



*Lions International Australia*

# *District 201V3 Newsletter*



Web Site address : [www.201v3.lions.org.au](http://www.201v3.lions.org.au)

PP363372/00004 February 2015



Here's hoping you have all recovered from the festive season and, the New Year extravaganza. By the end of December I had visited 53 Clubs. Each visit was different showing me that the Clubs of the District are

hardworking both in raising funds and serving their communities.

Lions, as with your Club President, I set a number of goals which I hoped would give the District some direction over the time I was District Governor. I have listed the goals and a few comments as I see them at the end of December. We should always set goals and we should always evaluate our goals in order to see if we are achieving what we set out to achieve.

#### **GOAL No. 1.**

Is to finish the year with a net gain of one new member in each Club. I would like to see at least one lady join each Club in the District. Solid growth through Member information/ recruitment nights. We should be learning from these experiences to help achieve this goal. This is "NOT HAPPENING" The District is currently down by 31 Members.

To increase the membership of the District



This will be achieved by a personal goal of ask one and I challenging all Lions Club members to achieve the same.

The implementation of the ask one a number of times and through the positive leadership of the GMT Team will see an increase in membership through the induction of new members and the RETENTION of present members. I would like to see all Clubs with a membership below twenty (20) actively increase that membership this year.

We have had an increase in membership with the reactivation of the Bruthen Lions Club so far this month. We are still losing members and I think we need to do a lot more in the retention area. I would like to see more Clubs take on the Membership Satisfaction Guide "How to keep members happy and coming back". We do not lose members because of money and cost, but through poor meetings, bad tail twisting, personality conflicts etc. I am pleased with what we have achieved in Bruthen increasing the Membership to 12 with the induction of 4 new members at the January meeting that attended the information night in November.

#### **GOAL No. 2.**

Is to provide more opportunities for our young people by an increased club participation in Junior Public Speaking, Peace Poster Project with kits being released in January, Youth of the Year and Youth Exchange programs.

A segment on "Junior Public Speaking" was introduced to the District at the Convention in the hope that Clubs/Zones will take up this program as a benefit to their community and the children involved.

#### **GOAL No. 3.**

Is to increase our new members' knowledge of Lions. We have District Chairman who would just love to talk to clubs and at Zone Meetings to pass on information about their portfolios and programs.

Make sure that the new members receive a copy of the District 201 V3 "Lions Orientation and Information"

#### **GOAL No. 4.**

Is to provide an enjoyable District Convention, with the hard working Team from our hosts Lions Club of Mornington, as a highlight of this weekend I would like all clubs to participate in the Christmas Cake Decorating Competition.

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I believe we had a great Convention and I achieved all that I set out to achieve. We need Clubs or Zones to take up this wonderful project.

District Chairmen who developed a static display shows the aspect of Lions Projects at our Convention and could be developed more to become better each year.

**GOAL No. 5.**

Is to charter at least one new Lions Club, I am looking for several energetic Lions to work on Extension.

The potential for growth is there and we have to seize the opportunity and plant those new Clubs within those communities that do not have an association with our Great Organization.

We have started on this goal with a team looking at Sandhurst at the present time and I am hopeful we will form a Club in this community very early in the New Year.

**GOAL No 6.**

Is to work together as one big happy family whatever our position. To show our respect for others and to say ----'thank you for a job well done.

Clubs have a number of set activities and in some cases these activities are I believe not truly serving of the community. I have urged Clubs to become more aware of their local community and really set about serving the community.

To encourage the running of as many different training programs that can be facilitated by the District Officers. Good training helps with promoting good leadership and if we can promote good leadership then our growth and development will be a positive one.

This is a difficult one and until Lions accept that these courses cost money and there is a need to support all training sessions then I am afraid that the benefits of an excellent training program will not be reaped by the Lions and Clubs of the District.

We have some wonderful programs, but we do need the support of all Lions. One of the most important aspects of this is the encouragement offered by members of long

standing to those contemplating attending a training course.

I expect that the dates and time for the incoming Officers, Presidents, Secretary, Treasurers and Membership Chairmen will be else ware in this Newsletter.

I would like to Congratulate Lion Neil Wingrave being selected as a facilitator at the International Leadership Coarse in Rotorua in New Zealand

To assist the Fire ravaged areas of Australia. Donations can be made to the "Australian Lions Foundation" via District Treasurer Lion Geoff Neal.

*Joyce Radford DG*

**PAST INTERNATIONAL PRESIDENT  
THE LATE KAY K FUKUSHIIMA'S  
LETTER ON MEMBERSHIP**

The following is a letter from Past International President the late Kay K Fukuthima on retention. What our P.I.P. had to say is important and I would ask each club member to carefully read this letter and ensure it is put into practise at grass roots level in your club

A sage philosopher once said: "Measure the board twice before you cut it." The same goes for dropped members, which is why I am writing directly to you now.

Every year, at nearly the same time around the world, many Lions Clubs go through the ritual of membership "house cleaning" of dropping members for various reasons, but most related to non-attendance. This is a serious step: an action governed by strict procedural and constitutional requirements. It is a significant action that requires careful investigation, and must never be routine in style or nature. The first impulse in most cases should be retention, not expulsion.

Certainly there are clear-cut cases where termination is called for. I am not writing about these situations. Rather my focus is on the many cases cloudedly "extenuating circumstances"

clouded by events in members' lives such as family, employment, or health related conditions that alter their daily activities and, sadly, too often, their regular involvement with their own Lions Club.

He suggested contacting Clubs personally to seek their consideration in refraining from decisions to drop members without first exploring positive alternatives. You should know that many options are specifically designed to retain members who may experience a permanent or temporary change in their lifestyle situation.

Of course the Club should promote regular attendance at meetings and activities. It is, however, important to make every effort to contact members when they miss consecutive meetings. Seek constructive criticism from these and other members to enable your club to focus and respond in areas where rejuvenation is in order. Consider membership categories specifically designed for temporary or permanent situations where attendance requirements are less demanding, i.e. member at large, privileged, associate or affiliate. Please remember that your club's initiative in processing transfer member forms for those members who relocate can also serve to retain a valuable member in our family of Lions Clubs.

On occasion, a member may involuntarily delay payment of dues. Because dues payment is a critical member responsibility, your club may wish to consult with a member and his or her sponsor concerning delinquent dues, and alternatives. While not recommended as a general practice, in an appropriate circumstance, the club members may agree to advance the member for dues from its administrative funds. Publicly raised funds may not be used for dues or other administrative expenses.

He suggested an effort to review and revitalize your member retention practices. Measure the board twice: don't drop a member until you take the time to remember and utilize the information provided in this bulletin, along with the Clubs on unique methods for preserving membership.

Thank you for all your efforts in strengthening and making your club such an important and integral part of the International Association of Lions Clubs.

The Late Kay K. Fukushima  
Past International President  
2002-2003 These points still apply!

## **CABINET SECRETARY**

The "New Year" break is now over and back to work for all.

Could all Secretaries please do a print out of their members from the International web site and have those members check the addresses recorded as I am still getting flyer sheets returned each month for non-delivery of Lion Magazines because of incorrect addresses recorded.

All District, Multiple District and International dues will have been paid by now so I need not mention these as a reminder – had I ?

A "Nominations Meeting" should be held this month for the officers for all clubs in the 2015-16 year. An "Election Meeting" needs to be held in March. Included with this newsletter mail out is a PU101 form to be completed as soon as possible and returned so that details can be forwarded to Multiple District and the new Multiple District directory can be printed and distributed at a reasonable time. Sure it is great to receive these forms back via email [cabsecv3@gmail.com](mailto:cabsecv3@gmail.com) or snail mail as you desire.

An important date to remember is 18<sup>th</sup> March 2015 as this is a closing date for applications to receive assistance from the Christmas Cake Allocation fund. Full details are at Rule 7, Section 15 of the District Rules and By Laws which are available on the district web site. Remember late submissions will not be considered so start work on the preparation of your club's application now. By the way has your account for cakes and puddings been settled ? It is an embarrassment to the district, DG Joyce, and your club to have these accounts outstanding and have to be chased by Multiple District.

Earlier newsletters called for a club to host the 2016 convention. The opportunity still exists for a club to step forward and become the host

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club for this convention. Maybe a club towards the western end of the district as Lakes Entrance at the eastern end are hosting 2015.

Have you registered to attend the Multiple District Convention at Newcastle from 30<sup>th</sup> April to 4th May and to attend the V3 dinner associated with that convention. Now is also the time to complete this registration and book for the V3 dinner. It is also time to think about delegates and alternates for this convention and deceased members that should be remembered. These returns (5 & 6) are due shortly so that I can forward to convention authorities.

*Ken*

Ken Blay  
Cabinet Secretary

## VICTORIAN LIONS FOUNDATION ANNUAL GENERAL MEETING

WILL BE HELD ON

**SUNDAY 22nd. FEBRUARY 2015**

AT THE  
BIONIC INSTITUTE  
384-388 Albert Street  
East Melbourne

9.00 a.m. for 9.30 a.m. sharp commencement  
Council Meeting to follow at 10.00am. Annual  
meeting attendees are welcome.

All Lions Clubs of the "V" District please note that each Chartered Club in good standing in those Lions Districts is a Member of the Foundation and is, therefore, entitled to representation of One Delegate – **in a voting capacity** – at this Annual General Meeting.

All Lions are cordially invited to attend.

Learn how we work for YOU, and support YOUR projects. Get an understanding of how the Victorian Lions Foundation operates. Hear a speaker who is expert in one of the supported projects.

John Mitchell  
Secretary  
Victorian Lions Foundation.



## DISTRICT V3 INFORMATION DAY

SUNDAY 7TH JUNE 2015

The annual District V3 Information Day will be held at Federation (formally Monash) University, Northways Road, Churchill.

All, repeat all, Club members are invited and encouraged to attend and the day will be full of valuable Lions information, presented by experienced District Lions. Presentations will include:

- operating in Club roles (President, Vice President, Secretary, Treasurer, Membership Chairman)
- aspects of change within the Lions organisation, including information on the approaching Lions Centenary activities and Club opportunities
- leadership information and upcoming development opportunities for members
- membership growth initiatives and activities
- open question opportunity for all attendees
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These information days are also an opportunity to meet other Lions, identify members of the District Cabinet and establish ongoing relationships and networks within the District.

Start preparing now, by identifying who might be interested in attending from your Club, then advising your attendance when requested.



*ordinary people  
amazing things*

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## Cake Fund Allocation

District cake allocation funds are available to clubs seeking assistance towards the provision of medical equipment to public medical services, facilities and institutions also equipment for publicly funded aged persons nursing homes, special development schools and any equipment that is beneficial to the health and well being of patients.

Set out herewith are the requirements in brief before a grant can be made.

1. All applications must be on the prescribed form available from the Cabinet Secretary.
2. Applications shall be lodged with the Cabinet Secretary not later than the 18<sup>th</sup> March 2015.
3. Applications shall obtain the following details:-
  - (a) full description of equipment sought with two quotations detailing the cost and availability.
  - (b) Name of recipient, need for equipment and agreement to accept same
  - (c) medical appraisal of the equipment by a qualified medical practitioner or hospital superintendent
  - (d) written confirmation of subsidies available
  - (e) written advice of amount available from Lions Club and the recipient
  - (f) by what means any shortfall of funds will be met

To be sure that your application receives committee consideration obtain, read and comply in full with District 201V3 Rule 7 Section 15 which is available on the District web site under Rules and By Laws.

## ENGAGING MEMBERS

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## RETAINING MEMBERS

Reading the January message to Clubs from International President Joe Preston, I was interested in one of his introductory paragraphs that said,

*"I am asking club leaders to focus on our **Keep 1** campaign, which emphasizes the role that each Lion can play in retaining members. To increase*

*membership satisfaction, I'm inviting clubs to take advantage of tools that can help them engage members more effectively."*

### What engagement means ...

The simplest definition of member engagement spells out the relationship at its heart: it is when, , 'the organisation values the member and the member values the organisation'. It recognises that every member chooses whether to do the minimum, or to do more for their Club.

There is literary evidence on engagement (among volunteers and in the workplace) that is littered with examples of people who work harder, think more creatively and care more because they feel fully involved in what's happening in their organisation.

One 2005 study suggests that engagement improves performance in part because engaged people are more likely to put energy into their interactions with others, while their positive approach may in turn motivate others, thereby creating a more engaged environment.

### So ... how can Lions leaders encourage members to engage?

The common thought suggests that Lions leaders need to:

- give members autonomy,
- enable them to use a wide range of skills,
- ensure their jobs are satisfying – such as by seeing something through from beginning to end,
- give members support, recognition and encouragement, and
- don't micro-manage them

The personal qualities associated with engagement that leaders should nurture include trust, optimism, resilience and self-belief.

### What are the outcomes when we engage with members?

I strongly feel that we can closely relate engagement experiences in the workplace to volunteer (Lions) activities; see if you can see the similarity (and the opportunities) here ...

Staff surveys in the workplace ask questions about the work environment, and I know more than one that measures employee engagement under 3 headings:

1. Psychological engagement - judged by three questions: 'I look forward to going to work', 'I am enthusiastic about my job', and 'time passes quickly'.

2. Advocacy is measured by whether an employee would recommend their organisation as a place to work and be treated.
3. Involvement is gauged by three questions: 'I am able to make suggestions to improve the work of my team', 'there are frequent opportunities for me to show initiative', and 'I am able to make improvements happen'.

So ... would you like to know that members of your Club:

1. Looked forward to attending meetings and activities, and were enthusiastic about what they did?
2. Recommended that people join your Club because it was a great place to be and members were treated well?
3. Took responsibility for the running of the Club; made suggestions, showed initiative and looked for opportunities and improvements.? They were also willing to take on Club Board positions.

All Club members can assume a leadership role to ensure membership growth and retention; engaging with members is just one way of doing this.

As International President Joe Preston further explains in his January message,

*“Keep 1 is a simple concept that reinforces the importance of keeping each one of your members actively involved. Every Lion can play a key role in supporting new members and engaging existing members in your club.*

*It is important to value your members, to encourage them, mentor them, and more. There is an old saying, "People don't care how much you know, until they know how much you care." If we are to reach our full potential, we have to do a better job of keeping our members engaged and happy to serve as Lions. And together, WE CAN!*

### **STRENGTHEN THE PRIDE - THROUGH ENGAGEMENT**

District GLT Co-ordinator  
Neil Wingrave

NOTE: for further information on this subject contact Neil at: [nwingrave@optusnet.com.au](mailto:nwingrave@optusnet.com.au)

## **MEMBERSHIP WELFARE**

District Governor Joyce Radford and the Lions family of District 201 V3 pass on their sincere condolences to the families of the following members, also to the Lions family who have had a bereavement in their family.

<b><u>District Members passed away</u></b>	<b><u>Lions Club</u></b>
Lion Jim Prendergast	Bairnsdale

<b><u>Member's Family passed away</u></b>	<b><u>Lions Club</u></b>
Lion N. Brown, Husband Ralph	Locksport

<b><u>Members on the Sick List</u></b>	<b><u>Lions Club</u></b>
Lion Jessie Walker	Briagolong
Lion Bill Annear	Briagolong
Lion Brian Tuck	Lakes Entrance
Lion John Kemp	Bairnsdale
Lion Jim Duggan	Bairnsdale
Lion Bob Caire	Bairnsdale
Lion Dianne Feenstra	Wellington Latrobe
Lion John Burton	Wellington Latrobe
Lion Phyllis Wicks	Bass Valley
Lion Murray Goff	Bairnsdale
Lion Noelene Birnie	Longwarry
PDG Lion Donald Cameron	Phillip Island

**Lion Kay Freeburn**  
**District 201 V3**  
**Member Welfare Chairperson**  
**Mobile 0418 052 988**  
**kay.freeburn5@bigpond.com**

*My memory's not as sharp as it used to be.  
Also, my memory's not as sharp as it used to be.*

*Know how to prevent sagging? Just eat till the wrinkles fill out.*



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