



# WHAT CAN ROTARY DO?

**A group of young Rotarians, Rotaractors and Youth Exchange students met in Canberra in September 2015 to focus on four key questions:**

1. How can Rotary be more appealing to young people?
2. How can we better retain our alumni?
3. As a young Rotarian, how do you lead within your club?
4. What support, if any, do you require to make an effective contribution to Rotary?

The findings were presented to Rotarians at the National Membership Success Conference and from there, this communique has been developed to support the continued goal of improving the engagement of young people in Rotary.

Rotary   
Zone 8 & 7B

ROTARY YOUTH SUMMIT AUSTRALIA 2015



# WHAT CAN ROTARY DO?

## Know that we appreciate what you already do!

- Rotary's focus on Youth and Leadership development is much appreciated.
- We like that we are welcomed to your clubs and that you look to us as the future of Rotary.

## Invest in personal relationships

- Mentoring is key to engaging and sustaining new and young members
- Strong personal relationships with Rotarians is the key to engaging and retaining our alumni
- We want to work with Rotarians of all ages, whilst intentions are good, they can sometimes lead to segregation.

## Information and training

- It is the responsibility of each club to relay information to all members regarding programs, training, portfolios, organisational structure etc.
- Consider the opportunity for training and experience with Rotary to be recognised/accredited (e.g. RTO)

## Be open to change

- Not just lip service, but actual systemic change
- Genuinely consider options for becoming a more flexible club (meeting times and regularity, dues, options for other avenues of involvement)

## Improve our public image

- Let people know about the great work being done by Rotarians and opportunities available
- Make it appealing to all ages (targeted)
- Have activity on social media
- Make it relatable

## A little less conversation

- More activity, re-focus on what's important
- Allow new and young members the opportunity participate and take ownership of projects that are relevant to theirs and the community's interests

## Bridge the gap

- Allow for better networking between clubs, members and districts
- Develop better structure to support learning and engagement for all Rotarians
- In order to retain our alumni: foster and maintain personal relationships and maintain regular contact
- Rotary clubs don't "own" a particular Alum, encourage them to join the club that suits them

## Allow us to become meaningful leaders

- Give young members leadership roles and development opportunities
- Don't make it a tokenistic gesture or pigeonhole them to a particular "young person" role
- Acknowledge young members & prospective members experience