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"WHY HAVE WE STOPPED ROTATING?"

Article by RC PDG John Prendergast



As we well know, the first Rotary Club was formed when Paul Harris called together a meeting of three business acquaintances in downtown Chicago, at his friend Gustave Loehr's office on February 23, 1905. In addition to Harris and Loehr, Silvester Schiele and Hiram E. Shorey were the other two who attended this first meeting. The members chose the name Rotary because initially they rotated weekly club meetings around each other's offices.

Within a year though, the Chicago club had become so large it became necessary to adopt the practice of a regular meeting place. And for the next 112 years, that's pretty much what we as Rotarians have been doing – meeting every week at the same venue, and generally using the same meeting format each week.

So, what happened to the Rotary in Rotary? How come we became fixed to one meeting spot? Perhaps we should more appropriately be called **Stationary**, rather than **Rotary**?

Doesn't quite have the same ring about it though, does it.

Rotarian Mark Huddleston often says that we've become a very meeting-centric organisation – and he's exactly right. Many of us know of Rotary Clubs (not our own Club of course) whose main purpose and main activity seems to be to hold the weekly meeting. Mark has estimated that we spend perhaps as much as 75% of the valuable time we invest in Rotary attending our weekly Club meetings. So, in many cases we've become social clubs, rather than service clubs. Nothing wrong with being social, but if that's all that we're achieving then I think we have a problem.

Rotary's recently-adopted vision statement tells us that

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

If we're spending three quarters of our Rotary time enjoying dinner, being fined by the sergeant, and listening to a guest speaker, then chances are that we're not as actively engaged in pursuit of Rotary's vision as we perhaps could be.

So, what to do?

The 2016 Council on Legislation gave Rotary Clubs the mandate to change things up a bit – it's no longer compulsory to meet every week, doing work on projects can constitute a meeting, and there isn't the same emphasis on attendance that there once was – a Rotarian's level of engagement is much more important than just turning up to a meeting every week.

Post the 2016 Council on Legislation, we're increasingly seeing Clubs changing the way they operate, and they're finding as a result that they're getting much more out of their Rotary experience. Many Clubs now are holding "traditional" meetings perhaps twice a month, and then in the weeks when they're not having a traditional meeting they're getting up to all sorts of things – perhaps spending their time on a project, or visiting a member's workplace (shades of Rotary 1905 all over again), or visiting projects that they've been asked to donate money to, thus getting a first-hand view of the project and the people involved, rather than remotely writing a cheque.

Not only do these excursions create added interest for members, thus helping to retain their interest and therefore their membership, and lead to more time and energy being placed on projects rather than meetings, but they also afford priceless marketing opportunities for the Club – rather than being sequestered away having dinner in an invisible restaurant or hotel, by getting out and about people actually see Rotarians in action.

And they might quite like to join us.

"REGIONAL MEMBERSHIP OFFICER UPDATE"

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, barbara.mifsud@rotary.org, <https://www.facebook.com/barbara.mifsud.1>



THE STATE OF ROTARY'S MEMBERSHIP -- presentation now available

Last month on page 5 we featured the newly updated [State of Rotary's Membership](#), a PowerPoint presentation which can be easily regionalised with speaker notes for trainings and presentations. Specifically, you can insert district membership data on slide 8, and run termination reports to share why members leave Rotary. If you've got questions about customising data, let me know and I can assist. You also can show a general video presentation: [State of Membership in Rotary Membership Resources on Vimeo](#)

DOUBLING ROTARACT

As you may have heard, President Barry Rassin has asked Rotary clubs around the world to help strengthen our young leader programs by doubling the number of Rotaract clubs. It's an important initiative that can seem a little daunting, so where do you start? Here are a few tips, resources and contact people who can help you get started:

- **Connect with local Rotaractors.** Do you have Rotaract clubs in your district? Reach out to them! Get to know them. Find out why they joined their Rotaract club and what keeps them coming back.
- **Build a team.** It's hard to do things on your own, you need a team and you want to make sure that team is comprised of the right people. Consider inviting past or current Rotaractors to sit on your committee as representatives, or even asking district membership chairs and district alumni chairs to get involved.
- **Research your area.** What university or community would be interested and benefit from having a Rotaract club?
- **Ask questions.** If you're unsure or need help, reach out to the experts at rotaract@rotary.org.

In addition, you can get in touch with Rotaract Australia Multi-District Information Organisation (MDIO), who have an Australia-wide team of experts: info@rotaract.org.au and [Rotaract Australia](#). For New Zealand and Pacific Island districts, contact [Rotaract New Zealand](#)

Looking for additional resources?

- Check out the [Rotaract Handbook](#) if you want to learn more about how to start a Rotaract club
- Find out why President Rassin and many others are so passionate about Rotaract in [7 things you don't know about Rotaract](#)
- Are young leaders even interested in Rotary? The answer is YES! Find out why in the [Engaging Younger Professionals Toolkit](#).
- Need some tips for starting a university-based campus? Read the latest article on rotary.org: [Tips for starting a Rotaract club](#)

WEBINAR: MEMBERSHIP MODELS FOR THE FUTURE OF ROTARY: 6 December 2018 - 11am-12pm Sydney time

Associate and corporate memberships, passport, satellite, and hybrid clubs: These are just some of the innovative, flexible models that clubs have designed recently. Rotary International's Membership Development team and a group of panelists will talk about the challenges, benefits and lessons of designing a club experience that works for every member. One of these panelists is Australia's very own PDG Jodie Sparks from D9455!

[Register here](#) or contact me and I can send you a link to a recording of the webinar if you can't make it.

MEMBERSHIP LEADS:

Remember to follow up with prospective members who have expressed interest in joining Rotary through the membership leads program. There could be interested members who are waiting for you to contact them! Make sure that your district has established a system for following up on these leads and clubs know what to do.

Access a guide for districts: https://www.dropbox.com/s/pc4r2dp9tci3fz5/My%20Rotary%20-%20how_to_manage_membership_leads_districts_en.pdf?dl=0

Access a guide for clubs: https://www.dropbox.com/s/b0zf37don8ecx07/My%20Rotary%20-%20How_to_manage_membership_leads_clubs_en.pdf?dl=0

See how far leads in your district have gotten since assigned, what percentage haven't been followed up on and how many leads have been converted into active members: [Membership leads progress analysis report](#).

DISTRICT MEMBERSHIP STATISTICS

Congratulations go out to the recently chartered [Rotary Club of Perth City East](#), in D9455 as well as the [Rotary Club of Gregory Hills Next Gen](#), in D9675 who had their charter night on 21 November 2018.

Here are District Membership progress to Goal reports for [Zone 7B](#) and [Zone 8](#) as well as Comparison to 1 July reports for [Zone 7B](#) and [Zone 8](#). Great to see that all districts in New Zealand didn't have negative growth as at 31 October 2018!

"HOW DOES YOUR DISTRICT WELCOME NEW MEMBERS?"

By Carolyn Johnson, Zone Coordinator, Zone 32, from Beyond Borders' Newsletter Nov 18



Your club is reaching out to community members and is having some success bringing in new members, yet the club isn't growing. When you get right down to it, we do a pretty good job inviting members to join, but each year more Rotarians leave Rotary than are getting involved. So, is the real question, the real issue, our real work in how we welcome and engage new members in Rotary?

District-wide new member celebrations are an idea that Zone 32 is promoting among our districts. It is an idea piloted by D7930 last year, with great success - an idea that is growing throughout our zone. One or two new member celebrations are held each year in each district to welcome new members (from all clubs) and provide them with information, opportunities and engagement outside the club.

The goal is to create an event at little (\$10) or no cost - to keep it fun, active, and provide lots of networking. Typically, it is a weeknight evening and begins with a light dinner (sandwiches). The format is intended to be activity focused and fast paced. We begin with networking, a get to know you game - with prizes for those who met the newest people!

Later, participants participate in small groups, engaged in conversations around topics such as the history of Rotary, International Service opportunities, Our Rotary Foundation, district events (why to go), and networking groups (Fellowships and RAGs, Rotary Action Groups).

The evening ends with a giant game of Rotary Jeopardy. Prizes are a big draw - who doesn't like to win something? A few 'grand prizes' are offered - like a free registration to district training assembly or district conference - but lots of smaller items are included, too (from Four Way Test coins to theme pins to folios - extras from last year's PETS).



An anecdote shared at a recent celebration - a participant commented that they were about to quit Rotary because their club experience just wasn't doing it for them. This was from a less than one-year member. But after this event, the new Rotarian said they plan to give Rotary another try - because they understood better the possibilities that Rotary offers.

A new member celebration is just that - celebrating new Rotarians, making them feel special, welcome, and opening the door to engagement. Fireside chats are a good way to get to know your own club, but if Rotarians are to truly be involved, they need to know what other opportunities exist - beyond the club. We must ensure that club experiences are meaningful and a good value of each member's time and resources.

District membership committees can help the value proposition (and support club efforts) by supporting newer Rotarians become engaged in Rotary. And if those new members are engaged, won't that reinforce and maximize our efforts to find new members?

"HOW NOT TO TRAIN NEW MEMBERS"

A Membership Minute by PDG Brent Rosenthal, Rotary Coordinator Zone 30, D6690



Here's a statistic that should shock you - and awaken you to action - if you love Rotary. According to recent statistics in one US district, of those members leaving Rotary, 1/3 were members for less than 1 year, 1/2 were members for less than 2 years and 80% were members for less than 5 years! Based on my travels to speak at membership seminars at various districts, I have come to believe that most - if not all - US districts have very similar statistics.

What does that tell us? First, it does not (or should not) tell us that something is wrong with the people we bring into Rotary. We need to rid ourselves of that old thinking - they all can't be wrong. What it does tell me is that our **Rotary clubs are failing our new members miserably!**

A President of a Rotary Club recently asked my opinion about his desire to "streamline" his club's new member orientation process. He felt it took too long and was too intimidating for new members. Their practice was to have new members meet with officers and directors so they could learn about the history and traditions of the club, have special sessions with committee chairs so they could learn where they might fit in best, and the usual gamut of "Red Badge" activities - serve as greeter, do a makeup at another club, attend a board meeting, do a 3 minute "Rotarian Spotlight" in a meeting, etc. They proposed to eliminate all these and replace it with a nice glossy brochure about the club, requiring they read The ABCs of Rotary, and have a half hour session with some past presidents.

I am told I am now known as a "radical thinker" for urging replacing traditions that hinder membership retention and growth. So, the President looked visibly shocked when I told him I felt that was an awful idea which would hurt his club's member retention efforts. And I think the reason is apparent.

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Think back to the first time you attended a Rotary meeting, and then your own induction. How much did you know about Rotary and Rotary service? How many people, besides your sponsor, did you know in the club? If you are like me, the answers are “nothing,” and “not many.”

I am not a fan of what I call “frat hazing” – those activities that reflect the culture of the club but don’t teach about Rotary. Don’t get me wrong – I think “Red Badge” programs are fine because they help the new members get known. But they don’t create a Rotary DNA in the member. We do that by getting new members immediately involved in their service passions! Educators know people learn best by doing - let’s help new Rotarians learn about Rotary service by **doing** Rotary service!

One club in my district recently brought in a new member who wanted to use Rotary to further her work with AIDS orphans in Africa. There was immediate suspicion among the “old guard” – is she just coming to Rotary to try to get money and members to support her project? **SO, WHAT IF SHE IS?!** Working with AIDS orphans in Africa is completely consistent with Rotary service and the Rotary Foundation’s six avenues of focus. This club, which does not have a meaningful International Service project, should welcome this new member with open arms and throw rose petals at her feet!

Our new members are the most important tool we have for growing Rotary and our service to the world. They are also the most at risk of leaving. So they need special attention and emphasis for training and immediate engagement!

Passions. Everyone has at least one. When we make it a priority to find our new members’ passions and fuel them through Rotary our new members drop out problem will be solved.

“ACTION STEPS TO MAKE YOUR CLUB ACTIVE AND ATTRACTIVE”

From *‘The Heartbeat’, Newsletter of Rotary Zones 30-31, July 2018 edition, page 5*
Article by Rotary Director 2017-19 Greg Yank



Membership is the job of all of us. It is the number 1 internal priority of Rotary International and we all need to work and take responsibility to invite qualified individuals into our great organization. We have heard the number 1.2 million Rotarians for the last 16 years so growth has been flat up in certain parts of the world and down in others – the US is one of these. I have spoken about the need to have strong and vibrant clubs for a number of years and I have included below some action steps clubs can take so they are active and attractive.

Premise: *An active Rotary Club will be attractive to prospective members and will engage/retain customers*

1. Honestly evaluate your Club “fundamentals”:
 - A spirit of hospitality
 - Venue
 - Costs
 - Food
 - Room appearance
 - Is the meeting well run?
 - Rules/Traditions
 - Meeting frequency, day and time
 - Attendance requirements
 - Membership types
 - Are your meetings FUN?
2. Have the board complete the [Rotary Club Health Check](#) and conduct a [member satisfaction survey](#)
3. Engage in a [Club Visioning](#) event
4. Ensure programs and speakers are interesting and compelling
5. Provide opportunities for hands-on service, fellowship, and professional development
6. Find a signature club project that engages the club’s members and positively impacts the community
7. Implement Rotarian of the week and recognize members’ achievements and milestones
8. Keep members informed about club goals, projects, events, finances, and opportunities
9. Have your club reflect your community in terms of your members’ age, gender, ethnicity, and diversity
10. Engage in an active PR program including an online presence and social media focus
11. Create a strong [new member orientation](#) program and conduct meaningful induction ceremonies
12. Implement a mentoring program
13. Identify what % of your members have sponsored or invited another person to a meeting (last 2 years)
14. Solid track record of giving to our Foundation
15. Leadership transition plan to provide for continuity.

"MULTIPLIER EFFECT"

From Rotary weekly, 16 November 2018

Article by Kim Lisagor, Rotary Club of the Central Coast-Passport, D5240, Calif

At first glance, everything about the [Rotary Club of Vancouver Yaletown](#) seems modest: its meeting space (a cozy conference room in the lobby of a downtown high-rise); its roster (11 members at the start of this Rotary year); even its short list of past presidents (several of whom have held the office more than once in the club's 10-year history).

But Yaletown's achievements are disproportionate to its size. The secret to the club's success? Every member is an active member. "We're a small club, but we do great things," says Neil Mort, who is in his second term as club president. "They call us 'the little club that could.'"

Indeed, the calendar that Mort projects onto the wall during a recent meeting is packed with activities: fellowship and service opportunities; networking, fundraising, and outreach events; and a celebration of the club's first decade.

Yaletown Rotary was founded in 2008 by Rotarians who wanted a structure that was more economical and convenient than their traditional clubs. They meet for one hour right after work, with no meal, and plan social activities and patronize local businesses together.

The club is a favorite of out-of-town Rotarians. "We have visitors all the time because of our location," says Jane LePorte, club secretary and youth services director. The Yaletown neighborhood sits at the southern end of Vancouver's downtown business corridor, about a mile from where the cruise ships dock at Canada Place. High-rise buildings tower above street-level boutiques and sidewalk cafés. Restaurant menus reflect the city's many cultures. A few blocks from the club's meeting place, water taxis zip back and forth across the False Creek waterway to the Granville Island Public Market. A popular bike path parallels the park-lined shore.



Rotary Club of Vancouver Yaletown members Lejla Uzicanin (from left), Neil Mort, and Rebecca Donnelly.

As members joke around and discuss plans for their 10th anniversary party — which, it appears, will likely include either polka dancing or the use of a club member's recently acquired karaoke machine — it's clear that this isn't just a Rotary meeting; it's a gathering of friends.

The club's outgoing nature is reflected on its active social media accounts. Its Instagram page has more than 600 followers, and members recently used Facebook to launch a fundraising campaign called the Every Drop of Talent Challenge, which called on supporters to post a video of themselves performing their talent, then tag three friends to do the same or to make a donation.

Another tip for small clubs? The Yaletown Rotarians piggyback on other groups' outreach events, such as a Canada Day celebration put on by the Rotary Club of Lionsgate, which drew more than 20,000 attendees to a park in North

Vancouver, a town across the harbor from Vancouver. Yaletown Rotary hosted a booth that featured a small pool filled with dirty water. "People came by and said, 'What's that?'" says Karen McDiarmid, membership chair and two-time past president. "We said, 'Do you want to drink this water, or do you want to drink clean water?' Then we'd get a conversation started."

The Yaletown club's focus on clean water came after hearing a presentation on rainwater collection last year. The club decided to partner with the [Rotary Club of Hurlingham-Nairobi](#) on a project that aims to bring fresh water to four rural schools in Kenya via a rooftop collection system.

"There's a desperate need for water there," Mort says. "They simply don't have a water source that's close by and sustainable." During the dry season, children sometimes have to walk up to 20 kilometers per day to fill a 5-gallon bucket with water of questionable quality. "That's all they do all day," he says. "They don't go to school."

At the Canada Day event, a volunteer face painter and a stack of coloring pages kept kids busy while their parents learned about the project. The back of each coloring page featured information and a link to the club's fundraising page.

"We decided as a group to commit to the project," says Mort, who travelled to Kenya for a site visit last year. Other members are promoting the project on social media.

There are challenges to being a small club, but there are also advantages. Unlike some clubs that have time for only a few members each week to share their news and contribute "happy dollars," at Yaletown meetings, every member shares a happy thought each week and drops some coins in a can.

When everyone is engaged, a little can go a very long way.

"A CLUB ELECTS ITS YOUNGEST EVER PRESIDENT"

Adapted from Rotary News, Nov 2018, Tamworth Informed, Drayton

The [Rotary Club of Tamworth](#) (UK, D 1060) has chosen 24-year-old Kyle Raffo to lead the Club with the aim of widening the group's appeal and attracting new members over the next 12 months.

The Rotary Club of Tamworth alone has raised hundreds of thousands of pounds for charity since it first started just over 70 years ago, and the group shows no sign of slowing down in that respect.

In the region of £50,000 is expected to be raised by the Tamworth branch during Kyle's presidential year until July 2019. This is raised through a variety of fundraising activities, such as the incredibly popular annual Rotary Sleigh Appeal and Cathedral to Castle Run.

Much of the money raised is donated to local good causes carrying out vital work in many sectors of the community, as well as supporting national campaigns to fight global diseases, promote peace, alleviate hunger, support education, grow economies and provide clean water, sanitation and hygiene for all.

Kyle, who is known for running successful businesses in the town, said: "I joined Rotary around four years ago because I wanted to get involved in the local community and help raise funds as part of an organisation."

"I've really enjoyed it so far as it's a great way to meet and work with other like-minded people who are looking to come together for the benefit of others in the local area. "I was able to get stuck into a variety of projects straight away, including as race director of the Lichfield Cathedral to Tamworth Castle 10-mile run which we started two years ago in partnership with three other Rotary clubs in Tamworth and Lichfield.

"To now be elected as president – the youngest in the club's history! – is a real honour and I'm really enjoying".

"My theme for my presidential year is 'seeing the difference' and I want to focus on buying actual items that charities need in order to carry out their vital work. We have a very special celebration evening coming up at the start of next year where we will be presenting some of those items. "We have members ranging in age from those in their teens to those in their nineties, although our average club age is one of the youngest in the UK. Meetings are relaxed, with an optional meal, they have a range of different projects and activities to get involved in depending on a person's area of interest.



"YOUNGEST PRESIDENT HIGHLIGHTS COMMUNITY SERVICE GOALS"

Adapted from an article written by Lucy Jarvis Joondalup Times. September 25th, 2018

"The [Rotary Club of Joondalup](#) was chartered more than 20 years ago and has been involved with a number of projects, locally and internationally. Youth exchange, a beach clean-up and homelessness issues are some of the focal points for the Rotary Club of Joondalup.

President Eliza Bourgault du Coudray (23) said the group of "community-minded individuals" met regularly at Joondalup Resort in Connolly and lived by the mantra of "service above self".

The Connolly (northern suburb of Perth, WA) resident is the club's youngest president to date and her goal is to lift its profile in the community through engaging meetings, community projects and developing networks with businesses and individuals.

"The club is currently seeking new members and there are a variety of ways to support and be involved with the club – either by becoming a member, hosting an exchange student or volunteering for a project," she said.



**Photo of Eliza by:
Martin Kennealey**

"IS YOUR DISTRICT HAVING A MEMBERSHIP SEMINAR?"

Article by RC PDG Tim Moore, tim@cinet.com.au

I was invited to help at a recent District Membership seminar in the Gold Coast, Queensland, Australia. Three districts got together to focus on the issue of membership retention. This was a concerted effort by PDG Michael Irving – 9640 membership chair and DGN and public image guru Andy Rajapakse.

It was well promoted, included 2 keynote speakers – author of *Creatures of Habit* Mark Huddleston who has put his words into actions helping create the [Rotary Club of Seaford](#), South Australia and communications guru Evan Burrell. RMO (Regional Membership Officer) Barbara Mifsud and myself presented and helped facilitate the popular discussion sessions with MC Kay Titmarsh and other local Rotarians.

The organisation and program were not rocket science but it was so popular and effective. [District 9640](#) was one of only two Australian districts to have positive membership growth last year (the other one was [D9810](#) who also has regular membership forums). The October membership figures show D9640 way out in front again for growth in Australia.

Yes, the end of year invoices will be out shortly and the inevitable hit to growth may happen again, but here is how one district is trying and achieving success, not only by starting the new [Varsity Lakes Rotary Club](#) and a satellite club but addressing retention too. Well done!

What could your district achieve by running such a seminar? Your Rotary Coordinators want to help and be involved. Please let me know your experiences.



"AWAPUNI CLUB - TICKING ALL THE BOXES"

Article by ARC PDG Deb Gimblett



Having a strategic plan (long term commitment 6 years to date)	Ⓟ	
Increasing the 'Mana' in the Raleigh Park and the Awapuni Suburb	Ⓟ	
Due to high profile in community a new Rotaract club has been chartered	Ⓟ	
Consulting with its local community	Ⓟ	High Visible Rotary branding in its community
Learning what's its community needs are	Ⓟ	Rotarians having fun
Working in partnership with other community groups	Ⓟ	Creating a high profile in their local community
Using Rotarians skills to apply for grants and sponsorship	Ⓟ	50% increase in membership

CLUB GROWTH – COMMUNITY BENEFITS.

At the culmination of six years' work the [Rotary Club of Awapuni](#) opened the first Steven Adams Basketball court in NZ, at Awapuni, Palmerston North last August.

The suburb of Awapuni sits beside another tough area which has a few higher profile gang murders and raids, as such, the other suburb got most of the funding and attention from the city and social services. The need for Awapuni was no less and the social research showed that if you built a supportive community that crime and violence will reduce.

The first step was to get the neighbours together and ask them if they saw it the same way. So was born the Awesome Awapuni Day 2012, a free day of food, entertainment and 20 tents containing social service providers. They were expecting 500 but got 1,000 neighbours attend, many they had not meet before. They developed the now legendary Awapuni Rotary Club vegetable stir fry...one of the top requests every year since and still today. Also, the Awesome Awapuni community group was formed, a bunch of people who worked or lived in Awapuni.

They then asked the community how they wanted to feel about their community? They got a lot of 'We want' 'We need', 'Other suburbs have one, why can't we?'

This group consulting with its community came up with its OBJECTIVE: To uplift the 'Mana' of Raleigh Park and Awapuni suburb.

The demographic population is made up of 70% Maori, 15% Raratonga/Pacific Islanders, 15% Refugees.

To achieve this objective, it was not going to be just another coat of paint and woodchips that they requested and club members wanted to complete in 1 year. The Awesome Awapuni community group asked the community in one of their free pot-luck workshops, community soup nights, movie night and Awesome Awapuni Day (2017) what they wanted.

The 3 key elements for the park that were developed were: meeting place, family safe, basketball court.

The 3 key physical elements designed into the park were: Family size Gazebo with double electric BBQ and seating; Lighting and open play area: New full-sized Basketball court.

Rotarians staged the process with the community engagement and council oversight but it was the Rotary Club Charitable Trust that was the legal entity that applied for funds and ultimately its reputation that allowed the club to raise \$280,000. This has been a real community initiative and has the backing by multiple community groups all of whom have had major input into the project to date.



Launch day of the community park and playground

One month after securing all the 280,000 funding they got a call from NBA basketball player, Steven Adams' brother, Ron, asking if they would like a NZ first Steven Adams Basketball court. They said yes and the rest is history. Ron himself has memories of shooting hoops on the very old court at Raleigh Park

The court has an urban mural painted on it by Askew 1, a global graffiti artist who was raised and tagged in Awapuni. This was a collaboration between Rotary, Council and Community that was then overlaid with sporting superstar who will put his name to a court as a symbol of aspiration and achievement

This project was not about building a flash playground and court to give the community...then pat themselves on the back and say Rotary did well then walk away. This is a start of a community who now asks each other 'what shall we do next?'

SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, a couple of captioned photos, and email to [Issa Shalhoub](#), this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

"UNSUCCESSFUL COUNCILLORS CAN BECOME SUCCESSFUL ROTARIANS"

Article by Euan Miller, D9520 Membership Chair

During the November local government elections in SA and Tas there were a lot of sad people who stood for office but failed to attract sufficient votes. It is always tough to win a post on Council, if voting is not compulsory and more especially if you are not a household name in the community.



Some clubs in SA saw this as an opportunity to attract such people to membership.

They wrote to all the unsuccessful candidates in their council area suggesting joining their Rotary Club was a great way of increasing their exposure in the community, building their networks and doing good at the same time. All this would make a good CV for any candidate looking to stand in four years' time.

It is too early to see how successful this strategy was but Rotary clubs should be always looking for new ways of promoting themselves and their advantages. Clearly candidates for local government office want to serve the community just in the same way as we Rotarians do. If we can provide mutual benefits it is a great way to build membership as well.

"PLANNING YOUR NEXT PETS EVENT"

From Rotary Training Talk, November 2018

As you plan your presidents-elect training seminar, take advantage of resources on the [Trainers page](#) of My Rotary and in the [Learning Center](#) to:

- Finalize your curriculum using the [PETS Leader's Guide](#)
- Prepare facilitators with the [Train the Trainer Seminar Leader's Guide](#)
- Assign course segments from [Club President Basics](#), including the Be a Vibrant Club worksheet and the How to Set a Goal instructions in the [Rotary Club Central Resources](#) course
- Review the Foundation Overview presentation in the [Rotary Foundation Basics](#) course to prepare for discussions during PETS
- Consider using the Practice Lab to give participants experience with Rotary's online tools.

**Season's Greetings
and Best Wishes
from the Newsletter's Team**

**The next issue of this Newsletter
will be published in February 2019.**

All past editions of the "Rotary on the Move" Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub drissa@bigpond.com

ROTARY COORDINATORS TEAM

2018 - 19
ZONES 8 AND 7B

Zone 8; Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

Zone 7B; New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

RI DIRECTOR ZONE 7 AND 8

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