There is an old Chinese proverb that says that ‘when the wind of change blows some build walls and others build windmills’. We in Rotary need to build windmills in a world where the value proposition for people joining Rotary is being questioned.

Our 2018/19 Rotary International World President Barry Rassin, asked us to be the inspiration for positive change, inspiring our clubs, our communities, and our organisation to face today’s challenges head on, with courage, optimism, and creativity.

In August 2018 we held the first of three Forums on the Future of Rotary in our District. Each Forum has been conducted in a spirit of possibility and an expectation that there is a bright future for Rotary.

While there is little debate about the value of Rotary work undertaken in our District, there is a need for courageous conversations about the ability of the organisation to find its place in a modern Australian society. For Rotary to remain effective there is an urgent need for progressive ideas to be explored, implemented and evaluated.

We are already seeing signs of Clubs trying new ways of doing things

• Challenging some of our traditions while keeping our core principles
• Changing meeting times and dates and sometimes only meeting fortnightly
• Not having meals to reduce the costs

Yes, these are small steps, but changes will continue, and I am confident about the future of Rotary in our District.

As I have visited Clubs, I have seen the great community projects we do as well as our international and national projects which truly make us a great worldwide service organisation.

One great project this year was the blankets for the homeless and needy project which was a partnership between Qantas, and Rotary, where about 4000 surplus Qantas blankets were distributed by more than 30 Rotary Clubs in Western Australia. Many other projects also come to mind including the Rotary FASD project in Lenora where we had a visit from a Vocational training Team from Alaska.

A highlight for me during the year was being able to see our youth projects in action including Youth Exchange, Rotary Youth Leadership Awards, National Youth Science Forum, Science and Engineering Challenge, Rotary WA Young Drivers Education, Rotary Youth Program of Enrichment, Camp Opportunity and Rotary 4-Way Test public speaking program to mention a few.

In order to have an even greater impact through our projects we do need to attract more members to Rotary and then engage them, so we help them remain committed and contributing Rotarians.

It was great to see two new Clubs established in Beaufort and Perth City East and sad to see the Clubs of Carnarvon and Bayview Claremont close. In total our District attracted 203 new Rotarians but lost 216. We now stand at just over 1100 members.

In this context I am concerned that a significant majority of Clubs have not been able to increase membership in the last year and some have had a significant decline. The District has been working with Clubs that want our assistance and, in this regard, I would like to thank PDG Jerry Pilcher and the membership team for their efforts.

Thanks to the work of Jess Karlsson our Director of PR and Marketing we have developed a marketing Strategy for Rotary in WA. It has been created through the collaborative efforts of both WA Districts.

Our strategy involves the marketing of Rotary in terms of thought leader status for individuals, highlighting the change Rotary is making in the world, and continuously promoting Rotary as progressive, professional, inclusive and fun.

Thanks also to all the members of the District 9455 Board and the Assistant Governors who worked to make our Rotary year a success. Finally, I wish to acknowledge those Clubs and individuals who were recognised in the annual awards presented at our Changeover evening.

Charles Johnson
District Governor 2018/19
District 9455
Events

District Conference
I am delighted to say that more than 360 Rotarians and Friends of Rotary participated in our District 9455 Conference held at Scotch College on the 5th and 6th of April 2019.

I think that those that attended were inspired by the keynote speakers, and the Rotary Club/Committee speakers, and by visiting the displays or just from discussions with Rotarians or Rotaractors. Coming together at the Conference helps broaden our Rotary horizons and helps us see how we can change lives. We saw a wonderful range of projects and programs presented through our avenues of service. Youth service on Friday night and on Saturday, Club Service, Vocational Service, Community Service, and International Service as these reflect the different and vital aspects of our work.

I thank all Conference speakers and those that have set up the project displays. I also want to recognise the value of the Partnership with Scotch College. It was much more than just support as we saw the young men of the College actively involved in many aspects of the conference.

Thanks to the Conference Organising Committee led by PDG Peter McKerracher, David Royal and others from the Rotary Club of Matilda Bay as well as the involvement of several other clubs.

Thanks also to our sponsors,
Willie Creek Pearls, St Louis Estate and Claremont Quarter

Awards

Rotary District 9455 Stan Perron Award
More than 250 Rotarians and guests gathered at the Hyatt Hotel for a special lunch on Monday 22nd of November 2018 to Honour Stan Perron AM for his contribution to business in WA and to Rotary as a member of the Rotary Club of Belmont for nearly 60 years.

Sadly, Stan Perron died in November 2018, and PDG Fred Marsh has worked with Stan Perron’s family to develop the Stan Perron Award.

The award will be made annually and ten students in Year 12 at any Government High School will receive the Stan Perron Medal and a $500 Scholarship each year. To be eligible schools must be linked to a Rotary Club.
Leadership Development and Training Report

The training year started early in the 2017/2018 Rotary year with the organising of PETS. The selected sight was York and bookings were made in October 2017 with Settlers Motel for accommodation and dinners. The Sport and Recreation club was booked with the Council for the conference.

The first training was Assistant Governor training and that was held on February 7, 2018. PETS was held from March 23 to March 25, 2018. It started with running Rotary Leadership Institute part 1 for incoming Presidents that had not done this previously. A getting to know you BBQ was organised for the Friday evening and was very successful. PETS Training was held on the Saturday and Sunday morning with a dinner on the Saturday evening. The training was very well received by all and the friendships created during the weekend seminars will last a long time.

During the Rotary year we completed all three of the RLI training sessions in September/October and February/March. We also did Rotary Leadership training in Karratha and Broome. Both these clubs are small and new members were inducted during the process. The training was very much appreciated by both clubs and a follow up to Karratha is planned for July 2019. It is highly recommended that we continue to do these sessions in country areas as it will grow the clubs concerned.

We also completed two sessions of RLI training in Geraldton in June and again was very well received and it was agreed we should do this once a year in this regional city.

A youth protection and insurance workshop was organised in August 2018 which was attended by most clubs and was offered to regional clubs via GOTO meeting. It is intended that we hold another one in August of 2019.

We held a first-time public speaking workshop “Empowering Rotary Voices” which was presented by Rotarian Alison Kirby. It was very much accepted by all participants and would be highly recommend that this is done again.

During the Rotary year we completed all three of the RLI training sessions in September/October and February/March.

Marketing and Public Image Report

Successes throughout 2018/19

I was honoured to be invited to join the District Board in the role of Marketing and Public Image (MPI) Chair in November 2018. After careful consideration I accepted the role, on the condition that I would have the support of the 9455 Board to work on a brand and marketing strategy for Rotary in Western Australia. I received full unanimous support for this goal, and joined the Board, with this goal. Knowing it would be a multifaceted role, requiring a planned approach, I started by creating a plan for the first 90 days as follows;

Engage and Understand the Rotary Members

Interview past members, leadership and internal stakeholders to learn the club’s current strengths and challenges. The goal was to accelerate the relationship building and learning process to make effective contributions faster.

We did this through a combination of online surveys, group workshops and face to face meetings with representatives of the clubs in WA. During this time connection with the South District 9465 was also formed.

Hank de Smit
District Leadership Development and Training Chair 2018-19

Analyze Information and Form a Committee and a Plan

Assess information and data from clubs to understand level of readiness and current strategies. The aim was to develop a team with diverse skills, united in vision for building brand of Rotary in Western Australia. The first committee goal will be to identify opportunities for short term and long-term improvement for clubs to develop a more detailed strategy.

The MPI committee came together to collaborate on how to bring the brand of Rotary in Western Australia to life, and to create a marketing plan. The committee held many general marketing meetings, before forming subcommittees to discuss specific projects and elements of the plan. We also began external market research to help understand the public’s perception of Rotary in Western Australia.
Execute the Plan and Measure Results

Implement at least one key process or change to demonstrate improvement and benefits to Rotary. The goal was to focus on making at least one change in communication with internal and external stakeholders that will have a major impact on Rotary in Western Australia’s brand awareness/perception.

The committee quickly set about delivering some of the initiatives within the plan. Two ‘econs’ were the first ‘social media masterclass’ for Rotary members and the amalgamation of the two Districts Facebook pages into Rotary in Western Australia. The masterclass was a booked-out event, which had the Rotary Office in William Street filled with eager members from over 15 clubs. This workshop received positive feedback from the diverse range of members who engaged in the event. It also highlighted the membership wants more of these educational events, which we will collaborate with Training and Club development to deliver in 2019/2020. The Rotary in Western Australia Facebook page has also been a success and continues to grow in both followers and engagement, with a record of 1,454 followers in June 2019! Our goal is to increase to 2,000+ by the end of 2019.

Together the joint committee worked to create a marketing plan for Rotary in Western Australia, which is a balance of practical and aspirational for all members and clubs. Working with the representatives of 9465, including their Chair Sharyn McCaskey has been an absolute blast. To summarise our work to date, I will quote representatives of 9465, including their Chair Sharyn McCaskey has been an absolute blast. To summarise our work to date, I will quote:

“...Together, Everyone Achieves More!”

Vision and goals for 2019/20

The Rotary in Western Australia Marketing Plan for 2019/2020 was endorsed by members and the Board of 9455 in May 2019, in advance of presentation to the joint committee of 9455 and 9465 in July 2019. The key messaging within this plan is to promote Rotary in Western Australia as a progressive, professional, inclusive and fun movement.

The 9455 membership has been so supportive and encouraging of the joint committee’s work in this space to date, making the role both rewarding and fun. Thank you to all the members and friends of Rotary who have helped me in this role to date. I would also like to acknowledge the good work of my predecessor in this role, Ron Gibson, who is now focusing on continuing to build the brand of Rotary means Business. I am excited to see what we can do to grow the brand of Rotary in Western Australia together in 2019/2020!

Yours in Rotary,
Jess Karlsson
District Marketing and Public Image Chair 2018-2019

Financials

Annual Report Year Ending 30 June 2019

Contributions

- However, when we factor in a drop in exchange rate of approx. 9% coupled with a 4% drop in District membership, this equates to A$198.32 per capita compared to A$179.88 in 2017-18.
- 40 out of our 48 clubs contributed to the Annual Fund.
- This included 9 out of the 12 country clubs, which was excellent, especially when we consider how few of them ever seek District or Global Grant support.
- $45,000 was donated to the Polio Campaign

Comprised of:
- US$10,000 from District 9455 in additional funding
- US$5,000 from the Foundation
- US$30,000 from Bill and Melinda Gates Foundation
- Support for the End Polio program has suffered the most with contributions this year being US$47,830 compared to US$73,973 in 2017-18.

Paul Harris Society

We had a very small increase in eligible PHS members from 14 up to 15. These are Rotarians who have committed to contributing US$1,000 per year.

Major Donors

There were two new Major Donors who achieved contributions of US$10,000 each.

District Grants

Over A$60,000 was distributed to 28 projects from 19 Clubs.

Global Grants

Seven Global Grants were submitted during the year. Six have already been approved, including one (FASD) here into our own District. The others were into international host countries, including India, Cambodia, and Nigeria.

Grant Management Seminar

- This year we changed the format to a Foundation Showcase that covered far more than just Grants. This was dramatically different to previous years and received extremely complimentary comments from those that attended.
- Although this was available to the country clubs by Remote Access, only one club took advantage. I believe the country clubs would benefit dramatically from the face-to-face format. Foundation Education is very important and not all of the country members are comfortable with, or have good convenient internet facilities. Country areas account for 25% of our Clubs.

Global Grant Scholarship

We had an excellent application which has been accepted for Kim Kilov to study for her Masters Degree in Global Health at the Karolinska Institute in Stockholm, Sweden. She already has a Bachelor of Medicine, Bachelor of Surgery and a Diploma in Child Health. Her sponsor Club is RC Scarborough.

Peace Fellows

Bronwyn Manley was accepted to study Peace and Conflict Resolution at the University of North Carolina.

Vocational Training Teams

We have hosted an Inbound team from Alaska as part of the FASD (Foetal Alcohol Spectrum Disorder) project. It is expected that a reciprocating Outbound team will visit Alaska in the near future.

There was also another very successful Outbound team from our District to District 5300 in California on the topic of Domestic Violence.

Noel Allen
Rotary Club of Mount Lawley
District 9455 Rotary Foundation Chair 2016-19
Avenues of Service - Projects

I would like to start this report to acknowledge the support I have received from our District Governor Charles Johnson. It’s been an honour being Projects Director for 2018/2019.

Community Service – Chair Jacqui Harris

This was Jacqui’s first year as Chair of Community and I ask that we acknowledged the efforts of the following Rotary hero’s, who without them these programs may well not survive:

- Colin Hughes - Australian Rotary Health
- Robert Barry - Bowelscan
- TimDave - Donate Life
- Di Collings - Rotary Magnifying Microscope Project
- Ian Murray - Probos

I would like to express my appreciation to PDG Angus Buchanan for his fantastic efforts in getting the All Abilities Play Space organised in Nedlands. It is truly a remarkable project which is a benchmark facility we all can be proud of.

A Stroke Foundation Day

This was held at the Joondalup Health Campus, was very positive and provided the Community with much needed information of Stroke health. Interplast has had another good year with sixty-seven program activities delivered in this Rotary year. Programs have been delivered to seventeen countries across the Asia Pacific region with forty six training, fourteen surgical, three planning and evaluation and four institutional support sessions.

ShelterBox

The majority of Rotary Clubs in District 9455 have contributed to ShelterBox this year enabling us to help 28,000 people; we have been involved in 23 deployments around the world. Your support is very much appreciated. In addition we have had a lot of donations from the general public.

ShelterBox hand delivers aid to families devastated by conflict or national disaster. The aid is in the form of a ShelterBox containing a family size tent and other essential items to help affected families rebuild their lives. A donation of $1000 covers the cost of a ShelterBox and gives the donor a number of “their” box so they can trace its destination. Other donations provide ShelterKits that contain essential tools people need to start repairing and rebuilding their homes.

ShelterBox Australia depends on a group of dedicated volunteer Ambassadors to fundraise and promote our disaster relief fundraising efforts. If anyone in your club would like to become an Ambassador for ShelterBox to help us promote our work please check the website and click on ‘be involved’ or contact me. Again, thank you so much for your support.

Stamps for Overseas Aid

Used Stamps is fading out as it is difficult to get used stamped envelopes from millions to thousands collected over the years. We will continue the program as it takes two to three years to send off 30 Boxes of used stamps to Oxfam which raises about $7,000 and it was always one to two shipments a year at its best. Ring pulls are becoming as big as the stamp project as they are dropped off to us to delivered to Maddington to be melted down to raise funds for the prosthetic hospital. Reading Glasses and corks are also collected for other projects.

Ring Pulls

Activity continues with Rotary clubs, Probos, schools and other organisations continuing to collect substantial quantities of ring pulls which are sold for scrap metal and the funds raised are then donated via RAWCS project in Chiang Mai, Thailand to assist them in providing artificial limbs to victims of land mines and other accidents.

Rotary Friendship Exchange

We have had a number of inward enquiries for exchanges, mainly from India and one from Nepal. These have been circulated but no interest.

Vocational Service

All vocational programs in the District Directory were introduced to Clubs for their attention. Two programs were outstanding: The Business Excellence Award and The Four Way Test Speech Contest.

Business Excellence Award

Participation throughout District 9455 was slightly up on last year and clubs report that awardees showed interest in knowing more about Rotary and to date more than 5 prospective members have been reported to me.

My thanks to all who have participated in furthering Vocational programs to engage with the business community to strengthen Rotary.

The Four Way Test Speech Contest

Congratulations to the Competitors in the State Final of the Four Way Test Speech Contest for 2018-2019.

This is really proving to be very competitive and is truly amazing seeing our young participants so very entusiastic and forthcoming.

Patricia Canning
District Service Chair 2018-19 PDG

District Club Development & Membership Report 2018 – 2019

The Team

- James McLeod – Rotary Elizabeth Quay
- Ineke Oliver – Swan Valley Rotary
- Katie Stone – Rotary of Crawley
- Jerry Pilcher – Scarborough Rotary

The team met basically monthly – to review;
- The overall Membership performance of the District
- How the individual Clubs were travelling with recruitment
- How the individual Clubs were going with their retention of members

Our Strategy

- To reach out to all the Clubs and Rotary members with relevant information regarding Membership strategies
- RI and Australian newsletters were distributed to all Rotary members on a regular basis
- Encouragement was given to Clubs to engage with the District team and their Assistant Governors
- To develop a simple, 6 step strategic program for Clubs to;
- Assess their current status regarding, membership, retention, average age and other demographics
- Get the members to complete an anonymous satisfaction survey, collate and communicate the results and most importantly to start acting on those results, where appropriate
- Review the demographics of the community serviced by the Club – the needs of the Community
- Having completed steps 1,2,3 to consider what resources are available from RI and District – and to start utilising the resources that the individual Club considers appropriate
- Review the Club’s Strategic or Forward Plan and adapt accordingly with actions and timeframes
- Ensure that this plan is referred to often and updated regularly as deemed appropriate
- In this process we actively encouraged the Assistant Governors to be involved, as well as the Club actively seeking support from their AG and the District

- We reached out to Clubs individually to offer help and support, with varying degrees of response
- We started to develop a Club “hub” concept by encouraging three or four Clubs to consider working together, including;
- Meeting together – more interaction, networking, friendship and FUN
- Pooling Guest Speakers (maybe 1 per month)
- Fundraising & Projects working together
- Committees working together
- Holding joint “showcase” meetings to attract new members to Rotary by offering different meeting times and styles, and letting the prospective members choose what suits them best

- All these ideas are targeted towards easing the loads on smaller Clubs and their members and achieving bigger and better results thorough having more people involved
- This concept is starting to make good progress in two areas in our outer metropolitan area

- We started a process called the “Forum of the Future” by asking our members for their input on where and how they see Rotary operating in 10 to 20 years’ time. This is an ongoing process to be continued next year

- We held a very successful Membership Forum immediately after the District Conference – “Harness the Winds of Change”. The presenters were;
- Past RI Director Stuart Heal from New Zealand, sharing a global membership perspective
- Amanda Wendt from Melbourne, sharing a younger persons’ view of Rotary into the future
- James Macleod was the M/C and also shared new ideas for Rotary into the future
- Ineke Oliver spoke about the plan and “hub” concept as mentioned above
- Louise Youens and Greg Thurston spoke about our two newest Clubs
- Karin Borzel spoke about the changes that Crawley is going through and how you manage these changes
- Jerry Pilcher spoke about the support offered by District and encouraged Clubs to take advantage of this support for their future survival

- We introduced a District Membership Grant program;
- Physical and financial support for Clubs’ membership development and retention programs
- This was offered to all our Clubs
- There as limited uptake
- The program will be continuing next year

- I thank the entire membership team, DG Charles Johnson and the District Board for their help and encouragement during what as another very challenging year membership-wise.