



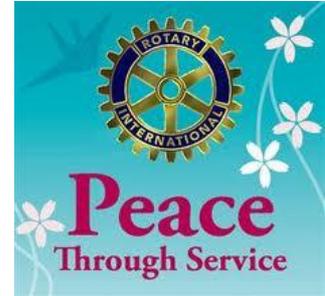
Rotary Club Of Corowa



President: Stephen Apps

Weekly Bulletin

Meeting held 11/04/2013
Volume 74: Issue 37



Amber Murphy

At this week's meeting our guest speaker was Amber Murphy from the Corowa Community Hub (The "Hub").

This facility is supported by the NSW Department of Family and Community Services through their Intereach service.

At the Hub Amber provides all kinds of services to members of our community including providing phone and computer access to Centrelink and other community health and support services.

Amber can find an answer for almost any question you might have and the Hub is a great meeting spot for lots of community groups. The Family Circle social group is one that has met in Corowa for 17 years (latterly at the Hub) and are now seeking a new co-ordinator (so if you have some spare time and like a chat – this is the job for you !!)

Amber has lots of experience in health and social services and is clearly a bonus for our community as the co-ordinator of "the Hub".



President Stephen
with
Amber Murphy

Rotary Grace:

Oh Lord, the giver of all good,
We thank you for our daily food.
May Rotary friends and Rotary ways,
Help us to serve you all our days.

Amen

Rotary 4 way Test:

- 1: Is it the **TRUTH**?
- 2: Is it **FAIR** to all concerned?
- 3: Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 4: Will it be **BENEFICIAL** to all concerned?



The Rotary Club of Corowa

2012/2013



INNOVATE ROTARY

Greg Krauska's insights on how you can create thriving, growing, high-impact Rotary clubs - and other non profits!

The following is the first of a number of interesting articles by Greg Krauska about *innovating Rotary* - see the following website for more: http://changeagentgroup.typepad.com/innovate_rotary/

February 08, 2013

Nope, new clubs are not the path to growth

How can Rotary grow membership and retain its members? An [article](#) in the January, 2013 Rotarian magazine explored whether new clubs are the path to membership growth. I propose that new clubs are not the *complete* answer. Instead, how can we capture the positive qualities of new clubs and bring them to existing clubs?

Let me begin by acknowledging that newly chartered clubs indeed have advantages. A new club brings novelty and freshness. Forming members can shape the club to their liking, to their passions and their lifestyle. The article opened with an all too common scenario of a dual income working couple that struggles to meet all of its time demands. The new club can shape its schedule and routine to attract members who otherwise would not join another club. For example, evening meetings might be easier for many who have to get kids off to school, or who cannot take more than 30 minutes for lunch.

A new club brings the energy that comes with a focused project or mission. The forming team has clear goals. It must attract a minimum of [20 charter members](#). Since it does not have the workload associated with many established projects and events, charter members focus time and energy on finding and engaging those 20 members as quickly as possible.

The club also receives dedicated support. New club leaders receive dedicated mentorship from the District. A sponsoring club or the District put up initial funding to get the club started. District leaders rightly publicize and celebrate the new club.

So let me be clear before I get everyone's blood pressure rising here, new clubs are an attractive and viable option to attract members. They are especially valuable for attracting members who are very different in lifestyle, interests and age versus established clubs. But they are not THE ONLY option. Here is why:

First, the statistical analysis upon which the case is based is partially flawed. If I look at district membership data in a year where one or more new clubs are formed, it will always show that new clubs are the dominant source of growth. That is an easy mistake to make with ["Big Data."](#) The error comes from the fact that I am cherry picking a part of the data and inferring causality from that cherry-picked data. So I need to look deeper at the data.

Second, retention rates for new club members are biased. To be fair, Chuck Musgrave did notice that the retention rates for new clubs was higher than the retention rate for new members of established clubs. However, given the personal investment in the club that charter members have in launching the new club, one would expect this. Retention is never one hundred percent because members do things like move, change jobs and change priorities.

But the bright shiny object of a new club only keeps its luster for so long. Retention rates of new clubs from five years ago will eventually trend toward retention rates of 10 year old clubs. The article also noted that new clubs eventually become not-so-new clubs. District leaders shift the focus to the next new club and the cycle repeats itself. We need another new club to churn out new numbers. But is that an efficient approach?

Instead of getting into a cycle of churning from old to new, how about capturing some of the essence of the new club and applying it to the established (I won't say old) clubs?

- **Reshape the member experience.** I have found that the barriers to existing member engagement is often the reason clubs don't attract new members. If you are not excited about your own experience of the club, you are not likely to invite others to join. Survey your members. Ask formerly engaged members why they are not as involved as they once were - and what could change to bring back their energy.
- **Take a mission focus.** Decide that you are going to attract 25 new members. Set that as a goal and assemble a team that is passionate about that goal. Are there clubs that have grown by 25 members within 2 years? Yes - and mine was one of them. Find out what others did that worked - and find a way to apply it to your existing club.

- **Ask for help.** Your District has a team of people who are dedicated to helping clubs find new answers. Sometimes that means having folks from the District engage with your team by asking questions that provoke action, rather than merely dispensing advice. The [Club Visioning process](#) is an exceptional way to stimulate new ideas and approaches.
- **Believe you can change.** This may be the most important. If you assume that people, whether individually or as a club, cannot change, you are right. If you assume that people can indeed change, you are also right. (Read the book, *Mindset*, by Carol Dweck and review my previous [post about Mindset here.](#)) Research shows that about half of you reading this have a fixed mindset and half of you have a growth mindset.

We raise amazing amounts of money on behalf of projects and causes because we believe it will make a difference. We volunteer tremendous hours on behalf of individuals and populations because we are certain that our effort will be rewarded by change. New clubs offer new experiences that we rightly believe will attract new members. How is it that we assume existing clubs cannot offer as great or greater opportunities for growth?

We must believe in our ability - and our obligation - to adapt, to change, to adjust. We need the same level of faith in change in our fellow members as we have in those whom we serve.

<u>RC of Corowa:</u>	18/4/13	25/4/13	2/5/13
Program	Paul & Meredith Miegel	Anzac Day No Meeting	
Chairman	Wally C.		Arthur F.
Treasurer	Oliver R.		Neil D.
Rotary Grace	Craig O.		Wally C.
Loyal Toast	Gary P.		Oliver R.
International Toast	Alan W.		Craig O.
Rotary Information	David T.		Gary P.
Sergeants Help	John L.		Alan W.



How much can a photographer bear...
Stand still and look at the birdie, please!!

Signs

Sign over a Gynecologist's Office:

"Dr. Jones, at your cervix."

In a Podiatrist's office:

"Time wounds all heels."

On a Septic Tank Truck:

Yesterday's Meals on Wheels

On a Plumber's truck:

"We repair what your husband fixed."

On another Plumber's truck:

"Don't sleep with a drip. Call your plumber."

On a Church's Bill board:

"7 days without God makes one weak."

At a Tyre Store

"Invite us to your next blowout."

On an Electrician's truck:

"Let us remove your shorts."

In a Non-smoking Area:

"If we see smoke, we will assume you are on fire and take appropriate action."

On a Maternity Room door:

"Push. Push. Push."

At an Optometrist's Office:

"If you don't see what you're looking for, you've come to the right place."

On a Taxidermist's window:

"We really know our stuff."

On a Fence:

"Salesmen welcome! Dog food is expensive!"

At a Car Dealership:

"The best way to get back on your feet - miss a car payment."

Outside a Car Exhaust Store:

"No appointment necessary. We hear you coming."

In a Vets waiting room:

"Be back in 5 minutes. Sit! Stay!"

In a Restaurant window:

"Don't stand there and be hungry; come on in and get fed up."

And don't forget the sign at a

RADIATOR SHOP:

"Best place in town to take a leak."

Sign on the back of yet another

Septic Tank Truck:

"Caution - This Truck is full of Political Promises"

ONE LINERS

Everyone has a photographic memory. Some don't have film.

Corduroy pillows: They're making headlines!

Shin: A device for finding furniture in the dark.

Who is General Failure and why is he reading my hard disk?

I poured spot remover on my dog, now he's gone.

Used to have an open mind but my brains kept falling out.

Couldn't repair your brakes, so I made your horn louder.

Why do psychics have to ask for your name?

**The Rotary Club Of Corowa meets every Thursday
at the Corowa RSL Club: 6:30pm for a 7:00pm start**



President 2012-2013: Rotarian Stephen Apps

Secretary: Rotarian Noreen Miller

Treasurer: Rotarian John Law

Vice President: Rotarian Paul Mowlam

President Elect 2013-14: Rotarian Ian Carrington



P.O. Box 153 Corowa, NSW, 2646.