



WARD'S WORD

I have come off the interchange bench while President Colin is away and will be Acting President for the next three meetings.

Thanks to **Mark Huddleston** who made the trek from Morphett Vale to talk to us this morning about **Club Membership** and public relations. Mark has been **District Committee Chair** for this committee for two years and has been making grounds on getting clubs to focus not only on recruiting new members but also retaining current members. When we look at Rotary membership numbers in D9520 we can see that over the last 5 years there has been a gross **loss of 25** members per year, with the current membership numbers standing at 1,366. There has actually been a slight increase in the numbers in this Rotary year, but this is only the '**tip of the iceberg**' says Mark. How can it be that we have had over 60 inductions since July 2014 but we are still not increasing our gross membership numbers?

If you look at the net gains and losses of members worldwide, in Rotary, there is a definite shift from developed world to developing world, with the top five countries gaining numbers being Brazil, Germany, India, Taiwan, South Korea and Africa.



The key is **retention**. Think of a bucket continually being filled with water. Instead of the level of water rising, the water seeps out through holes in the bucket; hence the level remains the same.

On general, D9520 is great at gaining new members, but struggles to retain members. Mark highlighted that this can be due to a number of different factors: **controllables** and **uncontrollables**. There is little we can do about the uncontrollables, but we can address the controllables. People may leave clubs because of the lack of involvement/engagement/inclusion. Another key factor is conflict within a club. As a club, Magill Sunrise has little conflict within it, but it is something as a club we need to be aware of and prepared to resolve if it does ever happen. I do feel however, that keeping members engaged is key to strengthening our club. What keeps you engaged in the club? What would you like to be more involved with? How can you be more included in club activities?

Finally a note on recruitment. Rotary has some outstanding programs which Magill Sunrise promotes and sponsors well each year. This involves engaging members of the public, and in particular a lot of young people in our community. We have a **ripple effect**, in the puddle which is our local area. The thing we don't do so well, is keeping in touch with the ripples. We need to make more effort at keeping in touch with our program alumni and people we have helped over the years. We will start emailing our bulletin to alumni members, and look at organising a catch up for alumni members. Do you have any ideas on how we can maintain the ripple effect?

There are a couple of important upcoming District membership events, which I would encourage everyone in the club to put in their diary:

- 1) 8th August- Young Professionals Forum (Adelaide)
- 2) 5th- 6th September- Australian Rotary Success Conference & Rotary Youth Summit (Canberra)
- 3) 10th October- Illuminate #2 forum (Adelaide)

Membership is something that should be on each club members' radar, and will be one of the key focuses for the next Rotary year.....let's continue to build on the great foundations of our club.

Dates for the Diary

9 th May	Rotary Race Day
20 th May	The Reel Event
28 th May	Chartering of the Rotaract Club of Sturt
27 th June	Change over breakfast.

Fact of the Day

Earthworms have 5 stomachs!!!

Rotary Fact of the Day

American presidents, John F Kennedy and Franklin Roosevelt were both Rotarians.



Happy Birthday to Carol and Leonie who both have their birthday's on Monday 20th!!!

Next Meeting 21st April 2015

Next week's guest speaker Erica Vidinis, will be talking about WWII monument in Campbelltown.

Meeting Roster

No	Date	Chairperson	Steward 1	Steward 2	Tech Setup	Greeter
916	14 April	Sue Hector	Bronwyn Hyder	Wayne Abbott	Greg Schuetze	Ian Carman
917	21 April	Greg Schuetze	Sue Hector	Licaria Scheepers	Lindsay Davis	Julie Carman
918	28 April	Mark Thompson	Tracey Gleeson	Ian Carman	Ian Coat	John Kennedy
919	5 May	Mark Thompson	John Kennedy	Julie Carman	Chris Gascoine	Siony Gardiner
920	12 May	Mina Ward	Licaria Scheepers	Julie Carman	Greg Schuetze	Julie Carman
921	19 May	Greg Schuetze	Kirsty Stark	Siony Gardiner	Lindsay Davis	Sue Hector
922	26 May	Wayne Abbott	Mark Thompson	Sue Hector	Ian Coat	Christine Abbott
923	2 June	Graham Holcroft	Mina Ward	Bronwyn Hyder	Chris Gascoine	John Kennedy
924	9 June	Ian Carman	Bronwyn Hyder	John Kennedy	Greg Schuetze	Tracey Gleeson
925	16 June	Julie Carman	Wayne Abbott	Licaria Scheepers	Lindsay Davis	Mark Thompson
926	23 June	No Meeting Changeover 27 June				
927	30 June	Ian Coat	Tracey Gleeson	Kirsty Stark	Chris Gascoine	Mina Ward
928	7 July	Lindsay Davis	Siony Gardiner	Mark Thompson	Greg Schuetze	John Kennedy

PRESIDENT

Colin Hill



SECRETARY

Ian Carman



MEETING TIME

Tuesday 6.50 for 7.00am

VENUE

Hectorville Sporting Club, Fisher Street, Magill

EMAIL

magill@rotaryclub.org.au

WEBSITE

www.magill.rotaryclub.org.au



www.facebook.com/rotarymagill



**ROTARY DISTRICT
9520**

DISTRICT GOVERNOR'S NEWSLETTER
www.rotarynews.info/district9520



THE VOICE OF ROTARY

Broadcast On
1197M RPH Adelaide
Tuesday 7.30 – 8.00
or online at
www.rphadelaide.org.au

LOCAL MEETINGS FOR MAKEUPS

MONDAYS

6.30pm	Campbelltown	Athelstone Football Club	150 George St, Paradise
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TUESDAYS

1.00pm	Norwood	Norwood Town Hall	George St, Norwood
6.15pm	St Peter's	Kensington Hotel	23 Regent St, Kensington
6.30pm	Kent Town	The Royal Hotel	2 North Tce, Kent Town

WEDNESDAYS

7.15am	Eastwood	Flinders Lodge	27 Dequetteville Tce, Kent Town
6.30pm	Burnside	The Feathers Hotel	Glynburn Rd, Burnside
6.30pm	Morialta	The Rezz Hotel	20 Hamilton Tce, Newton

THURSDAYS & FRIDAYS

No Meetings

THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of a worthy enterprise and in particular to encourage and foster:

The development of acquaintance as an opportunity for service.

High ethical standards in business and professions: the recognition of the worthiness of all useful occupations: and the dignifying by every Rotarian of their occupation as an opportunity to serve society.

The application of the ideal service by every Rotarian to their personal, business and community life.

The advancement of international understanding, goodwill and peace through a world fellowship of business and professional people united in the ideal of service.

THE FOUR WAY TEST

The Four Way Test of the things we think, say or do:

Is it the truth?

Is it fair to all concerned?

Will it build goodwill and better friendships?

Will it be beneficial to all concerned?

THE INVOCATION

For good food, good fellowship and
the opportunity to serve through Rotary we give thanks.

