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'WOULD YOU JOIN YOUR CLUB IF YOU WERE LOOKING AT JOINING ROTARY?'

Article by RC PDG Adrian Roach



Sitting in my doctors waiting room the other day I was thinking of the importance of having health checks. Just as routine doctor's visits help us identify health risks before they become serious, a club health check can diagnose problem areas and prescribe remedies. By using this health check, you're taking a step to maintain your club's health and preserve its value for members and the community.

Rotary clubs also need to perform "health checks" on themselves and Rotary International have a great tool to do this with and guess what it's called Rotary Club Health Check. Click on the link below which will take you to it.



Members who have a positive Rotary experience are more likely to stay. In turn, they create a positive Rotary experience for others, because their enthusiasm is contagious. If your club's members genuinely enjoy being a part of the club, you're on the right path. Your experience includes not just your club meetings and other activities, but also the connections you've made and your pride in Rotary's work.

While some members leave for logistical reasons, many leave because of a lack of engagement, an inflexible club culture or other unmet expectations, all of which affect a member's experience. If members are not having a good experience, your club is at risk of losing them.

Participating in service and having fun with fellow members are the primary reasons Rotarians join and stay in Rotary. The healthiest clubs vary their activities and offer multiple ways to get involved. Try a new kind of social event or a different service experience and watch the impact it has on your club.

Clubs that have inadequate social or service opportunities are at risk of losing members who don't feel connected or empowered. The good news is that these deficiencies can be remedied in fun and rewarding ways.

A healthy club is one that is growing and changing. Having members with diverse perspectives and backgrounds will fuel innovation and give your club a broader understanding of your community's needs. Pay attention to how your members are feeling about the club. Research shows that one of the most common reasons members leave is that club leaders are not open to new ideas. Involving members and giving them a voice in their club's future will strengthen both the club and members' commitment to Rotary.

Using the Rotary Club Health Check is the first step in becoming a healthier, more vibrant club. Is your club due to have a check-up?

'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! The State of Membership webinar recording now available

Rotary's members are our greatest assets! When our membership is strong, our clubs are more vibrant, Rotary has greater visibility and our members have more resources to help communities flourish. Consider watching this recent webinar with your club to learn about:

- How we got here
- Who is joining? Who is leaving?
- Opportunities for us to all make membership a top priority

Watch the recording [here](#) and access the slides [here](#). Alternatively you can customise the presentation and give it during a club or district meeting. It's available in [English](#) and [French](#) for some of our Pacific Island clubs.

Other webinars you can catch up include:

[We are Rotary: Advancing Women as Leaders](#)

[Courageous Leadership](#)

[Membership Models for the Future of Rotary](#)

[Building New Clubs Together](#)

Rotary Day at the United Nation on 9 November (US time)

Rotary Day at the United Nations celebrates the two organisations' shared vision for peace and highlights the critical humanitarian activities that Rotary and the UN lead around the world. With the theme *Connecting for Good*, this year's event will focus on community-based solutions to the global refugee crisis. Encourage your clubs to organise [remote viewing parties](#) as a way to engage members, friends, and family in the topic. You can find more details at <https://www.rotaryundaynyc.org>.

New! Official Rotary GIFs now available

Rotary International has created GIFs (looped animated images) and stickers for you to share your Rotary pride and further build awareness! Since being released last month, they've already gotten more than 2 million views!

You can share the GIFs in various ways:

- Facebook posts and comments (tap the "GIF" button and search Rotary, Rotaract, peopleofaction, and related keywords)
- Instagram & Facebook stories
- Text / SMS from mobile with the Giphy app
- You can also view, download, and share the GIFs/stickers directly from our Giphy page: <https://giphy.com/rotaryinternational>



This month's shout out:

This month's shout out goes to the eastern suburbs of Sydney Rotary clubs for organising a monthly cluster meeting to discuss ways they can collaborate on membership, projects, marketing/public image, as well as share expertise and knowledge. Assistant Governor Hilary Lloyd recognised that the six clubs in her cluster shared many of the same goals and concerns and started the monthly meeting in order to harness collective energies. So far the clubs have met 4 times. In terms of membership, all clubs were committed to growing membership in the area and were looking for new ideas to attract, retain and grow membership. They are currently looking at creating a combined business networking event to encourage local business and corporates to become involved. They are also discussing successful club projects and are looking for at least one project per year which all clubs could work together on. They are also looking at the possibility of staging joint projects as well as assisting each other to help ease the burden. They also want to promote a 'united Rotary front' by making sure that branding and messaging was consistent. Each time they've met, they've had a guest speaker, talking on a range of topics including club mentoring, how district can help, Rotary International resources. We look forward to further outcomes from the group!

Membership Leads

Membership leads submitted through rotary.org/join are first sent to the district leadership team. I hope your district has established a process for quickly and effectively managing leads and connecting these prospective members with the right club. Make sure to follow up with the club to see what happened to the lead. Remember that every lead is potentially a new Rotarian! Check the report to see:

- How far leads have gotten since they were assigned to your district
- What percentage of leads haven't been followed up on
- What percentage of leads are no longer interested in membership
- How many leads have been admitted to a club

Access the Membership Leads Progress Analysis report for 1 July 2019 to 28 October [here](#).

Membership Statistics

- [Comparison to 1 July](#) for Australia, New Zealand and Australia as at 30 September 2019
- [Detailed demographic](#) information by district as at 30 September 2019

'LET'S STOP DIGGING OUR GRAVES'

Article by Euan Miller, Secretary and Director, Partnerships, Rotary Club of Norwood Inc



At the Rotary Regeneration Conference in Christchurch last September we learnt the depressing news that we are continuing to lose members across the Zone at an alarming rate. The combination of ageing members (average age is 71) and our inability to retain members because of lacklustre clubs means we are losing two members for every member inducted.

Over the last 5 years 127 clubs handed in their charter and 45 new clubs were formed. Last year only one of the 27 districts in the Zone (9640) increased its membership. All the others continued the steady decline.

Despite all the efforts of Rotary Coordinators and District Membership Directors we have failed to turn membership around.

It is time to take stock, find out why clubs are not growing and develop a new strategy to address the problem.

The problem is not with new clubs. Where we see growth, it is coming from new clubs. RI is to be commended for facilitating this by offering 7 different versions of Rotary. The popularity of these new ways of serving through Rotary suggests every district should plan to open one new club each year. This would go a long way to slowing the decline.

However, if we are to grow, we have to transform existing clubs. The majority of our clubs are now small (20 or less members). They are recycling Presidents and Directors because there is little new talent to take on the roles. Most of the members are now in retirement and their business networks have reduced substantially. Age has also meant less ability to carry our projects and appears to be a major barrier to new younger members. As a result we present an image of frustrated clubs meeting regularly as a friendship group but lacking the skills to claim our current moniker of People of Action. Last year only 61 clubs in our Zone achieved a Rotary Citation – the basic measure of an effective club. That's just 5.6% of clubs in our Zone.

It is unfair to blame the clubs if we don't have the structures in place to provide the pathway to transformation. Most club, especially small ones, don't have the skills to do it themselves. Existing clubs are crying out for inspirational Rotarians to lead strategies for dynamic new projects, new partnerships with business and government and a public image that shows Rotary can transform communities as well as itself. Clubs have the personnel – it is just sitting there latent, frustrated and disillusioned.

We need a new approach to leadership development. PETS and DTAs are not achieving this. In every club we need to challenge existing cultures and barriers, focus on developing leaders of volunteers, strategic planners and disturbance handlers and promote an outward focus to the community. We need to use the experience of existing clubs members and match that with coaches and mentors who are professionally qualified to achieve these outcomes. The matter is so serious clubs may need to put on hold some of their projects for 12 months so they can focus on the issue. If they don't transform, they will die.

Second, we need to change the role of AGs. Being a figurehead and a conduit from the DG is not enough. AGs need to be selected well and charged to focus on the struggling clubs in their group to coach and mentor them to help them transform. We need to give AGs the skills to do this and in Australia, a national approach to training (as done in NZ) would be desirable to ensure all get the coaching and mentoring skills required. Districts should also be giving them increased allowances because some clubs will require many visits to guide them to the transformation required.

Success will be measured by the number of clubs transformed into effective growing clubs worthy of a Rotary Citation.

'ROTARY INTERNATIONAL PRESIDENT FOR 2021-22'

From Rotary weekly, 11 October 2019

On 2 October, RI President Mark Maloney officially declared Shekhar Mehta the president of Rotary International for 2021-22. The Nominating Committee for President of RI selected Mehta, a member of the [Rotary Club of Calcutta-Mahanagar](#), West Bengal, India, in August. He will be formally elected at the 2020 RI Convention in Honolulu, Hawaii, and will become president on 1 July 2021.



Mehta says he will encourage clubs to use action plans and reinforce the core values of Rotary.

Mehta says Rotary needs to become more contemporary and adaptable by focusing on partnerships with governments and corporations, expanding partnerships with organizations that specialize in Rotary's areas of focus, and investing in technology.

'MAGIC POTION FOR MEMBERSHIP GROWTH?'

By Nancy Leonhardt, 2018-19 membership chair for District 6150, Arkansas, USA
From Rotary Voices, September 12, 2019



When it comes to membership growth, there are no magic potions. Our district was blessed to add more than 65 new members last year, one of only four districts in our zone to have any increase. But I can't point to just one thing we did that achieved those results. Instead, planning, goal-setting, follow-thru, and hard work on the part of many committed individuals were instrumental in the success we achieved.

My committee and I emphasized the importance of membership growth and engagement at every district event last year. In addition, our membership committee undertook the following efforts:

- § Chartering a new club for the first time in the last 10 years. The Rotary Club of Little Rock Afterhours meets at 5:30 p.m. on the first Mondays of each month, allowing members to attend meeting on their way home from work. Additionally, members meet a second time during the month for a social, service project, or committee meeting. Of the charter members, 31 are new Rotarians and 10 are former Rotarians, 55 percent are female, and 53 percent are under 40.
- § Quickly and consistently acting on new Membership Leads. I reached out to each lead within hours of receipt. I followed up with clubs to check the status of the leads that were forwarded to them to keep that dialogue always going.
- § Encouraging clubs to set membership goals in [Rotary Club Central](#) and regularly reminding members of the goal.

Six of our clubs worked particularly hard to increase their membership: Helena, Jacksonville, Jonesboro, Searcy, Sherwood, and Stuttgart. Jonesboro's membership chair, Brian Rega, is the club president this year. He had a club competition (a horse race) to encourage growth.

Stuttgart's membership chair, David Leech, an assistant governor, set a goal of 100 members by the end of the year and constantly reminded the club of that goal. Both Brian and David were members of my team. The other four clubs had presidents who "got" the membership message and encouraged the club on a regular basis.

So, in conclusion, the simplest message to clubs is this: **Set a goal, share the goal, keep the club updated, offer encouragement along the way, and celebrate at the end.**

'WHAT'S MORE VALUABLE TO YOUR CLUB'S EXISTENCE MEMBERSHIP RECRUITMENT OR RETENTION?'

Adapted by: [ArticleBase.com](#), [Clubrunner Newsletter](#)

Recruitment is the most important activity for club membership development and to secure its existence, right? Not necessarily.

Member recruitment is definitely a key factor, but if you want your club to thrive, membership retention is the most important piece of the puzzle.

Although many club officers may think that if new members are not joining, the livelihood of the club will not survive. However, in order for new members to join, it's necessary to have a solid foundation of members which will always stimulate membership growth. Here are three reasons why retention is more important than recruitment:

1. Get retention right and you will have built the basis for recruitment. High retention rates are the signal that you have happy, satisfied members. These members tend to share the club success stories with others, automatically creating a grassroots recruitment campaign.

The point: start with retention, and follow with recruitment.

2. "A bird in the hand is worth two in the bush" is certainly true for service clubs. It's true not only because it takes less effort to keep a member than find a new member, but also it is less expensive to retain a member than recruit a new one.

The point: recruitment often gets the attention, but retention will make your treasurer much happier; ultimately, the membership numbers will make your club executives happier, too.

3. A low retention rate is a signal that you have serious underlying problems in your club. Recruiting members is primarily a function of great marketing, but member retention is a function of both marketing, and more importantly, a great membership experience. If you can't keep your members, then you are wasting money recruiting them until you fix the problem that is causing members to leave.

The point: if you can't retain, recruitment will burn through prospects because they won't remain.

The bottom line is that recruitment is important for your club, but retention must be your first priority. If you master the art of member retention, then recruitment will be fun and easy, leading to success for your club.



'CHANNEL YOUR TIME'

Article by ARC PDG Doug St Clair



I missed the recent Australia and New Zealand Rotary Conference in Christchurch but was able earlier in the year to make the International Convention in Hamburg. The truth is, we can't do everything or be in more than one place at the same time and most of us have many things that are competing with Rotary for our time and effort such as work, family, health and the list goes on.

The secret is to channel your time and effort into those things which are most important at the moment. Young people seem to do this really well if you consider how they rush to a cause, collaborate with their mates and enjoy things as they do them.

Maybe we need to take this more into consideration when we are critical of members who don't seem to put the time or effort into our club that they used to. What are their priorities at this time and what activities do we do that can arouse their passion for Rotary. It may not just be attending a club meeting or a Bunnings BBQ.

So, I missed this conference but I had a real pleasure in attending, on the same weekend, the International Day of Peace Lecture at St John's Cathedral in Brisbane and representing Rotary at the award presentation to two real Peace Builders within the local community. The lecture was sponsored by the United Nations Association of Australia, Griffith University and our own Queensland University Rotary Peace Centre.

So, my passion at the moment is devoting my time to our current class of Peace Fellows who are part of one of the greatest initiatives of the Rotary Foundation. What's yours?

'INCLUDE SANITY IN YOUR CLUBS HEALTH CHECK'

Article by ARC PDG Brian Coffey



Einstein is attribute to saying "The definition of insanity is doing the same thing over and over again and expecting different results". As businesspeople and community leaders, we seem content to follow the mentality of "If it ain't broke, then don't fix it!" If businesses adopted this attitude and did not strive to make things better in a competitive world, where would we be?

While the reasons for members leaving Rotary are varied; a survey has shown that most members primarily join to positively impact on the community and secondly for friendship. However, these reasons are reversed when asked why they stay.

If so, why not focus on these areas through Club Service?

Effective clubs, have a multi-year effort, focussing primarily on membership satisfaction and adapting customs and practices to satisfy their members' needs.

Club Service focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan. Through 3 simple actions of Club Service, clubs can:

1. focus on strengthening fellowship and ensuring the effective functioning of the club.
 - refer to Club Committee Structure <https://my.rotary.org/en/club-committee>)
2. promote the development of acquaintance and the opportunity for service, and
 - people don't join Rotary for speakers or meals – social activity and service opportunity is the bond
3. conduct activities necessary to make the club function successfully and achieve its goals.
 - Introduce entertaining variety into meetings – do your members really find the highlight of a meeting is the ritual of a fine session

Clubs that run smoothly have more fun, more social interaction, more hands to help on projects and more minds to develop new ideas. These actions will pay off in more community service, more international service, more vocational service and more youth service. This is a healthy club, focussed on **Club Service**.

The quick way to turn this around is to have a 3, or 5-year plan and goals agreed upon by the members (<https://rcc.rotary.org/#/goals>) to assist in having consistently good years – managed by a Board, not a 1-year President.

The challenge is to prioritise Club Service in your clubs Health Check and adjust your clubs focus, after all, perhaps if you are not attracting members, your model might be broken. <https://my.rotary.org/en/document/rotary-club-health-check>, PDF file

'FIVE CLUBS' ZEAL CREATES BUSINESS AWARDS'

Article by Tony Thomas, *Rotary Central Melbourne*

Sometimes it takes a push to get Rotary clubs co-operating. Three years ago, Jeff Taylor of [Brighton North Rotary](#) approached Bayside City Council about an excellence-in-business awards program. Early this year the council decided, "OK, providing you team with the other four bayside Rotary clubs and give us a good plan".



Brighton North and Brighton are in District [9800](#) and Hampton, Beaumaris and Sandringham clubs are in District [9810](#). They range from 25 to 100-plus members: all up, about 250.

They had plenty of their own projects on the go, but cooperate they did. The council gave the green light and provided a handsome sponsorship. The clubs developed the 2019 Bayside Business Excellence Awards [website](#), shared their know-how with the council and found further sponsors.



Nick McDonald and Thea McCroary run Prestige Inhome Care, champion Bayside Business in the Rotary-led 2019 Business Excellence Awards

On the 3rd of October winners collected awards at a 250-seat sold-out formal dinner at the Sandringham Yacht Club. Talks are under way about annual awards.

Bayside Mayor Michael Heffernan says, "Council jumped at the chance to recognise local firms. The participation level of 80-plus was incredible."

Christine Lindsey of Hampton RC, who chaired the project, is a professional events strategist. "No-one was territorial," she says. "Brighton North ran the nominations; Brighton ran sponsorships and judging, and Hampton took on overall management, website and legals. Bayside council ran the gala dinner and a Telstra Business Awards judge helped coordinate judging."

Many Australian cities run business awards but few involve Rotary. Brighton North originally had a small "Vocational Excellence Award" but it ran out of steam. Jeff Taylor helped tie the award to the council's thriving Business Network. "We loved to see the surprise, joy and pride of the winners," Jeff says.

Nick McDonald (CEO) and Thea McCroary (GM Sales and Marketing) are the brother and sister team that took Bayside's champion business Prestige Inhome Care to an astounding 550 staff. Its services help people live independently at home. Nick says, "The Rotary awards forced us to think strategically about managing our fast growth." Thea says, "Government support for in-home care constantly evolves and Rotary is a good way to get information out to the community."

Awards chair Christine says, "We worked together really well. I hope our project is an inspiration to Rotary clubs."

'MEMBERSHIP MATTERS: 5 STEPS TO CLUB GROWTH'

Article by Ainsley Brown, Rotary Club of St. Andrew, Jamaica

From Rotary Voice, Posted on September 24, 2019



Ainsley Brown, left, receives his pin as Vocational Service Director from then-president Gemelia Davis at the club's 2017 installation banquet.

My club, the [Rotary Club of St. Andrew](#), Jamaica, has a storied history. We were chartered in 1966, four years after Jamaica's independence from the United Kingdom, as the third Rotary club in Jamaica. We have a pioneering spirit as demonstrated by being the first Rotary club in Jamaica to allow women to join.

Rotary is a wonderful global movement that allows individuals to come together and take actions that are an expression of our collective will to make this world a better place. Our members are our greatest strength, and membership matters. But our greatest strength is also our greatest challenge. Like a lot of clubs, we struggle with membership. How do we recruit new members, retain existing members, transition members of Rotaract into Rotary, and re-engage current or former members?

I won't be so bold as to suggest we have found **the** solution to membership growth. But I do believe we have found **a** solution. And the funny thing is it was staring us in the face the whole time: [The Four Way Test](#). The best way to grow membership, in my opinion, is by "building goodwill and better friendships."

The club carried out five initiatives in August 2019, spearheaded by our director of club administration and the membership chair, that we hope will re-engage, retain, and recruit past, present, and future members:

1. **Member call** – Calling members to ask how they are doing and encouraging them to attend. While this is certainly not a new idea, it goes a long way in saying to members you are appreciated and it is proven to get people out to meetings and events.
2. **A games night** – a fun-filled night of fellowship, relaxation, and networking.
3. **A membership mixer** – Yet another fun-filled night of fellowship, relaxation, and networking, this one with an eye toward corporate relationships. The club has engaged a major financial institution in Jamaica to sponsor the mixer geared toward allowing prospective members to interact with existing Rotarians outside of our mid-day meeting time on Tuesdays.
4. **The Membership Challenge** – Attracting members is a challenge, why not make the effort into a contest. Each club member is challenged to invite a guest to a club meeting or service project. Members earn additional points if the guest joins, represents a vocation not presently in the club, or is a young professional between the ages of 25-45.
5. **Tell your story, Why am I a Rotarian?** – We know [stories not stats attract people to Rotary](#). This initiative creates an avenue for members to tell their Rotary story. By sharing our journeys, members better understand, appreciate, and learn from each other's experiences.

Through these and other efforts we will build goodwill and better friendships proving that membership matters.

Find strategies and ideas to [connect with prospective members](#).

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.

'MEMBERSHIP IS A PROJECT!'

Article by Tracey Vavrek, District Governor 2019-20, District 5370. From the Newsletter of Zones 24 & 32 'Beyond Borders', September 2019 edition



There are two main pillars in the 2019-20 Rotary Club citation, one of which is membership. Often when clubs think of membership, recruitment comes first to mind. Membership however is much more than recruitment and involves orientation and education, retention, engagement, we care exit interviews, membership experience, and ESPECIALLY FUN! All of these affect club culture which really has the largest impact in membership.

The citation recommends a membership committee of five people per club and I recommend treating this pillar like a project. I believe membership is the responsibility of every club member although the committee takes the lead role.

Since July 1st, I have visited over 40% of the 60 clubs in District 5370 which geographically includes three Canadian provinces and two territories. It has been exciting to see the innovative ways Clubs are working on membership through experiences and culture. Culture is how people feel when they are part of something that is important to them.

I am thrilled to share some successes that are out of the box thinking and only a sampling of what I have witnessed over the last two months.

- The Yellowknife True North Club have moved all of their summer meetings outdoors and hold their weekly dinner on a different member's deck. This non-traditional meeting environment works well for our northern friends.

- The Wainwright Club is built on fellowship. They start their meeting with a roundtable of friendship sharing and check-in with all members which helps each member build a strong connection of trust.

- In Lloydminster Alberta, the Border City Rotary Club designed a corporate membership program that works well for local companies and this has engaged a variety of new people in service.

- The Athabasca Club starts each meeting with a greeting circle which grows as members arrive. Each person shares a hug and catch up moment. This club's culture is built on trusting relationships.

- Three neighboring Alberta clubs, Stony Plain, Spruce Grove and Parkland After Dark, are committed to growing Rotary by supporting each other in projects and most importantly in membership. When someone is exploring membership options, the person is encouraged to explore to all three clubs and to join the club that fits them the best.

- The Dawson Creek Sunrise Club meets bright and early at 7 am Friday mornings which is not always the best time for some people from their community who wanted to join Rotary. This Club responded by creating a Passport Membership option for people to meet in the evening to work on service projects.

- The Grande Prairie After Five Club creates spur of the moment service projects at meetings like preparing personalized thank you cards to various groups, scheduled fun activities at meetings like doing yoga, wine tasting and going for walks with families. The Club has also sponsored an EarlyAct Club for children age 6-12 which has resulted in some parents becoming Rotarians.

I encourage everyone to look at ways to take club culture from good to great!

ROTARY COORDINATORS' TEAM

2019-20 ZONE 8

Zone 8; Australia, New Zealand and Pacific Islands

9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670, 9675, 9685, 9700, 9710, 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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