Welcome to
District 9685 Assembly Membership

Presenter PDG Barry Philps

Presentation Date : 14 April, 2013

District 9685

Apology

PP Mark Anderson is away on Rotary Business.

An Introduction

- Membership Chair for 2013-14
- Past President twice
- AG twice
- Avenue of Service Chair 3 times
- GSE Team Leader

Is available to speak on Membership at you Club

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The Object Rotary

The object of Rotary is to encourage and foster the ideal of service as a basic of worthy enterprise and, in particular, to encourage and foster:

First

The development of **acquaintance** as an **opportunity for service;**

Second

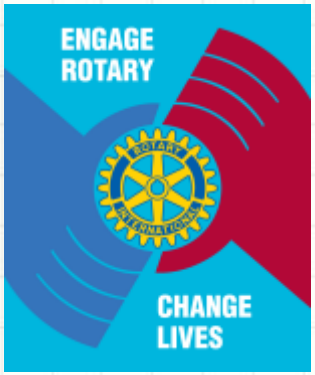
High ethical standards in business and professions; the recognition of the **worthiness of all useful occupations** ; and the dignifying by each Rotarian of his **occupation as an opportunity to serve society;**

Third

The application of the **ideal of service** by every Rotarian to his **personal, business and community life**

Fourth

The advancement of **international understanding, goodwill, and peace** through a world fellowship of business and professional **people united in the ideal of service.**



Team work

Successful projects

leadership

Diversity, Informed, Innovative, trusted brand, partners

Agenda

- What is Membership?
- Your position
- Membership trends
- Membership goals
- Club assessment
- Demographics
- General discussion

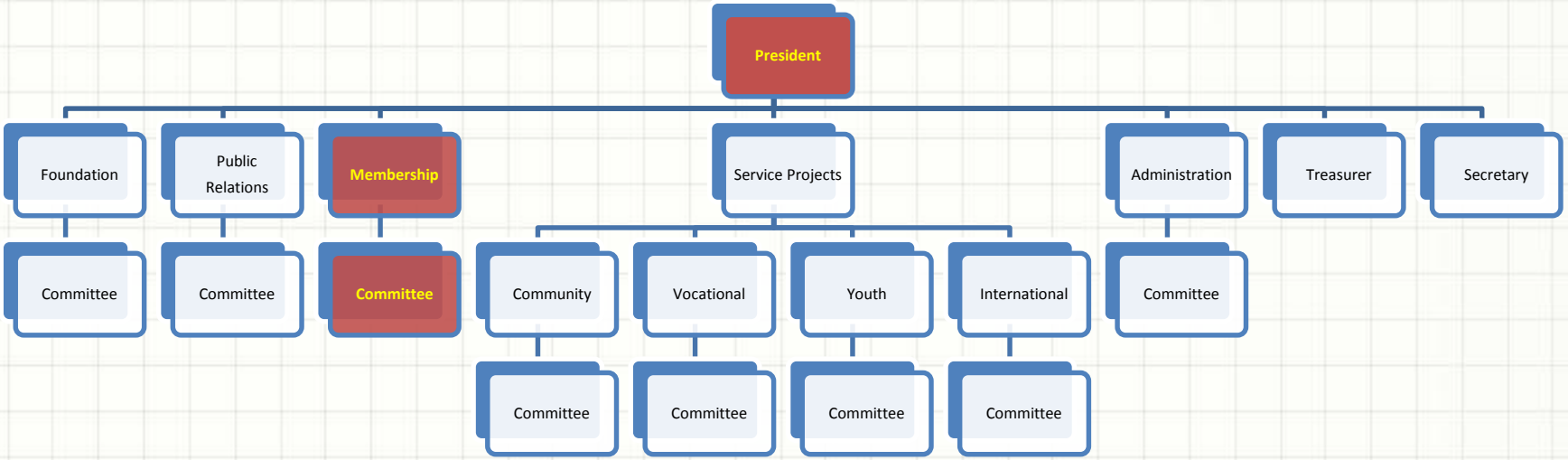
What is Membership?

Membership

Recruiting & retaining a diverse membership offers many benefits to a club:

- Greater credibility with the community
- Broader perspectives, ideas, talents & skills
- Expanded volunteer resources
- Leadership opportunities
- Enhanced fundraising potential

Club Structure



The committee within each avenue is the backbone of the club

Membership Committee

Recommend a committee of 4/5:

- Senior Members
- Past Presidents
- New member

Responsibilities:

Growth

Retention

Classifications

Education

Must Meet on a regular basis

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Club Membership Director

Job Description

Club Membership Director

As the chair of your committee, you're responsible for ensuring your committee achieves committee and club goals.

- **Responsibilities**
  - Before taking office, you have the following responsibilities:
    - Reviewing your committee's manual
    - Attending the district assembly
    - Reviewing your club's bylaws, which should contain information on your committee's purpose
  - Working with the president-elect to recruit committee members based on their professional abilities and personal interests, and preparing them for the year
  - Reviewing and establishing club long-range and annual goals with the president-elect using the *Planning Guide for Effective Rotary Clubs*
  - Developing an action plan for your committee to achieve annual goals

Club Membership Director

During your year as committee chair, you have the following responsibilities:

- Planning and conducting regular committee meetings and activities
- Holding members accountable for the responsibilities they've accepted
- Reporting committee activities and progress to the club president and board of directors and the full club
- Cooperating with the appropriate district committee on multi-club activities or initiatives
- Recognizing committee members' work and efforts
- Make sure all club projects have a membership component

Committee Members

- Work with the president-elect to select committee members to fill vacancies and conduct planning meetings before the start of the year.
- When feasible, committee members should be appointed to the same committee for **three years** for continuity. Committee members should know the socioeconomic conditions of the community.
- Other important characteristics to consider include:
  - • Profession related to service
  - • International study or travel experience
  - • Community volunteer experience

Club Membership Director

To prepare committee members:

- Supply newer members with information on the committee and its activities.
- Pair new committee members with more experienced ones.
- Encourage networking with counterparts in other clubs (use the district directory).
- Know the resources available to your committee.
- Give members a list of district activities and meetings.

Club Membership Director

Selecting Club Committee Members & Setting Goals.

- Developing an effective team is one of the most important responsibilities of a club committee chair.
- **Committee Chair Responsibilities.**
  - Recruit members who have the skill, knowledge experience and desire to do the job.
  - Provide appropriate instruction and orientation.
  - Plan and conduct a productive meeting
  - Hold members accountable for tasks they have accepted
  - Inform the club president and other directors of progress
  - Recognize those who have served well.

Club Membership Director

Selecting Club Committee Members & Setting Goals.

- Developing an effective team is one of the most important responsibilities of a club committee chair.
  - **Determine a Committee's Purpose.**
  - **Review the club's bylaws**
  - **Review the Clubs goals for the coming year.**
  - **Meet with the Club's board and the President.**
  - **Preparing and Motivating your team.**

Club Membership Director

Establishing and Achieving Goals.

- **S** – Specific
- **M** – Measurable
- **A** - Achievable
- **R** – Realistic
- **T** – Time Specific

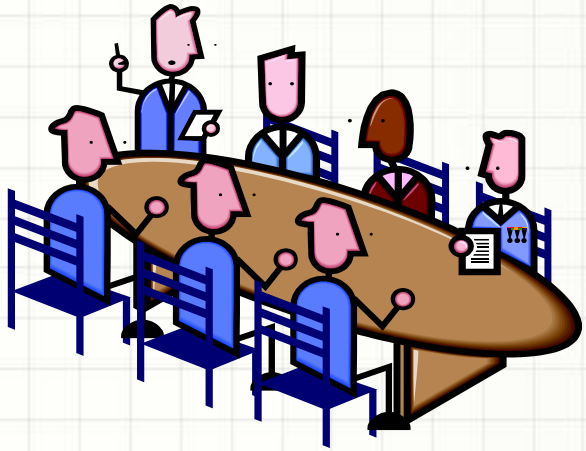
Establishing and Achieving Goals.

- **Planning Steps.**

  - Outline **Specific Actions** to achieve goal.
  - Establish **time frame** for each strategy.
  - Determine **who is responsible** for implementing each step.
  - Establish the **criteria for measuring** progress/success.
  - Consider **resources and tools** that are needed.
  - **Evaluate** the success of your strategy.

Importance of Communication

- A committee cannot act effectively in isolation.
- Keep President & Board Informed on activities.
- Share action plans.
- Provide regular updates.
- Communicate with clubs in your zone



Club Membership Director

Identifying and Using Resources.

- Club Level
  - Past Club Leaders.
  - Club Members
  - Spouses
  - Other Board Members
- District Level
  - DG
  - AG
  - Advisers
  - PDG's
  - District Committee Chairs
  - District website and directory
- Rotary International
  - The Directory
  - Manual of Procedure
  - RI Web Site

Club Membership Director

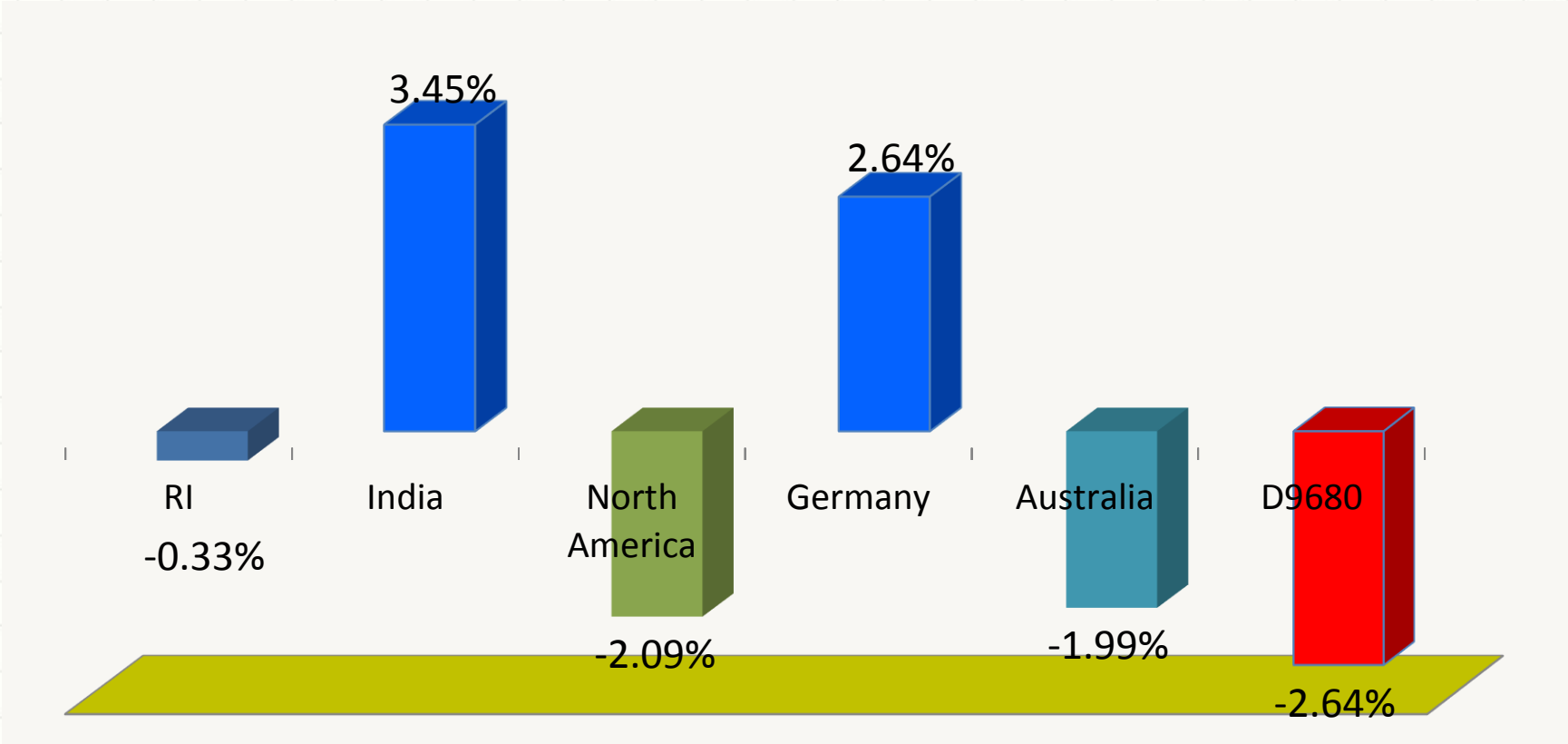
Shared Goals and Strategies = Commitment.

Answer the following Questions.

- What are the Interests of your Club?
- What does your club want to accomplish the year?
- What are the resources of your club?
- What action will need to be taken?
- When will it happen?
- Who will make it happen?
- How much will it cost?

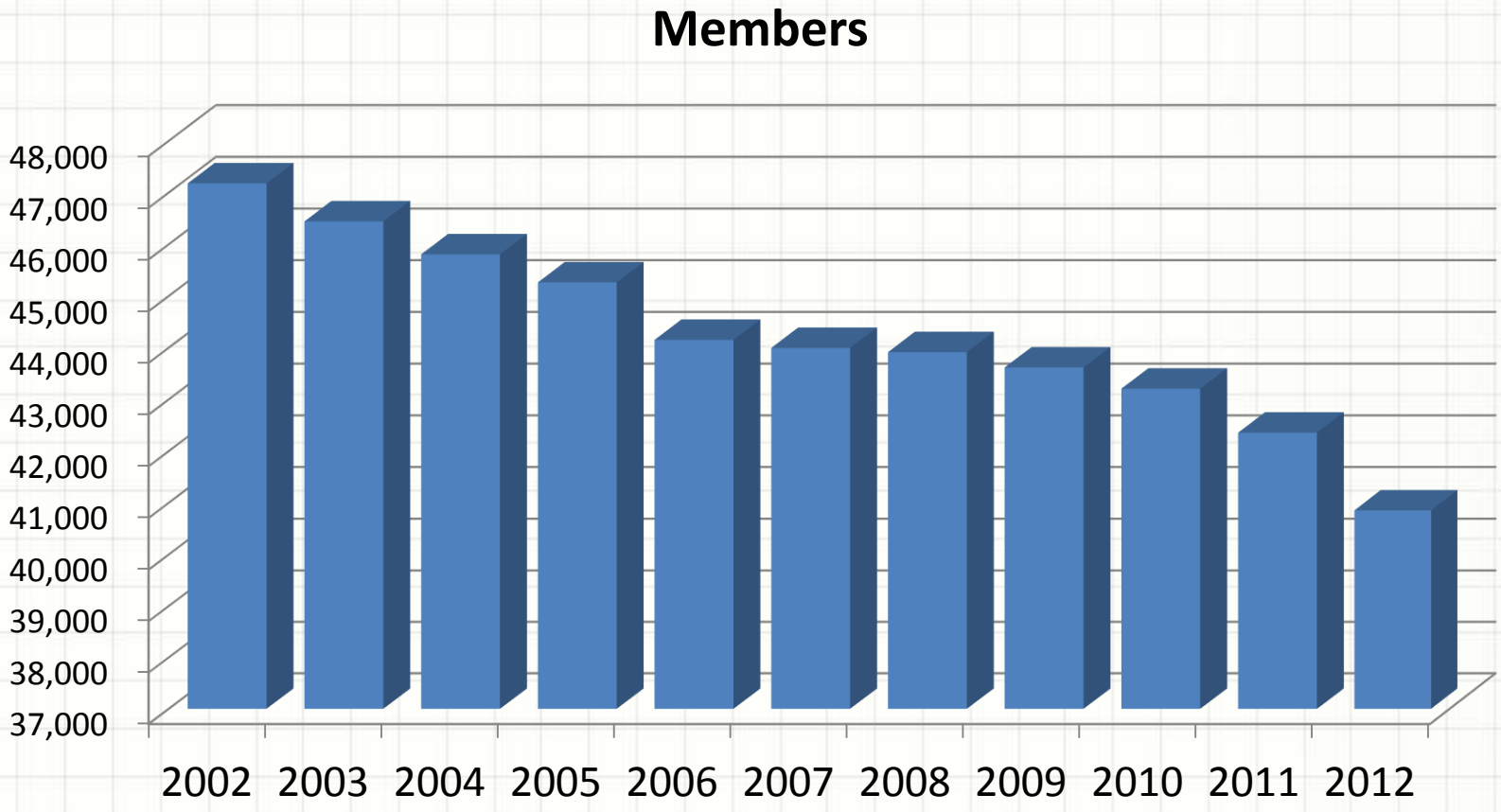
Membership Trends

2010 - 2011 Membership Trend



Source : RI

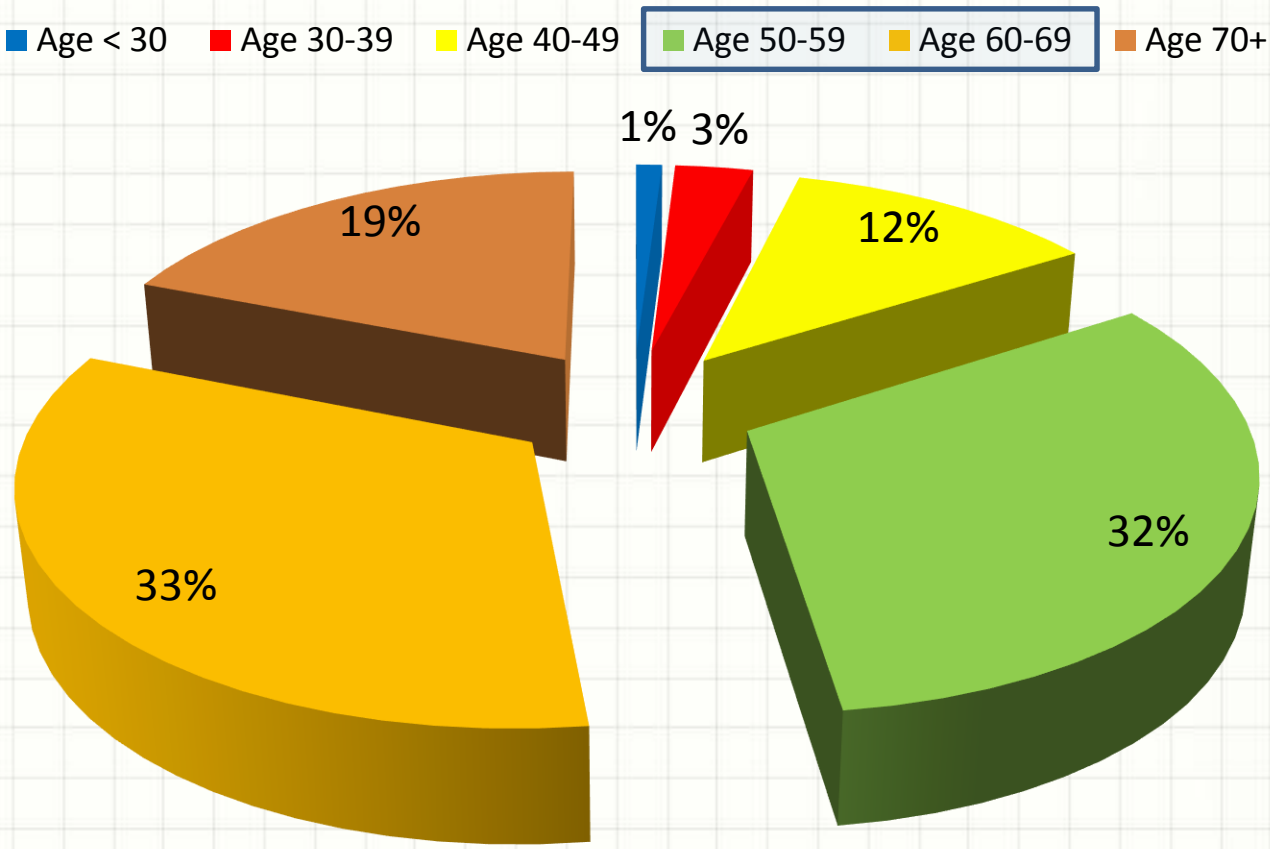
Australia & New Zealand Membership Trend



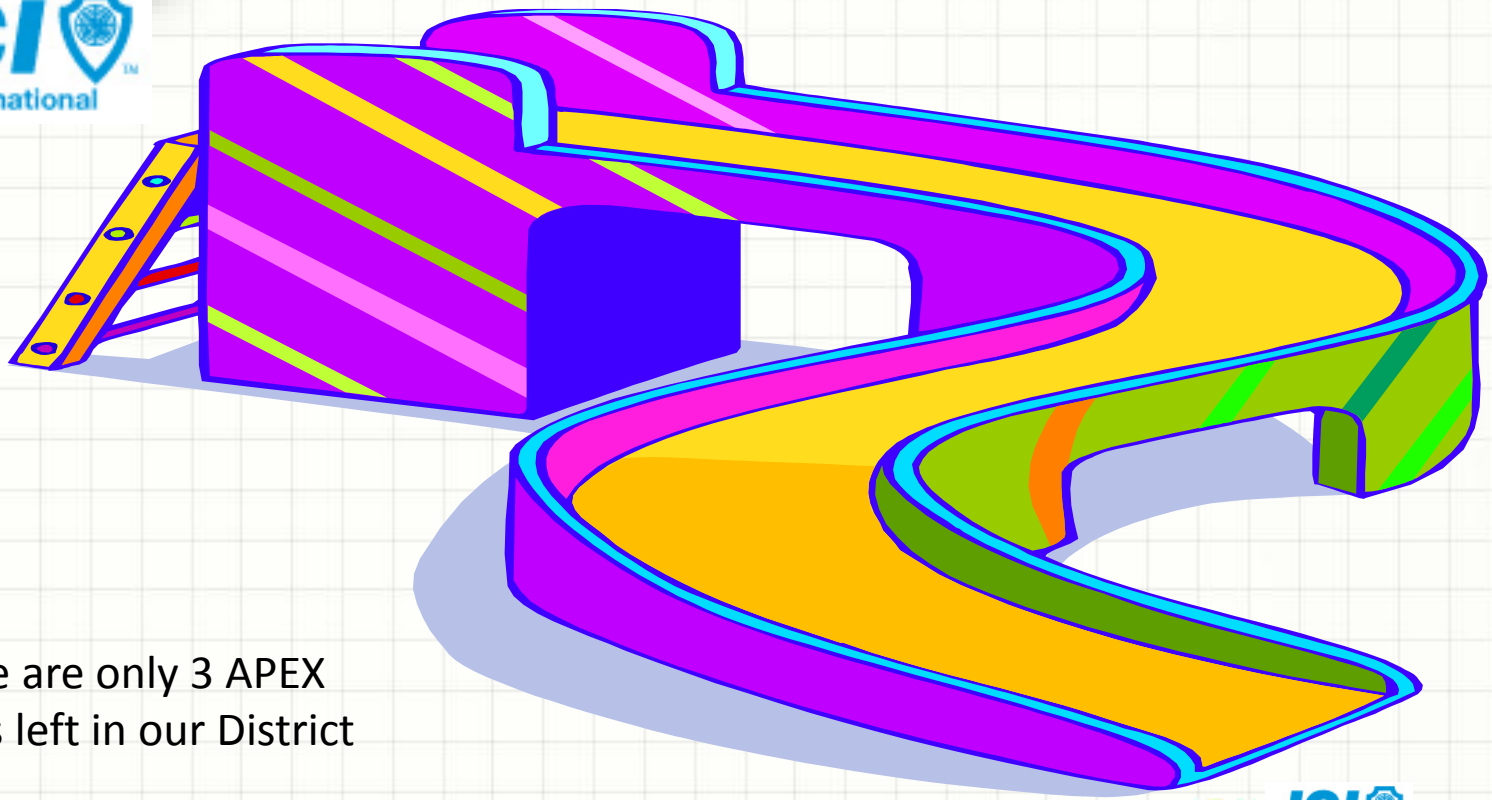
Average club membership in Australia

District	Clubs	Members	Club Average	Position
9800	69	2558	37.07	1
9780	59	2022	34.27	2
9820	48	1506	31.38	3
9830	47	1419	30.19	4
9710	48	1444	30.08	5
9455	49	1438	29.35	6
9690	**33**	**949**	**28.76**	**7**
9790	61	1744	28.59	8
9700	41	1157	28.22	9
9680	**67**	**1889**	**28.19**	**10**
9650	56	1577	28.16	11
9465	52	1448	27.85	12
9520	53	1447	27.30	13
9500	50	1361	27.22	14
9750	51	1366	26.78	15
9810	49	1296	26.45	16
9570	48	1241	25.85	17
9600	68	1743	25.63	18
9630	47	1200	25.53	19
9640	55	1388	25.24	20
9670	49	1183	24.14	21
9550	49	1065	21.73	22

Australia Membership Age Profile



WE COULD GO THEIR WAY



There are only 3 APEX Clubs left in our District

Membership

District Goals

District Membership Goals

- Net growth of District by 66 members
  - District Membership Goal is 2,266 members
    - Goal is to have the average club above 30 members
- Provide a District Membership Facilitator
  - Assist in Development of Club Plan
    - Advise on Club training programs
- Charter 2 new Clubs
  - Understand the format
- Ensure EVERY CLUB does a Membership Assessment.
  - Tools to be provided
    - Rotaract & Interact
- Provide the material for the RoKES* Program
  - Zone Focus

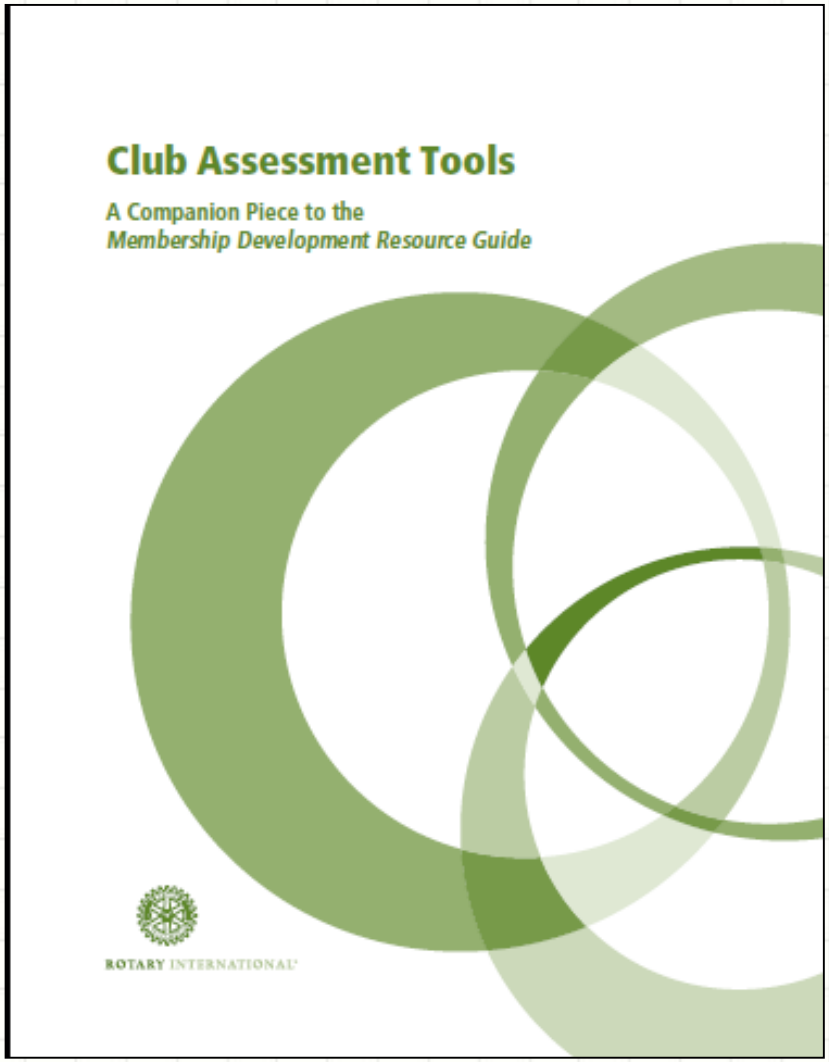
*Rotary Kno
Enhancement S

Learning Objectives

Understand how to use club assessment tools.

Create a preliminary membership development plan.

The Club Assessment



The Club Assessment

Includes

- Planning Guide for an Effective Club
- Classification Survey
- Membership Diversity Assessment
- 25-Minute Membership Survey
- Retention Model
- Termination Profile

The Club Assessment

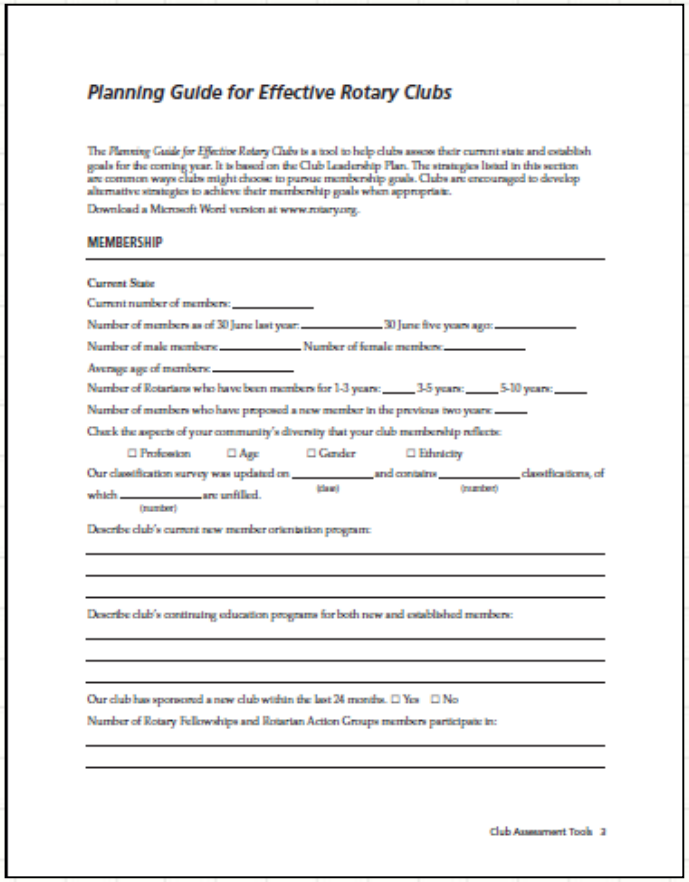
First Step to be conducted by Membership Committee

- Planning Guide for an Effective Club
  - Current State
  - Orientation Program
  - Continuing Education
  - Classification Survey
  - What makes the Club attractive?
  - What are the Barriers?
  - Future State
  - Goal Setting

Membership Planning Tool

The Planning Guide for an Effective Club

Available from www.rotary.org



Planning Guide for Effective Rotary Clubs

The *Planning Guide for Effective Rotary Clubs* is a tool to help clubs assess their current state and establish goals for the coming year. It is based on the Club Leadership Plan. The strategies listed in this section are common ways clubs might choose to pursue membership goals. Clubs are encouraged to develop alternative strategies to achieve their membership goals when appropriate.

Download a Microsoft Word version at www.rotary.org.

MEMBERSHIP

Current State

Current number of members: _____

Number of members as of 30 June last year: _____ 30 June five years ago: _____

Number of male members: _____ Number of female members: _____

Average age of members: _____

Number of Rotarians who have been members for 1-3 years: ____ 3-5 years: ____ 5-10 years: ____

Number of members who have proposed a new member in the previous two years: ____

Check the aspects of your community's diversity that your club membership reflects:

☐ Profession ☐ Age ☐ Gender ☐ Ethnicity

Our classification survey was updated on _____ (date) and contains _____ (number) classifications, of which _____ (number) are unfilled.

Describe club's current new member orientation program:

_____

_____

_____

Describe club's continuing education programs for both new and established members:

_____

_____

_____

Our club has sponsored a new club within the last 24 months. ☐ Yes ☐ No

Number of Rotary Fellowships and Rotarian Action Groups members participate in:

_____

_____

Club Assessment Tools 2

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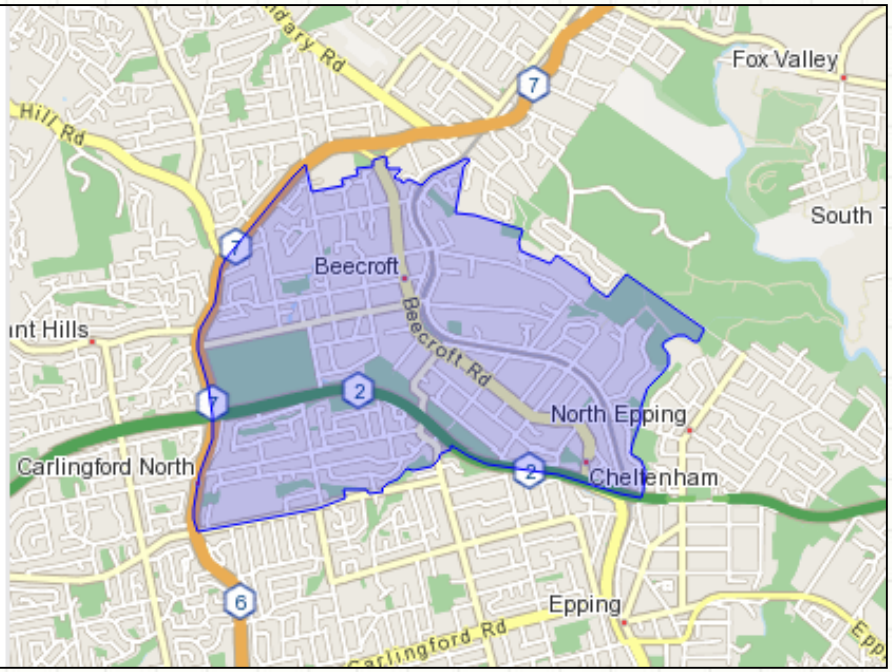
Postcode Demographics

Example - Demographic of Postcode 2119

(Beecroft & Cheltenham)

People	**10,902**
Male	5,172
Female	5,730
Median age	43
Families	**3,072**
Average children per family	1.9
All private dwellings	**3,777**
Average people per household	3.1
Median weekly household income	$2,544
Median monthly mortgage repayments	$2,800
Median weekly rent	$500
Average motor vehicles per dwelling	2



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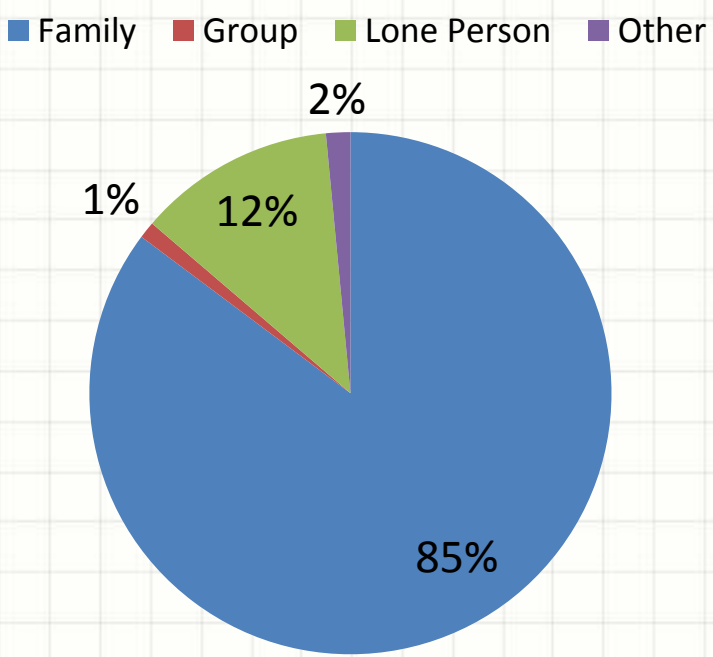
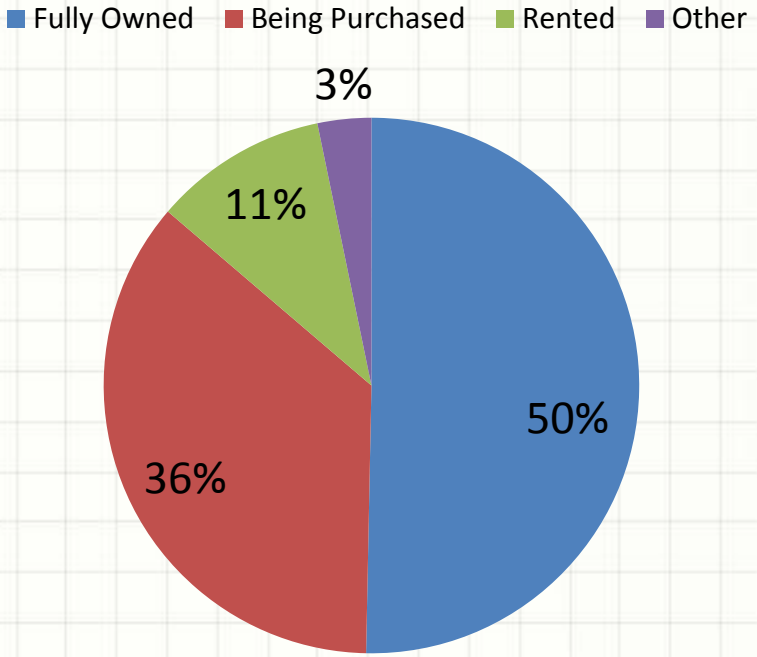
Example - Demographic of Postcode 2119

(Beecroft & Cheltenham)

Household Composition

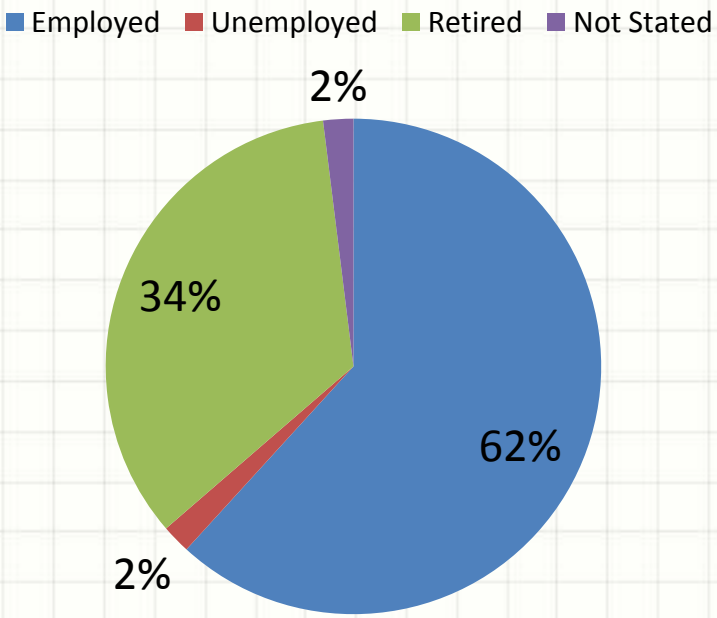


Household Ownership

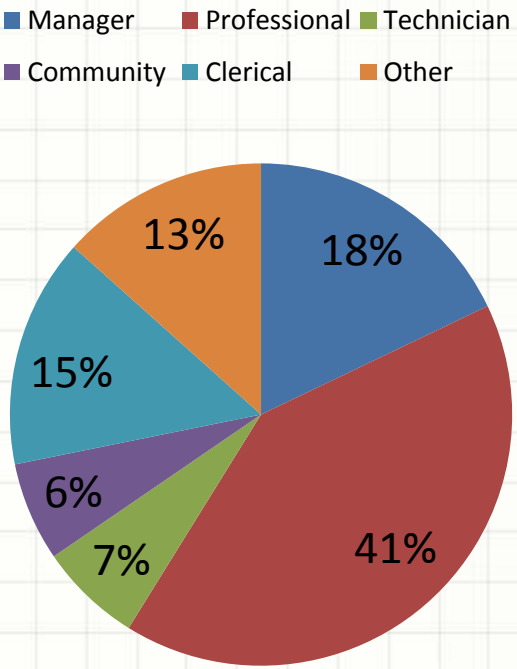


Example - Demographic of Postcode 2119
(Beecroft & Cheltenham)

Employment



Occupation



Example - Demographic of Postcode 2119 (Beecroft & Cheltenham)

AUSTRALIAN BUREAU OF STATISTICS 2011 Census of Population and Housing

List of tables

Find out more:

Industry of Employment

Occupation

B44 INDUSTRY OF EMPLOYMENT BY OCCUPATION

Count of employed persons aged 15 years and over

	Occupation									
	Managers	*Professionals*	*Technicians and trades workers*	*Community and personal service workers*	*Clerical and administrative workers*	*Sales workers*	*Machinery operators and drivers*	*Labourers*	*Inadequately described/ Not stated*	*Total*
Agriculture, forestry and fishing	3	5	0	0	0	0	0	5	0	13
Mining	0	4	0	0	0	0	3	0	0	7
Manufacturing	118	69	41	3	45	31	12	12	4	335
Electricity, gas, water and waste services	11	16	5	0	4	0	0	0	0	36
Construction	73	28	103	3	31	10	5	18	0	271
Wholesale trade	94	84	11	0	49	44	3	0	0	285
Retail trade	88	35	16	3	42	236	6	9	4	439
Accommodation and food services	30	6	25	81	10	24	3	33	4	216
Transport, postal and warehousing	23	24	4	3	29	7	16	9	3	118
Information media and telecommunications	33	81	6	0	24	11	3	4	0	162
Financial and insurance services	98	171	0	3	111	12	0	0	9	404
Rental, hiring and real estate services	20	15	0	0	18	43	0	0	0	96
Professional, scientific and technical services	132	506	46	0	129	16	3	3	9	844
Administrative and support services	19	28	14	5	29	4	3	39	3	144
Public administration and safety	45	94	22	30	49	0	3	0	5	248
Education and training	60	489	5	57	72	0	0	0	0	683
Health care and social assistance	50	469	10	131	124	4	3	12	5	808
Arts and recreation services	10	17	4	23	13	5	3	0	0	75
Other services	22	44	35	14	26	8	0	9	3	161
Inadequately described/Not stated	17	10	4	4	19	0	3	9	34	100
Total	**946**	**2,195**	**351**	**360**	**824**	**455**	**69**	**162**	**83**	**5,445**

This table is based on place of usual residence.

3141 Membership Opportunities

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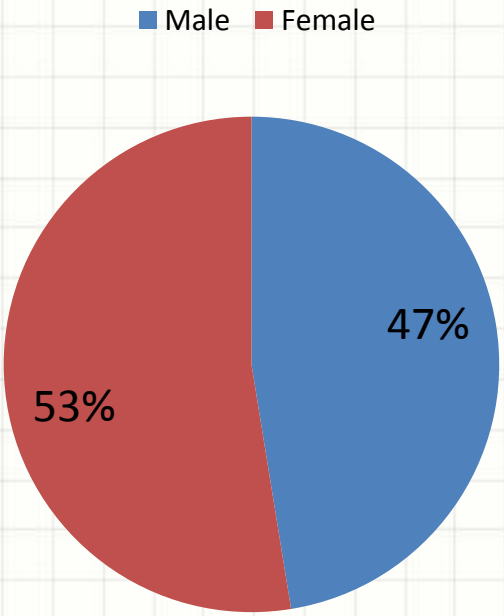
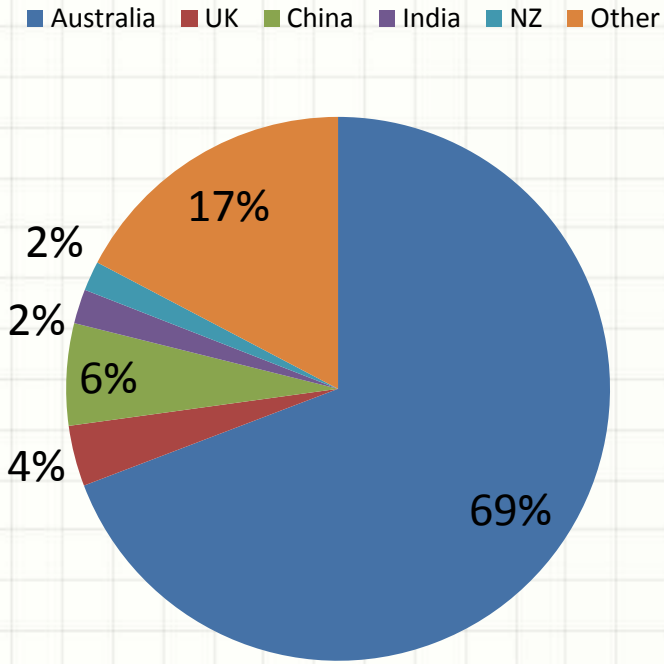
Example - Demographic of Postcode 2119
(Beecroft & Cheltenham)

Gender Diversity

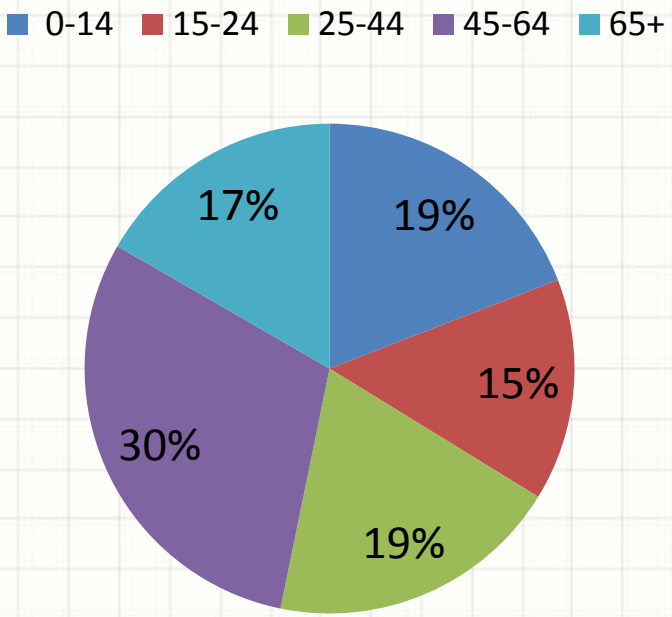


Ethnic Diversity



Example - Demographic of Postcode 2119
(Beecroft & Cheltenham)

Age Profile



Summary

- 85% of households are occupied by families
- 50% of households are fully owned
- 62% of population are fully employed
- 41% are Professional
- 47% are 45+ Age Profile

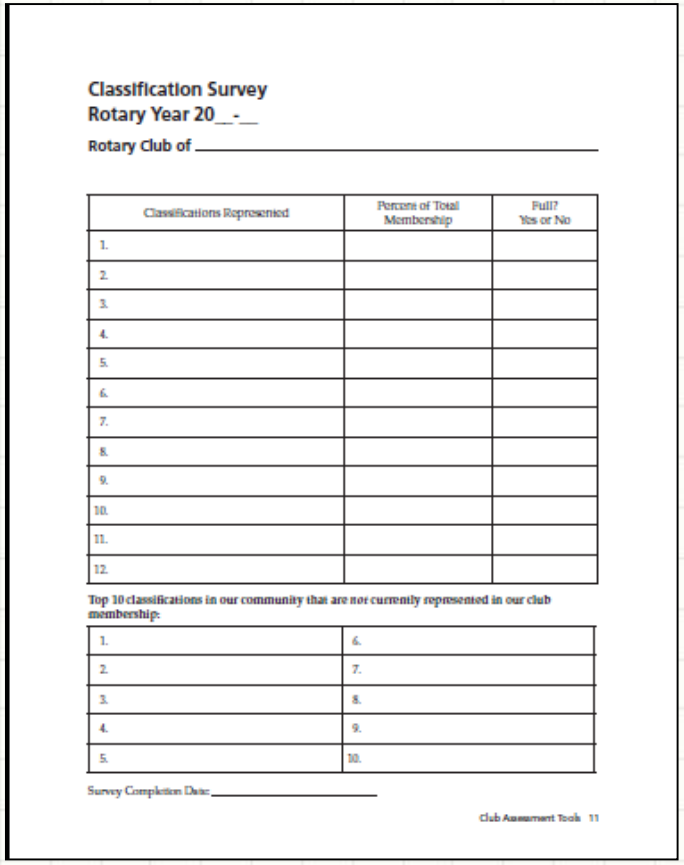
Classification Survey

List Classifications not represented in the club

List local businesses that have a significant impact on the local community

Do current classifications reflect the local community

What modifications to current classifications do you recommend



Classification Survey
Rotary Year 20__-__

Rotary Club of _____

Classifications Represented	Percent of Total Membership	Full? Yes or No
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

Top 10 classifications in our community that are not currently represented in our club membership:

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Survey Completion Date: _____

Club Assessment Tools 11

Membership - Classifications

From the Manual of Procedure-

- *The classification principle allows a club to achieve a more diverse **professional** representation of the club's community*

Industry of employment, top responses	2119, NSW	%	New South Wales	%	Australia	%
Employed people aged 15 years and over						
School Education	337	6.2	138,795	4.4	467,373	4.6
Legal and Accounting Services	248	4.6	74,557	2.4	209,182	2.1
Hospitals	232	4.3	101,494	3.2	361,011	3.6
Computer System Design and Related Services	222	4.1	53,474	1.7	139,409	1.4
Tertiary Education	202	3.7	60,850	1.9	198,933	2.0

Of the employed people in 2119, NSW (Postal Areas), 6.2% worked in School Education. Other major industries of employment included Legal and Accounting Services 4.6%, Hospitals 4.3%, Computer System Design and Related Services 4.1% and Tertiary Education 3.7%.

Recruitment Action Plan

DO NOT ADVERTISE for new members?

This is a lazy approach and results in poor selection

Identify the Classifications that need to be filled

Results from the Classification Survey

Recruitment Action Plan

Qualified potential members are either

- Currently working in professional, proprietary, executive, or managerial positions or retired from such positions; or
- Community leaders who have demonstrated a commitment to service through personal involvement in community affairs; or
- Rotary Foundation alumni, as defined by the RI Board.

They must also

- Be able to meet the club's attendance and community project participation requirements
- Live or work within the club's area
- Fit into a classification that is not overrepresented in your club (exception: Rotary Foundation alumni).

Fit the Regional membership plan guidelines

Recruitment Action Plan

Identify the **10** classifications vacant.

Inform the identified prospects

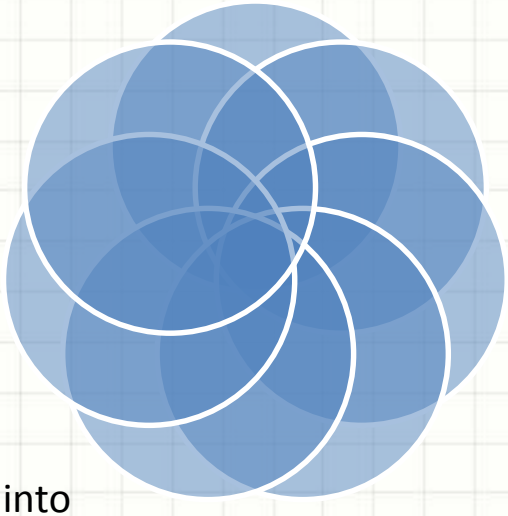
Invite them to a meeting

Orientate – the fireside chat

Induct them into the club (Use the District Directory Guide)

Educate with a group Fireside chat (RoKIS)

Involve them in committee work



Retention Action Plan

Identify all members with less than 2 years membership	• Invite all of them to a Lounge Meeting at your home • Conduct “This is Rotary” • Have open discussion on current club programs
Work with Club Service on the Social program	• A strong social program enhances membership • Visit other clubs
Encourage and get commitment for them to attend:	• The District Conference • A District Seminar • Do a Make up at a club while on holiday
Continue the Rotary Education Process	• Recommend one meeting a month to Rotary Education
Attend Rotary Leadership Institute	• 3 x Saturday Sessions at the District Office

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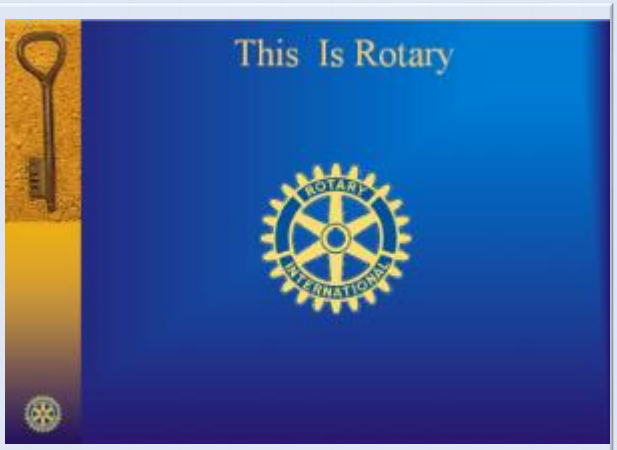
Member Education

This program involves

- Rotary History
- Rotary Structure
- Rotary Projects
- Rotary Acronyms
- Generally useful information



*This Presentation was developed
By Ross Ballenger from the
Rotary Club of WPH Cherrybrook

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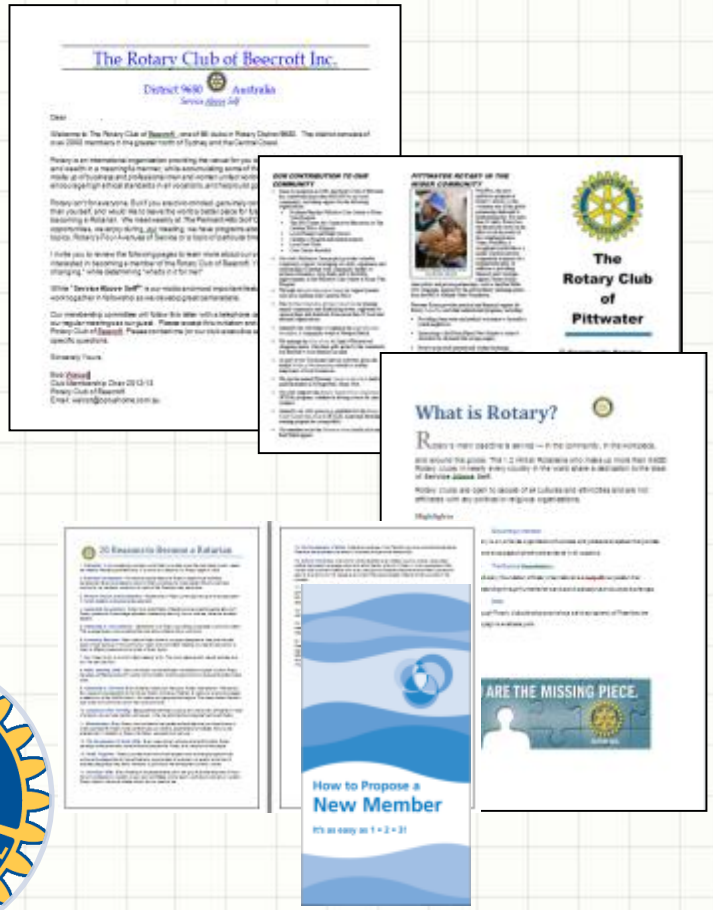
Membership Packet

- Introductory Cover
- Introduction Letter from the Club President
- What is Rotary?
- Why Join Rotary?
- Club Brochure
- Membership Application
- Listing of Rotary Club venue's & times in our region
- District directory



Membership

Round Table Discussion

Rotary's social networks

Connect to club members and activities through Facebook, LinkedIn, Twitter, and more.

Please send your Email address to : p.mark.anderson@gmail.com
Along with your name and Club.

DISTRICT ASSEMBLY

Regional Plan

for

AUS, NZ and South Pacific

District Assembly

Net growth of 3% per annum for 3 years

- Plan was developed and endorsed locally
- Endorsed by RI Board

DISTRICT ASSEMBLY

FIVE AREAS OF FOCUS

- Diversity
- Informed and skilled Rotarians
- Innovative and flexible clubs
- Enhanced and trusted brand
- Build strategic partnerships

DISTRICT ASSEMBLY

DIVERSITY

- More reflective local community
- Opportunities for non Rotarians
- Innovative membership types
- Inter- club activities & support

District Assembly

SKILLED and INFORMED Rotarians

- Increase Rotary knowledge
- Effective club & district training
- Support new members to learn – leads to effective engagement
- Promote Rotary Info sharing between clubs
- Encourage participation

DISTRICT ASSEMBLY

INNOVATIVE and FLEXIBLE CLUBS

Review club health regularly at club forums

Adopt a three year management planning process

DISTRICT ASSEMBLY

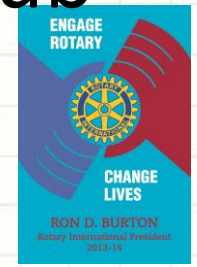
ENHANCED and TRUSTED BRAND

Promote Rotary week & achievements

Rejuvenate website, social media & public image assets

Support Non Rotarians to attend district conference

Establish and publicise “whole of club” projects



DISTRICT ASSEMBLY

BUILD STRATEGIC PARTNERS

Develop strategic partners at club, district and national level

Provide resources to clubs to assist in developing strategic partners