



District 9700  
Central and South West NSW



*Developing and equipping tomorrow's young leaders*

## INFORMATION PACKAGE FOR ROTARY CLUBS

A unique five-day customised Leadership Forum,  
based on the Australian Leadership Capability Framework

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## **1 INTRODUCTION AND PURPOSE OF PACKAGE**

RYLA is one of Rotary's great Youth Programs, which helps develop strong and resilient leaders.

Its strength is that all Clubs in the District (no matter how big or small) can participate and see a positive benefit.

RYLA was developed in Australia and has now spread worldwide. District 9700 has been at the forefront of RYLA for over 50 years and is justifiably proud of the achievements and ongoing success of RYLA.

There are many Rotarians in District 9700 who have been strongly influenced by RYLA - either as an attendee, district or organising committee member, parent/relation of a Rylarian, or an everyday club member.

The aim of our District RYLA Organising Committee is to continue the influence of RYLA and we hope that the production of this package will assist in achieving this aim.

The purpose of the package is to provide ready-made, user-friendly material that your Club can utilise to:

- Promote RYLA to your Club, community and potential candidates
- Generate interest from potential candidates (including draft advertisements and media releases)
- Provide necessary information
- Select and recruit candidates

The Organising Committee wish your Club success with the package and in selecting a candidate/s for RYLA. If you have any queries concerning the use of this package and RYLA in general, please don't hesitate to contact committee member, Graeme Fleming – email [graeme.fleming4@bigpond.com](mailto:graeme.fleming4@bigpond.com), phone 0427 291 664.

## **2 GETTING YOUR CLUB ON BOARD**

It is important that your fellow Club members are on board.

For your Club and community to be represented at RYLA and to ensure RYLA's success, all members need to be aware of what RYLA is; when it is on; why they should be involved; and how they, as individual Rotarians can get involved. Don't assume anything.

Suggestions for informing and involving your Club members include:

- Email/distribute this package to all members of your Youth Committee
- Include *RYLA* on the Agenda for your next Board meeting
- Include information from the package in your Club bulletin/newsletter
- Circulate copies of the package and discuss its contents at future Club meetings

- Talk to your members individually and ask them to suggest/nominate a candidate.

### **3 WHERE TO FIND POTENTIAL CANDIDATES**

Potential RYLA candidates are already in your community!

It is easier to find them than you may think. Here are some suggestions:

- Previous participants in Rotary Youth Programs (for example: Youth Exchange, RYPEN, public speaking, RYDA, NYSF, etc)
- Workplaces and networks including those of Club members
- TAFE and other educational facilities
- Sporting clubs
- Community organisations
- Churches
- Cultural and ethnic groups
- Professional and trade associations
- Community Leaders recommendations
- Your own networks

*Remember that candidates must be between 18 and 28 years of age and no longer at school.*

Discuss these suggestions with your Club members. Chances are it will lead to further ideas that can be used in your own community.

Remember the potential RYLA candidate may be a person who has lived in, but may not now reside within your community due to work, study or other reasons.

There are a number of Clubs across the District that actively seek employers and other organisations to sponsor candidates. This has benefits of reducing the direct cost to Clubs and provides the opportunity for more youth leaders in your community to attend. Your Club may wish to consider this as an option. Sponsorship can be for the whole or part cost and in addition to or complement individual Club sponsorship.

### **4 PROMOTIONAL FLYER**

A copy of a promotional flyer is included in this package for display. The date shown on the flyer is the closing date for applications with Rotary Clubs.

### **5 DRAFT ADVERTISEMENTS**

Copies of draft advertisements for use in local newspapers, community newsletters, websites, community notice boards, posters etc are included in the package. Please feel free to use or amend these as your Club sees fit.

## **6 DRAFT MEDIA RELEASES**

Sample media releases for newspapers, radio announcements, community newsletters, websites or other social media are also included for your Club's attention. Again feel free to use or amend these samples to suit your Club's situation.

## **7 INFORMATION FOR POTENTIAL APPLICANTS AND HOW TO APPLY**

It is important that your Club has a central contact for potential applicants. This person should have the necessary information including the application form in hard copy and an electronic copy to respond to enquiries.

If you are able, you should also consider including all the necessary information and forms on your Club's website, so they can be downloaded.

To assist your Club in promoting RYLA to interested persons, a RYLA Information Package, which includes an application form, is included.

You may also like to include details for past Rylarians (if your Club has them) as this will assist in encouraging people to apply.

Potential applicants could also visit the District website – <http://rotary9700.org.au/> - click on the *Youth* tab, then *RYLA*, where additional information will be available including a *YouTube* video of RYLA 2016 held in Orange.

## **8 PROMOTIONAL OPPORTUNITIES**

There are a myriad of opportunities to promote RYLA to your community and potential candidates. Here are some to get you started:

- Place an advertisement/s in the local paper/s
- Put up posters in appropriate locations around town (for example: workplaces, local council, government departments, sporting and community groups, churches, TAFE and other educational facilities, etc)
- Publish information in workplace newsletters – your own, other Rotarians or associates
- Issue a media release to local newspapers, commercial and community radio
- Include information in your Club bulletin or newsletter
- Use your Club Facebook page
- Consider other forms of social media (for example: Twitter, Instagram)
- Approach cultural, ethnic and special interest groups in your community
- Seek potential candidates through Rotary, community and personal networks

Club members will undoubtedly be able to add other opportunities to this list.

## **9 SELECTION CRITERIA**

The following selection criteria may be used to assist your Club choose a suitable RYLA candidate:

- Current leadership attributes or future leadership potential
- Involvement in or desire to be involved in community activities
- Level of motivation
- Teamwork
- Communication skills
- Goal setting and or achievements
- Why they have applied for RYLA
- Benefit they will obtain from RYLA
- Overall suitability of applicant
- Level of maturity

*Remember that candidates must be between 18 and 28 years of age and no longer at school.*

## **10 INTERVIEW**

Your Club naturally wants to select the best candidate/s for RYLA.

It is recommended that a question/information session be conducted if the number of applicants is equal to the number of positions available to satisfy your Rotary Club of the suitability of the candidate. After all the successful candidate will be representing your Club and your community.

It is important that all persons being interviewed are made to feel comfortable and the interview should be conducted in a non-threatening environment. You may like to consider such things as composition of panel, location and time of interview, seating arrangements, room size, lighting, etc.

You will also be able to obtain good information about each person being interviewed from their application form.

It should be noted that there are no set questions to be asked. It is up to each Club/interview panel to determine the most appropriate questions and interview method. Below are sample questions you may wish to consider:

- Welcome and introductions
- Please tell us a little bit about yourself?
- What are your interests and hobbies?
- Where did you hear about RYLA?
- Tell us what you know about RYLA?
- Why did you apply for RYLA and what do you hope to get out of it?
- What do you know about Rotary?
- What would you like to do in the future?
  - Personal
  - Professional
  - Other

- Have you organised, or can you get time off to attend RYLA this year?
- Why should our Club select you to attend RYLA this year?
- Do you have any questions or queries for the Panel?

*It is important that all successful candidates have attended an interview or question/information session and a Rotary meeting.*

## **11 DRAFT PROGRAM**

A full copy of the draft program for RYLA 2017 will be distributed shortly. You will be able to use it to promote RYLA to potential candidates, fellow Club members and the wider community.

The program is based on the Australian Leadership Capability Framework and includes an array of top class speakers in an interactive adult learning environment.

A wide range of topics will be covered including:

- Leadership through knowledge
- Personal and interpersonal skills
- Speaking in public
- Organisational skills
- Looking after me – resilience training and life balance
- Meeting procedures
- Conflict resolution
- Career skills
- Leadership and strategy

There will also be community service activities and practical leadership challenges.

## **12 CLOSING DATES**

To allow for interviews of potential applicants and any pre-RYLA briefings, the closing date for nominations at Club level is one week prior to the submission of your Club nominations to the District Committee.

- Closing date for nominations at Club level – Monday, 6 March 2017
- Closing date for nominations to District Committee – Monday, 13 March 2017 (unless prior approval from District Chairman)

Nominations and details of successful candidates should be forwarded by post or email to:

Julie Fleming  
District 9700 RYLA Secretary  
PO Box 2425, Orange 2800 or  
Email [juliefleming53@hotmail.com](mailto:juliefleming53@hotmail.com)  
Mobile phone 0459 171 222.