



# Rotary on the Move



Zones 8 and 7B  
Rotary Coordinator Newsletter  
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## “Rotary Success Conference”

21<sup>st</sup>-22<sup>nd</sup> July 2012 in Canberra

Article by PDG Noel Trevaskis  
Rotary Coordinator



RI Director Stuart Heal and RI Director Elect John Boag are the Convenors of the Rotary Success Conference to be held in Canberra on the weekend of July 21st-22nd. Noel Trevaskis is the Coordinator for the conference and Bob Greeney is Chairman of the organising committee.

The Rotary Success conference will be about helping Rotary Clubs to be bigger, bolder, strong successful clubs. Some of the topics that will be discussed are membership recruitment, membership retention, PR & Media, membership diversity, leadership, Club visioning, Rotary Foundation Future Vision. It will be a conference where all Rotarians will gain knowledge and ideas from the weekend; it will be about “Rotary Success”.

The format of this conference will be different to the two previous conferences as there will be less plenary sessions and more breakout groups and more opportunities for all attendees to be involved in issues that really interest them. For those people wanting to organise travel plans to travel to Canberra for the conference it will start at 8.30am on the Saturday and will conclude at 12.15pm on the Sunday.

We have been able to keep the cost of the conference at \$100 per person which includes morning teas, afternoon teas and the dinner on Saturday night. On Friday night people will be able to attend “Friendship Dinners” hosted by Rotary Clubs in Canberra and Queanbeyan; payment for these dinners will be independent of the conference and attendees will need to pay the host club on the Friday night. Numbers for the “Friendship Dinners” are limited, if you want to attend one of the Friendship Dinners register early. The dinners give everyone an opportunity to talk to other Rotarians from across Australia and New Zealand and develop friendships.

I would encourage you to register as early as possible. The conference will be in the same venue as the two previous conferences the Hellenic Club in Woden. Registrations will be available through the Rotary Down Under website from mid February.

There is a wide variety of accommodation available in Canberra; many suitable hotels and motels listed on the web can be found by using Google to search for “Canberra Accommodation”. Conference attendees are encouraged to book their accommodation as early as possible as Canberra accommodation can be busy in July. There will be regular information on the Rotary Success Conference in Rotary on the Move over the next few months.

For more information email the Chairman of the organising committee Bob Greeney; [greeneyb@iimetro.com.au](mailto:greeneyb@iimetro.com.au)

# “You won’t get new members until you invite them”

*Below are two articles supplied by the Rotary Club of Port Macquarie D9650*

For at least some places, getting new members is not all that difficult. For instance, our Club has inducted 11 new members since the start of July and has several more approved for induction when Rotary resumes after Christmas. Not only that, but the club now has 15 women in its ranks. This means that 37 per cent of its members are women.

What is the answer to the club’s membership growth?

“We invite prospective members to join our club” was the simple answer from Club President Glenda Barber, we have a very effective membership committee and a retention committee. The membership committee brings them in and the retention committee ensures it knows about any issues they might have in the early stages.



*Pres. Glenda Barber*

Each new member is properly introduced to the club by a person listed as the sponsor. Also, each new member is allocated a mentor, who ensures that the new member feels part of our Rotary community.

After three months, the new members are handed a survey form asking them to comment on various aspects of their new club and Rotary generally.

We think the most effective method of introducing people into Rotary is to invite them. A few years ago a new member of our club, now a past president, said he had waited for 14 years to be invited to join Rotary.

The Rotary Club of Port Macquarie had a membership night early this Rotary year. The guest speaker was DGE Brian Beesley, who surprised the attendees with his array of Rotary shirts hidden beneath his Rotary blazer.

The club plans another membership night on March 28. The special guest on this occasion will be PDG Bob Aitken, publicised in some quarters as Mr Rotary. Already requests to attend the night have come from Nambucca Heads—and the night hasn’t been officially advertised yet.

The message from President Glenda: “YOU WON’T GET NEW MEMBERS UNTIL YOU INVITE THEM”.

## “Being proactive about membership retention”

Keeping in mind the often-heard comment that new Rotarians come in the front door only to compensate for those who leave via the back door, the Rotary Club of Port Macquarie through the leadership of Club President Glenda Barber decided this year to form a membership retention committee which is in addition to its membership development committee.

Both committees are chaired by long-term Rotarian PP Fred O’Toole, but have different members on the two committees.

The membership retention committee has several main objectives:

1. To keep any eye on club attendances and if some members are absent for more than three meetings at a time they will be contacted by one of the retention committee to see if there are any problems that they are experiencing with the club or the meetings.
2. With so many new members joining the club, the retention committee is to ensure that the new members are quickly integrated into the club with active support from their assigned mentor;
3. To look for any underlying issues that could affect membership which includes club meeting procedures etc.

A reporting template for both committees has been developed for presentation to board meetings.

Members are surveyed to ascertain any developing problems (including not enough to do or too much to do).

A member of the retention committee, PP Geoff Workman, has prepared an eight-page booklet giving information to new members on what Rotary is all about and what the Rotary Club of Port Macquarie does.

President Glenda believes it is critical that all of the members of Rotary Club of Port Macquarie are looked after and their experience with Rotary is a positive one. The retention committee has an important role within their club to play, perhaps your club should consider having a membership retention committee.

# “\$1 billion Organisation”

Article by PDG Noel Fogarty  
Assistant Rotary Coordinator



Would you be proud to belong to an organisation that contributes over \$1 billion every year to helping local communities and people in need all around the world? Not only making contributing dollars, but also volunteering over 70 million hours of service.

I know that a lot of people would like to join such an organisation where they could feel they were helping others as well as having fun along the way. What is that organisation?

**Rotary** of course!

At the recent Brisbane Zone Institute new RI General Secretary John Hewko outlined some of the changes to improve the efficiency of service to Clubs and give wider recognition to the work of Rotary. One of the things he is trying to do is quantify what Rotary does. RI needs some hard credible figures to tell the world about Rotary's achievements.

Last year as D9700 Governor I asked all the Club Presidents to keep some simple figures. The total contributions to local communities and Rotary programs across the District were a staggering \$1.3 million. In addition there were an estimated 67,500 hours of voluntary service. That is a tremendous contribution to the 2010/11 theme of **Building Communities - Bridging Continents**.

I know that all the Districts in Australia and probably most of those around the world would have made at least similar contributions. If we make that assumption (on a per capita basis) it means that last year in Australia, Rotary contributed over \$37 million to local communities and Rotary programs, as well as over 1.9 million hours of voluntary service. If we put that on a world scale the figures are a staggering \$1.36 billion in cash and 70.3 million hours of voluntary service.

There are many people in the community who would be proud to be part an organisation that makes such a great contribution to improving the lives of those in our local communities as well as those in need throughout the world.

**They simply need you to invite them to join your Club!**

## “Five reasons to support The Rotary Foundation”

By Antoinette Tuscano, RI News, November 2011



By [donating to the Foundation](#), you support Rotary's six [areas of focus](#), which help advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

Here are a few ways your contributions are changing lives around the world.

### 5. Fighting hunger

In Romania, children have eggs, milk, and meat because of a Foundation grant that enables local farmers to buy animal feed, packaging materials, and other supplies. The farmers agree to donate a portion of their products to children's hospitals, schools, and orphanages.

### 4. Reducing child mortality

The Rotary clubs of Jaela-Kandana, Western Province, Sri Lanka, and Madras Northwest, Tamil Nadu, India, are helping to reduce child mortality by providing improved sanitation facilities for 15 families in a small community in Sri Lanka.

### 3. Promoting peace and conflict resolution

Watching civil war tear apart his homeland of Côte d'Ivoire instilled in Rotary Peace Fellow Kouame Remi Oussou a passion to resolve conflict. He is now working for the [UN Development Programme](#) in the Central African Republic.

### 2. Basic education and literacy

A literacy project sponsored by Rotarians in South Africa and Rhode Island, USA, in conjunction with the International Reading Association and Operation Upgrade, is teaching adults in the rural community of KwaNibela, KwaZulu-Natal, South Africa, to read and write. These skills will help them fight poverty in their community.



### 1. Eradicating polio

Around the world, Rotarians are participating in walkathons, climbing mountains, cycling, even circumnavigating a continent in rubber dinghies, among other [fundraisers](#) -- to help Rotary rid the world of polio.

Since Rotary launched its [PolioPlus program](#) in 1985, eradicating the disease has become the organization's top priority.

# “Motivate your club members”

Rotary trainer Jeffry Cadorette shares his secrets for keeping Rotarians engaged.

*Rotary Leader, Nov 11, Vol 2, Issue 3.*

*Article by: 7450 PDG Jeffry Cadorette, a member of the Rotary Club of Media, Pennsylvania, USA.*

*Jeffry has served as a training leader at the International Assembly.*



We all want our Rotary clubs to be the best they can be — engaging, fun, and effective. But how do you motivate members so that your club performs at its highest level?

First, you have to get their attention. When they're focusing on their smartphones, they aren't engaging as members of the group. During club meetings, create a technology-free zone by asking everyone to turn off their smartphones, tablets, and laptops. When we disconnect from our machines, we can connect to those around us.

Now that you have members' attention, use these tips to help your club realize its full potential:

**1. Balance.** Friendship and professional development possibilities may bring in members, but it's the opportunity to make a difference that keeps them.

Make sure your club offers opportunities for networking, fellowship, and service in equal measure. A balance of all three creates a healthy club.



**2. Inspire.** Use your leadership skills to inspire members to get involved. Pick a goal — increasing membership, starting a service project, raising Foundation contributions — and offer compelling reasons for pursuing it. Inspiration can come from many sources: Invite an expert from your community or a Rotary district or zone leader, or show a video from the *Rotary Video Magazine* collections.



**3. Unite.** Your community and the world need us now more than ever. Help members understand that by working together, we can accomplish more than we could ever achieve individually. Examples of how our collective efforts are making the world a better place are highlighted in *The Rotarian* and *Rotary's regional magazines*, and on <http://www.rotary.org/>. Share a story at your next meeting.



**4. Appreciate.** Recognize individuals. If volunteers are paid with recognition, then you are the paymaster. Honour individual contributions. Make people feel valued. Present the certificates and gifts available from licensed Rotary vendors to club members who have shown commitment to your club's success.



By taking these few steps, you'll be making an investment in your club leaders and, by extension, in the club itself. I've found that a little investment can go a long way.

## “New blog postings on the Rotary Coordinator Blog Site”

<http://rotarycoordinatoren.blogspot.com/>

*Please feel free to read the new postings, click on the links and post a comment if you wish.*

### “Rotaractors: A chance for Rotary”

*Posted by Rotary Coordinator Zones 11 and part of 20B, Dominique Dubois, 7 Dec 2011*

I just had the honor to represent President Kalyan Banerjee at the National Rotaract Convention in France. It was a pleasure to spend a weekend with some 250 young adults originating from all corners of zone 11 (France, Andorra, and Monaco).



Young people are able to speak in different languages with friends they have just met but with whom they feel a strong connection. We need their ideas, creativity, and energetic vision of the world.

Rotaractors can help us to choose hope instead of the obsolete notion of It will never work. Instead of asking them to participate in Rotary club projects, we should ask them to initiate some projects.

Rotaractors are not different from Rotarians: they are us and we are them...with a few extra wrinkles!

[Click here to read more](#)

Rotary Coordinator Blog



# “Public is aware of Rotary, but unsure of what we do”

*Rotary International News, September 2011*

Do your friends and co-workers know that you're a Rotarian? Do you tell acquaintances about your club's good works in the community or internationally?

Did you know that talking about your involvement in Rotary could significantly enhance the organization's image and boost public awareness? It's up to every Rotarian to tell the world what Rotary is and does.

According to a public image survey commissioned by Rotary International in 2010, people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian.

RI commissioned the survey of 1,000 individuals in each of six countries -- Argentina, Australia, Germany, Japan, South Africa, and the United States -- to gauge the general public's awareness and perception of the organization. The results are consistent with those of a similar survey conducted in 2006: While respondents had heard of Rotary, they did not know much about what it does.

## High awareness, low familiarity

The survey showed that awareness of Rotary varies from country to country, and culture to culture. Of the six countries surveyed, Australia had the highest proportion of respondents who said they were aware of Rotary (95 percent), while Germany had the lowest (34 percent).

In Australia only 35 percent of respondents said they had some familiarity with the organization.

The survey further concluded that demographics play a significant role in whether people have heard of Rotary. The survey included a cross section of each country's population by age, gender, income level, and education level.

## Public perception and giving

More than 65 percent of respondents viewed Rotarians as charitable, respected, and caring. More than 50 percent associated the organization with men. Work needs to be directed toward communicating opportunities for women to join.

Interest in contributing time or money to a Rotary club varied by nation. Interest was highest in South Africa, at 49 percent, and lowest in Japan, at 10 percent. Rotarians need to tailor marketing efforts to reflect local club initiatives.

The public's interest in joining a Rotary club is low.

[download the full report.](#)

## “Peace Through Service” is 2012-13 RI theme



RI President-elect Sakuji Tanaka will ask Rotarians to build *Peace Through Service* in 2012-13. *RI News* -- 16 January 2012

Tanaka unveiled the RI theme during the opening plenary session of the 2012 International Assembly, a training event for incoming Rotary district governors.

"Peace, in all of the ways that we can understand it, is a real goal and a realistic goal for Rotary," he said. "Peace is not something that can only be achieved through agreements, by governments, or through heroic struggles. It is something that we can find and that we can achieve, every day and in many simple ways."



## “Malaria Awareness Day”

*From the December 2011 issue of D9820 RAM Newsletter*

The World Health Organisation has declared 30 April as World Malaria Day / Malaria Awareness Day.

Rotary Clubs could start to think about what they might do to recognise the importance of the date. One suggestion would be at your Club meeting during the lead up to Monday 30th of April 2012, invite someone to speak on malaria. Another idea would be to get an item inserted in your local newspaper – highlight any donation you may have made to, for example, the Adopt A Village program.

For more information please contact Tom Shanahan Chair D9820 RAM [koalbear2000web@aspire.com](mailto:koalbear2000web@aspire.com)

# “Bringing Business Back to Rotary” Part 1

Article by Helen Blunden

President of the Rotary Club Moorleigh Moorabbin, D9810



One night during a membership committee meeting, I asked my fellow members why they joined Rotary. They cocked their heads and reflected on the question. After a short while although they didn't answer the question directly, they recounted their early days of Rotary that gave me an insight into the circumstances of why someone would join.

*“I was just starting out in my business and a colleague, whom I respected, invited me to a meeting. I felt special that he asked me to come along.”*

*“The kids had grown up and I had more time to spend on growing the business.”*

*“When I went to the first club meeting, I saw many of my business colleagues were members so I wanted to be part of the group and so I joined”*

The main theme around every person's experience was centred on business. They joined because they were in business, their friends were in business and there were opportunities for networking as well as making new friends for their business. That got me thinking – have we lost the vocational aspect out of Rotary? Are we scared to use Rotary to network for our own business or professional needs?

At a time when our clubs are looking at dwindling membership and where we are encouraged to look at ways to reinspire, review or reinvent ourselves to ensure that Rotary survives; our club has gone back to the basics. We looked to the past.



*The first four Rotarians: Gustavus Loehr, Silvester Schiele, Hiram Shorey, and Paul P. Harris*

When Paul Harris walked the streets of Chicago with his friend Bob Frank, in 1905 he was surprised that Bob knew many of the shopkeepers who were his friends. It reminded him of the towns he grew up and it gave him an idea to create a club centred on vocations.

What Paul Harris wanted in 1905 is exactly what people still need in 2012 - even more so in an age where technology is making us more globally aware but socially disconnected from our own local community.

Businesses nowadays network, collaborate and do business with each other through the internet. Many businesses also espouse the importance and application of corporate social responsibility.



Looking around your community, it's likely you will find many businesses and services that all could be potential members. For our club, within five kilometres of our club, there are 16 industrial precincts with one of the largest small to medium industrial enterprises in Melbourne that generates \$20.43 billion for the Victorian economy.

We talked to Rotaractors and heard presentations from youth at district and international conventions who craved business and career development through active involvement of hands-on community projects and the need to be mentored or coached by those who were in business; or who had knowledge, skills, experience and networks that could be shared.

Helen Blunden can be contacted by email:  
[Helen.blunden@yahoo.com.au](mailto:Helen.blunden@yahoo.com.au)

**Article to be continued  
in next month's edition of this Newsletter.**

## “Raising Awareness by celebrating Rotary International's 107th Birthday”

From D9710 website

D9710 has organised “The Rotary Birthday Cocktail Party” - *Bubbles in the Gardens* – which will be held on 23 February 2012 from 6.00 - 8.00 pm, at the Australian National Botanic Gardens in Canberra.

“The Party will be a celebration of the fun and friendship Rotary brings to us; and to enjoy each other's company as we celebrate 107 years of Rotary service.



All Rotarians, guests and friends in our District are most welcome to attend. I have asked all Assistant Governors in the District to organise events for their groups.”

DG Rob Woolley

**How are you celebrating Rotary's birthday?**

# Share your Club or District Service Project

We would like to hear from Districts or clubs telling us what they have done. Please include a summary, contact details, and a couple of photos, and forward to this Newsletter's editor (Issa Shalhoub) at [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au).

**Below is a Club project to share.**

## “Preparing a new generation of volunteers”

*Article supplied by PDG Jessie Harman,  
Assistant Rotary Coordinator*

Year 12 school leavers in Kerang are learning first-hand about the life-changing effects of volunteering, thanks to the Rotary Club of Kerang in District 9780. Whilst many of their year 12 counterparts are partying on Australian beaches, young school leavers of Kerang and Cohuna are celebrating by building low cost shelters in Cambodia.



**Schoolies at work**



**Fostering International Goodwill**

The initiative is a partnership between the Rotary Club of Kerang and schools in the local area. Since the club founded the program in 2007, more than 100 school leavers have lived the Rotary ideals of service, fellowship and international understanding.

According to club President Geraldine Prendergast, the project provides as many benefits for Rotarians as it does for the young people of Kerang.

“Each year the project involves virtually every member of the club, and it’s a fantastic way to promote Rotary in the community,” she said. “We are also very confident we are preparing a future generation of Rotarians,” she added.

In the past three years, the project has expanded to include a group of school leavers from an indigenous community in the Northern Territory.

“By extending the hand of friendship to these young people, we have increased the positive impact of the project even more. We are so proud of our young volunteers, they are such wonderful role models,” Ms Prendergast said.

The Club has recently been recognised for its innovative ‘Schoolies Alternative’ project. It received the RI Significant Achievement Award in 2010-2011, and in October this year won the Leadership and Innovation Award at the Victoria Regional Achievement and Community Awards.

## "Emails to Rotary on the Move"



We welcome discussion, if you wish to comment on an article or have some information that you would like to contribute and share, please click [here](#).

All emails are subject to editing. Not all emails received will necessarily be published.

**Email received** (5-12-11) from Ray Crompton, Member Rotary Club of Kenmore Qld, District 9600, addressed to PDG Noel Trevaskis.

*"Noel I felt I should make comment to your article in the Rotary on the Move Newsletter (Dec 2011).*

*I believe that a majority of clubs work towards increasing their female membership.*

*Men point out also that as yet Men cannot join many Women only clubs, so the ball park is not level.*

*If getting females into Rotary is a numbers game then we should give up. If getting females to join Rotary because they really want to, then we should go all out to assist and invite them to our meetings to gain firsthand knowledge on how a Rotary Club operates. This should apply to prospective Males also.*

*I believe we will be more relevant in today's society if our clubs are indeed focused on overseas projects but more importantly on projects within our own nation that we can get increased media and community support and hence new members both Female and Male."*

**Reply** by PDG Noel Trevaskis

*Getting women into Rotary isn't a numbers game, women are out there who would join Rotary if they were asked, as there are men out there who also would join if they were asked.*

*The problem is that in most clubs there are usually only the same two or three members who ask people to come along to a Rotary meeting. Figures show that 90% of Rotarians never ask anyone to a Rotary meeting.*

*Rotary Clubs will grow if they are seen to be active in their local community and by being active I don't mean running the barbecue at a function or raising money but doing a project in the local community.*

*One of the great examples of that happening is the RC of Pambula, six years ago around 16 members, today 46 members. What happened, they built an indoor heated swimming pool for the community and people in the community wanted to get involved with the club. Clubs need to be seen to be involved in their local community, first then involved in the international community as well. ... we had better make sure that when people do come to our clubs that we deliver on what we told them about our club. We lose members at the same rate as they join Rotary, we need to keep our members longer than what we have been doing.*

*There are opportunities for new members from men and women, and it doesn't matter really what gender they are, we should always be trying to get the best possible person to become a Rotarian regardless of gender. The other problem is that a lot of clubs just think membership is going to just happen for them, they don't have a membership plan or even know how many members they want to have in the club, they usually reply as many as possible when asked.*

**Past editions of the "Rotary on the Move" Newsletter can be accessed by clicking on the following links:**

[http://www.rotaryaustralia.org.au/membership\\_newsletters.php](http://www.rotaryaustralia.org.au/membership_newsletters.php)  
or <http://www.rotm.rotarysouthpacific.org/>

### Rotary Coordinator Team 2011 - 2012

#### 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.

**RI Director** Zone 7 and 8

**Stuart Heal** [heals@xtra.co.nz](mailto:heals@xtra.co.nz)

**Rotary Coordinator;** Zone 7B and part of Zone 8

**Rob Crabtree** [calpr@xtra.co.nz](mailto:calpr@xtra.co.nz)

Phone: B 64 9 273 2065 - Phone H 64 9 535 4035  
Districts: 9680, 9690, 9700, 9710, 9750, 9780, 9790, 9800, 9810, 9820, 9830, 9910, 9920, 9930, 9940, 9970, 9980

**Rotary Coordinator;** part of Zone 8

**Noel Trevaskis** [n.trevaskis@bigpond.com](mailto:n.trevaskis@bigpond.com)

Phone: B 0427 722 029 - Phone: H 02 6495 0455  
Districts: 9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670

**Assistant Rotary Coordinators** for part of Zone 8:

**Jessie Harman** [j.harman@ballarat.edu.au](mailto:j.harman@ballarat.edu.au)

Phone: B +61 3 5327 8203 - Phone H +61 3 5332 3203  
Districts: 9780, 9800

**Neal Fogarty** [fogartys@cirruscomms.com.au](mailto:fogartys@cirruscomms.com.au)

Phone: +61 2 6365 2314  
Districts: 9680, 9690, 9700, 9710, 9750

**John Barnes** [jba25492@bigpond.net.au](mailto:jba25492@bigpond.net.au)

Phone: +61 3 9802 8007  
Districts: 9790, 9810, 9820, 9830

**Malcolm Lindquist** [malantlindquist@bigpond.com](mailto:malantlindquist@bigpond.com)

Phone: +61 8 8276 9380 - Mobile: +61(0)439 877 511  
Districts: 9500, 9520

**Rob Wylie** [robwy43@bigpond.net.au](mailto:robwy43@bigpond.net.au)

Phone: 07 3385 5398  
Districts: 9550, 9570, 9600, 9630

**Neville Parsons** [nparsons@hccu.com.au](mailto:nparsons@hccu.com.au)

Phone: 02 6585 3158  
Districts: 9640, 9650, 9670

**John Ranieri** [jcranieri@bigpond.com](mailto:jcranieri@bigpond.com)

Phone: 08 9764 1686  
Districts: 9455, 9465

**Assistant Rotary Coordinators** for Zone 7B:

**Warwick Pleass** [warwick@pleass.net](mailto:warwick@pleass.net)

Phone: B +679 3308 803 - Mob: +679 9990 888  
Districts: 9910, 9920, 9930

**Ross Skinner** [ross.skinner@xtra.co.nz](mailto:ross.skinner@xtra.co.nz)

Phone: +643 3 553 017 - Mob: +6427 229 3500  
Districts: 9940, 9970, 9980

**Newsletter Editor**

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

Phone: 0414 553 574

If you wish to receive an electronic copy of this Newsletter, future editions, 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)