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"SETTING GOALS AND PRESIDENTIAL CITATIONS – DOES IT HELP?"

Article by PDG Malcolm Lindquist, Zone 8 Rotary Coordinator



My [Rotary Club of Brownhill Creek](#) was delighted to have received a Gold Presidential Citation in the last Rotary year. On reflection it was achieved by setting goals early in the year and establishing a small group of club members to monitor our progress and a president who kept promoting it as achievable.

It also prompted us to make special efforts regarding membership information nights and attracting new members. In addition, it resulted in club members taking those first steps to register on My Rotary and to venture into the world of Rotary Showcase.

We talk about sharing our successes with the public at large but often we don't share them with our fellow Rotarians. Hence the push to get our clubs to use Rotary Central on a regular basis. RI President John Germ has, in my opinion, made the goals for this year's presidential citation flexible and achievable. However, there is a common thread in reaching most of these goals. It is the need to report them in Rotary Club Central. In our club it is the hardworking secretary who has taken on the responsibility to do this.

However, it is not an end of year task to do this. By setting our goals early and reflecting on our progress to achieve them I am sure that we will become a more vibrant and focussed club. We cannot be sure that we will achieve a citation again in this Rotary year but already we have widened the scope of our club activities to include extra events and projects that are consistent with the possibility of achieving that goal.

Does your club have plans which enable you to qualify for a presidential citation? Even if you do not achieve the end result the planning process and setting goals is an admirable result ... and more of you will be using Rotary Club Central! Surely that helps.

"2016-17 PRESIDENTIAL CITATION"

By Rotary International President John Germ

"To qualify for the Presidential Citation, clubs must complete two mandatory activities and additional activities in several categories. Most activities will be verified automatically through RI's data. But some will be verified only by the information you enter in Rotary Club Central.

To more accurately capture your club's achievements, for the first time ever, clubs will have the entire Rotary year — from 1 July 2016 to 30 June 2017 — to achieve the Presidential Citation goals.

District governors will be able to track the progress of all of their clubs online, and I'm asking them to follow up with you regularly and support you in achieving these goals.

DISTRICT CITATION

I will also offer a special citation to districts that:

- Have at least 51 percent of clubs earn the Presidential Citation
- Contribute at least 20 percent of their District Designated Fund to PolioPlus
- Increase Annual Fund giving by 5 percent over last year's total
- Achieve a 3 percent increase in membership.

Thank you in advance for your efforts this year to show *Rotary Serving Humanity*."

Download the [Presidential Citation Brochure](#), through RI website; My Rotary.

"RI ZONES INSTITUTES – OPPORTUNITY TO UPDATE AND BE INSPIRED!"

From Rotary Down Under, July 2016, by PDG Bob Aitken, Penrith Rotary Zones 7B and 8, Institute Chairman.

As Rotary International Director for Zones 7B and 8, Noel Trevaskis is the convenor responsible for Zone Institutes during the next two years.

Updates on all major Rotary projects and programs, inspiring guest speakers, fun and friendship are the incentives for past, present and future leaders to register now for the Combined Zones 7B and 8 Institute at Penrith, NSW, in September.

The Institute will be staged from Thursday, September 1, to Saturday 3, and will be preceded by special planning and education meetings for district governors, governors elect and governors nominee from Monday, August 29, to Wednesday, August 31.

Nominations are also being called from ALL Australian and New Zealand Rotary districts for registrations for the Future Leaders Seminar to be conducted pre-Institute. These Rotarians are also welcome to 'grow' their Rotary knowledge by attending business sessions at the subsequent Institute.

For all registrations and further information please go to the Institute website: rotaryinstitute.org.au.

"WHAT YOU SHOULD KNOW ABOUT THE 2016 COUNCIL ON LEGISLATION"

From July 2016 edition of Rotary Leader

Rotary representatives from around the world who met in Chicago 10-15 April took several historic actions that will grant clubs greater flexibility in their meeting schedule and membership.

Here are answers to questions about some of this year's Council on Legislation decisions.

HOW WILL THE COUNCIL ACTION AFFECT MY CLUB'S MEETING SCHEDULE?

The Council overwhelmingly voted to eliminate limitations on how clubs conduct their meetings. Clubs now have the option of amending their bylaws to vary their meeting days and times. And they are now able to decide when to cancel a meeting, as long as they meet at least twice a month. Clubs are still expected to forward attendance reports to the district governor within 15 days of the last meeting of each month.

WHAT CONSTITUTES A MEETING?

The Council felt strongly that clubs are in the best position to determine the meeting format that works best for their members. Any club can meet in person or online, or use a mixture of these formats. It could even use both formats at the same time. (For example, a member could use Skype to participate in a physical meeting.) Clubs can also choose to replace a traditional meeting with a service project or social event.

HOW WILL THE CHANGES AFFECT CLUB MEMBERSHIP?

Rotary will continue to recognize two kinds of membership — active and honorary. But clubs may now choose to offer additional membership categories — such as associate, corporate, or family membership — creating alternative financial, attendance, and service expectations. However, for these members to be recorded as members of RI with the full benefits of membership, clubs must report them as active members and pay per capita dues accordingly.

DOES MY CLUB HAVE TO ADOPT THESE CHANGES?

No. The Council action did not explicitly remove or modify the existing rules and traditions in Rotary's governing documents. Any club that still wishes to follow the traditional requirements for meetings, attendance, structure, and categories of membership may continue to do so.

WHY ARE THESE CHANGES NECESSARY?

While Rotary continues to grow at a rapid rate in some parts of the world, membership has been stable or declining in other regions, with the average age of members increasing. Through various membership pilots, clubs that have experimented with new categories of membership and with flexibility in meeting schedules have experienced growth, improved retention, and increased diversity and member engagement.

"JOHN GERM'S PRESIDENTIAL MESSAGE"

Rotary Leader July 16 edition

Each of us has been given the opportunity to serve in Rotary. What we do with that opportunity — that's up to each of us. And the effects of our work, our decisions, ripple out all over the world to people we'll never meet but whose lives Rotary will change. All of that is what can happen — not what will happen, but what can happen — when we recognize that the opportunity to join Rotary was the opportunity of a lifetime.

Every day that you serve in Rotary, you have that opportunity to change lives. Those opportunities might look small. You might sometimes think that what you do doesn't matter. But one good work at a time, one day at a time, is all that it takes to make a difference.

" FIFTEEN THINGS WE HAVE LEARNED ABOUT ATTRACTING AND KEEPING NEW MEMBERS "

Article by Rosemary Castle, Membership Director/Immediate Past President, on behalf of the Rotary Club of Woden Daybreak, Canberra, ACT

The Rotary Club of Woden Daybreak in Canberra has welcomed 15 new members over the last three years. In the same period, five members left (four of them moved interstate). We now have 38 members, ranging from their late 20s to early 70s.

Here are some things we have learned. Of course, it's still a work in progress!

1. Our 15 new members were attracted by word of mouth (7), exposure to Rotary or its programs (4), our presence at an event (2) and by being a guest speaker (2).
2. Most checked our website. The website can be simple but it should be organised, attractive, provide basic information, speak with the club's 'voice' and be up-to-date (but aim for a website that doesn't have to be updated too often). A lively facebook page presents a dynamic and connected face to the world. You need a website and Facebook, not one or the other. They serve different purposes.
3. It's a huge step to join a Rotary Club. Many people worry about the time commitment. We say, whatever you can give in time, is enough for us. This is especially true if you want young parents to join. And it doesn't matter if some people rarely make meetings. They may do things behind the scenes or join in more when their circumstances change. Be flexible. Stay in touch.
4. At the very least, answer any membership inquiries on the same day. Be warm, enthusiastic and lively. Invite people to come along as many times as they like to try Rotary. Arrange for someone to meet them and bring them into the room. And it's not enough to welcome them to their first meeting. There needs to be follow-up, offers to meet outside meetings, information on what it means to belong. We have handy documents on our website but people often want chats and some Rotary 'decoding' as they go along.
5. New members need to be looked after well by a variety of people (not just one) until they find their feet. It can be lonely and confronting to join. There is no excuse ever for visitors or new members standing or sitting with no-one to talk to. Actively watch out for transport and cost issues. Don't assume everyone will be comfortable after a few meetings. Some will but personally, it took a full 12 months before I felt OK.
6. It's crucial to get to know new members. Try featuring them in your Bulletin. Once you know them, you can help them find activities that really motivate them. We hold social dinners in members' homes so that new and old members have a chance to get acquainted. Move fast to help them enter the life of the club if that's what they want but don't rush them if they want to take it slowly.
7. If new members take on club roles (a great idea!), provide plenty of ongoing support. It takes a while to get the hang of it all and new Board members often don't really get going until their second year. Board meetings should be relaxed and enjoyable, and devoid of acronyms, with references to past history explained (this one is hard!).
8. Run with members' ideas and passions where you can. Nothing is more dampening than to be told the club tried something previously and it didn't work. Perhaps it will this time. New members bring enormous energy and enthusiasm, as well as fresh eyes.
9. We are truly family friendly so we aim to know family members, ensure they have name badges and welcome them to meetings and activities. Taking the shoe around for fines is a much sought after role by our under 10s. Some of our children write to our sponsored child for us. Many people like their families to be brought informally into the Rotary family. What a boost for our clubs.
10. A well-being officer to whom news of members' big life events can be fed, is a huge asset. Ours helps us respond to the good and the bad. A lot of news breaks first on Facebook and you need to catch that. And don't let members just fade away. Before too long, find out what is going on.
11. Don't stress too much about traditions as long as your membership is rising. We have members who like to toast the queen and others who don't. The person rostered on each week chooses. Most members accept any bits that aren't quite right for them as long as the club is satisfying overall.



Children are warmly welcomed at our meetings and activities.

Collecting for the ShelterBox Syria Refugee Appeal.

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12. Club meetings need to have a lively 'vibe'. Host youth exchange students and global scholars if you can. They automatically liven up meetings and are great assets when your youth program candidates come along. Try having your youth exchange student run a club meeting (we haven't done this but have heard of clubs that have – seems to have been a hoot).
13. Ask about members' interest in developmental opportunities. We have a Chinese student who is going to run a segment of an international conference. He has been practising on us while running fines. Members sometimes see leadership or public speaking opportunities as a way of acquiring skills to help their careers.
14. It's really all about valuing individuals rather than fancy PR, although good PR helps. Some of your members will love this people-based approach. Use them!
15. The more members you have, the easier it is to get and retain members as there will be more good stuff going on. And make sure there is plenty of varied social activity so that people can have fun together. An outward looking, truly passionate Rotary club with strong and positive internal relationships sells itself.

Good luck!

" MELBOURNE RC'S BIG YEAR "

Article by Tony Thomas, *RC Central Melbourne-Sunrise*

Fiscal 2016 was a landmark year for the [Rotary Club of Melbourne](#) under President Peter Rogers. The club now owns its 15 Collins St headquarters. The purchase price and renovations, totaling more than \$800,000, were funded by members' one-off and non-tax-deductible donations, along with some dipping into club financial reserves.



The club had leased its office for many decades but the board decided this was lost money. So the suite on the ninth floor of a largely medical-user building was bought in March 2015. Members including several Past Presidents did a lot of the wall demolition and re-painting in working bees, and the office opened in September last year.

Other landmarks for the year were recruiting 29 new members, taking membership to more than 250; and hitting for the first time the goal of 20% female membership. By offering discounted dues to new members under 40, the club has averted any rise in the average age of members, which is steady at 66 years.

The club is using RI's new innovative freedoms and promoting "corporate" membership. The seven such members to date are NAB, Telstra, GHD Engineering, PricewaterhouseCoopers, Monash University, Dixon Advisory and Scalzo Foods. Each can nominate up to four employees to become club members. The corporation pays a \$1,000 joining fee and then \$715pa per employee-member.

The club was Australia's first and is Australia's largest. It has chartered or grandfathered around 500 Australian Rotary clubs.

In July Quin Scalzo 69, executive chairman of Scalzo Food Industries, became the club's 100th president. His company has more than \$300m turnover supplying to food giants like Kellogg and Mars.



**RC Melbourne President
Quin Scalzo**

Quin is keen to keep the momentum up on new members. He also plans for

- A large fund raising exercise tapping third-party donors
- Closer engagement with Melbourne CBD businesses and residents
- Continued momentum with the club's large-scale initiatives to house the homeless

The club's office has been run by full-time salaried office manager Jo Mavros for the past nine years. Member dues are relatively high at \$715pa but newcomers under 40 pay \$350 and the one-off joining fee is waived.

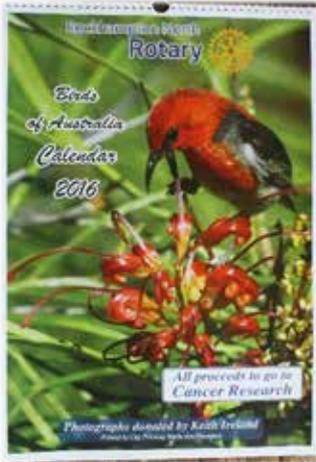
"BIRD CALENDAR RAISES BIG MONEY FOR CANCER RESEARCH"

Article by PDG Kev Harris, from the DG's 9570 Newsletter May 2016, supplied by ARC PDG Craig Edmonston

Congratulations to the Rotary Club of Rockhampton North, who recently presented a cheque for \$20,000 to Royal Brisbane and Women's Hospital Foundation for Cancer Research representative Dr Michael Fay. The funds were raised from the sale of their 2016 *Birds of Australia Calendar*.

This will take the total donation tally to \$150,000 in seven years. A wonderful effort and a special thank you to the two Rotarians, Keith Ireland and Eric Anderson, who developed this from an idea to reality.

LR photo; L-R Rockhampton North President - Rod Green, Printer - Eric Anderson, Dr Michael Fay (Royal Brisbane and Women's Hospital Foundation for Cancer Research representative), and photographer - Keith Ireland
Photo credit: PDG Kev Harris



Calendar photos courtesy of Keith Ireland



"RI DIRECTOR NOEL TREVASKIS"

From an article in 'Rotary Down Under', July 2016 issue

Noel was asked: if every Rotarian could do three things to assist you what would they be?

- Invite someone to Rotary - they could come to a club meeting, volunteer to help on a project, come to an event or go to a District Conference or other event. Just invite them!
- Be actively involved in Rotary - participate, don't just turn up.
- Ensure you welcome everyone into your club and treat them as you would like to be treated.

I ask that everyone be tolerant and respectful of those that may do things differently to how it's always been; to those who are the change agents, to those clubs who look a little different to yours. Let new initiatives be introduced and let's all work together to build a bigger and better Rotary."

"RI PRESIDENT JOHN GERM - MEMBERSHIP"

From the Rotarian July 16, by Kevin Cook

"It's going to be a team effort," Germ says. His main target after polio will be Rotary's static membership. On that issue, he says, "The fault is with us, the current Rotarians." He wants members to "step up their outreach. I really think one of our main problems is that we don't ask enough people to join. Why? For fear of rejection. We need to get over that - to get out there and bring in new members we'll be proud of."

To appeal to younger members, he supports a new move (approved at the Council on Legislation in April) that allows membership in Rotaract and Rotary at the same time. "I'm all in favor of that," he says.

It doesn't stop there. Germ supports flexibility in many Rotary matters. "Our clubs have always been organized around a meal. Lunch and dinner were part of our dues, and that system served us well. But society has changed," he says. Rotary International is catching up by allowing clubs more leeway in when and how they meet. "How do we accommodate the 30-year-old businessperson raising a family? Well, for one thing, we could pay less attention to attendance," he adds. "My question isn't 'How many meetings did you make?' It's 'How are you making a difference in your community?'"

" CONFESSIONS OF A FORMER PR DIRECTOR "

Article from Rotary Leader, May 16 edition. By Roger Norman is a member of the Rotary Club of Turrumurra, N.S.W., and a past chair of the club's public relations committee.



It all started when I was elected chair of my club's public relations committee. My mind was racing with questions, such as: What am I going to do? How am I going to do it? What should I promote about our club? To make matters worse, I didn't have any answers.

Panic didn't set in until the district conference rolled around, followed by the district assembly, and finally a training workshop for PR directors. It suddenly hit me that pretty soon, my fellow club members were going to look to me to be the "expert" and inject that extra something.

After four years in the role, I may not have become an expert, but I did at least overcome my panic. Here's my advice to new public relations chairs:

A PICTURE IS WORTH A THOUSAND WORDS

We've all heard the saying, so put it into practice by using your camera.

- Take photos of every club activity, no matter what, and get others to help.
- Take a photo of every guest speaker.
- Put a photo of last week's speaker in your bulletin. For those who didn't attend the meeting, it helps to put a face on the topic.
- Use the photos to add value and impact on your website and social media.

IT'S ALL ABOUT EXPOSURE

Use the minimum amount of words for the maximum effect.

- Learn key points about Rotary and use them when speaking in public.
- If your club has street banners or signs, use them at community events. Check the Brand Center for sample banners.
- Keep an eye out for opportunities to promote your club around town. Our club placed a Rotary sign at the entrance to a local shopping plaza, and it costs us nothing.
- Have pamphlets, fliers, and booklets on hand to give to prospective members at community events.
- Get members to wear club shirts during community events.

PUBLIC IMAGE AND SERVICE GO HAND IN HAND

Work with your club's project committee to make sure the club gets credit for the good it does in your community.

- Take an interest in all of your club's projects and activities.
- Attend the events and take a lot of photos.
- Share your club's service projects with local media.
- Use social media to promote awareness of club activities.

If you get to the point where everyone seems to want you involved in everything, you're probably doing a great job.

" ROTARY INTERNATIONAL STATISTICS, 31 MAY 2016 "

Statistics from RI Resource Extra, JUNE 2016 VOL 10 No 12

	As at 1 July 2015	As at 31 May 2016	Variance	% Variance	As at 31 May 2016	
	Rotarians	Rotarians	From 1.7.15		Districts	Clubs
Worldwide	1,209,491	1,235,699	26,208	2.17%	541	35,200
Australia	29,945	30,111	166	0.55%	21	1,126
New Zealand & Pacific Islands	8,506	8,569	63	0.74%	6	266
Philippines	22,457	24,545	2,088	9.30%	10	865
Total	60,908	63,225	2,317	3.80%	37	2,257

“ HOW DISTRICT 9920 INCREASED MEMBERSHIP BY 4.6 PER CENT IN 10 MONTHS ”

Article from 'Rotary Down Under' July 16, by Past District **9920** Governor Jennie Herring



In late August, 2015, I had been district governor for just under two months when the district membership figures, as at July 1, 2015, were advised - my district, District 9920, had lost 122 members since July 1, 2014. I was, to put it plainly, gutted. Most districts dropped by 1.7 per cent to 1.9 per cent, while we were at 7.9 per cent. I found out later that this was the biggest drop in the whole of Australasia.

Once I came out of a state of shock, I had to think about how to turn this around, or we would soon be on a downward spiral that would be hard to reverse.

At a national membership seminar in 2014, we were told the fastest way to grow membership was to form new clubs. I discovered passionate Rotarians who could help foster new clubs, including Shefali Mehta, who focused on Papatoetoe and targeting the large Indian community in the area. On October 6, 2015, this club was chartered with 27 members. Over 100 Rotarians attended the chartering celebration.

This sent a buzz around the district and, following the chartering of the [Rotary Club of Papatoetoe Central](#) another passionate Rotarian, Avaluia Tavui, approached me and said she would like to set up a multi-cultural Polynesian club in Manukau, which subsequently chartered as the [Rotary Club of Manukau Oceania](#) in June. We also have two new clubs in process that will charter in the near future. Meanwhile, in the background, clubs were answering the call all working hard to increase their membership, with one existing club in Auckland inducting 22 new members, and many younger members are joining Rotary across the district.

The district also ensured training included clubs in the Islands. On one of these training visits it was established that the Rotary Club of Rarotonga, Cook Islands, did not know what Paul Harris Fellowship (PHF) credits meant. A quick check revealed they had 22,000 points entitling them to award 22 Paul Harris Fellowships. I suggested they hold a PHF dinner and give awards to deserving members of the community and corporate companies who had assisted them over the years.

The club of 12 members organised the dinner, with 100 people present, including the New Zealand High Commissioner, the Queen's Representative and members of Parliament, not to mention another current district governor and The Rotary Foundation chair. They gave away 11 individual PHFs, 10 Corporate PHFs and 10 certificates of appreciation. They have gone from 12 members to 18, a fantastic effort that has been achieved by getting their name out in the community.

On a district governor visit to Nuku'alofa, Tonga, the club president surprised me with seven new members to induct. In the two days that I was in Tonga I visited projects, gave my presentation, where I inducted five of the new members and presented a six-hour training session after which I inducted the other two. On arrival in Tonga this club had 11 members; by the time I left they had 18.

Another important area of focus was ensuring we didn't lose members; retention is an important ingredient to keeping membership numbers on the upward trend. Clubs will always have a natural attrition, but there is no reason to lose a member simply because they got bored and were not given a job to do in Rotary.

My personal theme for the 2015-16 year for District 9920 was *Share Your Passions - Inspire All*. I believe that if you are passionate about something and share that passion, other people will become engaged also. At all times during my year I kept members informed of our increasing numbers, keeping membership in everyone's mind. I am delighted that our April figures showed that out of 53 clubs, 39 (73 per cent) showed a net increase in membership, yet another great result!

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.

"RI PRESIDENT JOHN GERM - MESSAGE"

July 2016

We know that if we want to see *Rotary Serving Humanity* even better in the years ahead, we'll need more willing hands, more caring hearts, and more bright minds to move our work forward. We'll need clubs that are flexible, so that Rotary service will be attractive to younger members, recent retirees, and working people. We'll need to seek out new partnerships, opening ourselves more to collaborative relationships with other organizations.

"MEET NEW ASSISTANT ROTARY COORDINATOR PDG WENDY SCARLETT"

Wendy is a Certified Financial Planner and was self-employed for 21 years. In 2009 Wendy sold her business and now works 2 days a week for the new owner.



Growing up in Sydney, Wendy worked with Rural Bank as a motorcycle courier for Bank of NSW (now Westpac Bank) and sold Norton motorcycles. In 1973 she married and moved to Casino where she was spare parts and Service Manager for a car dealership. Three children put an end to paid work and Wendy then volunteered for many community organisations.

In 1999 Wendy joined the Rotary Club of Tweed Heads South and became President in 2001-02. In 2000 Wendy met Charles Warrell and he became a Rotary helper. They were married in 2004.

Wendy has served on the GSE committee for nine terms including three as GSE Chair. In 2007 Wendy was selected as GSE Team Leader to Georgia, USA.

From 2004 to 2006 Wendy was Assistant Governor and from 2008-10 was the Matching Grants Co-ordinator where she was able to involve clubs from Georgia USA in helping clubs in our district to fund international Projects.

Wendy believes strongly in the work of The Rotary Foundation and became a Benefactor in 2006 and was recognised as Paul Harris Fellow in the same year.

In 2010 Wendy was part of National Immunisation Day for polio in District 3150 Hyderabad, India. That same year Wendy and Charles were part of a Rotary Friendship Exchange (RFE) to District 1070 UK. In 2011 she was Team Leader for RFE to District 7690 North Carolina and co-ordinator for the return visit for their RFE team in 2012.

From their first marriages Wendy and Charles have 5 daughters and 2 grandsons between them. Outside of Rotary Wendy enjoys singing in Voice Weavers Community Choir and gardening. Wendy and Charles enjoy walking for exercise.

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

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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