

# Rotary Club of Fern Tree Gully Inc.

Vol 59 No 34

INCORPORATED REG. NO. A0023463V  
DISTRICT 9810 VICTORIA AUSTRALIA  
CHARTERED: 16-May-1963  
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6th May 2021

## WEEKLY BULLETIN

Date & Time:	Thursday 6th May [Kick off at 6.30]	Thursday 13th May [Kick off at 6.30]	Thursday 20th May [Kick off at 6.30]	Thursday 27th May [Kick off at 6.30]
Venue:	FTG BOWLING CLUB or ZOOM	FTG Thai Restaurant Station Street	FTG BOWLING CLUB or ZOOM	FTG BOWLING CLUB or ZOOM
Program:	CLUB ASSEMBLY	FELLOWSHIP	THRIVING AT ANY AGE	T B A
Speaker:	No Speaker	-	Linda Blake	
Scribe	Rob Hurst	-	Rob Hurst	
Partners' Night	Welcome	Yes	Yes	

<i><b>Birthdays:</b></i>	None
<i><b>Anniversaries:</b></i>	None
<i><b>Induction to RC of Fern Tree Gully</b></i>	None

*Happy Mother's Day to all the "Mums"*



## FROM THE PRESIDENT



### 2019-2020 ROTARY CITATION PLATINUM



Awarded to the Rotary Club of

Fern Tree Gully

for helping Rotary connect the world.

*Helen McElroy*  
Mark Trustee Member  
President, Rotary International

## MAY IS YOUTH SERVICES MONTH

Membership growth will be our clubs major focus for the coming Rotary year. Christine and I have been planning our approach to tackle this issue that will draw on all of our members being involved. This will start with an anonymous online survey of members thoughts to a number of questions that will be asked. Christine will be sending this survey to you shortly and I would encourage all members to respond as it will be used to develop our approach to membership growth, our club program and community projects.

The following article is from the May issue of "Rotary On The Move"

Article by PDG Euan Miller, Rotary Foundation Cadre, President RC of Norwood. *We are approaching another disappointing year of membership decline in our Zone. At the end of March, we only have one district, 9640, with a green light, we have 9 districts with amber warning lights (growth of less than 50) and 15 districts clearly foundering in the red. With districts averaging at least 50 resignations at the end of each year we can clearly predict the ambers will join the reds on 30th June.*

*Why is this happening? Why can one district have a spectacular year of membership growth while the rest of us are in serious decline? We have a Rotary Coordinator and his assistants, district membership chairs and committees, a designated membership officer at RISPO, membership seminars and training assemblies, the RI 'Learning Centre' - but none of this seems to work.*

*It is often suggested all Rotarians need to do is invite and induct one new member and we will have healthy membership growth. But we know this doesn't work either, because less than 10% of Rotarians have ever invited and inducted a new member to their club.*

*Talk the talk doesn't work unless a district sets up a strategic plan that walks the walk. Every district has clubs split roughly into three equal groupings – successful clubs that continue to grow without needing district support; established clubs that manage to offset resignations but don't grow over all; and those in slow but terminal decline.*

*Each district needs a 3-5 year 'Boots on the Ground' plan focused on chartering at least one new club a year; an active retention plan to ensure clubs at least replace their resignations each year; and active teams that can be embedded into clubs that are either or both in terminal decline or below 20 members. AGs need to be added to the teams in their Groups or Areas. Without this intensive coaching and mentoring we will continue to fail.*

*Hard discussions need to be held with the last group of clubs because maybe they can't be saved and would be better off handing in their charter or merging with another club. Sometimes the cultures of such clubs are still in the 20th Century or the members are now so*

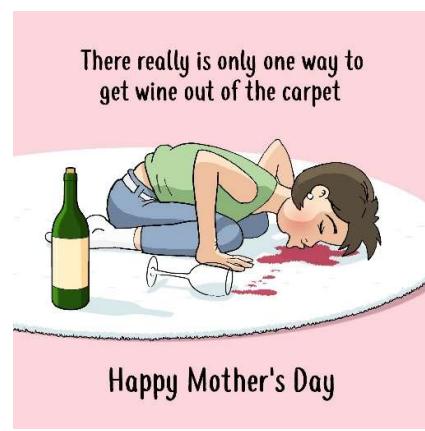
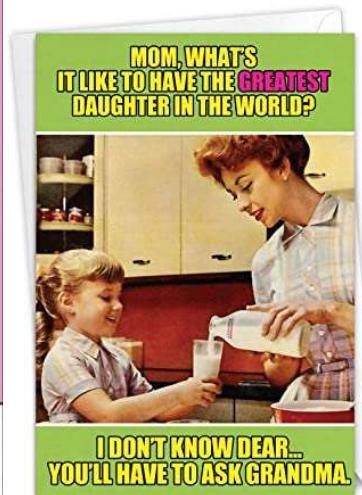
old and so male that the clubs are no longer attractive to potential members. Once the majority of members of a club are retired, the warning signs of an impending demise are showing. It is not good for Rotary's public image to have tired clubs than can no longer run a suite of service projects but stay in existence mainly for the fellowship benefits to the members.

Fortunately, most of the clubs in this third group can be saved but often they can't do it by themselves. This where we need to embed Rotarians (as we do when establishing a new club), hopefully for only a few months, but sometimes for a year or more; to show and guide them along the way. They need to set up a strategy, with the AG, to first, look at the club culture and change it if necessary. Second, they need to arrange an event to attract a minimum of 5-6 new members, induct them quickly and get them working straight away on existing service projects or creating new ones suggested by these new members. Immediately this will give the club some energy to have further membership events and attract even more members. More than one membership event a year is quite feasible. Former district 9520 did this in 2017-18 targeting 18 clubs with less than 20 members and half of the targeted clubs, achieved multimember growth rates within that year.

Where do you get these super-Rotarians who can resurrect struggling clubs back into growth? They come from the clubs in the first category and are members that have a history of successful recruitment in their own club. I suggest every district would have at least one hundred such Rotarians. It may be a substantial time commitment for these Rotarians but I suggest this is vital to Rotary's survival and much more important than serving on the multitude of district committees. Boots on the ground win battles and hold territory won. Rotary can achieve the same but in a much more peaceful way. The Service Above Self motto will be adopted by hundreds more enthusiastic new Rotarians and their clubs will gain a new lease on life.

Graeme  
President 2020/2021

## Just for Fun



# THE WEEK THAT WAS

Thursday 29th April 2021

Meeting commenced at 6.30pm with apologies from John Fleming and Paul Wilson. Fran and Brian Mandergeddes joined us via Zoom.

President Graeme: Welcomed everyone and introduced our guest speaker Beck Mitchell, Executive Officer, Bridge Builders Youth Organisation which is self-funded through donations and fundraising and manned by volunteers to support 12-25 year old vulnerable youth. Their office is in Lilydale. Beck started at Bridge Builders at age 17 and is now in her late 20's.

Beck embarked on the World Marathon Challenge in February 2020. One of 164 people to have done this since its inception in 2014.

- 7 Marathons in 7 days over 7 continents:
- Cape Town/Antarctica/Perth/Dubai/Madrid/Brazil/Miami

A total of 168 hours including flight times Cost to enter \$60,000 per person; Beck spoke passionately about her experience and said that self-belief got her through the sleep deprivation, swollen feet, the freezing conditions and the heat exhaustion. She is a champion of their suicide prevention campaign and has a podcast "Run with Soul". She can be found at [www.beckmitchell.com](http://www.beckmitchell.com)

President Graeme thanked everyone for their participation in a very busy weekend: -

- Thanks to all who attended the Baton Relay and BBQ fellowship @ the Arboretum on Saturday
- Thanks to Christine and Julianne for attending the Anzac Service on behalf of FTG Rotary to lay a wreath at the Arboretum on Sunday morning
- Thanks to everyone who supported the Bunnings Sausage Sizzle on Sunday. A tiring day with 600 sausages cooked to perfection!!!

Fran asked if we could support her daughter and the Bendigo Bank on Sunday 30th May with a non-profit sausage sizzle at Gilbert Park - the skateboard park between 11.30 - 2.00pm. Bendigo Bank is working with Headspace and they will supply everything that is needed. They are expecting 400 participants.

Christine wants everyone to consider what we need to purchase for the club so that a Grant submission can be prepared for the Bendigo Bank. She also reported that unfortunately the District Picnic in the Park had to be cancelled.

Julienne reminded everyone that the dinner on Saturday 1st May at the Royal Hotel was at 6pm before going over to the 1812 Theatre to be seated before 8pm for the grand finale of "The Full Monty" and warned all participants that this would be a very raucous and possibly naughty last night of the show.

Julienne also suggested that as Christine was so disappointed about not being able to do the waggle dance and wear her  bee outfit in the cancelled District Picnic in the park that we could have this as our theme for the next fellowship dinner on Thursday 13th May 6pm @ FTG Thai. **So, join in and wear your yellow and black to make this the "Bees Knees".**

We have been given 30 tickets for the next production at the 1812 Theatre on Wednesday 16th June to see Agatha Christie's "And then there were NONE". These tickets will be sold for \$15 each which will be clear profit for the club.

Stageworx has a production of "12 Angry Men" - this needs to be looked at as a possible fellowship event also.

Meeting closed at 7.40pm

Scribe Julianne Hyams E&OA

*Pre-show happy diners at the 'Royal' on Saturday night*



*Enjoying the show!*

