

ROTARY CLUB OF RICHMOND

The Tiger Cub Rag



2011 - 2012



Meeting 2166

6 February 2012

SPEAKER

Sam Bramham
Community Partnerships

CHAIR

TBA

Birthdays

Annie Wysham – 12 February

Wedding Anniversaries

Simon & Elissa Marriott – 8 February 2002

Induction Anniversaries

Nil

ROTARY DISTRICT 9800, R.I. & OTHER ROTARY LINKS

Richmond Rotary website:

www.rotaryrichmond.org.au

District9800 website:

www.rotarydistrict9800.org.au

District E-Zine link:

www.rotarydistrict9800.org.au/current_networker

Rotary International website:

www.rotary.org

Conference website:

www.2012melbourne.com.au



ROB'S Blog...

Another great meeting and we thank our District Governor Keith Ryall, John McMorrow Assistant Governor and Emanuel Tumino for coming last night to welcome Guila Cordosa. Unfortunately Guila Cordosa became ill before the meeting and could not attend but she will be at next meeting

I thought our guest speaker Marcus Godinho CEO of Food Share is doing an excellent job - firstly reducing the amount of fresh food going to waste and secondly, turning it into delicious food for people who are having a hard time. Apparently up to two million people in Australia require help sometime during the year a staggering figure considering we are the lucky country!! That's about 10% of our population. The percentage it would be in places like India or Sudan is beyond my comprehension.

I would like to thank Michael O'Sullivan and Sue Bolton for helping out at the barbecue at the Collingwood Leisure Centre in very trying conditions on Sunday. We raised \$144 and Michael again showed his skill at turning sausages. I would like a dollar for every one he has cooked, boy would I be wealthy!!! Sue kept the young kids satisfied with the tasty sausages from Fairfield. I would like to thank Daniel Podbury (City of Yarra) who does an excellent job organising and supplying all the needs for each barbecue. Jo informed the club that we raised \$4,000 during January - a tremendous effort by all concerned and the challenge now is to beat \$ 700 on Friday and \$ 1,900 on a Sunday **so come on lets go for it and try and beat it.**

As I said on Monday I am trying to get around and connect with other community organisations such as the Police, schools and charitable organisations as I feel it is important that Rotary does this. At the end of year we should donate some of our hard earned funds to local charities in our backyard and help promote our profile in the Richmond area. Have a good week, and keep up the good work.

President

Rob

PS: A Comment by President Rob about Education

Recently, I was reading an article in *Tatler* on "Private Schools in Great Britain" and what amazed me was the earliest schools started in the years 597 and 626!! Although the majority were started in the 19th and 20th centuries, as there was a big push then by the middle classes to educate their children. I wonder what the school fees were in 598 one Guinea a year for boarding!! I wish the fees were that price today.



President Rob

DG Keith

Sergeant Les

Youth Exchange Chair Nia

Vocation Chair Tim

International Chair Judy

Last Week's Speaker Scribe Janice Kesterton

Marcus Godinho was a truly inspirational speaker.

After working in “conventional” jobs with Mobil Oil, and national Bank, he became involved in managing community, government and media relations. He then went on to work with the Australian Conservation Foundation and the Sustainable Energy Authority of Victoria, doing research into the changes in demand for food relief, changes in demographics of people seeking emergency food relief, changes in dietary needs and changes to the form in which agencies would like to receive food. It was found that many of the needy people have a job, but do not have enough money to buy good quality food every day. They prefer high protein, high fibre, low fat food, but are grateful for anything they get. Marcus originally worked as CEO of “One Umbrella”.

“Food Share” developed and now, approximately 7,000 tons of good quality surplus food from companies such as Woolworths and Ardmona, is collected, cooked and then frozen for delivery to the needy later, instead of going into land fill. At one stage 300 pies were made at an RACV kitchen, but now Fare Share has its own kitchen, where 40,000 volunteers cook the donated food, and make it into pies using Bocastle pastry off-cuts. The donated food might be close to its “use by date”, or too big or too small, as with eggs, or the packaging may be slightly damaged. Rarely is it necessary to buy food.

There are 14 paid workers who supervise the volunteers to ensure they do a perfect job.

Linfox contributes, and has drivers who have been well trained to drive in a most efficient way to deliver the donated food as quickly as possible. The organisational skills of Marcus, and his workers, must be incredible.

This year Marcus is planning to enlarge the kitchen, and to set up an education program re cooking and waste reduction.

Bravo Marcus & his Team!



Marcus & Chairperson Jo

Next Week's Speaker



From: [Boyle, Ciaran](#)

To: janicedk@bigpond.net.au

Sent: Tuesday, January 31, 2012 12:32 PM

Subject: Speaking at The rotary club of Richmond on Monday 13th February

Good afternoon Janice,

I have just received the below email regarding a pre booked speaking engagement on 13/2/12. I am the newly appointed Station Commander at Richmond and would be happy to attend. Could you please supply me with some background of Richmond Rotary before the 13th (Rotary Charter, boundaries, membership etc....) and issues and topics you wish me to cover. I will not require any audio/visual aids. Please call or drop me some information in due course.

Regards,

Ciaran

UPCOMING EVENTS				
Date	Day			Chairperson
6-Feb	Monday	Sam Bramham	<i>Community Partnerships</i>	tba
13-Feb	Monday	Ciaran Boyle	<i>Policing in Victoria</i>	Rob Mactier
16-Feb	Thursday	BOARD MEETING		
18-Feb	Saturday	Pearl Day	<i>Elphinstone</i>	Rob Mactier
20-Feb	Monday	Nia Holdenson	<i>My Trip to China</i>	Sue Bolton
27-Feb	Monday	Susan Francis	<i>Bennelong Trust</i>	Tim Baker
5-Mar	Monday	Kim Saville	<i>School of St Jude</i>	Judy Nettleton
9-Mar	Friday	District Conference	www.2012melbourne.com.au	Melbourne
10-Mar	Saturday	District Conference	www.2012melbourne.com.au	Melbourne
11-Mar	Sunday	District Conference	www.2012melbourne.com.au	Melbourne
12-Mar	Monday	Conference Club Lunch		Sue Bolton
		* Club Meeting		

Our Giulia answers when asked.....



Giulia Cardoso answers:

- 1- When I have a free time I'm used to sleep, play computer, call my friends, go shopping, watch tv, walk through the town. I also enjoy singing, dancing and playing sports.
- 2- In the school I study: Portuguese language, Math, Brazilian History, General History, Geography, Chemistry, Biology, Physics, English language, Spanish language, Literature, Physical Education, Philosophy, Sociology and Redaction. No, I'm not able to choose the courses at my school.
- 3- I like much History and Literature. In my school we are able to get into the school's teams, there we have volleyball, football, handball and basketball. I play volleyball.
- 4- My home is always clean but I have a brother so is a little noisy at night when he's home. I have my own room where I can study, play computer, sleep and dance when I'm alone home. My home is a little far from my school but my parents take me up there by car.
- 5- My mother is Architect and my father is Engineer so that they work in the same company but not in the same department.
- 6- Well, I live in a upper middle class condominium, so we have courts where we can play sports, I have a lot of friends here, because many of them study in my school.
- 7- I love drama, literature, music, sports, dance and act. I'm actress in a company called Persona and I'll be graduate there at the end of the year and I'm learning to play guitar. I enjoy it since I was a child. I love animals too!
- 8- In 2004 I went to Argentina with my parents. In 2008 I went to USA with they again, there we went to Disney World. Finally I went to England for a month to study English language alone, so that I also visited Belgium, Holland and France.
- 9- There are a lot of things I dislike. First I hate vegetables I just eat them in the soup, second I don't like noise, arrogant people, dirty, disorder, disrespect with people and when things happens in a unfair way. I don't like raining days though I like cold days as I don't like scorching days but enjoy the sun.
- 10- I'm polite, generous, honest, caring, fair, reliable, smart, organized, friendly, talkative, funny, curious, self-confident, dedicated, easygoing and really happy but I'm also sensitive, anxious, nervous, unpatient, ironic, too much sincere, sometimes I'm a bit lazy and I'm realist (I don't know if is bad or good). In fact, I'm a dreamer!
- 11- I would like to be a singer or actress, but life is hard so I'm focus to be an architect as my mother. I love travel meet people, help so maybe I'll work with this, why not? Well, I'm not sure what to do, it happens with teenagers!
- 12- I would like to visit many places as possible, I want to learn not just languages but how to hope the world get better, I'd to learn another culture, know different things, animals, people, places... I hope it helps me to be a citizen of the world, to act as a adult and finally to turn into a better person because a curriculum in really important, money too, but nothing compares to have a good heart and think about the humanity.

Giulia's Mum answers.....

Giulia Cardoso's mother:

- 1- She is sweet, responsible, friendly, sensitive and she is very talkative. She is a great student even though being a long time in other activities. She is also really funny and happy. Her friends love her because she is friendly, is always surrounded by people. She is helpful, likes to help people.
- 2- She accept but she tries to dialogue depending on her point of view. She never argues, just discuss.
- 3- She tends to give up but when she wants she run after.
- 4- A lot, she is always able to chose what she wants and to run after things alone. We give her the support to go away. She is almost an adult, she behaves as one. She also completed her Application and had to run after signatures. If she travels is due to her. When she was fourteen we sent her to an exchange program in England and we just had praise.
- 5- The grades, maturity, responsibility, her good humour and hapiness.
- 6- First because is a good oportunitie to discorver a new world and give value of things that she have. Second because she needs to choose her occupation and we things it can help her. Third due to the fact that she will be with a Rotarian family so we trust in the program.
- 7- She is a great singer! We hope this opportunity make her learn more about act, drama, sing. It would be great to her carreer. If you need to call her attencion, do it, because it is learning to. She likes to interact with people.

Rotary clubs worldwide meet US\$200 million fundraising challenge

Rotary International has succeeded in meeting the Bill & Melinda Gates Foundation's US\$200 million match in funding for polio eradication, raising more than \$202.6 million as of 17 January.

"We'll celebrate this milestone, but it doesn't mean that we'll stop raising money or spreading the word about polio eradication," Rotary Foundation Trustee John F. Germ told Rotary leaders at the International Assembly in San Diego, California, USA. "We can't stop until our entire world is certified as polio-free."

The fundraising milestone was reached in response to \$355 million in challenge grants awarded to The Rotary Foundation by the Gates Foundation. All funds have been earmarked to support polio immunization activities in affected countries where the vaccine-preventable disease continues to paralyze children.

"In recognition of Rotary's great work, and to inspire Rotarians in the future, the [Gates] foundation is committing an additional \$50 million to extend our partnership," said Jeff Raikes, chief executive officer of the Gates Foundation. "Rotary started the global fight against polio, and continues to set the tone for private fundraising, grassroots engagement, and maintaining polio at the top of the agenda with key policymakers." Raikes also addressed Rotary leaders at the International Assembly.

The new \$50 million grant from the Gates Foundation is not a challenge grant.

Since 1988, the incidence of polio has plummeted by more than 99 percent, from about 350,000 cases annually to fewer than 650 cases reported so far for 2011. The wild poliovirus is now endemic in only four countries: Afghanistan, India, Nigeria, and Pakistan. However, India on 13 January marked a full calendar year without a case, paving the way for its removal from the endemic list.

But other countries also remain at risk for polio cases imported from the endemic countries. In Africa in 2011, Chad and the Democratic Republic of the Congo had significant outbreaks. Also in 2011, a small cluster of polio cases in China, which had been polio-free for a decade, was traced to Pakistan.

Rotary club members not only reached into their own pockets to support the Gates challenge, but also engaged their communities in a variety of creative fundraising projects, such as a fashion show in California that raised \$52,000, benefit film screenings in New Zealand and Australia that netted \$54,000, and a pledge-supported hike through Kilimanjaro, Tanzania, that brought in \$38,000. Many events were planned around 24 October, widely observed as World Polio Day.

To date, Rotarians worldwide have contributed more than \$1 billion toward the eradication of polio, a cause Rotary took on in 1985. In 1988, the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention joined Rotary as spearheading partners of the Global Polio Eradication Initiative. More recently, the Gates Foundation has become a major supporter. In 2007, the Gates Foundation gave Rotary a \$100 million challenge grant for polio eradication, increasing it to \$355 million in 2009. Rotary agreed to raise \$200 million in matching funds by 30 June 2012.

Reaching children with the oral polio vaccine in the disease's remaining strongholds is labor- and resource-intensive due to a host of challenges, including poor infrastructure, geographical isolation, armed conflict, and cultural misunderstanding about the eradication campaign.



KEITH RYALL
 ROTARY INTERNATIONAL D9800
 DISTRICT GOVERNOR 2011-2012

It's been said before that the magic of Rotary is that it enables ordinary people to do extraordinary things. Since Rotary decided to commit to eradicating polio in 1985, Rotarians have contributed more than US\$850 million to inoculate more than two billion children worldwide. This effort, which has seen us spend tens of thousands of volunteer-hours to stand together with our global partners on the verge of polio's eradication, is indicative of what being a Rotarian is all about.

It's people like you and me, people who make a simple choice to volunteer our time and efforts to fix the problems that have slipped through the cracks, so that we can make the world a better place in a tangible way. While providing a forum for networking and fellowship, Rotary runs programs to develop youth and our leaders of tomorrow, to promote global peace and cultural understanding, to bring aid and shelter to those stricken by natural disasters, to bring clean water to developing communities internationally and to bring opportunities to those facing disadvantage at home. When floods hit, we were there with a hand to help. When an opportunity arose to assist conjoined twins Krishna and Trishna with lifesaving surgery to separate the pair, we provided the driving force. Most recently we sent a team of midwifery experts to our nation's newest neighbour, Timor Leste, to help reduce their tragic maternal and neonatal mortality rates. These are the stories that you will hear about when it comes time for us to tell our tale at our Rotary District's largest annual gathering.

This year we celebrate our 80th Annual District 9800 Conference in Melbourne and invite Rotarians and the public alike to come and hear our extraordinary stories as we celebrate the past and commit to the future. Our guest speakers include some of Australia's most prominent public figures, including heads of public office, leading surgeons, politicians, indigenous campaigners, Generation Y experts, community strategic planners, leaders of business and academia, all of whom have inspirational tales to tell in regard to how we can each make a difference in the lives of others. I invite you to come along and see the magic of what Rotary is really about and learn how you too can be part of making extraordinary things happen.



ANDREW MacLEOD
 CEO, COMMITTEE FOR
 MELBOURNE

Over my term as the CEO of the Committee for Melbourne, I have learnt that I represent an organisation that shares much in common with Rotary District 9800. We are both not-for-profit bodies without religious or political affiliations striving to improve the community in which we live.

Given our mutual aim to reach out and engage the support of businesses and the wider community in creating a brighter future for tomorrow's generations, I'm proud that the Committee for Melbourne has been able to work cooperatively with Rotary in addressing social needs.

I am delighted that Rotary District 9800 has this year chosen the City of Melbourne to host their 80th Annual Conference, a landmark event to be held in the city that spawned Australia's first Rotary Club, The Rotary Club of Melbourne.

As Rotarians and people from Melbourne and beyond gather in our magnificent city for this celebration of Rotary's achievements, I encourage them to take in the wonderful cultural attractions of the "The World's Most Liveable City" while continuing their quest to make our city and the world a better place.

It is through the actions of those like Rotarians, who have been compelled not only to *dream*, but to also to *do*, that Melbourne has become the great city that it is today.



LINDSAY FOX AC
 FOUNDER AND
 CHAIRMAN, LINFOX

Linfox as a company relies on the communities in which we live to sustain us. We recognise that the health, wellbeing and prosperity of our communities is paramount to our own viability and success. Just as we seek to provide the safest and best possible working conditions internally to ensure our employees can reach their potential, we also believe we have a responsibility to contribute back to the communities in which we operate to ensure they can be the best they can be.

Rotary acts as a conduit for businesses such as Linfox as well as for individuals to give back to the communities that have given us the foundations on which our success is built. As a businessman, I have been proud to provide tens of thousands of employees in Australia and around the world with opportunities for employment and the fulfilment of their potential. As the volunteer hands that provide corporate Australia with the most effective, efficient and trusted way to give back to those less fortunate at home or abroad, Rotary has helped provide millions around the world with opportunities for a better life and a better future. For this accomplishment, Rotarians should also feel very proud.



KEN LAY
 CHIEF COMMISSIONER,
 VICTORIA POLICE

As Chief Commissioner of Victoria Police, it is my pleasure to be joining Rotary District 9800 as a keynote speaker at their 80th Annual Conference.

Like any organisation whose primary role is to serve, Rotary holds a valuable place in our community.

Not only have Rotary's programs changed the lives of so many of our most vulnerable, impressionable, disadvantaged and at-risk citizens, every day Rotary lends support to others out there intent on helping our community.

In the past five years, more than 100 senior Victoria Police leaders have participated in a mentoring partnership program through Rotary. This program has enabled our officers to connect with senior business and community leaders to develop better leadership and communication skills, broaden officers' community awareness and draw upon the experiences, strategies and wisdom of leaders outside of our own organisation.

The skills, knowledge and senior leadership retention dividends acquired through the mentoring program doubtlessly benefit not just the individuals participating, but also our entire community.

While their contribution is often unsung, Rotarians are one of the driving forces serving and improving our communities.



ROBERT DOYLE
 LORD MAYOR,
 MELBOURNE

On behalf of the City of Melbourne, I welcome the community-minded members of Rotary District 9800 as they celebrate their 80th District Conference in our city.

For decades, Rotary has taken up the challenge of supporting our city and many others, to make them better, safer, healthier and more prosperous for us all. As quiet achievers, Rotary members provide substantial assistance to disadvantaged people in Melbourne, running programs to help those who are homeless, recovering from addiction, unemployed or

escaping domestic violence.

Rotary has raised significant funding for medical research and contributed to Melbourne's reputation for medical advances, particularly in cancer research. In addition, Rotary develops future leaders, provides positive role models and networking opportunities for the business community and helps communities in Australia and overseas following natural disasters.

I commend the Rotarians of District 9800 and encourage the public to find out more about their inspiring work within our community.

View the 2012 District Conference Program on:

www.2012melbourne.com.au/conference_program

District Conference Registration expires 14 February 2012



PROGRAM at a GLANCE

Saturday, 10th March 2012

8:30 AM	Doors Open
8:35 AM	Victoria Police Showband
9:00 AM	Call to Order: Master of Ceremonies, Diane James AM Welcome to Country Welcome of Official Party and Playing of National Anthems (Soprano Elizabeth Barrow and Rotarian Jonathan Welch) Flag ceremony DG Keith invites the Governor General to officially welcome delegates District Governor Keith Ryall's opening address Rotary International Director John Germ speaks on behalf of RI President Kalyan Banerjee In Memoriam presentation DG and Special Narrator Club Roll Call Keynote Address: Andrew McLeod - Leadership Today
10:20 AM	Morning Tea
11:00 AM	Q & A with Tony Jones and panel; Chief Commissioner of Vic Police Ken Lay, Director of St James Ethics Centre Dr Simon Longstaff, Former Senator Amanda Vanstone and Linfox Executive Chairman Peter Fox
12: 00 PM	Cluster Group Presentations (3 Clusters; Part 1)
12:15 PM	Speakers: Harold Mitchell, Chairman of Mitchell Partners and Annette Kimmett, Ernst & Young - Melbourne Managing Partner
1:00 PM	Networking Lunch (in the Rotary Market Place)
1:45 PM	Call to Order: MC Diane James Cluster Group Presentations (3 Clusters: Part 2)
2:00 PM	Speaker: Professor Tony Costello; The Big issues in Women's and Men's Health Today
2:20 PM	Armchair Chat: Facilitated by Dr Feelgood: Focus on Mental Health; Representatives from Australian Rotary Health, Orygen Youth Health and BUPA Health; with Professor Pat McGorry, Professor Tony Jorm, Dr Betty Kitchener and others
2:45 PM	Musical Interlude: The Jazz Singers from Princes Hill Secondary College and Conductor Miriam Crellin
3:00 PM	Major General Professor Jeffrey Rosenfeld AM; My Life as a Neurosurgeon
3:20 PM	Ride to Conference Cycling Team: MC to Moderate
3:25 PM	Afternoon Tea Break and Collection at Doors by Cyclists.
3:45 PM	Call to Order: MC Diane James Cluster Group Presentation (3 Clusters; Part 3)
3:50 PM	Dr Wirginia Maixner and Moira Kelly: The Royal Children's Hospital Extraordinary Team Achievements; video story of separation of the conjoint twins; Krishna and Trishna.
4:30 PM	GSE Presentations; D3030 India and D5230 California (Inbound).
5:00 PM	Close of Second Plenary Session
7:00 PM	Gala Dinner

Sunday, 11th March 2012

- 8:35 AM **Victoria University Secondary College - Brimbank Campus, Big Band.**
- 9:05 AM **Call to Order:** MC Diane James; and announcements
Cluster Group Presentation: (Final 3 Clusters-Part 4; 12 now completed).
- 9:15 AM **Speaker:** Michael McQueen: The New Rules of Engagement; Understanding and Connecting with Generation Y.
- 9:45 AM **Rotary Youth Panel:** Armchair Chat moderated by Past District Governor Greg Ross. (Rotaractor, Interactor, RYLA, Youth Exchange and RYPEN Students).
- 10:05 AM **Rotary Ambassadorial Scholar:** Roland Dillon
- 10:25 AM **Morning Tea**
- 10:55 AM **Call to Order:** MC Diane James
GSE Presentations: Outbound Teams: To D3030 India and D5230 California: Armchair Chat with Team Leaders. DG to moderate.
- 11:25 AM **Speaker:** Dr Heather Schnagl; Ivanhoe Girls Grammar.
- 11:45 AM **Top quality High School Musical;** Princes Hill Secondary College Jazz singers.
- 12:00 PM **Rotary Foundation Presentation:** The VTT Project to East Timor: Professor Jeremy Oates and John Davis.
- 12:15 PM **Special DVD presentations;** Tullamarine Rotaract. Moderated by a special guest from Entertainment World.
- 12:35 PM **Lunch in Rotary Market Place Expo**
- 1:15 PM **Call to Order:** MC Diane James
Keynote Speakers: Professor Marcia Langton and Karen Hill: It all begins at home; the Rotary Aboriginal & Torres Strait islander Tertiary Scholarship
- 1:45 PM **Speaker:** Daniel Grollo: The Melbourne Experience. Homes for the Homeless
- 2:05 PM **Choir of Hope and Inspiration:** Jonathan Welch and Singers.
- 2:25 PM **Speaker:** Lessons from the West; What has Generation One achieved? Andrew (Twiggy) Forrest of Fortescue Minerals.
- 2:45 PM **Musical Entertainment:** The Young Voices of Melbourne and Mark O'Leary
- 3:05 PM **Afternoon Tea**
- 3:35 PM **Final Speaker:** Jeff Kennett; "Lessons learned; the Hard Way".
- 3:55 PM **Rotary International Past President's Representative:** John Germ: Conference Summary & Impressions
- 4:10 PM **District Governor Keith Ryall:** Closing remarks and calls conference committee to the stage
- 4:25 PM **Conference Banner Handover:** 2012 Conference Chair hands over banner to 2013 Conference Chair
- 4:30 PM **District Governor Elect Dennis Shore** announces 2013 Conference venue
- 4:40 PM **Final Musical Spectacular;** Young Voices and Choir of Hope & Inspiration with Elizabeth Barrow and Jonathan Welsh.
- 5:00 PM **It's all over!** (Invitation to Family Day and Moomba)

REPORT OF RESULTS

CENTRAL & EASTERN EUROPEAN STATUS AND POTENTIAL

EXECUTIVE SUMMARY

Membership Development conducted a survey of Rotary clubs in Central and Eastern Europe to explore these clubs' strategies for recruitment, new member orientation, retention, and future growth potential. The goal of the project was to uncover the current status of these clubs and ideas that would prove useful to other clubs in this region. The survey was distributed to 435 clubs in 12 Rotary districts, comprising Rotarians in 18 countries. To allow for the highest response rate possible the survey was translated into languages local to this region: Russian, Polish, Lithuanian, and Latvian. 141 responses were received, resulting in a 32.4% response rate.

Recruiting new members to Rotary in this region seems to come primarily from Rotarians introducing their friends to Rotary. While a few respondents indicated that they first heard of Rotary through a business associate, by a margin of nearly 6:1 more respondents indicated they first heard of Rotary from a Rotarian friend. And they are joining Rotary clubs for 3 primary reasons (in order):

- 1) Fellowship
- 2) Service opportunities
- 3) Networking

The recruitment of new members into clubs in this region is a strong catalyst in the growth of these clubs. 130 of the responding clubs inducted 524 new members in 2003 – 04, an average of 15% growth per club. This finding supports the assertion by respondents that growth over the next 1, 5, and 10 years could be as much as 30%. Respondents identified 3 main factors that have contributed to membership GROWTH among clubs in their country (in order):

- 1) Improved community awareness of Rotary
- 2) Club actively identifies new members
- 3) Strong club leadership

The biggest OBSTACLE to membership development in these countries according to the survey respondents is the current economic situation, followed by a loss of industry or commerce in the area.

Another catalyst to regional growth is the establishment of new clubs. Based on statements made regarding how various meeting times, length, and content affect recruitment and retention, districts would be wise to focus the creation of new clubs during dinner hours, including a meal, and restricting the meeting length to 1 – 1.5 hours. It is also clear from this survey that the amount and quality of Rotary content in meetings has a strong impact on members' positive perception of the club meetings.

Rotary clubs in this region are using a few of the publications produced by Rotary International to educate their potential members. The respondents who indicated their club uses the publication, *This is Rotary*, gave it a rating of 2.16 – Effective for Recruitment. The respondents who indicated their club uses the publication, *What's Rotary*, gave it a rating of 2.21 – Effective for Recruitment.

REPORT OF RESULTS

CENTRAL & EASTERN EUROPEAN STATUS AND POTENTIAL

When developing recruitment strategies, 69% of clubs in this region establish goals for recruitment, but clubs in this region in general are reluctant to formalize these goals into any form of membership campaign. 75% of respondents reported their club does not sponsor membership campaigns. This finding supports the assertion by nearly 60% of respondents that RI sponsored / administrated membership campaigns are not appropriate for this region.

As regards the orientation of new members into Rotary, nearly 60% of respondents have an orientation program in place for new members and 55% also assign new members to a committee position right away. However, only 43% of clubs responding have a mentor program in place for new members. Evidence gathered by RI from other regions on this subject suggests that clubs with all three of these strategies in place have a higher rate of retention for members in the 1 – 5 year tenure range.

One of the strongest statements to come out of similar surveys conducted in other regions of the Rotary-world has been the request of RI to produce support materials such as *Rotary Basics*, *Getting Started in Rotary*, the *ABCs of Rotary*, and to increase the quality of the Information for New Members section of the RI web site. Although Rotary International has responded to the demand for new member support and orientation materials, the findings from this survey indicate that very few clubs in the Central and Eastern European region are using them. The surveyors suspect this may be due to a lack of publicity to the region by RI regarding the availability of these materials, or the many languages read and spoken in this region into which Rotary International does not translate. When RI published materials are used, the respondents find them to be informative, 35% of those using ABC's of Rotary, and 86% of those using Materials for Download from the RI web site.

On the issue of membership retention, overall 49% of respondents indicate retention is NOT an issue in their country. Of those that indicate retention IS an issue in their country:

- 100% of respondents in Russia, east of the Ural Mountains
- 100% of respondents in Macedonia
- 100% of respondents in Bosnia-Herzegovina
- 2/3 or fewer of respondents in all other countries feel it is an issue

This lack of concern about retention may be supported by the finding that only 45% of responding clubs set annual goals for retention.

Evidence from surveys conducted in other regions of Rotary show that clubs active in community service are more likely to retain their members. In this region clubs are actively working on

- 1 – 2 major service projects each year
- 3 – 4 minor service projects each year

Most respondents (2/3) maintain that these are reasonable commitments for the needs their club perceives in its community. However, 1/3 report this current activity level is inadequate and there is more work to be done.

The **BIG DRAGON** Needs Your Legs

大龙会

**MELBOURNE
DAI LOONG
ASSOCIATION INC.**

ACN 028 508 350

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INVITATION TO PARTICIPATE IN THE 2012 CHINESE NEW YEAR & MOOMBA PARADES

We would like to invite you, your family and friends to participate in the 2012 Chinese New Year and Moomba Parades. The times and dates are:

Event : **Chinese New Year**

Date : **Sunday, 29 January 2012**

Time : **10.00 a.m. SHARP**

Moomba Parade

Monday 12 March 2012

8.30 a.m. SHARP

Male Participants to change into uniforms at *Punt Hill Apartments in Cohen Place*, opposite the Chinese Museum in the meeting room on the ground Floor. Must be changed and assigned position by **10.15 a.m.**

Ladies to change on *Level 2, Chinese Museum, 22 Cohen Place*.

Eligibility:

Due to the Association being required to have "a duty of care" to its Participants, it restricts participation to:

- Boys & Girls over 12 years to carry weapons, banners and lanterns;
- Boys & Men over 16 years old to be the '*Legs*' of the Dragon;
- Or if the Committee's Representatives, in their judgement, deem any applicant unsuitable to participate.

Uniforms:

All uniforms will be issued to all Participants (except footwear). Please come wearing **white** runners.

Lunch:

Lunch will be provided free of charge to **Participants only** after the parade. Should your partners, parents or friends wish to join you in the meal, a charge of \$10.00 is payable.

We look forward to seeing you then!

Should you receive this notice and no longer wish to receive future notification, kindly return to sender or notify us. **Thank you.**

**MISS ENG LIM, PRESIDENT
& THE MANAGEMENT COMMITTEE**

If you receive this notice by mail,
we would like to save costs on postage to you!
Please provide us with your email address and send to:
englim@bigpond.net.au