

# Strategic Directions Plan 2020 - 2021

## Purpose

The purpose of this strategic directions plan is to identify strategies and actions to create a framework of sustainability to guide the work of the Rotary Club of Moe to achieve a range of objectives that support the goals of the club. A very important aspect of this is ongoing membership growth and retention.

## Background

**Rotary** ... where people help people and achieve extraordinary things.

For over one hundred and fifteen years, motivated people around the world have come together as Rotarians to unite the power of one with the power of many to bring about exceptional change in the world. Made up of men and women across all vocations and cultures, Rotary is a non-political, non-religious global organisation focused on improving the well-being of local and international communities and bringing about world peace and understanding.

To be a Rotarian is simply to have a desire to do something to help others.

To be a Rotarian is to develop your skills, broaden your networks, grow your understanding and knowledge, enjoy the camaraderie of like-minded people and build life-long friendships.

With 30,000 Rotarians in 1100 clubs in Australia that's a lot of people making a difference. Rotary's 34,000 clubs and 1.2 million members serve communities around the world, each with unique concerns and needs. Rotarians have continually adapted and improved the way they respond to those needs, taking on a broad range of service projects. The most successful and sustainable Rotary service tends to fall within one of the following six areas:

- **Peace and Conflict prevention/resolution**
- **Disease prevention and treatment**
- **Water and Sanitation**
- **Maternal and child health**
- **Basic education and literacy**
- **Economic and community development; with a seventh area added in July 2020: Environmental Sustainability.**

## 2020-2021 Rotary Club of Moe Strategic Plan

The key goals for this year, as set out by Club President, Di Harrison are:

- Create a Meaningful Club Experience
- Promote Rotarians as ‘People of Action’

### Rotary Club of Moe - Strategic Directions Plan 2020-21

| Goal 1 Create a Meaningful Club Experience |  |   |  |  |
|--|--|---|--|--|
| OBJECTIVES                                 | STRATEGIES   | CORE RESPONSIBILITY   | COMMITTEE LINKAGE  | KPIs   |
| Engage current members.                    | <ul style="list-style-type: none"> <li>• To monitor attendance at Zoom meetings</li> </ul> | <ul style="list-style-type: none"> <li>• President</li> <li>• Membership Chair</li> <li>• Attendance Officer</li> <li>• Zoom Moderator</li> </ul> | <ul style="list-style-type: none"> <li>• Board</li> <li>• Membership</li> <li>• Club Administration</li> </ul> | <ul style="list-style-type: none"> <li>• Aim for 85% regular Zoom Monday meeting (1<sup>st</sup>, 2<sup>nd</sup> and 4<sup>th</sup>) attendance.</li> <li>• Welfare Officers appointed to follow-up absentee members in a timely manner.</li> <li>• Report provided at Club Assembly. If a member misses three weeks, contact member and notify club President.</li> </ul> |

## Goal 1 Create a Meaningful Club Experience

| OBJECTIVES                      | STRATEGIES  | CORE RESPONSIBILITY   | COMMITTEE LINKAGE  | KPIs  |
|---------------------------------|---|---|--|---|
| Assess and strengthen the club. | <ul style="list-style-type: none"> <li>To undertake an online 'Member Satisfaction Survey'.</li> </ul>                                | <ul style="list-style-type: none"> <li>President</li> <li>Membership Chair</li> <li>Zoom Moderator</li> </ul> | <ul style="list-style-type: none"> <li>Board</li> <li>Club Administration</li> </ul>                     | <ul style="list-style-type: none"> <li>85% Of members engage in the online survey</li> <li>Present and discuss survey results with members as soon as possible.</li> <li>Implement suggested changes/actions.</li> </ul>                              |
|                                 | <ul style="list-style-type: none"> <li>To complete a Rotary Club Health Check.</li> </ul>   | <ul style="list-style-type: none"> <li>President</li> </ul>   | <ul style="list-style-type: none"> <li>Board</li> </ul>  | <ul style="list-style-type: none"> <li>Rotary Club Health Check undertaken as President-Elect.</li> <li>Results provide insights to revise Strategic Plan.</li> <li>Strategic Plan revised and presented to the Board at the July meeting.</li> </ul> |
| Welcome new members.            | <ul style="list-style-type: none"> <li>To arrange a minimum of four online social events.</li> </ul>                                  | <ul style="list-style-type: none"> <li>President</li> <li>Program Chair</li> </ul>                            | <ul style="list-style-type: none"> <li>Board</li> <li>Membership</li> <li>Club Administration</li> </ul> | <ul style="list-style-type: none"> <li>Invite an engaging guest speaker to four online social events.</li> </ul>  |
|                                 | <ul style="list-style-type: none"> <li>To identify potential new Rotarians through current members completing a worksheet.</li> </ul> | <ul style="list-style-type: none"> <li>President</li> <li>All members</li> </ul>                              | <ul style="list-style-type: none"> <li>Board</li> <li>Membership</li> </ul>                              | <ul style="list-style-type: none"> <li>85% members complete the 'Identify Prospective Members' Worksheet by Sept./Oct.</li> </ul>   |

**Goal 1 Create a Meaningful Club Experience**

| OBJECTIVES                    | STRATEGIES   | CORE RESPONSIBILITY   | COMMITTEE LINKAGE  | KPIs  |
|-------------------------------|--|---|--|---|
|                               |  |   |  | <ul style="list-style-type: none"> <li>• Invite identified potential members to planned online social events.</li> </ul>  |
|                               | <ul style="list-style-type: none"> <li>• To revise club promotional brochure</li> </ul>                            | <ul style="list-style-type: none"> <li>• President</li> <li>• Membership Chair</li> </ul>                               | <ul style="list-style-type: none"> <li>• Board</li> <li>• Membership</li> </ul>                                | <ul style="list-style-type: none"> <li>• Club brochure revised and updated by August.</li> </ul>  |
|                               | <ul style="list-style-type: none"> <li>• To revise ‘Membership pack’ for potential new members.</li> </ul>         | <ul style="list-style-type: none"> <li>• President</li> <li>• Membership Chair</li> </ul>                               | <ul style="list-style-type: none"> <li>• Board</li> <li>• Membership</li> </ul>                                | <ul style="list-style-type: none"> <li>• Membership pack revised and upgraded by Aug/Sept.</li> </ul>   |
|                               | <ul style="list-style-type: none"> <li>• To revise new member orientation program</li> </ul>                       | <ul style="list-style-type: none"> <li>• President</li> <li>• Membership Chair</li> </ul>                               | <ul style="list-style-type: none"> <li>• Board</li> <li>• Membership</li> <li>• Club Administration</li> </ul> | <ul style="list-style-type: none"> <li>• Revise the ‘New Member Orientation’ program by Sept/Oct.</li> </ul>  |
|                               | <ul style="list-style-type: none"> <li>• To investigate how to set-up a satellite club for new members.</li> </ul> | <ul style="list-style-type: none"> <li>• President</li> <li>• Membership Chair</li> <li>• Assistant Governor</li> </ul> | <ul style="list-style-type: none"> <li>• Board</li> <li>• Club Administration</li> <li>• Membership</li> </ul> | <ul style="list-style-type: none"> <li>• Arrange a meeting with AG to develop a process in Oct/Nov.</li> </ul>  |
| Find and attract new members. | <ul style="list-style-type: none"> <li>• To identify opportunities to support the local community.</li> </ul>      | <ul style="list-style-type: none"> <li>• President</li> <li>• Membership Chair</li> </ul>                               | <ul style="list-style-type: none"> <li>• Board</li> <li>• Membership</li> </ul>                                | <ul style="list-style-type: none"> <li>• Conduct a ‘Street Survey’ to connect with local community (observe social distancing during COVID-19 pandemic).</li> </ul> |
|                               | <ul style="list-style-type: none"> <li>• Network with leaders within the Moe/Newborough Community.</li> </ul>      | <ul style="list-style-type: none"> <li>• President</li> <li>• Committee Chairs</li> </ul>                               | <ul style="list-style-type: none"> <li>• Board</li> <li>• All Committees</li> </ul>                            | <ul style="list-style-type: none"> <li>• Identify at least one joint service activity that responds to community needs during the COVID-19 pandemic.</li> </ul>     |

## Goal 1 Create a Meaningful Club Experience

| OBJECTIVES                         | STRATEGIES  | CORE RESPONSIBILITY  | COMMITTEE LINKAGE   | KPIs  |
|------------------------------------|---|--|---|---|
| Support Rotary Foundation Projects | <ul style="list-style-type: none"> <li>Specifically fundraise for End Polio Now Program.</li> </ul>   | <ul style="list-style-type: none"> <li>President</li> <li>Foundation Chair</li> <li>Treasurer</li> </ul>                                   | <ul style="list-style-type: none"> <li>Board</li> <li>Foundation/International.</li> </ul>                  | <ul style="list-style-type: none"> <li>AUD \$1000 goal achieved by May 2021.</li> </ul>   |
|                                    | <ul style="list-style-type: none"> <li>Specifically fundraise for Rotary Foundation Annual Fund Contribution</li> </ul>   | <ul style="list-style-type: none"> <li>President</li> <li>Foundation Chair</li> <li>Treasurer</li> </ul>                                   | <ul style="list-style-type: none"> <li>Board</li> <li>Foundation</li> <li>Club Administration</li> </ul>    | <ul style="list-style-type: none"> <li>AUD \$2000 goal is achieved by May 2021.</li> </ul>  |
|                                    | <ul style="list-style-type: none"> <li>Promote 100 years of Rotary in Australia</li> </ul>  | <ul style="list-style-type: none"> <li>DG &amp; Partner</li> <li>AG West Gippsland</li> <li>President</li> <li>Committee Chairs</li> </ul> | <ul style="list-style-type: none"> <li>AG District 9820</li> <li>Board</li> <li>Committee Chairs</li> </ul> | <ul style="list-style-type: none"> <li>Participation in the Baton Relay (Rail Trail or online) planned to be held in March 2021.</li> </ul>   |
| Maintain Bali School Project       | <ul style="list-style-type: none"> <li>To set-up a Zoom meeting to engage online with contacts overseeing Bali School Project.</li> </ul>   | <ul style="list-style-type: none"> <li>International Service Committee</li> <li>Zoom Moderator</li> </ul>                                  | <ul style="list-style-type: none"> <li>International Service</li> </ul>                                     | <ul style="list-style-type: none"> <li>To arrange at least two virtual visits in 2020-2021.</li> <li>Promote Bali School project in local paper and through social media.</li> </ul>          |
| Support Local Projects / Services  | <ul style="list-style-type: none"> <li>Ongoing support for local services and activities, including:                             <ul style="list-style-type: none"> <li>Gippsland Rotary Centenary House</li> <li>Latrobe Regional Hospital</li> <li>Botanic Gardens</li> <li>Adventure Playground Stage 1 Completed</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>President</li> <li>Committee Chairs</li> </ul>  | <ul style="list-style-type: none"> <li>Board</li> <li>All members</li> </ul>                                | <ul style="list-style-type: none"> <li>Funds allocated for all projects in Budget.</li> <li>Event held in Botanic Gardens to celebrate completion of Stage 1 Adventure Playground.</li> </ul> |
| Support for Disaster Assistance    | <ul style="list-style-type: none"> <li>Maintain Club Disaster Fund to ensure capacity to donate to appropriate disaster situations wherever they may occur.</li> </ul>  | <ul style="list-style-type: none"> <li>President</li> <li>Treasurer</li> </ul>   | <ul style="list-style-type: none"> <li>Board</li> <li>International Service</li> </ul>                      | <ul style="list-style-type: none"> <li>Ongoing Fund maintained.</li> </ul>  |

**Goal 1 Create a Meaningful Club Experience**

| OBJECTIVES | STRATEGIES | CORE RESPONSIBILITY   | COMMITTEE LINKAGE | KPIs  |
|------------|------------|---|-------------------|---|
|            |            | <ul style="list-style-type: none"> <li>International Chair</li> </ul> |                   | <ul style="list-style-type: none"> <li>Donation given in response to disaster (local or international as agreed by Board).</li> </ul> |

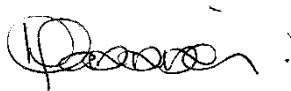
**Goal 2 Promote Rotarians as ‘People of Action’**

| OBJECTIVES                           | STRATEGIES   | CORE RESPONSIBILITY   | COMMITTEE LINKAGE  | KPIs   |
|--------------------------------------|--|---|--|--|
| Engage in local community activities | <ul style="list-style-type: none"> <li>Continue to provide BBQ services to support community events / businesses, including:<br/>Carols by Candlelight<br/>Special Events E.g. R100 Baton Relay</li> </ul> | <ul style="list-style-type: none"> <li>President</li> <li>Community Chair</li> </ul>              | <ul style="list-style-type: none"> <li>Community Service</li> </ul>  | <ul style="list-style-type: none"> <li>As permitted when Gov’t regulations during COVID-19 pandemic are eased.</li> </ul>                                      |
|                                      | <ul style="list-style-type: none"> <li>Support other Clubs/Organizations in specific projects, including:<br/>Apex/Lions Bonfire<br/>Other local E.g Racecourse events</li> </ul>                          | <ul style="list-style-type: none"> <li>President</li> <li>Community Chair</li> </ul>              | <ul style="list-style-type: none"> <li>Community Service</li> </ul>  | <ul style="list-style-type: none"> <li>As permitted when Gov’t regulations during COVID-19 pandemic are eased.</li> </ul>                                      |
| Multimedia Promotion                 | <ul style="list-style-type: none"> <li>To oversee ongoing promotion of the Club<br/>Clubrunner Website<br/>Social Media Facebook/Twitter<br/>Print Media</li> </ul>  | <ul style="list-style-type: none"> <li>President</li> <li>Members with specific roles.</li> </ul> | <ul style="list-style-type: none"> <li>Secretary</li> <li>Membership</li> <li>Club Administration</li> </ul> | <ul style="list-style-type: none"> <li>Clubrunner website updated twice per month.</li> <li>Twitter account established to promote club activities.</li> </ul> |

|                              |  |  |   |  |
|------------------------------|--|--|---|--|
|                              |  |  |   | <ul style="list-style-type: none"> <li>Facebook posts reflect current club activities and posts uploaded at least twice a month.</li> <li>Four media releases printed in local paper (LV Express) during 2020-2021.</li> </ul> |
| 'People of Action' Promoted. | <ul style="list-style-type: none"> <li>To purchase 12 'high-vis' vests to wear to promote Rotary.</li> </ul> | <ul style="list-style-type: none"> <li>President</li> <li>Treasurer</li> <li>Club Property Officers</li> </ul> | <ul style="list-style-type: none"> <li>Club Administration</li> <li>All Committees</li> </ul> | <ul style="list-style-type: none"> <li>Club members wear vests when engaged in community service to promote Rotary.</li> </ul>   |
|                              | <ul style="list-style-type: none"> <li>To purchase pull-up banner to promote club projects.</li> </ul>       | <ul style="list-style-type: none"> <li>President</li> <li>Treasurer</li> <li>Club Property Officers</li> </ul> | <ul style="list-style-type: none"> <li>Club Administration</li> <li>Board</li> </ul>          | <ul style="list-style-type: none"> <li>Secretary to organise design and Board to approve purchase.</li> <li>To be add to Club Property register.</li> </ul>  |
|                              | <ul style="list-style-type: none"> <li>Consistently use correct Rotary branding</li> </ul>                   | <ul style="list-style-type: none"> <li>President</li> <li>Secretary</li> <li>Community Chair</li> </ul>        | <ul style="list-style-type: none"> <li>Board</li> <li>Community</li> </ul>                    | <ul style="list-style-type: none"> <li>Investigate how to update Rotary branding on Town Entry signage by May 2021.</li> <li>All printed materials use</li> </ul>  |

|  |   |   |   |  |
|--|---|---|---|--|
|  |   |   |   | updated Rotary branding.   |
|  | <ul style="list-style-type: none"> <li>To produce business cards to facilitate networking opportunities.</li> </ul> | <ul style="list-style-type: none"> <li>President</li> <li>Secretary</li> <li>Treasurer</li> <li>Committee Chairs</li> </ul> | <ul style="list-style-type: none"> <li>Club Administration</li> </ul> | <ul style="list-style-type: none"> <li>To hand out to members of community to promote RC of Moe.</li> <li>Club Secretary to organise and distributed by end of September.</li> </ul> |

Presented to the Board: 20 July 2020



Signed:

**President, 2020-2021**

Rotary Club of Moe (18413)