



Rotary Club of Maungakiekie
Bulletin / Newsletter NL 224
21st July 2025



Apologies: Jeanette Thorn, George Varghese, Noel Carey, Bob Campbell, Cat Levine, Sharmeen Hyatt, Rod Kestle, Tony Rayner, George Arulanatham, Gwynyth Carr.

Visitors: Paul Hulford. Guest of Robin Hulford

President Paul

The "Joy of Walking" partnership Project was presented by President Paul and Barry Stafford as a strategic effort by the Rotary Club to modernize its outreach and attract new members amidst an aging demographic. This project stems from the club's recognition that traditional recruitment methods have largely failed over the past three decades, as societal changes and digital advancements have shifted how communities engage. With the rise of mobile technology and a growing reliance on digital platforms, the Rotary Club aims to leverage these tools to encourage participation in community walking events and foster connections among members.

The program is designed to be self-directed, allowing participants to engage at their own pace and convenience. It includes a structured format with monthly themed challenges that encourage individuals to explore their local areas while promoting physical well-being. Participants can access digital resources, including maps and walking routes, and take part in photo competitions to enhance engagement. The project also promises increased visibility for the Rotary Club, with exposure to thousands of potential participants through various online platforms and community newsletters. This digital strategy is critical for the club as it seeks to attract younger members and adapt to contemporary modes of interaction.

The implications of this project extend beyond mere participation; it signifies a cultural shift within the club. By embracing digital tools and creating flexible participation options, the Rotary Club aims not only to improve its membership numbers but also to enhance community engagement and goodwill. The project aims to create a sense of belonging through shared experiences, while also providing a platform for members to contribute to community activities without the pressure of rigid commitments. This adaptability is crucial in attracting younger generations who are often time-constrained and may prefer more casual involvement.

In conclusion, the "Joy of Walking" project represents a pivotal moment for the Rotary Club as it navigates the challenges of modernization and demographic change. By adopting a digital-first approach, the club not only seeks to rejuvenate its membership but also aims to solidify its presence in the community. This project is a step towards fostering a more inclusive environment that welcomes diverse participants. The success of this program will ultimately depend on the club's commitment to continuous evaluation and adaptation, ensuring it remains relevant and appealing to future generations.

The members present were asked for a vote of acceptance for the project which was passed unanimously.

1 Minute spot.

Bruce Murdoch, (Treasurer).

As advised by the Board, Bruce presented the annual 2025/2026 club dues to members. This was approved by all members present.

Thought for the week **Rob Lyons**

"A winner is a dreamer who never gives up!"

Next week

Guest Speaker: Monday 28th July 2025 Kirk Sargent, CEO of First Foundation.

First Foundation are a charity who support bright young Kiwis (including students at OHS) whose circumstances make it harder to attend university giving them financial assistance,

Duties

President	Paul Jenner
Attendance	Gary Hays
Hospitality	Mavis Moody
Scribe	Bill Appleton
Meals	Peter Mayow and Ernie Meyer
Host	Rob Lyons
Thanks	Ant Martin
Thought For the week	Iain McCrae

Apologies to Lloyd before 5pm Friday. Mob



Note from our Sergeant Noel who is cruising in Alaska, and they called in to the port of Ketchikan, the Salmon Capital of Alaska.

Said it reminded him of Bill Grayson.

Smile: It makes people wonder what you have been up to!

**IT'S A SHAME NOTHING
IS BUILT IN THE USA
ANY MORE. I JUST
BOUGHT A TV & IT SAID
"BUILT IN ANTENNA".

I DON'T EVEN KNOW
WHERE THAT IS.**

**A man asked me for
a dollar. I told him
I only carry big bills.
He said give me one
of those. I gave him
my electric bill.**

SIGNS

On a Plumber's Truck:

We repair what your husband fixed.

On a veterinarian's door:

Back in five minutes. Sit! Stay!

Outside a funeral home:

Drive carefully, we can wait.

On the back of a septic truck:

Caution. This truck is full of political promises.



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End note: *interesting stat.*

Google report from our website shows that 76% of contacts were from mobile phones.