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## "KOREA – HOW GOOD WAS THAT!"

**Article by PDG Malcolm Lindquist, Zone 8 Rotary Coordinator**

Having just returned from Seoul following the 107<sup>th</sup> Rotary Convention, co-chaired by our own RI PE Ian Riseley, where President Ravi shared his successes and dreams with around 45,000 attendees, I continue to be amazed at the involvement of Rotarians worldwide.



When the Secretary General of United Nations Ban Ki-moon praised the work of Rotary in so many areas including polio eradication, it is evident that we should be proud of the contributions we make collectively in our local communities and abroad.

At this time of the year we welcome new members to our team of Zone Coordinators and Assistant Coordinators. Special thanks to retiring Rotary Coordinator PDG Jessie Harman for her contribution over the past three years in the role and welcome her replacement PDG John Prendergast who will add a Kiwi flavour to the team.

Our team of Assistant Rotary Coordinators has also changed. We say farewell and thank you to Ian Lomas, Des Lawson, Keith Roffey and David Anderson in Australia and Raewyn Kirkman and Lionel Wilson in New Zealand. Their newly appointed ARC replacements are Craig Edmonston, Wendy Scarlett, Adrian Roach and Charlie Speirs in Australia and Deb Gimblett and Jennie Herring in NZ.

Districts and clubs are urged to use members of the extended coordinator teams (including Foundation, Public Image and Major Donor) to make our involvement better,

***"Every day in Every way", [Mahatria Ra, a convention quote].***

By forwarding details of the good things that are occurring in our region to our team, you will assist our wonderful 'Rotary On The Move' editor, Issa Shalhoub, to publish material that will allow us to say "How Good Was That".



**RC Malcolm meeting up with members of the *Rotary Club of Dillibazar* (Nepal) in the House of Friendship, Seoul**



**Convention notables including RID Jennifer Jones (4<sup>th</sup> right), RID Noel Trevaskis (4<sup>th</sup> right back) and Chair of Foundation Centenary Celebration Stephanie Urchick (2<sup>nd</sup> right).**

# "THE NEW ROTARY YEAR"

**Rotary Training Talk, June 2016 edition**

To prepare for RI President-elect John F. Germ's term and be a part of Rotary Serving Humanity, use the 2016-17 [Presidential Theme and Citation brochure](#) to show clubs how they can use [Rotary Club Central](#) to earn the presidential citation.



## "WANT MEMBERS? THEN GET SOCIAL!"

**Article by Evan Burrell, Evan is a member of the [Rotary Club of Turramurra, NSW](#) and a former member of Rotaract. He currently manages social media for Rotary Down Under, RDU. Posted on Rotary Voices [June 9, 2016](#)**



Did you know more than a billion people use social media every day?

Social media is readily accessible, instantaneous, cost effective and user friendly. It offers your Rotary club a fantastic opportunity to communicate more effectively with members and supporters and can energise the way you promote your club and find new members.

Here are just a few examples of ways your club can use social media:

- Use Twitter to quickly advise members and the public of a last-minute change of venue for an event.
- Let members and potential members know via Facebook when and where the next meeting will be and who the speaker is.
- Use Facebook to start a discussion about a particular topic or issue at the club. Be prepared for positive and negative feedback and use it to improve your club.
- Share details of your club's new member recruitment session. When people "like" your post or retweet it, it shares the info with their entire social network.
- Follow the Facebook pages of local businesses and organizations in your area. Comment on their posts; start a conversation.
- Share stories and photos from your club service projects. When people see the great work your club is doing, they're more likely to join.
- Remember that social media is a conversation, so respond to comments, answer questions, and focus on the benefits of being a member of your club.
- Once you get active on social media, stay active. The more you're connected, the more likely you are to make connections – and get new members.

Most importantly, if you are using social media, don't forget to let your supporters know you are!

Add social media buttons to your website, links on invitations, newsletters and emails, and display account information in recruitment and marketing materials.

Getting started on social media can help your club get the word out, especially where younger people hang out, and attract new members.

- Discover [tips for getting your event noticed on social media](#)
- Join a discussion on [membership best practices](#)



# "16 IDEAS FOR BREATHING LIFE INTO YOUR CLUB"

By Anabella Q. Bonfa, District 5320 membership chair, From Rotary Voices Posted on May 31, 2016

How do you breathe new life into your Rotary club? We held a young professional summit recently in southern California, USA, attended by 52 members of Rotary and Rotaract — some new and some with many years of experience — who came together for half a day to share their thoughts. Everyone had fun, and many creative ideas surfaced. Here are just a few:

## **Plan events that are family-friendly to engage members with young children.**

- Plan your events in locations where kids are welcome. A few examples would be a cleanup day at the beach or park. Or hold a picnic followed by dessert at a nearby restaurant
- Give children of members duties to do at club events like collecting money or arranging cans at a food drive
- Reward children for taking part in your community service work. A little recognition now may plant the seed for a life-long love of service

## **Share the value of Rotary. "What's in it for me?"**

- Explain how Rotary offers a chance to make new friends
- Prompt club meetings as an opportunity to spend time with nice people who share a similar mindset and a desire to serve
- Show how your members can make a difference and have a direct impact on your community
- Explain how members build business connections that grow their careers.
- Advertise the opportunities to develop leadership skills



**Participants in the summit draw their ideas on paper**

## **Come up with ways to decrease the cost for emerging young leaders**

- Offer sliding scale meals.
- Consider options of meetings without food, coffee, or dessert
- Offer corporate memberships
- Subsidize young leaders by pairing them with more established members who can pay part of their costs for a period of time

## **Allow, don't discourage, members to promote their professional life**

- Schedule minute-long vocational talks for members to share about their business during a meeting
- Invite speakers to talk about innovations in business and technology
- Hold club networking events
- Encourage newer members to share trends in their line of work

All these came out of one half-day seminar. Hold your own young professionals workshop, and see what great ideas you come up with!

# "100 YEARS OF DOING GOOD IN THE WORLD"

Arch Klumph's idea for an endowment fund dedicated to "doing good in the world" planted the seed of The Rotary Foundation in 1917. Thanks to his vision and staunch advocacy, and the extraordinary generosity of Rotary members worldwide, that fund has become one of the world's leading humanitarian foundations.



*"It seems eminently proper that we should accept endowments for the purpose of doing good in the world."*  
Arch C. Klumph, June 1917

Arch C. Klumph; 1913-14 President of the Rotary Club of Cleveland, 1916-17 President of Rotary International, Founder of The Rotary Foundation.

# "IS YOUR CLUB MILLENNIAL FRIENDLY?"

*Rotary Leader, Vol 6, issue 6 - May 2016*

With only 11 percent of Rotary members under age 40, the future of many clubs may depend on their success in recruiting Millennials.

Worldwide, there are about 2 billion Millennials — variously defined, but identified by the U.S. Census Bureau as people born between 1982 and 2000. And they have a great deal to offer Rotary. Having grown up in a time of rapid change, head-spinning technological advances, and expanding access to the world, Millennials are uniquely equipped to keep pace with global trends and to meet community needs.

They are also generous and willing to volunteer. According to a 2015 Millennial Impact Research Report from Achieve research agency, 84 percent of survey respondents had made a charitable donation the previous year, and 70 percent had spent time volunteering.

So how can you make your club more appealing to Millennials? The Millennials we asked cite three factors that are important to members of their generation.

## **LEADERSHIP OPPORTUNITIES**

In the 2015 Millennial Impact Research Report, 77 percent of respondents said they would be more likely to volunteer if their talents and expertise could be used for the cause.

Emmanuel Rey, 31, who joined the [Rotary Club of Villa Devoto](#), Argentina, reflects that attitude. He says that members of his generation don't want to sit on the sidelines when they join a club. They want to "do Rotary more than be Rotary."

A year after becoming a Rotarian, Rey was appointed his district's Rotaract chair. As a past member of Rotaract, Rey says the position was a natural fit.

"Undoubtedly, the opportunity they gave me improved my position in Rotary and my club experience," he says. "Members my age join Rotary to do things for our community and for personal development. I think clubs that put young people in positions of responsibility early on in their membership open the door for us to contribute, but also make their club more well-rounded. It's a win-win."

## **AFFORDABILITY**

Karthik Kittu joined the [Rotary Club of Bangalore Southwest](#), in Karnataka, India, because the dues were reasonable. Kittu, 33, says that after almost 12 years of being a Rotaractor, he was excited at the prospect of becoming a Rotary member, but found that a lot of clubs in his area were simply too expensive.

"People my age are at the beginning of their careers and don't necessarily make a lot of money. We're starting families and buying homes. Disposable income isn't always there for us," Kittu says.

## **FAMILY ENGAGEMENT**

Every fourth meeting, Kittu's club hosts family night; spouses and children come for dinner, to play games, and to join in club activities.

"Involving a member's family in the club makes Rotary more inclusive," Kittu says. "I think inclusiveness is important to Millennials. We want to share our experiences with others."

Ultimately, Kittu says, Millennials want to change lives, see tangible results from their work, and create a wide network of friends and business connections. Rotary is a perfect platform to do that, but it's up to clubs to adapt in order to attract this generation.

# "ROTARY FELLOWSHIPS"

*Rotary Training Talk, May 2016 edition*

Get members involved in Rotary beyond their clubs and across national boundaries through Rotary Fellowships.

Members who are interested in vocational service, recreational activities, or visiting Rotarians around the world can connect through programs like [Rotary Fellowships](#) and [Rotary Friendship Exchange](#). [Get connected](#) to help your club establish a twin-club relationship or find a partner for a service project.

# "WHAT DOES A ROTARY CLUB DESIGNED BY YOUNGER MEMBERS LOOK LIKE?"

*Rotary Voices, posted on May 20, 2016*

*By Gordon Matthews, past governor of District 6920 (Georgia, USA), Rotary Club of Savannah East*

A panel of three young members spelled out for us the issues that block young people from joining Rotary during our spring assembly a few years ago — scheduling, cost of dues, and rules.

I've been active in developing leaders in our community and have worked with our Group Study Exchange teams in the past, so I know the energy and potential in this "under 40" generation that we need to tap for Rotary. But I've also seen several Rotary clubs try to do this with limited results, because they stayed too close to the traditional model and dues structure.



*The leadership team of the **Rotary Club of Metro Savannah** with the author, seventh from left in white shirt.*

## **Breaking the mould**

To break that mould, I asked the son of a fellow member to gather a group of young people in the metro area of Savannah to explore the idea of starting a new club. I told them there are really just a few rules – to meet weekly, pay dues, and train a president-elect. The rest are just a lot of traditions. They were directed to develop a format that would meet *their* needs.

The team included young professionals with a Rotarian parent, past exchange participants, and others who were just interested in tackling the challenge. Several had taken part in our leadership development program and wanted to keep learning about the community. Others were in a social group that met monthly but craved more substance.

After an initial meeting or two with district leaders, the team met on their own for six months to craft a plan and draw up a list of candidates. When they had 75, they invited them to a reception to introduce the concept and explain how to become a charter member. Applications came in quickly and they froze the group at 50 to submit their charter application, adding the remainder to a waiting list.

The Metro Savannah Rotary Club started with a bang and has never looked back. They are careful to add members who maintain their diversity and bring in unique perspectives. Their membership includes engineers, construction managers, attorneys, graphic designers, sales managers, librarians, and non-profit directors.



*A recent service project.*

## **What works**

Annual dues is \$300. Members stay up to date on Facebook. They meet for lunch the first and third week of the month, calling in sandwich orders. Another week, they network at a pub over drinks. This in itself invites membership inquiries from others in the pub. And at least one meeting is a service project. The club has had at least 12 projects every year.

After a year, the board held a full day retreat to examine their format and make tweaks. Attending only as an observer and resource, I was impressed these busy young professional gave up most of their Saturday to evaluate and plan.

The club continues to thrive with more than 60 members, most under the age of 40. It's a great model for other districts who want to launch dynamic clubs of young professionals. And with the recent action by Rotary's Council on Legislation, it's easier than ever to step out and try new things. For more information how we got this idea off the ground, contact me at [Gordon.matthews@earthlink.net](mailto:Gordon.matthews@earthlink.net)

## “MEET NEW ARC PDG ADRIAN ROACH”

Adrian joined the [Rotary Club of East Maitland Inc.](#) in May 1994 and served in many Board positions including President in 1998-99. In early 2012, he worked with a small team of Rotarians to develop a new Rotary Club. The [Rotary Club of Greenhills-Maitland Inc.](#) was chartered 8 May 2012 with Adrian as the Charter President. The club boasts 50 members with approximately 50% men and women with the majority of members under 40.



Adrian has been active at the District level for a number of years, involved in the Youth Exchange Program committee, Chair of (RANZSE) the Rotary Australia New Zealand Student Exchange program and also the Australian Coordinator of that program. He has also served as the District Chair of RAWCS 2011-13, and as Assistant Governor 2010-13. Adrian was District Governor for District 9670 in 2015-16.

Since 2009, Adrian has been the Project Manager for a Rotary World Community Service (RAWCS) project in Nondugl PNG. This project has seen significant improvement in the health, education and access to clean water for the local people. Both he and partner Christine have travelled to PNG with RAWCS on several occasions. The project has now expanded to include a Dental Health Project with a Rotary Foundation Grant of \$200,000.

Adrian was born and bred in Maitland. He trained and worked in Sydney as a Manager and Area Manager for Woolworths, supervising sixteen stores until moving back into the Maitland area. He was the owner and director of Valley Fresh Flowers, a retail florist business in the Hunter for 25 years up till July 2015.

Adrian owns and manages Valley Fresh Entertainment, managing musical acts in Newcastle and the Hunter area since February 2003.

Adrian is married to Christine who joined Rotary in 2004, and a charter member of Rotary Club of Greenhills-Maitland Inc. in 2012. Both Adrian and Christine have been the recipients of Paul Harris Fellowships in 2007 and 2012 respectively. They have two daughters in their mid-20's, Kristen and Stephanie. Kristen is also a charter member of the Rotary Club of Greenhills-Maitland Inc.

Adrian and Christine continue to enjoy the experience of hosting exchange students and have had the opportunity to visit many of them around the world. Adrian's commitment to service above self is also evident in his involvement with the Rural Fire Service and having been a Justice of the Peace since he was 18. Adrian enjoys a game of golf, loves his music and is a Bryan Adams fan.

## “MEET NEW ARC PDG CRAIG EDMONSTON”

Craig, born in Rockhampton, is a Consulting Surveyor by profession and has spent most of his life in Central Queensland. He set up his own surveying practice in Emerald in 1973, sold out in 2005 and moved to the Capricorn Coast in 2009 and is semi-retired.



Craig has been involved in many local community and professional organisations. As a 32 year old, he was elected Mayor of Emerald Shire Council in 1979, retiring in 1989. He served as President of the Central Queensland Local Government Association and on the executive of the Queensland Local Government Association. He has also served his profession as a member of the Qld Surveyors Board for nine years, six years as chair of the complaints committee. Craig has also served on the State Executive of the Institution of Surveyors, Australia. He was elected a Fellow of ISA and also as a Fellow of the Spatial Science Institute.

At the community level Craig has been President, secretary or treasurer of numerous organisations and was made a Life Member of the Emerald Chamber of Commerce for many years' service. He served on the Board of the Capricorn Rescue Helicopter Board. Craig has coached Junior Cricketers to premiership success. Craig has also been a successful breeder and exhibitor of Show Dogs (Labradors and Beagles) for a number of years. He also trained many handlers and dogs in Dog Obedience, competed successfully, and often did public demonstrations with his Australian Champion Labrador, Baringa Brigadoon – “Sam”. Craig was made a Life Member of the Emerald and District Kennel Club for ten years' service to the Canine world.

Craig is a cricket tragic and a regular spectator at The Gabba, in Brisbane. Hobbies include reading about great leaders and teachers, gardening and cricket memorabilia.

His special interest however has been in Rotary and he served as District Governor (D9570) 2014-15. Rotary highlights include partnering his wife Judith Henderson during her year as District Governor in 2010-11, two Polio Immunisation Days and various Global Grant projects in India, attending International Conventions in amazing cities around the world and supporting the wonderful programs aimed at developing our youth to become great future leaders.

# “ROTARY HELPING TO ‘SAVE THE FARM’”

Article by Peter Hartley, [Central Blue Mountains Rotary](#)

It is absolutely amazing how a chance meeting of two Rotarians, unknown to each other at the time, can bring about a plan to raise a substantial amount of money for a community where there is a need.



That is exactly what happened when Kevin Schreiber (Central Blue Mountains Rotary District [9685](#)) met Phillip Charles (District Governor [9630](#)) at Sydney’s Royal Easter Show in 2015.

Districts 9630 and 9685 are at least 1,000kms apart, 9630 being in southwest Queensland and 9685 covering the Blue Mountains, Sydney’s northern beaches and the central coast region.

At Sydney Show, Phillip was selling small replicas of ‘Fergie tractors’ to raise money for Rotary District 9630’s drought appeal when Kevin approached and bought one.

He told Kevin about the long-drawn out drought extending across southwest Queensland and northwest New South Wales. It was causing extreme hardship for families on the land struggling to feed their stock, care for their children and pay for the necessities of life.

The chance meeting and dialogue that followed encouraged Kevin to bring the story back to Central Blue Mountains Rotary and thereby began a fundraising campaign that contributed \$21,000 to the appeal over a four-month period.

Central Blue Mountains, a club of 40 members based at Wentworth Falls, NSW, rallied together, purchased fluffy toys – rams, lambs, cows, and pigs – and sold them at pop-up shops on a weekly basis. Under the banner ‘Save the Farm’ residents and visitors at markets and supermarkets were eager to contribute either by purchasing a toy or offering a donation.

Other Rotary clubs in D9685, [Umina Beach](#) and [North Rocks](#), assisted by selling the products at their local markets and barbecues.

Extensive publicity caught the eye of radio hosts Alan Jones and Steve Price whose Sydney-based programmes are heard by several million people each week.

A seven-minute spot on prime time television with Peter Switzer (Sky News Business) boosted the campaign enormously.

Minister for Agriculture and Water Resources Barnaby Joyce became aware of the club’s fundraising efforts and wrote a letter of appreciation.

The money raised was of great assistance to the appeal, allowing the transfer of cash to farming families through vouchers, issued to them, to be spent on essential items such as food, clothing and general household goods at stores in their local towns.

So, not only were farming families being helped, the money spent locally boosted the economy in those country towns where there was a need.

The District 9630 ‘Drought Appeal’ to date has raised several hundred thousand dollars and is ongoing. Although recent rain in the affected area has lessened the burden on farming families, Phillip Charles says financial hardship does not end with the drought, and there will always be a need for organisations like Rotary to assist wherever possible when the going gets tough.



**Central Blue Mountains Rotarians Bianca Brown, Kevin Schreiber and club president Noel Hiffernan (seated) sell ‘Save the Farm’ merchandise at a local growers market to raise money for farming families affected by drought.**

## 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, and a couple of 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.

## "ROTARY SUPPORTS TOUR DE CURE CYCLE FOR CANCER"

**Article by Rod Muston Biloela Rotary Club, from the DG's 9570 Newsletter May 2016, supplied by ARC PDG Craig Edmonston**

Rod Muston of the [Rotary Club of Biloela](#) and Friends of Rotary Don and Di Morris were part of a group of eight cyclists who recently undertook a 15 day *Tour De Cure* cycle for cancer ride from Biloela (Central Queensland) to Sydney.

Also riding was Gary Latcham (ex-Biloela Rotary) currently a member of the e-club of [Rotary Nomads](#), friends from Biloela and a visitor from Denmark.

The group left from the Art Gallery at Biloela on 24th March and arrived at the Opera House on 7th of April covering 1,500km and averaging 100 km per day.

The group was self-supported and carried all the necessities of food, clothing and spares in pannier racks on their bikes. The riders stayed in pubs along the way which was a great way to meet the locals.

Rod contacted Rotary clubs in all the towns en-route and were well supported, with several clubs changing their regular meeting night to meet the riders. They met with the Rotary Clubs of Monto, Goondiwindi, Moree on Gwydir and Narrabri and also had day stops with clubs in Coonabarabran and Kurrajong.

This presented a great opportunity to hear the stories of their towns and clubs and for the riders to share their story and inspirations for the Tour De Cure ride.

The Biloela Rotary Club also supported the fund raising efforts of the group by running the bar at one of the fund raising functions, a black tie walking progressive dinner around some local Biloela icons. The Biloela State High School Interact Club also chipped in and helped serve the pre-dinner and main courses. The group received \$4,500 in donations from Rotary clubs and raised a total of \$62,000 towards cancer research.

*Tour De Cure* has been operating for 10 years and has raised \$22 mil for cancer research and has been involved in 19 cancer treatment breakthroughs.

The cyclists completed the journey by riding over the Harbour Bridge and celebrating at the Opera House with several partners and family members on hand to welcome them. The group sincerely thanks Rotary for the support they received.



**Cycle de Cure team members arrive in Sydney**

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 [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)

## ROTARY COORDINATORS TEAM

2016 - 17  
Zone 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.

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