

Rotary
CLUB OF BURNIE



CLUB NUMBER - 18437

THE BULLETIN

82ND YEAR - No 29 – May 6th 2024



CREATE HOPE
in the WORLD

President – Barrie Crawford
Secretary - George Austin
Treasurer – Paul Kearney
Bulletin Editor – Allan Jamieson

ROTARY MONTH: MAY – YOUTH SERVICES

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

Duty Roster: Dilani WIJESORIYA

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

Date	Event or Speaker/Topic	Venue
May 20	Tassie Mums (Clare & James)	RSL
June 3	??	RSL

BIRTHDAYS AND ANNIVERSARIES – MAY 2024

Birthday		Wedding Anniversary		Club Anniversary	
24	John GLEN	12	David/Glenda BENNETT	1	David BENNETT
				22	Dr Roopa Mulik

Raffle Winner:	Ken Moore (2 nd meeting in a row!)
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Secretary George:

District Training Day, May 5 – I was the only member of Burnie Rotary Club who attended. NOT GOOD ENOUGH! ... 6 Items of note were raised:

- May is Youth Services month. PP Allan has produced a brochure listing all the youth service activities that we usually participate in – yet we do **not** have a Director of Youth Services!!!! NOT GOOD ENOUGH!
- The Gynaecological Cancer Awareness project started by PDG Bob Calvert will continue for at least another year. \$62,000 has been raised.
- Our District's publication, (tentative title; *Centenary of Rotary in Tasmania*) is nearing its publication date.
- The District's aim is to install 100 'Peace Poles' this year. So far, 48 have been erected. [Leanne suggested that one pole could be placed at the outdoor garden at Utas, which is a public space. [*Sounds good!* – Editor]
- The District plans to erect a large building in the Rotary space at Deloraine to house historical memorabilia from Tasmanian clubs (details yet to become known).
- Interact is intended to energize and inspire young leaders of ages 12-18. There are now four Interact clubs in Tasmania – Exeter, Hutchins, Latrobe and Burnie. This number would seem to be good news, given that – for many years now – there was only one such club in Tas. – that at Burnie High School, connected with Somerset RC. Perhaps we could start one at Parklands HS.
- Ros Tierney in Hobart has reminded us of an unused District Grant of about \$3,300, which money could be used to support the Bulawayo South Rotary Club's project to expand the vegetable garden at Plumtree Hospital. To access this money, we would have to also contribute at least \$3,300 before June 30. No disagreement surfaced from the members present!
- We must return the money donated to us by Tas. Community Fund on a time-limited basis to provide another Don't Meth With Me event for high schools.

Wayne Licht:

- Some progress has been made to have the Burnie Council provide us with a cost estimate for the equipment items we need to complete our BBQ project. Until now, they have stubbornly ignored our requests and have proceeded to tell us what we must have – e.g., a ‘solar-powered’ BBQ instead of a conventional mains-linked electric BBQ. Applause from all members at this news.

Treasurer Paul:

Service acct.	= \$17,963 (<i>after</i> refunding DMWM money)
General acct.	= \$8,018
Plumtree acct.	= \$230

Themba:

- The overseas-educated doctors at Southside Family Medical continue to progress their way through the many exams they must pass here. Dilani has now passed **all** her exams!

Fines Master June:

- June continues to raise *both* laughs *and* money.

Guest Speaker, Allan Jamieson:

Allan pointed out that a month ago, he had tried to have us identify community groups that we should make contact with. Little progress was made at that meeting, so tonight he said he would make another attempt to “*get us all off our bums.*”

Allan noted that in 1973, Burnie Rotary had 60 members and “*85 executive or committee positions on local organisations were filled by 50 of our members.*” He asked the 14 members present on May 6, how many of them had executive or committee positions on community organisations. Six members raised their hands.

Allan continued his history theme with an image:

THIRTY YEARS AGO

Notes from a Board Meeting in 1994

Topic: “*Club Image and Atmosphere*”

1994	<i>almost 50% are over 60 years old</i>
2024	<i>58% are over 60 years old</i>
1994	<i>most members accept the status quo</i>
2024	<i>all? members accept the status quo</i>
1994	<i>must balance “Service” and “Fellowship”</i>
2024	<i>we lack “Service” and “Fellowship”</i>
1994	<i>need young and energetic new members</i>
2024	<i>‘young’ are not automatically ‘energetic’</i>
1994	<i>good media coverage would help</i>
2024	<i>‘social media’ only [Facebook & Website]</i>
1994	<i>force members to mix at meetings.</i>
2024	<i>very little mixing occurs</i>
1994	<i>invite likely members to our activities</i>
2024	<i>‘likely’ members are unlikely to join</i>

He then explained: I sense that all our members accept this 30-year status quo. I say this because we lack *both* Service activities *and* Fellowship. As far back as

1962, members arriving at meetings were allocated seating positions at random. It is clear that mixing at meetings still does not occur. As we stand now, it is unlikely that we can attract many – or any – new members.

Allan then revealed what he learned from a Zoom talk presented to an e-Club in Victoria by Andy Rajapakse PDG of D-9640 (Gold Coast and North-east NSW). Andy is the **Portfolio Leader: Membership on the Zone 8 Regionalisation Council**. Andy was DG of D-9640 during the Covid year 2020-21. *His* district grew by over 14%. **Message: Growth IS possible!**

1. In the last 10 years, the net number of Rotarians in Zone 8 has dropped from 39,000 to 29,000 – down 10,000, however this latter number *does not tell the whole story*.
2. **This** is the real story: in the past five years, a whole 25,000 Rotarians resigned; all but about 1,000 of them had been in traditional clubs like Burnie Rotary.
3. Andy observed that we must:



4. In the next two years, said Andy, we must reduce annual member resignations by 20% and start new-style clubs to attract new demographics. His five-step strategy:

- i. Transform 100 existing clubs a year
- ii. Start 15 new clubs a year
- iii. Attract 100 alumni a year
- iv. Develop 20 membership best practices
- v. Find 20 Membership Specialists

5. Research shows that 9%* of Australians (i.e., two million people) who are aware of Rotary are open to joining. If we aim to secure just 1% of these, that means 20,000 new members. Where Bunnings has a store, the community is also ‘good’ for five or six Rotary clubs.

* When asked: “What, if anything, would persuade you to join a Rotary or Rotaract club?”
6% said: ‘More information about what they do’ and 3% said: ‘If I had some spare time.’

Allan said he could imagine joining that Victorian e-Club if Burnie club does not change.

Andy was asked; **What is meant by the phrase ‘transforming a club’?**
He replied: One key aspect is to make the club an **Action** club, not a **Meeting** club. It can be far easier to achieve this when starting a *new-style club* than in a traditional club. Another transformation step, especially for ‘traditional’ clubs, he said is

to create leadership paths. Many clubs find it difficult to persuade anyone to be President.

[The rot had set in at Burnie RC by 1999, when George Austin and George Grant each had to do six months as President, because nobody would do 12 months.]

Andy also said that fundraising is the wrong focus. Our aim is not just to raise money! The well-known motto of Rotary is SERVICE ABOVE SELF. That means we members are **servants**, but do you ever ask; who is **my** master? Answer: The community. We cannot be a servant if we don't understand what our community needs or wants. If we ask them, we will find that in most instances, the community will support us and in many cases they will contribute money to help us supply their need.

Finally, Andy urged all clubs to undertake RI's "Community Needs Assessment" procedure on their local community.

I gave everyone a copy of that document in my email of April 12th – *have you read it?*
I don't see this RI document as essential, but it does raise issues that we will need to consider in whatever approach we choose to use.

Allan said: **"If you have been listening, you will have grasped that there are only three ways we members can go from here:**

1. **Do nothing, let the club die and watch rigor mortis set in**
2. **Try to resuscitate our club by getting involved with our community**
3. **Disband our club as a first step in creating a new-style Rotary club."**

Allan then revealed a table listing a few community organisations and asked for names of additional organisations plus names of club members prepared to take responsibility for links with these organisations; "Leaving everything to our President and Secretary is not an option – what do we other members exist for?"

For once, discussion by floor members was quite vibrant:

- ◆ First came the names of additional community organisations: Utas; Men's Shed (Wayne L); Lions and other service clubs (Leanne); Surf Club; Burnie Museum & Art Gallery (Themba); Rhododendron Gardens; Netball Association (Leanne).
- ◆ Caution was expressed at the value of 'online' groups, such as e-Clubs, because there is some evidence that these remote links can lead to increased mental health problems in society; face-to-face groupings are best, hence we must not be too hasty to close our club – who knows, traditional clubs might come into vogue again.
- ◆ Why do we need a Board? If members at a meeting agree to fund or support a community need, why must we wait weeks or months for the Board to make THE decision?
- ◆ Burnie West RC does not *have* a Board! All decisions are made by members present at a normal meeting. Meals are optional in that club and 50% of 'RI dues' is covered by the club as well.

Close 7:50 pm