

**STRATEGIC PLAN**

**2017 - 2020**

**OUR CORE ESSENCE STATEMENT**

Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to tackle some of the world’s greatest challenges and create lasting change.

**OUR STRATEGIC GOALS**

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|  | [Image result for images of Rotary](https://www.google.com.au/imgres?imgurl=http://brisbanerotary.org.au/wp-content/uploads/2016/06/MembershipImage.jpg&imgrefurl=http://brisbanerotary.org.au/join-our-club/&docid=El4rszxQwWrF1M&tbnid=RJkJR9SlZI_89M:&vet=1&w=529&h=265&bih=432&biw=1017&q=images%20of%20Rotary&ved=0ahUKEwi1oMHa7cjSAhXrhVQKHfxMCts4ZBAzCFIoTjBO&iact=mrc&uact=8) |  |
| **Club Health** | **Focus and increase humanitarian service** | **Integrity** |
| * A welcoming and enjoyable Club with meetings that when you leave they will make you think it was the best 1 ¼ hours of the week * An informed membership * Foster innovation and flexible conditions to appeal to a broad section of like minded people * An active club that sources worthwhile projects to make a difference in the world. * A diverse membership in age, gender and background * Develop leaders through participation in Rotary Leadership Institute and Future Leaders courses and mentoring members of our sponsored Rotaract Club (for 18 – 30 year olds) | * Eradicate Polio through donation to the END POLIO campaign within the Rotary Foundation * Increase sustainable service focused programs that support Youth (such as our Scholarship Program for disadvantaged students in Bogata-Suba in Colombia) and Young Leaders through Rotary Youth Leadership Awards and National Youth Science Forums * Create significant projects both locally and internationally such as provision of Shelter Box to provide shelter for those effected by disasters * Partner with organisations that provide accommodation for vulnerable and disadvantaged such as Catherine House | * **Through our actions by following Rotary’s**   **FOUR WAY TEST**  “Of the things we think, say or do:   1. Is it the Truth? 2. Is it Fair to all concerned? 3. Will it build Goodwill and better Friendships? 4. Will it be Beneficial to all concerned?” |