



Rotary Club of
Mindarie

District 9455 Club 83520
Chartered Nov 2010

Meets fortnightly
on Wednesday
at Portofinos Restaurant
Quinns Drive, Mindarie
5:45pm for 6:15pm



This month, I ask every Rotary club to help *End Polio Now* by marking World Polio Day on October 24. Last year, thousands of Rotary clubs Around the world held events to raise awareness and funds for polio eradication. This year, we want to see more World Polio Day events registered than ever. If you have an event planned, be sure to register and promote it at endpolio.org so that more people can take part. World Polio Day is a tremendous opportunity for clubs to highlight Rotary, and our historic work to eradicate polio, in their own communities.

- Barry Rassin, RI President



GROWING YOUR CLUB

"Recruiting" alone does not work to grow Rotary successfully. History shows that recruiting programs invariably result in a short term spike and subsequent net drop in membership.

Instead we should focus on making Rotary and our clubs attractive to potential long term Rotarians - irrespective of age.

1. Clubs must make a good first impression. Make sure your website or Facebook page is attractive and up-to-date, and presents an accurate picture of your club.
2. Consider how your club looks to a first time attendee - energy level, friendliness of members toward visitors and each other, value of the program, quality of food, even fun. Do you make visitors feel welcome? Will they feel their time is well spent? Does it attract people?
3. Know your club's **value proposition**: the value does the club offer to members. Value derives from relevant and meaningful service projects, social events, networking opportunities, and activities that sync with members' passions.
4. All Rotarians should be able to explain the club's **value proposition**. If a potential member asks, "What's in it for me?" be able to answer!
5. The more activities a club has in all Five Avenues of Service, the better its ability to attract, engage and retain members.
6. Caution: attraction and retention are not separate functions. Both depend on an active club with a large variety of member-oriented projects and activities.

The concept of a **Value Proposition** (or pitch) is to prepare a simple statement which answers the question:

"Why should my ideal prospect join my club?"



Our prospective members are likely to come from a variety of environments with varying degrees of experience related to their role in society. These could include age, training, social involvement, peer group membership, project involvement, and relationships. Therefore our value proposition must vary with the targeted individual allowing the proposer to highlight the benefits of becoming involved with their Rotary Club.

Richard King, a past RI President, once suggested 20 answers to the question: why join Rotary? His answers ranged from friendship to business development and the opportunity to serve. There are probably more than 20 reasons why individual members join, so Richard had a point. But at the same time 20 different answers may not be practical to build a focused growth strategy.

Numerous surveys have been undertaken and, broadly speaking, the three most important reasons why Rotarians join seem to be the opportunities to be involved in local service projects, attend the weekly meetings, and develop or maintain friendships.



CLUB MATTERS



WEDNESDAY 17th OCTOBER at PORTOFINOS RESTAURANT

President Jessica opened the meeting at 6:35.

Welcome was extended to four guests Brian and Jody and Bryce and Tracy. Also attending was our entrant in the 4 Way Test Speech Competition, Sara, and her mother. Apologies were noted from a number of members. PP Nigel gave the toast.

Our guests then gave a brief statement about why they were interested in considering Rotary.

There being no Makeups and no correspondence to speak of the meeting proceeded to business matters..

As the D9455 District Final of the Speech Competition is on the coming Monday, Sarah was given the opportunity to have a dry run of her speech entitled "An End of Child Marriage". It was a good effort with considerable improvement from her first appearance in our selection event. Assembled members gave Sarah good feedback and their best wishes for the Final on Monday night.

Other business matters addressed:

- The Yanchep "Meet Your Neighbour" event, scheduled for last Saturday, was rescheduled for the 27th October due to inclement weather. President Jessica stated that this was not a fundraising opportunity but more about increasing our visibility in the community. Volunteers are welcome.
- PP Darren has agreed to represent our Club at the Butler College presentation evening as most of our members are unable to do so due to other commitments.
- Wanneroo Show is coming up on 23rd/24th November and volunteers are required to man Gate 1. It is a fun event. PP Ralph agreed to manage the rostering for this.
- Bunnings sizzle opportunities have been identified for 26/12 and 1/1/19 as well as Fridays. The Board had agreed to let the Bunnings coordinator schedule RCM rather than pick days. Fridays, despite being Tradies' Days, might be a good opportunity depending on volunteer availability.
- D9455 DG Charles Johnson will be attending our meeting on 31st October and it will be open to members' partners and guests.
- President Jessica asked for ideas for a Christmas project. She felt that whilst the Hampers were a good idea, they really impacted a few members in our community and we need to extend goodwill to a wider range of recipients. She suggested that we have discussion with Tanya from HAND to see what we might do and how we might help. There were a number of suggestions related to collection of items at schools and workplaces.
- An AGM is required to be held and the most likely date is 28th November. Members will be advised.

Next meetings:

- 29th October – Board meeting
- 31st October – DG's visit
- 14th November – possible Mercycare guest speaker
- 28th November – possible AGM date

President Jessica thanked those attending and especially our guests and we hoped to see them again at future meetings. Our guests responded favourably.

The meeting closed at 7:45pm



Rotary
Mindarie

**Come and support our
Club's candidate in the
District 4 Way Test
Speech Competition FINAL.**
Monday 22nd October
West Australian Golf Club

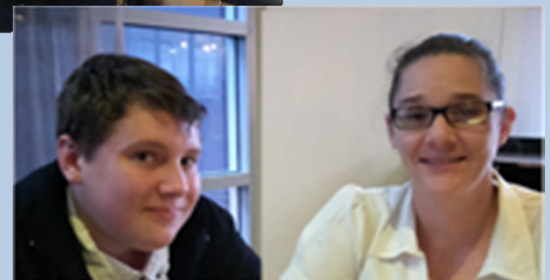


Sarah Ilham will be up against candidates from the Rotary Clubs of Cambridge, Geraldton, Matilda Bay, Mt Lawley, Perth and Subiaco.



Brian and Jody

*Bryce and
Tracy*



"Our competition is life – it's work, it's family, it's money, it's friends and it's sleep. The really bad thing about that is they're perhaps the most formidable opponent we have and until we start being competitive with life, that line's always going to be on the inside trying to get out."

**Brad Howard,
Rotary International Director**

WHAT IS YOUR CLUB'S VALUE PROPOSITION?

As Rotarians, we are encouraged to be active and to ask friends, relatives and business acquaintances to come along to a Rotary meeting with the hope that they might consider becoming a Rotarian.

In doing so, we need to have in mind a response to the inevitable question "Why should I join Rotary?"

This is where the concept of a **Value Proposition** comes in in that we need to have a clear statement in response to the prospect's obvious question: "Why should this person join my club?"



Whether buying a business, shopping for bargains, joining (or staying) with Rotary, people weigh the time, money and effort expended against the value received. If the

value received is considered to weigh more, then it is considered to be a good "value proposition".

There is a great deal of focus on new members but we should not forget current members who may be asking: "Why should I stay with this Club (or Rotary)?"

Every individual has a professional and a personal history. Some might be business owners; some might be an employee or even be retired. People will have different interests in their desires to serve as well. There will be individuals who want to get involved in hands-on service projects and others who will want to join a committee.

Understanding an individual's background, story and interests are integral parts of the concept. Asking a prospective member to tell their story will enable a club to emphasise the parts of Rotary that will best suit them.

Rotary clubs have a number of different demographics with each probably viewing the value proposition of their membership differently.

- If you are a younger member you are likely to value "hands on" service opportunities and the opportunity to network with older members.
- If you are a middle-aged Rotarian then you may be interested in service opportunities, as well as social and business opportunities.
- If you are an older Rotarian it is possible that you are more interested in the social connection that Rotary provides and less likely to be interested in planting trees, road side garbage pickups, stocking the shelf at the local food pantry, etc.

The current view is that future of Rotary is highly dependent upon attracting the young professionals (Generation X and Millennials).

- continued

Enquiry Takes 9 Months To Find Banks Motivated By Greed



*A Royal Commission has taken
289 days,
9,000 submissions,
27 witness statements &
2000 hours of evidence*

to come to the conclusion that banks are only in it for the cash.

The key finding, released this week, was the result of painstaking analysis by a team of experts.

Bob and Stevo from Balga made the same finding after pondering on the subject over a beer.

The enquiry also discovered that there are four major banks in Australia.

Surveys have shown that:

- Young professionals find Rotary to be antiquated and it's mission opaque.
- Young professionals struggle with the time and financial commitments required.
- Recent generations have become more transient, changing careers and moving geographically with greater frequency.
- Non-profit and community organisations have become increasingly prolific in number and granular in focus. Rotary is fighting to remain relevant within this sea of options.

There are some meaningful differences between generations, what they care about, how they engage and what they look for in how they serve. But do we need to focus on what is different in order to attract new members?

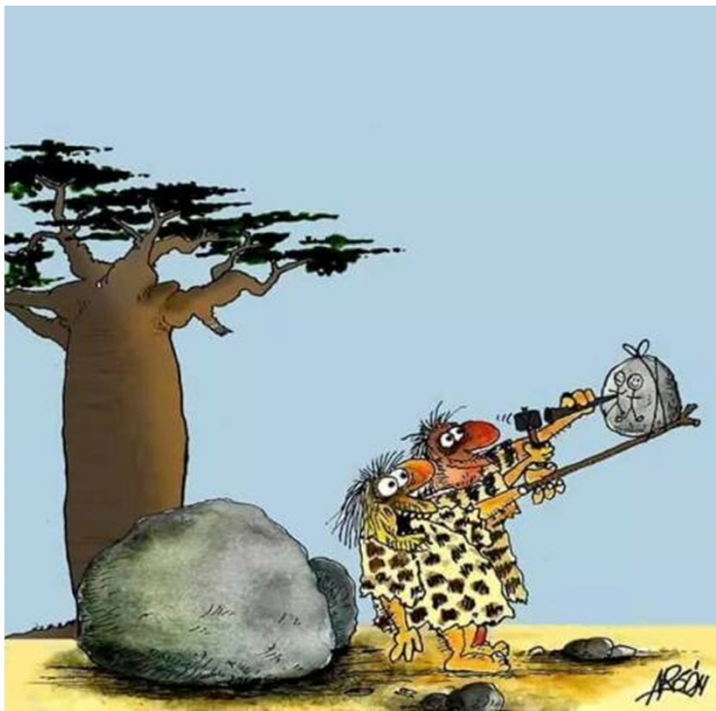
Numerous surveys across Rotary over the last few years have shown that what people really want is:

- A sense of belonging
- Being nourished by the organisation
- Making friend and networking via meetings
- Having fun
- Finding satisfaction from helping others
- Recognition for their service
- Feeling engaged

So Clubs need to look at their "value proposition" or their "product" to ascertain:

- Is our club nourishing for its members
- Do we have interesting or boring weekly programmes?
- Do we go through the same routine week after week?
- Is the day and time of our meeting still the best?
- Are people receiving enough value for their time, money and effort

Are we offering service activities that meet the needs and preferences of our members?



Triv?a

- ❖ In 1926, Arctic explorer Peter Freuchen was trapped under an avalanche while on an expedition. He escaped from death by fashioning a shiv out of his own faeces and amputating his foot.
- ❖ In ancient Egypt, servants were smeared with honey to attract flies away from the pharaoh.
- ❖ Roman Catholics in Bavaria founded a secret society in 1740 called the Order of the Pug. New members had to wear dog collars and scratch at the door to get in.
- ❖ Henry VIII of England had people who were called "[Grooms of Stool](#)" whose job it was to wipe his bottom. During his reign, he had four such people, all of whom were knighted.
- ❖ All British tanks since 1945 have included equipment to make tea.
- ❖ One of history's most successful pirates was a Chinese prostitute named [Ching Shih](#). She commanded a fleet of over 1,500 ships and 80,000 sailors.
- ❖ Potatoes were only introduced to Ireland in the late 1500s after being discovered by Spanish Conquistadors in Peru.
- ❖ History's shortest war was between England and Zanzibar. It lasted only 38 minutes.
- ❖ Before the 19th century, dentures were commonly made with teeth pulled from the mouths of dead soldiers.
- ❖ Between 1900 and 1920, [Tug of War was an Olympic event](#).
- ❖ Romans used urine as mouthwash. Urine contains ammonia, which is one of the best natural cleaning agents on the planet.
- ❖ Despite the killings of 20 million people in his reign, Stalin nominated for Nobel Peace Prize not only once, but twice in 1954 and 1948.
- ❖ Marie Antoinette never Said "Let Them Eat Cake"

DIFFICULTIES

There are probably six factors contributing to difficulties for some clubs to recruit members and retain the members they have, viz:

- lack of resources (members),
- members are time poor,
- less prestige (than in the past) being a Rotarian
- less professional networking opportunities,
- lack of vitality and size of the Club, and
- lack of interest in community service.

We need to counter this view:

"The time, money and effort I put into Rotary does not return enough value for me to stay."

Here's a quick test for the reader.

Get on the web and try to find out what community projects Rotary Clubs in our and other Districts in Australia undertake?



Let me tell you that it is very hard to find.

Over the years that I have been publishing this Bulletin, every two weeks I troll the web and look at individual Club websites (one by one) to find local community projects that Rotary Clubs across the country engage in. I do this so that I have something to publish as an example of what interesting and innovative initiatives other Rotary Clubs are engaged in elsewhere

One can certainly find mention of large scale, "glamorous" international and local projects and the traditional established Rotary programmes (Polio Eradication, RYE, RAWCS, RLA, ARH, RYDA) but not the ones that the average Club undertakes in the local community.

In the main, on most Club websites, a project is mentioned by way of a progress report or an action but it is not easy to understand what the project is all about. So if I, as a Rotarian, can't grasp what is being done and achieved, what about the average punter who wants to know what the local Club is doing in their community?

It does reinforce that we, as Rotary, are not good at letting our local community know, on our websites and Facebook pages, what we are doing and how we are contributing to the local community that we support.

CLUB FLEXIBILITY

Since the 2016 [Council on Legislation](#), Rotary clubs have had the flexibility to choose when, where, and how clubs meet and the types of membership they offer.



It's up to your club to decide how — and if — you want to make it more flexible. Look at the examples below to see what changes may benefit your club. After you settle on

a change, remember to update your bylaws.

Here are some examples of how your club can apply the new flexible options:

1. **Change your meeting schedule.** Your club can vary its meeting days, times, and frequency. For example, you could hold a traditional meeting on the first Tuesday of the month to discuss business and service projects and get together socially on the last Friday of the month. You just need to meet at least twice a month.
2. **Vary your meeting format.** Your club can meet in person, online, or a combination, including letting some members attend in-person meetings through the Internet.
3. **Relax attendance requirements.** Your club can ease attendance requirements and encourage members to participate in other ways, such as taking a leadership role, updating the club website regularly, running a meeting a few times a year, or planning an event. If your club is dynamic and offers a good experience for members, attendance won't be a problem.
4. **Offer multiple membership types.** Your club could offer family memberships, junior memberships to young professionals, or corporate memberships. Each type of membership can have its own policies on dues, attendance, and service expectations. Rotary will count these people in your club membership and will consider them active members if they pay RI dues.
5. **Invite Rotaractors to be members of your club.** You can invite Rotaractors to join your club while remaining members of their Rotaract clubs. If your club chooses to, it can make special accommodations for these members, such as relaxed attendance requirements or reduced fees, as long as they are reflected in the club bylaws.

"What am I supposed to do with this?" grumbled a motorist as the policeman handed him a speeding ticket. "Keep it," the cop said, "when you collect four of them you get a bicycle."



Einstein, Newton, and Pascal are hanging out one afternoon.

Einstein is bored, so he suggests, "Let's play hide-and-seek. I'll be it!"

The others agree, so Einstein begins counting. "One... Two... Three..."

Pascal runs off right away to find a place to hide. But Newton merely takes out a piece of chalk and draws a mid-sized square.

He finishes and steps into the square just as Einstein shouts, "Ready or not -- here I come!"

Einstein looks up and immediately spots Newton standing right in front of him.

He says, "I found you, Newton!"

Newton replies, "No, you found one Newton per square meter --

You found Pascal!"



MEETING 31ST OCTOBER

**DG CHARLES JOHNSON WILL BE VISITING
OUR CLUB. PARTNERS/GUESTS WELCOME.
PLEASE MAKE EVERY EFFORT TO ATTEND.**

SMALL BUSINESS FORUM

Brisbane Taylor Bridge
Rotary
Club

The Small Business Forum sponsored by our Club was a resounding success. In the style of the ABC's Q&A program, the four guest panellists were asked to respond to various questions posed by the moderator, Graham Young, a well known journalist, pollster and political consultant.

The panel included prominent guests, Kate Carnell (National Small Business Ombudsman), Terri Cooper (Small Business Manager, Brisbane City Council), Wilma James (Innovation Adviser, Profitable Innovation) and Gerard Murtagh (Businessman and Telstra Small Business Award Finalist 2017).

The forum promised to be informative and entertaining and it certainly lived up to expectations. The topics covered included the many challenges faced by small business; the qualities and practices of successful businesses; the need to adapt to changing times; the issues around industrial awards; the failures of universities to prepare students for the real world, and much more. Most stayed afterwards to chat with the panellists and for general fellowship.

The Forum was organised by the Club in support of local and nearby businesses, in recognition of their importance to the community and the economy at all levels.

CENTENARIAN SPEAKS



"For better digestion – I drink beer. In the case of appetite loss, I drink white wine. In the case of low blood pressure, I drink red wine. In the case of high blood pressure, I drink scotch. And when I have a cold, I drink Schnapps."
"When do you drink water?"
"I've never been that sick."



Century Batteries have raised \$26,000 for drought-affected farmers and have charged Dubbo's Rotary Club with making sure the funds help the right people. The Australian battery manufacturer used its annual National Field Sales Conference and a charity day to rally for our farmers.

After sharing stories of farmers doing it tough it took little convincing for delegates to dig deep at an auction for a footy jersey and to get the National Sales Manager to do a haka – all the while raising \$11,000 for drought relief. Century Customer Service Manager for Australia and New Zealand Jay Norman said the money would now be sent to the Dubbo Rotary Club for them to distribute.

"We know the Dubbo Rotary Club has been working closely, at ground level, with many farmers," Mr Norman said.

"It was a unanimous decision to send the money to an area that needed it most."



Spring Racing Charity High Tea

PINC & STEEL
CANCER
REHABILITATION
FOUNDATION

Saturday 3rd November
11am - 2pm
Masonmill Gardens
40 Masonmill Rd, Carmel WA 6076

Purchase your tickets @:
www.trybooking.com/XJCG

Tickets \$65
Includes sparkling wine on arrival

Proudly Supported by
MASONMILL
GARDENS

Mark Your Calendars

UPCOMING EVENTS

 **28th November – to be confirmed**

 **23/24 November
Wanneroo Show – volunteers required to man gate 1**

