



Our Last Meeting.....Seminar

Venue	Edinburgh Hotel – host RC Brownhill Creek
Event	Membership Seminar (in lieu of club meeting)
Chairman	AG Bob Cooper
Presenters	Mark Huddleston (Chair) and Steve Hayter (Member) of District Membership and Development and Retention Committee
Attendance	16 Unley members...very good support.....President Joan went down with the dreaded lurgie

Rotary Club of Unley Inc.

District 9520 - Chartered 17 April 1935

President: Joan Reed: 8379 8470
or 0411 714 499

Secretary: Mavis Martin: 8178 0076

Address: PO Box 18, Unley SA 5061

Email: unley.secretary@rotaryclub.org.au

Meetings: Tuesdays at 6.00 for 6.30pm

Venue: Public Schools Club
207 East Terrace, Adelaide

Next week we are back at Public Schools Club and the following week is the great bowling challenge against RC Mitcham

Notices

Lucien Parent a former member of the Club died last week.

Thrift Shop Committee will convene next Tuesday at the conclusion of the normal meeting.

Evening Under the Stars hosted on Saturday at the Rotunda by the Unley Road Traders, and from which our club will benefit, will kick off with our BBQ at 7pm.....the concert starts at 8pm. We will need 6 or 7 volunteers for the BBQ and the Rotary information table.....with some needed by 6.30pm. Ken Haines will be sending out a note. Come and enjoy the event even if you are not needed to assist.

Women in Rotary breakfast at the Wine Centre on 4 March....details to follow.

110th Rotary Birthday Party at Pinky Flat on the Torrens – see attachment



President Joan

Membership Seminar

The Seminar was presented by Mark Huddleston and Steve Hayter in four segments as follows.

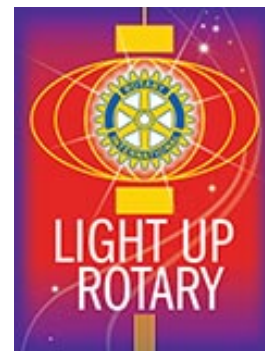


Mark Huddleston

Membership Retention

Mark likened Rotary membership to a leaky bucket with 100,000 members recruited world-wide each year and about the same number leaving for zero net gain.....membership in developed countries like Australia is declining. Retention is a critical issue and needs to be proactively addressed.

'Controllable events' include the strictness of the rules, bad food, boring meetings, lack of engagement, internal conflict and perhaps lack of contact when family/health issues intervene. Mark presented a comprehensive list of initiatives to lift morale and make members want to stay.



Creating a buzz in the club

Steve explained that it is important to pragmatically assess the relative attractiveness of the club and take action to redress deficiencies in an exciting fashion. His check list is as follows:

- Understand the demographic of the club
- Integrate membership and recruitment and appoint a 'mover and shaker' as membership officer
- Engage members and potential members: make the effort to understand aspirations and motivations; gain feedback on Rotary and the club; share ideas; ensure there is a constant stream of info about Rotary
- Try to get a 'feel' for how the club is viewed externally and internally
- Avoid stereotyping

- Have fun and utilise social media to share fun and achievement with the wider community.

JUST DO IT!

Recruitment

Mark made the point that each club positively touches many lives directly and indirectly (families and friends) each year through its youth and community programs but we rarely take advantage of the 'warm' contacts created. There must be a strategy to keep in touch and interact. A comprehensive 'warm' data base needs to be created and maintained by a designated club member.

An initiative that works is to engage a high profile speaker, and invite 'warm' contacts and members' acquaintances (bring a friend). That should be followed a little later by a Rotary information night to which those same people would be invited.

We need to become involved with young professionals.....the next generation of Rotary leaders. But we have to understand that they are often time poor, do not appreciate ceremony, and want to be involved in meaningful projects. Their general view of Rotary is that it is old and outdated, has an unclear identity and delivers little or no benefit. Flexibility, challenge and family participation are important.

There are some fabulous examples of promotional material like huge dynamic posters, Rotary clocks, bin adverts, movable displays, and designed introduction cards. This year there is a planned YP summit and another Illuminate.

A new club is being established in Seaford.

Social Media

Steve Hayter outlined the potential of Facebook for broadening the appeal of Rotary and attracting new members:

- Tell a story and keep in touch
- Build an audience, participation and relationships
- Engage stakeholders, understand more what is happening in your community and gain feedback on international projects
- Share photos and experiences

Instagram and hashtag are modern ways to enhance photos and share public info respectively

Bob Cooper thanked Mark and Steve with quality wine, and the assembly rose in acclamation. The only low point of the evening was his inability to draw the right raffle tickets.

The meeting closed at 9.10pm.



Steve Hayter

Rotary International News

The Rotary theme for 2015-16

RI President-elect K.R. "Ravi" Ravindran urges Rotary members to 'Be a Gift to the World'

Our Upcoming Meetings

Date	Venue	Time	Speaker/Occasion	Chairman	Set up & Welcome	Sergeant	Attendance Desk
17 Feb	PSC	6 for 6.30pm	Meri King: Interplast	M Small	G Hill	K Haines	P Trimmer S Westgarth
24 Feb	Reade Park Bowling Club*	6 for 6.30pm	Bowling contest with RC Mitcham Partner's Event	S Baker	n/a	n/a	S Westgarth N White

* Reade Park Bowling Club is situated in Flinders Avenue, Colonel Light Gardens (off Salisbury Crescent)

Venue: PSC = Public Schools Club, 270 East Terrace, Adelaide

Apologies To: Wendy Andrews by **e-mail** to unley.attendance@rotaryclub.org.au or in an emergency on 8377 7830

Meeting Chair Enquiries To: Secretary Mavis Martin 81780076 0408 399 834 or email to unley.secretary@rotaryclub.org.au

Venue Set-up/Bar Enquiries To: Bulletin Editor - Stephen Baker on 8379 7105

Attendance Desk Enquiries To: Wendy Andrews by **e-mail** to unley.attendance@rotaryclub.org.au or in an emergency on 8377 7830

Diary Dates

Year	Month	Day	Date	Activity Details	Venue
2015	Feb	Sun	22	Rotary's 110th Birthday Celebration	Pinky Flat, River Torrens
	Apr	Thu-Sun	16-19	District 9520 Conference	Ballarat, Victoria
	Jun	Sat-Tue	6-9	Rotary International Convention	Sao Paulo, Brazil

Saturday Thrift Shop Roster

February – March 2015

Week	Dates	Early Shift: 10am to 12.30pm	Late Shift: 12.30pm to 3.00pm
2	14 Feb 15	Greg McLeod & Stephen Baker	Wendy Andrews & Mavis Martin
3	21 Feb 15	Glenys Ferguson, Joan Reed	Nathan White, Neesha Nandasena & Hiro Yamamoto
4	28 Feb 15	Bob Laws & Pam Trimmer	Sheila Evans & Ken Haines
5		Bob Mullins & Reno Elms	Stephen Westgarth & David Pisoni
1	7 Feb 15	David Middleton & Lalita Lopez	Bob Laws & Stephen Westgarth

Rotarians, who are unable to attend as rostered, please arrange a swap or as a very last resort contact:

Ken Haines 83325138; (M) 0417 896 261; e-mail: kj.haines@bigpond.com

Bunnings Mile End Barbeque Dates

ALL the Bunnings Mile End Barbeque dates are the **last Monday** of the month from 8am to 5pm

Next Date - Monday 23 February

Morning shift: 8.30am – 12.30pm Afternoon shift: 12.30 – 5pm

The Voice of Rotary

Broadcast on 1197 AM RPH Adelaide each Tuesday 7.30-8.00 am

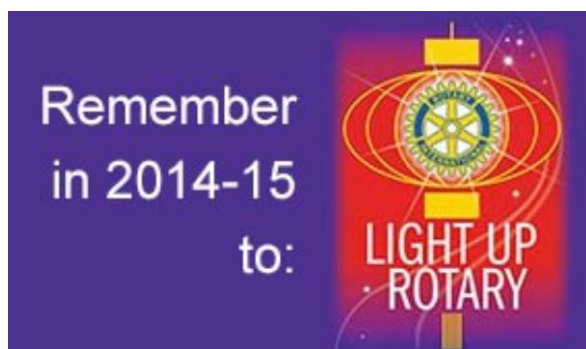
From each Wednesday the broadcast program can be heard on-line at www.rphadelaide.org.au
Information available from Rotarian Chris Hughes (Burnside); Tel: (08) 8379 4633; Mob: 0418 835 977 and John Cox (Nth Adelaide); Email: emandcee@bigpond.com



February 2015 Program

17 Feb	Rtn A N Other (Golden Grove)	Club Film Night March 7
24 Feb	DG 9520 Jerry Casburn (Unley)	District Conference in Ballarat in April

Nearly the Back Page



Join us to celebrate

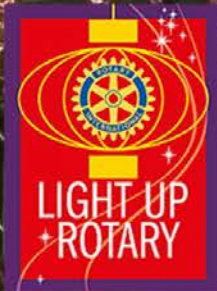
Rotary's 110th Birthday

6pm Sunday, February 22 at Pinky Flat

Parking along War Memorial Drive west of Morphet Street Bridge

- Live Music
- Entertainment
- Face Painting
- Children's Games & Activities
- Bring a picnic or buy affordable food on site
- Official welcome by Governor Hieu Van Le

Rotary



Join our "Light up Rotary walk"
across the Riverbank Footbridge
with glow sticks at dusk
(available to purchase)