

Rotary

CLUB OF BURNIE

CLUB NUMBER - 18437

THE BULLETIN

80TH YEAR - No 14 – SEPTEMBER 27th 2021



SERVE TO CHANGE LIVES

President – Themba Bulle
Secretary - George Austin
Treasurer - David Bennett
Bulletin Editor – Allan Jamieson

INVOCATION

For good food, for good fellowship, may the giver of all our blessings make us truly thankful.

ROTARY MONTH: OCTOBER – ECONOMIC & COMMUNITY DEVELOPMENT

Apologies: please call - Dr Themba Bulle on 03 6432 2222

or call - George Austin on 0438 450 801

Permanent Duty Roster: Graeme MUIR & Dilani WIJESOORIYA

Club website: <http://www.burnierotary.org.au>

Date	Event or Speaker/Topic	Venue
October 4	Stephen Dowling	RSL
October 11	Hat night! <i>Partner's Night!</i>	RSL
Ideas for speakers? Contact Paul Kearney or Dean Chamley		

BIRTHDAYS AND ANNIVERSARIES – OCTOBER 2021

	Birthdays		Wedding Anniversary		Rotary Anniversary
6	Senzeni BULLE	2	Paul/Philipa KEARNEY	18	David McCARTHY
9	Allan JAMIESON			20	Graeme MUIR
				22	Nigel MORGAN

RAFFLE WINNER	Themba
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ATTENDANCE	14 + 1 ... 58%
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President Themba:

- Welcome to Casey Ferguson, who has worked for Savage River Mines for the past 17 years. Casey is a "Burnie boy".
- Themba took part in a Zoom conference with clubs in Burnie, Bulawayo and the UK, all keen to push forward with the Plumtree Hospital project. Themba will commence visiting other Tas. Rotary clubs on 30 Sept.
- The Romaine Church has offered to be the venue for our International Food Fair; this gives us two options, as Wellers Inn had already indicated support.
- The Open-Air Cinema night (like the old 'drive-in' days of yore) is being planned for 4 Feb., 2022 at the new Showgrounds at Romaine. The firm: "*Tassie open air cinemas*" (<https://www.tassieopenaircinemas.com.au/>) is taking care of creating the event, though we will need to conduct the advertising and obtaining of necessary permits from Council, police, etc..

Secretary, PP George Austin:

- Covid clinics on 2-3 October: There remains room for more volunteers.
- TSO evening at the Burnie Cinema on 14 October: I have tickets here at \$20 each. Proceeds from the event will go to the Plumtree project.

PP John Glen:

- "Working with Vulnerable People Card": Update your *current* card OR *get* a card if you lack one. Our club is hampered if some members do not have a valid card.

PP David Bennett:

- The total of our three bank accounts is approx. \$28,000. There are *still* some annual subs *due!!!*

Fines Master: PP Barrie Crawford issued a few fines.

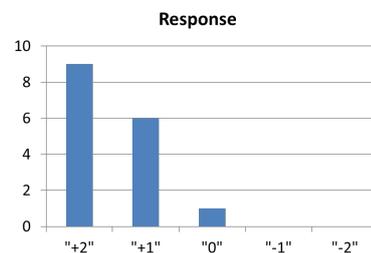
Guest Speaker: PP Allan Jamieson

Allan presented some key outcomes from the **Member Satisfaction Survey** (a form designed by Rotary International), which he had sent to all members on 18 August.

- By 27 Sept. only 16 members had responded; a majority of members, admittedly, but unfortunately 11 members showed no interest in this exercise.
- We need *more* members in our club. One option, of course, is to invite someone to a couple of meetings and let them form an opinion. Typically, this is how we have gone about recruiting new members.
- Another way is to have a word-picture, such as a Value Proposition – “*a statement that clearly identifies what benefits a prospective club member will enjoy by joining the club.*” It is the perception of what the club *should* be like if viewed by an outsider who *we* want to become a member. A Proposition can be publicised on Facebook, on our website, on radio and in *The Advocate*. We can verbalise it too.
- Unsaid, however, is that we members will need to be very enthusiastic about *being* members: are we??
- There were 46 questions on the survey form. In each case, five optional answers were allowed and these were described in words like: Excellent ... Good ... Fair ... Poor ... Very Poor – or similar. In analysing the responses, Allan used these numbers instead: +2 ... +1... 0 ...-1 ... -2, in lieu of words. Thus, if every member put a mark in the left-most column for one question, the total score for all 16 respondents for that question would be **32** (16 x “+2”).
- When responses for all 46 questions were noted using this number system and these numbers were then compiled for all 16 members who had responded, the resulting combined *average* score was **16**, barely half the maximum of **32!**

Q1: Overall, how satisfied are you with your membership?

The slide shows that the total score for this question was **24**. The remaining 45 questions gave Allan a pretty good idea why the overall score was not the maximum of **32**.



Thus, the total score for all responses was **24**
[9 x “+2” + 6 x “+1”]

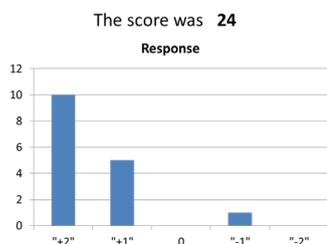
- The questions that fell into the bottom *half* in terms of support from members are shown in the first two slides on the next page.
- In his talk, Allan focused mainly on the questions that the respondents had ranked in the *bottom 25%* of agreement by members.

The THIRD 25% of scores	
Through Rotary I make a difference in the world	16
Club fines	16
Time for socializing	15
Meals at weekly meetings	15
Club does a good job of involving new members	14
Total number of service projects	14
Amount of fundraising activities is appropriate	13
I invite qualified prospective members to join	13
Club dues	13
Club does a good job of listening to members	12
My friends see value in my membership	12
Location	9
Requests for contributions to The Rotary Foundation	9

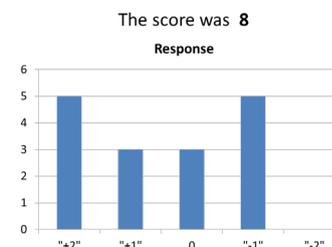
The BOTTOM 25% of scores	
Professional connections & networking	8
Speakers & programs	8
Club regularly acts upon members' input & ideas	8
I am comfortable with the pace of change in my club	8
Requests for donations for service projects	8
Rotary International updates	7
Club works to update club processes & rules to meet needs of its members	6
Variety of program topics	3
Meals	3
Club reflects the demographic profile of our area's business, professional & community leaders	-1

- One very revealing comparison of responses is shown below. The response to a separate question (“Are you comfortable with the pace of change?”) also had a score of **8**. Another question along the same lines (“Are processes changed to suit the members?”) received even *less* support; the score was **6**.
- Allan said this issue definitely needs to be looked at if we are to move forward.

Communications & Responsiveness
Q25: Does the club seek input & ideas from members?



Communications & Responsiveness
Q26: Does the club act upon members' input & ideas?



- “Does the club reflect the demographic profile of our area's business, professional & community leaders?” The score was **-1**. Clearly, the *members* have recognised the narrow range of backgrounds inherent in our current membership. Allan suspects this issue will need prolonged discussion at a series of floor meetings. It creates a problem with our public image:

- We need a Value Proposition if we are ever going to broaden our base in this community.

Yet, how can we create a useful proposition if it appears to come from an exclusive club?

- Allan said the next step for him would be to have an agenda item at Board meetings so that steps can be initiated to deal with these survey outcomes.
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Discussion after the presentation:

- We really need the ‘missing’ 11 members to send in their survey forms with answers! [Allan pointed out that the survey was to be confidential; thus he has no way of identifying who these 11 members are, ergo their views will be confidential too, if they follow the rules.]

- Can RI provide an indication of how other clubs have dealt with the survey process? [Allan feels that RI would not have evidence, given that RI intended the survey to be an internal club matter, but he would try to find out.]

Culture, Members, Meetings

Q5: Does the club reflect the demographic mix of our area's business, professional & community leaders?

