

# MEMBERSHIP

Bruce Nicholls  
District Membership Director 2019-20



# CONCEPT OF ROTARY CHANGE



## The Concept of Rotary Change

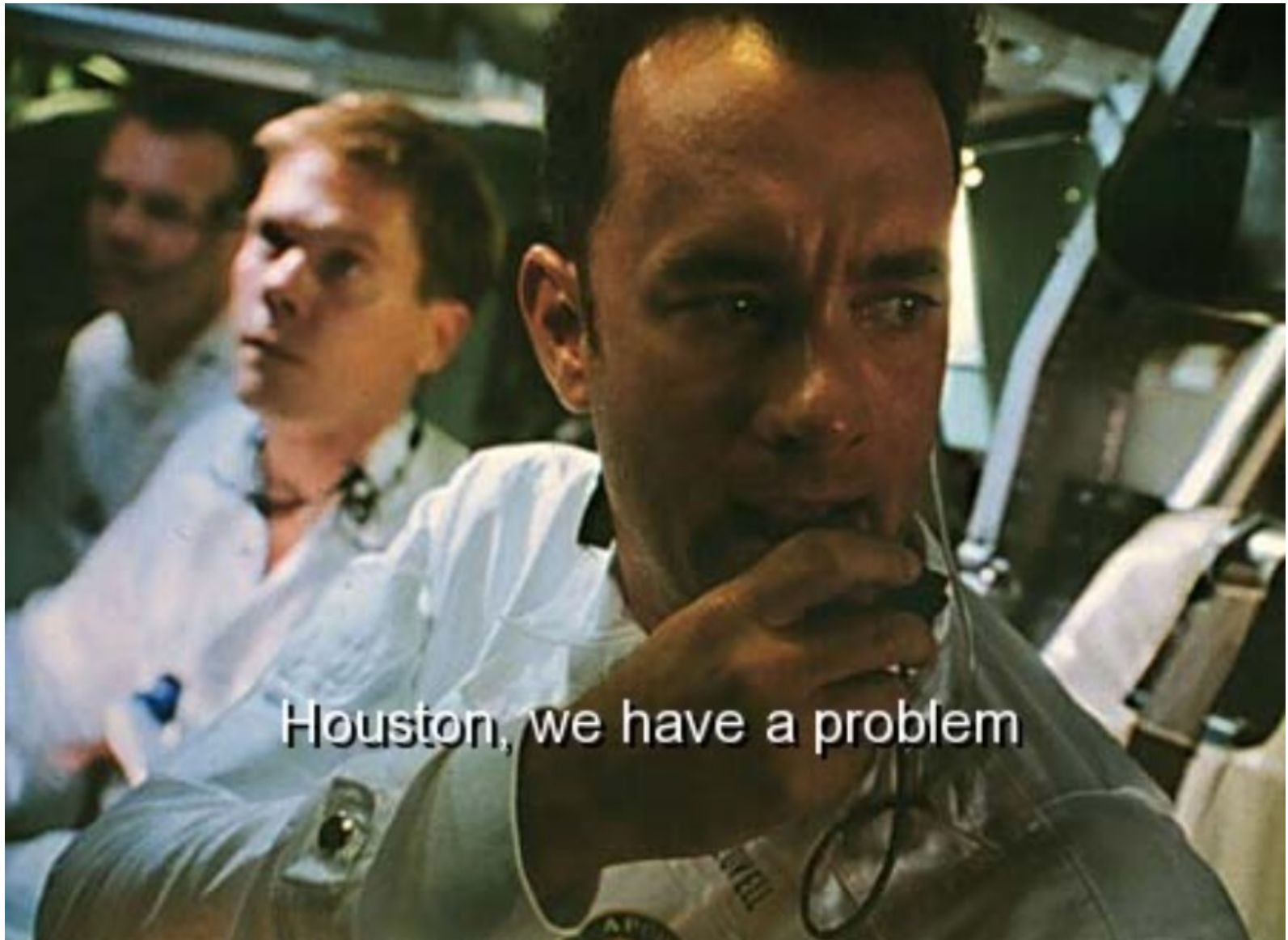


# The Concept of Rotary Change



## The Concept of Rotary Change





## Do you have the passion for change?

- Passion is the cause
- Eye on the reward is motivation for change
- The reward for change is the goal
- It's tackling the giant
- So what is the reward for change
- Is it stronger membership?
- Is it making current members happy?
- **WHAT IS THE TRADE OFF FOR CHANGE?**



# Is the pain of staying the way we are greater than the cost of change?

- Yes?
- If yes, then we will stay the way we are
- No?
- Then there is a future for us
- We either embrace change or realise failure
- Failure to change will shrink the future





## WHAT IS AVAILABLE FOR US TO GROW?

- Retention
- Satellite Clubs
- Corporate Membership
- Passport Rotary Clubs



# RETENTION

- **The key to Retention is Membership Engagement**



## WHAT IS ENGAGEMENT?

Engagement is **K**nowing your members

Engagement is **R**eaching out to your members

Engagement is **P**utting your members to work

Engagement is **W**elcoming new members



# SATELLITE CLUBS

**Rotary Satellite Clubs** have been launched by a host club in order to reach a group or demographic that have been hard to reach for a variety of reasons.

- Fully fledged members of the host club
- Lower fees
- Increased flexibility
- Meet at different time and place
- Younger professionals (ranging from first job to more established professionals, mostly up to age 40)
- Workplace
- Struggling Rotary club that grows strong by being part of another club
- Geography
- Time-based



# CORPORATE MEMBERSHIP

- **How do corporate memberships work?**
- Clubs are free to offer alternative membership types of any kind, as long as new members are counted as individuals — corporate members in this case — rather than the corporations that sponsor their membership. If the members pay RI dues, they will be included in your club's official membership count and receive all the benefits that other active, dues-paying members enjoy.
- Your club can have different policies for these members' other financial obligations (club and district dues, meal costs, etc.), attendance requirements, or service expectations, as long as these policies are reflected in the club bylaws.



# PASSPORT CLUBS

Rotary Passport Club members are:

- Local people who want to make a difference
- Fits in their time, talent and finances
- Family, work and life commitments.
- A Rotary Passport Club's only holds a few "in-person" meetings each year.
- Members are encouraged to engage in humanitarian service - however that works best for them.
- Make Rotary fit your life.
- Membership provides a person with a passport to visit and work with any other Rotary Club in the world and to take part in activities, programs and projects that interest and engage them

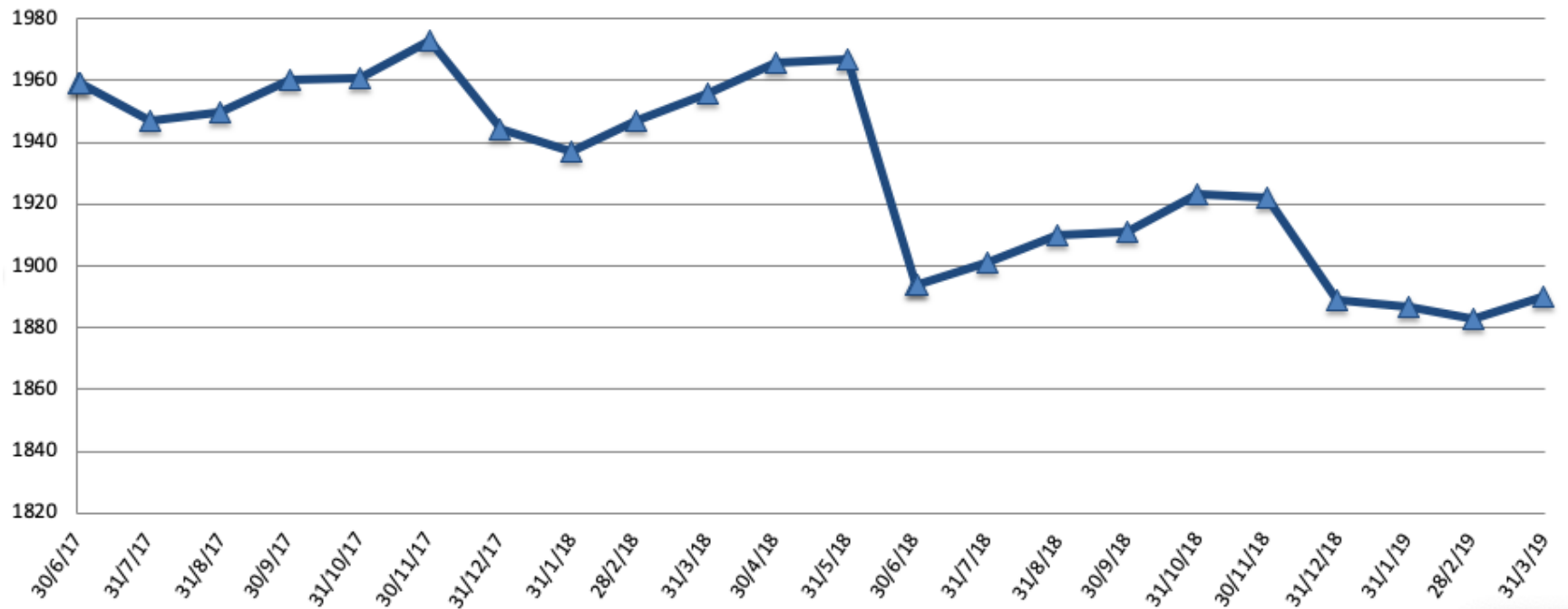
# PLANNING FOR CHANGE

- Stated flexibility is key
- Who are our key target groups?
- Average age scenario
- Standards
- Quantity of Quality
- Know your Community



# D9685 MEMBERSHIP TODAY

D9685 Membership



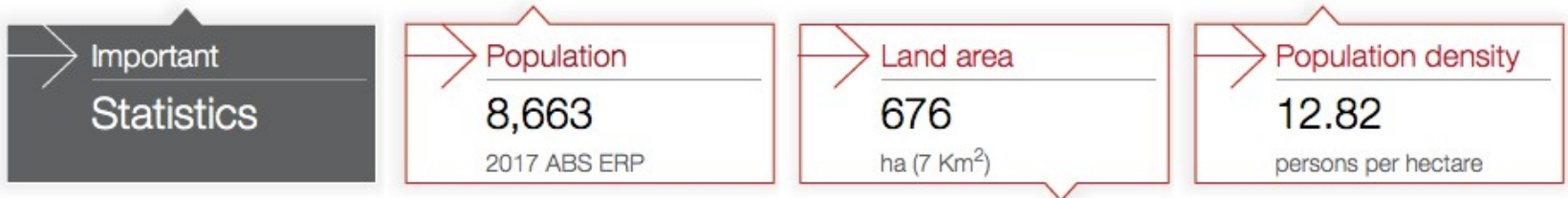


# KNOWING YOUR COMMUNITY

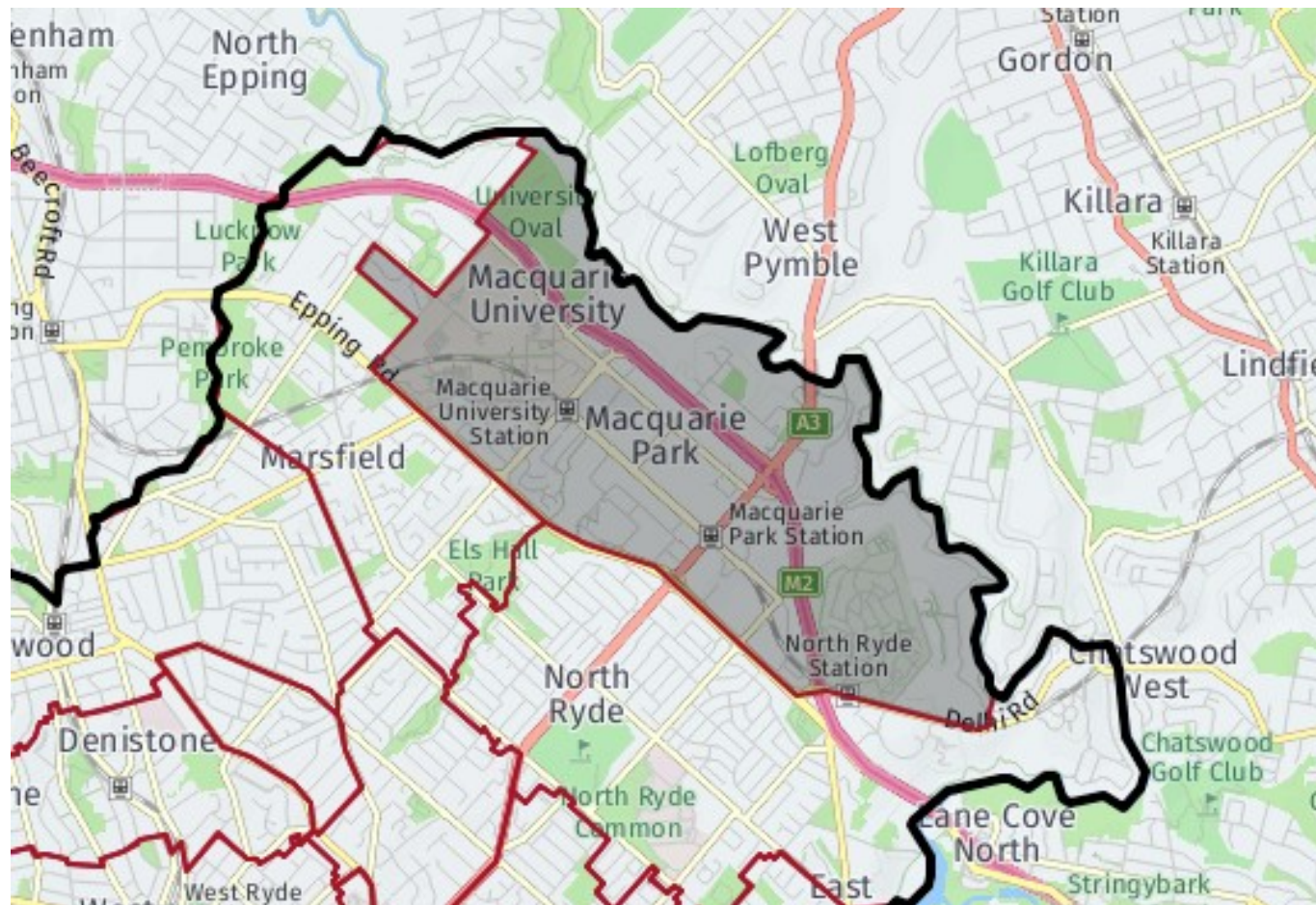
- What is the population of your Community?
- What is your Rotary "feeder" Area?
- We use a site called [profile.id.com.au](http://profile.id.com.au) to learn about your

community AS AN EXAMPLE I USE MAQUARIE PARK

- The 2017 Estimated Resident Population for Macquarie Park is 8,663, with a population density of 12.82 persons per hectare..



# MACQUARIE PARK AND SURROUNDING AREAS



Marsfield – 14,284

North Ryde-Chatswood West -11,798

# MACQUARIE PARK - ANCESTRIES

## Age structure - Service age groups

[export](#)

Macquarie Park - Total persons (Usual residence)	NEW 2016			2011		
Service age group (years)	Number ↕	% ↕	City of Ryde % ↕	Number ↕	% ↕	City of Ryde % ↕
<b>a</b> Babies and pre-schoolers (0 to 4)	479	5.9	6.1	294	4.8	6.1
<b>a</b> Primary schoolers (5 to 11)	281	3.5	7.5	166	2.7	7.5
<b>a</b> Secondary schoolers (12 to 17)	154	1.9	5.5	155	2.5	5.5
<b>a</b> Tertiary education and independence (18 to 24)	1,889	23.3	10.7	1,500	24.4	11.1
<b>a</b> Young workforce (25 to 34)	2,500	30.9	18.2	1,571	25.6	16.1
<b>a</b> Parents and homebuilders (35 to 49)	1,450	17.9	21.0	970	15.8	21.0
<b>a</b> Older workers and pre-retirees (50 to 59)	457	5.6	11.7	490	8.0	11.7
<b>a</b> Empty nesters and retirees (60 to 69)	428	5.3	9.1	344	5.6	8.0
<b>a</b> Seniors (70 to 84)	300	3.7	7.5	370	6.0	8.0
<b>a</b> Elderly aged (85 and over)	158	2.0	2.6	283	4.6	2.6
Total	8,096	100.0	100.0	6,143	100.0	100.0

Source: Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016. Compiled and presented by .id, the population experts

# MACQUARIE PARK - ANCESTRIES

## Ancestry - Ranked by size

[export](#)

Macquarie Park - Total persons (Usual residence)		NEW 2016			2011		
Ancestry		Number	%	City of Ryde %	Number	%	City of Ryde %
<b>a</b> Chinese		2,043	25.2	24.1	1,436	23.4	
English		1,236	15.3	18.9	1,068	17.4	
Australian		996	12.3	17.7	907	14.8	
Indian		941	11.6	4.8	394	6.4	
<b>a</b> Irish		404	5.0	7.3	365	5.9	
Korean		332	4.1	5.0	185	3.0	
Scottish		324	4.0	5.3	297	4.8	
Filipino		254	3.1	2.2	171	2.8	
Italian		157	1.9	6.4	114	1.9	
German		152	1.9	2.0	126	2.1	

# MACQUARIE PARK – EMPLOYMENT STATUS

## Employment status

Macquarie Park - Persons (Usual residence)		NEW 2016			
Employment status		Number	%	City of Ryde %	Number
Employed		3,988	88.6	93.7	2,782
Employed full-time		2,691	59.8	61.9	1,946
Employed part-time		1,204	26.7	30.1	794
Hours worked not stated		93	2.1	1.7	42
<b>a</b> Unemployed (Unemployment rate)		513	11.4	6.3	434
Looking for full-time work		152	3.4	3.0	109
Looking for part-time work		361	8.0	3.3	325
Total labour force		4,501	100.0	100.0	3,216



# MACQUARIE PARK – HOUSEHOLD TYPE

In Macquarie Park, 18.2% of households were made up of couples with children in 2016, compared with 34.5% in City of Ryde

Household type

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Macquarie Park - Total households (Enumerated)				2011			Change
Households by type	2016						2011 to 2016
	Number	%	City of Ryde %	Number	%	City of Ryde %	
Couples with children	590	18.2	34.5	375	14.5	33.5	+215
Couples without children	913	28.2	23.6	601	23.3	22.9	+312
One parent families	183	5.7	8.5	155	6.0	8.9	+28
Other families	90	2.8	1.7	55	2.1	1.6	+35
Group household	302	9.3	5.4	277	10.7	5.1	+25
Lone person	948	29.3	22.3	954	36.9	24.3	-6
Other not classifiable household	126	3.9	3.1	56	2.2	2.8	+70
Visitor only households	81	2.5	0.9	109	4.2	1.0	-28
Total households	3,233	100.0	100.0	2,582	100.0	100.0	+651

## WHAT DO WE DO NEXT?

- Use the Healthy Club Check
- Analyse your Community in detail, as a group
- Establish your target groups
- Plan an Information meeting
- Get all the resources you can from RI
- Use the Membership Resource Guide
- Use RI Membership Coordinator or Dist Memb Chair or the Membership Zone Committee members
- Attend all Training
- Be open to change
- Follow up with exit interviews

