

Rotary Club of Cooma Inc

Meeting - 14 May 2014

Judy Ford - Attracting Younger Members



We are staring down the barrel of a generational crisis if we do not encourage more young people to join Rotary. Of the Australian Rotary population 11% is less than 40 years old and only 2% less than 30 years of age. There are three reasons why Gen Y are ideally placed to become Rotarians.

They are globally minded. With the ability to talk to people all over the world in an instance they are aware of what is happening throughout the world and they want to make it a better place. They believe the world can be made a better place and they are looking for a vehicle with which to do this.

They are socially engaged. Young people are keen to get involved in charitable work. They enter events such as the Relay for Life, fun runs, Clean Up Australia, -athons and other ways to help. Schools include charity work as part of the curriculum and 76% teenagers are involved in some form of volunteering.

They are ambitious. Gen Y do everything in a rush. They want to climb the ladder and get runs on the board in their jobs. They are always looking for opportunities to network, for mentoring. Look at how much wisdom is in the room at a Rotary meeting.

So why aren't they joining Rotary?

They don't know who we are.

Their perception of Rotary is positive - we do good in the world but they don't really understand the full outcomes of Rotary.

They don't know if they are welcome

The perception is that Rotary is for older people. Table conversations often revolve around high blood pressure, heart operations and cancer treatment! Young people feel excluded and do not fit in. Also, have they been asked? They won't join until they have been invited.

Things to focus on to attract younger members.

Look back to plan forward

Don't look for them - you already know them. They have already experienced Rotary through GSE, Youth Exchange, RYLA, RYPEN etc. They will all say Rotary changed their lives but they will only join if they are invited.

Tell your Rotary Story

Young people love stories. They are experienced driven - they want to hear your story. Facts will impress but a story will inspire.

Start small

Don't expect young people to become full fledged Rotarians in one week.

Engage them in small project. Invite them to help with the next BBQ, collection at the next shopping centre, help with the next special event.

Young people truly do represent a huge opportunity for Rotary in the years and decades ahead. They are a generation of passionate, talented and inspired young people in our communities who are ideally placed to join our ranks and continue the amazing work of Rotary.



Rotary Theme of the Month:
International Convention Month

For his three minuter, David B shared some fact about Cuba.

Kathy and I travelled to Cuba in March this year here are a few facts that I feel you would be interested in.

Cuba became a communist regime in 1959 under Fidel Castro Ruz. During the Jan. 2008 parliamentary elections, both Fidel and Raul Castro were re-elected to the National Assembly as well as 614 unopposed candidates. In 2008, Fidel ended 49 years of power when he announced his retirement. The 81 year old, said he would not accept another term as president and Raul succeeded his brother.

Population of 11 million with 2 million in Havana. Unemployment is currently 1.4%.

Private citizens are prohibited from buying computers or accessing the Internet without special authorization; foreigners may access the Internet for \$8 for an hour in large hotels or take advantage of public outlets to access emails.

Most people carry mobile phones but you cannot phone outside Cuba unless you have government approval. If you ask what about satellite phones an American contractor, is currently serving a 15-year sentence for distributing satellite telephone equipment in Cuba

It is illegal for Cubans to board a boat unless they have a license to do so.

93% of production and services are owned and run by the government with some 150,000 small farmers and another 150,000 holders of licenses for self-employment. All hotels are government owned and run. The majority of restaurants are government owned and run. Private restaurants have been allowed under license with a maximum of 12 seats.

All government employees doctors, dentists, hotel employees, shop assistants, farmers on government owned farms are currently paid 22 Cuban pesos or about \$26 per month.

Health care is free.

Residents have access to rations from the neighborhood shop on a monthly basis, typically flour, rice and coffee. There is a thriving black market. Supermarkets are equivalent to one woollies aisle

The government owns and operates all banks which operate with a fixed exchange rate. They charge 3.5% to change Euros and Canadian Dollars and 10% to change US dollars. We changed Euros and queued for about 1 hr outside and a guard let you into the building one at a time.

60% of farms are government owned and run.

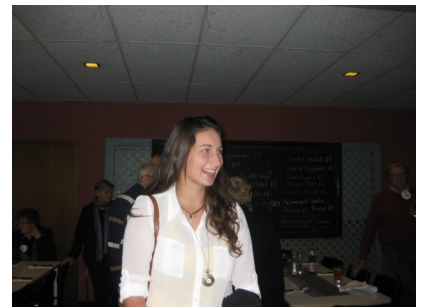
You can own land and property if you can establish it has been in the family for 5 generations. The government began allowing real estate to be bought and sold in 2011, and in an effort to prevent massive real estate holdings, limited Cubans to owning one home in the city and one in the country. The new law also requires that all new real estate transactions be made through Cuban bank accounts for regulation purposes. Most locals do not have enough money to consider purchasing and loans have a huge interest rate.

1950's and 60's American cars are seen everywhere, there are currently about 60,000 in the country number plates identify if a car is government owned, for tourist purposes or private use. Fuel is about \$1.30 a litre. In 2011, buying and selling cars became legal.

In the mid-1990s, tourism surpassed sugar as the primary source of foreign exchange.

Projects being supported by Cooma Rotary include:

- End Polio Now
- ROMAC
- Shelter Box
- Monaro Early Intervention Service (MEIS)
- New public seating in Cooma
- More trees at Rotary Oval
- Outdoor workout equipment
- Rotary Youth Exchange Program



Thought of the Week - Kevin D

If you think you see a light at the end of the tunnel, it is probably a train coming in the opposite direction.

May Rosters	
Attendance	Dugald M
	Ken D
Property	Des T
	Claire N
Fellowship	Margaret E
	Claire N
Market	John K - Co-ord
	David B - BBQ
	Jim H
	Dave H
	Patrick K
	Margaret E
	Tracey A
	Joe V
3 Minute Talk	
21 May	Neil B
28 May	Joe V
Thought of the week	
21 May	Margaret E
28 May	Graham F
Introduction	
21 May	Marco R
28 May	Rob S
Thank you	
21 May	Patrick K
28 May	Wolfgang

Upcoming Speakers
21st May - Craig Chilcott About Monbeef

MEMBER HAPPENINGS May

BIRTHDAYS

John K - 7 May

Alyson HJ - 19 May

Hans N spouse of Claire 1 May

JOINING DATE

Peter A - 12 May

Margaret E - 24 May

Les S - 26 May

ANNIVERSARIES

John & Sonja V - 12 May

Patrick & Joo Siew K - 15 May

This Weeks Attendance: 75.8%

Visiting Rotarians: Judy Ford - Yass

Guests: Rebecca (Club), Helen Caldwell (Geoff B)

Apologies: Tom B, Katrin H, Patrick K, Mark J-N, Joe V.

Leave: Peter D, John V, Alyson HJ

Make-ups: John C - Woden, Tuggeranong

We Also Missed:

**The contact for making apologies and for notifications of guests for dinner meetings is
Les Sutcliffe on 6452 7442 during business hours or e-mail leecooma@bigpond.com**