

2012 Bangkok International Institute Third Plenary Session



Reach Within to Embrace Humanity

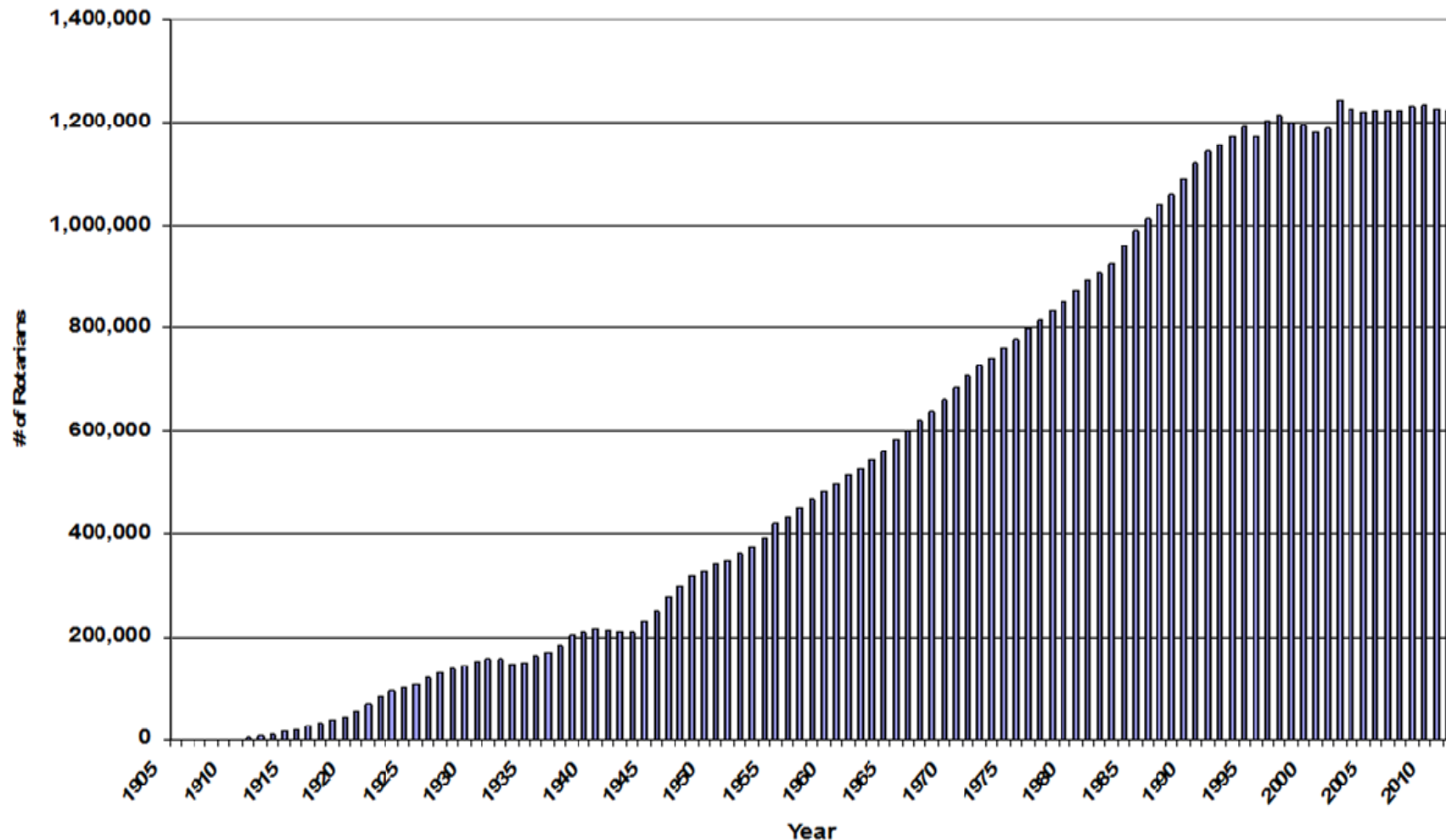
Membership Growth in Asia

TRF Trustee Jackson Hsieh

Friday, 4 May 2012

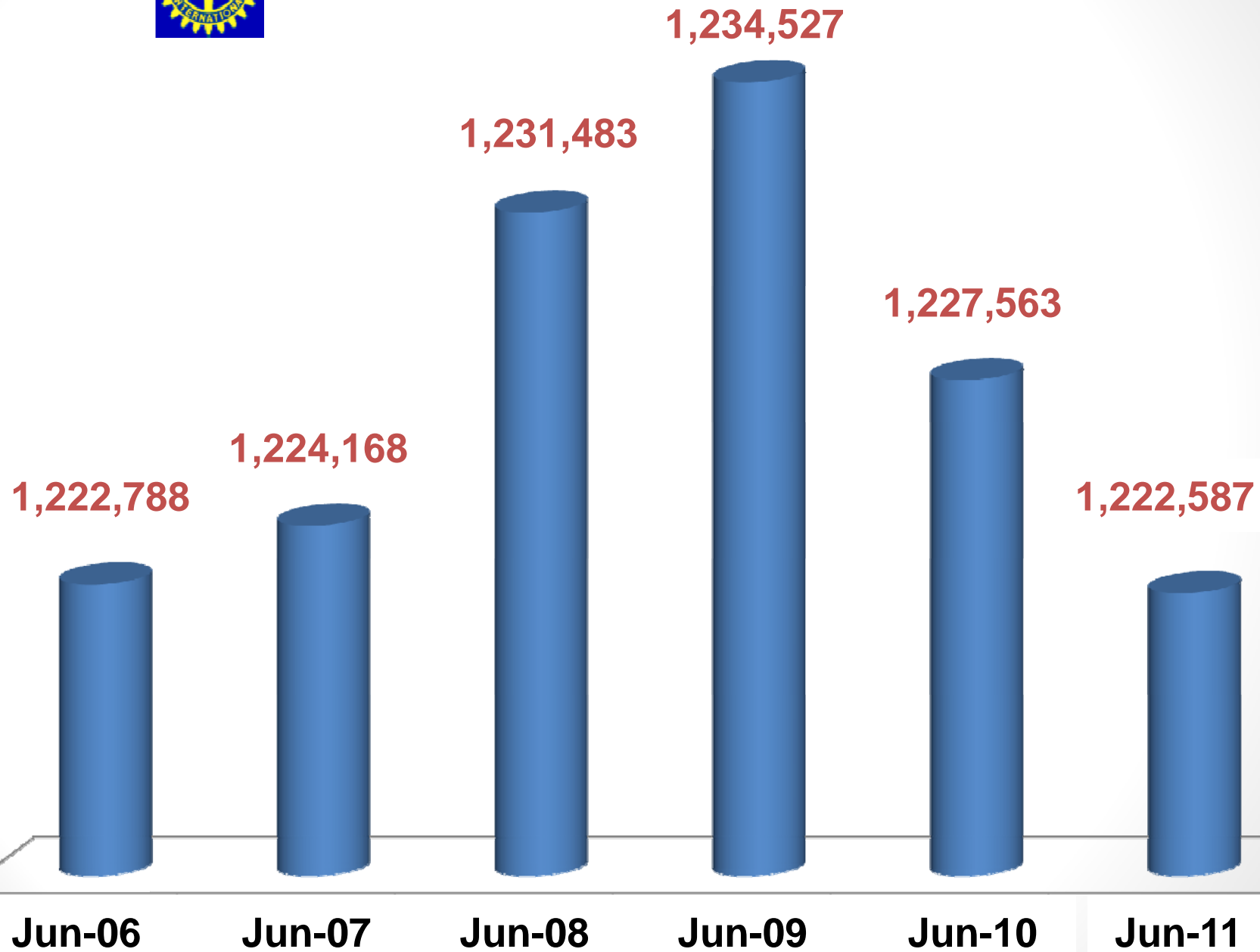
Membership Growth 1905 to Present

Membership Growth 1905 to Present
30 June totals





World Membership Growth



International Institute 2012



World Club Growth

32,756

Jun-06

32,943

Jun-07

33,270

Jun-08

33,790

Jun-09

34,103

Jun-10

34,256

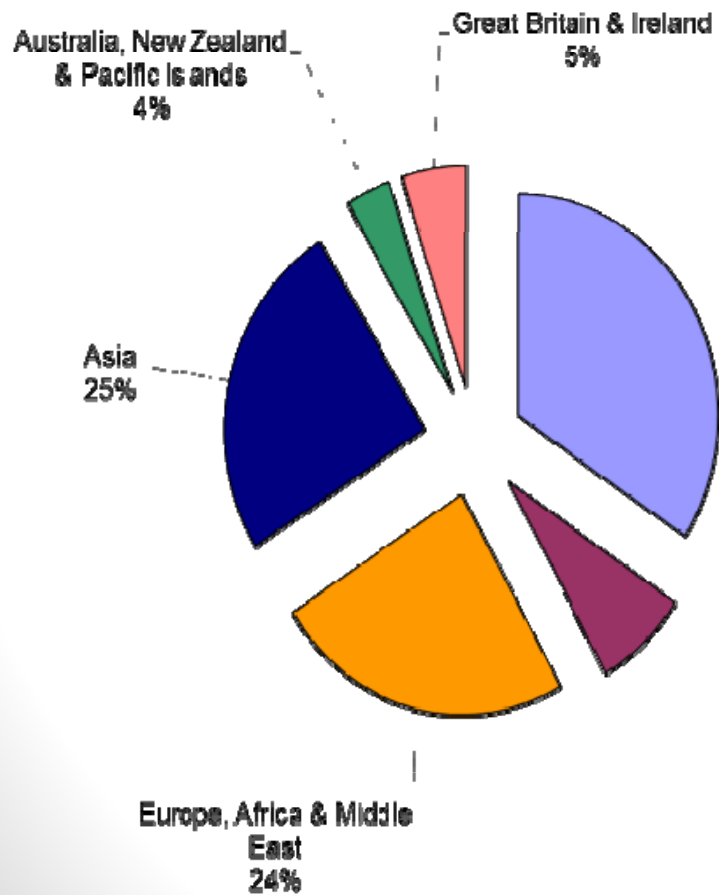
Jun-11



Shift in Membership

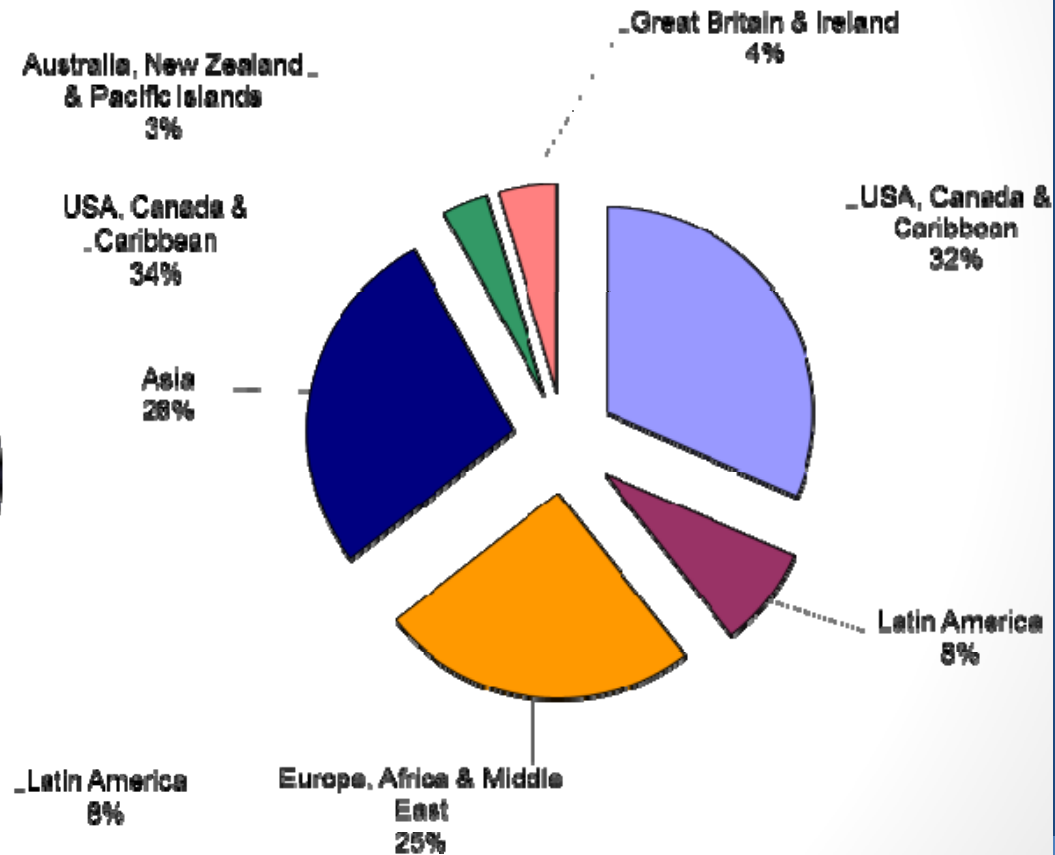
30 June 2006

Rotary Club Membership by Zone / Region
(based on 30 June 2006 total of 1,22,785)



30 June 2011

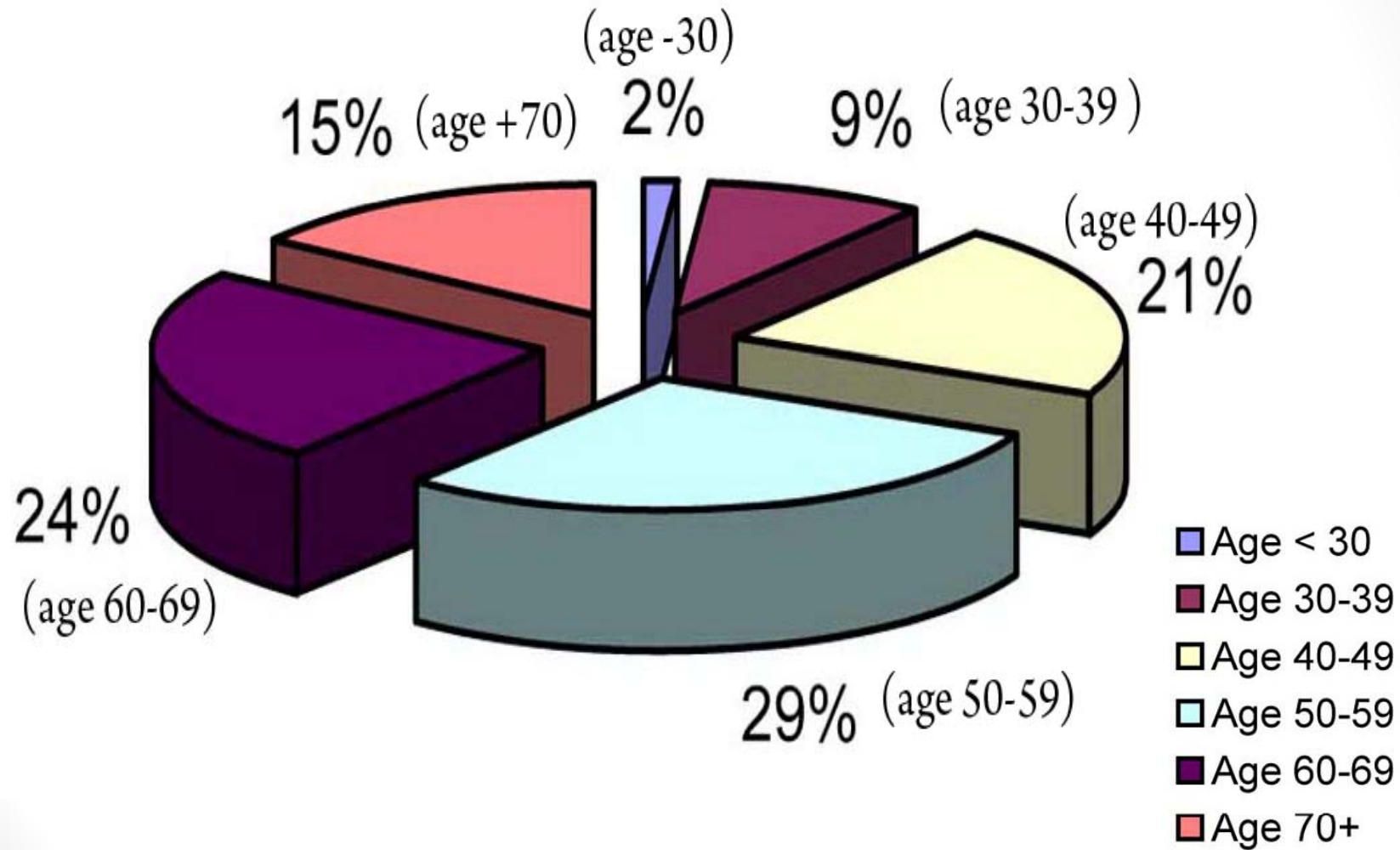
Rotary Club Membership by Zone / Region
(based on 30 June 2011 total of 1,229,413)



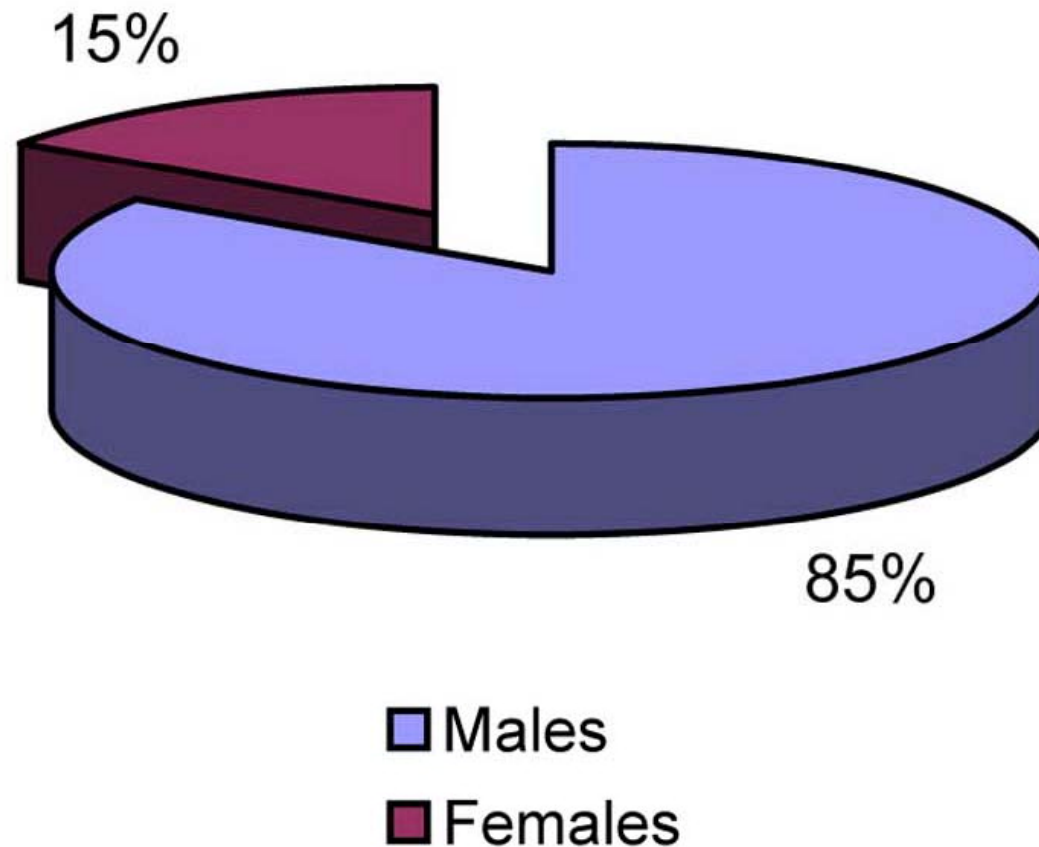
Shift in Membership Distribution by Region

Region	% of total Rotary Membership		Difference (in %)
	June 2006	June 2011	
Asia	25%	28%	+3
Australia, New Zealand and South Pacific	4%	3%	- 1
Europe, Africa, and Middle East	24%	25%	+1
RIBI	5%	4%	- 1
Latin America	8%	8%	0
USA, Canada, and Caribbean	34%	32%	- 2

Member Ages Worldwide



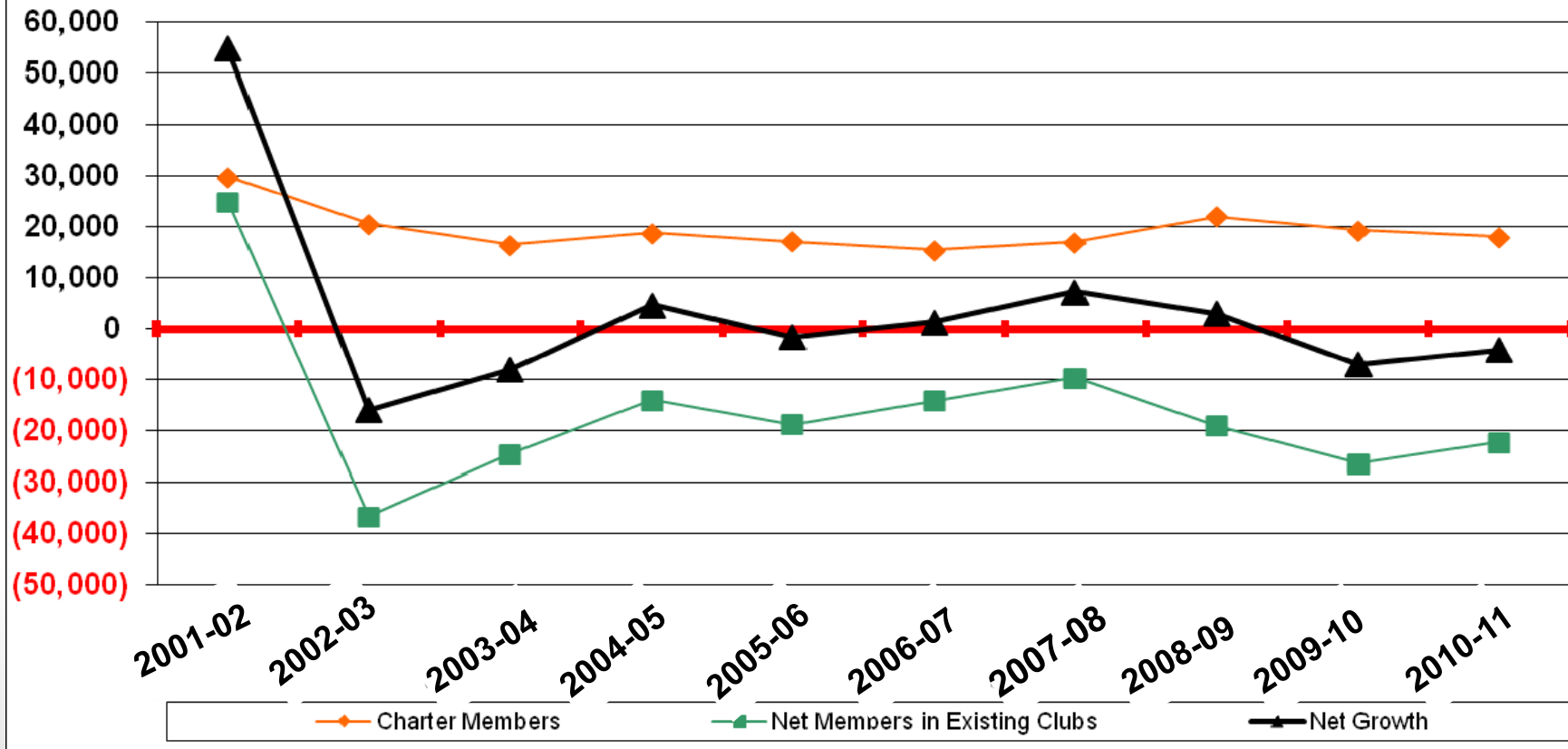
Male & Female Members Worldwide



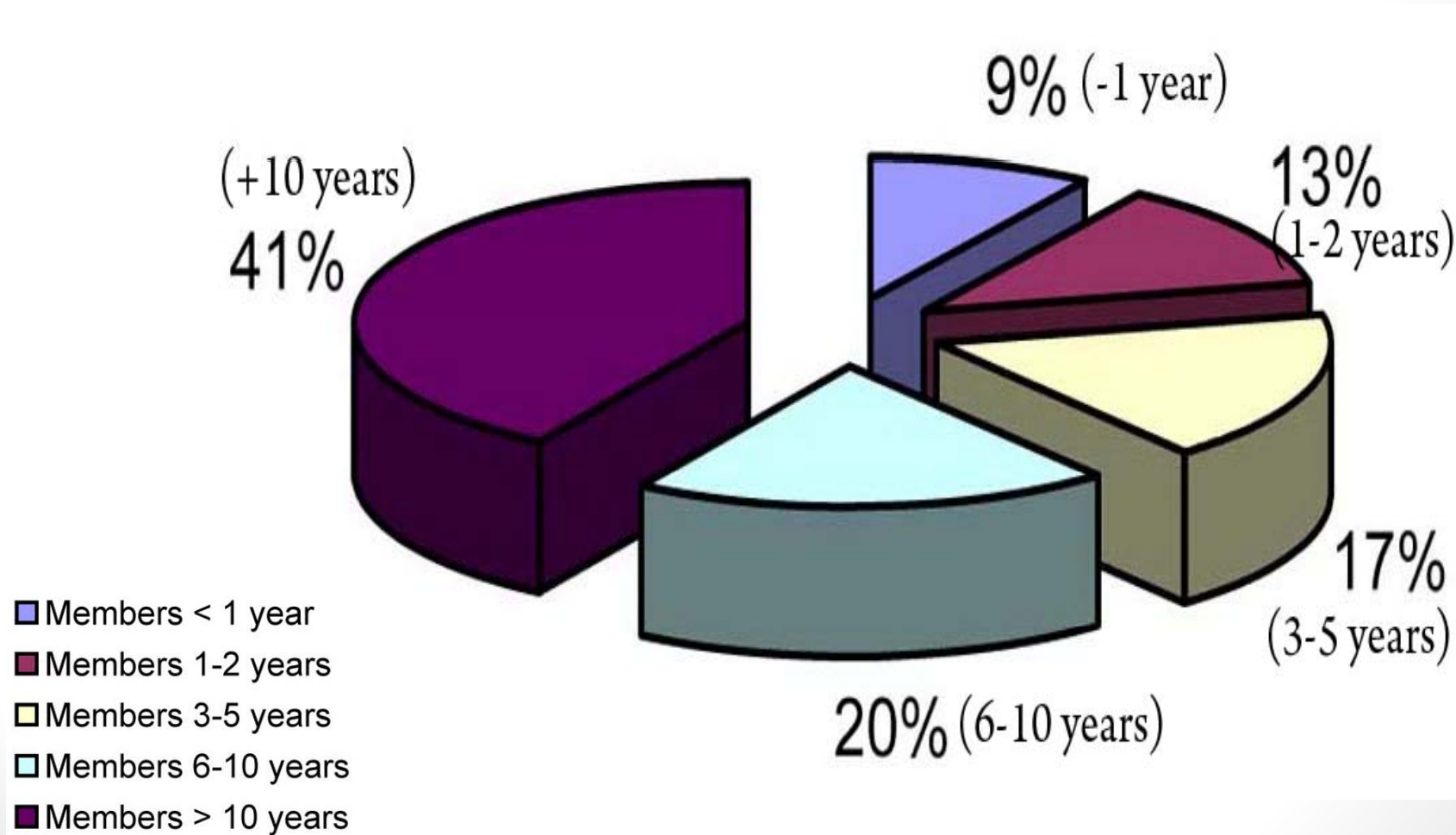
June 30, 2011

Worldwide Net Growth

Charter Members' & Net Members in Existing Clubs' Contributions to Net Growth
 (based on 30 June 2010 total 1,227,563)



Years of Membership Worldwide



June 30, 2011

RI Board's Recommendations and Decisions at the 2011 Sept. Meeting

- **by 30 June 2015, reaching a goal of 1.3 million Rotarians (3% net growth for three years beginning in 2012-13)**
- **development of three-year regional Membership Development & Retention plans**

REGIONAL MEETINGS

Regional	days	date
Africa	2	6 & 7/11/2011
North America	2	16 & 17/11/2011
Europe	1	21/12/2011
India	1	03/01/2012
Thailand etc Zone 6B	1	21/02/2011
Japan	1	19/03/2011
Australia, South and Central America, Korea and RIBI	Being planned	

Asia Net Growth

Charter Members' & Net Members in Existing Clubs' Contribution to Membership Growth in ASIA

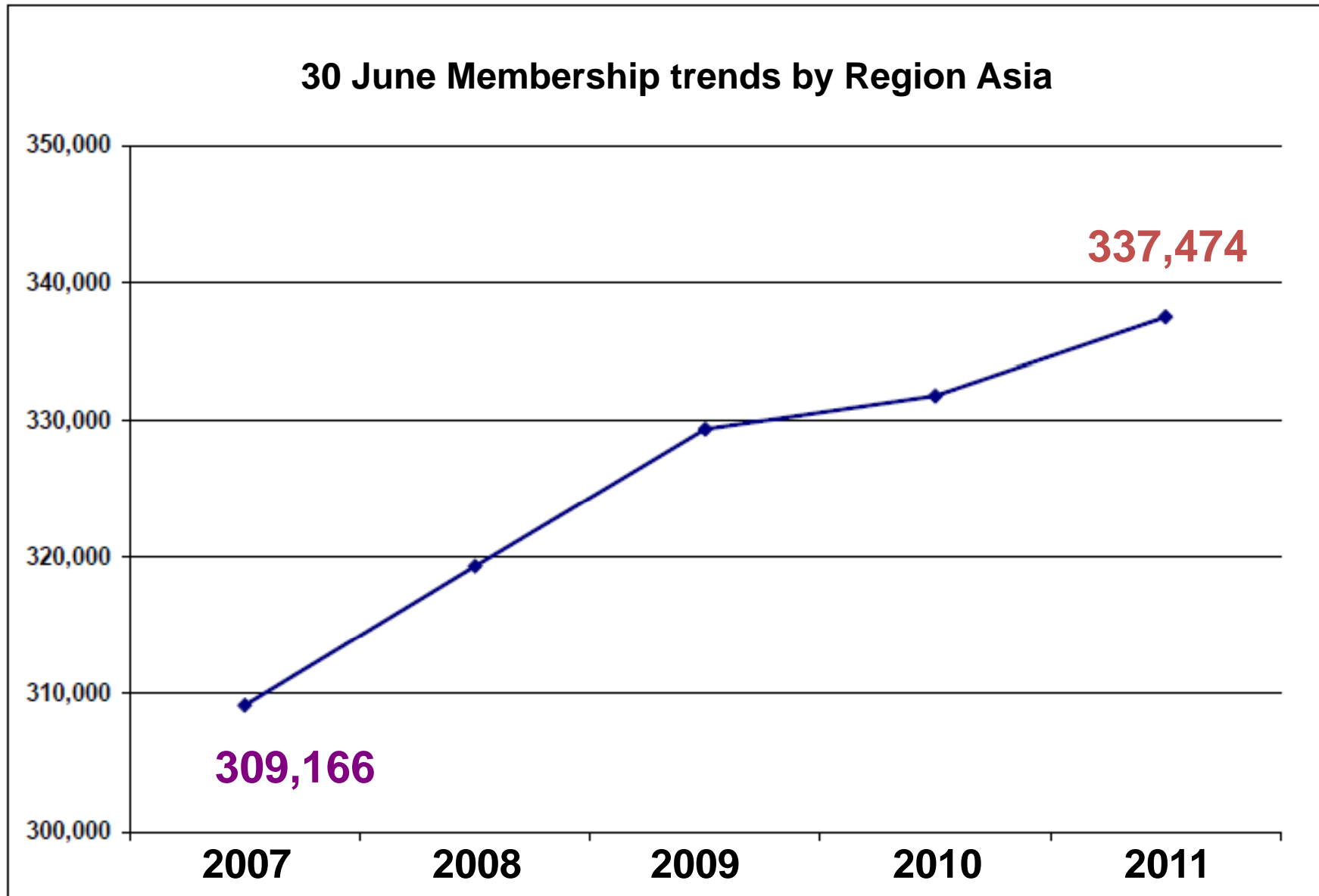


Top 20 Largest Membership by Country

	Country	Club	Member
1	USA	7,835	346,964
2	India	3,127	120,365
3	Japan	2,292	88,655
4	Korea	1,562	61,358
5	Brazil	2,378	56,700
6	Germany	1,006	51,104
7	England	1,452	43,097
8	Italy	800	41,949
9	France	1,052	32,863
10	Australia	1,121	31,931

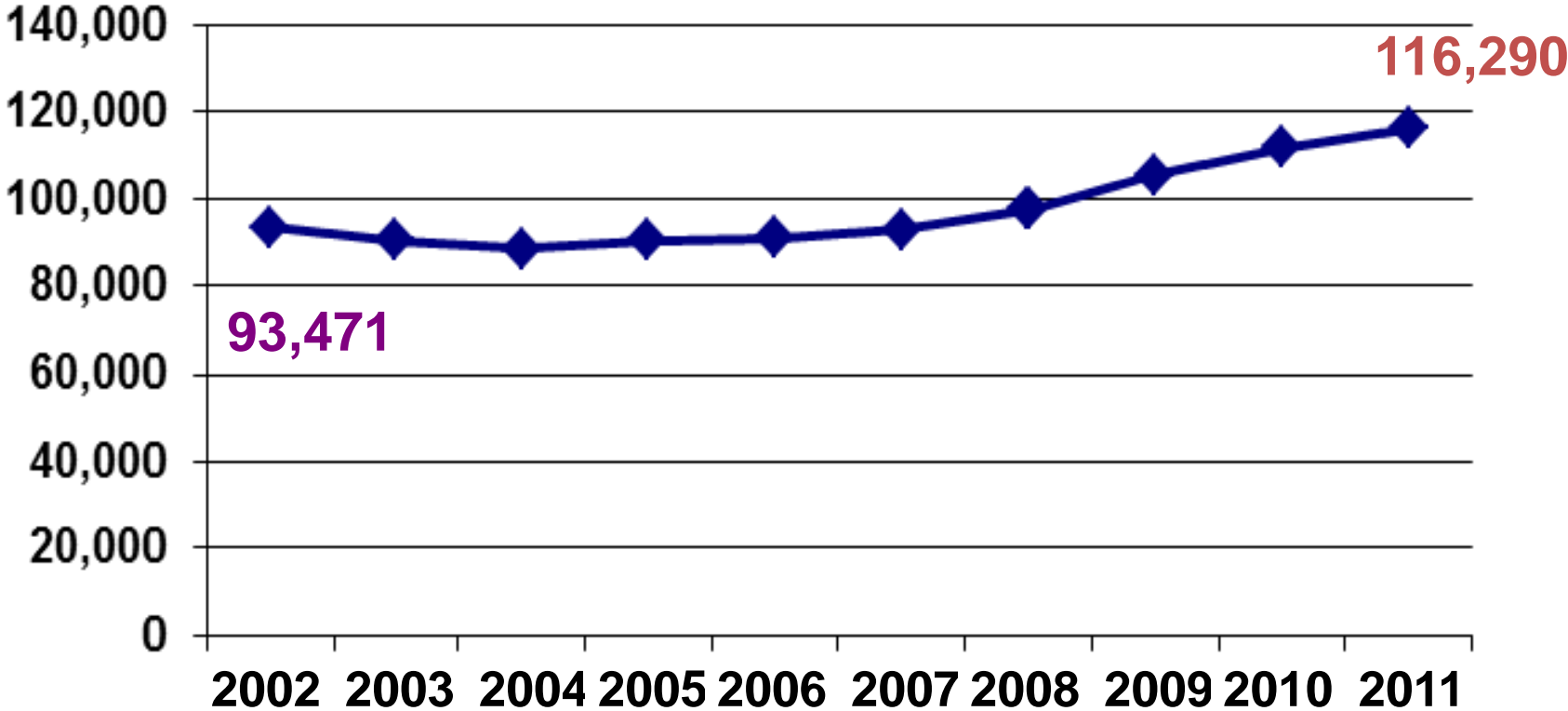
	Country	Club	Member
11	Sweden	553	27,433
12	Canada	736	26,114
13	Taiwan	588	21,469
14	Philippines	807	21,268
15	Netherlands	486	19,361
16	Switzerland	209	12,214
17	Norway	321	12,027
18	Argentina	639	11,519
19	Finland	301	11,322
20	Denmark	281	11,156

Membership Growth in Asia by Rotary Year



India 10 Year Trends

10 Year Trends @ 30 June: India



3 YEAR REGIONAL MEMBERSHIP PLAN - INDIA

GOAL :

**10% year-on-year for the period of three years
(01 July 2012 to 30 June 2015).**

(illustrative)

01 July 120,000 to 132,000

01 July 2013 132,000 to 145,200

01 July 2014 145,200 to 159,720

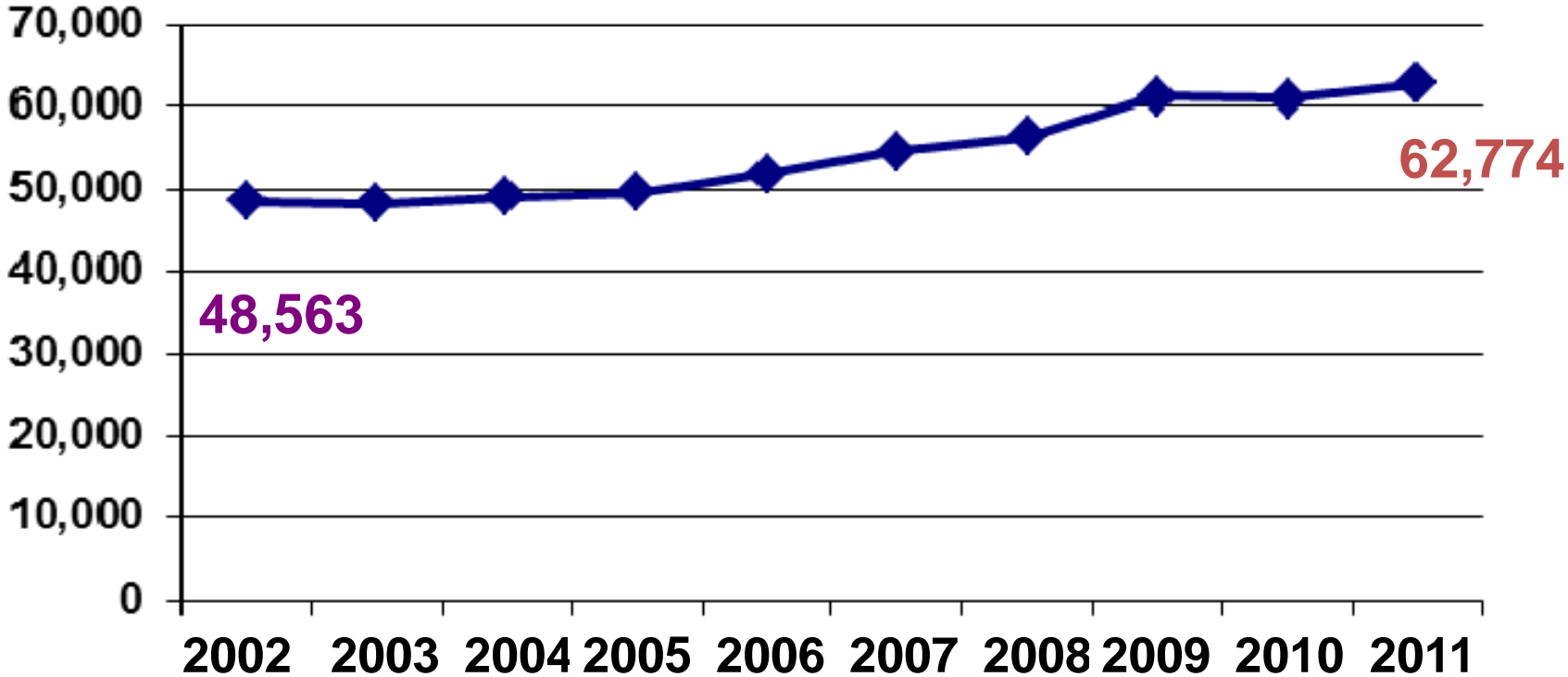
Net increase of members- 39,720

**The target growth rate of 10% can be primarily
achieved by :**

- 1. Women members: 1% net increase / year.**
- 2. Members between 30-50: 7% increase / year**
- 3. Others: 2% growth / year.**

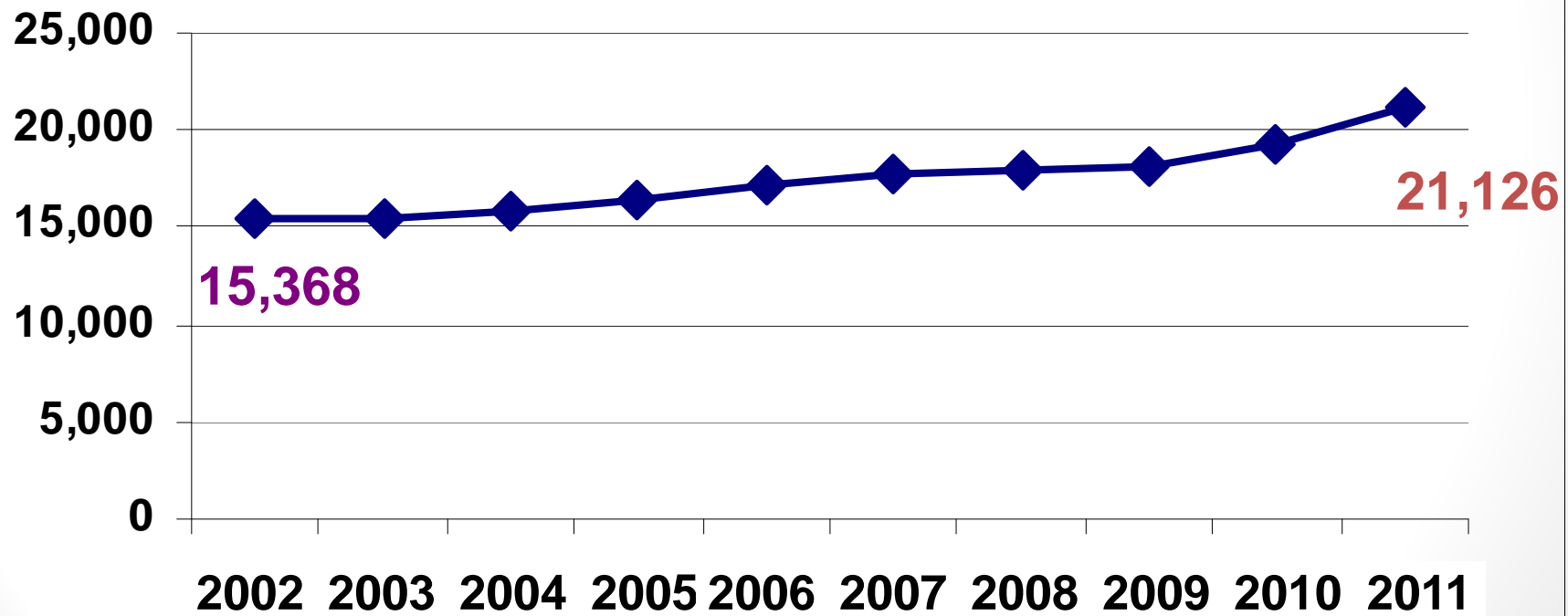
Korea 10 Year Trends

10 Year Trends @ 30 June: Korea



Taiwan 10 Year Trends

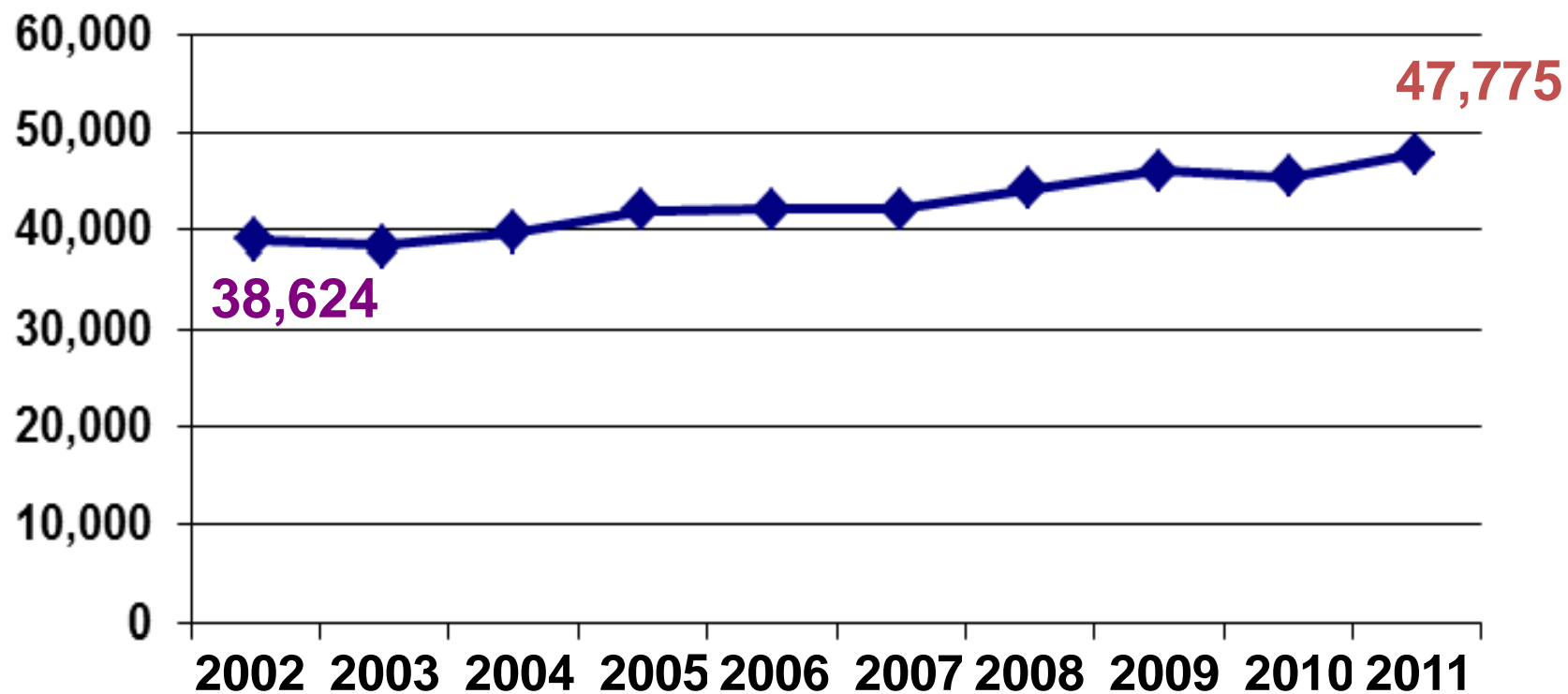
10 Year Trends @ 30 June: Taiwan



Central & Southeast Asia

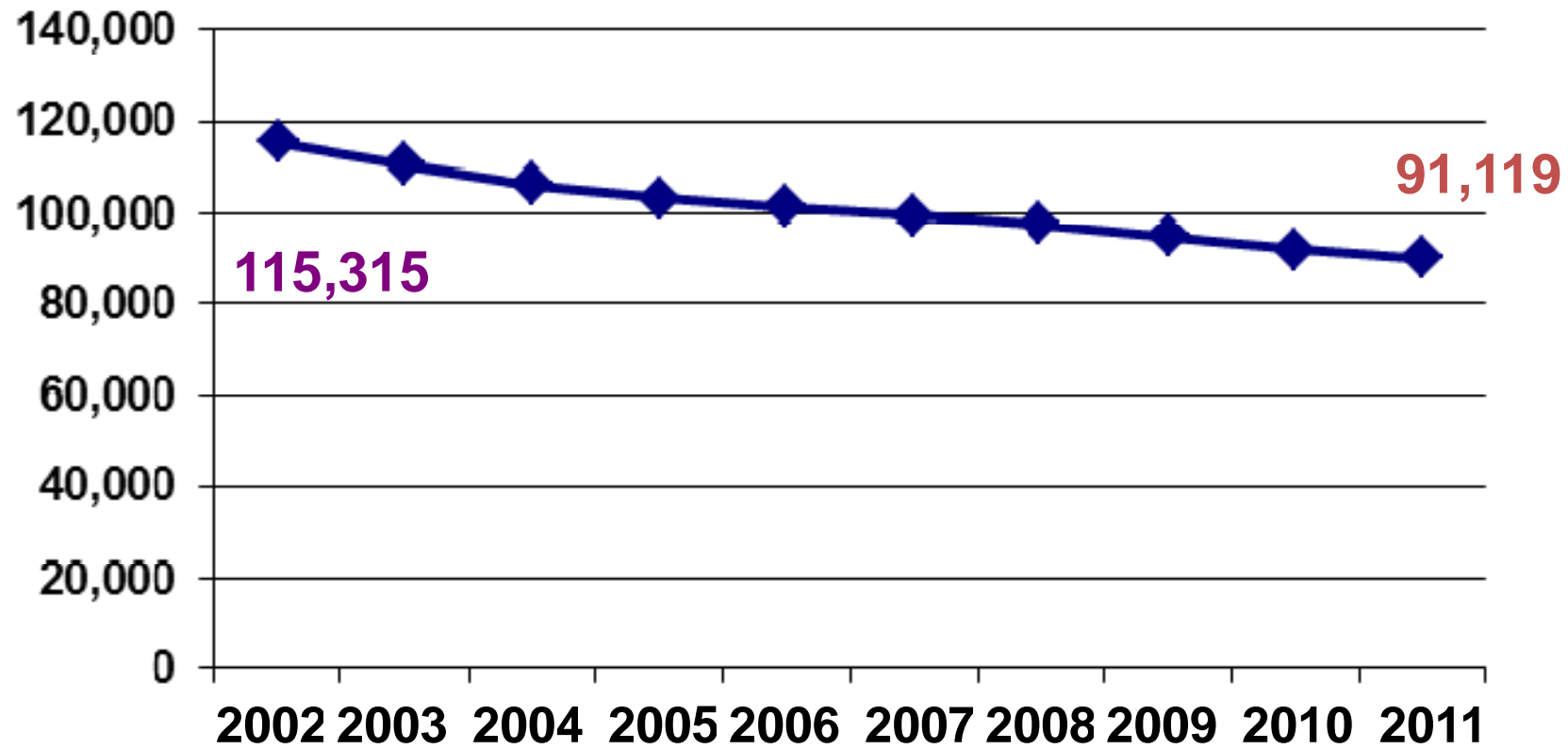
10 Year Trends

10 Year Trends @ 30 June: Central & Southeast Asia



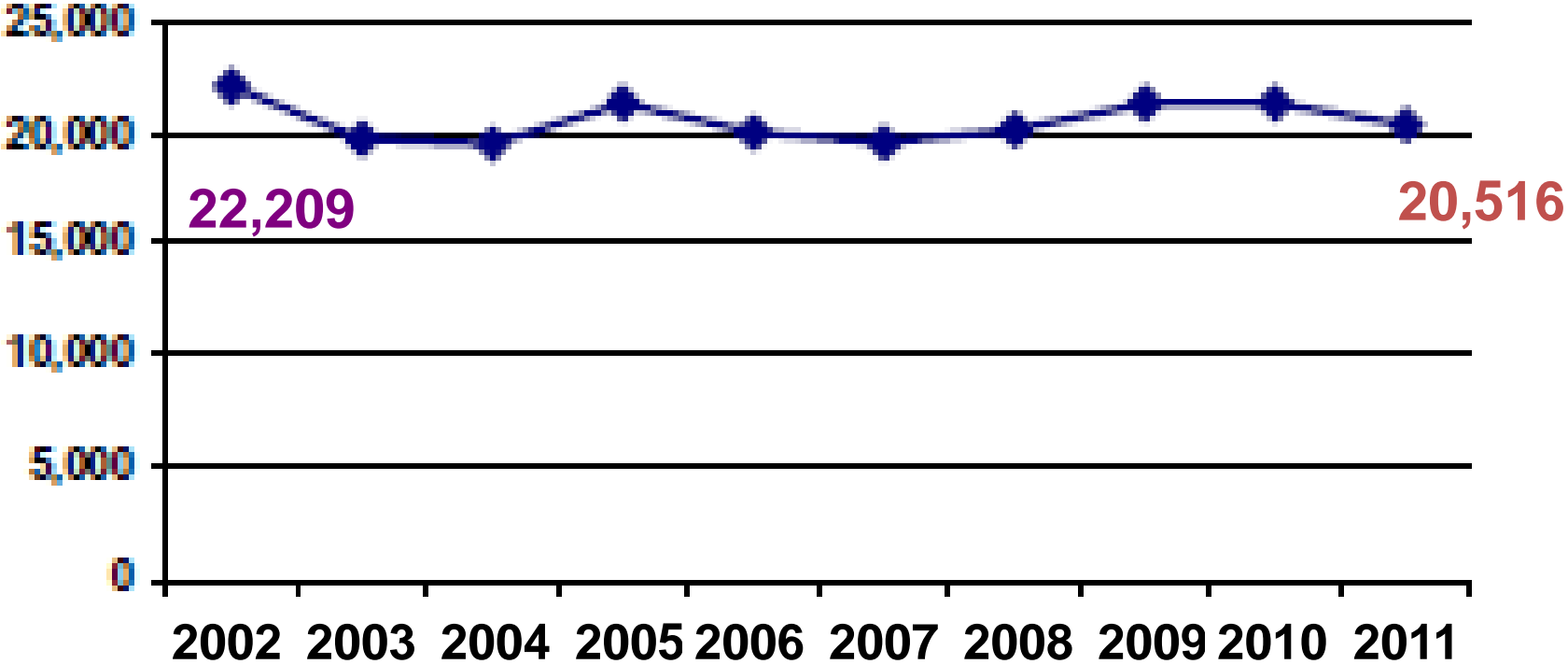
Japan 10 Year Trends

10 Year Trends @ 30 June: Japan



Philippines 10 Year Trends

10 Year Trends @ 30 June: Philippines



New Clubs: Three Years

Country/Region	2008-09	2009-10	2010-11
India	182	205	122
Japan	3	7	4
Korea	110	61	93
Philippines	43	23	23
Southeast Asia	54	18	41
Taiwan	14	28	32
Regional Total	406/48%	342/45%	315/49%
Worldwide	845	762	638

Weaknesses

results from: SWOT ANALYSIS

- **Centralized projects database**
- **Gender bias/conservative: female and young members are discouraged**
- **Increased cost of membership**
- **Politics (clubs and districts)**
- **No centralized public image campaign**
- **Member orientation/assimilation/involvement poor**
- **Phantom clubs (RI to defocus from revenue alone)**

The Rotary Foundation Slogan:

Every Rotarian Every Year
(EREY)



Membership Slogan:

Each Rotarian
Reach One, Keep One



HOW TO REVERSE THE TREND

- **Focus on small clubs**
- **Young members**
- **More e-clubs**
- **Less fee structure, etc.**
- **More females**
- **Reinvite former members
back to our clubs**



Reach Within to Embrace Humanity

The End