Introduction

This resource accompanies *Strategies for Attracting & Engaging Members* (417). The supplement contains regional data and membership trends that clubs and districts can use to support their planning.
Membership Trends

Please note that the largest percentages are highlighted in the chart below.

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</thead>
<tbody>
<tr>
<td>Australia</td>
<td>47,273</td>
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<td></td>
<td></td>
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<tr>
<td>New Zealand</td>
<td></td>
<td>41,790</td>
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<td>Pacific Islands</td>
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Over the past 10 years, membership in this region has declined by 12%. This compares to Rotary’s worldwide membership growth over the same time.

Achieving growth is not only about attracting new members, it is also about keeping existing members. Member engagement is integral to member retention. Clubs need to ensure that meetings, programs, and service projects encourage enthusiasm in its members.

Comment from a Rotarian

“I love Rotary. I have been a member for more than 20 years, and I love giving back to the community as well as the fellowship and networking.”

Refer to Strategies for Attracting & Engaging Members, Chapter 1: Get Serious About Membership, Step 1: Evaluate Your Club.
As of July 2012, the average club size in Australia/New Zealand/Pacific Islands was 30 members. The average club size for Rotary worldwide is 36 members.

The following RI Board provisions came into effect in 2011 to ensure that clubs have adequate numbers to remain viable:

- As of January 2011, any new club is required to have a minimum of 25 charter members. At least 50% of the charter members must be from the local community in which the club is established.
- Each club is required to pay RI dues for a minimum of 10 members.
- A sponsor club must have at least 20 members. If two or more clubs sponsor a new club, however, only one of the co-sponsors must meet this requirement.

One disadvantage of small clubs is they may not represent all professions and demographics in a community. Smaller clubs may face many challenges that are difficult to overcome due to a lack of members including overloading members with multiple responsibilities.

Even clubs facing serious challenges can become successful. Some strategies for success include merging with another local club, changing club meeting time, location, or format.
### Club Meeting Day

Please note that the largest percentages are highlighted in the chart below.

<table>
<thead>
<tr>
<th>Day of the Week</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td></td>
<td></td>
<td>28%</td>
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<tr>
<td>New Zealand</td>
<td></td>
<td></td>
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<tr>
<td>Pacific Islands</td>
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</table>

In this region, the most popular meeting days are Monday-Wednesday.
- 28% meet on Tuesday
- 27% meet on Monday
- 26% meet on Wednesday

Conversely, worldwide the most popular meeting days are Tuesday-Thursday.
- 25% meet on Tuesday
- 23% meet on Thursday
- 21% meet on Wednesday

**Comment from a Rotarian**

“Support change in Rotary...business people and professionals travel for work more than when Paul Harris started this organisation. Attendance requirements must change. We need to have more relevant, faster-paced meetings if young professionals are to join.”
Club Meeting Time

Club meeting times can negatively impact attracting and retaining members. Some of today’s professionals are unable to attend lunchtime meetings due to the demands of their work. Younger members with families may have time constraints, preventing them from joining evening meetings. Morning meetings may be more convenient and have become popular in some regions.

There is also the option of setting up an e-club that meets online. One of the main advantages of this model is that members can be anywhere in the world and still participate in meetings and be active in their club.

In the region of Australia/New Zealand/Pacific Islands, 78% of clubs meet late afternoon/early evening, compared to 58% of Rotary clubs worldwide meeting at this time.

Comment from a Rotarian

“Our club normally meets at 12pm on Monday but we have changed it to evenings. We have a full house, and the word around was that Mondays are getting tough. It’s a busy work day and to go after work, I think it definitely will draw more people to come to our meetings.”
Meals During Meetings

Australia, New Zealand, & Pacific Islands

- 96% Yes
- 4% No

The majority of clubs in this region have meals during their meeting. In Australia, New Zealand, and the Pacific Islands, 96% of clubs have a meal during meetings. This region is in line with the worldwide trend of 92% of clubs providing meals during meetings.

Worldwide

- 92% Yes
- 7% No
- 1% No Data
Meal Cost Included in Club Dues

The cost of a weekly meal can be expensive, and some clubs have started to include meal costs in club dues to stagger payment over a 12-month time frame. Staggering payment can make club dues more manageable.

In this region, most clubs do not include meal costs in club dues; only 3% of clubs include meal costs in club dues. Worldwide, 49% of clubs now include meal costs in dues.
Rotary clubs in this region are starting to produce detailed club bills so that members have a clear understanding of the breakdown of club and district dues, Rotary International dues, magazine subscription and, in some cases, meal costs. In this region 64% of clubs provide itemized club bills. This region surpasses the worldwide trend of 58% of clubs providing itemized club bills.
### Member Gender

**Australia, New Zealand, & Pacific Islands**

- **79% Male**
- **21% Female**

**Worldwide**

- **81% Male**
- **19% Female**

Attracting more women members is a major factor to ensure Rotary’s future. Women have long proven their worth at the community and international level, leading in a multitude of professions and excelling at the highest professional level.

Women comprise 21% of Rotary club members in this region, a percentage slightly higher than the worldwide average for Rotary clubs, which is 19%.

**Comment from a Rotarian**

“I personally know a number of very well qualified women who lead clubs and other aspects of the Rotary organization who are more than able to complete the tasks required of them and represent Rotary…very well.”

Refer to *Strategies for Attracting & Engaging Members*, Chapter 1: Get Serious About Membership, Step 3: Engage New Members.
 Rotary clubs can benefit from having a good balance of member ages by effectively meeting the needs of their community, and appealing to professionals of all ages. Clubs that attract younger professionals thrive, and have an abundance of engaged members to choose from for club leadership roles.

In this region, 83% of members are 50 years or older. Worldwide, 70% of Rotary members are 50 years or older.
Contrary to popular belief, the majority of Rotarians work full-time. In this region, 50% of Rotarians work full-time while 33% of Rotarians are retired. Worldwide, the percentage of Rotarians working full-time increases to 70%, and the percentage of retired Rotarians decreases to 21%. 

### Employment status: Australia, New Zealand & Pacific Islands
- Working full-time: 50%
- Working part-time: 33%
- Leave of absence: 12%
- Retired: 4%
- Other: 2%

### Employment status: Worldwide
- Working full-time: 70%
- Working part-time: 21%
- Leave of absence: 1%
- Retired: 6%
- Other: 2%
Tenure

In this region 82% of Rotarians have been members of Rotary for three or more years. Worldwide, 78% of Rotarians have been members of their Rotary club for three or more years. This trend shows that there has been some success in membership in particular retaining members. However, the trend also shows some Rotary clubs have been unsuccessful in attracting new members.

Bringing new members to your Rotary club is an integral part of assuring its sustainability and future. New members can re-energize your club with new ideas, ways of doing things, and different skills. Existing members can become more engaged through new members by being involved in their new member orientation to your Rotary club as a mentor. Mentoring can remind existing members of why they joined Rotary, the benefits they receive as a member, and reinvigorate their passion for Rotary.
Retaining Members

The most recent retention study (1 July 2010 – 1 July 2012) shows the following retention rates of members in Australia/New Zealand/Pacific Islands. Clubs in this region have lost 18% of their members.

<table>
<thead>
<tr>
<th>Region</th>
<th>Members on 1 July 2010</th>
<th>Members on 1 July 2012</th>
<th>Net Change</th>
<th>Percent Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia, New Zealand, &amp; Pacific Islands</td>
<td>42,294</td>
<td>34,685</td>
<td>(7,609)</td>
<td>-18%</td>
</tr>
<tr>
<td>Worldwide Total</td>
<td>1,131,213</td>
<td>930,766</td>
<td>(200,477)</td>
<td>-18%</td>
</tr>
</tbody>
</table>

Retaining members is even more important than attracting new members. Clubs with a high turnover of members lose the institutional knowledge that they have invested in members through club meetings and trainings at the club and district level. Recent Rotary research has shown that the main reason why members leave is a lack of engagement.

Your Rotary club is more than a meeting. The meeting is an integral component. But your club should stand out from other clubs because of its ability to motivate and get members involved in club activities, its local and international service projects, and fellowship with other members.

Comments from Rotarians:

“I thought several times about finding another organization to work with. It took about one year to garner the information needed to learn. I found a member willing to mentor me. I vowed that this experience would not be experienced by any one of my invitees to club membership.”

“My experience has been very good so far. The first week, they made me greeter in the club and I got to learn who each individual is. By checking them in and saying ‘hi,’ it’s been really good to get to know everybody and to help.

Refer to Strategies for Attracting & Engaging Members, Chapter 1: Get Serious About Membership, Step 4: Keep Existing Members.
2011-14 Pilot Programs

On 1 July 2011 four new pilot programs, associate membership, corporate membership, innovative and flexible clubs, and satellite clubs, were started to investigate feasibility, success, and interest by Rotary members. A maximum of 200 clubs could join each pilot, and applications to join the pilots closed in May 2011. These pilot programs will continue until 30 June 2014.

### Associate Membership Pilot
Allows an individual to become associated with a Rotary club, its members, programs and projects, with the expectation of club membership within a designated period of time.

### Corporate Membership Pilot
Allows a corporation or company in the club’s area to become a member of the Rotary club, through an established membership process. The corporation or company can appoint up to four designees to attend club meetings, participate in projects, vote on club matters, serve as club officers and participate on club committees.

### Innovation and Flexible Rotary Club Pilot
Allows clubs adjust their operations to better suit the needs of their members and community. Pilot clubs are authorized to change their Standard Rotary Club Constitution and Rotary Club Bylaws in any area other than RI membership dues requirements.

### Satellite Club Pilot
Allows clubs to conduct multiple club meetings during a week, each taking place at a different location, on a different day, and/or at a different time. Satellite clubs can assist in chartering a new club; accommodate rural areas, communities with small populations and others within large metropolitan areas.

<table>
<thead>
<tr>
<th>Region</th>
<th>Associate Pilot</th>
<th>Corporate Pilot</th>
<th>Innovation &amp; Flexibility Pilot</th>
<th>Satellite Pilot</th>
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<tbody>
<tr>
<td>Middle East &amp; Africa</td>
<td>12</td>
<td>10</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Asia</td>
<td>26</td>
<td>26</td>
<td>24</td>
<td>15</td>
</tr>
<tr>
<td>Australia, New Zealand &amp; Pacific Islands</td>
<td>13</td>
<td>20</td>
<td>16</td>
<td>12</td>
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<tr>
<td>Europe</td>
<td>27</td>
<td>13</td>
<td>31</td>
<td>6</td>
</tr>
<tr>
<td>Latin America</td>
<td>37</td>
<td>26</td>
<td>33</td>
<td>21</td>
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<tr>
<td>USA, Canada &amp; Caribbean Islands</td>
<td>62</td>
<td>94</td>
<td>73</td>
<td>54</td>
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</table>

Clubs in Australia, New Zealand, and the Pacific Islands are well represented in all four pilot programs. The highest number of clubs from this region is participating in the corporate membership pilot program.