DISTRICT ASSEMBLY 2023-24

Rotary
District 9685

Sydney, Australia
From the mountains to the sea

CREATE HOPE in the WORLD

Hope & Membership

Azita Abdollahian
District Membership Chair

Rotary District 9685

Sydney, Australia
From the mountains to the sea

Rotary District 9685

CREATE HOPE in the WORLD



Azita Abdollahian

District Membership chair

- Strategy
- Reports and data
- Resources
- Sharing best practice and stories

District Committee



Alex Hazari



Shauna Loganathan



Oscar Akparanta

Rotary District 9685

Sydney, Australia
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Rotary District 9685

CREATE HOPE in the WORLD

Our # one internal commitment

Rotary International's commitment to our number one internal priority:

MEMBERSHIP



Assess and Adapt

- Is your club healthy?
- Rotary Club Health Check
- Member satisfaction survey – strategic plan
- What works/what doesn't?
- Positive experience?
- Involve members
- Public image
- Good leadership



Reference: "Enhancing the Club Experience"

Create Membership Solutions

- Self assess your club
- Engage your members
- Develop a membership plan – strategic plan
- Connect with prospective members
- Ensure new members are welcomed and engaged
- Value engagement over attendance
- Offer different membership type
- Consider flexible option for meetings/hybrid

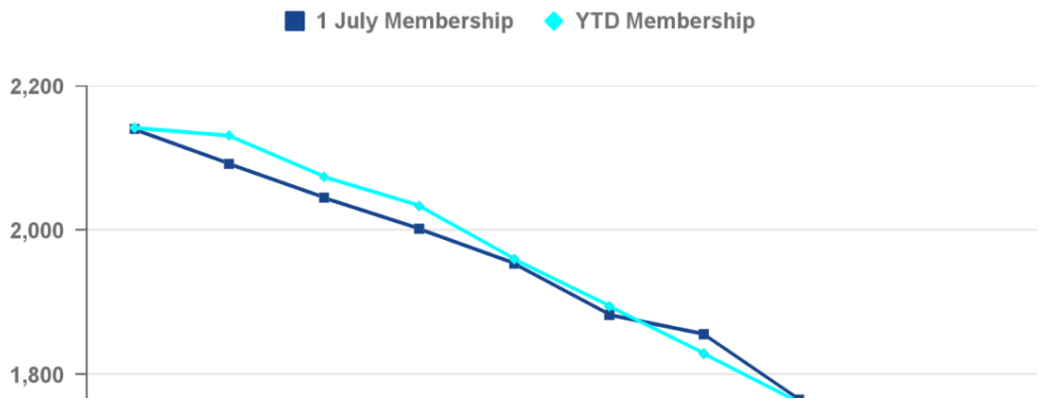


DISTRICT 9685 MEMBERSHIP PROFILE

For July through April (2022 - 23)

	Clubs in District			District Membership				Alumni Membership	Female Member Distribution		Member Distribution Under Age 40			Existing Member Retention		New Member Retention	
	1 July	YTD	Clubs with Goal	Goal	1 July	YTD	Net Growth %	Active %	1 July %	YTD %	1 July	YTD	Unreported %	LFY	YTD	LFY	YTD
2022 - 23	66	65	30	944	1,619	1,645	1.61%	3.95%	**31.13%**	**32.34%**	4.51%	4.26%	24.01%	87.92%	91.99%	91.45%	**97.35%**
2021 - 22	67	67	**47**	**1,303**	1,679	1,709	**1.79%**	**4.10%**	30.32%	31.30%	**4.94%**	4.74%	22.53%	**88.06%**	**93.19%**	91.67%	91.45%
2020 - 21	70	70	43	1,141	1,765	1,761	-0.23%	4.03%	29.63%	29.98%	4.65%	**4.77%**	22.32%	86.79%	92.87%	**94.36%**	91.67%
2019 - 20	**72**	**72**	34	1,047	1,856	1,829	-1.45%	3.12%	28.34%	28.81%	3.39%	2.90%	24.00%	87.37%	92.47%	93.43%	93.37%
2018 - 19	71	71	27	905	**1,883**	**1,895**	0.64%	3.01%	26.55%	28.07%	2.76%	3.11%	**27.07%**	86.93%	92.68%	89.25%	92.63%

Membership Trends

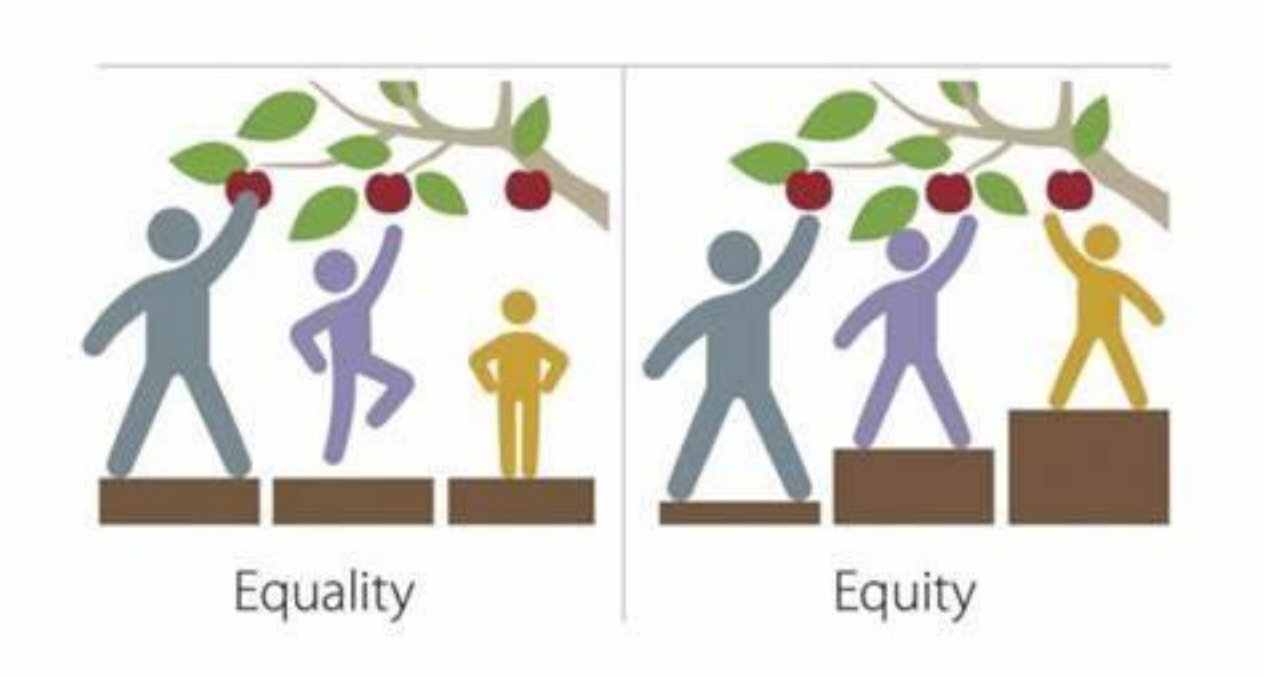


Membership Gains & Losses

	1 July Count	New Admissions	New Terminations	New Readmissions	Existing Terminations	Existing Readmissions	Net Change
2022 - 23	1,619	151	4	0	136	10	21
2021 - 22	1,679	152	13	0	227	22	(66)
2020 - 21	1,765	156	15	2	252	19	(90)
2019 - 20	1,856	195	11	0	295	14	(97)
2018 - 19	1,883	213	14	0	244	12	(33)

Membership Termination by Years of Membership

Action: Embrace diversity, equity & inclusion



Welcome & Engage New Members

- Orientation program
- Mentor
- Match their interest not the club's needs
- Feel welcome
- Enjoyable meetings

Reference: "Introducing New Members to Rotary – An Orientation Guide''



New Clubs

- Start a new club
- Club models - traditional
  - satellite
  - E-Club
  - passport
  - cause based



Reference: “Starting a Rotary Club’’

RESOURCES



- D9685 website
- My Rotary
- rotary.org/membership
- rotary.org/flexibility
- rotary.org/dei
- Learning Centre

FOUR ACTION ITEMS TO ENGAGE MEMBERS

- Put members first
- Provide meaningful service
- Be flexible and try new things
- Embrace diversity, equity and inclusion



Contact

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THANK YOU FOR ATTENDING

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