

ROTARYOCEANIA.ZONE

OUR NEW SOUTH PACIFIC WEBSITE

We might have all been a little hopeful that our new Rotary website would be up and running by the end of January and while it's anything but complete, we are finally live! This signals the advent of better communications throughout New Zealand and to the rest of the Rotary world. Right now the most important thing is still missing, the links to the clubs around New Zealand and the South Pacific but it won't be much longer then we'll have communications which will be as good as they can be at the same time as having an opportunity to put Rotary on the map with the public of New Zealand.

Earlier this year we called for every club to put forward a member to be involved in the transition process to take this forward to NEXTGen. This is because we want to get as many clubs on board as possible with their own websites all under the same umbrella. If you want to see just what can be done with Clubrunner for clubs have a look at some of those who have joined the ClubRunner group so far: Ahuriri Sunrise, Cambridge, Fairfield, Maketu and Matamata. Shortly you'll see Huntly, Rotorua North, Tauranga Sunrise and Tauranga Te Papa added to this list with more to come. Will you be one of the first clubs to make the change?

4 JUNE 2016

District 9980 Video concerning

ClubRunner for Clubs

A You Tube presentation about ClubRunner for Clubs which is worth a squizz.

https://www.youtube.com/watch?v=dT7KQuWxjUw&feature=em-share_video_user

While this video was written exclusively for District 9980 and our district website is a little more advanced, the commentary on ClubRunner for Clubs is excellent and applies to us just as much as to anyone. If you want a quick and simple overview of the Club edition, please make a point of viewing this 8 minute presentation.

Once you've had a look at that, go onto the ClubRunner site and take in some of the videos available there which are designed to help you get started. Find ClubRunner at www.clubrunner.ca

What's in it for clubs?

It is the intention of the District Governors of the six districts to have every club in Oceania operating a full website on the ClubRunner for Clubs platform as soon as is possible. At this stage we have nine clubs either already up and running or in transition and we still have another three clubs who have made enquiries but haven't yet made the move. To put this in to perspective, District 9980 have 50% of their clubs across the line and expect that to be 80% by the end of June. I understand Districts 9920 and 9970 have a high up take as well.

Clear training is available for all clubs who wish to make the transition and the cost (now in New Zealand dollars) is listed on the next page of this newsletter. This great pricing is being brought about by all of the six districts in the Oceania zone making a combined quarterly payment to ClubRunner. The coordinator has suggested that there will be more than 200 clubs in the zone using ClubRunner within the year and it's hoped that even more will come on board. It would be great to have every club in the region as part of this but we are aware that there are still one or two clubs out there who have limited internet access. This of course doesn't necessarily present a barrier although we do realize that some members will not be able to see the benefits. The benefits as I see them are:

1. Presenting a unified style to the public (and prospective members) which is part of Rotary branding
2. Electronic filing of club records
3. Event management
4. Direct & professional management of our individual profiles on the club, district and on Rotary International's websites by inputting data just once.
5. A website which has been designed from the ground up, especially for Rotary Clubs.
6. The opportunity to have a distinctive URL (very inexpensive) which will distinguish us from other NZ URLs and provide us with exceptional metadata for Google to find our various clubs. i.e. rotarycambridge.club
7. The opportunity to have a President or Secretary or a District Chair email address using our new mail server which will operate at zone level and link directly to all districts in the zone.

If clubs have their own website right now there is a significant value in coming over to ClubRunner. First of all, the seven points just mentioned all apply and while your club may have some of these well covered already, there will be some extras – how many clubs can claim event management (with credit card facilities if you want it) on their website?

But while all this is nice, touchy-feely stuff, the value for money situation is the selling point.

Public Image Newsletter



VOL4 NO. 5

Part of the negotiation has been zero up-front cost for clubs who sign up before end of June. From 1 July you will be paying Clubrunner US\$200.00, a one off charge. From then, the only cost is the ongoing annual maintenance charge which we all have anyway. Right now my own club is paying more than \$1,100 per year to the provider of our website for annual maintenance. This is following an up-front cost of some \$6,000 six years ago which was a super deal at the time. By converting to ClubRunner, Tauranga Te Papa Rotary's maintenance will be NZ\$805.04 annually, paid quarterly with no up-front fees. This could well become subject to GST in November with the new tax ruling regarding GST for off shore purchases but let's wait and see. The above pricing is based on our membership being within 50 and 60 members. The chart with all of the pricing on this page.

The District Website

When it's possible we will be changing the District website to what's known in the industry as NEXTGen or Millennium style. This simply means that our website will be able to be viewed on Tablets and iPads and (provided you can read really small words) even your phone. We would like to have this operating by the 30 June however the task is not small and will take a little time and effort on behalf of our webmaster and his team. While they have no club linking as yet and while they're also in the initial stages, the five other districts will all have Millenium styled websites and while not yet live, these are visible now with D9920 on:

<http://portal.clubrunner.ca/50161>

or D9970

<http://portal.clubrunner.ca/50317>

These sites will have recognizable URLs before they go live.

As I write this we have articles involving Greenmeadows National Art Exhibition, Rotary "Blunt" Umbrellas, Outward Bound, Wine offer from Trooper wines, Tauranga Sunrise's Save a Life project and many other interesting articles featured on the front page. I hope whoever's reading this from those clubs takes the opportunity to ask their members to have a look at the way others see us. Next year it is expected that the front page will become the basis of the District Newsletter which will be sent to you in the usual way but directly from our website. This will ensure we'll see a lot more individual club stories regularly rotating through.

District Public Image committee

Our role is to make the public aware of Rotary and show us in the best possible light.

Jock McIntyre: Tauranga Te Papa Rotary
jockmcintyre@vodafone.co.nz

District Chair of this committee. District representative on the Rotary Oceania Zone Communications committee. District rep to the Information, Communication and Technology committee.

David Hulme: Matamata Rotary.
david@theboltholder.co.nz

David is always available to provide you with an expert's eye when you're putting together something for the media. Further, David has all the physical resources available to clubs including banners, street flags and the Gazebo.

Sue Gunn: Rotorua Sunrise Rotary
suegun25@gmail.com

Sue looks after the Public Image awards for the district and you will be hearing from the new District Governor regarding this very soon.

David Campbell: Maketu Rotary.
D9930website@maketunz.com

David looks after the database for the district website and ensures that what's on our database is the same as what's on the RI site.

Max Patmoy: Ahuriri Rotary.
max@hawkesbay.co.nz

District Website Coordinator and responsible for the overall content of the website.

Ralph Slooten: Napier Rotary.
ralph@rotarynapier.org

District Webmaster. Technical advisor for all things to do with the District Website.

Peter Ball: Ahuriri Rotary
jaxon.ball@gmail.com

Content and Contacts manager for the website.

Gavin Petrie: Fairfield Rotary.
gavinwp@ihug.co.nz

District Communications. Responsible for all bulk mailings from the District and assistance for DG, District Chairs & Presidents concerning communications.

Michelle Whitmore: Tauranga Sunrise
michelle@metromarketing.co.nz

Assistance to clubs with the NEXTGen / Millennium roll-out. mainly graphically with the introduction of our new Club websites. Michelle is tasked with ensuring we all present a consistent quality operation. Michelle will be providing the new look Public Image Newsletter from 1 July.

Have you been using our District website to advertise your forth-coming events?

CLUBRUNNER FOR CLUBS	
ANNUAL SUBSCRIPTIONS FIXED FOR 6 MONTHS	
MEMBERSHIP	ANNUAL COST
<21	\$314.48
21 – 30	\$507.20
31 – 40	\$612.32
41 – 50	\$699.92
51 – 80	\$805.04
81-120	\$1015.28
121-200	\$1208.00

Presidents:

Every year at this time I ask you all to provide me with the name and contact details (email & phone) for your Public Image Champion and your Webmaster.

This publication would normally go to one or both of them however if you wish to continue to receive it as well, that's not a problem but please advise me if this is what you want.

Most important is that you get back to me with your PI Champion and your Webmaster and their details urgently. Because of the pending ClubRunner issues I need to be able to provide this information to the zone.

Regards

Jock McIntyre

Public Image Chair 9930

jockmcintyre@vodafone.co.nz