

"ROTARY IS ON THE MOVE"

Article by RC PDG John Prendergast

Rotary is on the move. Rotary is always on the move. As we know, on 1 July every year we see the annual changeover of Rotary's leaders and officeholders – 540 new District Governors, 35,000 plus freshly minted Presidents around the world, and many times that number of new Club Secretaries, Treasurers, and Directors.



Our global leadership changes too – the very sudden and very sad passing of RI President Elect Sam Owori has seen Barry Rassin step into the role at short notice, but Rotary's strong framework, strong training programmes, and strong support from we 1.2 Rotary members will see Barry and Esther have a wonderful year leading our organisation – albeit Barry probably feels a bit like he's drinking out of a fire hydrant at the moment rather than a straw, as he absorbs all he needs to do in his truncated preparation period between now and 1 July 2018.

So what does all this annual changing of the guard mean for our organisation? Well it certainly presents challenges, but balancing those challenges are the myriad opportunities an annual refresh provides. On the challenge side:

- the need for incoming leaders to learn what their role entails, and plan assiduously for it;
- the possibility that Districts and Clubs may lose strategic traction and direction, unless care is taken between outgoing and incoming leadership to communicate and collaborate, in order that their District's "G Train", and Club "P Trains", remain on track;
- the possibility, especially in smaller Clubs, that there isn't anybody within the Club capable of or sufficiently ready to take up the President's role, and so we sometimes have to have "recycled" Presidents;
- the possibility that a Club might occasionally get a "dud" President, because there's nobody else to take on the role.

All of these potential challenges present risk to our organisation - no argument about that, sometimes significant risk. But that is mitigated by Rotary's significant investment in training and support. And balanced by the fantastic opportunities opened up for any and all Rotarians to take up leadership roles, simply because the annual changeover means that new leaders are required each and every year:

- Clubs and Districts invest significantly in training their future leaders – the 6 New Zealand Districts hold a Multi District Presidents Elect Training Seminar every March in Auckland, bringing together all 265 Presidents Elect from across New Zealand and the Pacific Islands. This comes at a cost of approximately \$800 per incoming President. Which on the face of it seems a high cost. But if you look to the world of commerce, where businesses will comfortably and willingly budget to spend the equivalent of 2% to 3% of a manager's salary on professional development, a cost of \$800 equates to an equivalent annual "salary" of \$40,000 for a Club President. Pretty cheap for what is essentially a branch manager role;
- This investment, when taken advantage of by an incoming President, means that when they commence on 1 July they are well trained, and well prepared to do a good job with and for their Club;
- But far outweighing this "cost" is the benefit that every Rotarian stepping up to a leadership role gains – a year as a Club President provides all manner of learning and development opportunities, be it public speaking, learning to delegate, and above all the opportunity to learn and exercise leadership.

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So yes our practice of changing the executive leadership team in Rotary every year can be frustrating, some may even see it as somewhat of an anachronism; and it's certainly not something that you see happening in the corporate world, they don't replace their leadership every year.

But then Rotary doesn't exist solely as an outward-looking organisation, here to benefit only those outside of Rotary; Rotary also plays a critical role in providing opportunities to develop each of us as individuals. One of the biggest benefits we can gain from our Rotary membership is the personal and professional development that Rotary offers us, giving us skills that are very valuable for use within our Clubs and Districts, but equally valuable and transportable beyond Rotary to our everyday personal and working lives.

"GROWING MEMBERSHIP THROUGH SERVICE"

Article by Julie Aubry, Regional Membership Officer for Zones 7b and 8 (based in Evanston, IL, USA). Julie.Aubry@rotary.org | +1-847-866-4480 | www.facebook.com/julie.aubry.rotary



What is Rotary?

"I have no idea."

"That's a type of phone, right?"

"Oh, I've heard of Rotary. I don't know what they do though."

The statements above aren't uncommon when we ask non-members if they know what Rotary is. We know there's a lack of awareness in our communities; some parts of the world have been seeing a decline in membership. How can we expect clubs to grow if people don't know who we are?

I've been volunteering since I was a child. I thank my parents and local church for fostering my commitment to service. And yet, having an interest in service from a young age, I never knowingly encountered Rotary throughout middle school, high school, university, and all the way into my late twenties. How did I make it that far without knowing anything about Rotary? While we didn't have local Interact or Rotaract clubs, we did have nearby Rotary clubs. The problem was, we were never made aware of volunteer opportunities with clubs within my communities.

In the past, a Rotary club may have avoided speaking openly about the community service they provide for fear of appearing braggart. But there's a missed opportunity in not sharing. Turn your talk of service into an opportunity to raise awareness, make a greater impact, and inspire potential members.

As part of the Regional Membership Officer team at Rotary International, we see this issue affecting clubs and districts all over the world. To help broaden your next service project, I've created a checklist of things to consider to bring awareness (and, therefore, more support) to your club and engage prospective members:

- How will this project build awareness of the service needed in the community and of my club?
- How visible is my club in this project? Is it clear that my club is Rotary (shirts, aprons, hats, etc.)? Is there an opportunity to leave our club's mark (signage, club logo)?
- Is my club extending volunteer opportunities to non-members including families, students, businesses, and local leaders we'd like to engage?
- Are we utilizing traditional or social media? It's important to share volunteer opportunities through these platforms beforehand and after to share project photos and end results.
- What do new members or non-Rotarian volunteers experience when they join us for a project? Do volunteers understand the project? Do they understand my club's role? Do they feel welcomed, included, and engaged?
- Is there an opportunity to share the benefits of becoming a Rotarian and the opportunities my club offers? For example, other ways to give back may include supporting new or existing projects, fellowship, networking, professional development, etc.
- What's the take-away? Do our non-Rotarian volunteers know how to get in touch with our club after the project? Do they know about other upcoming events?
- When my club thanks our members for their service, do we also thank non-member volunteers? Are we able to collect contact information for non-members, and follow up to thank them as a nice personal touch and to open the line of continued communication?

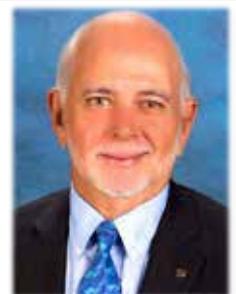
There are now more resources to help your club inspire your community, bring attention to all the good work you're doing, and invite others to join you. Check out the new [Rotary People of Action](#) materials in the [Brand Center](#) on My Rotary to help explain your club and your good work.

"BARRY RASSIN SELECTED TO BE 2018-19 ROTARY PRESIDENT"

From RI website

Barry Rassin, of the Rotary Club of East Nassau, New Providence, Bahamas, is the selection of the Nominating Committee for President of Rotary International for 2018-19. He will be declared the president-elect on 1 September if no challenging candidates have been suggested. As president, Rassin aims to strengthen our public image and our use of digital tools to maximize Rotary's reach.

Rassin's nomination follows Sam F. Owori's death in July, just two weeks into his term as Rotary International president-elect.



“RON BURTON ON MEMBERSHIP”

Article from the Rotary District 9640 – DG Darrell Brown Governor’s Newsletter, August 2017.

This is an extract of a message from Past Rotary International President (2013-14) Ron Burton, worth re-reading.

“The goal isn’t just bringing in new members. The goal is growing Rotary. The goal is making Rotary bigger, not just with more members, but with more involved, engaged, motivated members who will be the ones to lead us into our future.

*“So if they say yes, and they come
and join our club, then we’d better
be showing them that their time in Rotary is well spent.”*

Each of us has our own reason for joining Rotary – but **I believe we all want to make a difference.** We all want to be doing something meaningful. That is absolutely essential for us to remember when we talk about membership. We’re not asking just anyone to join Rotary. We’re looking to attract busy, successful, motivated people who care. We’re asking them to take their valuable time and give it to Rotary. So if they say yes, and they come and join our club, then we’d better be showing them that their time in Rotary is well spent.



We have to make sure that every Rotarian, in every club, has a meaningful job – one that makes a real difference to the club and the community. Because when you’re doing something meaningful in Rotary, Rotary is meaningful to you.

“MEMBERSHIP RETENTION”

Article by Andrew best, Club and District Support Supervisor Rotary International South Pacific and Philippines Office, from Rotary Down Under, issue 595, June 2017

KEEPING current members is a sign of a club's stability and overall wellbeing. Many clubs don't recognise their retention problems if the number of members remains somewhat steady. However, clubs that consistently lose members and compensate by inducting new members may have issues that are not apparent.



There are wonderful resources available through MyRotary, including the club self-assessment tool, where clubs can determine when and why members leave their club and then help generate strategies to keep current members engaged and involved so they stay.

Understanding why members leave is crucial to strengthening your club. The Exit Survey in Understanding Why Members Leave is designed to gather this information. Rotary International has conducted extensive research on the reasons members leave their clubs worldwide.

Our research shows that many members who leave after spending one to two years in a club do so because they do not feel engaged in club events and activities, their fellowship expectations aren't being met, or they have difficulty meeting the attendance requirements because of competing priorities.

Another tool to engage your members and obtain a stronger understanding of their expectations and experiences is the Enhancing the Club Experience Satisfaction Survey. This can provide wonderful insight into the thoughts, motivations and expectations of your current members and allow you to adapt aspects of club operations, projects and activities to ensure those members want to stay.

MyRotary.org has a wealth of incredible resources, tools and support documents to help retain members and strengthen your club, and, best of all, it's free.

“MARK DANIEL MALONEY SELECTED TO BE 2019-20 ROTARY PRESIDENT”

From RI Website

Mark Daniel Maloney, of the [Rotary Club of Decatur](#), Alabama, USA, is the selection of the Nominating Committee for President of RI for 2019-20. He will be declared the president-nominee on 1 October if no challenging candidates have been suggested.

“The clubs are where Rotary happens,” says Maloney, an attorney. He aims to support and strengthen clubs at the community level, preserve Rotary’s culture as a service-oriented membership organization, and test new regional approaches for growth.

“With the eradication of polio, recognition for Rotary will be great and the opportunities will be many,” he says. “We have the potential to become the global powerhouse for doing good.”



"A ROTARY TABLOID THAT IMPRESSED THE COMMUNITY"

Article by District 9630 Membership Director Tim Keeler, provided by ARC PDG Wendy Scarlett

As Rotarians, we are a network of inspired individuals who translate our passions into relevant social causes to change lives in local and international communities.

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

We are the backbone of our city and district, we care about our people and we make a difference. Why are we successful? What makes us stand out from the crowd? Through the five Rotary Clubs in Rotorua, what have we achieved locally and internationally?

These were the questions we wanted answered to inform the people of Rotorua of what the five Rotary Clubs have done in Rotorua in the past, the present and what future plans we have that will benefit the local community.

We are all very good at getting on with the project or task in hand. However, we are not so good at telling our success stories and how we make a difference! So some means needed to be found ... and was.

In May this year Sue Gunn, a member of Rotary Rotorua Sunrise and District 9930 PR & Image Committee got an idea that the five Rotary Clubs in Rotorua could club together to profile the success of Rotary in Rotorua to raise awareness of Rotary in the community and to work up a membership recruitment drive.

That led to meeting with the Advertising Manager of the Rotorua Daily Post, Janine Davy a new member of the Rotary Club of Rotorua North to look at producing a tabloid in the newspaper with a web version for uploading to all club websites.

We met with the five club presidents and the Assistant Governor, Richard Evans to sell the idea and gauge their support. They were all very enthusiastic and so the Rotary Community tabloid was born.

The 12 page tabloid was inserted into the Rotorua Daily Post on 27 September, circulated to 24,500 homes and 1,000 extra copies were given out to the five clubs. These copies were used by clubs to expand their publicity to those in their immediate network and to local business outlets and contributed along with the wider distribution to a considerable rise in interest and enquiry about their clubs.

This initiative was a great example of Rotary working together for the benefit of their community, for the recruitment of new members and in telling our great stories highlighting our local and international collaborations, successful fundraisers and humanitarian projects.



All the editorial articles were funded by Rotarians and friends who advertised their businesses and/or products and services in the tabloid. For every half page of advertising, the Rotorua Daily Post gave us a half page of editorial. Plus, we had a dedicated journalist work alongside Sue Gunn to contact and write up all the articles.

As Sue Gunn says, "it was a great team effort with many members from the five clubs contributing articles and images, and the District Chairs contributing articles, including Raewyn Kirkman contributing The Rotary Foundation article. Plus we had the endorsement of DG Keith Owens welcome and introduce the Rotary stories."

Richard Evans, AG was amazed at the positive feedback from clubs, friends of Rotary and readers of the Daily Post. While the tabloid was about celebrating the considerable successes of the clubs, it was also about generating some new members and it is resulting in an increase in membership enquiries and Rotary Rotorua Sunrise has had a prospective new member attend two meetings and keen to join!

The tabloid is on-line at: http://issuu.com/apn_mediaservices/docs/rotary?mode=wondow and on the District 9930 website at www.rotary9930.org

The five Rotorua clubs have worked hard to develop a strong cooperative and collaborative relationship as they believe that this boosts their effectiveness in the community. Rather than 'competing' for resource and presence in the community they meet regularly to plan activity they can do together. Examples are periodic joint club meetings including a very enjoyable and well attended District Governors visit meeting. Other initiatives are the a joint fundraising dinner and developing publicity resources such as flags and banners that can be shared among all the clubs because they are banded 'Rotary Clubs of Rotorua' rather than for an individual club. For the Rotarians themselves the initiative has expanded their network of friends and as a consequence strengthened the commitment to and engagement in Rotary.

“ASK AND ANSWERED”

From Rotary Leader July 2017 edition, Vol 8, Issue 1

We've compiled a few of the questions most frequently asked of Rotary International's help staff, and provided the answers, here is one:



Q: Rotary only has active and honorary member types. How do I report corporate and associate members?

A: Rotary International recognizes two types of members — active and honorary. But clubs are free to recognize other member types. Corporate and associate members can be reported to Rotary as either active or honorary members.

If the members pay RI dues, they're considered active members, and they receive all the benefits that other active, dues-paying members enjoy. They're also included in the club's membership count.

Honorary membership is used to recognize people who have distinguished themselves through service and embody Rotary ideals, or those considered friends of Rotary because they support our causes. They're exempt from paying RI dues, don't vote in Rotary matters, can't hold any club office, and aren't included in a club's membership count.

“PRESIDENTIAL MESSAGE”

Ian H.S. Riseley, President 2017-18, from RI website

There are as many reasons to come to Rotary as there are Rotarians – maybe even a few more. But each of us has stayed in Rotary because it adds something to our own lives. Through Rotary, we are *Making a Difference* in the world; and the more involved we become, the more of a difference Rotary makes to each of us.



As we look to strengthen our clubs, two specific challenges stand out in our membership: our gender balance and our average age. To keep our clubs strong, we need to build a membership that reflects the communities we serve and that will continue to develop knowledgeable leaders for generations to come.

“ROTARY: MAKING A DIFFERENCE”

From Rotary Leader July 2017 edition, Vol 8, Issue 1

RI President Ian Riseley, in explaining why he selected the theme 'Rotary: Making a Difference', he says, "It seems to me that it represents what Rotary is and what Rotary does, every day and in many ways. All those people who benefit from our great programs appreciate that Rotary exists to make a difference."



We are improved as people when we follow the guiding principles in our mission statement and the Object of Rotary, he says.

To Riseley, the theme logo symbolizes diversity, with people from all races and backgrounds uniting under the banner of Rotary.

"It symbolizes all of us striving to do better, reaching ever higher to do good in the world, in the name of Rotary," he says. "Even those of us who are modest in our achievements can, when combined with 1.2 million colleagues, contribute to making a difference, in our own communities and more globally."

“WORLD POLIO DAY—OCTOBER 24”

From Rotary International South Pacific & Philippines Office Regional Bulletin, July 2017 VOL 13 No 1

World Polio Day is once again upon us, and it's time to start thinking about the many ways we can get the story across to our supportive communities.

Last year there were something like 1,400 events organised by clubs in support of World Polio Day and more than 30 of those were in our region.

It's a good opportunity to sell the Polio message and maybe generate a few dollars to keep the end result squarely in the public's eye. There's a link to register your event on the End Polio Now website at this address: www.endpolionow.org/register-your-event



"WHY OUR SERVICE ORGANIZATIONS ARE DYING AND HOW TO FIX THEM" Part 2

*This essay was written by a member of the **Rotary Club of Oregon City**, Michael Brand who has been an entrepreneur, motivational speaker, and human services activist for decades. Article written 18 June 2016. Michael was a Rotary Ambassador Scholar and spent 1994 at University of Queensland in Brisbane.*



Part 1 of 2 parts, was published in last month's edition of this Newsletter,

... All of the service clubs, once the backbone of community life in America, have been in significant decline over the past 2-3 decades. It is not that our clubs have changed. America has changed.

Prioritize Time Over Treasure

So, what will attract them is not so much our mission, but **how we can add to the quality of their lives**. Their time is precious. So how can we adapt in order to make ourselves more welcoming to this emerging America?

Build An An Informal Atmosphere

Is the format of our club outdated? Is the weekly lunch a productive format? Are the rituals in our meeting making sense to younger Americans? Many try to side step or ignore these impediments rather than deal with them. That's human nature **as the most powerful force in the world is the status quo**.

But Americans now connect on-line so don't need the time investment of a weekly meeting in order to network. Leaders must identify and remove obstacles. Is the structure of our club meetings an obstacle to involvement? One thing is abundantly clear, what emerging generations want in physical meetings is for the environment to be **fundamentally social, fundamentally conversational and fundamentally less formal**.

Enable Them To Bring The Whole Family

One of the encouraging trends in modern America is how men have taken a much more active role in child rearing. Some of this is driven by women's increasing role in the workplace and some by men desiring to play a more intimate role in the development of their sons and daughters.

These two parents, two career families have higher than average incomes and should be **a priority to our recruitment strategy**. They earn more and are more active than other demographics. If we want to get them, we have to offer a milieu which permits and engages their children as well, for they will not give up valuable family time for anyone. So, does our club offer a family friendly environment?

Help Them See World Differently

People gravitate to places containing others who awaken their curiosity, challenge them to think and learn, and encourage openness to new, inspiring ideas and alternatives.

While we may not be able to book high-level speakers, **we can look at altering meeting formats**. How about facilitated discussions around a pressing societal issue? How about reflective exercises which engage members to think deeply about a topic?

Let Them ReThink You

It's not 'Come do what we do', it's 'What do you want to do?' Can our club be an incubator for young creatives to develop new and interesting ways to address our traditional issues?

One aspect of emerging generations is their desire to have an **impact now**. It means they will not wait 5 years to be elected Chair of the Fundraising Committee before seeing their ideas in action. **If it's not happening today, they'll walk away**.

Inventing The American Future

Service clubs are an American innovation that have evolved into a worldwide institution. While vibrant across the globe, **the loss of membership in the United States represents a loss of social capital and civic engagement**. Today potential members are constrained by lack of time. In addition, they may not see much use in an organization whose prestige and vitality is in question. It is imperative we reinvent. That may involve passing the torch and **allowing an emerging generation of leaders to reinvent our clubs according to their needs**. The alternative may be irrelevance and obscurity.



Will this attract the next generation?

"GET UP AND GO"

Article by Chris Edwards, Ambassador Australian Rotary Health

'Get up and Go' is the theme for 'Rotary Fitness' is a new initiative that we think should be considered by all clubs because it offers nothing but benefits for Rotarians, for the growth of clubs, for the community and for the health of all Australians.



The idea is very easy to implement at the club level.

All that is required is for a group of club members to regularly get involved in some form of fitness activity. Rotarians are encouraged to think about their health and for clubs to add a simple, regular weekly health related activity to their calendar; such as a group walk, a bike ride, game of golf, etc. – whatever activity your club supports the most.

The simplicity of the idea is that we get out and get active in the community, wearing a new range of Rotary Fitness clothing that stands out and attracts attention. This campaign is aimed at visually changing the perception of Rotary from that of 'a bunch of old blokes who cook sausages' to 'a fellowship of all ages that participate in activities of service.'



Australian Rotary Health 2017-18 Chairman Greg Ross (Far Left), Director Des Lawson and far right Director Colin Thornley wearing the Rotary Fitness golf shirts.

The cleverly designed range of sports polo shirts in Rotary colours depict a wide range of sporting themes, and the idea is to distribute these freely around the community.

Australian Rotary Health Ambassador Chris Edwards says, "These shirts aren't just for Rotarians. They are for people of all ages. To change the Rotary image the community needs to see a change. If they regularly see young and old participating in some form of exercise whilst wearing these sporting themed shirts, their perception as to what Rotary will definitely be altered. And the whole initiative is a fundraiser for Australian Rotary Health.'

'As part of this initiative, we plan to have a website that catalogues everything related to health and fitness in the Rotary world, starting with a directory of Rotary Parks, Rotary walking trails and Rotary sporting events.' Stated Chris.

To get this initiative off the ground we need people to put their hand up and get involved.

If you are interested in participating or knowing more, email chris@rotary.fitness and introduce yourself.

Footnote:

"To continue to grow and prosper, we need to regularly learn from cross-generational fellowship. The Rotary Fitness Initiative is as much about an individual's physical and mental health as it is about the health of Rotary and societal well-being." – *Chris Edwards*

Rotary Fitness is a initiative of **Australian Rotary Health** (ARH), spearheaded by City2Surf Legend and Australian Rotary Health Ambassador, Chris Edwards of the **Rotary Club of Hall** and supported by **District 9710**.

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

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

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

"MEET ARC STEPHEN LAMONT"

Stephen joined the Rotary Club of Kardinia in 1993 and has served in many roles in the club including club President and Secretary twice. At District level he has served as an Assistant Governor, Conference Chairman, Future Vision Coordinator and Foundation Alumni Chair.



Stephen has just completed his term as District Governor of District 9780 (2016-17) and looks forward to working and meeting Rotarians from surrounding districts in the role as ARC.

A pharmacist by profession he has been proprietor of his pharmacy business since 1989 and has served a term as a junior committee member on the Pharmaceutical Society of Victoria. Stephen is married to Gaye, who trained as a nurse but who now works in the pharmacy as retail manager.

Stephen and Gaye have two adult children and live on the Surf Coast at Aireys Inlet. They share a love of the outdoors and musical theatre and value the strong friendships they have made through Rotary.

"MEET ARC CRAIG EDMONSTON"

Craig is a Consulting Surveyor by profession and has spent most of his life in Central Queensland, being born in Rockhampton. 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 now 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. 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.

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 Service. Craig has coached Junior Cricketers to premiership success. Craig was made a Life Member of the Emerald and District Kennel Club for 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. He was elected to the board of Dream Cricket Australia in 2016.

His special interest however has been in Rotary and he served as District Governor (D9570) in the 2014-15 Rotary year. 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. Craig served as an Assistant Rotary Coordinator for the 2016-17 year, and was recently elected as a board member or Rotary Down Under for 2017-2020.

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 2017 - 18 ZONES 8 AND 7B

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

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

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