connecting with each other, treating each other as equals in a social and respectful way delivering a safe environment where great thoughts and ideas can grow to become great projects that benefit others. I believe this makes it **Beneficial to all concerned.**



'BRAND FIDELITY; WHY YOU SHOULD CARE ABOUT ROTARY BRANDING'

From January 2021 Rotary Leader

It might seem like a small thing, but a logo that isn't used properly can create confusion and mistrust. We always want to use Rotary's logos consistently and properly to maintain a global Rotary brand that members, donors, and the public can trust. Over the next year, we plan to talk much more about branding. In the first of a series of Rotary Voices blog posts on this topic, Rotary's brand specialist, Liz Thiam, explains [why clubs should use the Rotary logo correctly in their communities](#) and how they can do that.

'ROTARY PEACE CENTRES AND AN OPPORTUNITY TO SERVE'

Article by *ARC PDG Doug St Clair*

February is peace and conflict prevention/resolution month so i'll take this opportunity update you on the almost twenty-year partnership between rotary and the university of queensland peace centre which supports our rotary peace fellows. The current cohort of rotary peace fellows (class xviii), who arrived in australia last february, to complete an 18-month master's degree in peace and conflict resolution have had an interesting and challenging time. No doubt you know why.



For them, like for many of us, covid-19 has meant that they suffer from zoom fatigue. Around our christmas break, the fellows generally leave australia to complete an applied field experience, in a variety of challenging places around the world. The current cohort of 10 students missed out on this opportunity and were restricted to virtual or local experiences.

The one constant that they have had is the fantastic group of rotarian counsellors that have in some respects acted as substitutes for their friends and families back home. If you would like to find out more about the peace fellow program you can follow this link <https://rotary.centre.uq.edu.au/>

I might leave you with the question, "how have you continued to embody the rotary principle of service above self, during this time."

I reckon that having a project or an interest like being a counsellor for a peace fellow or for a youth exchange or national youth science student might act as a significant positive contributor to rotary retention. I don't think that just going along to your weekly or fortnightly meeting and having a meal or listening to a guest speaker or even attending a fund-raising event, e.g. Bunnings bbq, is going to be enough for many of us. Keep on the lookout for ways in which you can serve.

'HOW WE USE OUR SOCIAL MEDIA ACCOUNTS MATTER'

By *Jeffry Cadorette, past RI director and chair of RI's Communications Committee*

Most of us have social media accounts that we use to promote Rotary. In our network are Rotary friends, but also family, friends, and colleagues outside of Rotary. This is all very good.



Many of our profile banners include a stamp that says "Proud Member" or "End Polio Now" along with our mark of excellence, the Rotary logo. We have photos of club events we attended (from the time when we could attend events in person). Our posts go to both members and those outside the Rotary family.

What could be wrong with that?

Unfortunately, on more occasions than I'd like to admit, I have seen posts come across my smartphone or laptop from a member who has resigned from their club and is airing a list of "dirty laundry" about their club in the form of gripes and complaints. They are right and their erstwhile club is in the wrong. They chose this forum to wage battle with their club president, district governor, or Rotary International leadership.

In all of these examples, our brand, and the public's understanding of who we are, is tarnished.

Personally, I've never been a big fan of people who decide to take their ball and go home, tearing down an organization behind them on their way out. That is just ego.

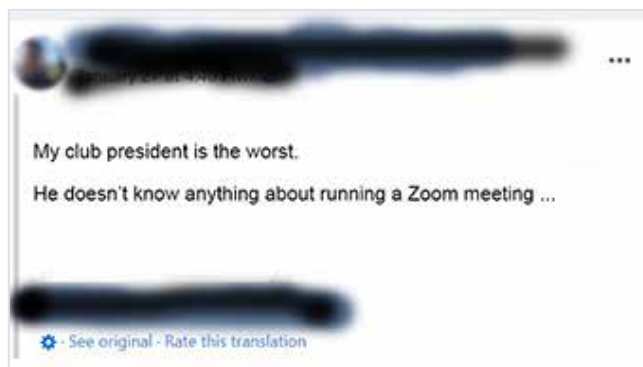
A similar problem occurs when we use our social media accounts, the same ones with all of our Rotary branding on it, to share our deep-seated political views on divisive subjects. These posts are followed by endless comments which all too often spiral into something downright ugly.

Rotary is supposed to be apolitical. But to both our Rotary friends and those on the outside, that line is blurred as they see these posts and the ensuing comment threads, and our brand can suffer.

I am not suggesting trampling on anyone's right to free speech. But I am simply asking that you use some discretion and judgement when you choose to post your political opinions from the same account that you use to promote Rotary.

We have 1.2 million brand ambassadors in our organization. You are one of them. We need each of you and all of you to promote and protect our brand and increase the public's awareness and understanding of us.

So please use good judgment when you post on social media. We have an incredible communications team on staff in Evanston and Rotary Public Image Coordinators (RPIC's) to help you. Visit the [Brand Center](#) for tools and resources.



Social media posts that air club "dirty laundry" damage Rotary's public image.

'THERE'S GOLD IN THOSE MEMBERSHIP LEADS'

Article by Carol Coffey, District 9670 Membership Chair



Last year, Rotary districts received almost 18,000 membership leads, but only 793 were admitted to clubs through the 'Manage Membership Leads' page on 'My Rotary'!

Membership leads reports, indicate that:

- clubs contact only a third of the prospective members assigned to them.
- Opportunities are lost, and reputation is tarnished.
- 54% of those not contacted indicated they are no longer interested in Rotary.

Taking up the role of Membership Chair 7 months ago, I looked at my Districts leads. I was embarrassed that we were as guilty as every other District!

My **Call to Action** was fast and simple:

- I started a back capture of the past 3 years, and
 - contacted every applicant (new Prospects and Relocating or returning members.)
 - My first contact was by email, apologising, if needed, and requesting a phone conversation.
 - Nearly every one of them answered and accepted my offer.
 - Knowing their profile, I offered them club choices to fit their needs and what they wanted from or offered Rotary membership (knowing every club helped me there)
 - I either met them personally or organised a President / Secretary to meet them over coffee and/or chaperoned them to their first meeting.

District leaders (District Governor, Assistant/Area Governors, District Membership Chair, and the Executive Secretary) are the initial contact. Club leaders (President, Membership Chair, Secretary, and Executive Secretary) are then notified by email from District that a new lead is waiting. Hopefully, a club contacts and invites the lead to visit the club. If it's a good match for both the club and the candidate, the club invites the candidate to join, or the lead should be referred back to District for consideration of another club. **The Club needs to fit the member, not the member fit the club.**

I found it a good practice to record and leave comments about every contact of a candidate and their progress with an **audit trail** of time date, action and my name. I asked the same of Clubs.

Interestingly, of the people who ask to join a Rotary club:

- 63% are under 40.
- 35% are women.

... what a difference this could make!

My efforts were successful in both gaining members and repairing our good name, proving it is never too late to begin managing your leads – even the old ones!

Follow up is needed, as some Clubs may not respond, likewise **the audit trail at District and Club level is essential** to ensure status is updated and other leaders do not assign them a second time, or make repeated confusing and frustrating contact with potential members.

For further information: contact your District Membership Chair, Barbara Mifsud (Regional Membership Officer) at RISSPO (Rotary International South Pacific & Philippines Office) or refer to the Membership Learning resources: <https://my.rotary.org/en/learning-reference/learn-topic/membership>

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](mailto:Issa.Shalhoub@rotary.org), 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.

'BALANCING THE WORK AND LIFE SCALES'

Article by ARC PDG Brian Coffey

What demographics of people should we be targeting for membership of our Rotary Clubs? Personally, I joined when I was 42 years old – our children were in their last year of school and were bordering on independence - for me my parenting responsibilities were reducing, while my workplace obligations were increasing as I sought new frontiers.



We hear of clubs seeking the 'younger' members, those in the early 20s to 40s – is this a smart area to be targeting, without any real thought of the people in your community? I do not believe it is the panacea for every club if they have not planned for the needs of that age group. Today, many members do not come into Rotary until their 50's and 60's as circumstances change – they too are effective and valued members with many years of service to give, however we need a model that is attractive to those under 40 with due consideration of their lifestyle.

Membership chairs need to respect the elusive nature of work / life balance of people. Some are trying to climb the corporate ladder or run their own business, others are committed to children accomplishments and some may just struggle to survive organising their work and home duties.

Flexibility in the home, work and social arenas are a must for many individuals and families. A recent study by the Australian Council of Trade Unions (ACTU), surveying more than 5,400 participants, revealed:

è 85% of working Australians have significant family caring and/or parenting responsibilities.

On joining Rotary, I was told my priorities should be 1. Family, 2. Work, 3. Rotary – if I had time! COVID and other life impacting moments give us life changing wake up calls - life is not all about work. Studies have shown that employers who give their staff flexibility in their work conditions will have contented, stable and more productive employees.

In 2007, on Lateline Business, Gail Kelly, one of the most powerful women in the world said, "You should choose organisations that are going to be flexible and supportive and recognise people are going through different stages in their careers actually need different sorts of support." Kelly followed this up in 2010 when speaking at an International Women's Day lunch with; "I am a huge believer in flexibility. If you give an individual a sense of accountability to shape their own work life, their productivity shoots up."

'SERVE TO CHANGE LIVES'

Incoming RI 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 revealed the 2021-22 presidential theme, *Serve to Change Lives*, to incoming district governors on 1 February during the Rotary International Assembly



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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](#)

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