

Rotary
CLUB OF BURNIE



CLUB NUMBER - 18437

THE BULLETIN

82ND YEAR - No 11 – October 2nd 2023



CREATE HOPE
in the WORLD

President – David Bennett
Secretary - George Austin
Treasurer – Paul Kearney
Bulletin Editor – Allan Jamieson

INVOCATION

For good food, for good fellowship, may the giver of all our blessings make us truly thankful.

ROTARY MONTH: OCTOBER – ECONOMIC & COMMUNITY DEVELOPMENT

Apologies: Before 1:00 pm Monday, call George Austin on 0438 450 801

Duty Roster: Dilani WIJESOORIYA

Club website: <http://www.burnierotary.org.au>

Date	Event or Speaker/Topic	Venue
Oct. 9	REGIONALISATION planning – important!	RSL
Oct. 16	Colin Hocking - Sustainability & Sisters Creek rehabilitation	RSL
Oct. 23	REGIONALISATION planning – important!	RSL

BIRTHDAYS AND ANNIVERSARIES – OCTOBER 2023

Birthdays		Wedding Anniversary		Club Anniversary	
6	Senzeni BULLE	2	Paul/Philipa KEARNEY	18	David McCARTHY
9	Allan JAMIESON			22	Nigel MORGAN

RAFFLE WINNER	Ian GUEST (ticket drawn by Steph.!)
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ATTENDANCE	Shame 13 (48%) Shame
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President David Bennett:

- Allan will discuss Regionalisation later.
- I draw your attention to the upcoming **Ladies Probus** meeting on Oct. 9. Burnie Rotary started this group in 1991 and we are invited to attend next week's lunch meeting at South Burnie Bowls Club. Allan will send details by email to you tomorrow (Tues. 3 Oct.). You must register your attendance with the Probus Club if you plan to attend.

Acting Secretary Leanne:

- We need to have someone take over managing the Club's Facebook site. *Mandy Lau volunteered.* Please supply Mandy with 'news' and photos. And, send any ideas you may have to Mandy about how to promote our Club on the Facebook site.
- Please ensure that each of you have an up-to-date card showing that you are approved for Working With Vulnerable Children. This includes medicos too, who might have coverage at their workplace, but **Burnie Rotary** needs the evidence for our volunteering activities. Sec. George maintains a file and he needs everyone to advise him of your status.

Guest Speaker: PP Allan had been asked by the Board to lead a discussion on our pending involvement in the Zone 8 Regionalisation Project.

Allan's 12-minute address to the assembly follows; comments from the floor can be found after the address.

Allan's address

This talk was prompted by the immediate need to consider how we will engage in the Zone 8 Regionalisation project, however, more about this anon.

So far in the world of Rotary, there are 309 E-clubs, 70 Passport clubs and about 2,800 somewhat traditional clubs that do use the internet to some extent. This leaves around 30,000 traditional clubs that do not use the internet at all.

At the World Rotary Convention in Melbourne, I attended a session called "Doing Rotary Differently". This session had been allocated one large room (about 400 seats, but only around 60 seats – 15% – were occupied). To me, this was a clear sign that more and more traditional Rotary clubs, of which Burnie RC is one, will soon die!

At the session, I noted the following from the three speakers:

- Rotary aims to be open to all demographics, but we can't be if we continue to run our clubs in the traditional way
- We must realise we are selling a product, but it is obvious that few people are 'buying' the traditional product
- Rotary International in Evanston permits change; it is the traditional clubs that resist change
- The Queensland Gold Coast Passport Club's focus is task orientated; the club members meet once a month (cost \$10); instead, the goal of each member is to complete 30 hours of service work per year, thus about two and a half hours each per month
- There is a world of difference between how a traditional club typically treats a visitor to a meeting, versus how visitors are regularly treated in one of the new types of club:
 - (a) Traditional: The Chairman welcomes the visitor by name, and the members might clap, then the meeting agenda takes over for the rest of the meeting time.
 - (b) New-type: The Chairman welcomes the visitor by name and *suspends* normal business to give the visitor time to explain why he/she wanted to attend the meeting (and for members to ask questions, etc. of the visitor).
- The big FEATURE of an E-club is FLEXIBILITY; members meet wherever they find themselves in the world, at any time that suits them, with no need to depend on a particular venue to have a meal, no need to pay for a meal
- The benefits include a higher proportion of females who get involved, and a very wide range of backgrounds and experiences are found in an E-club – there is a much broader perspective available
- A typical E-club member saves around \$3,000 per year compared to the member of a traditional club, though this saving is often utilised by E-club members to fund service projects instead.
- In a new-type club, any member can initiate and work up a service project proposal without input from the Board (which latter would be a requirement in a traditional club). In a new type of club, consensus among members is used and there is an incentive to try things.

Now, let's look more closely at the current reality for Rotary in Australia.

Rotary Zone 8 comprises 1,160 Rotary clubs in Aus., NZ and some Pacific islands. Membership numbers in Zone 8 clubs are not keeping pace with a population that's growing in number and diversity. In fact, the number of Rotarians is declining. *We can't engage sufficient volunteers from within our communities.*

In 2022, the Australian Rotary clubs in Zone 8 had about 22,000 members in total; however these clubs had *lost* around 30,000 members during the preceding ten years.

My First Conclusion: Established, i.e., *traditional* Rotary clubs are not seen as attractive for volunteers to allocate their time and effort.

The Zone 8 Regionalisation project is thought by its proponents to be:

[*quote*]:

an innovative way "to enhance the current membership experience, improve our ability to adapt, and create an organisational structure that attracts and engages new participants for generations to come.

Clubs have not been able to keep up and adapt. People want to be a part of an organisation that welcomes diverse perspectives and provides value. They want opportunities to serve, lead, and network, but not necessarily within a rigid hierarchy.

There are no guarantees that a new governance structure will improve member engagement, increase membership, or welcome more women into our clubs, but *we have to try.*"

[end quote]

My Second Conclusion: The cause of the weakening influence of Rotary is WITHIN TRADITIONAL CLUBS THEMSELVES.

In my view, Burnie Rotary Club is dying; *it will die unless we change how we function **internally**.* We do not allocate anywhere near enough time to explore in a club-wide exercise how to drastically change the way we operate.

Why are we avoiding change in our club?

No Rotary club has to wait for approval or instructions from anyone – let alone from a "cluster of clubs" – to start exploring ways to change how it operates. E.g.:

Activities at a Rotary meeting

Weekly meeting	<i>Not required</i>
Rotary Grace	<i>Not required</i>
Fine session	<i>Not required</i>
Foundation Box	<i>Not required</i>
Raffle	<i>Not required</i>
Meal	<i>Not required</i>
Guest Speaker	<i>Not required</i>

In reality there **is** plenty of time in our meetings to explore changing our routines and procedures.

Within the overall Regionalisation Project, there is a Membership Regionalisation Team, which works on 'new club development' as a top priority. In the last 3 years from 1 July 2020 they formed 27 new Rotary clubs in Zone 8:

- 23% of members attracted to the new type of club were under the age of 40? This is compared to the 4% that we have in our existing clubs.
- 54% of the members attracted were female, which is higher than the zone average of 31% and the worldwide average of 26%.
- Almost 85% of these members are first-time in Rotary.

These new style clubs can provide more member-centric experiences with flexible attendance, relevant causes, no rituals and fines, smart use of members' time, cost-effectiveness, a friendly atmosphere creating a desire to belong, and many more reasons.

The Membership Regionalisation Team's goal is to start 20 new clubs in Zone 8 this Rotary year (2023-24).

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Now, the immediate issue in front of us is a long way from what I have just been saying:

Our Club President or Secretary is to submit a form on or before Sunday 29 October 2023, indicating:

- The primary way our club would like to be grouped with other Rotary clubs, based on commonalities such as geography, type of club (e.g. online club) or a shared language (e.g. French). A club can only be part of one primary grouping.
- What are the areas your club is most passionate about?
- What are your club's biggest strengths and challenges?
- What do you imagine your club could achieve with increased support and collaboration

Once established, each primary Club Community Group will elect its own Rotary Community Leader. Community Leaders will support clubs to:

- Establish larger scale partnerships
- Increase community impact
- Build a higher public profile within their community
- Attract new club members
- Increase club member engagement and satisfaction

Community Leaders might be elected in March 2024. From 1 July 2024, Community Leaders will replace the Assistant District Governor (AG) role.

NOTE: All the while, the clubs that find themselves in new Club Community Groups will be the same *traditional-type* clubs that they have always been. There is no expectation on clubs to modernise themselves.

Thus, the fundamental problem with Rotary today will remain.

One obvious feature of traditional Rotary clubs is that they see themselves as remote islands – it is very rare to find two clubs willingly meshing their resources and addressing themselves to service projects outside a club's 'own' community. Can you imagine this separateness suddenly falling away such that members in separate clubs will hug each other?

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OK! Now it is your turn. We have 27 days to decide how we members want our President to fill in that form!

Your time starts now!

Comments from the floor:

- The District seems to think the best way to group clubs is by the old phone area codes (002, 003, 004) thus by geographical proximity. The 004 area (NW Tas.) has about 11 clubs. Could/would all clubs agree to join one group?
- An informative 'webinair' is well worth watching:

<https://creatingtomorrowrotary.org/latest-updates/september-webinars>

- Our club conducts too few community projects! *We have to get known in our community*
- We could meet at each other's clubs on a turn and turnabout basis
- Most logical would be for us to combine with Wynyard, Somerset and Burnie West clubs – essentially we four clubs are all in each other's backyard
- Yes, that would stop each club separately contacting the same company for donations to its specific events – coordination of fundraising!
- We lack the manpower required to tackle several (or major) projects
- We must try to talk to other clubs *before* Oct. 29
- Invite other clubs to attend our meeting on Oct. 9. President David to do.
- Seek more information on the activities of the Membership Regionalisation Team (Allan to do)

Close 7:40 pm