

DISTRICT 9700 STRATEGIC PLAN 2013-14 TO 2015-16

Core Essence Statement *“We are a network of inspired individuals with a commitment to Service Above Self to benefit local and international communities”*

Mission “To provide service to others, promote integrity and advance world understanding, goodwill and peace through a fellowship of business, professional, and community leaders”.

Our Core Values include: **Service** **Fellowship** **Diversity** **Integrity** **Leadership**

Strategic Priorities and **District Objectives Areas 2013-14 to 2016** and **Targets for 2013-14**

Our Rotary District focuses on delivering services that benefit local and international communities. To achieve this, the District Strategic Plan has seven Priority Areas supported by Objectives. The Plan incorporates the Strategic Priorities and Goals of the Rotary International Strategic Plan, effective from 1 July 2010.

Clubs may choose to use the Priority Areas and District Objectives as a basis for developing their plans, adapting them to their club size, the varied skills of members, and the needs of the communities they serve.

| Strategic Priorities | District Objectives | Targets 2013-14 |
|---|---|--|
| 1 Support Clubs to increase and sustain the District membership base | <ul style="list-style-type: none"> ➤ Implement a comprehensive plan to support Clubs to recruit and retain members ➤ Foster club innovation, flexibility and diversity ➤ Encourage new members to gain knowledge of Rotary through attending Club forums, District Conference and meetings | <ul style="list-style-type: none"> ✓ Achieve a Net increase of 100 members in the District ✓ Promote diversity of membership in Clubs ✓ Encourage clubs to participate in a variety of service activities ✓ 30 first-time Rotarians attend 2014 District Conference |
| 2 Focus and increase educational, vocational and humanitarian service through The Rotary Foundation | <ul style="list-style-type: none"> ➤ Promote Rotary Foundation as ‘Our Charity’. Inform Clubs and members about its operation & range of programs ➤ Through financial contributions continue support for the eradication of Polio in the world ➤ Support initiatives that deliver financial contributions to The Rotary Foundation ➤ Implement the new District & Global Grant Programs of the Foundation to deliver benefits around the six Areas of Focus ➤ Provide information, training and support to encourage participation in local and overseas educational, vocational and humanitarian programs | <ul style="list-style-type: none"> ✓ Support District learning and support for the Foundation at AGs Training, PETS, Assembly and other Foundation Forums ✓ Combined clubs contribute at least \$50,000 to Polio Plus and \$80,000 Annual Foundation Giving ✓ Achieve at least 400 Centurions in the District ✓ Encourage each Club to Award at least one PHF ✓ Support a range successful District projects with a focus on educational, vocational or humanitarian service ✓ One successful outbound Vocational Training Team delivers Literacy & Health Programs in Nepal ✓ Explore the prospect for a Global Grant with a focus on at least one of the six Areas of Focus |
| 3 Apply Rotary’s five Avenues of Service (Club, Vocational, Community, International and New Generations Programs) | <ul style="list-style-type: none"> ➤ Use the five Avenues of Service to guide Clubs to expand opportunities for service and create a better future in local and international communities ➤ Actively support youth and young adult education, leadership and exchange programs ➤ Create and maintain a safe environment for all youth who participate in Rotary activities ➤ Encourage and assist the participation of people with disabilities in | <ul style="list-style-type: none"> ✓ Clubs appoint a Director and/or Committee for each Avenue of Service ✓ At least 5 Outbound / Inbound students undertake Youth Exchange Program ✓ At least 25 attend RYLA with 20 or more Clubs participating ✓ 25 Clubs support participation in at least two of RYPEN (40+p); MUNA (30p); RYDA (2500+p); Youth Science and Engineering Schools & Forums (30 interviews for 15 selected). ✓ Support the Science & Engineering Challenge through Newcastle University |

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| | <p>New Generation programs</p> <ul style="list-style-type: none"> ➤ Encourage Rotarians and Clubs to support and participate in Rotary Australia World Community Service Ltd (RAWCS) projects ➤ Encourage Rotarians and Clubs to support Rotary endorsed community and international educational, vocational and humanitarian programs | <ul style="list-style-type: none"> ✓ At least 5 Clubs support the ARH Indigenous Health Scholarship program ✓ Support RAWCS District & Eastern Region meetings & activities ✓ Present the District 9700 Vocational Excellence Award(s) at 2014 District Conference |
| 4 Develop leaders capable of serving Rotary at the Club, District and International levels | <ul style="list-style-type: none"> ➤ Implement a District Leadership Plan ➤ Conduct a comprehensive training program for District and Club leaders ➤ Encourage every Club President to qualify for a Presidential Citation | <ul style="list-style-type: none"> ✓ Expand the District Learning & Development Team ✓ All Clubs implement an Action Plan for 2013-14 ✓ Conduct an interactive AGs training and PETS (Feb) & informative Assembly (May) 2013 ✓ Encourage Clubs under 20 members to attend Assembly ✓ 20+ Clubs qualify for a RI Presidential Citation |
| 5 Improve the organisational and operational performance of the District | <ul style="list-style-type: none"> ➤ Ensure effective communication with all Clubs and members ➤ Review and update the District Strategic Plan to align with Rotary International's needs and expectations ➤ Provide support for Clubs in administration and program areas through AG visits ➤ Encourage strategic planning at club level ➤ Ensure Clubs and the District comply with appropriate Constitution and By-Law requirements ➤ Periodically assess Board governance procedures to ensure the use of cost-effective best practices | <ul style="list-style-type: none"> ✓ Circulate a monthly newsletter that informs on Rotary Programs and Achievements and meets the needs of Clubs and members ✓ Update the District Strategic Plan to reflect the Priorities and Goals of the District and RI Strategic Plan, effective 1 July 2013 ✓ Encourage regular Assistant Governor contact with Clubs ✓ Present the District Strategic Plan at President Elect Training Seminar (PETS) and encourage its use in Club planning ✓ Conduct at least 4 meetings of the District Board ✓ Invite Assistant Governors to contribute to meetings of the District Board. |
| 6 Enhance the public image and awareness of Rotary | <ul style="list-style-type: none"> ➤ Promote the image and awareness of Rotary through regular publicity | <ul style="list-style-type: none"> ✓ Develop and run at least old two District Public Image training seminars for Clubs ✓ Use the RI PR Grant to develop and implement a successful Public Image project for Rotary |
| 7 Develop and strengthen friendships and enjoy Rotary membership | <ul style="list-style-type: none"> ➤ Ensure District Training events are well structured to provide time for networking and fun ➤ Encourage Clubs to promote networking opportunities as part of their fellowship activities ➤ Support District Committees and ensure their membership renewal through succession plans ➤ Conduct interesting and rewarding District Conferences | <ul style="list-style-type: none"> ✓ 40 President Elects attend PETS and over 200 Club Directors attend Assembly ✓ Quarterly Group meetings of Presidents hosted by Assistant Governors ✓ Ensure Directors support District Committees and their Chairs ✓ At least 400 attend the 2013-14 District Conference in Orange ✓ Highlight the achievements of Clubs at the District Conference |