

MEMBERSHIP MAGIC



OUR FAMILY OF ROTARY BY: JENNIFER COBURN

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Working With Rotarians in:

- Australian Capital Territory
- New South Wales
- South Australia
- Victoria
- Tasmania

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I write this article from two perspectives— firstly, in my role as the RI Regional Membership Coordinator and secondly as the Family of Rotary Area Coordinator for Zones 5, 6, 7 & 8.

Family of Rotary—just what does it mean? Well may we ask as we always strive to embrace the `Family' of Rotary in so many and varied ways.

From our immediate family—our life partners, our children, our siblings and other relatives. For clubs who have not embraced a dual gender membership, the opportunity to grow your membership through the invitation to your partners to join Rotary is one I would actively encourage.

Just this past week, I was asked if clubs could have both a husband and wife in the same club. Naturally, the answer is yes—and my own club has several couples and there are many examples throughout the Zone of couples

both being in Rotary—with some choosing to be in the same club, some electing to enjoy their Rotary in separate clubs. Do consider this opportunity to develop a base of members with which you can then grow and expand.

Also consider your siblings—brothers and sisters; have you ever recommended them for membership in a Rotary club in their residential or business area? If not—why not? Are they not suitable or are we making a judgement that it isn't for them?

Naturally, our Family is far broader than our `natural families', but extends to the myriad of Rotary programs and involving those who have experienced so much along the journey. To people like Jennifer Reid, Tony Kuc, Angela Forthun, Wendy de Luca, Shia Smart, Richard Bell, Gary Green, Wendy James, Sue Holmes, Alan Vickers and Tanya Barnes—these Rotarians

were originally all a part of the **'Rotary Family'** and were delighted to join Rotary and share their desire to give to others.

Have you considered inviting along the partner of a member who has passed away?

As we approach the Christmas Season, we will be busily planning our Christmas festivities. As we prepare our club celebrations and social activities, let us make sure we invite all those who have been a part of our clubs activities this year—a part of our Rotary Family. Let us invite our Youth Exchange Student, our Group Study Exchange Nominee, our RYLA Seminar attendees, our Volunteers at the `Rotary Shop', our children, the local paper and the other key people around your club—your families—your partners, your children.

The Family who are featured in this edition all make Rotary happen! ☺

WEB DESIGNERS...

Our Membership Team is keen to have a Website for Membership, so we can share the success stories of our Zone and gain an insight into that which is working both in the rural and metropolitan parts of our Districts.

If you know a Web Designer who would be willing to assist us as a Service opportunity—to develop a Website which we can then update—we would love to hear from him / her.

WHY OUR ALUMNI JOINED ROTARY?

One of the best opportunities for membership is to recruit the participants of Rotary Programs—be they Rotary Foundation Programs such as Group Study Exchange, Ambassadorial or Cultural Scholars, Peace Scholars, University Teacher Grant Recipients, RYLA, RYPEN, Youth Exchange, Rotaract or others within your District or Club.

In this edition of Membership Magic, we will feature a number of Rotary Alumni who have subsequently joined Rotary and share their thoughts with us.

We asked the following questions:

1. When were you involved in your Rotary program, what was it and who was your sponsor club?
2. What age were you when you went away and when you subsequently joined Rotary? (Optional)
3. When were you asked to join Rotary?
4. How many Alumni of Rotary Programs are in your club?
5. Why did you join Rotary?
6. What has been your involvement since joining?
7. Why have you remained a Rotarian?
8. What would you say to other Alumni, if they are asked to join Rotary?
9. What would you say to Rotary Clubs about their inviting Alumni?

ANGELA FORTHUN (NEE LAMBERT)



I was a recipient of a Rotary Foundation Cultural Scholarship in 1998/99 where I went to Japan and studied Japanese at the Osaka YWCA College for 3 months. Being hosted by District 2660, I was sponsored by the RC of Glen

Waverley. I was 31 years old at the time and on my return was approached by two Rotary clubs to become a member, but in June, 1999 was inducted as a member of the RC Glen Waverley.

My sponsor counselor Tony Hough from Glen Waverley has subsequently become an Alumni after leading a team to Japan a few years ago. I continue to be involved with the Scholarship Program through my involvement as a Counsellor to Yuko Masuda a few years ago and next year will be counselor to Yumi Tanaka who will study at Monash University in Melbourne. I actively support alumni activities and GSE Groups as well.

I am actively involved in volunteer work with other community agencies and thought carefully about how to continue this work when I joined Rotary. I have managed to balance my involvement with all groups and try to place realistic expectations on my involvement. Since joining Rotary, I have had two children who are now 2 and 5. I simply took Leave of Absence when required and I don't aim for 100% attendance. My husband is very supportive of my involvement with Rotary.

As a younger member of the Rotary Club of Glen

Waverley, I constantly receive support and encouragement from other members of the club. They are understanding of my family commitments and really welcome our boys when they come along to club activities. I enjoy being a member of a large club because there is always a variety of activities and programs taking place at one time and many members available to share the load. I love the vocational diversity of the members and sharing cultural and sporting interests as well.

I decided to become a Rotarian because I believe in Rotary's principles and its focus on service. I find my skills and contacts as a teacher very useful in supporting programs for young people. I am currently Chair of my club's Vocational Service Committee.

During the preparation and participation in Rotary programs, recipients learn a lot about Rotary. It is important to foster this interest and expand their knowledge. I believe that Rotary Clubs should actively pursue their alumni as potential members. Clubs should encourage them to attend meetings or participate in activities to learn more about their club and Rotary. Remember to invite them to Christmas Dinners, Social functions, DG visits, subsequent meetings that may interest them and even club anniversary activities. Alumni may not be able to become a member and get involved immediately, but they will never forget their Rotary experience and this will always plant a seed later on and potentially create interest and encourage involvement. Clubs should take care to keep an accurate data base of recipients so that follow up can continue to happen into the future. ☺

“They are understanding of my family commitments and really welcome our boys when they come along to club activities”

OUR ALUMNI CONTINUE

Rotary alumni give us a fantastic opportunity to expand Rotary membership with proven outstanding young leaders. Their youthfulness and enthusiasm, coupled with their recent and very positive Rotary experiences, ensure they will become marvellous Rotarians. The Rotary Club of Horsham East has maximized its involvement of Alumni and proudly boasts six past Group Study Exchange participants amongst its membership in the mid 60's. Jennifer Reid—a GSE participant in 2004—tells us of her experience and why, as an Alumni, Rotary means so much to her.

Tony Kuc on the other hand joined Rotary many years after his RYLA experience and shares with us why he joined and his thoughts on those questions we have asked.

JENNIFER REID



Q: When did you go on GSE?

A: March 1st, 2004

Q: Sponsored by RC Horsham East?

A: Yes

Q: When were you asked to join Rotary?

A: In May 2004

Q: How many past GSE Team Members are in your club?

A: Six—myself, Gary Green, Wendy James, Sue Holmes, Alan Vickers & Tanya Barnes—and they are all still in Rotary.

Q: Why did you join Rotary?

A: I admire what Rotary International has achieved throughout the world and had been involved and invited to several of the clubs past social and community activities and was really impressed with the 'team spirit' of the club.

Q: What has been your involvement since joining?

A: I have been on the District 9780 GSE Committee, Club International Service Director, Catering Committee Member and a member of our Art Show Committee.

Q: What would you say to other Alumni, if asked to join Rotary?

A: You have to give Rotary a go... It just becomes such a big part of your life in so many ways. I receive much more from being involved as a member of Horsham East Rotary Club than I give to it. I would be still kicking myself if I had passed up the opportunity to enrich my life and expand my circle of friends and to become more actively involved in my local community.

Q: What would you say to Rotary Clubs about utilizing alumni?

A: I think we take a too light approach on 'expecting' that GSE members would like to join Rotary. We need to get them much more involved prior to the trip other than handing them the jacket and then continue the contact and invites on their return. ©

TONY KUC

Q: When did you go on your RYLA Program and who sponsored you?

A: In 1971, a one week Leadership 'Camp' at Albury through my sponsor club, the RC Mansfield.

Q: What age were you when you went and when you subsequently joined Rotary?

A: I was 17 when I went to RYLA and subsequently joined Rotary when I was 47, although toyed with joining a Rotaract Club when I was 22, though the club never commenced.

Q: When were you asked to join Rotary?

A: In 2000 when I was new to Immanuel College, Adelaide. I received an invitation letter from the RC of West Torrens, took up the invitation and subsequently joined.

Q: Why did you join Rotary?

A: Initially because I was invited, however I was looking to extend my involvement beyond the teaching community and being in a new city, it seemed like an opportune moment to stretch my wings!

Q: And your involvement since joining?

A: West Torrens club was a small one, with ageing members and little capacity and finance to do major projects in the community. I was probably the youngest member at the time. Because of my emerging connections with local schools, I became the Vocational Director and member of the Board and in that capacity got students from local schools and my own school to go to RYPEN, Technology Week, Siemens, Citizenship Week in Canberra, etc. I was also part of the Board who made two attempts at membership drives to recruit new members. Returning to Melbourne in 2005, I thought I'd continue my association with Rotary and subsequently joined the RC Mont Albert & Surrey Hills (MASH). My involvement has included the Vocational Committee, MC of the District 'Red Faces' Fundraising Night, Sausage Sizzle Regular and assisted with the Club's Book Fair.

“We need to get them much more involved prior to the trip other than handing them the jacket and then continue the contact and invites on their return.”

Jennifer Reid

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THE PETER HILSON STORY

I met Peter at the recent District 9710 New Directions Seminar. He tells us the story of how he and his wife Dee became members of the Canberra—Fyshwick Rotary Club—all thanks to Keith Notley.

“Three years ago, I had just moved to Canberra for business reasons and was now visiting a local car distributor to discuss vehicle servicing. At that stage, my wife and I, both Rotarians, were seeking a new Rotary Club to call home and we had a few make-ups in the area and we had yet to identify a Club that ‘felt right’. So, here I was standing in the Dealership talking with a salesman when he noticed the Rotary pin on my jacket lapel. He asked which club I was a member of, a discussion ensued—it was then added that we should consider attending a meeting at a club that was guaranteed to be a little different.

That simple chance encounter, plus the fact that somebody took the effort to ask the question resulted in my wife and I transferring to Canberra-Fyshwick. We have since introduced another member, and I have gone onto become President for the 2006/2007 year.

Never assume that the person in front of you would not be interested. Take the time to open the discussion and ask some questions—you never know where things might lead. Also, I strongly recommend that you wear your Rotary Pin (I like the small type) - it pays to advertise.

Ciao
Pete”



TONY KUC: Former RYLarian and now Rotarian at Mont Albert & Surrey Hills

WAGGA WAGGA MURRUMBIDGEE IS ON THE WAY

Congratulations—the Rotary Club of Wagga Wagga Murrumbidgee celebrated its charter on Saturday 20th October at the Riverine Club together with family, friends, DG Geoff & Maria Bargwanna and RRIMC Jenny Coburn joined the evening also.

President Wendy De Luca and the members of the club have developed a focus on meeting in a new style—what they term a ‘New Generation Style Club’. In the club, they have focused on removing obstacles often put in front of members, they have a varied meeting format and style; their membership ages vary from the 20’s to 60’s.

President Wendy and the other 22 members of the club have already been very active in establishing the club with projects already completed.

They have introduced a particularly interesting meeting once a quarter where they meet at the Blood Bank—and those who can—give blood. A fantastic initiative—congratulations.

District Governors Representative for the Charter, PP Gary Roberts, has transferred from the sponsoring club and has shown great leadership to the team in the progress of the club to charter.

With a diversity in age and classification, the club is active already in the community combining with the other 5 clubs in the city. Wagga Wagga with a direct population of 57,000 is known as the “capital” of the Riverina Region, serving as a support city for 200,000 who live and work in the rich southern agricultural area of New South Wales. With Charles Sturt University based at Wagga Wagga and a Military Base, these provide the source of several members of the new club.

(Continued from page 3)

- Q: Why have you remained a Rotarian?
- A: The idea of service beyond teaching still appeals and I like the satisfaction of being part of a successful community service organisation. I have a few skills to offer, I enjoy the fellowship. MASH meets my criteria of “involvement to the degree of one’s time and abilities”.
- Q: What would you say to other Alumni, if they are asked to join Rotary?
- A: Whilst you won’t realize it at the time, someone has recognized your inherent talents to serve your community and exercise leadership...join Rotary as you come to the realization that RYLA wasn’t a set up or a plan or a fluke—but a recognition of the skills you have to offer others, and then release that talent.
- Q: What would you say to Rotary Clubs about their inviting Alumni?
- A: Similar response to the above, however encourage the club to invite RYLarians to play leading roles in your club projects, etc. ☺

“Never assume the person in front of you would not be interested. Take the time to open the discussion and ask some questions—you never know where things might lead.”

Peter Hilson

“Encourage the club to invite RYLarians to play leading roles in your club projects”

Tony Kuc

PRESIDENTIAL CITATION - LEADING THE WAY

To achieve a Presidential Citation, your club needs to complete the following components for Membership.

Membership Goal: Mandatory

Develop and implement a membership recruitment plan to achieve a nett increase of one member by 1 April, 2007 (Note the increase must be achieved by 1 April, 2007).

Additionally, one of:

- Invite at least one Rotary Foundation Alumnus or alumna to join your club.
- Encourage diversity of

membership and promote a balanced membership. Induct new members from demographic groups not currently represented in your club.

- Sponsor a new Rotary Club.
- Develop a Certificate, or other form of recognition to recognize individuals who bring in new members.

In addition to membership, clubs who achieve **one** of each of the areas detailed for Club Service, Vocational Service, Community Service & International Service are eligible for the Presidential

Citation.

Further information is available on the Rotary International Website—<http://www.rotary.org/programs/awards/club/presidential.html>.

Key Dates Are:

1st April, 2007: Club to complete Certification Form and submit to District Governor.

By 15th April, 2007: District Governors to submit a list of Certified Clubs to Rotary International Headquarters.

UPCOMING EDITIONS—WATCH OUT FOR...

- A Membership Chair's Perspective
- Club Membership Meetings - What Works?
- New Members' Information Functions
- Involving New Members—the Key role of a Mentor
- Club Leadership Plan—Its impact on Membership!
- The Thoughts of RI Director Ian Riseley on Membership.
- More success stories...

AWARDS

There are a number of RI Membership Awards & Recognitions for which Districts & Clubs may strive:

RI Membership Development & Extension Award

This program recognizes clubs for three fundamental aspects of membership: membership growth in existing clubs, retention of current club members and the organization of new clubs.

This is a District Level Award Program in which clubs compete within their own District for the award.

Starting point is based on clubs Semi Annual Returns at 1.7.06. After 15 May 2007, each DG will be asked to report the following information to RI:

- Club in District with highest % growth rate.
- Club in the district that inducted the most new member.
- The club in the District with the highest retention % rate.

- Clubs that sponsored a new club.
- Each of these clubs will receive a Recognition Certificate signed by the RI President.

In addition, DGs who meet or exceed their membership goals by 15 May receive Special District Membership Recognition from the RI President.

RI Recognition of Membership Development Initiatives

To acknowledge clubs who have developed and implemented creative strategies to positively impact membership in their area, one club from each District will be recognized for their efforts based on their fulfillment of one of the 3 primary foundations of membership growth & development: Retention, Recruitment or Organization of New Clubs.

Key Dates:

Clubs must submit to DG by 15.4.2007
 DG's must submit forms to RI by 15.5.2007.

There are many other Awards—both for Clubs and Individuals—encourage you to go to the RI Website to download the forms and details:

The site is www.rotary.org Select

- Clubs District Support
- Awards & Recognition

Then peruse. I will feature others in future editions of Membership Magic—but these provide a start on the opportunities for recognition for Clubs. Have you considered recognizing a member of your club with the 'Four Avenues of Service Citation' or nominating a member of your club for the 'Service Above Self Award' through your District. Or making a suggestion to the District on a suitable candidate for the Rotary Foundation Awards—of which there are also many.

Happy recognition time.

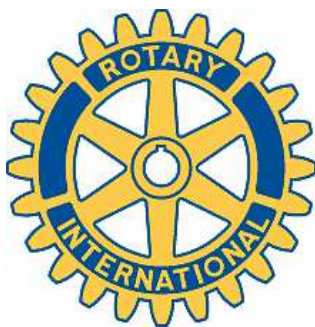
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Handy Hint !

Why not appoint a Past Assistant Governor to work with an 'at risk club' who has had an excellent relationship with that club in the past—and understands them and their difficulties. They can assist with developing Membership Plans & Strategy.

PDG Jennifer Coburn
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Surrey Hills Vic 3127
Australia

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Mobile: 0407 689 777



Recruitment!
Retention!
Extension!

Official Membership Figures

At 30 June, 2006

D9680	67 clubs	2013 Rtms
D9690	36 clubs	1011 Rtms
D9700	42 clubs	1184 Rtms
D9710	48 clubs	1492 Rtms
D9750	55 clubs	1654 Rtms
D9780	61 clubs	2205 Rtms
D9790	60 clubs	1823 Rtms
D9800	70 clubs	2835 Rtms
D9810	51 clubs	1411 Rtms
D9820	51 clubs	1556 Rtms
D9830	49 clubs	1467 Rtms

Total Zone 8A

Clubs

At 1 July 2005= 593
30 June 2006= 590

Membership

At 1 July 2005 = 18,512
At 30 June 2006 = 18,651

FREQUENTLY ASKED QUESTIONS

QUESTION:

I AM MOVING. HOW DO I TRANSFER MY MEMBERSHIP TO A CLUB IN A NEW AREA?

If you're moving more than 30 kilometers and will no longer be a member of your current Rotary Club, you can either complete the *Rotarian Relocation Form* or ask your club secretary to submit the *Membership Referral form* on your behalf. (These forms are at <http://www.rotary.org/membership/development/moving.html>.)

It is important to remember that membership continues to be by invitation and the discretion of the local Rotary Club is still in place. Notified clubs are under no obligation to consider any person for membership.

We encourage all relocating Rotarians to seek out the clubs in their new location. Because each Rotary Club is self-governing, however, membership isn't really transferable. Once you've been accepted for membership in a new club, you should resign your membership in your former club, as of the admittance date to your new club. Be sure to use your former membership number, so that your membership history is retained. Several clubs have asked me about transferring members—if you have any concerns as to the member visiting your club, do feel free to call the original club or even the Governor of that District.

NEW CLUB HAPPENINGS

District 9710

Provisional Rotary Club of Mitchell—Gungahlin

Sponsor Club: Ginninderra
Contact: Rowley Tompsett
This club has 8 Rotarians who have joined as a Satellite Meeting of the RC Ginninderra as a part of their Extension Strategy.

which closed several years ago. Discussions have commenced on this club.

DG Ray advises he has appointed a Special Representative to Re-Charter *Port Kembla* leveraging on opportunities in the Warrawong / Lake Illawarra area. This is effectively attracting an additional 9 Members. The District is also working towards a 'Recharter' of *Wollongong North / Fairy Meadow* which is currently at 9 members.

If you know of a potential Rotarian in any of these areas—please contact your relevant Membership Coordinator and we will happily forward on the details.

District 9750—DG Ray Patten reports that the *Provisional Club of Wollondilly* is progressing very well with all Office Bearers in place, a local project completed and proceeding well. If you know of someone in this area, please contact PDG John Lee on 0403 498 092 or by email: jondilee@bigpond.net.au

DG Lou in Tasmania (D9830) advises that a *Proposed RC of Elphin* in the Launceston area is well under way with 20 expressions of interest.

Progress has commenced with a *Proposed Club of New Norfolk* to replace a club

A SHARING & CARING FAMILY

A wonderful gesture which many families have made—and what a wonderful Christmas Gift it would be is to make a Contribution to The Rotary Foundation. You could make a gift outright—or a very simple approach would be to make a contribution to The Rotary Foundation in your will.

The opportunity to make a Bequest to The Rotary Foundation is available now or any time in the future. Many organizations are very proactive about advertising that they accept bequests.

Giving as a part of the Family of Rotarians throughout the world to assist those in need in our Global family will be a wonderful reward. If you would like to make a Bequest, please contact me on bph@bigpond.net.au and I will happily forward you the relevant paperwork

I hope you can take this opportunity to share with the Family of Rotary.

Jenny Coburn