



MEMBERSHIP ON THE MOVE

Zone 7A & 8A NEWSLETTER

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www.membership.rotary.org.au



A new program to strengthen Australian Rotary Clubs

Club Vision Facilitation Update

Rob Wylie.....

Our planning for November is on Schedule. Invitations and registration forms have been sent out for the Melbourne and Brisbane workshops, these have been emailed to District Governors and District Membership Chairs who will contact the relevant people in their Districts.

The workshop dates confirmed are as follows:

Melbourne. Monday 24 November, 8.30 am start at Melbourne Convention & Exhibition Centre, Southbank.

Coordinator – PP Philip Archer
parcher@archwaygroup.com.au
(03) 9690 7979 or 0448 999 555

Sydney. Wednesday 26 November, 9.00 for 9.30 am start at Rotary Down Under, Parramatta.

Coordinator – PDG Ian Sayers
isa34235@bigpond.net.au.

Brisbane. Thursday 27 November, 9.30 for 10 am at Rotary District 9600 Centre, Shaftesbury Campus, Deception Bay.

Coordinator RRIMC Rob Wylie
robwy43@bigpond.net.au or (07)3385 5398

Western Australia – details to be advised, contact RRIMC Sylvia Byers on sbyers@inet.net.au

New Zealand. Auckland Tues 19 Nov, and Christchurch Wed 20 Nov. For details contact RRIMC Ross Murray on highgrove2@xtra.co.nz .

We apologize that places at the workshops are limited and are only available to those nominated by Districts to be part of their District facilitation teams. For details contact your District Membership Chair.

PDG Steve Wilcox will also present an overview of the Vision Facilitation program at the pre-Institute “Extension of Rotary” seminar in Christchurch on Thursday 20 September, to Governors and District Membership Chairs.

The program will be available to individual Rotary clubs in participating Districts around Australia from early 2009. Watch this space!

For general enquiries about the program, please contact:

RRIMC Rob Wylie
Australian Coordinator, Rotary Club Vision Facilitation
robwy43@bigpond.net.au



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Club Vision Facilitation



PDG Steve Wilcox

Steve Wilcox is the founder of the Club Vision Facilitation Program.

Steve is a professional business trainer and facilitator who volunteer's an enormous amount of his time to helping Rotary clubs plan & work more effectively.

Steve Wilcox was invited to join the Hudson Rotary Club in 1976 where he became President in 1989-90. In 1999-00, Steve was the District Governor of Rotary District 5960 in Minnesota & Wisconsin, with responsibility for 67 Rotary clubs.

This year marks his 6th as the founder and chair of the District 5960 Vision Facilitation Team. To date, Steve along with 2 other facilitator trainers from his district have had the privilege of training over 350 district level Vision Facilitators representing 40 districts in North America.

Steve and his fellow trainer PP Joe Kovarik are looking forward to their visit to introduce the program in New Zealand & Australia, under the sponsorship of the Australian and New Zealand Regional Membership Coordinators.

An avid sailor, Steve enjoys the water year around racing sailboats throughout the summer and sailing his iceboat on the Mississippi River in the winter. The family enjoys all sports but skis together whenever possible summer or winter.

Alumni Matters!

Sylvia Byers.....

Rotarians, how aware are you of a group of people who, at one time, were closely linked to Rotary but are currently disconnected? The opportunity exists for your club to seek out these highly skilled people who know about the work of Rotary and deserve to be re-united with Rotary in some way. Districts can help clubs make this happen.

The first step in creating a lifelong relationship between Rotary and its Alumni is to know who they are and set about finding them. The Rotary Foundation Alumni are former Ambassadorial scholars, Group Study Exchange team members and leaders, Rotary World Peace Fellows, Rotary Peace and Conflict Studies Program participants, and Rotary Volunteers.

The data base is currently being updated by Rotary International but in the meantime Australia 7A 8A districts seeking information can email Alumni Relations Coordinator Mike Pfriem michael.pfriem@rotary.org who will send the information they have right now. It is heartening that several Australian Alumni have already responded to an appeal for them to forward updated contact details.

The next step is for districts and clubs to involve Rotary Foundation Alumni in their activities:

Districts and clubs can:

- Encourage alumni to form or join existing alumni associations.
- Invite alumni to serve on selection committees for GSE teams, Ambassadorial Scholars, and Rotary World Peace Fellows.
- Invite alumni to participate in orientation seminars.
- Ask Alumni to work on club and district service projects.
- Extend invitations to alumni to present at club and district events, including the district conference.

Membership of Rotary is a likely outcome of reconnecting Alumni and having them stay connected. However to be fair to this group of people, we owe it to them to improve alumni relations efforts.

Your Rotary International Regional Membership Coordinators can help you with **Alumni Matters!**

Vacation or Vocation?



“Vocation or Vacation” which classification fits you?

Vocation service is quite often referred to as the forgotten Service programme within Rotary Clubs; quite often I wonder whether Rotarians get vocation mixed up with vacation. I can't help but think that a lot of Rotarians are on vacation when it comes to recruiting members for Rotary.

Vocations or classifications are an ideal way to identify potential Rotarians in your community to invite into your Club. Every Club should have a classification list to work from, are all your classifications filled? What new classifications can you add to your Club list?

All Clubs need to have a structured effective recruitment plan to bring in new members. A critical part of that plan is the identification of potential members in your community. The BEYOND 2000 recruitment programme lists over 400 different classifications or vocations, I am sure if your Club was to work through the different vocations they would soon realise that there are so many people out there that can be invited to Rotary.

Sometimes we can be so narrow in our thinking when it comes to identifying potential Rotarians that we miss the obvious. The vocational list opens up vocations to us that we may never have thought of. In Rotary Clubs today we can have up to five members with the same classification, yet the majority of clubs still struggle to find new members.

What can we do? Clubs can have a Club Assembly designated specifically for membership and work through the list of vocations, decide which vocations they can find potential Rotarians that would be right for the Club.

Divide your Club into teams of two and allocate each team of two one or more vocations to identify potential Rotarians then invite those people along to a meeting. The Club also needs to decide how many members they want to bring into the Club and within what timeframe. People working together in teams of two are more likely to get results rather than relying on individuals to bring in new members.

So where do we fit in membership recruitment? Are we on vacation or are we interested in vocations? If Clubs are on vacation with their membership recruitment it won't be long before the Club is fully retired! Now is the time to get moving on the membership challenge. For the majority of Clubs to achieve an increase of a minimum of 10% members this year it means bringing in four new members. Surely each Club can do that, and we can if we continually ask, ask and ask people to join.

It is interesting that in over 100 years of Rotary no Rotarian has ever been known to die from asking someone to join Rotary.

Check out the BEYOND 2000 and Club in a Club programmes on the membership website:

www.membership.rotary.org.au

Other useful links include:-

Rotary International E-Learning Centre

www.rotary.org/en/Members/Training/ForAllRotarians/Pages/ridefault.aspx

Or via our membership Zones 7a and 8 website, bottom link left hand site of home page.

www.membership.rotary.org.au

“Membership on the Move” welcomes PP Kim McNairn Membership Chair for 2008-09 D9790



Kim McNairn

Kim explains that:-

“The role of the District Committee for Membership is to provide support and information to clubs and their Membership director. The committee has the responsibility of assisting in the formation of new Rotary Clubs, assist clubs with increasing members and membership retention.”

“Kim McNairn, District 9790 Membership Chair,”

Member of the Rotary Cub of Whittlesea, Victoria. Classification Aged Care.

Kim is a qualified accountant having worked for Foster's for 24 years in various areas from finance, hotels, human resources, acquisitions and general management. Kim spent 3 years working in aged care

Achieving membership goals in 2008-09

Another Rotary year begins, and with it, your club starts afresh with new membership goals and an innovative plan to achieve them. If your club hasn't done so already, complete the [Planning Guide for Effective Rotary Clubs](#) (862) to assess your current membership state and establish goals for the coming year.

Once your club has set its 2008-09 membership goals, you will need to determine how to go about developing an action plan so your goals will be attained. Here are some things to consider:

- Do you have a club membership committee to lead your membership development efforts? If not, consider forming one.
- How will your club membership committee work with the district membership committee?
- Are your goals proactive, yet realistic and attainable?
- How will your club focus on recruiting individuals who will become involved, committed members of your club on a long-term basis?
- Will your club integrate the goals from RI President Dong Kurn Lee's Membership Goals Recognition program or the 2008-09 Presidential Citation into its membership development plan?

Guest Speaker Pack

Club Guest Speaker Rotary information pack now available.

Most Rotary Clubs during the Rotary year can have up to 40 guest speakers. The guest speakers quite often give Rotarians information brochures, flyers or other information about their organisation. The Rotary Club usually presents them with a small gift such as a Rotary pen etc, for giving their time to come and speak to the Club.

The guest speakers will more than likely talk to their family, friends and work associates about the experience of speaking at a Rotary meeting. But what do we give them that tells them about Rotary? A Rotary Guest Speaker Information Pack is now available from RDU Merchandise and Promotions. When Clubs give their guest speaker the small gift of appreciation they can now include the Guest Speaker Information Pack.

The information pack which is presented to the speaker in a Rotary folder has inside it a copy of the “Basics of Rotary”, the booklet “This is Rotary”, the wallet card “What's Rotary?” and a back copy of the Rotary Down Under magazine. This pack enables the guest speaker to know more about Rotary and hopefully will engender a desire within them to join Rotary. Clubs can include their own Club brochure informing the speaker of what they do as a Club.

The Guest Speaker information packs are available now from RDU Merchandise and Promotions for \$3.50 per pack plus postage, email: supplies@rotarydownunder.com.au

Readers Have Their Say

Evening Fellows

Firstly, can I congratulate you all on a great monthly newsletter and secondly, thanks for the great work you do on our behalf.

I believe my District maybe turning the corner and indications are membership is beginning to climb.

We will be holding our District AGM on the 25th of October and it will be followed by a Membership Seminar (**now postponed until December**), perhaps you may have some suggestions and or material we should use to enhance the outcome.

All the best & thanks again

Terry Daley
Governor
D9570

Do District Membership seminars help to build membership in Clubs?

District 9600 held their seminar on 10 August. At least one Rotarian (Bob Ward of Cooroy) went back to his club and was inspired to do something. 15 new people are invited to their next club meeting on August 25.

All you need to do is ask!

(Thanks Russ O'Malley and Carolyn Krueger for that information.)

Hello Noel
Excellent letter and you supplied readers with some pretty challenging numbers.
Congratulations

Wilf Wilkinson
RI President 2007-08

Talking to Potential Rotarians

When we are talking to someone about Rotary, we are trying to sell them the benefits of belonging to Rotary. We need to listen to them and find out what they are really interested in. Are they interested in youth and if they are we can talk to them about our great youth programmes such as RYPEN, (Rotary Youth Personal Enrichment) programme, or RYLA, (Rotary Youth Leadership Awards), Interact, Rotaract or Youth Exchange. If they desire to help people with medical problems we can tell them about Australian Rotary Health, or ROMAC, (Rotary Oceania Medical Aid for Children). Maybe they want to help people in countries to our north; Rotary gives them the ability to be actively involved in those countries through RAWCS, (Rotary Australia World Community Service). Of course we have so many wonderful programmes through The Rotary Foundation where they can be involved in any number of humanitarian programmes throughout the world, but they won't know what we do unless we tell them.

I am sure there is a programme of Rotary that every potential Rotarian would want to be involved with if given the opportunity. Through Rotary people can become involved with not just their own local community but the international community as well. Tell them and sell them the benefits of Rotary, our programmes, find out what they are interested in, then tell them how they can become involved, tell them about the friendships and fellowship that we all enjoy. We need to show our passion and enthusiasm for Rotary when we are telling other people about what we get out of being involved in Rotary. By seeing and hearing our enthusiasm they will want to be a part of this great organisation. Potential members will be denied the opportunity to be a part of our organisation unless members ask them to join.

Noel Trevaskis

From the Editor's Desk

What is the most appropriate age group to whom we start marketing Rotary?

Some might debate, the earlier the better!

With this in mind and a gentle hint from Sylvia Byers, I started to browse Interact clubs on the web and in particular You Tube. Take a look yourself if like me you are knocking on the door of 60 and trying to imagine the thought processes of a teenager.

It suddenly struck me that Interact is a great starting point when endeavouring to communicate Rotary to young students and at the same time educate their parents.

So off I trot to the local high school with Interact brochures and CD in one hand and my club president in the other.

I had made an appointment with the school workplace learning coordinator. This could have been the careers advisor I suppose. Anyway, we threw around some ideas about enthusing a teacher together with a small group of 14 to 18 yr olds embracing Interact.

This was one of two ideas that I took to the school on the day, the other to identify an under utilised notice board for use by Rotary identifying youth and student activities of our club and Rotary at large.

To my surprise and delight we noted five glassed cabinets that were EMPTY and anyone of which the school was happy for us to use. So with a little luck and some minimal voluntary effort I hope to report in a month or two that a notice board at the local high school is full of interesting Rotary PR for students to absorb and that an Interact club is in the making.

If you have a success story relating to high school students participation in our Rotary world we are eager to acknowledge and print.

Your editor,

Len

PS Just in case you didn't notice the E-Learning Centre link on page 3 here it is again.....

The Rotary e-learning centre web address is:-

http://www.rotary.org/en/Members/Training/ForAllRotarians/Pages/ri_default.aspx

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Zone 7A & 8A

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2008-2009**

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Membership On The Move

News from Zone 7A & 8A

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