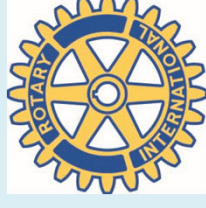


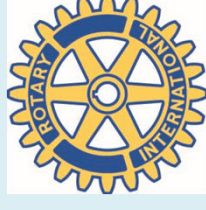
New Life in Rotary

6 Aug 2011



New Life in Rotary

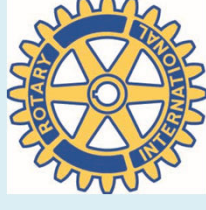
**All Living Things Grow
and Multiply**



Rotary International

started in 1905

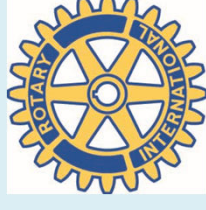
now present in over 200 countries
and regions



Rotary International membership

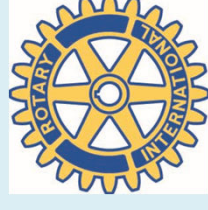
2002 – 1,213,600 members, 31,440 clubs
2011 – 1,222,293 members, 34,118 clubs

Increase of 8693 (0.71%) members
and 2678 (8.5%) clubs



Rotary International membership

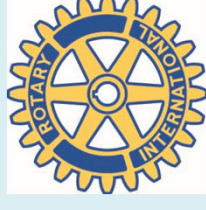
> 50 years	68%
40 -50 years	11%
< 40 years	2%

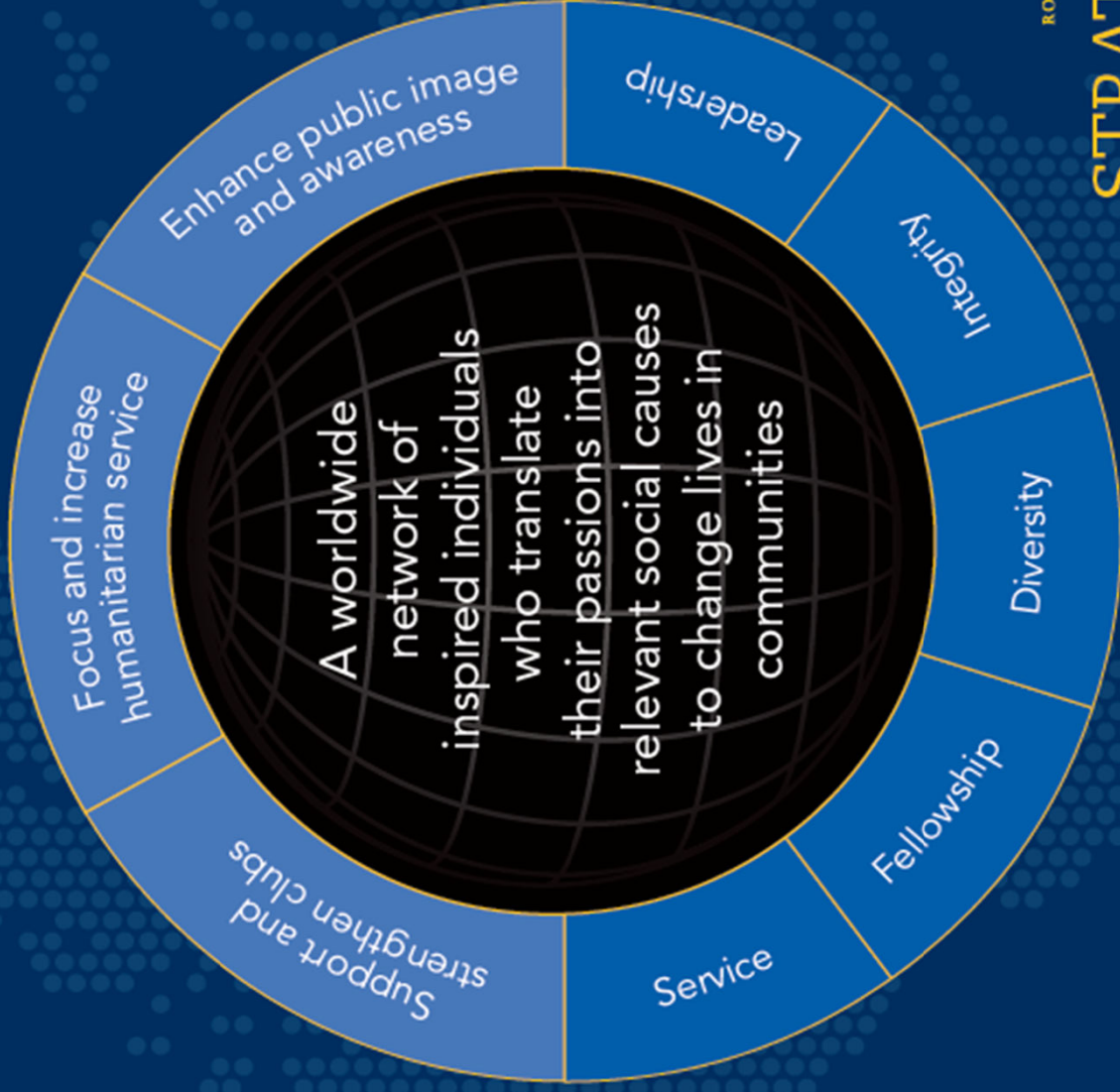


Rotary International Strategic Plan

March 2005

1. Eradicate Polio
2. Sharpen Program Focus
3. Select New Corporate Program Focus
4. Refine Governance/Leadership Structure
5. Improve Training and Education at all levels
6. Expand and Integrate membership global
7. Enhance Public Image



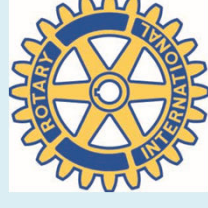


ROTARY INTERNATIONAL

STRATEGIC PLAN

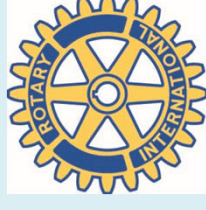
Goals for Support & Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels



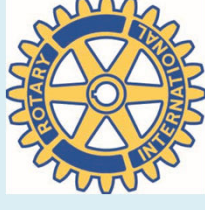
Goals for Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on
 - New Generations programs
 - The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally



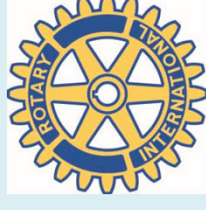
Goals for Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities



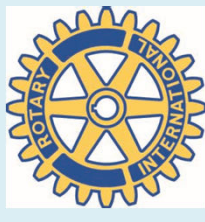
Membership

Life and substance of Rotary



District 3310 concern on membership

1. decline in number of clubs
2. decline in membership in many clubs
3. decline in interest in **Rotary?**

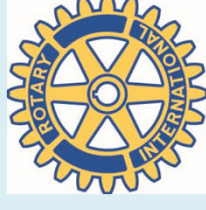


District 3310 Membership

June 2007 - 1744

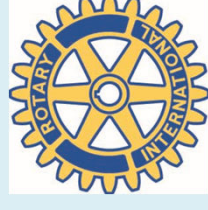
June 2008 - 1769

June 2011 - 1750



District 3310 changes in number of clubs

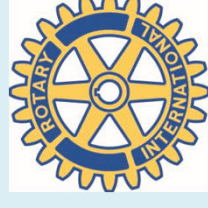
No. of clubs at July 2006	-	69
No. of clubs at Jan 2007	-	70
No. of clubs at July 2007	-	68
No. of clubs at July 2008	-	66
No of clubs at July 2011	-	62



Rotary District 3310

Membership in Sabah

	May 2007	May 2011	change
Luyang	21	21	0
Kota Kinabalu South	31	32	+1
Likas Bay	41	45	+3
Kota Kinabalu	57	62	+5
Tanjong Aru	20	24	+4
Kinabalu Sutera	16	16	0
Penampang	13	15	+2
Sandakan North	26	31	+5
Sandakan	36	40	+4
Tawau Tanjung	28	24	-4
Tawau	36	35	-1

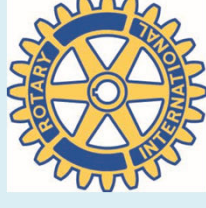


Rotary District 3310

Membership in Kota Kinabalu

GOOD Achievement –
Congratulation!

Challenge – To make Rotary grow
bigger and better

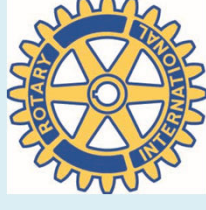


District 3310

concern on membership

Assessment of Health Status

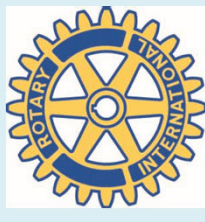
of a Club



District 3310

Health Status of a Club

1. Healthy
2. Unhealthy
3. Sick
4. Critical

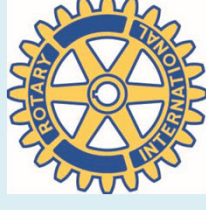


Healthy Club

Effective Programs
Effective Fellowship

Effective Service

Effective Growth



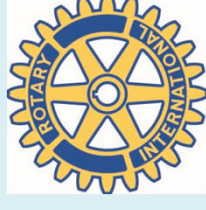
Unhealthy Club

No Identity

No Goal

Imbalance of Activity

Divisions

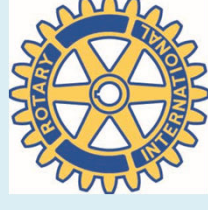


Sick Club

**Poor Programs
Poor Fellowship**

Poor Service

Poor Growth



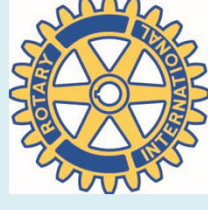
Critical Club

Declining Membership

Declining Attendance

No Service

No President Elects



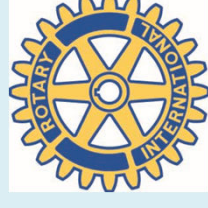
Health Status of Rotary Clubs April 2007

- Healthy 38
- Unhealthy 20
- Sick 7
- Critical 5



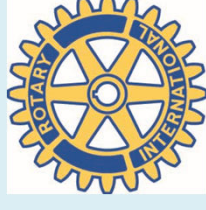
District 3310 changes in number of clubs

No. of clubs at July 2006	-	69
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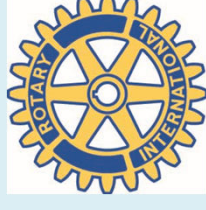
Common Perception of Rotary Club

- Good fellowship.
- Some community service.
- Some recognition and respect.



Misconceptions of Rotarians

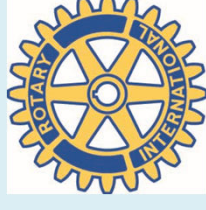
1. over emphasis on fellowship – closed
2. community service with token donation
 - insignificant
3. neglect importance of vocational service



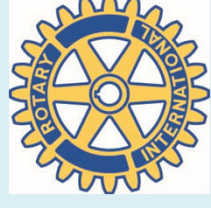
Consequence of Common

Misconception

1. No motivation to improve (myopic vision)
2. No increase in size (inward looking)
3. Limited resource for community service (stagnation)

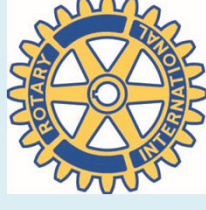


What is Rotary?



Knowing Rotary

Rotary is a global organization of professional and business leaders dedicated to high ethical values and committed to service to the community



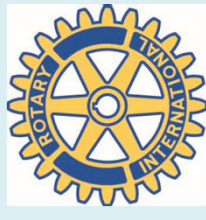
Knowing Rotary

Objective: Service to Community

Nature of Service: Leadership

Resource: Diversity in Vocation

Emphasis: Integrity and Responsibility

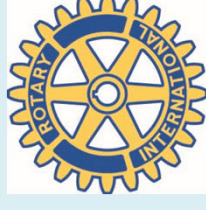


New Life in Rotary

A. New Members

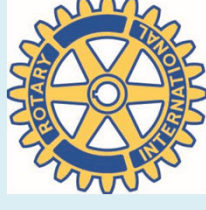
B. New Ideas

C. New Ways



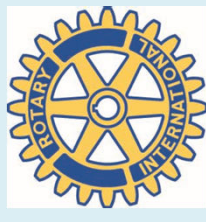
A. Recruitment of New Members

1. Is Rotary Worth continuing?
2. Membership must have added values
3. Recruit Junior Colleagues to Rotary
4. Accept diversity of membership
5. Attitude to service has to be learned



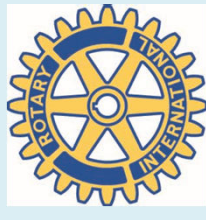
1. Is Rotary Worth continuing?

- a. For Rotary International
- b. For District 3310
- c. For each Club
- d. For each Rotarian



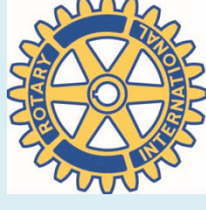
2. Membership must have added values

- a. Career networking**
- b. Career development**
- c. Social networking**
- d. Caring for one another**



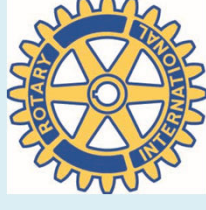
3. Recruit Junior Colleagues to Rotary

- a. Recruit Junior Staff
- b. Recruit Junior of same profession



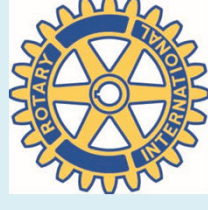
4. Accept diversity of membership

- a. Both genders
- b. Different races
- c. Different age groups
- d. Y generation



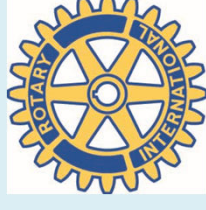
5. Attitude to service has to be learned

“Service above self”



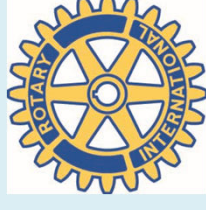
B. New Ideas in Rotary

1. Organization at District and Clubs
2. Full Time Executive Staff
3. Integration of Rotaract and Interact
with Rotary



1. Organization at District and Clubs

- a. Strategic Planning
- b. Leaders of 3 years
- c. Planning direction and programs
- d. Efficient secretary
- e. Training of officers

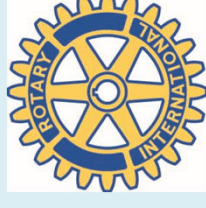


2. Full Time Executive Staff

at District level

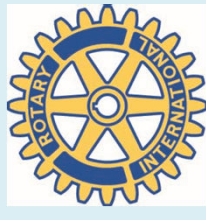
- a. District Administration
- b. Support Club Administration
- c. Implement Programs

Provides Continuity and Consistency
District Governor Focus on Encouragement



3. Integration of Rotaract and Interact with Rotary

- a. Objectives of Rotary
- b. Culture of Rotary
- c. Programs of Rotary

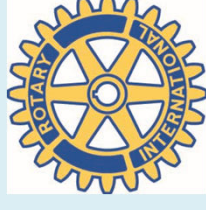


International RYLA
2011 Theme

"Responsible Leadership,
Responsible Citizen".

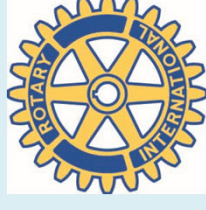
C. New Ways of Service

1. Emphasis on career development
2. Joint Clubs/Group/District Projects
3. Partnership with NGOs, Governments
and Companies



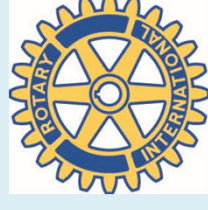
1. Emphasis on career development

- a. Career opportunities
- b. Career Networking
- c. Tutoring and Mentoring
- d. Inculcate Ethical Values

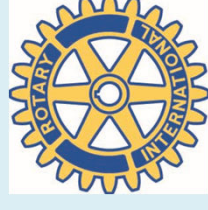


2. Joint Clubs/Group/District Projects

- a. Pooling of Human Resources
- b. Pooling of Financial Resources



- ### **3. Partnership with NGOs, Governments and Companies**
- a. Significant Community Projects**
 - b. Pooling of Resources**
 - c. Promoting Public Image**



Thank You

