



MEMBERSHIP 2017

Rotary
District 9685



**ROTARY:
MAKING A
DIFFERENCE**

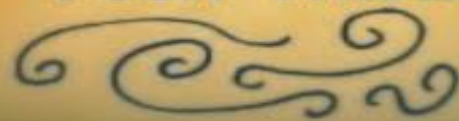
Membership

Bruce de Graaf
2017/ 18



YOU WEIRDOS ARE MY TRIBE

WHEN YOU FIND
PEOPLE WHO NOT
ONLY TOLERATE YOUR
QUIRKS BUT
CELEBRATE THEM WITH
CRIES OF "ME TOO!"
BE SURE TO CHERISH
THEM. BECAUSE
THOSE WEIRDOS ARE
YOUR TRIBE.



Rotary



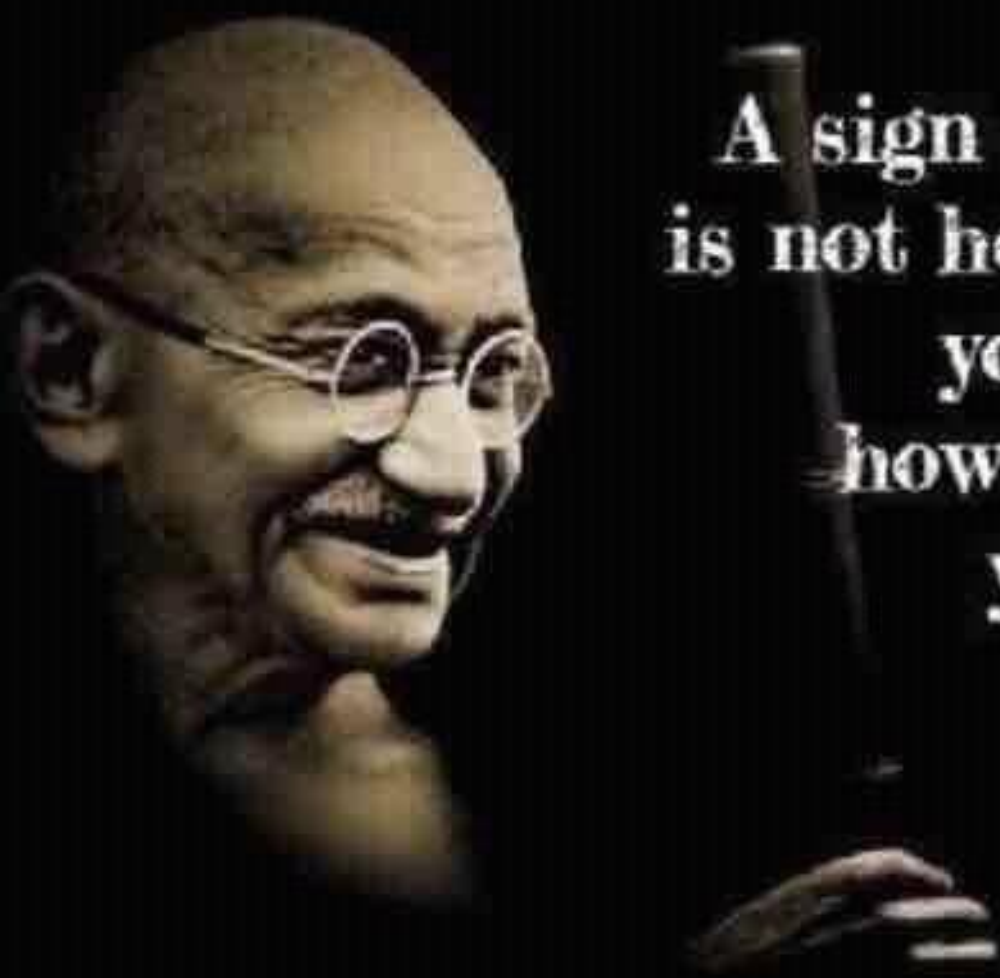
**“ THE MEMBERSHIP TEAM
ISN'T THE WHOLE ROTARY
CLUB, BUT THE WHOLE
ROTARY CLUB BETTER BE
THE MEMBERSHIP TEAM ”**

ADJUSTED FROM A QUOTE BY PHILIP KOTLER

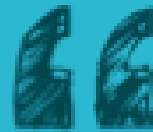
ROTARY CLUB OF THE PONDS



If you build it, they will come



A sign of a good leader
is not how many followers
you have, but
how many leaders
you create.



We become leaders
the day we decide
to help people grow,
not numbers.

Simon Sinek

CONGRATULATIONS – YOU ARE NOW THE MEMBERSHIP DIRECTOR

Seriously, it's a good gig

They called for a membership director nomination at the AGM and while you stood still everyone else took one step back.

Congratulations.

The District team are here to help in any way we can...we aren't going to harass you or tell you what to do; the offer is there that at the District level we are simply there to help.

Work out the best way you can use us.

GOALS FOR THE YEAR

The District would be in great shape if each club could gain net 1 x new member. Make it your goal. Achieve the goal and then realign...go for 2 new members. Be like the Juggler....there is always one more ball.

Analyse your club – independently; ask a friend to come to a meeting to objectively evaluate the Fun factor. If it's not fun, you're doing it wrong.

Make everything you do an opportunity to shine your light so that others want to be a part of it.

YOU ARE NOT ALONE



DO YOU CURRENTLY FEEL LIKE THIS?



REMEMBER - YOU HAVE TONTO



THIS IS THE BADGE THAT YOUR DEPUTIES WEAR



Rotary



“

Don't focus on getting numbers;

Instead,

Open a

relationship,

Tell the Story and by doing so

**You invite that person to come on the journey
and buy into the Rotary Dream.**

You don't want numbers you want Rotarians ”



Youth + Membership = Healthy Club

Youth dovetails nicely into membership.

Where to find youth – Rotaract. These guys time out: grab them.

Start an Interact Club

Get involved in RYEX, RYPEN, RYLA, MUNA.

Your members get re-energised when they are engaged with the youth programs.

You get to hang out with their parents....who may one day consider Rotary.

Sage Words indeed

Geoff Brennan of the Rotary Club of Ryde shared with me his experience of getting into the unknown; which was how he first got into Rotary.

It could have gone one of two ways.

He has had a profound influence on me in Rotary.

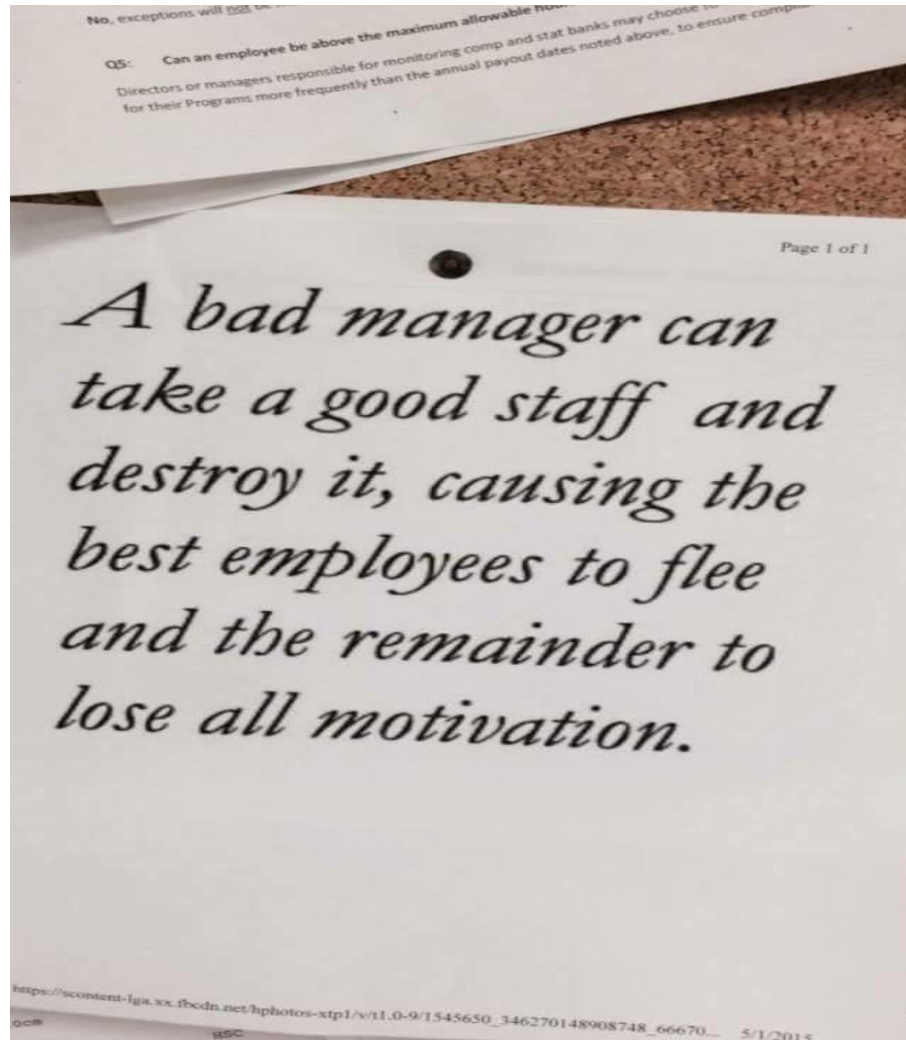
Hit him up....ask him how it all worked for him.

MEMBERSHIP IS MADE UP OF

- Acquisition
- Retention
- Mentoring
- Educating new members
- Welfare
- Project Burnout
- Corporates
- Satellite e-Clubs
- Speed = Love



WE SURVIVE BAD LEADERS



WHAT IS THE MEMBERSHIP ISSUE?

- We do not have a problem attracting people.
- We seem to have a problem keeping them.
- Why people leave Death/ Relocation/ Work.... we aren't able measure the ones who give no reason. Those are disgruntled, annoyed or bored simply leave.



WHY DO YOU DO IT?

Do you enjoy Rotary?

Are you proud of what you do?

Are you proud of your club?

Do you tell people about it?

If you are proud of the company you keep and of your Rotary Club then why not introduce the two.

ASK, ASK, ASK

Ask What? Join my Club. The high pressure “join my club” philosophy doesn’t work. They don’t stay.... Been there, done that.

Follow up quickly.....

Michael McQueen.

Mark Wallace – he said to people he knew “You have such a kind heart – why aren’t you in Rotary?”...It got them thinking.

Tell the club story; weave the dream around them so they can feel it.



HOW I FIRST HEARD ABOUT ROTARY

Warren Bolton PP Rotary Club of Crows Nest



THIS STARTED THE DISCUSSION





“

Rotary is unity
without
uniformity

RAY KLINGINSMITH

**THERE'S MORE TO ROTARY
THAN JUST GREAT SAUSAGES!**



Ask me about Rotary:
www.rotaryaustralia.org.au

Rotary
DOWN UNDER





**ROTARY CLUB
OF CROWS NEST**
Service Above Self



SOCIAL MEDIA – IT IS THE NOW; USE IT



MAKING YOUR PRESENCE KNOWN



WHO ARE THESE PEOPLE



Training/ mentoring/ keep 'em busy

- We have the most wonderful programs that are eroded by acronyms. Job 1 – get the acronym out there, it's OK but get the corresponding program well known.
- Get yourselves to RYPEN/ RYLA/ MUNA. It is difficult to be anything but inspired at these events. You are encouraged and welcome to attend.
- Even Gnomes get to star in Rotary....9000 punters visited Glenbrook for the RC of LBM Aus Gnome Convention.....
- My big mistake... I didn't want to lumber a new member with work.... Chagrin. She left....



What else can you do

- Visit neighbouring clubs.
- Encourage members to attend other Rotary Club events.
- Get your PR team working like the DFG brand.
- Treat every person you meet as a potential member.
- TELL YOUR STORY. !!!!!!!!!!!!!!! In order for you to have someone listen, you need to be able to tell your story in such a way that they are drawn in.....
- Banners/ signs...make a banner that will fit to the gates of a truck – as a guide

What else can you do

- Start an Interact Club....an association with a local school is important. It gives natural progression through RYPEN, RYLA, Rotaract plus you get to associate with passionate parents.
- Get involved with Rotaract. Young people keep you young.
- Get on Facebook...that's where people go.
- GRANTS...community grants abound.
- CORPORATES.



BRANDING AT YOUR EVENTS AND HAVE FUN



YOU HAVE SUPPORT

We are here to HELP.



Just sing out....

There are some very talented people to assist you.

Mark Anderson has been Membership Chair;

Ross Pearse has been Membership Chair and is a fully engaged Rotarian.

Lindsay May is the current Membership Chair and is also a lifer in the ranks of Rotary.

Can I encourage you also to meet Geoff Brennan of the Rotary Club of Ryde, the man is an inspiration and is someone that everyone should meet, at least once.





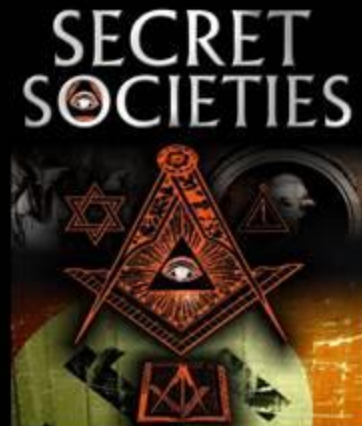
Rotarian



What my family thinks I do



What my friends think I do



What society thinks I do



What young people think I do



What I think I do



What I actually do

WHEN NOT ASKING PISSES PEOPLE OFF

My Dad

**My Dad is seriously dirty on
you guys.**

WHEN NOT ASKING PISSES PEOPLE OFF

why?



WHEN NOT ASKING PISSES PEOPLE OFF



WHEN NOT ASKING PISSES PEOPLE OFF – MY DAD



WHEN NOT ASKING PISSES PEOPLE OFF

My Dad

The Development of a Modular Transport System — Freight Cells

WORKING CLOSELY WITH JETSRoad MANAGEMENT HAS MEANT POSITIVE RESULTS

Jetsroad sought to develop a secure, functional Freight Cell. The initial idea was born out of necessity and Jetsroad management came to Tubemakers to develop their ideas. Careful consideration was given to the various methods of handling and vehicle types to be used.

THE RIGHT WAY TO TRAVEL

Marketplace acceptance of the Freight Cell was immediate. The benefits of security and product protection offered by a modular system were obvious. Jetsroad realise that efficiency promotes profitability. Another client need was met with the introduction of 'quarter size' cells designed to integrate perfectly with the large cell.



LARGE FREIGHT CELL

2350mm x 1200mm over uprights x 2500mm overall height. Each cell will carry up to 1500kg evenly distributed load. Strategically placed floor bearers enable handling by fork lift, hand pallet jack and joe loaders also providing proper support to protect floors.



SMALL FREIGHT CELL

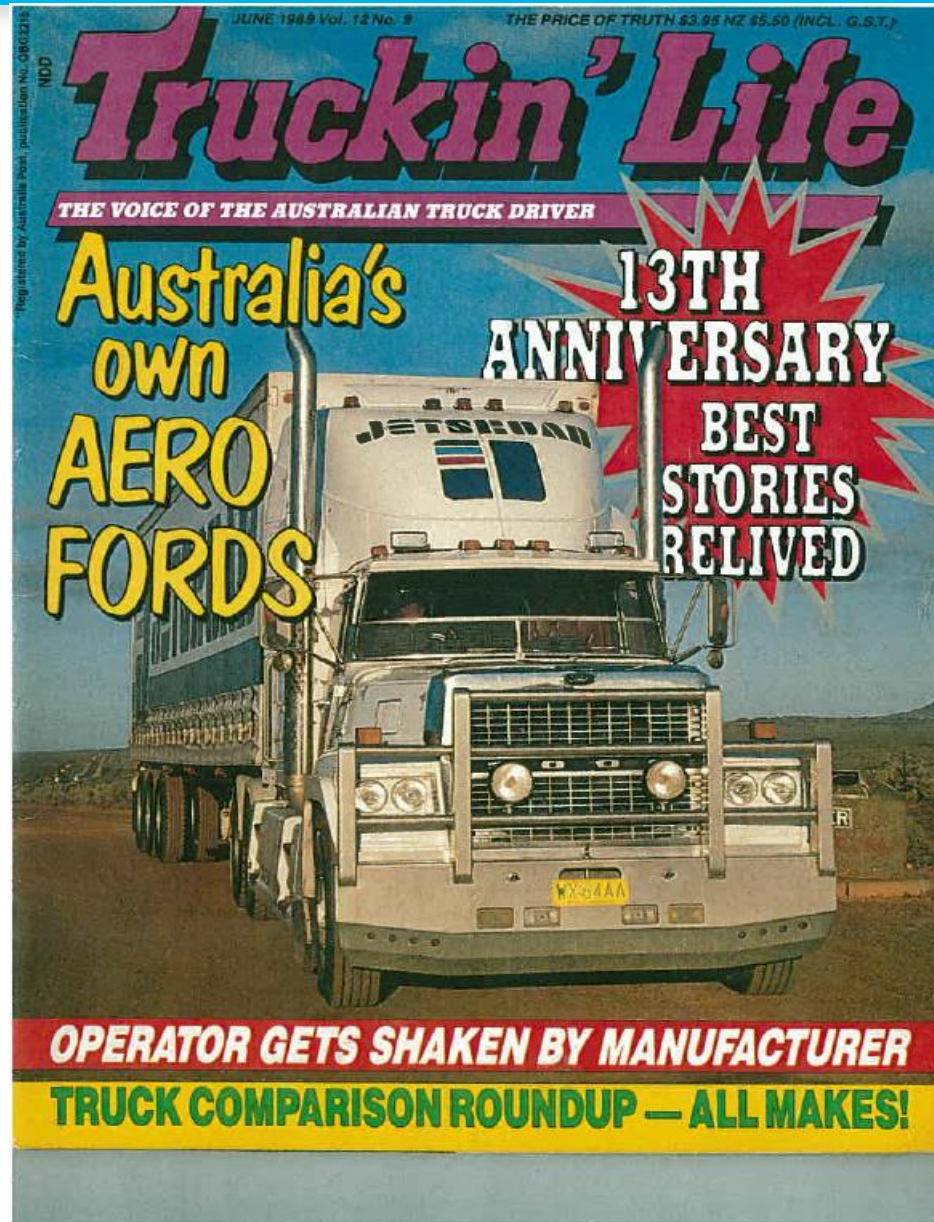
1180mm x 1180mm over uprights x 1120mm effective storage height. A ground clearance of 100mm is allowed for fork entry. Each cell will carry an evenly distributed

load of 1000kg and mounted on floor bearers will stack up to 4 high under load in warehouse or two high on road transport.



WHEN NOT ASKING PISSES PEOPLE OFF

My Dad



Rotary
District 9685



ROTARY:
MAKING A
DIFFERENCE

WHEN NOT ASKING PISSES PEOPLE OFF – MY DAD

Flying on Wings



Alan Collins is the proud driver of number 19, flying the east-west route.



The road transport scene is different in the west . . . so much so that one dealer is offering a number of one-off options on its range of trucks, setting new standards. Peter Armstrong takes a run across the Nullabor in something completely different . . .

My Dad

My Dad is dirty because the first time he was ever invited to a Rotary meeting was after he had retired.

WHEN NOT ASKING PISSES PEOPLE OFF

Don't ignore valuable people who can give and have so much to give.

Consider asking the soccer club President etc....busy people.

Not only can they, but often they want to and like my dad have no real avenue to do it; Rotary can be that avenue.

Make the comment - "You have such a big heart why aren't you in Rotary yet?"



INVITE ROTARIANS TO HELP AT EVENTS



INVITE ROTARIANS TO HELP AT EVENTS



INVITE ROTARIANS TO HELP AT EVENTS



A GOOD FATHER OR WHAT?



YEP A GOOD FATHER



YEP A GOOD FATHER



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Know your Community

Bruce Nicholls
President, The Rotary Club of the Ponds



Membership Planning Resources



RESOURCES

Finding out about your Community

There are several great free resources that are available to ALL Rotary Clubs to assist you in knowing your community, now and for the future.

PROFILE.ID

The information available on the [Profile.id.com.au](https://profile.id.com.au) website enables Rotary Clubs to plan for the future and allows you to make informed decisions about your community

- Demographic Resources
- ID Services

DEMOGRAPHIC RESOURCES

The demographic resource centre provides info on

- Local area information
 - Community Profiles – understanding local communities
 - Population forecasts – from now until 2036
 - Economic Profiles - comprehensive economic stats for your area
 - Social Atlases – uses census data to show distribution of target populations
- Videos and webinars on various issues on using the information
- Insights and stories
- Training resources



COMMUNITY PROFILES

- Uses Census data to tell the story of your community
- Allows you to plan services to reach the right people
- Provide evidence for funding submissions
- Support advocacy efforts
- Allows you know who your community is



POPULATION FORECASTS

- allows you to explore what is driving population change in Australian communities.
- provide a trusted evidence-base for planning
- manage assets to meet changing demands
- deliver consistent figures in reports and information
- build confidence in decision making

ECONOMIC PROFILES

- builds a cohesive story of a local economy and how it is changing
- verify observations and assumptions with hard data
- deliver consistent economic facts and figures
- educate people about their local economy
- quantify the impact of adding or losing jobs to the local economy (Impact Assessment model)
- build confidence in decision making

ATLAS INFORMATION

- show the distribution of target populations.
- identify the location and concentration of target populations (e.g. children, elderly, disadvantaged)
- uncover groups of people often hidden by more general statistics
- make better use of internal resources
- deliver consistent figures in reports and information
- build confidence in decision making



COUNCILS SUPPORTED

Blacktown City Council	Blue Mountains City Council
Central Coast NSW	Western Sydney Uni
Gosford City Council	Hawkesbury City
Hornsby City	Ku-ring-gai Council
Manly Council	North Sydney
Northern Beaches	North Sydney Regional Organisation of Councils
Pittwater	The Hills Shire
Willoughby	Hunters Hill
Ryde	Lane Cove
Penrith City Council	



LINKS AND RESOURCES

- Home.id.com.au
- www.datadiction.com.au
- profile.id.com.au
- ** Yass Rotary Information Meeting
- ** Youth Projects Brochure
- Please contact Bruce Nicholls for these at:
- president@rotaryclubtheponds.org.au

