



**WE HAVE AN
UNHEALTHY
OBSESSION WITH
MEETINGS**

8 Key Elements of Cultural Transformation for Rotary in Zone 8

From a Male Culture to a Unisex Culture		From an Exclusive Culture to an Inclusive Culture	
From a Covert Culture to an Overt Culture		From a Rigid Culture to a Flexible Culture	
From a Culture of Member Attendance to a Culture of Member Engagement		From a Culture of Business Leaders to a Culture of Business & Community Leaders	
From a Formal Culture to an Informal Culture		From a Meeting Centric Culture to a Service Centric Culture	

THE GREATEST GIFT YOU
CAN GIVE SOMEONE
IS YOUR

TIME.

BECAUSE WHEN YOU
GIVE YOUR TIME,
YOU ARE GIVING A
PORTION OF YOUR LIFE
THAT YOU WILL NEVER
GET BACK.



**How much spare
time will they have?**







OPEN







Think about the *total* time you
commit to Rotary in a year...





Questions we occasionally ask ourselves about our meetings.

- Are our meetings interesting?
- Are our meetings welcoming?
- Are our meetings punctual?
- Are our meetings run professionally?
- Are our guest speakers informative?
- Are our meetings good value?
- Is the food and service good at our meeting venue?



The **ONE** question we NEVER ask about meetings but desperately need to...

Are our meetings a
productive and **effective**
use of our
volunteers' time?



Busy people don't have a lot of time to give, so the time they give *must be effective and productive.*



What do we want from our meetings?

Over 50s

Entertainment



Camaraderie



Under 50s

Productivity

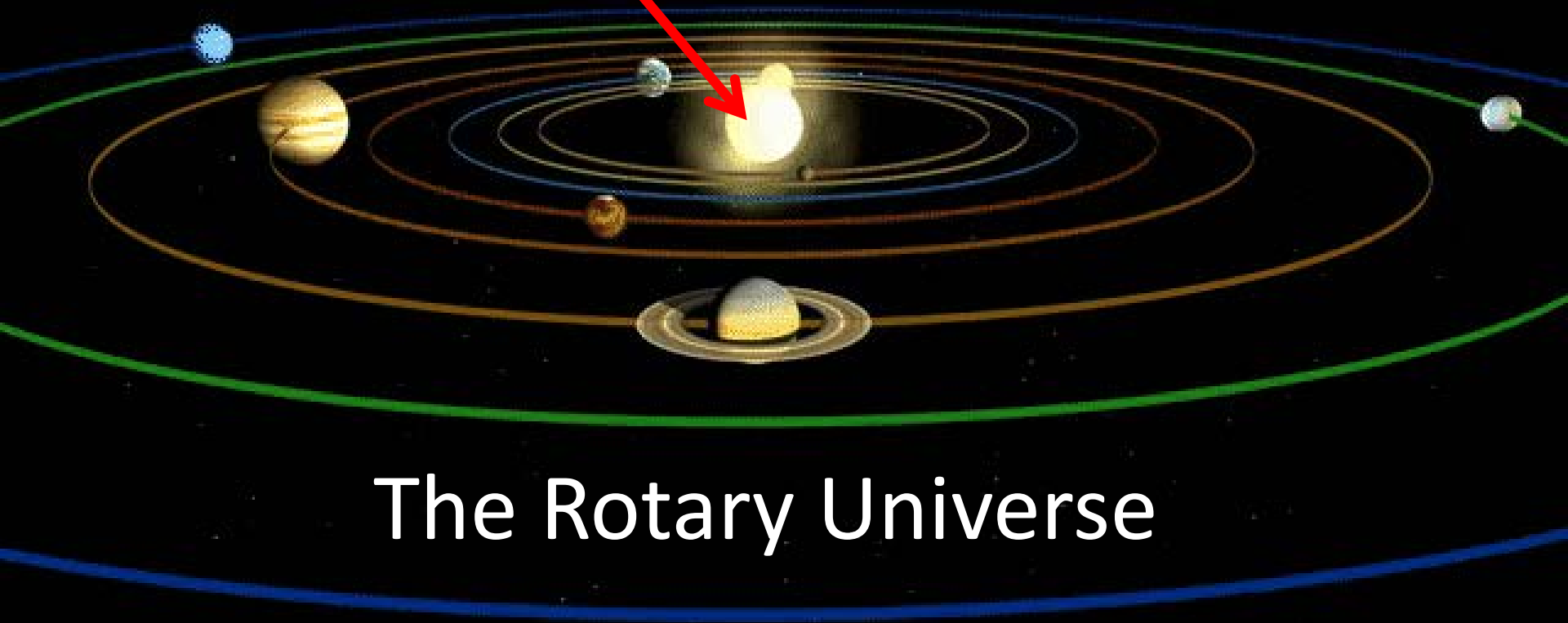


Networking



~~Meetings~~

Service



The Rotary Universe

A photograph of Elon Musk speaking, with his hands raised in a gesture. He is wearing a dark suit jacket over a checkered shirt. The background is a solid blue color.

**“Unless there’s a
specific purpose
for a meeting,
don’t have one.”**

Elon Musk



A quick test...

How meeting centric is your mindset?

Tell me about your club.



You cannot mention meetings.



If you don't mention sausage sizzles!

Hey, this is Bob
and he's
interested in
Rotary!

Great! When can
you come to a
meeting?

Wait...
What?



Partner of
a Rotarian

Son of
a Rotarian

Daughter of
a Rotarian



Neighbour of
a Rotarian

Wife of
a Rotarian



The vast majority of turn-offs for Rotary are bound up in our meeting-centric culture.

- Wasted time
- Cost of meals
- Poor quality food
- Inadequate dietary options
- Uninviting venues
- Noise from other diners
- Boring speakers
- Embarrassing rituals
- People sitting in cliques
- Poor punctuality/not sticking to an agenda
- Poor access/car parking/security
- Hard to get to on time for busy working people
- Expectation of regular attendance



“What were we thinking?”



Fraser Nelson, British Journalist & Editor, Spectator Magazine.



Getting your
message out.



The ROTARY CLUB of
[illegible]
MEETING ON [illegible]
AT 7:30 PM [illegible]
[illegible]

AUSTRALIAN
RED CROSS
SOCIETY





Ordinary
people doing
extraordinary
things



Rotary Club
of Seaford

- Volunteer
- Network
- Make a
Difference



Rotary Club
of Seaford

Rotary
Club of Seaford
Proudly serving our community



Rotary
Club of Seaford



Rotary

Club of Seaford



- volunteer
- network
- make a difference



www.seafordrotary.org.au

Find us on
facebook









Safe, accessible health care
is a human right.
Help us save lives in Uganda with
our health care centre project.

We need your
help to transform
this place

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MICRO BATS
MAJOR BENEFITS

The size of a mouse with
wings, batman rather
micro bats can eat over
1,000 insects a night.

Our solutions manufacture
bat roosting boxes to
increase the value of your
property around windows.

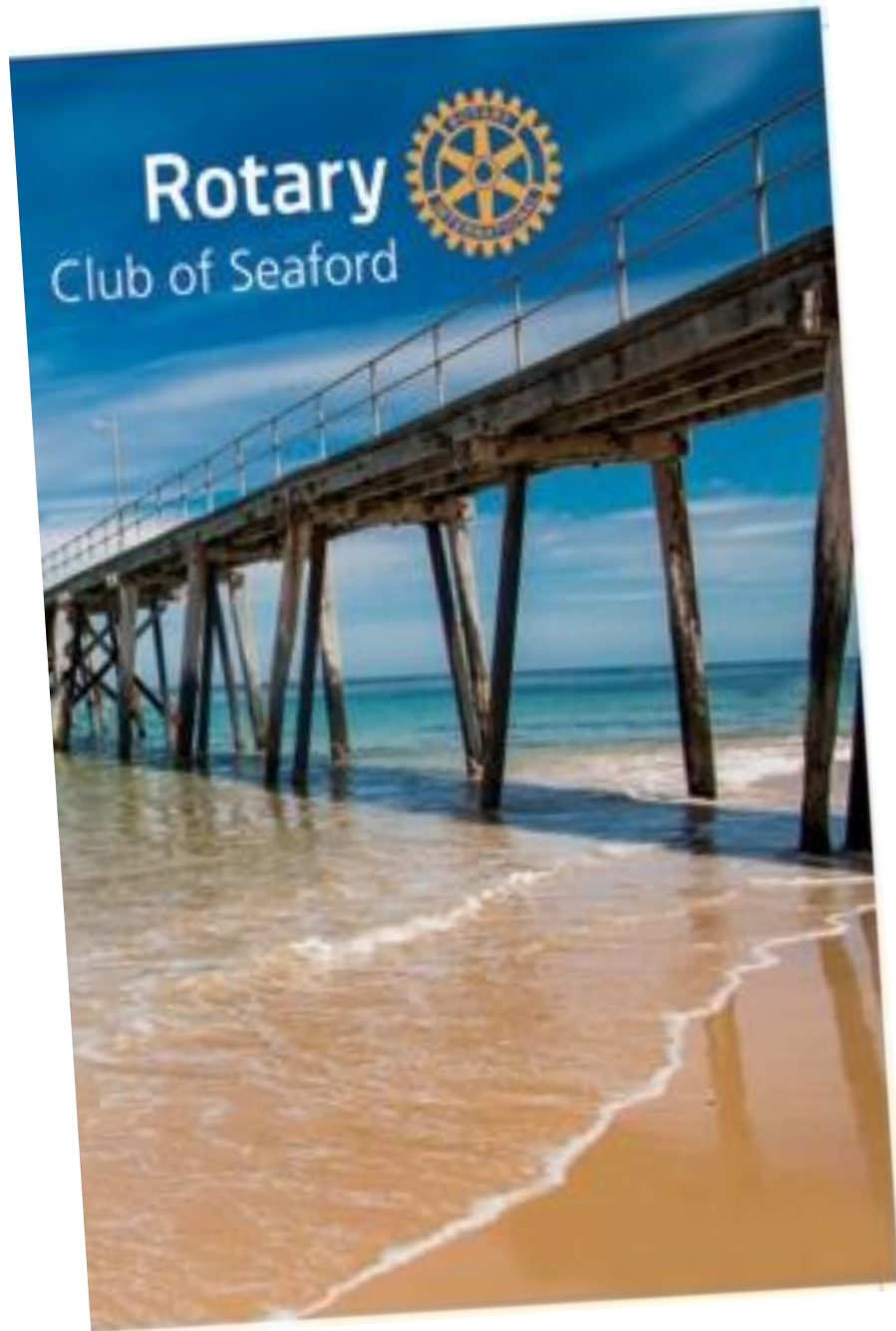
Micro bats contribute to the
protection of local pests
along with predators
whilst also maintaining
wildlife, meaning a win-win
for nature and your property.



Rotary
Club of Seaford



Seaford Rotary
Christmas
cakes & puddings
**BUY
NOW**
2023 prices!



Presentation Folders

 ECO VINEYARDS

Seaford
Rotary



Seaford
Rotary



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SEAFORD ROTARY SEASIDE WALK

SUNDAY 13TH OCTOBER

Port Noarlunga South (9:30am) to Moana

More Information - www.seafordrotary.org.au/walk

Supported by:



Rotary
Club of Seaford





ROTARY CLUB OF WASAGA BEACH AND AREA

DATE April 4, 2016

PAY TO THE
ORDER OF

ROTARACT

\$250.00

TWO HUNDRED AND

FIFTY DOLLARS

00
DOLLARS

Rotary Club of Wasaga Beach and Area

I HATE BIG

CHEQUES



Grand opening for Seaford Rotary

TON WYMAN

On Sunday, September 22, the Rotary Club of Seaford officially opened their new storage shed at Seaford Sports, Port Phillip's beach.

At a total cost of \$75,000, the shed will increase the club's capacity to serve the local community. Major sponsor, Bendigo Bank Community Bank, Seaford, contributed \$27,000, the Seaford Community Centre contributed \$12,000 and the Seaford Community Centre contributed \$5,000.

The City of Dandenong will supply electricity to the shed at a cost of \$10,000, covering the Rotary and adjacent Lions sheds.

Several special guests attended the opening, including Member for Koorina Chris Polson, Member for Dandenong Martin Lister and 120 of Dandenong's Acting Mayor Dan Platten.



City of Dandenong councillor Dan Platten speaking at the event. 433791_04



Rob Logan and Alison Bain from Community Bank Seaford, Dennis Luke and Deb Peggerson from Rotary Club of Seaford, Rotary District Governor Martin Lister, Member for Koorina Chris Polson and 120 guests from the City of Dandenong at the official opening of the Seaford Rotary shed. (Inset photo 433791_05)



Angela, Marlene, Rob and Dave from the Rotary Club of Seaford. 433791_01



Rotary Club of Seaford President Deb Peggerson with Peter and Marlene from the Seaford Lions Club. 433791_02



Chair of Community Bank Seaford, Rob Logan addresses the crowd at the opening. 433791_03



Member for Koorina Chris Polson. 433791_06

Any publicity is
NOT
good publicity!



📷 [REDACTED] were booted from their sausage sizzle spot outside Foodland at the Port Mall. Picture: Calum Robertson

WEST & BEACHES

Port Mall sausage sizzle hits a snag, putting vital charity work at risk

Are you in love with your



Club Website?



A quick test...

How effective is your website?

1. Give your phone/laptop/tablet to a friend or family member.
2. Ask them to find your club website WITHOUT giving them the URL (www.seafordrotary.org.au) See how long this takes.

3. Ask them to find out...



- Club priorities
- How to get involved
- Who to contact
- What's in it for them

If they cannot EASILY find this stuff out, your website failed the test.

The primary target for your website is **non-Rotarians**.

Your website's landing page is **VALUABLE REAL ESTATE**.

Don't fill that valuable real estate with stuff for your own members.

Don't have a "**Become a Member**" or a "**Join our Club**" button.

Instead use a "**Volunteer**" button.

Are you in love with your



Club Website?

*I'm about to let you in on the best
website deal you will ever hear...*

Graham Fussen
+61 412 694 461



- 1. Get the PRODUCT right.**
- 2. Tell the world about it.**