



Membership Development Plan 2012-2015 - ZONES 7B & 8

The future of Rotary depends on a thriving and dynamic membership. It is only through the time and talents of our volunteers that we are able to make a difference in communities worldwide.

In Australia, New Zealand and South Pacific Islands, Rotarians share a genuine commitment to membership development...to build on our strengths in service, to reverse recent declines in membership, and to welcome in a new period of growth and effectiveness.

This membership development plan for Australia, New Zealand and South Pacific Islands provides a road map to growth over the 2012-2015 period. Its success will depend on the continued commitment and efforts of Rotarians as we implement the plan, and steer our course to membership development and growth.

Our vision for the future

Our vision for Rotary in the future encapsulates a dynamic, vibrant and thriving service club organisation where members are proud to join and keen to stay. It is a service club organisation characterised by:

- Diversity
- Informed and skilled Rotarians
- Innovative and flexible clubs
- Strategic partnerships
- Well recognised, understood and trusted brand

Membership Development Priorities



This vision for the future of Rotary in Australia, New Zealand and South Pacific Islands underpins our Membership Development Plan. The characteristics we identify represent our strategic goals for the next three years.

The plan

To achieve sustained membership development and growth over the next three years, we will focus on five strategic priorities.

We will:

1. Increase membership diversity
2. Develop informed and skilled Rotarians
3. Support innovative and flexible clubs
4. Create strategic partnerships, and
5. Enhance brand recognition, understanding and growth

Each of these strategic priorities is supported by specific three year goals.

Table 1: Strategic priorities and goals.

Strategic Priorities	Goals
Increase membership diversity	<ul style="list-style-type: none"> • Develop clubs that are more reflective of the local community • Identify and act on opportunities to increase diversity • Provide additional opportunities for non-Rotarians to participate in club activities and projects • Investigate innovative membership types, club structures and operations • Promote inter-club support within districts and/or regions
Develop skilled and informed Rotarians	<ul style="list-style-type: none"> • Develop effective training at district and club level • Assess and increase members' knowledge of Rotary • Encourage participation in events and programs that enhance Rotary awareness • Enhance Rotary information sharing within clubs • Encourage and support new members to learn more about Rotary • Provide additional resources to clubs and districts to increase members' knowledge
Support innovative and flexible clubs	<ul style="list-style-type: none"> • Conduct regular club forums to review club health • Adopt a three year management planning process
Create strategic partnerships	<ul style="list-style-type: none"> • Provide resources and support to clubs and districts to enable development of partnerships • Develop strategic partnerships at national, district and club level
Enhance brand recognition, understanding and trust	<ul style="list-style-type: none"> • Identify Ambassadors to promote membership of Rotary • Promote Rotary Week and Rotary achievements • Rejuvenate website, social media and public image assets • Establish and publicise "Whole of Club" projects • Support non-Rotarians to attend district conferences • Implement a game-changing external PR campaign to engage and attract prospective members

For additional information:
www.rotarydownunder.org
www.rotaryaustralia.org.au