

**Rotary Club of Wynberg**

## **WYNPRESS**

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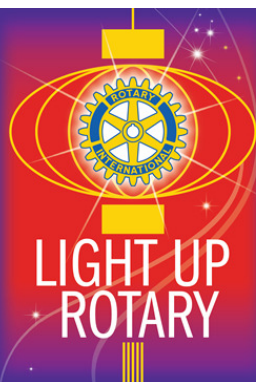
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**Rotary in January**  
**Rotary Awareness month**



## **EDITORIAL**

Rotary Membership – Edited from an Article published in “The Rotarian” and the RI Website.

So often we operate within our Clubs doing wonderful work without giving much thought to our place in a much bigger Rotary Family. So here is some Rotary information that will put things in perspective.

Enjoy the reading – David Barnard

“For more than a decade, Rotary's membership has lingered around 1.2 million. That means that for every person who joined during that period, another person left. Last year, membership hit a 10-year low, at 1,185,000, though we've since rebounded, raising the figure this year to 1,207,102.

For RI President Gary C.K. Huang, that's not good enough. He hopes to increase membership to 1.3 million by the end of his term.

"It's simple: The more members we have, the more people we can help," Huang says. "A stronger membership base will result in strong communities."

How can we reach his goal? And how can we keep the members we already have? Here's a look at regions and countries that have increased membership, as well as an overview of ways that Rotary leaders are working to grow our membership.

### **Where is Rotary growing and why?**

#### **Germany**

Germany gained more 11,000 members from 2003 to 2013, an increase of 27 percent. "German clubs put an emphasis on personal connections between members and their families and try to develop programs and events in which many play an active role," says Rotary coordinator Peter Iblher. "We try not to overwhelm our members with financial requests and purely financial goals. We try to create an impression of club life as being rewarding and valuable for members and their families."

#### **Lithuania**

RI Director Per Høyen, credits some of the membership growth in his zone, particularly in Lithuania (which doubled its number of Rotary members between 2003 and 2013), to favorable media coverage and positive government relations. "Lithuanian Rotarians get the media interested in the projects they are doing all over the country. This 'free' PR creates a lot of interest among people and makes it easier to get new members, because people know what Rotary is doing," he says.

## Africa

"The average age of Rotarians in Africa is younger than in the United States or Europe. Clubs are relevant and vibrant, and support the belief that it is an honor and a big deal to become a Rotarian," says Thomas Branum, past chair of the Reach Out to Africa Committee and past RI director. Since 2004, Africa has gained more than 6,000 members.

## India

In India, where membership grew by 38 percent between 2003 and 2013, three districts are collecting data to develop a plan for starting new Rotary clubs for the sons and daughters of members. Other strategies include recognizing those who recruit new members at appropriate events, and inviting prospective members to half-day seminars to learn about Rotary. "We target former Rotaractors and encourage them to form new Rotary clubs," says Ulhas Kolhatkar, a Rotary coordinator and past district governor. "We also encourage participation from second-generation Rotarians."

## Taiwan

"One way we've been successful in Taiwan is focusing on alumni — people who were in Group Study Exchange and former Rotaractors. We keep track of these people," says Huang. From 2003 to 2013, Taiwan gained more than 7,500 members, an increase of 49 percent.

### Countries and areas with largest membership declines, 2003-13

- United States -58,481 members (-15%)
- Japan -23,248 (-21%)
- England -7,743 (-16%)
- Australia -5,260 (-14%)
- Canada -4,167 (-14%)

### Countries and areas with biggest membership gains, 2003-13

- India +34,068 members (+38%)
- Korea +12,671 (+26%)
- Germany +11,114 (+27%)
- Taiwan +7,567 (+49%)
- Brazil +4,045 (+8%)

## The \$3 million plan to rebuild Rotary

The RI Board of Directors allocated \$3 million to create regional membership plans, recognizing that local strategies guided by member feedback would be more effective than a uniform global approach. The plans outline goals for 16 regions and the steps for achieving them. "The world is different now," says Allan Jagger, chair of the Membership Development and Retention Committee and a past RI director. Jagger was involved in creating the plan for clubs in Great Britain and Ireland. "We have to look at where we've come from, what's working, and change what isn't," he says.

In Great Britain and Ireland, an analysis of the data found that bringing in new members isn't the problem — it's keeping them. Jagger says the team looked into the reason and discovered that the way Rotary was sold to prospective members didn't fit the reality of joining a club. So the membership plan for Rotary International in Great Britain and Ireland recommends a club "visioning" process to help clubs become more attractive to members, both new and existing.

**In Australia, New Zealand, and the Pacific Islands, regional leaders focused on what they already do well. "There will always be weaknesses," says Jessie Harman, a Rotary coordinator from Australia. "This is about identifying strengths and giving Rotarians and clubs examples of best practices and other tools they can use to strengthen Rotary." One asset in this region is member diversity. To remain strong, leaders set a goal of increasing the number of female members by 6 percent, young members by 5 percent, and culturally diverse members by 3 percent. As part of its effort to meet the goal, the Rotary Club of Christchurch South initiated an effort to recruit past Rotary Youth Leadership Awards participants as members."**

*This article was adapted from Global Outlook in the May issue of The Rotarian.*

## MEETING OF 8 JANUARY 2015

### Attendance

Present	:	18
Apologies	:	2
Make ups	:	3
Absent	:	5
Attendance %	:	64%

### Visitors

Four guests visited our club. Catherine van Aardt, Hugh Mauder, Wenche Hovstad and Philip Munday were welcomed.

### Fellowship Announcements

Delise Nash's funeral took place on Tuesday 13th January at 2.30pm at Christchurch Constantia. Donations towards the Sunflower Fund in lieu of flowers.

### Slots

**Are** shared that the NLC (The Norwegian Liaison Committee) took on a new secondary school, Zeekoevlei High, situated in one of the poorest areas of Lotus River. At first the Committee was a bit apprehensive, as the area was extreme. But having met with the principal, Mr Prinsloo, and some of his staff, it was decided to include the school in the project. It is quite clear that this school has an amazing leadership, and a few days ago we received information that the school had a matric pass rate of 98.2%! The very best in the circuit they belong to,- Circuit 3.

### President's quotes

*"The object of a New Year is not that we should have a new year. It is that we should have a new soul and a new nose; new feet, a new backbone, new ears, and new eyes. Unless a particular man made New Year resolutions, he would make no resolutions. Unless a man starts afresh about things, he will certainly do nothing effective."*

– **G.K. Chesterton**

## GUEST SPEAKER :

Dave Barnard gave a well researched and most descriptive talk on the construction of the 'Mulberry Ports' off the coast of Normandy in the second World War. Huge floating barges were surreptitiously constructed at British ports, floated across the English Channel and then sunk off the French coast to form a breakwater and bridges to transport thousands of tons of equipment to shore.

In adverse conditions, some 24 000 Allied troops landed on the beaches, code named Utah, Omaha, Gold, Juno and Sword Beach. Resultant casualties were at least 10 000, with the highest on Omaha.

Dennis thanked Dave for a very interesting aspect of the war.

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## GOING FORWARD

### Duty Roster



		SOCIAL		FEBRUARY	
	15	22	28	5	12
Sergeant	Schreiber			Todd	Van Eeden
Attendance Officer	A O'Driscoll	SAB	RAID	A O'Driscoll	A O'Driscoll
Wynpress Editorial	Bredenkamp	VISIT	ON	Danckwerts	Dietrich
Minutes for Wynpress	Smith	DETAILS	KROMBOOM	Cleveland	Overbosch
Door Duty	Danckwerts	TBA	CLUB	Dietrich	Du Plessis
Grace	Vivian			Barnard	Bird
Loyal Toast	Bredenkamp			Cleveland	Danckwerts
International Toast	Klotz-Gleave			Lidgley	Munday
Speaker Introduction	Lidgley			Munday	N/A
Speaker Thanks	Hovstad			Howard	N/A
Find Speakers					Barnard, Bird, Hovstad, Jackson, Vivian, Schonegevel, A O Driscoll

### Programme

Thu Jan 15	Normal meeting: James Fernie: Uthando
Sat Jan 17	Hands on at Isiphiwo Primary School (for Global Grant)
Mon Jan 19	Wynberg Rotaract
Thu Jan 22	SAB visit & tour

Tues Jan 27	WRC Board Meeting
Wed Jan 28	Raid on Kromboom
Thu Jan 29	<b>No meeting: see last night</b>
Mon Feb 2	Wynberg Rotaract
Thu Feb 5	1 <sup>st</sup> Business meeting of the year
Thu Feb 12	Youth Services Meeting
Mon Feb 16	Wynberg Rotaract
Thu Feb 19	Alan Jackson Me Talk / Visit by Haugaland
Mon Feb 23 – Tue Mar 3	Visit by Oddemarka
Mon Feb 23	RI 110 Today
Tue Feb 24	WRC Board Meeting
Thu Feb 26	Fellowship meeting with Norwegian guests from Oddemarka / Karmøy
Mon Mar 2	Wynberg Rotaract
Thu Mar 5	Business meeting
Thu Mar 12	Meeting tbc
Sat Mar 14 / Sun Mar 15	<b>Pearls of the The Proms!!! :</b>

See the WRC [calendar](http://wynbergrotary.org.za/calendar/) (http://wynbergrotary.org.za/calendar/ ) for full details.

Like us on ,  follow us on twitter (@wynbergrotary) and visit the [Rotary Club Wynberg website](http://wynbergrotary.org.za/) to keep up to date

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## TAILPIECE

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**"I'm going to order a broiled skinless chicken breast,  
but I want you to bring me lasagna and  
garlic bread by mistake."**