



MEMBERSHIP ON THE MOVE

Zone 8 NEWSLETTER

October 2009 Vol.6 No.4



Seek Qualified New Members Prepared by Cliff Dochterman PRIP Part One of Three

Why do Rotary International leaders keep emphasizing membership growth and development? The answer is easy – Rotary’s very survival depends upon membership growth. It is a universal maxim, “an organization either grows or dies.” Just like a beautiful bouquet, we must replace the old flowers with new flowers, or the bouquet will soon wither and die. Tragically, other service clubs have suffered the disaster of declining membership. We must not let that happen to Rotary International.

A lot of clubs ask, “How do we expand our membership?” So, let’s get down to basics.

There really are only three distinct ways for Rotary membership to grow:

Number 1 – You can seek new members for your club.

Number 2 – You can retain your current members in your club.

Number 3 – You can sponsor a new club in your community.

Let’s look at some practical steps which your club can take to make each of these three actions happen.

Number One. Rotary grows when you seek qualified new members. A club must have a specific plan. The plan can take various forms. But, the plan or the goal must be measurable. Just to say, “Our Club needs more members” is not a goal or plan at all. It must be specific. If you say, “We will bring in one new member each month,” that is a real goal. It is measurable and accountable. How will you find that new member?

Your specific plan could be based on a “team approach” with several members on each team. The team will meet and discuss qualified business, professional and community volunteer leaders who should be in Rotary. The team members will visit business establishments and talk with the managers and supervisors. They will also discover executives who may work from an office in their own home. They should seriously consider persons who may be the primary volunteer leaders in the community, even if they are not attached to a business or profession.

I urge a team approach, or at least in couples, because there is a degree of fixed responsibility.

When you say that “Membership is Everybody’s job – it soon becomes nobody’s.”

Responsibility to do a job must be allocated with a time frame for reporting to the club on the work that is done.

Where do you start? Take a look at the Chamber of Commerce membership. Drive down Main street and the business section of your town. Make lists of major business and professional offices not represented in your club.

As a team approach, you can begin by assigning two members to visit with the establishments which are not represented in Rotary. Just ask the manager or professional in charge if they belong to a service club. Do they know anything about Rotary and what it does for our community? Representatives of these establishments should be invited to Rotary as guests to learn more about Rotary. Exchange business cards and then follow-up.

A third plan could be to establish one club meeting per month to be a “visitor day” to which all club members would invite a friend or prospect to enjoy the program and learn about the good work of Rotary in their community.

A fourth plan is designed around Rotary Foundation alumni. Seek out those who may have been an ambassadorial scholar, a member of a Group Study Exchange team or a former member of Rotaract. These are natural prospects and so many alumni report that no Rotarian has ever invited them to a Rotary meeting.

Another effective plan is when every club member is invited to prepare a list of their personal contacts – name their accountant, attorney, dentist, physician, minister, adult sons and daughters, business dealers or suppliers, insurance executive, and other individuals whose services they seek and use. I call these people *suspects*. From these lists, the membership team may create many *prospects* to be guests to the Club, and frequently membership prospects develop.

One effective plan for those Clubs which have a substantial number of retired Rotarians is to ask each retired person to name the best person in the community who is performing the work they previously did. New prospects may quickly develop.

Another plan is to look into your community for diversity. Are there ethnic communities where Rotary is not known or ever considered? Are there areas where Rotary has somehow neglected to seek membership?

Another promising plan is to extend a welcome invitation to women business and professional executives and eligible spouses of Rotarians who fulfill the requirements of membership. If you have a club which still believes that men are the only business and professional managers and supervisors in the world, then you may also have an informational task to perform. Much of the business of the world is being conducted by outstanding women and they deserve to be in Rotary. If there are Rotary clubs which can’t handle this, then step out and organize a new club which includes both male and female members who fully meet the qualifications of Rotary.

One other idea which seems so simple - Some of our members do not how to approach others about Rotary. Most of our members must be taught how to describe the rewards of belonging to one of the world’s most influential and prestigious organizations. When someone asks, “What is Rotary? Or tell me about your Rotary Club.” All of our members should have a quick response:

“Our Rotary Club belongs to Rotary International, which was the world’s first service Club, organized over 100 years ago. We are one of the 32,000 Rotary Clubs in over 200 countries and territories in the world. We meet every week where we combine a lot of fun with interesting programs, and then we take on a whole variety of service activities for our community and reach out to people in need around the world. We represent a cross section of our community because we promote high ethical standards and good business practices. A lot of our activities involve young people in our area, as well as the poor and aged, and our number one world wide activity is the eradication of polio in the world.... And we always have lots of fun. There are so many more things I could tell you if you are really interested and have a moment.”

When asked “What is Rotary?” each of us should have a prepared response on the tip of our tongue.

I am sure that there are other effective plans to identify and invite deserving men and women into Rotary. It is well known that the reason many highly qualified managers and executives do not belong to Rotary is the simple fact that they have never been asked.

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Club in a Club

Kindly Submitted by PDG Cathy Roth

The basic concept of 'Club In a Club' is:

Firstly, to make membership in a Club, the total responsibility of the entire Club (and not just a few individuals)

Secondly, to induct members in groups as a support and encouragement to each other

Background information:

Recalling the chartering of a Club, and hearing from other Clubs the benefits of bringing several new Rotarians in at one time, (now PDG) Cathy Roth of RC Geelong Central refined the idea of forming a 'Club within a Club' and, following a successful pilot, showed her brother, (now PDG) Des Lawson then from RC Wynnum and Manly, and now RC Port of Brisbane, who, sought the support of the then District Governor of District 9630, Max Cribb. In 2000-2001, Max, made this program a 'preferred' method of membership extension within that District with **some clubs increasing 100%**! Des re-named it "**CIC**" and it is has since been used with great success by a number of Districts across the world.

Process:

- ✚ Establish a small committee within the club (2 members are sufficient)
- ✚ District Chairman or AG present to club to motivate
- ✚ Collect names from each member - suggest they use their business card holders to gain names, talk to their partners
- ✚ Correlate the names and circulate the list to the club for comment
- ✚ Present list to Board, then to classification, then back to club with any amendments
- ✚ Letter sent out to prospective members inviting them to a special 'interest' meeting
- ✚ A follow-up telephone call by rostered members to confirm numbers for interest meeting catering and to offer transport if required.
- ✚ At interest meeting, prospective members are able to ask questions of members
- ✚ Further information available outside of the meeting
- ✚ Prospective members at the interest meeting are told that they are 'special people' as they have met the requirements of RI and can join the normal meetings and see if Rotary is to their liking (Names have already been circulated to club members)
- ✚ Prospective members, prior to induction can now attend regular meetings
- ✚ DG advised of outcome
- ✚ Induction night (big festivities) with partners invited and made welcome (useful to include MOP in the induction kit)
- ✚ Each new member is assigned a "mentor" to ensure that there is ongoing mentoring
- ✚ For membership retention - (a) make meetings interesting (b) give every member a meaningful job

Prospective Invitees' List:

This sheet is given out prior to the talk or club presentation of the CIC program. Place sheets beside members as presentation is taking place. Members will easily think of three suitable people during presentation, other names can be added as detailed below.

Ideas for Inclusion:

- ✚ Similar Classification
- ✚ Former Rotarian
- ✚ Former Rotaractors
- ✚ Retired, but previous senior ranking persons
- ✚ Service personnel: garage, bank, barber, accountant, plumber, council
- ✚ Young 'new age' businesses
- ✚ Female leaders

[Refer Manual of Procedure – Membership in Clubs - for further information]

Insert your name:

.....(Used to help CIC committee with contact for further details if needed)

*# Try to complete as many **names** as possible (as they come instantly to mind! – don't try to remember addresses or phone numbers at this time as these sourced later) – include names even if they have been asked before, or if you think that they are too busy. Go through your business card holder to remind you of additional names, ask you partner.*

Make sure the CIC committee has your name to make follow-up, just that much easier for Prospective Member's Name Prospective Member's Address, Phone, Occupation Employer

Continued over page.....

Club in a Club

Letter to Prospective Members:

Mr/Mrs/Miss/Ms Name

Suburb State Postcode

Date Month Year

Dear **Name**

Your name has been put forward as a leader in business, a professional or in community involvement in the local area. We would therefore like to extend an invitation to you to come along to a relaxed evening, with like-minded people, to hear about the activities of the Rotary International and the Rotary Club of **Name**.

It has been said that Rotary has a destiny to become one of the most important, non-government, non-profit, non-religious, non-political organisations in the world's history.

The evening has been arranged by the Rotary Club of **Name**, and will be held at **Function Room** on **Day, Date Month, Year** at **Time**. The purpose of the evening is to give you the opportunity to consider what Rotary might do for you and what you, in turn, might like to do for Rotary,

Light refreshments will follow this short information session, and there is no charge. Could you please confirm your attendance by **Day, Date, to Member's Name** on **Telephone Number**.

If you would like to attend, but are unable to for some reason, please ring **Member's Name** so that another opportunity may be arranged for you.

We do hope that you can attend on this evening and look forward to making your acquaintance at the time.

Yours in Rotary

President (Year) Name

Suggested "Interest Night" Programme:

- | | |
|---------------|---|
| 7.30pm | Registration and tea/coffee |
| 7.38pm | Welcome by enthusiastic MC (not necessarily from club)
Outline of evening: MC acknowledges Club President - reminds all those invited that they are special, They have met a rigorous selection program prior to being invited. As such, if interested, invitees can join in a normal meeting if they find Rotary to their liking. |
| 7.40pm | Brief history of Rotary (by a member who speaks well) |
| 7.45pm | Rotary at an International level |
| 7.50pm | Rotary at a Club level (by another well spoken, well rehearsed, club member) |
| 7.55pm | Exciting Guest Speaker (similar to a normal meeting) |
| 8.10pm | OUR CLUB (by an experienced and well spoken member) |
| 8.15pm | "What Rotary means to me!" – a younger club member on why he/she joined |
| 8.25pm | Questions |
| 8.30pm | Invitation for those who show interest, to attend a regular meeting
Refreshments tea / coffee, biscuits, orange juice |
| 9.00pm | Finish. |

Note: *There is no need to spend a lot of money on this night, but a plentiful supply of refreshments is important.*

Guest Speaker should be an exciting and topical speaker (topic need not be to do with Rotary).

Some Clubs elect to run this 'interest meeting' along the lines of their normal meeting, if so, dispense with normal meeting business reports etc. so as to provide the most interesting meeting for the visitors (try to imagine attending as a stranger and ask "How interesting is this meeting?". if it is not interesting - then make it so!

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Club in a Club

Benefits to the Club:

- ✚ dramatically increase club numbers in just a few weeks
- ✚ inject new life, enthusiasm and energy into clubs
- ✚ lower the average age of club members
- ✚ increase club acceptance of Rotary information
- ✚ involve all club members in the proposal of new members
- ✚ set new directions for staid or "tired" clubs
- ✚ increase fellowship
- ✚ enable clubs to undertake larger projects
- ✚ increase retention rate
- ✚ capture the "heart" and "spirit" of Rotary as Paul Harris envisaged

Checklist:

Step number	Action To Be Undertaken	Date Completed	Follow-Up Date
1	Invitation to District Committee to speak		
2	Presentation to Club by District Committee		
3	List of Potential Name/s collated		
4	List typed / presented to the Board for approval - contact District Committee for Follow-up		
5	List to Classification Committee		
6	List circulated to Club members for perusal and objections (as per RI policy).		
7	Set date and send letter/s to prospective members.		
8	Follow-up phone calls (someone other than proposer to phone invitee)		
9	SPECIAL MEETING - 'What is Rotary' cards, Rotary magazine & Club information sheets are to be displayed; - Interested members are invited to meeting. District Committee contacted for followup		
10	Prospective members invited to normal meeting		
11	INDUCTION OF NEW MEMBER/S Follow-up by District Committee		

Notes:

Special Meeting: Have informative and interesting Guest Speaker, excited member to talk about RI, another member to talk about Club-Meeting told about meeting place and times, Presidents name, associated costs, and neighbouring Club meeting times etc. Those new 'special' people present have passed all the strict guidelines of Rotary, and are invited, on the night, to join a regular meeting.

Induction: Due to large numbers DG or AG to be invited; Prospective Partners to be invited to induction; and 'New Members Kit' and copy of MoP to be presented to new member.

On-Going: New member's spots – "What's new in my classification?" and/or "Personal History"

Frequently Asked Questions:

Question: Isn't this program just like collecting names out of the phone book?

Answer: NO! The names put forward by members, have to be people that the member knows, and thinks would make a good Rotarian. Using your business card holder, will 'prompt' you on people you meet / know and helps the committee with details (phone numbers, addresses, etc.)

Question: How many names can members submit?

Answer: As many as you like. The average member will easily think of 5 - 7 names (3 instantaneously). But it is not uncommon for members to submit 25 names.

Question: Why didn't members submit these names as prospective members before?

Answer: Maybe a member was too embarrassed to ask some one to come along to Rotary in case they rejected them. Or maybe, there is a gender problem with a female asking a male? With CIC, the members can simply submit the names and the club does the rest.

The Way Forward

PRID Ken Collins *Vice Chair RI Membership Development and Retention Committee*

Membership figures just released reveal that once again the membership of Rotary Clubs in Australia has declined when the 30th June 2009 numbers are compared with those of 30th June 2008.

The membership in Australia peaked at 43171 in December 1993 and apart from one year has declined every year down to 33812 as at 30th June 2009.

This has occurred despite efforts by the Council on Legislation to make membership easier – we can now have 10% of the members from the same classification and the rules for attendance have been eased.

So what has gone wrong?

In 1934 our founder Paul Harris said: “Rotary must be evolutionary at all times and revolutionary on occasion”.

It is my belief that many clubs have failed to keep up with the times and are no longer attractive to young people who do not want to sing 100 year old songs (often extremely badly) and fines sessions that are bawdy and embarrassing. Cost is also a factor.

I also believe that the greatest form of advertising is word of mouth by a satisfied customer.

To put my belief into practice I gained permission from the District Governor last October to form a new style Rotary Club – no singing, no fines, no meal and a concentration on hands on projects.

Within two weeks I had more than twenty willing starters and we had 28 signed up when the documents went in a short while later.

Of those 28, 14 were female (by chance) and several were in their thirties. We have a former Ambassadorial Scholar, two GSE team members, two former Rotaractors, and the average age was 52.

As always a few found that Rotary was not for them but we currently have 29 members with two or three in the pipeline.

Local projects include donations in kind for a group who feed the homeless and for a women’s refuge. Members of the public who heard about us helping the refuge have telephoned and offered goods. Already the word of mouth advertising is working. We are developing close links with all the schools in the area and sent two students to RYPEN and nominated another for NYSF. We are working on a sensory garden at the nearby Mental Hospital and are looking at establishing a community based Interact Club.

In October we plan to present a Vocational Excellence Award to an employee at the hospital where we meet.

Internationally we have funded three Shelter Boxes by personal donation, completed one Matching Grant to provide four humidity cribs for a hospital in Nigeria, provided floor tiles for a hospital in Sri Lanka, have nominated a candidate for GSE and have two more Matching Grant applications ready to go. We will host an inbound Cultural Scholar from Japan next year and have nominated a Peace Fellow.

During the past forty years I have met many former Rotarians and nearly every one gave the same reason for leaving, i.e. “My club was not doing anything.”

I rest my case and allow time to be the judge.

Readers Write

In relation to a response about the size of the Membership on the Move – I utilised a lot of the material in both the July and August issues as it was Membership & Extension month so am quite happy with whatever you send out – size wise.

What may be helpful for others, if their photocopiers allow it, is to print it in booklet form and consequently you use half the paper. It is still easy to read and if I want to use a page or two, then I go back to the original email and just block and transfer the parts I feel are suitable for our Club Bulletin. I also always note where the information comes from so that members become more aware of "Membership on the Move"....

I have sent the four pages to all my club members.

I will let you know if anyone thinks it is too short.

Their complaints in the past were that 7 pages was too long.

Another comment which I think is very pertinent. I think we should have eight pages. The comments I receive each month confirm that people do read it, the newsletter. I thought the four page edition was too short and we are unable to get all information out that we want to.

Make MOTM as long as you like; we have a month to read it. Then we file it and re-read it occasionally; you never know when an idea or concept will leap out in response to your thoughts at the time!

If you shorten it, you must of necessity leave something out and that may be the very material that someone needed. If time cannot be given to reading for the greater benefit of Rotary, then it is a poor show. Keep up the good work please.

I have just read the September **Membership on the Move** Newsletter.

In your column on page 4 you asked for comments on the length of the Newsletter.

My general belief is that people are more likely to read such a Newsletter if it contains fewer pages. The more pages, the less likely it is to be read.

I'm not talking about quality of content. You can have a Newsletter which is 20 pages long and jam-packed with great information, but may not be read because of the number of pages. One example of this is the Our Foundation Newsletter, put out by the Rotary Global History Fellowship, which used to regularly run to 30+ pages. On one occasion it was 40 pages!!

Who has the time to read 30 or more pages of a Newsletter. And even if you do have the time, who wants to read such a volume.....

I have always read every page of your Newsletters and they do contain some interesting and useful information, but I believe 4 pages is more likely to be read than 8 pages. I hope this helps.

I have just read through the latest newsletter. A fantastic effort as usual on everyone's part.

In reference to the question you asked on the length of the newsletter. I am of mixed feelings. Some months I have more time to read & other times not. Most months I print out several pages of it & put them on file & others not as many.

All I can say is EVERYTHING IN THE NEWSLETTER NEEDS TO BE IN THERE. That means the newsletter has to be that length – My only practical suggestion for those who are so time poor is: it could be brought out in TWO HALVES through the month?

I ALSO HAVE ANOTHER QUERY: It is going out to all those who need it around Australia. I am from Tasmania & I keep running into clubs who do not know about this terrific newsletter.

I would have thought it should be going to all the membership chairs & committee members in a club, as well as the Club President's. I know that's a huge ask....but it is one way to tackle the membership issues head on!!

Just for your information we at the ROTARY CLUB OF MOONAH have just increased our membership by 11x new members in under 3 months!! Thought you might like a good news story to warm your hearts !!

Greetings Len from the Sunshine Coast of Queensland, where the sky is blue and the temperature high.

I do not find the monthly letters too long. Perhaps if the Rotarian did not have a particular interest in membership, it may be a bit daunting. Each section is well documented and with plenty of colour, I find it easy to navigate.

Many Rotarians do not associate with reading, or paper, or the computer screen, in their daily activity. Perhaps that relates to thousands across your readership. Does your Membership message reach every Rotarian across the country? I do not know. I have been receiving your Monthly Letters for a long time.

Instead of commencing your message with a long page of information, could you devise a short, eye catching item appealing to the Rotarian who only reads a little and flicks over, and over, and does not return. The big question is not will the Rotarian read all of your article, but did the article move him/her to invite a friend or business associate to come to a meeting. If you could devise a series of these short messages as the first item, and it works, perhaps it does not matter that the Rotarian did not read further. Perhaps he/she would do so later, if the suggestion to act now, struck a chord.

I have waffled on Len. I do hope you receive some helpful responses. You and your team do well in presenting so much info each month. Best wishes.

Getting Photos Published

When taking photos to promote your Rotary Club or to send to the media (or to Networker!), it's worth keeping a few things in mind if you want to see your work published and gain publicity for your club's efforts.

Make The Photo Newsworthy!

First and foremost, the photo needs to be interesting! The photo should sell the story – the photo should not require the accompanying story to give it relevance or interest.

A picture of just a group of people, or someone behind a lectern, or someone holding a certificate, or someone standing in front of something – each may hold relevance or importance to the subject or the to those in attendance, but to the uninitiated reader (or editor), it holds little interest.

Instead, make the photo *remarkable!* It should be something people don't see everyday, something that makes them open their eyes. Involve the person viewing it!

Show interaction. Show emotion. Show action. Show smiles. Show expression. Show something unusual and attention grabbing. Show humour!

A photo that evokes an emotion is more likely to get published than one that merely shows what went on.

For example:

- ❑ If you were displaying a steam engine, try having someone lie in front of it mocking fear as someone else jokingly looks to run over them. Or maybe try taking the photo from the perspective of someone about to be run over? Be creative.
- ❑ If showing off a baking stall, try posing someone with a mouthful looking confused over the choices of what to eat next.
- ❑ If showing something you've constructed, maybe show one person holding a nail looking away apprehensively while another person lines the nail up with their hammer (maybe even blindfolded?).

While some of these ideas might sound cheesy, they are attention grabbing and are more likely to get your photo and story published. They make for great headlines and at the same time they show that Rotary can be FUN!



The Subject/s In the Photo

Who are you showing in the photo? Do they look like interesting people we would like to get to know? Do they look warm, fun, interesting or attractive by way of personality? Or are they blank, expressionless, glum and boring? Be attractive, be prepared to exaggerate expressions and be a little theatrical – have fun!

Think also of the people you want to attract to your club – if you are after a younger demographic, maybe include younger members in the photo. If you would like to attract more females, promote those already in your club – build a bridge to new members!

Photo Size, Resolution and Format

Use the best camera and photographer available – ask someone within your club who has an interest in photography to capture the moment. Pictures should always be in high resolution (i.e. large size) and in focus – it's amazing how many pictures are submitted that meet neither of these criteria! A picture with bad lighting, clear signs of camera flash reflection, graininess, uneven colour, red-eye, or motion blur is unlikely to be published.



When sending your photos to a media publication, try to limit the amount of pictures to just a few of your best shots. Editors are there to select rather than sort your best photos.



Remember that full resolution photos are of a large file size in emails, so be cautious not to bombard editors with heaps of pictures. Maybe send one or two notable photographs, or create lower resolution thumbnails (smaller file sized photos) for previews, noting to the recipient that you can send through the original sized pictures.

Avoid sending through pictures in MS Word or Adobe pdf documents – they can be hard to obtain pictures from, and will deteriorate the picture quality in many instances. In most instances, a jpg file should be fine.

Some Things to Avoid:

- ❑ Having anyone in shot with their backs to camera or looking uninterested.
- ❑ Showing / holding objects that can't be discerned in the picture or leaving items in shot that ruin the picture (empty drink cans, buckets, car number plates which can't be shown, etc).
- ❑ Speeches – even the most impressive words rarely look impressive in a photo unless accompanied by great non-verbal expression. Similarly, people just standing or posing and doing nothing else rarely have a strong impact - don't just stand there, do something!

Some Things to Include:

- ❑ Photograph a verb rather than a noun - Put the focus on doing something, placing any key objects, themes or people at the forefront.
- ❑ Faces full of expression – get your audience to share an emotion or leave intrigued.
- ❑ Get together - try to keep people together in tight so more focus and clarity can be put on the people in the picture and any objects featured.
- ❑ Activities and personalities that will attract others to your club.
- ❑ Fun and humour!



From the Editor's Desk

Subscribers will note that no updated “comparison to start figures” is available from Rotary International as we go to press.

Bigger than Ben Hur

Kindly be aware that there be no statement of intent with regard to the size of this newsletter in light of the issues raised in your letters to the editor.

It seems that “the I’s” would have it and articles continue to flow in.....

I do however make a suggestion that may solve the problem. The archived newsletters generated from way back in 2004 come with no index. So that should a reader wish to reference a particular issue, article, author or story, there is no quick solution to finding the same. This has troubled me for some years.

We need to identify a kind soul with the time, inclination and smattering of passion to accomplish the task with cross reference to author, title, subject matter etc.

Are you out there? Or do you know someone who is looking for a challenge? If so there is plenty of work to do not only with our newsletters but those from other Zones too. Suffice to say, wonderful to achieve a result for our newsletter which may, just may, encourage others around the world to follow.

Indexes might then be made available on the RI website and also our very own www.membership.rotary.org.au

Lastly, a huge thank you to all those who took the time to respond to the question of number of pages of your membership newsletter.

Your editor,

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Membership On The Move

News from Zone 8

Australian Capital Territory

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Northern Territories

PNG Papua New Guinea

Queensland

Solomon Islands

South Australia

Tasmania

Timor Leste

Victoria

Western Australia