Maryborough Rotary Club

Maryborough Rotary Inc.

Strategic Plan for 2021-24

and

Action Plan for 2021-22

Introduction to the Maryborough Rotary 2021-2024 Strategic Plan and 2021-22 Action Plan:

*The Strategic Plan consists of strategic priorities (general goals) and related strategies based on current Rotary International priorities, District Goals for the 2021-2024 period, the results of a **SWOT analysis** and member surveys. The Action plans that follow for 2021-22 list objectives in Governance committee **Focus areas**. This second page contains this Introductory statement, the purposes of Rotary International and this club's Unique, Competitive Advantages. The third page contains the club's Strategic Plan for the designated planning period and includes **Vision and Mission** Statements, **Strategic Priorities** (General goals), (based on Rotary International's priorities) with general **Strategies** listed under each priority. Pages four and five contain the Board's Action Plan including specific action objectives based on the Strategic Plan. Page six and onwards contains annual **Action Plans** for each Governance Committee area including Responsibility areas, related Objectives, the types of Objectives along with implementation details or metrics. The "How Much" column includes either the expected cost of a project/ event OR the money expected to be generated by an event along with the cause for which the funds are to be directed, or the activity or program from which funds will come.*

The Vision of Rotary International 2019 - 2023

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves."

The Mission of Rotary International 2019 - 2023

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

The Object of Rotary International

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- FIRST: The development of acquaintance as an opportunity for service.
- SECOND: High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society.
- THIRD: The application of the ideal of service in each Rotarian's personal, business, and community life.
- FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

The Purpose of a Rotary Club (As Described in the RI Manual of Procedure 2016):

The purpose of a Rotary Club is to pursue the Object of Rotary, carry out successful service projects based on the Five Avenues of Service, contribute to the advancement of Rotary by strengthening membership, support The Rotary Foundation and develop leaders beyond the club level.

Maryborough Rotary's Unique, Key Competitive Advantages:

- Maryborough Rotary is the only service club in this area that is part of, backed by, and trained by the world's biggest and oldest service organization.
- We are the only service club in this area composed primarily of community and business leaders.
- We are the only service club in this area based around member's vocations and high ethical standards in those vocations.
- We are the only service club in this area that operates in five separate avenues of service: Club, Community, International, Vocational, & Youth
- We are the only service club in this area that has been instrumental in almost ridding the world of Polio.
- We are the only service club in this area that was involved in the formation of the United Nations and has an agenda including World Peace.

Explanation of Codes for the Types of Objectives (in the Action Plan on Pages 4-13):

P = Project i.e., a new or new version of an activity/ WC=Weekly custom or habit/ MC=Monthly custom/ AC=Annual Custom/ OC=Ongoing or as required custom

MARYBOROUGH ROTARY STRATEGIC PLAN – 2021 to 2022

Our Club Vision:

Together, we see a world where our members unite and take action to create lasting. positive change in ourselves, in our community and across the world.

Our Club Mission:

To provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders whilst having fun at the same time.

Our Strategic Priorities (Goals) & Strategies (Priorities are the headings; strategies are listed underneath – all drawn from RI & District Strategies for 2021-24, and from the club's 2021 S.W.O.T. Analysis)

Increase our impact on the local community and wider world	Expand our reach and raise interest in Rotary's work in Maryborough	Enhance member engagement and make effective use of members' skills and interests	Increase our ability to adapt and keep pace with global trends in delivering service
In 2021-22, Maryborough Rotary will: 1. Promote giving to the Rotary Foundation as each Rotarian's charity of choice. 2. Support Polio Plus with regular club donations. 3. Use District and Global grants to extend the reach of club projects where applicable. 4. Collaborate with other local and District service clubs to increase our impact. 5. Make optimal use of current Rotary branding on all our products and activities. 6. Seek input about community needs from community organizations as a basis for new project ideas. 7. Provide funds for at least one new overseas project.	In 2021-22, Maryborough Rotary will: 1. Seek members in a diverse range of community groups and age groups including alumni, friends, and corporations. 2. Promote our Rotary activities as widely as possible using Facebook, Instagram, Twitter, and other current Social media platforms. 3. Explore ways of engaging our members in non-traditional ways. 4. Explore new ways of raising funds to expand our reach. 5. Generate local projects that will raise interest in Rotary's work in Maryborough	In 2021-22, Maryborough Rotary will: 1. Includes a range of fun events in our program each year. 2. Provide a wide range of learning and leadership development opportunities for members. 3. Ensure each member feels engaged in a range of Rotary projects to their own optimal level. 4. Encourage members to collaborate with others within and outside the club. 5. Endeavour to make all Rotary activities family friendly. 6. Institute built in succession plans in each area of the club to avoid burn out of all office bearers. 7. Limit the number of club projects to a number the members can manage well. 8. Celebrate club and Rotary successes at every opportunity.	In 2021-22, Maryborough Rotary will: 1. Promote a culture of inclusion and respect in our club across ages, genders, beliefs, and backgrounds. 2. Encourage members to be more innovative, creative, and flexible. 3. Use technology with best practice to increase and maximize effective communication between the club and members, and between members in the club. 4. Provide a range of flexible ways members can engage with Rotary in meetings and projects.

Perspectives:　　Benefits for Other People　　Finance Issues　　Member Growth & Development　　Internal Management

Board Action Plan Why (we exist as a committee): To be responsible for and manage all aspects of club life.

What (we want to do) – Our Objectives	Type	How (to do it - specific steps)	Who (drives it)	When	How much	For/From
Strategic Priority: Increase our impact on the local community and wider world						
Promote giving to the Rotary Foundation as a charity of choice regularly at weekly meetings.	MC	President gives a reminder at least once each month.	Foundation Committee/ President	Foundation month		
Conduct a special meeting on the Foundation during Foundation month	AC					
Donate at least $2000 to Polio Plus of during May/June	AC					
Attempt to use District and Global grants to extend the reach of our projects.	AC		Foundation Committee			
Collaborate with other local and District service clubs to increase our impact.	OC	Seek joint meetings with Group 7 clubs				
Make optimal use of current Rotary branding on all our products and activities.	OC		Public Image Committee			
Seek input about community needs from community organizations as a basis for new project ideas.	P		Program team			
Provide funds for at least one new overseas project.	P	Use "Rotary Showcase Select" project	Rotary Showcase select committee			
Strategic Priority: Expand our reach and raise interest in Rotary's work in Maryborough						
Seek members in a diverse range of community groups and age groups including alumni, friends, and corporations.	OC		Membership committee			
Promote our Rotary activities as widely as possible using Facebook, Instagram, Twitter, and other current Social media platforms.	C		Public Image committee			
Explore ways of engaging our members in non-traditional ways.	P	Brainstorms at Board and Club meetings				
Explore new ways of raising funds to expand our reach.	P		Fundraising committee			
Generate local projects that will raise interest in Rotary's work in Maryborough	P	*Set up Project Expo as part of planning process *Encourage program team to include local speakers with possible project needs	Planning team Program team			

Strategic Priority: Enhance member engagement and make effective use of members' skills and interests					
Includes a range of fun events in our program each year.	OC	*Have fun event at least every two months	Fun Co-ordinator and Program Committee		
Provide a wide range of learning and leadership development opportunities for members.	OC	*Always promote upcoming events at meetings encouraging members to attend	Membership committee		
Ensure each member feels engaged in a range of Rotary projects to their own optimal level.	OC	*Regularly monitor or survey members about engagement	Membership committee		
Encourage members to collaborate with others within and outside the club.	OC	Regular comments by President at meetings and in bulletin			
Endeavour to make all Rotary activities family friendly.	OC		Public Image committee		
Institute built in succession plans in each area of the club to avoid burn out of all office bearers.	AC		Planning committee/ all chairs		
Limit the number of club projects to a number we can manage well.	OC		Planning committee		
Celebrate club and Rotary successes at every opportunity.	OC		President		
Strategic Priority: Increase our ability to adapt and keep pace with global trends in delivering service					
Promote a culture of inclusion and respect in our club across ages, genders, beliefs, and backgrounds.	OC		All members		
Encourage members to be more innovative, creative, and flexible.	OC		President		
Use technology with best practice to increase and maximize effective communication between the club and members, and between members in the club.	OC	Combine Membership and Public Image committees	Public image committee/ Administration committee		
Provide a range of flexible ways members can engage with Rotary in meetings and projects.	OC	Set up a Zoom link for every standard meeting	Administration committee		
Expected Costs of All programs for this Committee:				**$0**	
Expected Fundraising Generated or Facilitated by this Committee:				**$0**	

Administration Action Plan Purpose Goal (The "Why"): To ensure that club meetings have an interesting program, appropriate venues and meal arrangements and run smoothly, that communication flows effectively between the Board, Committees and Club members, that club property and records are managed well, and that the club complies legally

What (we want to do) – Our Objectives	Type	How (to do it; steps to take) – Our Tactics	Who (drives it)	When to complete	How Much for/from	Done
Responsibility Area: Manage The Elements of the Club Meeting Program						
Manage the MEETING PROGRAM and RUNNING SHEET	WC	*Ensure program is prepared at least six weeks in advance *Ensure an effective, up-to-date running sheet is provided for each meeting	M James/ A Teese A Ohlsen			
Monitor the VENUE & MEALS	MC	*Establish a permanent base *Develop protocols for efficiency				
Manage THE BAR	WC	*Appoint Bar Manager *Develop a system for obtaining and paying for drinks				
Manage SET UP for Meetings	WC	*Develop systems for ensuring that all key components are in place for each meeting: Meals/ Seating/ Chair / Sound/ Video/ Zoom option/ Anthem/ Photos and Story *Develop/ monitor a set-up team roster				
Manage Meeting TECHNOLOGY/ZOOM	WC	*Develop/ monitor a Technology Roster for club and Board meetings and special events *Facilitate ZOOM options	G James/ A Ohlsen D Marsden			
Appoint MEETING CHAIRS	MC	*In conjunction with Program Team	M James/ A Teese			
Facilitate FUN EVENTS	MC	*Include regular fun events in Program	Program committee and Fun Co-ordinator	Throughout		
Manage MEMBER TALKS	MC	*Set a Roster for short member talks on a relevant Rotary related topic e.g. What advice would you give a young person about their vocation?	M James/ A Teese A Ohlsen			
Responsibility Area: Manage Communication Between Members						
Provide an ANNUAL REPORT	AC	*Collect reports from all Chairs & Directors *Provide best practice templates		July		

Provide a weekly BULLETIN	WC	*Produce and email bulletins each week with a story report, images and calendar	A Taylor		
		*Ensure relevant stories from bulletin are added to the Web site	G James		
Responsibility Area: Manage Club Assets, History and Records					
Manage the ASSET REGISTER	OC	Update Current Asset Register			
Manage MAINTENANCE of assets	OC	Use current asset register to establish assets that require maintenance			
Monitor ATTENDANCE	WC	*Appoint an attendance officer		July	
		*Ensure records are placed on Web site		Ongoing	
Ensure a CLUB HISTORY is maintained	OC	*Prepare a Club History eBook for June 2022	G James	April 2022	
Ensure CLUB RECORDS are stored securely	OC	*Digitize all Annual Reports			
		*Digitize all flags			
Responsibility Area: Manage Legal Compliance and Safety					
Monitor RISK MANAGEMENT	OC	*Appoint Club Risk Manager			
		*Obtain report on potential risks for events in month to come at each meeting			
Manage FOOD HANDLING Compliance	AC	*Explore local or online options available			
		* Promote to members			
Expected Costs of All programs for this Committee:				**$0***	
Expected Fundraising Generated or Facilitated by this Committee:				**$0**	

Fundraising Action Plan Why (we exist as a committee): To co-ordinate all fundraising efforts in the club, ensure members are not overloaded with functions and assist co-ordinators in conducting fund-raising events

What (we want to do) – Our Objectives	Type	How (to do it; steps to take) – Our Tactics	Who (drives it)	When to complete	How Much for/from	Done
Stimulate FUNDRAISING IDEAS	OC					
Co-ordinate FUNDRAISING CALENDAR	MC					
ASSIST Fundraising Sub-committees	OC					
Conduct PYRENEES BIKE RIDE	P	Sub-committee				
Manage ENERGY BREAKTHROUGH Participation	AC	Sub-committee				
Manage BUNNINGS Barbeque events	OC	Sub-committee				
Organize MARYBOROUGH WALK	P	Sub-committee				
Organize OAKS DAY event	P	Sub-committee				
Organize BOOK FAIR with MEC	P	Sub-committee				
Organize HARNESS RACING FUNDRAISER	P	Sub-committee				
Manage participation in SWAP MEET	AC	Sub-committee				
Manage MARQUEES HIRE	OC	Sub-committee				
Manage BBQ HIRE	OC	Sub-committee				
Expected Costs of All programs for this Committee:				**$ 0**		
Expected Fundraising Generated or Facilitated by this Committee:				**$0**		

Membership Action Plan (Works with Public Image) Why (we exist as a committee): To promote the recruitment and retention of members and promote the training and development of members

What (we want to do) Focus Areas/ Sub Committees	Type	How (to do it - specific steps)	Who (drives it)	When complete	How Much	Done
Manage ALUMNI CONTACT	OC	*Assist in the development of a full list of Alumni *Promote and Host an event for Alumni contacts				
Manage FRIENDS OF ROTARY	OC	*Confirm Friends of Rotary policy				
Promote MEMBER DEVELOPMENT through District Training	OC	*Encourage members to attend District and RI Training events				
Promote MEMBER DEVELOPMENT through INK Spots and Club Training	OC					
Manage MENTORING	OC	*Appoint a mentor for every new member				
Promote MEMBER RECRUITMENT through a considered, published annual aim	AC	*Aim at Net member increase every year				
Promote MEMBER RECRUITMENT through an annual set of strategies	AC	*Develop suitable strategies for recruiting new members				
Manage WELFARE & ENGAGEMENT of members	OC	*Develop a system for effectively monitoring the welfare and engagement of all members *Develop protocols for dealing with a lack of engagement				
Promote CORPORATE MEMBERSHIP	P	*Explore what is involved in recruiting a corporate member *Explore local businesses to see if there is interest				
Maintain MEMBER INDUCTION Process through an annual review	AC	*Review current Induction process and tweak as required *Develop a system with maximum support for, and minimum time before members are inducted				
Monitor FOCUS GROUPS process	OC	*Conduct Focus group meetings with selected groups of similarly aged				

		community members to seek their honest opinions of Rotary				
Encourage member ELEVATOR PITCHES	AC	*Encourage members to develop their own Elevator Pitches about their understanding of what Rotary is				
Expected Costs of All programs for this Committee:					**$0**	
Expected Fundraising Generated or Facilitated by this Committee:					**$0**	

Public Image Action Plan (Works with Membership) Why (we exist as a committee): To promote a positive image of our club and Rotary in general in our local and district communities, to monitor and promote the club's online presence (including Social media) and monitor the correct and effective use of Rotary branding materials

What (we want to do) Focus Areas/ Sub Committees	Type	How (to do it - specific steps)	Who (drives it)	When complete	How Much	Done
PROMOTE the Club LOCALLY	OC	*Ensure projects are chosen by the club that stand out in the community and can have the Rotary brand				
Manage SOCIAL MEDIA through expansion of Facebook	OC	*Expand Facebook outreach *Start an Instagram Page				Y
Manage SOCIAL MEDIA through a Twitter feed	P	*Set up a Twitter feed from the club				
Manage SOCIAL MEDIA through establishment of an Instagram page	P	*Start an Instagram Page				Y
Manage the WEBSITE through updates of calendar, information, and images every week	WC	*Update every week with Bulletin articles				
Manage Rotary RADIO	MC	*Conduct a monthly program on Goldfields FM introducing Rotary members to the community				
Feed material to ADVERTISER	OC	*Place articles in paper whenever a Rotary story is happening. *Aim at something each fortnight		As required		
Monitor use of ROTARY BRAND	OC	*Monitor proper use of Rotary brand on club materials *Provide periodical workshops/ articles on effective use and "No-no's"		Throughout		
Prepare /maintain a BROCHURE to promote the club	P	*Look at brochures from other clubs for ideas/				
Expected Costs of All programs for this Committee:				**$0**		
Expected Fundraising Generated or Facilitated by this Committee:				**$0**		

Rotary Foundation Action Plan Why (we exist as a committee): To manage and promote the support of Rotary's own Charity including support for Rotary's designated project, Polio Plus, and manage Recognition process

What (we want to do) – Our Objectives	Type	How (to do it; steps to take) – Our Tactics	Who (drives it)	When to complete	How Much for/from	Done
Promote Foundation GIVING through an annual club promotion or "Foundation night"	AC	*Promote the Foundation as members' charity of choice at an annual Foundation night in November		Nov		
Share regular FOUNDATION INFORMATION to members on what Foundation funds have been used for – at least monthly	MC	Mention projects supported by the foundation at at least one meeting a month and have articles placed in the Bulletin				
Promote Foundation GIVING by encouraging the Board to make an annual donation to the Annual Fund	AC	*Facilitate club donation to ANNUAL FUND				
Encourage members to give to the CENTURION Program on an ongoing basis	MC	*Maintain $2 Contribution with Dinner Fees *Promote sales and use of Centurion Coin Holders				
Manage PHF RECOGNITION annually	AC	*Check once per year in Early May in readiness for Changeover				
Secure GRANTS QUALIFICATION	AC	*Have at least one member attend District assembly for training				
Promote use of DISTRICT GRANTS by club	AC	*Explore currently proposed service projects for grant possibilities *Negotiate with chairs about possible grants – can only have one per year				
Promote POLIO PLUS donations through an annual promotional event	AC	*Develop an event or process to promote Polio Plus *Facilitate annual Club donation to Polio Plus				
Promote POLIO PLUS donations through an annual club donation	AC	*Facilitate annual Club donation to Polio Plus in May				
Expected Costs of All programs for this Committee:				**$0**		
Expected Fundraising Generated or Facilitated by this Committee:				**$0**		

Programs Budget Summary

Committee	Income $	Expenditure $
Board		
Administration Projects & Activities		
Fundraising Efforts		
Membership Recruitment, Retention, & Development		
Club Public Image and Awareness		
Rotary Foundation Efforts		
Service Projects		
TOTALS		