

The Membership Committee of the District consisted of a Chairman, a Vice and the Assistant Governors of the District and has been effective.

The Rotary Clubs and members are very aware of the need to recruit new members aligned to the need to retain members.

However great care must and has been taken over the years not to address this issue in such a manner as to have the reverse effect on Clubs by creating a negative reaction when Membership is raised.

PDG Bev Radue achieved this in previous years by implementing different formats of presenting the topics thus ensuring that it remained in the forefront of all Rotarians minds but also remained topical and interesting.

This has been continued with by the current committee, accepting that we need to keep the subject topical without flogging it to death.

The Rotary World is faced with membership shrinkage both in recruitment and in retention and this is true in our own District and Clubs.

#### Year 2006/2007 Action Plan

The year started with POETS with the message to all incoming officers

“Without Rotarians there is no Rotary”.

During the year the Chairman visited Clubs in Port Elizabeth, East London and Vryburg and addressed the membership issue, this was reinforced during Conference with the Keynote Speaker focusing on the need for us to be aware of the needs of each generation group and how this impacts on our drive for growth of membership in Rotary.

The address of the Keynote Speaker was then underlined and emphasized in the Membership Slot at Conference with presentation and interaction from the perspective of New Rotarians in age, in colour and in gender balanced by presentations by long serving Rotarians on why they remained in Rotary. This achieved the desired effect and impact on delegates.

The AG's and Club Presidents are circulated various membership Newsletters and data available from RI to assist them in their efforts.

#### LET'S TALK ROTARY

The District has developed an extremely innovative and very exciting program driven by Rotarians for Rotarians based on a participatory and interactive model called “Lets Talk Rotary”. Through this medium of facilitation in place of lectures and presentations the subject of Membership is discussed in small groups of Rotarians thereby allowing everyone to participate and express their views regarding Membership – its Recruitment and Retention!

The potential is tremendous but at present lacks co-ordination and feedback from the Facilitation Sessions already held. The information and input from the various groups and sessions held in the District needs to be collated and submitted to the Committee to be able to make maximum use of the input received to the benefit of the whole District.

The program has the ability to tap directly into the groundswell feelings and ideas of Rotarians al

### Members of Colour

The District – like most others in South Africa – still faces the most important hurdle of transformation of its Clubs and to overcome the bloc against Rotary thereby opening this great organization to people of colour, which will result in another , largely untapped membership source for Rotary.

A concerted acceptance and drive is required by the District and the Clubs for this to succeed and is something which must be addressed in the near future in order to change the largely negative perception and view of Rotary found within other race groups.

### Lady Rotarians

Despite the important role being played by ladies in Rotary there still exists a strong resistance to this source of membership in Clubs in the District.

### Plus One : Presidential Citation

The drive of RI to encourage each Club to grow by one member each year, whilst commendable, is in fact having a negative effect on Rotary in the District, s, by coupling it to the Presidential Citation it is in fact demoralizing strong and vibrant Clubs with excellent projects who cannot meet the requirement despite excellent membership drives and programmes due to transfers, natural attrition and work pressure.

The negative impact far outweighs the positive and impacts negatively and not positively on membership, its recruitment and retention!

### MEMBERSHIP THROUGH CLUB CHARTER

The Membership Committee has worked closely with the drive to establish new Clubs in the District and a number of existing prospects are in the pipeline

### Closing

In summary the District has been proactive and innovative toward memberships and the need to keep it at the forefront of Rotarians and Clubs minds and will continue to do so in the years ahead. The failure to respond to communications regarding statistics and other report back requests is not unique to this Committee and one simply needs to keep plugging at it.

Yours in Rotary



PETER JOHN CLOETE  
District 9320 Membership Chair