

District Governor's NEWSLETTER

JULY 2016



Peter & Reo Smith
Rotary Club of
Whangarei City



PETER C. SMITH GOVERNOR
D9910 2016 – 2017

Res 09 435 1391

Bus 09 430 3186

Mob 021 430 3186

pcsmith.rotary@gmail.com

PO Box 1357,
Whangarei 0140 NZ

DISTRICT DIARY EVENTS:

AUGUST

- 6-7 Aug....IYE Orientation Weekend
(inbound & outbound)
- 5-6 Aug....Waipapa Rotary – Book Fair
- 7 Aug.....Rotary Learning &
Information Training –
Whangarei
- 12 Aug.....Whangarei South Rotary –
Bernina Northland Fashion
Awards
- 14 Aug.....District Management
Meeting, Whangarei
- 18 Aug.....District Governor visit –
Whangarei South Rotary
- 30 Aug.....1 September 2016 –
Combined Australia New
Zealand Rotary Zone
GETS - Sydney

SEPTEMBER

- 1-3 Sep ...Combined Australia and
New Zealand Rotary Zone
Institute – Sydney
- 1 Sept.....TRF Seminar – Sydney

IN THIS ISSUE ...

- Rotary International President
2016-2017 John Germ
- 2016 Council on Legislation
- IYE Breaking Ground - Cambodia
- Korean Observation by *Kristin Edge*
- Club News
- District Changeover Awards

JULY
is
start of the
New Rotary Year



Introducing Governor 2016-2017 - District 9910 Peter C. Smith

Welcome to the first edition of District Governor's Newsletter for the 2016-2017 Rotary Year.
I hope you will all continue to support this newsletter by sending items of great things you do
in the club and internationally or upcoming events.

Peter was born in Whangarei. He is the second eldest of five siblings and was brought up on the family farm at Tanekaha, Jordan Valley on the Hikurangi Swamp. His dad Ben aged 96 years, is still active although retired from farming.

Peter was educated at Hukerenui Primary School, Hukerenui District High School and Kamo High School. He left school at the age of 16 and enlisted in the RNZAF in 1967. After completing his Electrical Trade Course he was posted to 5 Squadron P3 Orions, RNZAF Base Auckland at Whenuapai where he met and married Reo in 1973. Both left the Air Force in January 1975 and moved to Hikurangi Northland.

In 1979 Peter became a Registered Contract Electrician and entered the Dairy Industry working for the Hikurangi Dairy Factory as an Electrician. In 1989 following amalgamations of local dairy factories, he became Chief Electrician for construction of the Kauri Site and then Site Services Manager Kauri Site (now named Fonterra Kauri) from 1989 to 1993.

With the opportunity to change his employment direction Peter joined Kensington Refrigeration where he gained Trade Certificate and Advanced Trade Certificate in Refrigeration and Air Conditioning. In 2003 Peter and three partners formed Active Refrigeration Northland Ltd which to date has a staff establishment of 12.

Peter was invited into Rotary in 2007 by the Rotary Club of Whangarei where, amongst other things, became Projects Director and then President Elect.

In February 2010 he became Charter President of the Rotary Club of Whangarei City and from then on busied himself as Club Board member, Projects Coordinator and Youth Coordinator.

At District level he became a Committee member of Foundation, IYE Outbound Coordinator, IYE Inbound Coordinator, IYE Chairman, Friendship Exchange Team Leader to Argentina, Canada and Iowa, RLI Facilitator and Past Assistant Governor Area 2.

Some of Peter's objectives for 2016-2017 are to encourage every club to include an element of membership opportunities in club projects or activities, encourage and invite every rotarian to contribute to the Rotary Foundation in this Centennial Year and actively promote Youth programmes.

Peter and Reo are looking forward to working together with very knowledgeable Rotarians within District 9910 and afar.

Reo was born and educated in Thames and is the eldest of seven siblings. Her Iwi - Ngati Tuwharetoa, Ngati Tamatera and Ngapuhi. Her Father was a Rotarian in Thames.

She left Thames High School and joined the WRNZAF (Women's Royal New Zealand Airforce) January 1971 for a three year Term of Engagement where she met PC.

PC and Reo have two adult daughters Karen, the eldest soon to be a first time mother in August and Racheal-mariee two years younger, married and she and her husband Sefika, live in Darwin. This baby will be Reo and PC's first grandchild.

The girls were both educated at Hikurangi Primary School and then went on to boarding school at Turakina Maori Girls College in Marton. Karen graduated from Massey University and Racheal-mariee from Auckland University.

Racheal-mariee was an IYE Student in 1994 and her exchange was to Fort St John, Canada near the Alaskan Border top of British Columbia. Reo and PC at the time, did not know that they would become very involved with the IYE Programme in our district to date.

Reo has been employed at Hikurangi School as School Secretary/Administrator since Term 3, 1981 and still enjoys heading off to school every day. Her first Principal was ex Navy, and her current boss is ex Army.

Reo is a 2010 Charter Member of the Whangarei City Rotary Club. She has been Past Dual President and Secretary, Club Informer and Webpage Editor, a host mother to six IYE students and at District level, has been Webmaster and Assistant Webmaster. Her hobbies are online scrabble, fishing, reading and is very interested in Forensic Science.

She will keep on supporting PC for the next 12 months and she would like to think that her supporting role will be that of someone going on a "walk about" throughout the district.



Club Visits Calendar

JULY

07 Jul.....Bay Of Islands
12 Jul.....Milford
14 Jul.....Albany
15 Jul.....North Harbour (Breakfast)
18 Jul.....Onehunga/One Tree Hill
19 Jul.....Kumeu
20 Jul.....Birkenhead
26 Jul.....Epsom

AUGUST

01 Aug.....Northcoate/Glenfield
03 Aug.....Whangarei (Lunch)
09 Aug.....Orewa
10 Aug.....Dargaville (Lunch)
10 Aug.....Waipapa
16 Aug.....New Lynn
17 Aug.....Kaitiaki
18 Aug.....Whangarei South
19 Aug.....Whangarei Sunrise
22 Aug.....Kerikeri
24 Aug.....Kaikohe
25 Aug.....Henderson/Rotalite/West Kaipara

SEPTEMBER

6 Sep.....Maungaturoto & Districts
12 Sep.....Noumea
13 Sep.....Noumea Ouen Toro
14 Sep.....Noumea Ducos Boulari
20 Sep.....Westhaven (Breakfast)
26 Sep.....East Coast Bays
27 Sep.....Takapuna
28 Sep.....Waitakere
29 Sep.....Warkworth

OCTOBER

03 Oct.....Devonport
04 Oct.....Browns Bay (Breakfast)
06 Oct.....Whangaparaoa
11 Oct.....Norfolk Is
17 Oct.....Takapuna North
18 Oct.....Auckland Korean
19 Oct.....Hillsborough/Lynfield/Mt Roskill
20 Oct.....Whangarei City

NOVEMBER

02 Nov.....Western Springs

To Be Advised

.....Vanuatu Clubs

Welcome to the new Rotary Year ...



My dear fellow Rotarians,

Today marks the first day of a new Rotary year. We have a lot of work ahead of us, but together we'll be able to accomplish great things.

The 2016 Council on Legislation resulted in many new, forward-thinking decisions that will help us launch the most progressive year in Rotary's history. In addition to the Report of Action, which provides a summary of all enactments and resolutions, documents on the dues increase and membership flexibility are available. Other resources can also be found on Rotary.org.

My presidential citation is meant to help guide and motivate you and your clubs throughout the year. View the presidential citation goals for Rotary, Rotaract, and Interact clubs here. A separate communication with a user guide on how to submit information and work towards the citation will be sent to district governors and club presidents in July. The Rotary club dashboard club view report can be viewed here. Any questions about the citation can be sent to riawards@rotary.org.

In the next year, we might possibly see the last case of polio ever. With only 17 cases of wild poliovirus so far this year, we are now closer than ever to eradicating this disease. World Polio Day, 24 October, will be hosted in Atlanta, Georgia at the U.S. Centres for Disease Control and Prevention. This event allows us to celebrate the significant milestones we've reached, educate the general public, and look to the future as we near the end of this battle.

World Polio Day can be celebrated from anywhere in the world and I hope that you and your clubs and districts will join us and register your event. Setting a great example is the Rotary Club of Cleveland, as they'll be celebrating both The Rotary Foundation Centennial and World Polio Day with a concert performance by The Cleveland Orchestra.

Another important event taking place in Atlanta is of course, the Rotary International Convention, 10-14 June 2017. At the 1917 Rotary Convention in Atlanta, President Arch Klumph spoke about his dream about creating a Rotary endowment fund. With his beginning donation of \$26.50, The Rotary Foundation was born. It's only appropriate that we return to Atlanta a century later to celebrate our Foundation's Centennial and all the good work Rotarians around the world have done since then.

I know you will all join me in working to meet our goals, as well as celebrate our victories. As members of Rotary, we are out to change as many lives as we can, for the better. Not alone. Not as individuals. But together—as a team—through Rotary Serving Humanity.



Sincerely,

John Germ

Rotary International President, 2016-17



San Diego January 2016

Peter and Reo along with all the NZ District Governors lunching with the RI President John Germ and his wife Judy

RE M I N D E R

Newsletter items for
DG Newsletter to
Margaret Cebalo

cebalo.bam@extra.co.nz

by 25th of each month



2016 Council on Legislation

Dear Council on Legislation delegates, District Governors, District Governors-elect, and regional Rotary leaders,

Congratulations! The 2016 Council on Legislation was by all accounts a great success, thanks to the strong commitment, diligence and hard work of its delegates in carrying out the Council's critical role in Rotary's governance.

The Council took a number of forward looking decisions on membership and meeting flexibility and other items, including increasing annual per capita dues by US\$4.00.

Nine out of ten Rotarians have asked Rotary to provide more services, and it was clear to the Council, based on the five-year financial forecast

presented by the RI Board, that without the dues increase, service to clubs and districts would have to be decreased. As a result of the Council's action, dues to RI will increase by US\$4 per year in each of the years 2017-18, 2018-19, and 2019-20. The increase will enable us to enhance Rotary's website, improve online tools, add programs and services, and make other advancements to help clubs grow their membership and better serve communities.

Please find more information here about the dues increase, why it was needed, and the impact it will have in supporting our organisation's work at all levels in the years ahead. I encourage you to share this information with Rotarians in your club, district, and region. You can also read a wrap-up of the Council's actions on rotary.org.

Sincerely,
John Hewko
General Secretary

MEMBERSHIP

How many of you think of membership as being - new members?

If we could retain half of what we lose each year our inflow of new members would be cream and our organisation would be growing.

Age is the problem and the solution .

When you think membership, think what you can do for those who are getting older, having trouble making ends meet, having difficulty getting to meetings, but still liking the company of the club.

What can be done to lower costs, get them to the meetings or projects?
They are your friends and they really do want to keep your company.

How many of your clubs are smaller today than you were 5 or 10 years ago? We now have the tools to help the delivery of revitalising and reshaping clubs to make them more relevant in today's world.

Do you want to know more? Contact me

Neil Reid muriwai43@xtra.co.nz or phone me at
home 09 4118441 or mobile 021807515

Breaking New Ground in Youth Exchange - Cambodia Project

Do you think you know Youth Exchange?

Think again!

East Coast Bays Rotary Club has been breaking new ground in this flagship Rotary program through a joint exchange sponsorship with the Rotary Club of Phnom Penh, Cambodia and Rangitoto College. As a result of this exciting new relationship, in 2015 ECB received Sreychom Sorn, the first Rotary exchange student from Cambodia. Sreychom has lived at New Future for Children Orphanage (NFC) since she and her sisters lost their parents when Sreychom was about seven years old. How this relationship came about demonstrates the value of local relationships and the Rotary focus on service.

The recent past president of Phnom Penh RC, Chris Merritt, has volunteered for several years as the donations director for NFC. The connection between Phnom Penh and ECB was made thanks to Michelle Parkinson, a language teacher at Rangitoto College who leads a group of college students to Cambodia every year for a service project. Their work includes time at NFC, which is how Michelle knew Chris and was able to connect the two clubs. It was Michelle who first asked the question of then ECB president Warren Patterson - 'would ECB Rotary consider receiving a deserving student from Cambodia?' From this seemingly simple question came a life-changing opportunity for two sisters.

As a result of Sreychom's successful pioneering youth exchange year in 2015, all

parties agreed to continue the scholarship and relationship in 2016. Tola Sorn is currently our inbound student from Cambodia. Following closely in her sister's footsteps, Tola has quickly earned a great reputation at the college for her ready smile, her cheerful personality and her willingness to try any new experience. Both sisters have benefited from the year at Rangitoto College to study Tourism, computers and improve their English. These skills will enable them to carve their own future careers in the fast-growing tourism industry in their home country. Both sisters are true ambassadors for their country and have embraced the Rotary ideals.

Phnom Penh RC and NFC have their next student ready to go for January, 2017. She has been hard at work on her English and school work, hoping that the program will still be available. Here is an opportunity for you or your club to be part of this exciting program.

To undertake a full scholarship exchange requires many parties to get involved including the 3-4 host families, Phnom Penh Rotary, Rangitoto College and ECB Rotary.

This is truly Rotary in action, changing a community one young person at a time. We have room for a co-sponsor, a club or individual who wishes to help or wants to enrich their club with a Cambodian student. If you have been out of the programme for awhile or think your club is too old, it's time to think again.

If you would like to know more about how you or your club can be part of this exciting, ground-breaking initiative in youth exchange and international service, contact either **Sean Harris** (seanharrisrotary@gmail.com) or **Monica Webb** (monicawebb66@gmail.com).



Sreychem, Tola and Sreychom Sorn at Phnom Penh airport, welcoming Sreychom home.



Sreychom meeting Prime Minister John Key in 2015



Tola Sorn, third from right, with 9910 exchange students



The opening Cameron's at the 107th Rotary International Conference was colourful and vibrant with traditional Koran dancers providing some entertainment.

Korean Observations

by Kristin Edge

WHANGAREI CITY ROTARY

Rotary is all about relationships and it is those relationships that are changing the world for the better.

For D9910 it is the relationships formed with clubs in South Korea that have enabled live-changing Global Projects to be completed in our part of the world.

The trip to South Korea included a visit to some of the districts D9910 has the closest relationships with - D3720 down south and D3620 at Asan. The visit only strengthened those relationships that were started by past District Governor Lindsay Ford and enabled incoming DG Peter Smith to meet some of the new personal in each of the Districts.

In the Korean culture face-to-face relationships are rated highly and an indication of trust.

Attending the 107th Rotary International conference in Seoul was an inspiring experience.

The impact Rotary and the result of those relationships, has on the world was evident with a United Nations representative and the Korean and Pakistani Prime Ministers all speaking at the opening ceremony.

The influence this service group has had and continues to have was highlighted by United Nations Secretary General Ban Ki-moon who said the partnership between Rotary International and the United Nations was invaluable.

"Our common activities are saving lives and are based on a spirit of trust. Rotarians do remarkable work around the world. You help the United Nations reach our goals. And you help the world understand the United Nations.

Prayer ribbons hang on the razor wire at Manbaedan in South Korea. It's a somber reminder of the divide between North and South Korea.



The Gang of D9910 in Korea

"Our two organisations have a long productive history. Rotarians even helped with the founding of the United Nations."

He ended by saying: "I count on RI to continue supporting the United Nations. Together, we can rise to the challenges of our day, and create a better future for all."

There were break out sessions canvassing combating child slavery and human trafficking, improving literacy through partnerships, ending hunger in our lifetime, hepatitis zero campaign, implementing an emergency hurricane water facility and organ and tissue donation, to name a few.

And just when you might have been feeling overwhelmed about your own contribution to this massive organisation, there was a reminder from Mother Teresa — "We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop."

It's something to keep in mind and good reason to keep adding a drop at a time.

Those on the trip were amazed at the contrasts in South Korea.

From modern cities packed with millions of people to rural folk villages nestled among rice paddies.

But it is the friendliness of the Korean people that most of those D9910 Rotarians travelling on the two week tour will remember.

And it all started with our smiling tour guide CJ, who certainly had every one keeping to the time table.

During the tour it became clear Koreans love their food and there is always plenty of it.

And what became clear is Koreans take their kimchi very seriously.

The spicy dish is a staple in the Korean diet, and a side of kimchi is always expected when having a meal. And if you think you know kimchi, think twice — there are 250 kinds of kimchi, the most popular of which being cabbage kimchi (paechu kimchi), diced radish kimchi (kakkugi), cucumber kimchi (o-i kimchi) and water kimchi (moul kimchi).

Kimchi is a combination of vegetables and spices that have been fermented in containers underground for months at a time.

If you travel to Korea expect your taste buds to be surprised, expect to see breath taking scenery and expect to be humbled by the generosity shown by the Korean people.



A special Governors luncheon bring Districts together.



Club News

Maungaturoto

Bulletin 5 July 2016

Maungaturoto change over:

All but one member in attendance to say goodbye and well done to President Bruce and Natalie some 55 people were present and all were treated to a fun night with of course the highlight being the awarding of a Paul Harris Fellowship to Haydn Hutching so well deserved.

Dave O did the honours in presenting Haydn with his Paul Harris Fellowship recounting Haydn's very full involvement in Education, Sport and Community Service.

Presidents Merv and Tim received the chain of Office- Tim will wear the chain for the first year although there may well be some filling in for each other as work commitments dictate.

A skit was played out between Merv and Tim to outline their aspirations for the ensuing year which will be challenging, different and interesting.

Browns Bay

Bulletin 5 July 2016

Updates:

Old school journals have been collected from the MoE and delivered to Fiji (thanks Murray).

A very big thank you to the volunteers who helped plant trees at Waitoki: Sue & Paul, Sara & Paul, Tony and Colin P.

Fundraising Event:

Trivial Pursuit Night
Monday 25 July 2016
7.00 pm start
\$15 per person

Murray A will be quizmaster. We're helping the Taiaotea Scouts fundraise to go to Jamboree. They have been working hard collecting raffle prizes and selling tickets to their friends and families, so it should be a fun night. They're hoping to have sufficient donations to run a silent auction as well.

Most of their teams will have young people on them, so feel free to extend the invitation to your younger family members; there may be questions that you will need youthful assistance to answer. (just saying...)

Please bring as many people as you can, plus a contribution to the prize table (wine, chocs etc).

Rotary Club of Milford

Milford have a movie night coming up they would like support with. Tuesday 16th August at the Bridgeway theatre, Northcote Point.

The Movie is Our Kind Of Traitor. A John Le Carre novel and starring Ewan McGregor amongst others. The viewing is Pre Release... so it should be a fun night.

Rotary Club of Waipapa

The following three awards were made at the Rotary Club of Waipapa Changeover Night on 6 July:

STEPHEN HUNT and **AVIS MOUNTAIN** – Paul Harris Fellowship Awards for their years of service to community and club.

ROGER PYE – Rotary Club of Waipapa 'Rotarian of the Year Award' (following on the 2016 Millennium Cup Award to the Club for our DOC Benches project originally developed by Roger).

More Club News

Onehunga – One Tree Hill

Bulletin 30 June 2016

Changeover night

Orpheus Restaurant, Onehunga RSA

Outgoing President Dieter welcomed members, partners, Rotarian visitors and Honorary Members before passing over to our MC, Alistair Grundy for a few songs. Trevor said grace and the show got on the road! After the main course, Sergeant Bill got stuck in, President Dieter issued certificates of appreciation and thanked his Board before handing over to incoming President Barry. Barry introduced his Board and gave a teaser of his plans for the year. Flowers were presented Senikau Dyck and Beverley Stafford. A wonderful dessert followed. A lovely evening and a great venue.



Westhaven

Bulletin 21 June/5 July

Our **annual Cash and Can collection** at local supermarkets started last weekend and was very successful with an increase from last year both in cans collected and cash. Very encouraging.

Always a fun and successful event, volunteers are needed. If you have a spare couple of hours in the next few weekends, please contact Tina to book your time in the roster tinamcnally@xtra.co.nz.

Breakfast Meeting 21 June 2016 – Beyond Water

Sharon and Peter Crean are Kiwis who have lived in Kenya for the past 3 years. They started **Beyondwater** to help tribes from rural areas where there is very little water of any sort, let alone drinking water. 5000 children die a day from the lack of water. **Beyondwater** is a charity which works with the local people to create new wells in their community. However, it is not just about water but maintaining, educating, evaluating and monitoring. Locals do most of the work, whilst the Crean's role is to oversee the projects to ensure that they are finished and do work.



Bringing a well into the community can be life changing. Women and girls at the age of 14 carry 20 litre cans of water from the water stations, which can be up to 5km or more. Schools do not have proper toilets, just long drops with no doors – for all the world to see! And no paper or water for washing hands. Sharon and Peter are building new toilets at the schools, with doors and running water, at a cost of \$2500.

Their other project "The Girl Project" is a health and sanitation program in the Kibera slum, where you can sponsor a Girl for \$60 a year. Sharon or Peter can be contacted on info@beyondwater.org.au or go to www.beyondwater.org.au.

DISTRICT 9910 AWARDS

2015–2016

Membership Award – Les Colgan

Awarded by DG



PORT VILLA

International Youth Exchange Award

Awarded by IYE Chair/DG



WHANGAREI CITY

RANZE Award (South Pacific Exchange)

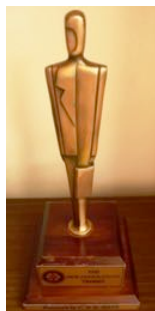
Awarded by RANZSE Chair/DG



ROTARY OREWA

New Generation Trophy

Awarded by DG



ROTARY HENDERSON

Diversity in Rotary

Awarded by AG's / DG



ROTARY HENDERSON

Millennium Cup (PDG Michael Hill)

Awarded by RANZSE Chair/DG



ROTARY WAIPAPA

Rotary Profile Award

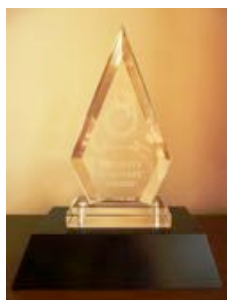
Awarded by PI Chair / DG



ROTARY BIRKENHEAD

Social Media Award

Awarded by PI Chair / DG



ROTARY BIRKENHEAD

Jack Keys Trophy - Bulletin Editor's Award

Awarded by DG



ROTARY NORTH HARBOUR

DISTRICT 9910 AWARDS

2015–2016

continued ...

Foundation Award Shield

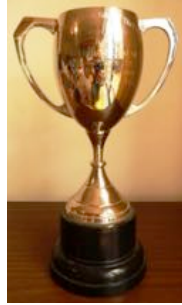
Awarded by TRF Chair / DG



ROTARY OREWA

Fortune Group Cup

Awarded by TRF Chair/DG



ROTARY HENDERSON

The Rotary Foundation Citation for Meritorious Service

**KEITH DAY
ROTARY KERI KERI**

Presidential Citations

GOLD

**ROTARY EAST BAYS
ROTARY HENDERSON**

Assistant Governor of the Year

Awarded by DG

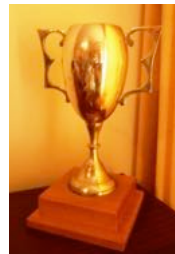


**THIERRY VAN WAEREBEKE
ROTARY NOUMÉA DUCOS BOULARI**

Rotarian of the Year

(G Dainty & D Oliver)

Awarded by DG



**JANICE DOWLE
ROTARY HENDERSON**

Presidential Citations

BRONZE

**ROTARY
WHANGAREI CITY**

**CONGRATULATIONS TO ALL RECIPIENTS FOR YOUR
RECOGNISED EXCELLENCE AND ACHIEVEMENTS
ACKNOWLEDGED BY THE DISTRICT**





From ...

DIRECTORS NEWS

Rotary International Zones 7A, 7B & 8

Volume 1 Issue 1: July 2016

EXCITING NEW ERA FOR ROTARY INTERNATIONAL

Welcome Friends,

This is the first in a series of regular newsletters from me as Rotary International Director 2016/18 to all past, present and future Officers of Rotary International in Zones 7 and 8.

I plan to keep you up to date on happenings across the two Zones. I will also distribute a brief summary of Board decisions and other relevant information after each RI Board meeting. DG's from our Zones have also been requested to share stories of interest and benefit from their Districts with me for publication in the regular newsletters.

We are entering an exciting era of Rotary globally. We are so close to the final days of polio in our world. We must be prepared to celebrate that historic moment and tell the world that Rotary was the driving force behind the historic achievement - a task that some people thought impossible!

Plus we will be celebrating the centenary of The Rotary Foundation this year. The Rotary Foundation is our charity it is our vehicle to helping not just our local communities but communities worldwide. We are able to do this in various ways, working together with other clubs or districts to maximise our funds that we can put into a project. The Rotary Foundation Coordinators are there to help clubs and districts, they just need to be asked.

The Council on Legislation earlier this year was an extremely progressive event with some decisions potentially changing Rotary for decades to come. To me, this clearly demonstrates Rotary is willing to fit in with Rotarians and not Rotarians having to fit in with Rotary.

For example, we have some clubs in remote or rural areas which struggle with numbers because of the size of their town or community. These clubs can now merge into "one" club and adopt administrative conditions to suit, ie: four or five

different meeting times with venues in four or five towns. Each of those four or five groups still meet

when it suits them and they can rotate the administration around the different groups every year. They may get together as whole group every three or four months or even just twice a year. They can help and support each group with different tasks such as fundraising or community projects.

There are endless possibilities for clubs in remote areas. Rotary has proved it is prepared to change and we need to be creative and innovative in our thinking to gain maximum benefit from such change. As we move forward we need to work as "one" Rotary. We are not in competition with each other or any other service organisation. We need to encourage each other and work together to achieve the best possible outcome for our clubs, districts and Rotarians.

It is a major concern for me as I look at the demographics of a majority of our clubs and districts. Our average age is 71 years old and there is a 'limited window of opportunity' to turn this situation relating to ageing membership around to ensure a strong and positive future.

We need to become more diverse in our membership. Our clubs must reflect their respective communities. We need younger people of both genders and we need the best possible people to join Rotary. We can't leave these challenging tasks to someone else. The District Governors need to lead from the front in their Districts and those Governors following need to be plotting the same course.

This issue of membership is an urgent one, I cannot emphasise that enough. With the support of the Project Membership Leaders, Jessie Harman and John Prendergast - plus the Rotary Coordinators, I am sure we can do it. They are there to help, you just need to ask them ...

Noel Trevaskis
OAM RI Director 2016-18

Blood Pressure Campaign

“The Big New Zealand Blood Pressure Check”

This year Nationally Rotarians are taking part in “The Big New Zealand Blood Pressure Check”

WHEN.....Saturday 1 October 2016

WHERE Participating New World and Pak n Saves Nationally

PARTNERS St John & Wellington Free Ambulance, Stroke Foundation, Foodstuffs & Rotary

This year we are hoping for another very successful campaign, with the aim of raising awareness of the link between high blood pressure and stroke. Encouraging New Zealanders to check their blood pressure regularly and to inspire New Zealanders to maintain a healthy blood pressure.

Can I please ask that all DG's fully support this campaign and help promote this campaign nationally.

Each district from Rotary has a regional co-ordinator and I have sent them all the relevant resources. They all look forward to your support.

Media resources will be sent to all co-ordinators once I receive the information

If you have any queries please feel free to contact me directly

I am the national co-ordinator of this campaign for Rotary, belonging to District 9970, Riccarton Rotary Club.

Kind Regards

Karen Fogarty
PG CertMH, BN, RN, BBus.Mgt, NZDipBus, NZIM Dip Mgt, DipHRM
Email: kfogarty@xtra.co.nz
Mobile: [021 176 5130](tel:0211765130)





How to handle a social media crisis

Posted on July 14, 2016

By Evan Burrell

There seems to be a social media crisis or PR nightmare almost every other week nowadays, and even your Rotary club isn't immune to a potential crisis that can blow out of all proportion.

Crisis planning is essential and an effective crisis plan is based first and foremost on truth, transparency, and sincerity. Every Rotary club should have a strategy for how it will deal with a public relations disaster, either online or offline. If your club does not have a plan in place, I recommend your club devise one as a matter of urgency.



As part of your crisis plan, make sure you or the club leadership can confidently answer these following questions:

- **Who will handle your social media accounts in case of a crisis?**
- **What will that person be authorised to write on social media about the crises?**
- **Will they need approval for every post?**
- **What will the messaging be across all the different platforms i.e. social media, traditional media, other Rotary clubs etc.?**
- **Will you have more than one person responding to online posts or offline discussion?**
- **What social media posts will you proactively put out there to manage it?**

Managing the Crisis

There is no one answer to managing a crisis, you need to do what is best for you and your club. Here are some ideas for successfully managing a social media crisis.



1. IDENTIFY & COMMUNICATE

If a crisis is identified, urgently inform the club leadership, tell them what's wrong and give them as much information as you are able to. They may need to seek legal advice or act on the information you give.

2. ACKNOWLEDGE

Some companies first response is "yes, we realise something has happened" etc. If you don't have all answers though, then it is a good idea to seek direction on a proper acknowledgment of the crisis. A proper well-informed response may stop nonfactual gossip, messages, or comments.

3. RESPOND QUICKLY

Once you have some relevant information and received some direction, you should respond to the crisis ASAP. A timely response is essential in limiting the reach and potential damage. Be prepared to acknowledge the crisis within a few hours or at least a day. Two weeks after the crisis has started is way too late!

4. MANAGE THE SITUATION

If you have posted a response to the crisis on your club Facebook page, be cautious about removing comments made by members of the public (unless they are offensive comments, or could be libellous, etc.) To be seen to manipulate the responses to the crisis by selective deleting can itself result in a backlash.

You never know where or when a crisis will break. However, if you manage it properly, the fallout can be minimised.