

Regional Membership
Supplement



Asia

2013

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.

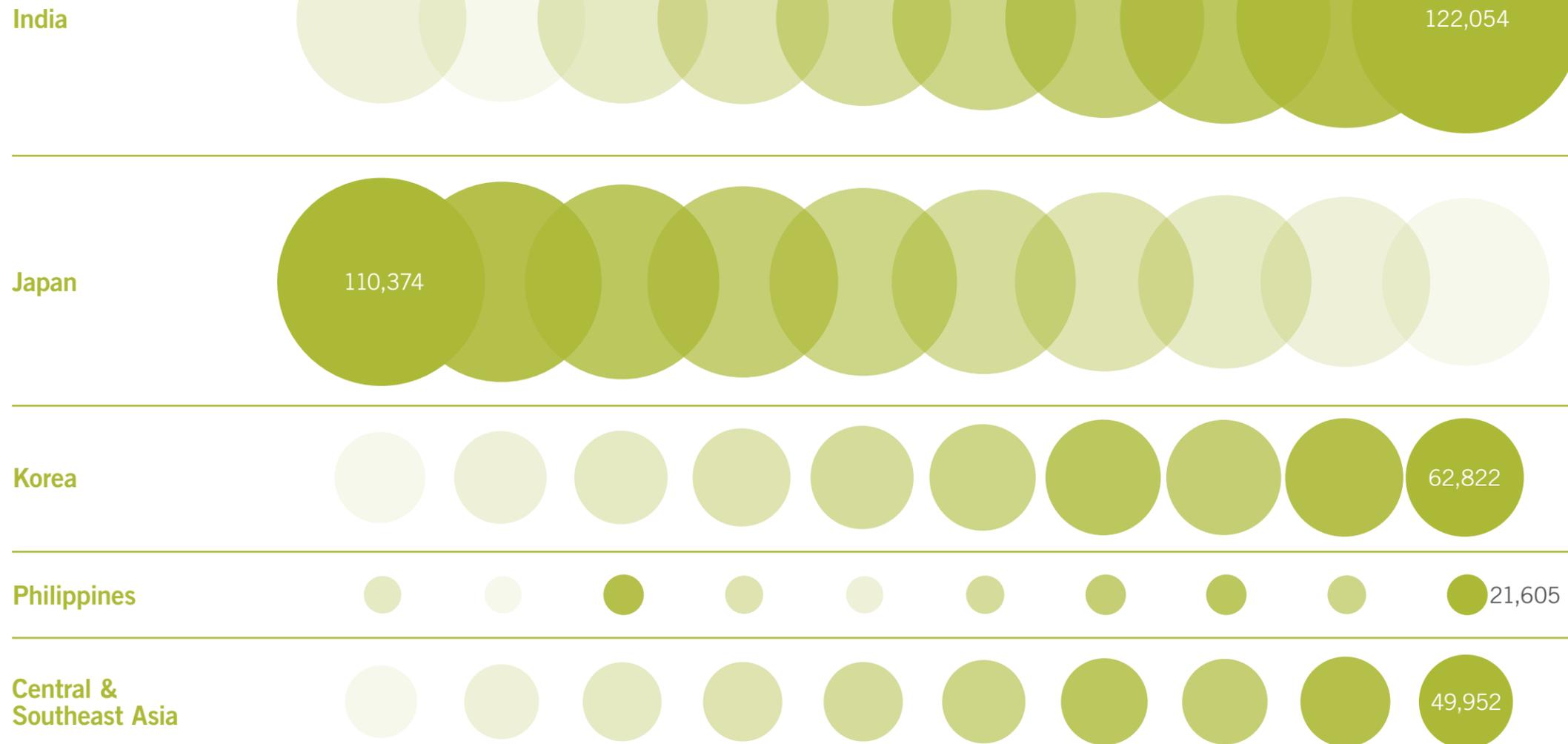


Membership Trends

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

10-Year Trend

2003 2004 2005 2006 2007 2008 2009 2010 2011 2012



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."

Most of the subregions in Asia have experienced growth over the last 10 years with the exception of Japan. Membership in Central & Southeast Asia has increased by 23%, India is up by 26%, Korea is up by 23% and the Philippines is up by 8%. Conversely, membership in Japan has declined by 24%.

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.

Refer to *Strategies for Attracting & Engaging Members*, Chapter 1: Get Serious About Membership, Step 1: Evaluate Your Club.

Club Size

Average Club Size by Region
2012-13 (as of July 2012)

As of July 2012 the average club size in India was 38, Japan 39, Central & Southeast Asia 30, Korea 39, and the Philippines 26. 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.

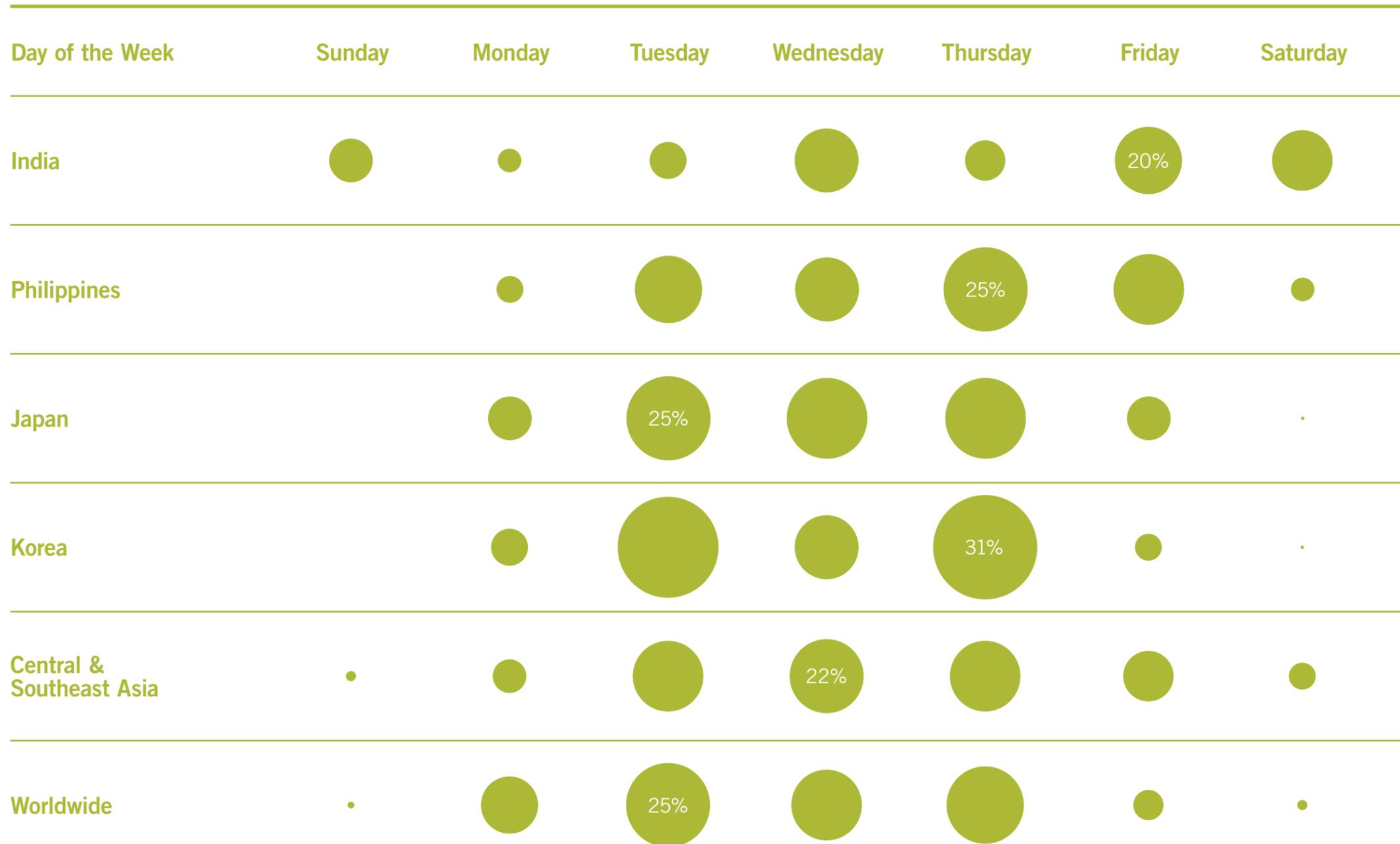
One disadvantage of small clubs is they may not represent all professions and demographics in a community. Smaller clubs may face many challenges that are difficult to overcome due to a lack of members, including overloading members with multiple responsibilities.

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.



In India, Rotary clubs meet between Wednesday, Friday and Saturday.

- 20% meet on Friday
- 19% meet on Wednesday
- 18% meet on Saturday

The Philippines also follows this trend.

- 25% meet on Thursday
- 21% meet on Friday
- 20% meet on Tuesday
- 19% meet on Wednesday

Similarly the most popular meeting days in Japan and Korea are Tuesday-Thursday.

- Japan, 25% meet on Tuesday
- Japan, 24% meet on Wednesday and Thursday
- Korea, 31% meet on Thursday
- Korea, 30% meet on Tuesday
- Korea, 19% meet on Wednesday

This region is in line with the worldwide trend.

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.

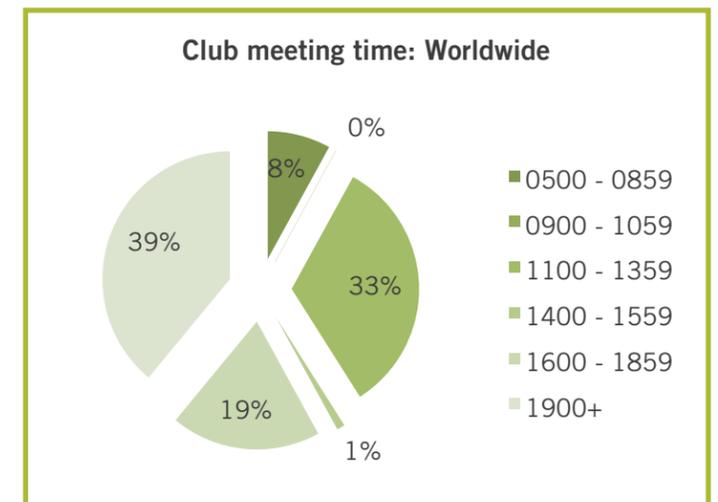
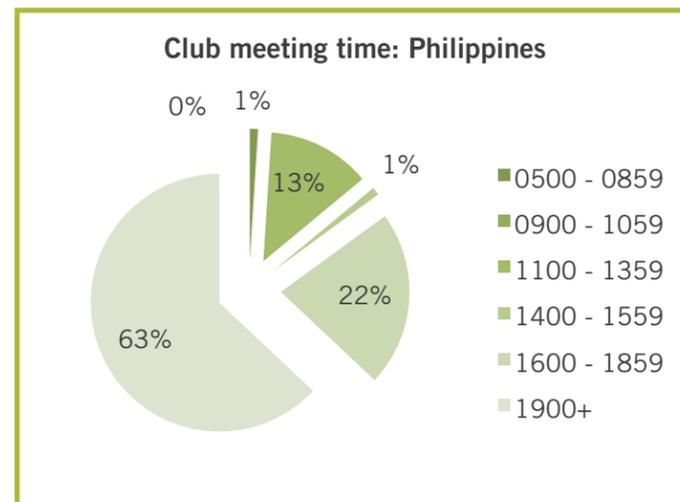
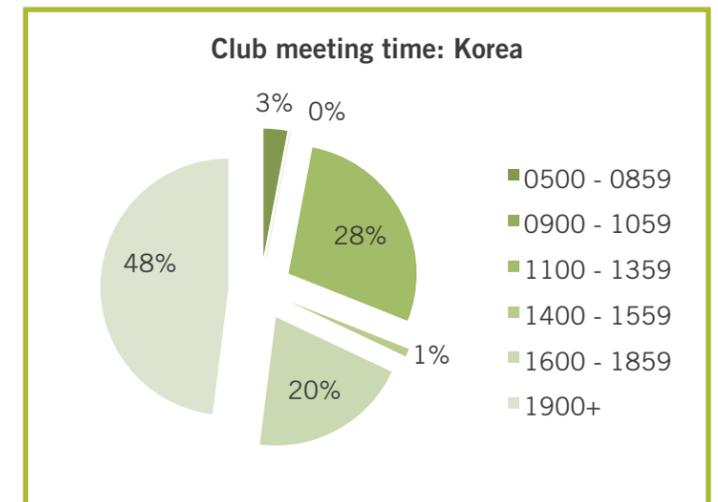
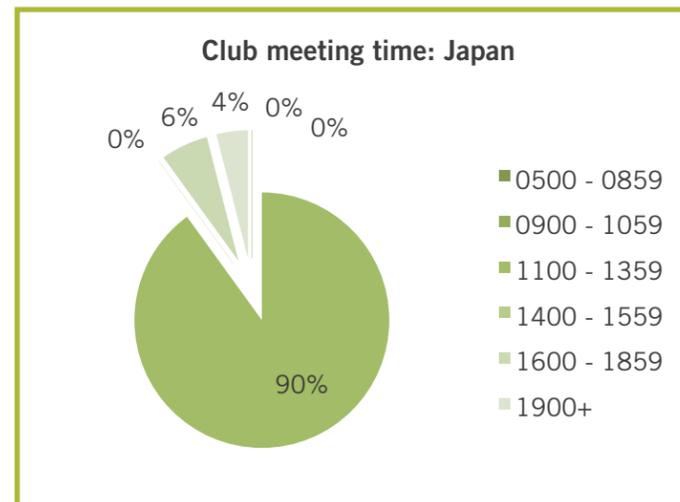
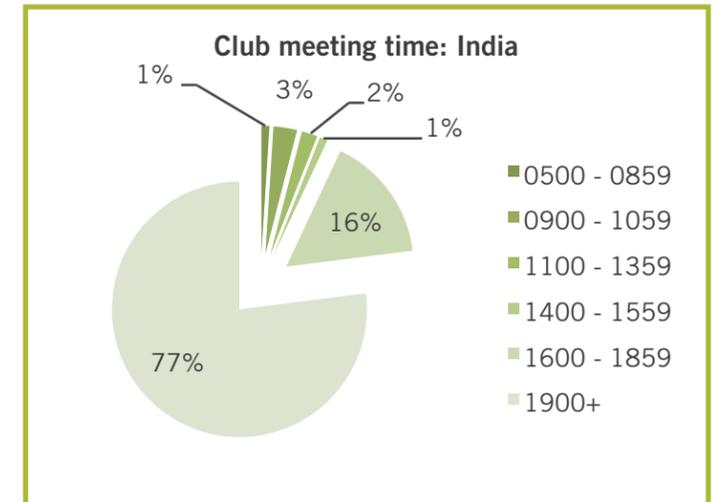
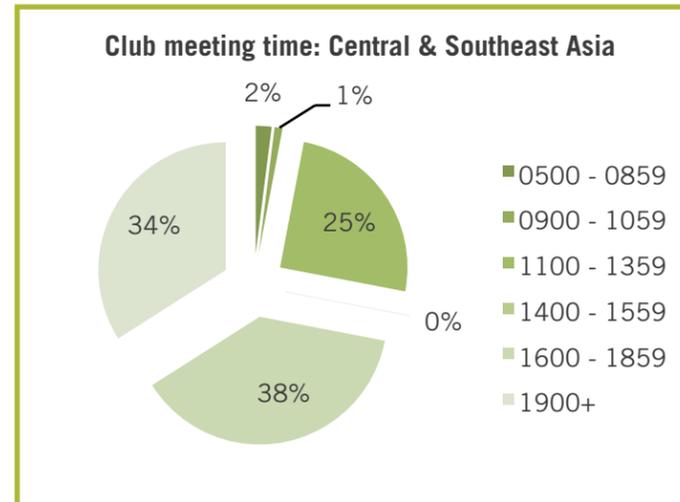
There is also the option of setting up an e-club that meets online. One of the main advantages of this model is that members can be anywhere in the world and still participate in meetings and be active in their club.

Meeting times vary across the subregions:

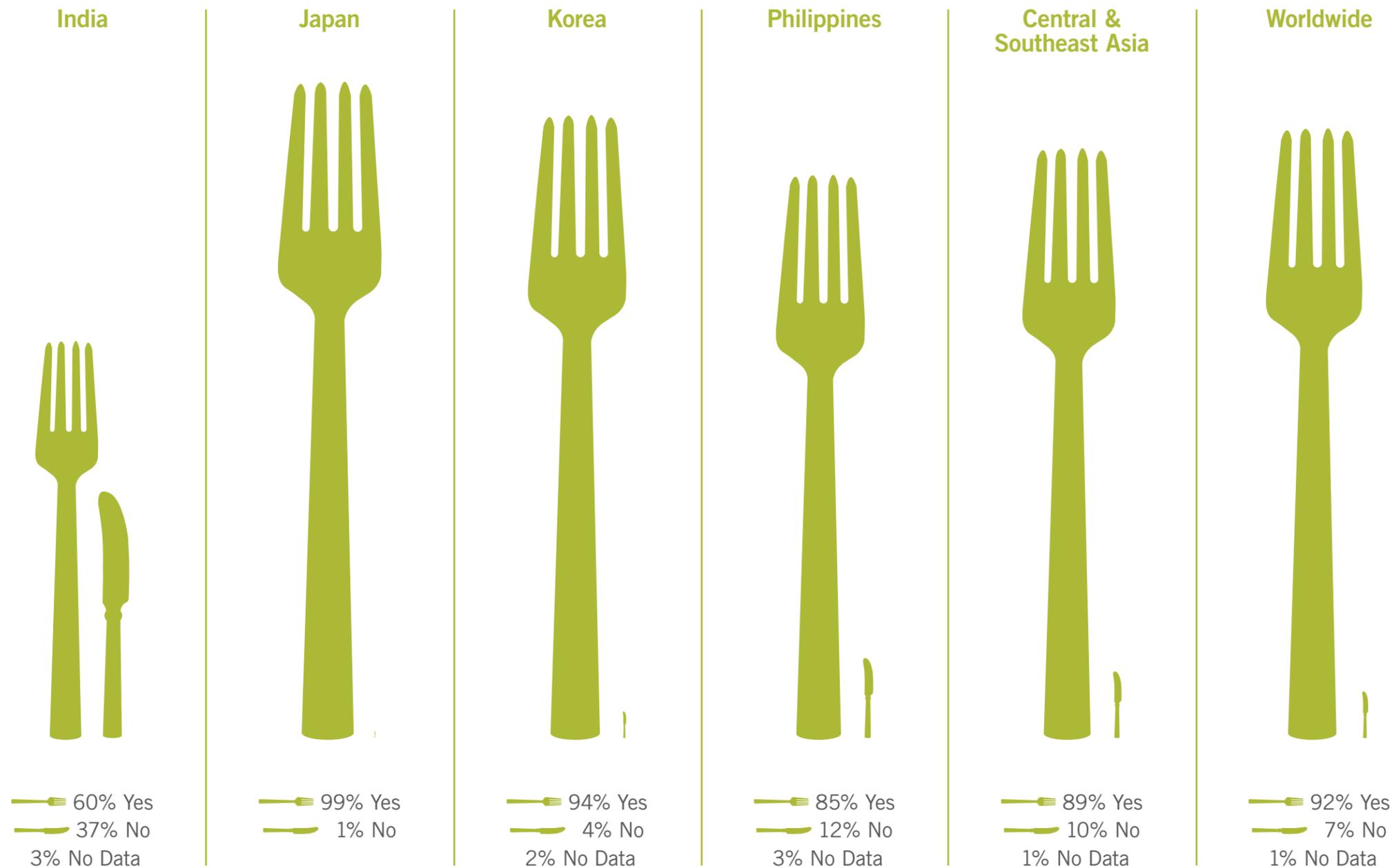
- In Central and Southeast Asia 38% meet late afternoon/early evening, 34% in the evening, and 25% at lunchtime.
- In India 77% of clubs meet in the evening, and another 16% meet at "tea time."
- In Japan 90% of clubs meet at lunchtime.
- In Korea 48% meet in the evening — an increasing trend over the past five years, and 28% meet at lunchtime.
- In the Philippines 63% meet in the evening and 22% meet late afternoon/early evening.
- Worldwide, 33% meet at lunchtime, 19% meet late afternoon/early evening, and 39% meet in the evening.

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



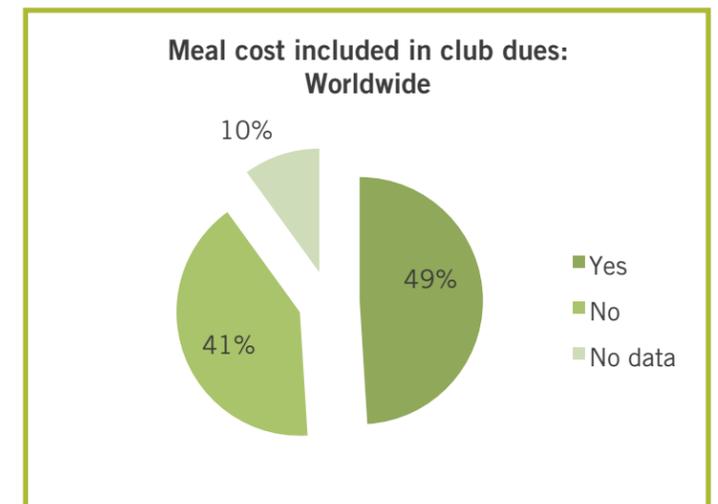
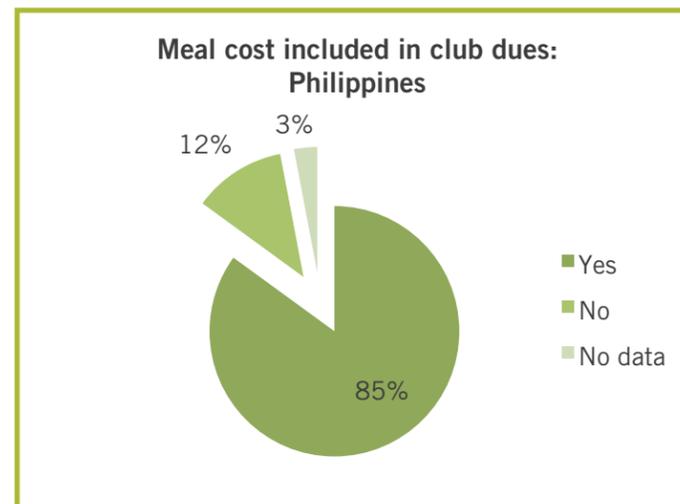
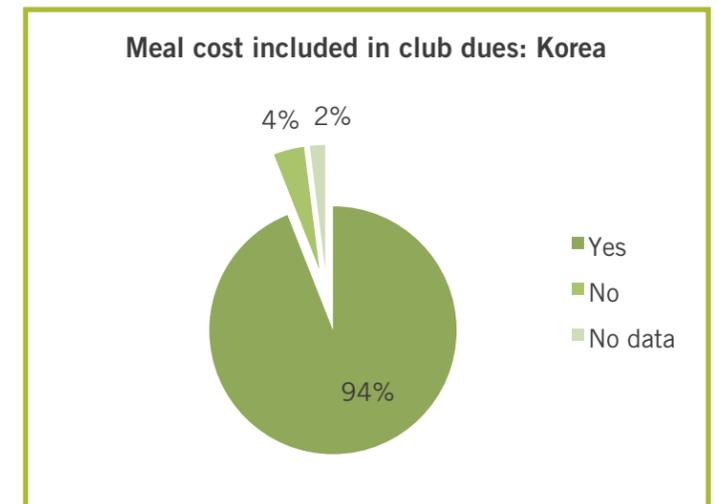
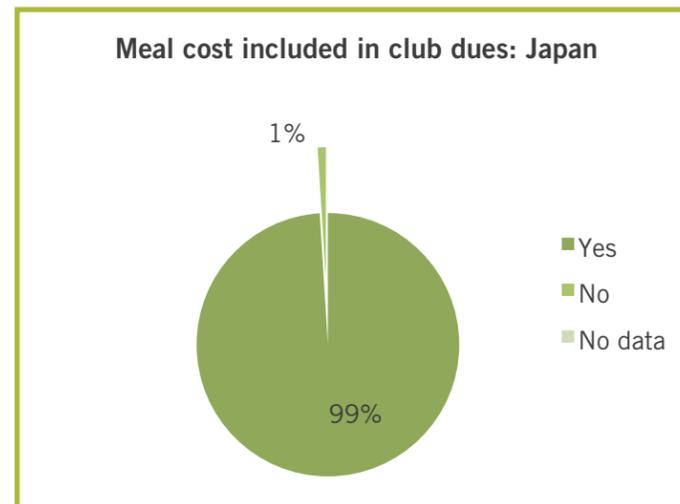
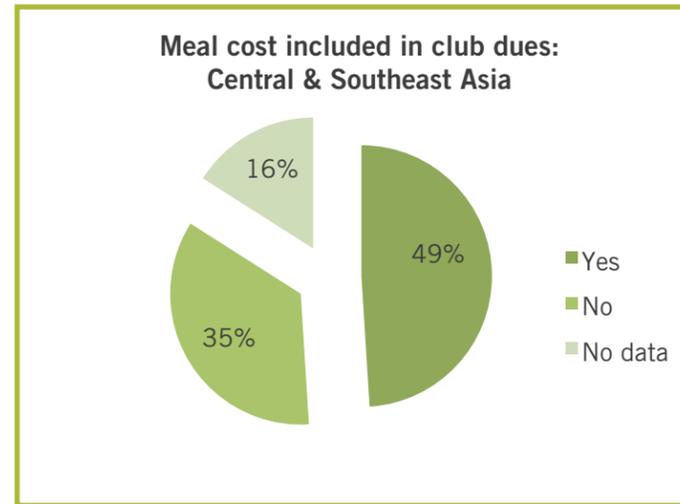
The majority of clubs in this region have meals during their meeting. Japan, Korea, Central & Southeast Asia and the Philippines are the sub-regions with the highest percentage of clubs that have a meal during meetings with 99%, 94%, 89% and 85% respectively. Comparatively, in India the majority of clubs have a meal during their meeting but this is changing with just 60% of clubs providing meals.

Worldwide, meals are still prevalent in clubs with 92% conducting meetings over meals.

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. However, Japan and Korea are major proponents of including meals in club dues with 99% and 94% of clubs doing so. By comparison, in Central & Southeast Asia and India, only 49% and 60% of clubs respectively include meals in club dues.

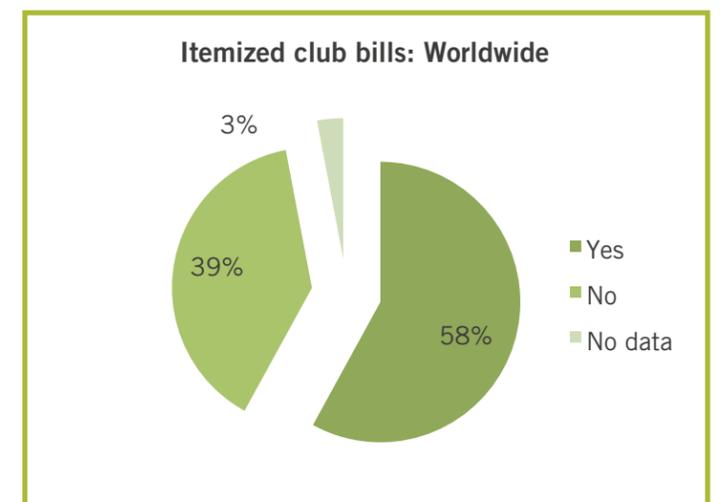
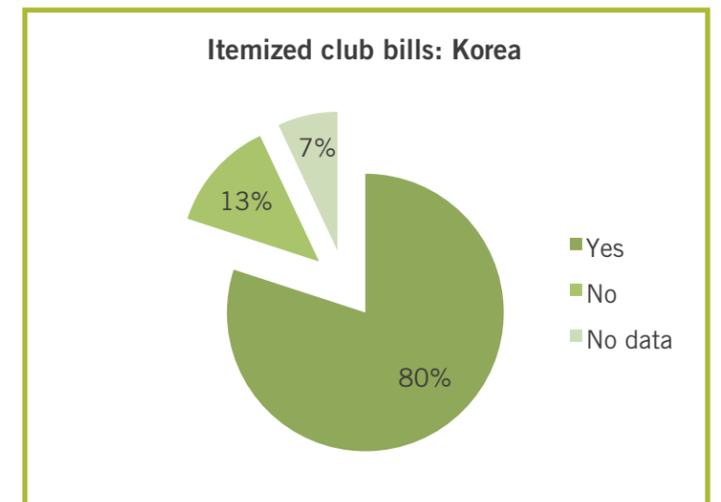
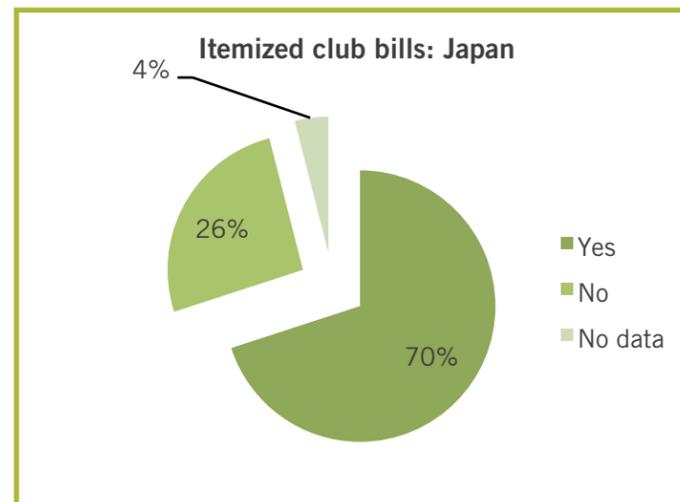
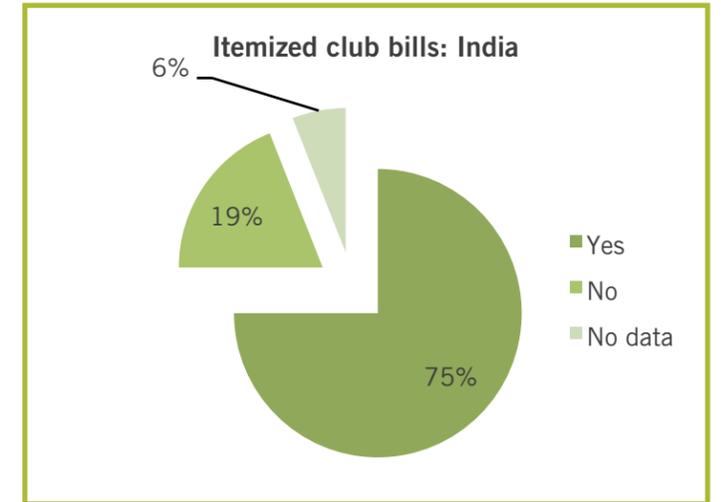
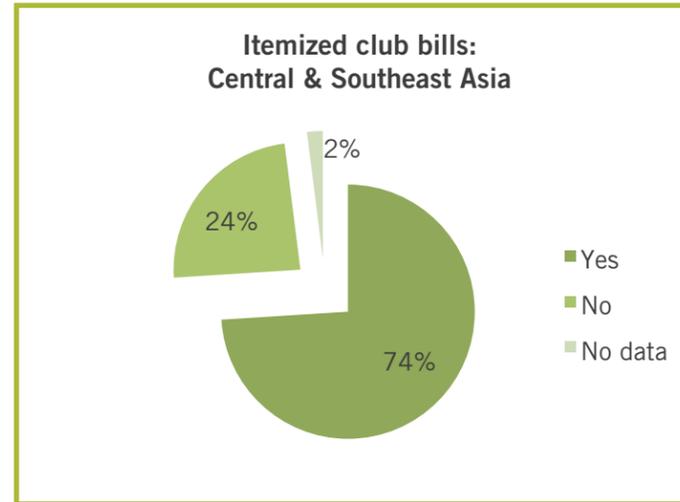


Itemized Club Bills

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. This region has adopted an organized accounting process for its members with all subregions overwhelmingly providing itemized club bills.

- The Philippines and Korea provide itemized club bills with 83% and 80% of clubs respectively.
- In India, Central & Southeast Asia, and Japan 75%, 74% and 70% of clubs respectively provide itemized club bills.

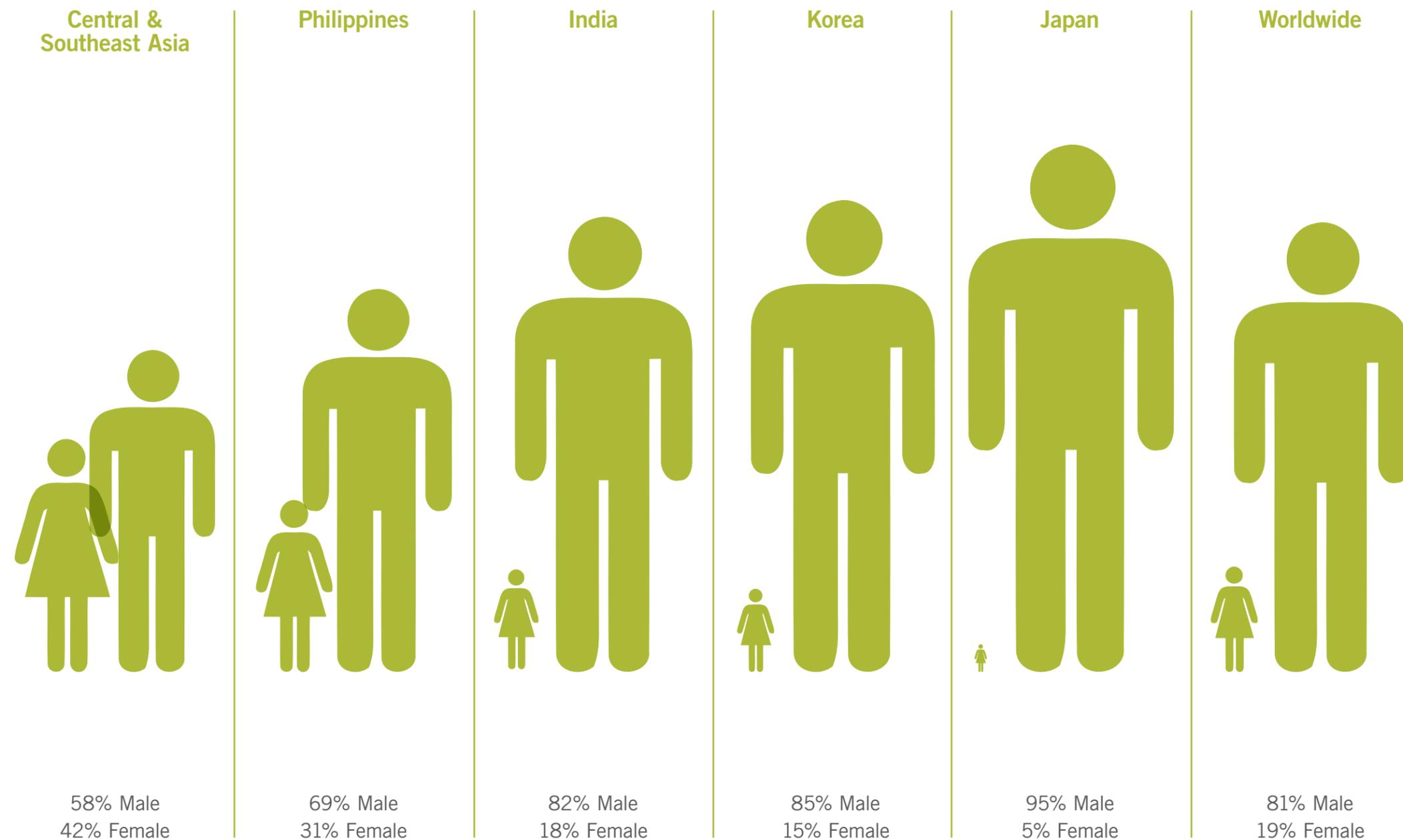
This region has surpassed the worldwide trend of 58% of clubs providing itemized club bills.



Member Gender

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."



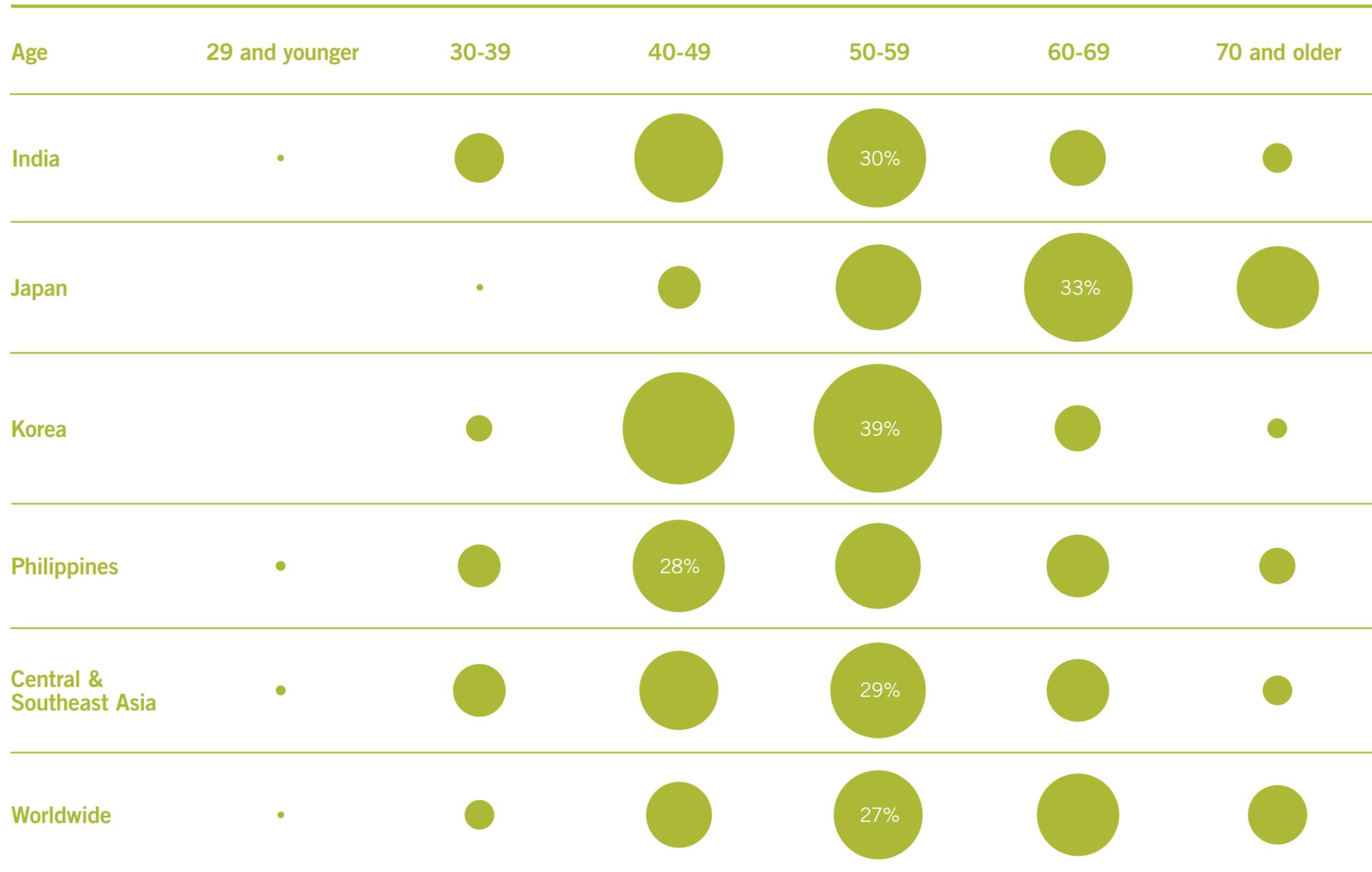
Attracting more women members is a major factor to ensure Rotary's future. Women have long proven their worth at the community and international level, leading in a multitude of professions and excelling at the highest professional level.

Central & Southeast Asia and the Philippines have reached a higher level of gender parity than Rotary as a whole. 42% of Rotarians are women in Central & Southeast Asia. 31% of Rotarians in the Philippines are women. In India 18% and in Korea 15% of Rotarians are women. Conversely, Japan has the lowest percentage of female members with just 5%.

Refer to Chapter 1: Get Serious About Membership Step 3: Engage New Members in *Strategies for Attracting & Engaging Members*.

Member Age

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

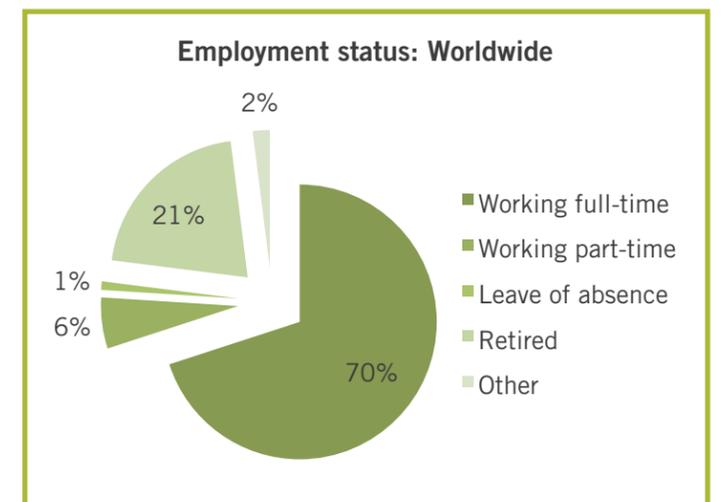
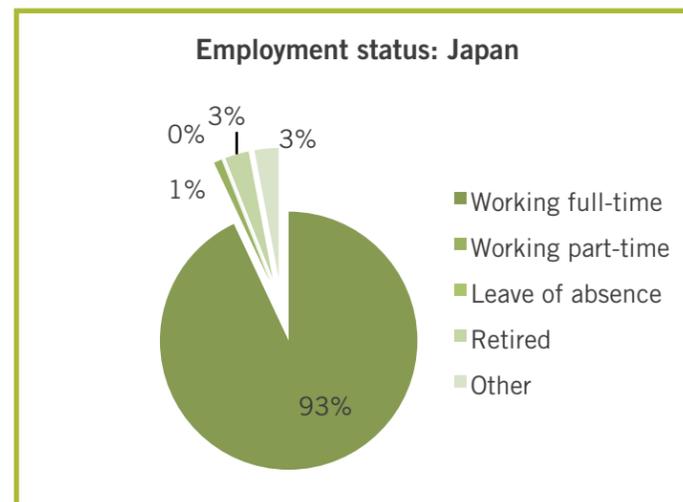
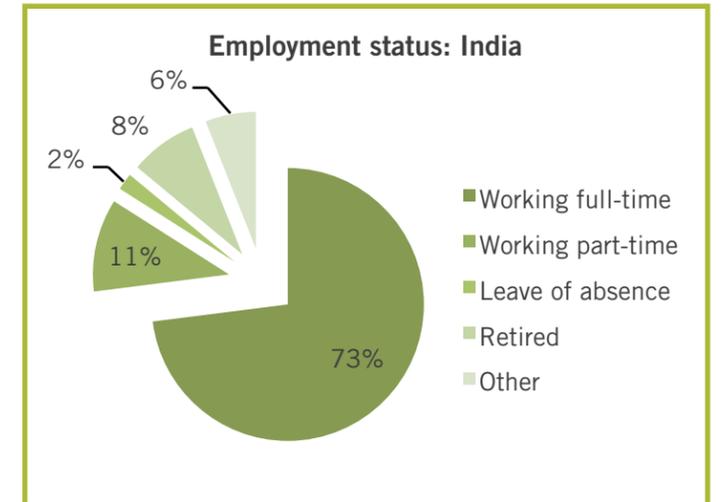
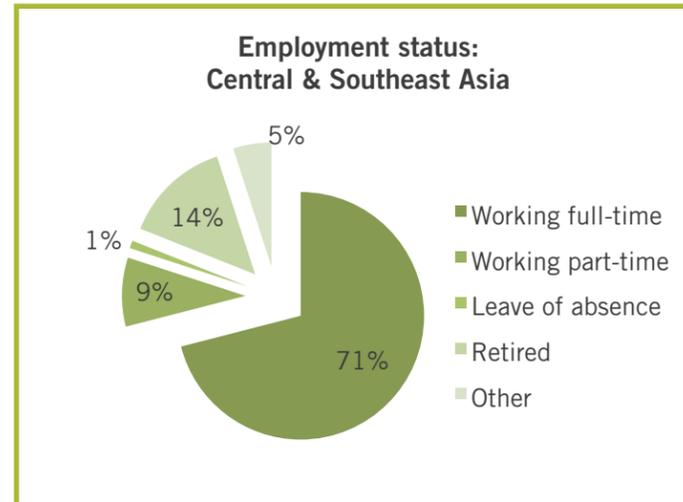


Rotary clubs can benefit from having a good balance of member ages by effectively meeting the needs of their community, and appealing to professionals of all ages. Clubs that attract younger professionals thrive, and have an abundance of engaged members to choose from for club leadership roles.

- In Central & Southeast Asia and India, the majority of Rotarians are middle-aged with 72% and 74% being 40-69 years old respectively. Conversely these two subregions have the highest number of younger members, 19% and 17% of members are under 40 years respectively.
- In Japan, Rotarians are older with 84% of members aged 50 years and older.
- In Korea, 93% of Rotarians are aged 40 years and older. This sub region has the oldest percentage of members in the region.
- In the Philippines, 84% of Rotarians are 40 years and older, however, of these members 28% are under 50 years.
- Worldwide, 70% of Rotary club members are 50 years or older, and similar to the regional trend, only 10% are age 40 and under.

Employment

- In Central & Southeast Asia 71% and in India 73% of Rotarians work full-time. Retired members are 14% in Central & Southeast Asia and 8% in India.
- In Japan and Korea, a staggering 93% of members in both subregions work full-time. While only 3% in Japan and 2% in Korea of Rotarians are retired.
- The Philippines has the lowest numbers of Rotarians who work full-time, with just 67%.
- Worldwide, the percentage of Rotarians working full-time is 70%, and the percentage of retired Rotarians is 21%.

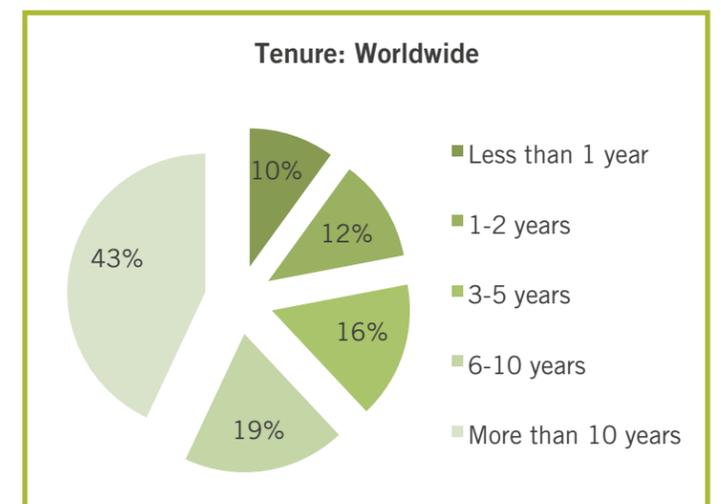
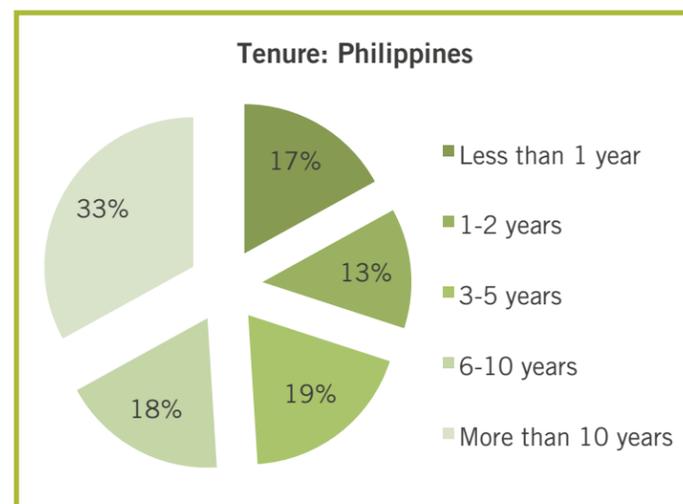
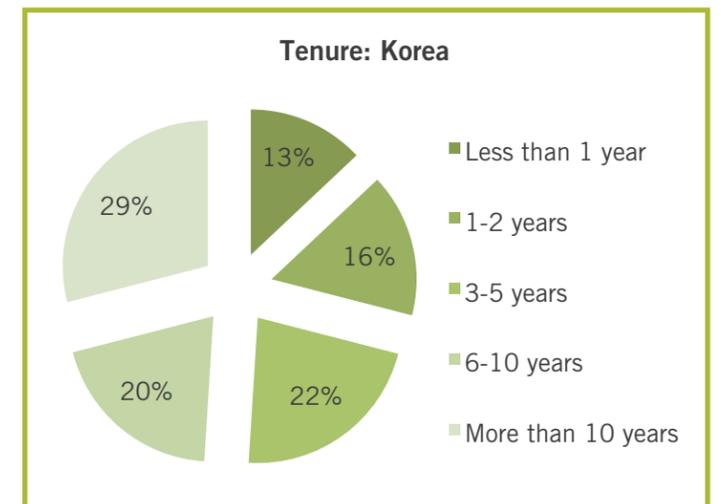
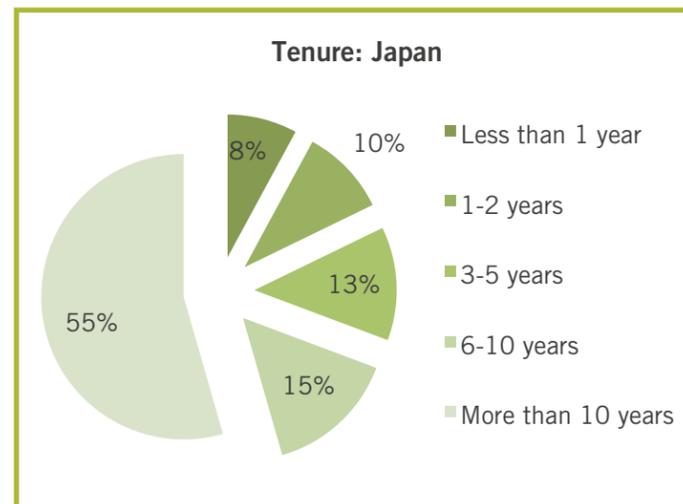
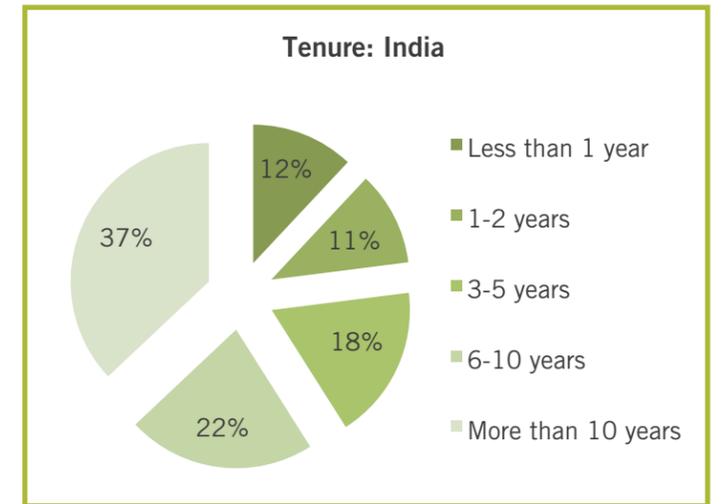
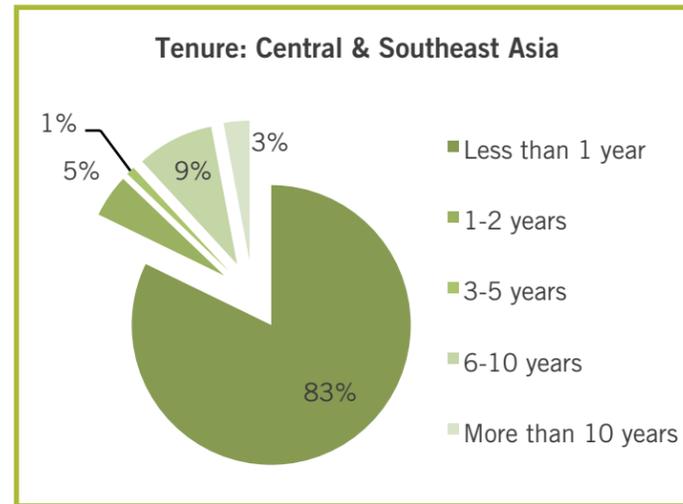


Tenure

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.

- In Central & Southeast Asia, 83% of Rotarians have been a member of their Rotary club for less than one year.
- In India, Japan, Korea, and the Philippines, the majority of Rotarians have been members of their Rotary club for three years or more, 77%, 83%, 71% and 70% respectively.
- Worldwide, 78% of Rotarians have been members of their Rotary club for three or more years.

Refer to *Strategies for Attracting & Engaging Members*, Chapter 1: Get Serious About Membership, Step 3: Engage New Members.



Retaining Members

The most recent retention study (1 July 2010 – 1 July 2012) shows the following retention rates of members in Asia. Clubs in the subregions of the Philippines (24%) and Korea (23%) have lost the most members.

Member Retention Rates (1 July 2010–1 July 2012)				
Region	Members on 1 July 2010	Members on 1 July 2012	Net Change	Percent Net Change
Central & Southeast Asia	42,315	36,026	(6,289)	-15%
India	102,274	86,171	(16,103)	-16%
Japan	88,707	76,122	(12,585)	-14%
Korea	55,936	42,884	(13,052)	-23%
Philippines	19,429	14,707	(4,722)	-24%
Worldwide Total	1,131,213	930,766	(200,447)	-18%

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 to 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 and communities with small populations and others within large metropolitan areas.

Number of Rotary Clubs by Region Participating in Rotary Pilot Programs

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

Clubs in Asia are well represented in all four pilot programs. This shows a trend to embrace change in order for their clubs to evolve and be representative of their changing communities.