
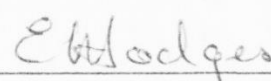
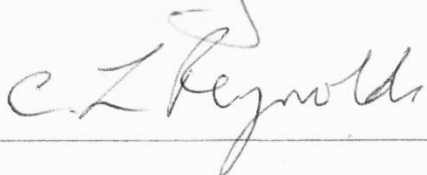


STRATEGIC PLAN

2016-17, 2017-18, 2018-19

Rotary District 9630's strategic plan follows that of Rotary International and the preceding strategic plan and identifies three strategic priorities supported by 16 goals. They represent what Rotarians have asked to be done to ensure a strong and vibrant Rotary going into the future.

Our vision is to be the service organisation of choice within the geographical region covered by District 9630 with dynamic, action oriented clubs whose contributions improve the lives in communities worldwide. We aim to help communities from the bush to the beach and beyond.

DG 2016-17	Doug St Clair	Signed: 	Date: <u>20/09/2016</u>
DG 2017-18	Elwyn Hodges	Signed: 	Date: <u>20/09/2016</u>
DG 2018-19	Chris Reynolds	Signed: 	Date: <u>24/09/2016</u>

STRATEGIC PRIORITIES AND GOALS

1. SUPPORT AND STRENGTHEN CLUBS

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

2. FOCUS AND INCREASE HUMANITARIAN SERVICE

- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
- Increase collaboration with other organizations
- Create significant projects both locally and internationally
- Support communities from the bush to the beach and beyond.

3. ENHANCE PUBLIC IMAGE AND AWARENESS

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

ABBREVIATIONS USED IN THIS DOCUMENT

AG	Assistant Governor
DG	District Governor
DFC	District Finance and Administration Committee
DLT	District Leadership Team
DRR	District Rotaract Representative
NYSF	National Youth Science Forum
PETS	Presidents-Elect Training Seminar
PR	Public Relations
RLI	Rotary Leadership Institute
RYDA	A Youth Driver Awareness Program
RYLA	Rotary Youth Leadership Awards
RYPEN	Rotary Youth Program of Enrichment
RYTS	Rotary Youth Transition Seminar
YEP	Youth Exchange Program

OUR MISSION

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

OUR CORE VALUES

FELLOWSHIP AND GLOBAL UNDERSTANDING

- We build lifelong relationships.

ETHICS AND INTEGRITY

- We honour our commitments.

DIVERSITY

- We connect diverse perspectives.

VOCATIONAL EXPERTISE, SERVICE, AND LEADERSHIP

- We apply our leadership and expertise to solve social issues

OUR STRATEGIC PRIORITIES AND GOALS



STRATEGIC PRIORITY 1 - SUPPORT AND STRENGTHEN CLUBS

DISTRICT OBJECTIVES – ACTIONS	DISTRICT TARGETS – KEY PERFORMANCE INDICATORS	MY CLUBS TARGETS – KPI'S
<ul style="list-style-type: none"> • DG to visit all Clubs in the District during the Rotary year. • Train RLI Facilitators to be available throughout the District. • Promote Assemblies in the Rotary year • Encourage all in-coming Club Presidents, and or a representative to attend PETS. • Promote the benefits of members improving their Rotary knowledge by attending the District Conference. • Promote and facilitate activities to support and strengthen small and remote Clubs through programmes such as- <ul style="list-style-type: none"> ○ Joint Club projects, ○ Sister Club meetings and activities • Promote the benefits of District webinar skills training to all clubs and their members • DG to promote the benefits of Rotary membership in the wider community. • DG to encourage all Clubs and Rotarians to actively seek new members. • Actively pursue the establishment of New/Satellite Clubs within the District where appropriate. • DFC to approve and manage District budget and finances in order for the District to operate effectively 	<ul style="list-style-type: none"> • DG has visited all Clubs In the District at least once during the Rotary year. • At least two District Assemblies to suit the geography of our district have been held. • Club Presidents-Elect have been encouraged to attend PETS and the majority have done so with appropriate follow-up for non-attendees. • Representation from every Club in the District at PETS & assemblies • Assistant Governors have attended at least one meeting/function/program at each Club in their Group in each quarter • Club Presidents have set a target for a net increase in Club membership as per the Presidential Citation. • Membership Retention programmes are encouraged at club level-eg. Promote current and relevant Rotary Information sessions at each club meeting. • Assistant Governors have assisted clubs with Membership Growth activities and progress eg: AG Information Evenings. • The District has promoted and/or established New/Satellite Clubs where appropriate. • District finances are managed effectively. 	<p>Example:</p> <ul style="list-style-type: none"> • Have club plans & objectives ready for DG visit. • Investigate RLI for our club. • Investigate and adopt a Club Visioning Program and/or a Club Health Check. • Ensure Incoming Club leaders attend PETS. • Invite Assistant Governor to important club functions/ meetings. • Investigate possible joint Club projects & meetings. • Each Rotarian to realise that membership is everyone's responsibility. • Set Membership retention and development as a Key Club activity. • Investigate how to implement sustainable membership growth. <ul style="list-style-type: none"> • Refer departing member details to another Club within our outside of the district for possible continued membership. • Give a real job to every member and get the directors active. A busy Rotarian is a happy Rotarian. • Have a feedback session with each new member 3 months after induction. • Allocate immediately all new members a mentor for the first 12 months.

STRATEGIC PRIORITY 1 - SUPPORT AND STRENGTHEN CLUBS (continued)

DISTRICT OBJECTIVES – ACTIONS	DISTRICT TARGETS – KEY PERFORMANCE INDICATORS	MY CLUBS TARGETS – KPI'S
<ul style="list-style-type: none"> • Promote awareness of Rotaract throughout the District. • Promote Interact in the High School communities throughout the District. • Promote programs such as RYLA, NYSF, RYPEN & RYDA, YEP, RYTS. • Engage with existing Rotaract clubs to establish a platform to transfer Rotaractors to Rotary. • Establish an Alumni program for all the past and present Rotary Scholars. 	<ul style="list-style-type: none"> • At least one Rotaract Club in each AG Cluster group in the District. • An Interact Club in at least one High School in each AG Cluster group in the District. • Each Club Group has at least one participant in a selection of Youth Programs such as RYLA, RYPEN, RYTS, NYSF & YEP • The RYDA Program is supported in at least two of the Club Cluster Groups. • Youth Involvement is included at PETS- eg DRR, YEP. • Social Media is widely used • A District Alumni chair is appointed and liaises with clubs • Strategies to platform Rotaractors into Rotary are evident and this is occurring. 	<p>Example:</p> <ul style="list-style-type: none"> • Invite Rotaractors/ Interactors to club meetings. • Have Rotaractors/ Interactors join in on a working bee. • Actively pursue participants for RYPEN/R YDA/R YLA/R YTS & YEP. • Start a Facebook page and invite youth to participate. • Set Up an Alumni Club Resister.

STRATEGIC PRIORITY 2 – FOCUS AND INCREASE HUMANITARIAN SERVICE

DISTRICT OBJECTIVES – ACTIONS	DISTRICT TARGETS – KEY PERFORMANCE INDICATORS	MY CLUBS TARGETS – KPI'S
<ul style="list-style-type: none"> • Promote the objectives of each of the six areas of focus • District chairs to actively engage the clubs with their areas of focus messages. • Encourage Clubs to have at least one project In an area of focus. • Promote both club and Individual Rotarians giving to The Rotary Foundation Programs 	<ul style="list-style-type: none"> • Club Presidents-Elect set goals towards the areas oif focus in Rotary Club Central and/or their Club Plans. • Submissions from Clubs for District Awards (as per District Directory) are encouraged and eventuate. • Assistant Governors and Club Presidents and members are made aware of the RI President’s Plans (via PETS, Assemblies, DG’s official visits) • AG reports to DLT meetings should include information on club progress. • Reports on club progress are featured in District Updates and DG’s Newsletters. 	<ul style="list-style-type: none"> • Example: • Seek a balance of activities from a district perspective across the Six areas of focus • Seek support from both Club and Rotarians. • Seek contribution from each member to the foundation • Set goals and report achievement in Rotary Club Central • Make a presentation at District Conference

STRATEGIC PRIORITY 3 – ENHANCE PUBLIC IMAGE AND AWARENESS

DISTRICT OBJECTIVES – ACTIONS	DISTRICT TARGETS – KEY PERFORMANCE INDICATORS	MY CLUBS TARGETS – KPI'S
<ul style="list-style-type: none"> • DG to promote the local and international activities of Rotary. • Encourage clubs to display Rotary banners and signage when undertaking local Projects. • Encourage Clubs to promote Projects through local media outlets, Websites, Facebook, Twitter & You Tube. • Ensure each Club allocates a member as Media Officer to promote Club activities. • Encourage and model the use of Social Media 	<ul style="list-style-type: none"> • DG promotes local & International activities of Rotary by establishing a public awareness campaign in electronic and print media • Each Club is encouraged by DG/AG/Membership and PR Director to: <ul style="list-style-type: none"> ○ allocate a member as Media Officer and to promote Club activities. ○ Display Rotary banners and signage when undertaking local Projects. ○ Report Rotary Projects through local media outlets. ○ Promote current and relevant Rotary Information sessions at each club meeting. ○ Use Social Media ○ Promote local projects via a range of: <ul style="list-style-type: none"> ➤ club newsletters ➤ social media ➤ the District Website Media tab ➤ District Updates ➤ DG's Newsletter 	<p>Example:</p> <ul style="list-style-type: none"> • Check Club project banners and signs. • Appoint a Media officer. • Have a Rotary Information session at each meeting. • Have a dedicated Rotary awareness session for new members-eg. a “fireside chat” • Have all new Rotarians allocated a job. • Post club projects on Rotary Club Central. • Share Projects with others in the District via <ul style="list-style-type: none"> ➤ club newsletters ➤ social media ➤ the District Website Media tab ➤ District Updates ➤ DG's Newsletter