

# Our Regionalisation Pilot

*“giving the past  
a future  
now”*

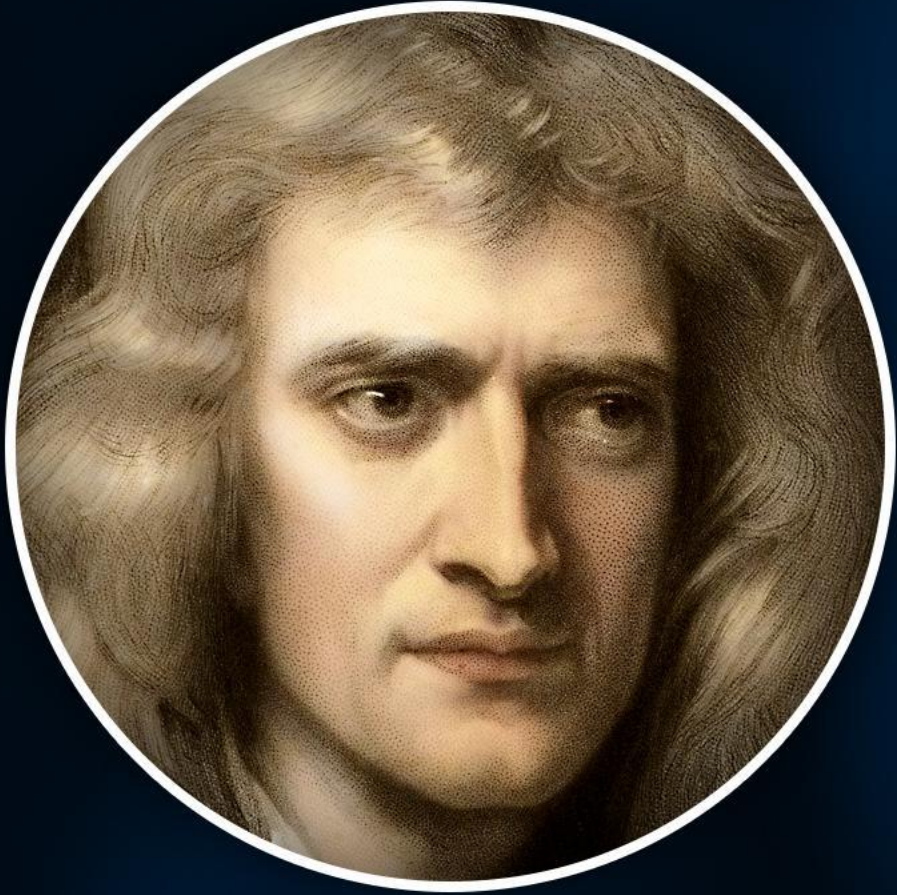
District 9510 Assembly, 5<sup>th</sup> May 2024



Marcus Garvey



A people without the  
knowledge of their  
past, origin & culture  
is like a tree with no  
roots.



If I have seen  
further, it is  
by standing on  
the shoulders of  
giants.

~ Isaac Newton





**South Australian Rotarians in 1928**



**1923 - 1946 'Beginnings'**



**1950 - 1985**  
**'Growth Years'**

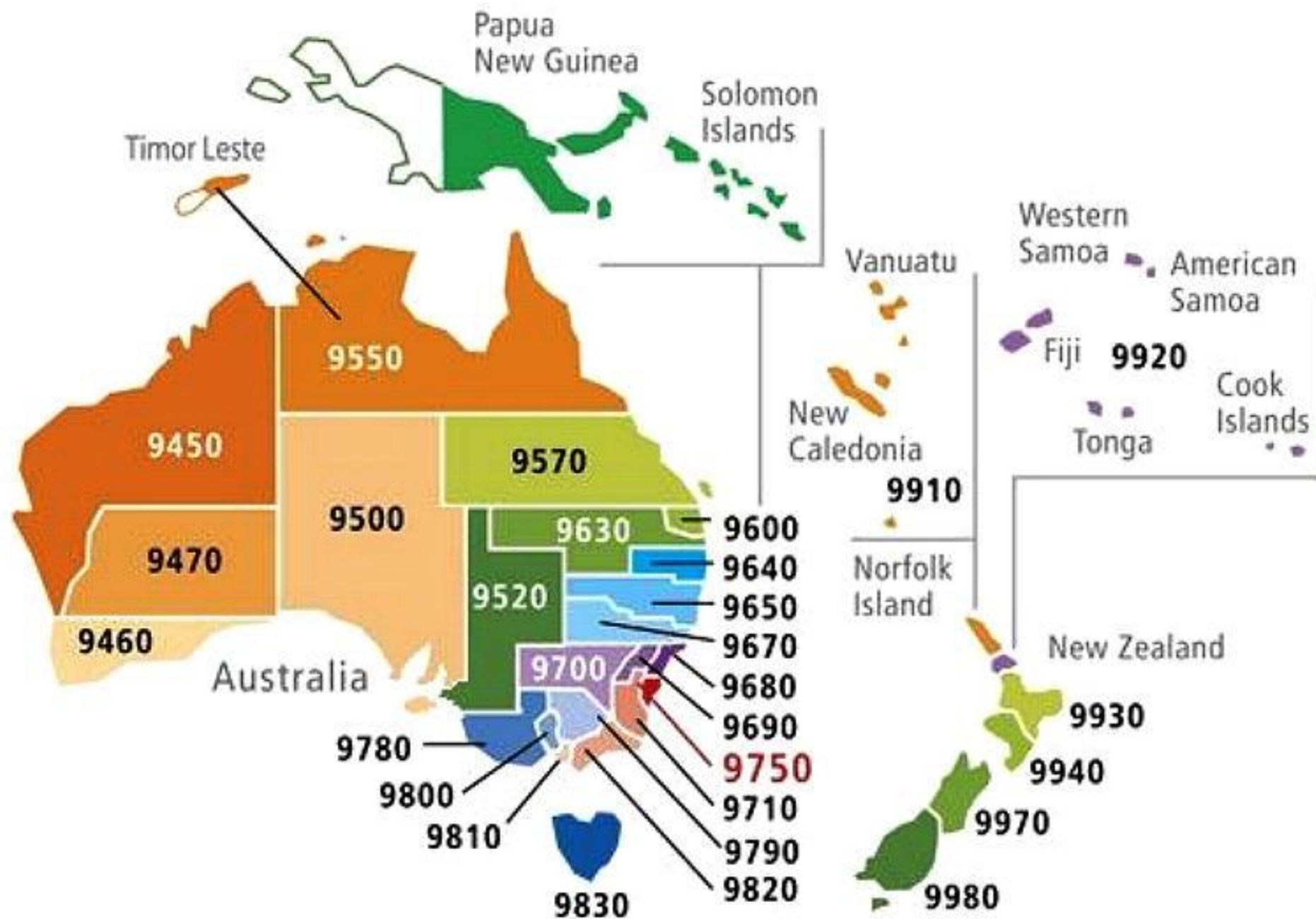


**1985 - 2020**



**'Plateau & Decline Years'**





Rotary Districts in the South West Pacific Area (prior to the amalgamation of Districts 9500 & 9520 to form 9510)

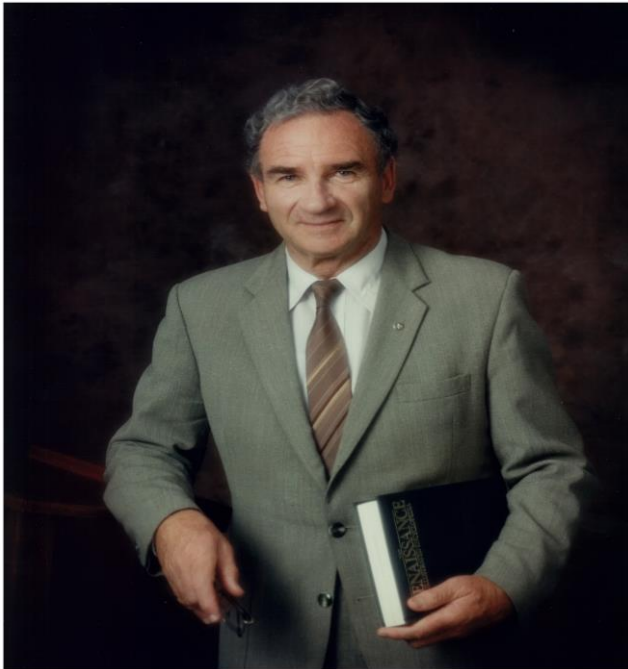


# 1990

*“Whether we like it  
or not, change  
happens” ☺*



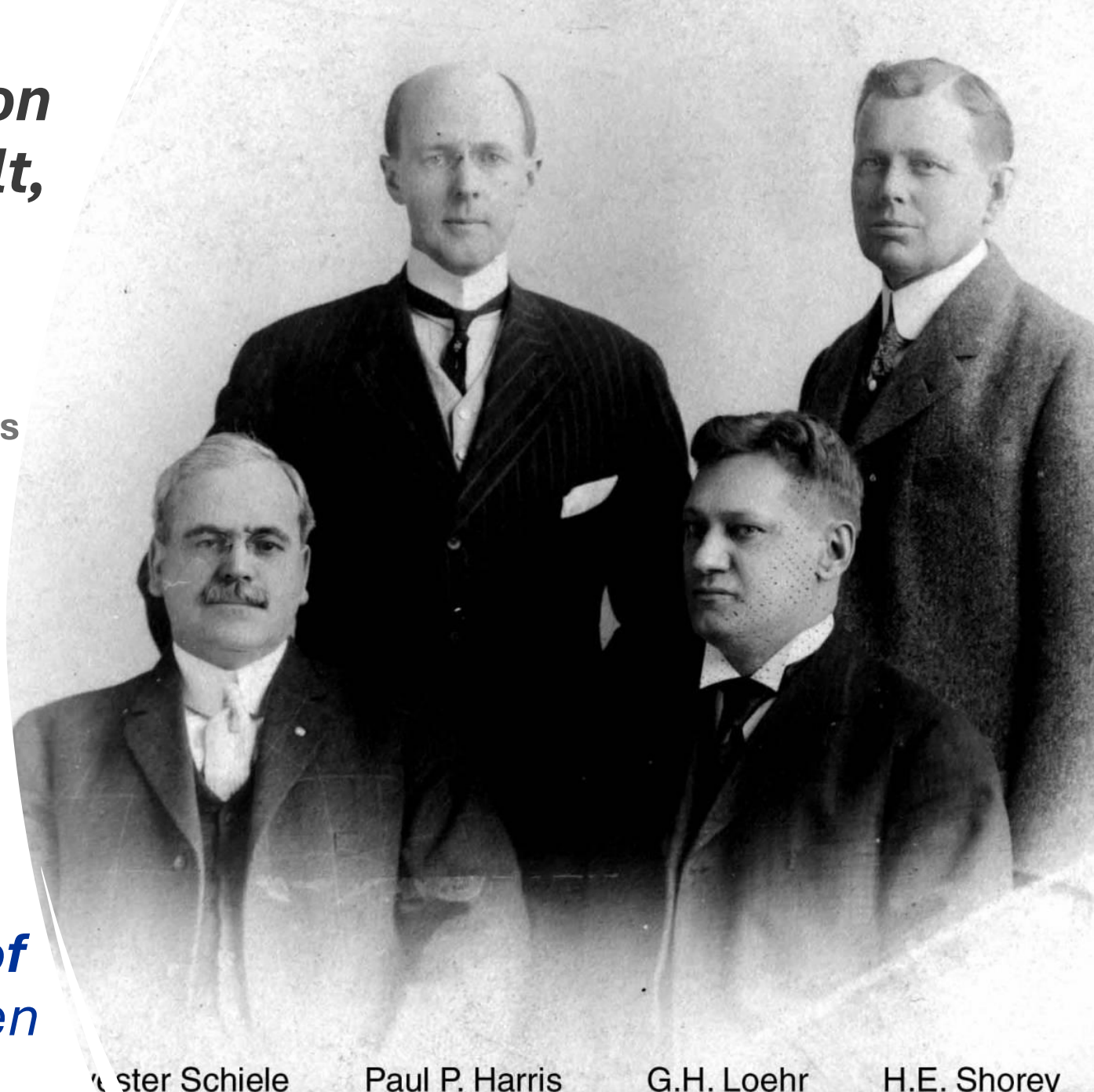
**“*Friendship* was the foundation rock on which Rotary was built, and *tolerance* is the element that holds it together”**



— Paul P Harris

**Colin Brideson  
OAM**

**His passion: “Extend the hand of *friendship* and Enjoy Rotary” then Embrace the *Ideals of Service* !**



Walter Schiele

Paul P. Harris

G.H. Loehr

H.E. Shorey



1985

A metaphor for positive change

2015





# The Big Picture – 2008-2018

## Rotary Membership

	<u>2008</u>	<u>2018</u>	<u>% change</u>
The world	1,206,066	1,195,107	-1%
Australia	33,100	24,833	-18%
New Zealand	9,515	7,518	-21%
Philippines	19,269	24,833	+29%

District 9500 - 25% down



# A collaborative 5 year journey

**2018 - 2023**

- **2018** – Board Petition submitted by DG Class of 2018-19
- **2019** – RI Board issues approval “to plan”
- **2020** - Zone 8 Change Team established
- **2021** – Plan developed and submitted
- **2022** - RI Board approves plan- **subject to - 1, 2 & 3.**
- **2023** – Preparations began - Regional Council nominations sought; Community Groupings developed

***“a very difficult expedition,  
with a very noble purpose”***



# We began with the end in mind....

**Cost-effective governance** with clubs accessing the **best people** to help achieve impact, reach & engagement **goals**.

**Less administration** enabling Rotarians more time to focus on **service, friendship and leading**

**Improved retention and friendship** opportunities through clubs **collaborating** on service projects and meetings.

**Growth** through better meeting the expectations of existing & potential new members, whilst **remaining true to who we are**.

**More doable & enjoyable leadership roles** with Rotary viewed as the **first-choice** service organisation by next gen.

**Greater member pride and satisfaction** with interest from volunteers resulting from “**One voice PR and marketing**”



To understand  
and clarify the  
challenge, we  
asked  
questions of  
members and  
other parties...

What **needs changing** and, if we do change, what in an ideal world **must be retained**?

What keeps **existing members** in Rotary and **what** makes them consider leaving?

What are Australians (**potential members**) looking for in a non-profit organisations?

What initiatives are successful organisations facing similar challenges, adopting to respond?

What is most important to retain if we do change?		What needs changing?
<b>Service</b> - local & international - community projects <b>Total</b>	<b>28%</b> <b>18%</b> <b>46%</b>	<b>52%</b> focused on change <b>at club the level</b> <ul style="list-style-type: none"><li>less cost, less admin and less bureaucracy</li><li>more collaboration.</li></ul>
<b>Friendship/Belonging</b>	<b>33%</b>	<b>48%</b> focused on change <b>above club level</b> <ul style="list-style-type: none"><li><b>40%</b> wanted change to achieve collaboration, “one voice PR and marketing”, a flatter organisation, streamlining and less cost/time.</li><li><b>8%</b> were relatively happy with the status quo, but want simplification and regional autonomy</li></ul>
Autonomy, Development, Meetings Networking, Speakers	<b>12%</b>	
Values, Rituals, Other	<b>9%</b>	



# Existing Member Research

## 36% of Zone 8 members considered leaving!

### *Reasons why remain...*



Serve community – **80%**



Friendship – **71%**



Connections – **9%**



Leadership opportunities – **9%**



Other – **9%**

### *Why considered leaving....*

- Expectations fallen short - **29%**
- Conflict - **27%**
- Time issues - **30%**
- Cost issues - **32%**
- Values mismatch - **31%**

# Potential New Member Research

What  
Australians are  
looking for when  
considering  
joining a non-  
profit  
organisation

- *Opportunities that “give me a sense of purpose” tops the list of answers*
- *“Causes that are important to me” closely follows*
- *Opportunities that suit time and cost limitations*





**“A new form of organization and management is emerging creating sustainable, inclusive growth through collaborative networks of self managing teams”**

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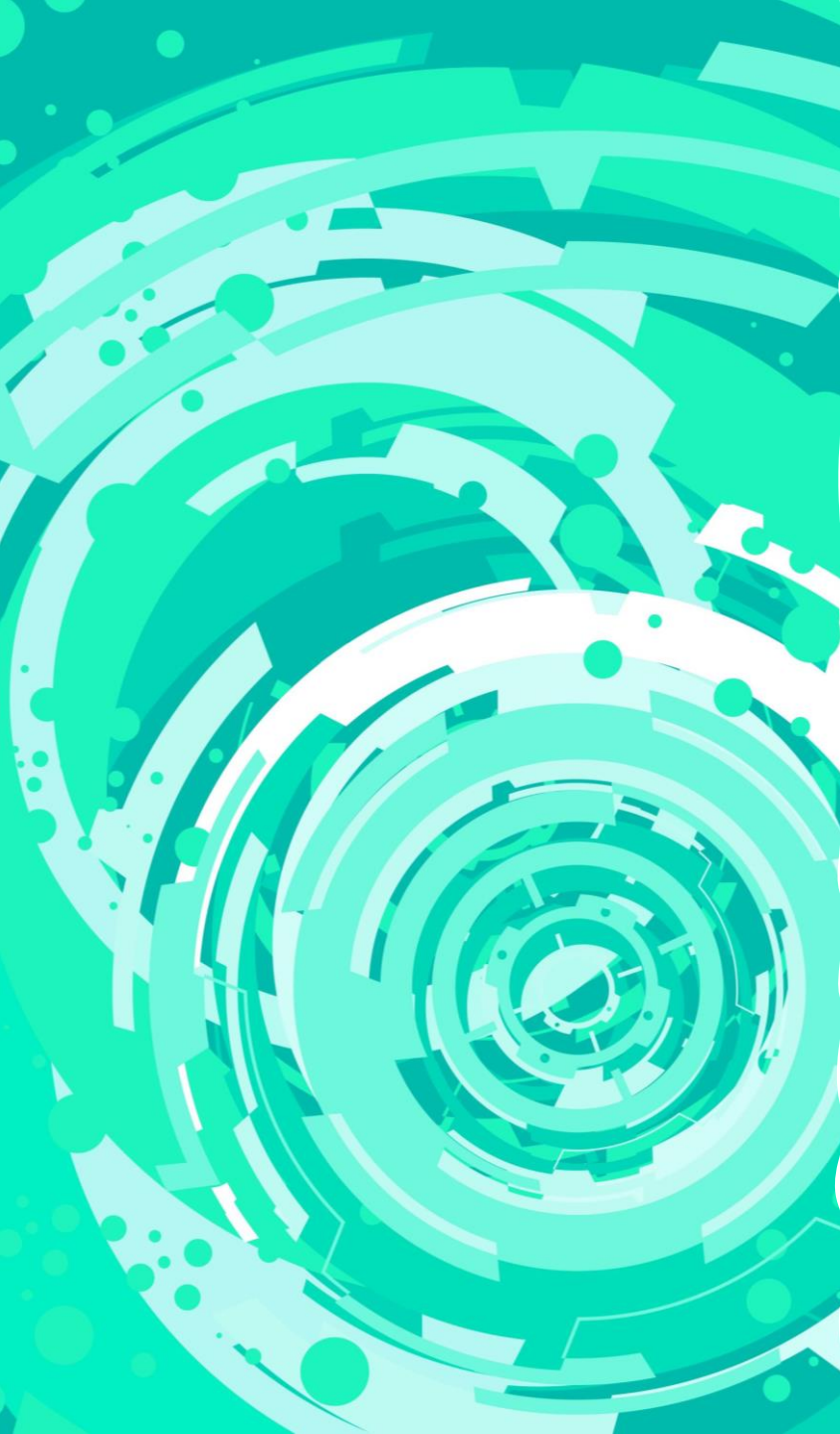
McKinsey & Co May 2023

**It requires agile leadership, which is based upon *the belief individuals and teams are self-organizing and capable of making good decisions when given autonomy and trust***

Agile leaders **empower** their team by providing clear vision and goals, encouraging **collaboration** and **removing obstacles.**

Leaders	go beyond being a	extending to being a
Focus	<b>Manager</b> delivering <b>outcomes</b> with a “ <b>preservation mindset</b> ”	<b>Visionary</b> generating <b>impact</b> with a “ <b>possibility mindset</b> ”
Value Creation	<b>Planner competing</b> through advantage with a “ <b>scarcity mindset</b> ”	<b>Architect co-creating</b> through reimagining with an “ <b>abundance mindset</b> ”
Organisation	<b>Director controlling</b> in a structured hierarchy with an “ <b>authority mindset</b> ”	<b>Catalyst collaborating</b> in <b>empowered networks</b> with a “ <b>partnership mindset</b> ”
Work done	<b>Controller administering</b> thru detailed prediction and a “ <b>certainty mindset</b> ”	<b>Coach fostering evolution</b> through rapid learning with “a <b>mindset of discovery</b> ”
Shows up as a	<b>Professional meeting expectations</b> with a “ <b>conformity mindset</b> ”	<b>Human achieving wholeness</b> , with “ <b>mindset of authenticity</b> ”





## The Pilot's Main Goal

**To find ways** to more effectively and efficiently support members and clubs to increase impact, grow membership, and adapt to changing volunteer needs and expectations.

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# 5 Key Pilot Objectives

1. Better connection and collaboration between members & clubs
2. Better & more direct support for clubs and members
3. A more efficient and effective governance structure
4. Establish “One Voice” for better communication with the public, governments and corporates
5. Develop more relevant and doable leadership roles



# Pilot Performance Monitoring (KPI's)

**Membership** - number of members, new clubs, retention rate, members satisfaction

**Public Image** – brand awareness Zone 8 & individual community groups, compliance with guidelines, stories in media

**Diversity Equity & Inclusion** - % female membership, clubs mirroring diversity, Council committee make up

**Rotaract** - number of clubs, members, retention rates, satisfaction rates

**One Voice** – public perception/awareness rate, collaborative projects per community groups

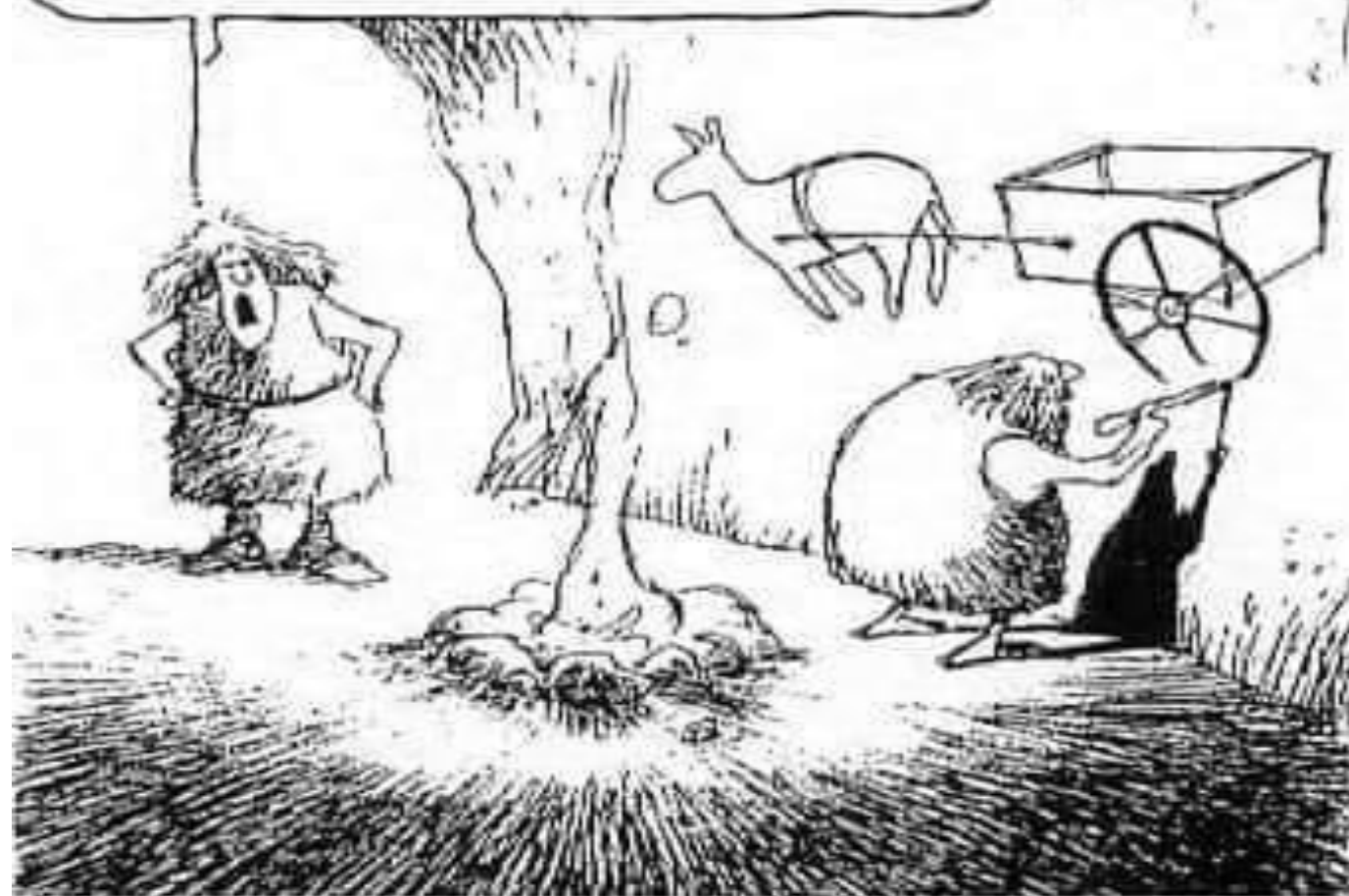
**Administration & IT** – expense reductions, IT member satisfaction rates



***“The beginning of  
wisdom..... is found in doubting.  
By doubting, we come to  
the question, and  
by seeking, we may come  
upon the truth”***

*Pierre Abelard*  
*French Philosopher, Teacher and Theologian*  
**1079 - 1142**

WHEN ARE YOU GOING TO STOP  
WASTING YOUR TIME WITH THAT  
SCIENCE FICTION NONSENSE AND  
START DEALING WITH REALITY?!



WILEY

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7-7

# Agile leaders have ...

*“the ability to move quickly  
and easily to  
effect change”*

*“whilst bringing  
members on the  
journey with them”*

