



MEMBERSHIP ON THE MOVE

Zone 7A & 8A NEWSLETTER

September 2008 Vol.5 No.3



A new program to strengthen Australian Rotary Clubs

Club Vision Facilitation

What is needed to improve Rotary's ability to recruit quality Rotarians?

The overwhelming answer I get is "We need strong Rotary clubs!"

Solve that one first. Then just "Ask-Ask-Ask!" or "Invite-Invite-Invite!" Sounds easy?

The hardest bit, the most fundamental bit, is *getting your club right*. Some clubs have it right. But not a single Australian Rotary District can claim *all* their clubs are strong effective Rotary clubs. Check the graph on page four showing the 5 year history of membership in our region. You can't argue against a 5 year trend.

Membership has to be fixed club by club, one club at a time. The District can help, it's essential that the District does help, people at District level should have the experience and expertise to do that. But are District membership teams doing this effectively? Or more importantly, how can they do it better?

"If you keep doing what you've always done, you'll always get what you always got!"

I am not putting down the efforts of Rotarians who have worked hard to solve this at club, district, and national level. (I've been one of them, and I see the graph!)

Two of the most important components of a strong effective Rotary club are leadership and planning. There are two excellent **leadership programs** currently available to Aussie Rotarians. Encourage your potential leaders to take advantage of these when they're available in your District.

What about **planning**? As a Governor I observed that many of the plans & objectives presented by clubs were quite rudimentary, and very few clubs had strategic plans that looked some years ahead. We now have a good Club Leadership Plan that most clubs have adopted, but most of the Rotarians in those clubs do not fully understand what the CLP is about. There has been some improvement but not much.

What is needed is for each Rotary club to be able to develop its own plan, based on its vision for the future, of what its members would like that club to be like in 5 years time.

This plan should:

- Be compatible with the object, core values, and constitutional documents of Rotary
- Be decided by its own members, under the guidance and facilitation of a trained team of experienced Rotarian facilitators
- Be incorporated in the annual plans of successive club Presidents

The Club Vision Facilitation Program provides the means whereby this can be done in any Rotary Club that chooses to do so.

Continued over.....



www.membership.rotary.org.au

In this issue:-

Rob Wylie, **Club Vision Facilitation**,
 Noel Trevaskis, **Is Your Club Right**,
 Rob Wylie, **Australian Region 5 year Membership History**,
 Julie Allgood **Joins the Team**,
 Your Editor, **Ramblings from the Desk**,

Page 1 & 2
 Page 3
 Page 4
 Page 5
 Page 6

Diary Dates:-

District 9780 Membership Seminar
 Sunday, 21st September
District 9810 Membership Seminar
 Sunday, 19th October.

Your event published here

Club Vision Facilitation

“Club Visioning” empowers Rotary clubs to decide their own vision and to work towards it.

Club Visioning has been developed in North America over a six year period, & is currently assisting Rotary clubs in over 45 Rotary Districts across USA and Canada. The majority of clubs taking on the program have achieved positive outcomes.

Club Visioning will be launched “Down Under” in November when PDG Steve Wilcox will address a seminar to be held as part of the Australia-New Zealand Pre-Institute in Christchurch. The following week November 24-30 Steve and two of his fellow trainers from USA will between them facilitate training workshops in Melbourne, Sydney, Brisbane, and Perth.

The aim of each facilitator training workshop is to train Rotarian facilitators to form teams to take the program to individual clubs in their District, in a facilitation process conducted within each participating Rotary club.

Who can be a facilitator?

Expert, intermediate, and novice skill levels are recognised. Ideally the person should have a background in consulting as well as being an experienced Rotarian, but strength in one of these fields will compensate for weakness in another. We also want our teams to have a positive attitude, enthusiasm, and to be composed of both genders and a mix of ages.

If you are interested in being part of the way forward with this program, contact your District Governor, District Membership Chair, or one of your Regional RI Membership Coordinators.

Rob Wylie

Regional Membership Coordinator

Australian Coordinator, Rotary Club Vision Facilitation Program.

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RI President DK Lee presents the charter to a group of Rotarians from the Rotary Club of Gosford City (breakfast); a new club in 9680 which Chartered with 29 members in just 25 days after their first interest meeting. 12 members transferred from the Rotary Club of Gosford and 17 were brand new members. The club has since grown to 35 members in the first few weeks of operation. Pictured on the left is Charter President Jim Bultjens, DK, DG Tony Castley and David Bacon a charter member and PP of the Rotary Club of Gosford.

IS YOUR CLUB RIGHT?



Is it necessary for Clubs to be “right”?

If your Club is not “right” in the way it is run Members could be reluctant to bring along potential Members, one Rotarian told me recently that he wouldn’t invite people to his Club as he was embarrassed as to how it was being run, it turned out that other Club Members were also embarrassed with the Club.

Do your Club meetings start and finish on time, do the Directors consistently give reports on their portfolios, is the programme well organised, is the President organised, do you have speakers that are interesting, does the sergeants session contribute to the atmosphere of the Club? Is your Club meeting worthwhile attending and do you look forward to attending each week? These are just some of the things that need to be checked as to whether your Club is “right”. One of the most common complaints I hear is that Clubs have their own little cliques, members sitting with the same people week after week. While it is good to spend time with our friends, shouldn’t we spend time with all Rotarians in the Club over the year, getting to know them and giving them an opportunity to know us?

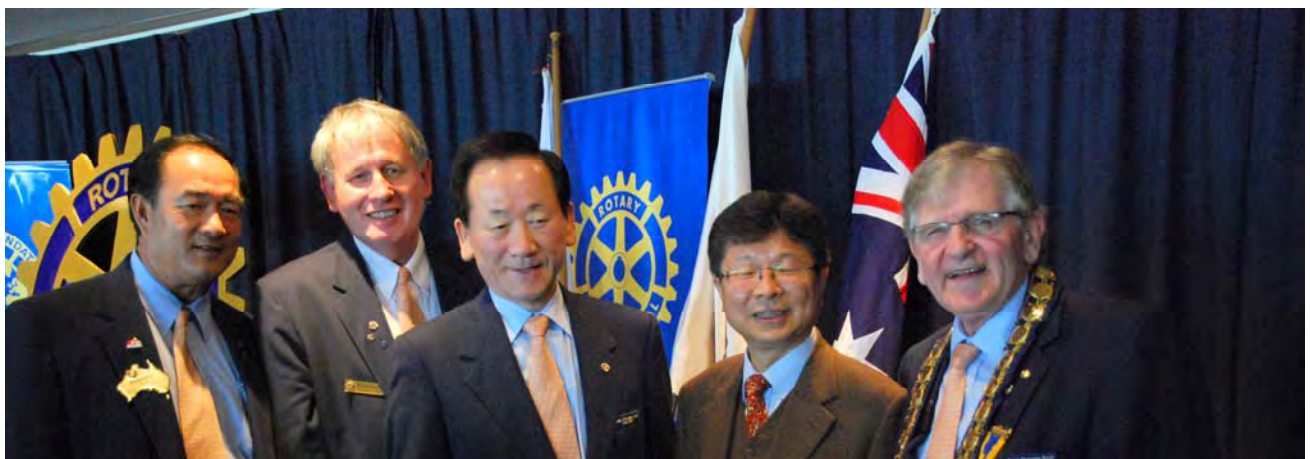
When I was a guest at a Club Assembly some time ago, a member of fourteen years stood to his feet and said that he felt lonely in his Club. He went on to explain that he wasn’t able to sit at some tables to get to know people as the same people always sat with each other and excluded anyone else sitting with them. The Club did change and are now conscious of making sure that people do mix within the Club, they made an effort to make sure their Club was right.

How can you make sure your Club is right? You can start by doing a Club Assessment or a Club Health check. It is vital that our Club meetings are “right”, if they aren’t why would people want to join our Club and why would people want to stay in our Club?

Our meetings are one of the public faces of Rotary; we should make sure it is a memorable experience for the right reasons for everyone who attends, so that they will look forward to coming back again and again.

Almost every week we have a guest speaker at our Club. The majority of these speakers are not Rotarians. I often wonder what those guest speakers think when they leave the meeting. Will they speak highly of us when they talk to their friends and associates? Would they like to join the Rotary Club?

If your Club is “right” people will want to join, Members will want to be there and they won’t be embarrassed to invite potential members to the meetings, it is up to all of us to make sure that everyone enjoys Rotary.



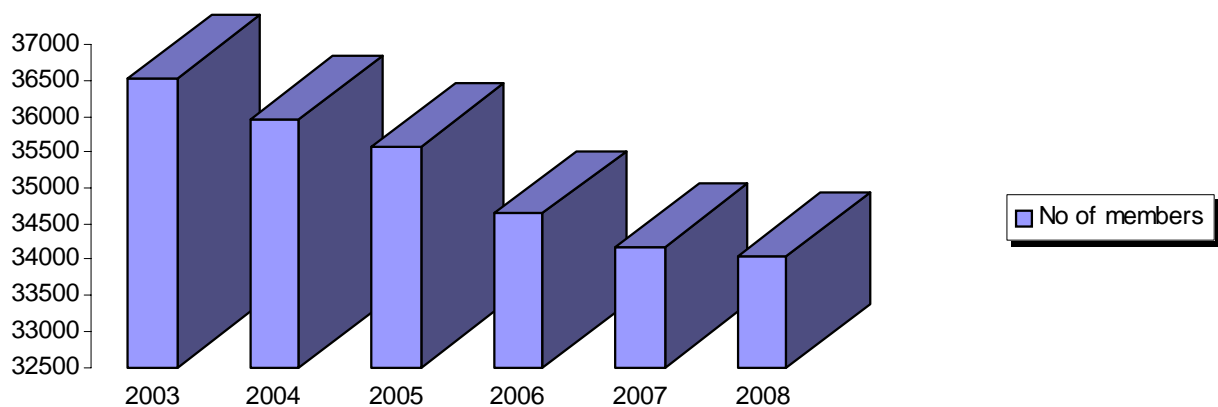
Can you name the Rotarians pictured with RI President DK Lee? A tip, some if not all are from Gosford.

Australian Region 5 year Membership History 2003 to 2008

Australian Region 5 year Membership History 2003 to 2008

District	Zone	State	No. of Members at 30 June each year						5 year +/-	Annual % +/-	
			2003	2004	2005	2006	2007	2008		5 yrs	Last yr
9450	7A	WA	1168	1158	1133	1057	1033	983	-185	-3.2%	-4.8%
9460	7A	WA	1119	1136	1094	1083	1074	1079	-40	-0.7%	0.5%
9470	7A	WA	936	864	841	799	807	826	-110	-2.4%	2.4%
9500	7A	SA/NT	1539	1508	1496	1468	1463	1481	-58	-0.8%	1.2%
9520	7A	SA/NSW/Vic	1656	1615	1629	1597	1619	1561	-95	-1.1%	-3.6%
9550	7A	NT/Q/Timor	1357	1302	1222	1167	1156	1128	-229	-3.4%	-2.4%
9570	7A	Qld	1308	1305	1281	1222	1222	1163	-145	-2.2%	-4.8%
9600	7A	Qld/PNG/SI	2061	2083	2032	1908	1859	1880	-181	-1.8%	1.1%
9630	7A	Qld	1330	1346	1474	1426	1364	1290	-40	-0.6%	-5.4%
9640	7A	Qld/NSW	1616	1540	1504	1434	1397	1405	-211	-2.6%	0.6%
9650	7A	NSW	1712	1690	1637	1614	1612	1633	-79	-0.9%	1.3%
9670	7A	NSW	1270	1275	1253	1214	1164	1153	-117	-1.8%	-0.9%
9680	8A	NSW	2187	2143	2092	2013	1997	1991	-196	-1.8%	-0.3%
9690	8A	NSW	1092	1063	1070	1011	1014	1038	-54	-1.0%	2.4%
9700	8A	NSW	1219	1180	1148	1184	1211	1189	-30	-0.5%	-1.8%
9710	8A	NSW/ACT	1468	1492	1486	1492	1488	1508	40	0.5%	1.3%
9750	8A	NSW	1869	1796	1733	1654	1583	1570	-299	-3.2%	-0.8%
9780	8A	Vic	2287	2207	2199	2205	2160	2126	-161	-1.4%	-1.6%
9790	8A	Vic	1868	1896	1862	1823	1820	1829	-39	-0.4%	0.5%
9800	8A	Vic	3023	2957	2915	2835	2794	2861	-162	-1.1%	2.4%
9810	8A	Vic	1439	1420	1439	1411	1369	1368	-71	-1.0%	-0.1%
9820	8A	Vic	1545	1517	1543	1556	1535	1537	-8	-0.1%	0.1%
9830	8A	Tas	1471	1478	1500	1467	1435	1446	-25	-0.3%	0.8%
Total Australian Region			36540	35971	35583	34640	34176	34045	-2495	-1.4%	-0.4%

Australian Region Rotary Membership



The 5 year history for each Australian Rotary District is based on official figures at 30 June each year. The good news is that the net loss last year was significantly lower than any other year in the five year period. And twelve Australian Districts actually achieved a net gain for the year. It can be done!

Membership has to be worked on club by club. Your District membership teams are there as a resource to help each club, the RI Regional Membership Coordinators are an additional resource.

10% net gain in each club and District is not an impossible ask! Later this year we want to see the graph climbing upward!

“Membership on the Move” welcomes Julie Allgood Membership Chair for 2008-09 D9820



Julie Allgood

“Julie Allgood, District 9820 Membership Chair, Victoria”

Julie is a member of the Rotary Club of Berwick D9820, Beaconsfield, Victoria.

Julie joined Rotary five years ago and suggested that this is one of the best things she has ever done for herself. Julie is single, never married, no children and lives in a house she built six years ago with her two dogs and a cat.

Julie works for Carpet Choice, a national floor coverings retailer, as the national Training and Development Manager and spends a lot of time traveling around the country training the staff and mentoring the store owners.

Her focus is on helping them to develop the success of their business. Julie works with really good people and loves her job.

When not at work, Julie loves to garden, spend time with her family and friends, who are almost all Rotarians these days, and loves sport. Julie goes to gym as often as possible and likes to participate in fun runs. She also loves watching cricket and football and is a very keen supporter of Geelong Football club (AFL) and likes to watch Melbourne Storm (NRL)

Julie recently turned 50 years of age and has discovered that life continues to go on!



DK talking membership and Rotary with a group of Korean Business leaders in Sydney after the Special DK Lee luncheon on July 15th.

From the Editor's Desk

September is "New Generations Month."

Young people are the future of Rotary.

Some of us were most fortunate to hear a fantastic speech delivered by Hugh Evans at the Presidential Membership Conference, Canberra. Indeed this speech was one of the best I have ever heard.

Hugh is the founder of the Oak Tree Foundation, you can read more about it at the following:- www.theoaktree.org and should you get the opportunity to listen to Hugh's speech, take it. Then approach him and ask him to become an ambassador for Rotary. Hugh is an amazing young man.

At the PMC we were encouraged to think about slowly reducing the average age of our clubs' membership, ie. down to 55 yrs as the first goal. Obviously, if your club is already at that stage, work towards the next downward plateau. Should you believe that reducing your club's average age is not an issue then perhaps we can all be buried together, club and all.

So do we have any tips that encourage the involvement of young people in Rotary and our activities?

Two tips:-

1. Contact your local high school or work placement coordinator/career advisor. Ask them to put forward a handful of student names to participate in an event your club is holding. Advise that this will be an activity that the student can add to the resume/CV as you will be giving them a certificate of appreciation at a future club meeting. Invite the student's parents/friends to attend the award night. And present a cheque to the school as your club's thank you for the voluntary effort of the student/s.
2. Whenever you invite a young person to your club, always ask them to bring a friend/s.

If you have any tips or ideas, why not write to me so that we can share with all Rotarians.

Your editor,

Len

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Membership On The Move

News from Zone 7A & 8A

Australian Capital Territory

New South Wales

Northern Territories

PNG Papua New Guinea

Queensland

Solomon Islands

South Australia

Tasmania

Timor Leste

Victoria

Western Australia