

Strategic Directions Plan 2021 - 2022

Background

For over one hundred and sixteen 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 to develop your skills, broaden your networks, grow your understanding and knowledge, enjoy the camaraderie of like-minded people, build life-long friendships and to have a desire to do something to help others.

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, and
- Environmental Sustainability.

Vision

‘TOGETHER we see the world where **PEOPLE** unite and take action to **CREATE** lasting **CHANGE** across the globe in our communities and in ourselves.’

Rotary’s five-year strategic plan, known as the ‘Action Plan’, is based in our values and builds on the remarkable capabilities and spirit of Rotarians. It is a way of ensuring a stronger and more effective future for Rotary.

The four strategic priorities of the Action Plan are:

1. **Increase our impact.** Find new ways to use our expertise to make a difference in our communities and around the globe.
2. **Expand our reach.** Build connections and opportunities that allow people who share our drive to make change.
3. **Enhance participant engagement.** Recommit to putting needs, expectations, and growth of our participants at the centre of all that we do.
4. **Increase our ability to adapt.** Find new opportunities, create more paths to leadership, open our conversations to more diverse voices, and simplify how we operate.

2021-2022 Rotary Club of Moe Strategic Plan

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. The overall aim is to achieve a range of objectives that support the goals of the club and links to Rotary’s strategic priorities outlined in the ‘Action Plan’.

The two key goals for this year are:

- Create a Meaningful Club Experience (Enhance participant engagement, increase our ability to adapt.)
- Visibly Promote Rotarians as ‘People of Action’ (Enhance participant engagement, increase our impact, and expand our reach).

Goal 1 Create a Meaningful Club Experience				
OBJECTIVES	STRATEGIES	CORE RESPONSIBILITY	COMMITTEE LINKAGE	KPIs
To engage new members and retain current members.	<ul style="list-style-type: none"> • Implement an informal mentoring program for new members to increase knowledge and understanding of Rotary and to retain members. • Nominate experienced members to provide follow-up/support to members as required. 	<ul style="list-style-type: none"> • President • President 	<ul style="list-style-type: none"> • Board • Membership • Rotary Foundation • Club Service 	<ul style="list-style-type: none"> • Aim for 80% attendance. • Welfare Reports provided at club meetings.
	<ul style="list-style-type: none"> • Monitor attendance. 	<ul style="list-style-type: none"> • Attendance Officer 	<ul style="list-style-type: none"> • Membership • Club Service 	<ul style="list-style-type: none"> • Aim for 80% attendance. • Report provided monthly at Club Assembly.

Goal 1 Create a Meaningful Club Experience

OBJECTIVES	STRATEGIES	CORE RESPONSIBILITY	COMMITTEE LINKAGE	KPIs
	<ul style="list-style-type: none"> Plan interesting meetings which connect with people in our local community. 	<ul style="list-style-type: none"> Program Chair 	<ul style="list-style-type: none"> Club Service 	<ul style="list-style-type: none"> Regular attendance of 80% members. When program is moved online when COVID-19 restrictions are in force, there will be 80% attendance.
To find and attract new members.	<ul style="list-style-type: none"> Identify opportunities to serve and engage with the local community. 	<ul style="list-style-type: none"> All Service Committee Chairs 	<ul style="list-style-type: none"> Board All Service Committee members. 	<ul style="list-style-type: none"> Club gains at least two new members during 2021-2022 Rotary Year.
To encourage participation in leadership	<ul style="list-style-type: none"> Reconvene the Nominating committee. 	<ul style="list-style-type: none"> President 	<ul style="list-style-type: none"> Nominating committee 	<ul style="list-style-type: none"> President-Elect identified. Members are identified as future Chairs. At least one member of the club attends Rotary Leadership Training.
To foster Interclub Relationships	<ul style="list-style-type: none"> Respond to opportunities within Cluster to participate in interclub activities. 	<ul style="list-style-type: none"> President Cluster Presidents 	<ul style="list-style-type: none"> Board Club Service 	<ul style="list-style-type: none"> 50% members participate in at least one interclub activity/event
To educate members and support Rotary Foundation	<ul style="list-style-type: none"> Support for Polio Plus Program. 	<ul style="list-style-type: none"> President Rotary Foundation International Service Chair 	<ul style="list-style-type: none"> Rotary Foundation International Service Committee 	<ul style="list-style-type: none"> Promote End Polio Now with a club presentation. Contribution of USD \$1000 to Polio Plus Program achieved by May 2022.

Goal 1 Create a Meaningful Club Experience

OBJECTIVES	STRATEGIES	CORE RESPONSIBILITY	COMMITTEE LINKAGE	KPIs
	<ul style="list-style-type: none"> Support Rotary Foundation Annual Fund Contribution. 	<ul style="list-style-type: none"> President Rotary Foundation International Service Chair 	<ul style="list-style-type: none"> Rotary Foundation International Service Committee 	<ul style="list-style-type: none"> Presentation given to the club about The Rotary Foundation. Contribution of USD \$2000 to Rotary Foundation is achieved by May 2022.
To support Local Projects	<ul style="list-style-type: none"> Maintenance of Adventure Playground 	<ul style="list-style-type: none"> Community Service Chair 	<ul style="list-style-type: none"> Committee members 	<ul style="list-style-type: none"> Members rostered monthly to complete service task, (sweeping up bark at the Adventure Playground).
To seek funding for community projects	<ul style="list-style-type: none"> Submit grant application/s to Latrobe City Council Grants and Sponsorship Round. 	<ul style="list-style-type: none"> Community Service Chair 	<ul style="list-style-type: none"> Community Service Committee 	<ul style="list-style-type: none"> To complete at least one grant application.
To create and maintain a safe environment for working with youth	<ul style="list-style-type: none"> Adopt and implement the updated D9820 Youth Protection Policy. 	<ul style="list-style-type: none"> President Club Protection Officer Youth Vocational Chair 	<ul style="list-style-type: none"> All Club Members 	<ul style="list-style-type: none"> The updated D9820 Youth Protection policy is implemented and adhered to by members.
To support Disaster (international/local)	<ul style="list-style-type: none"> Maintain Club Disaster Fund to ensure capacity to donate to appropriate disaster situations wherever they may occur. 	<ul style="list-style-type: none"> Treasurer Rotary Foundation Chair 	<ul style="list-style-type: none"> Board 	<ul style="list-style-type: none"> Ongoing Fund maintained. Donation given in response to disaster (local or international), as agreed by Board.
To maintain Bali School Project	<ul style="list-style-type: none"> Continue contact with school leadership. 	<ul style="list-style-type: none"> International Service Chair 	<ul style="list-style-type: none"> International Service 	<ul style="list-style-type: none"> At least one visit to the school, either virtually or in person, when COVID-19 restrictions and travel conditions permit.

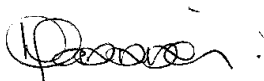
Goal 2

Visibly Promote Rotarians as 'People of Action'

OBJECTIVES	STRATEGIES	CORE RESPONSIBILITY	COMMITTEE LINKAGE	KPIs
<p>To support community-based activities</p>	<ul style="list-style-type: none"> • Continue to seek opportunities to serve and support community events and businesses, including: <ul style="list-style-type: none"> ○ Carols by Candlelight ○ Youth Mental Health First Aid Program ○ Special Events Eg. Snow Train ○ Energy Australia BBQ ○ Car parking Moe Racing Club 	<ul style="list-style-type: none"> • Community Service Chair • President 	<ul style="list-style-type: none"> • Community Service 	<ul style="list-style-type: none"> • Moe Rotarians are 'visible' in their work and promoted through social and print media. • As permitted when Gov't regulations during COVID-19 pandemic are eased.
	<ul style="list-style-type: none"> • Support Club Programs/Activities such as: <ul style="list-style-type: none"> ○ RJCA presentations ○ Pride of Workmanship ○ Rotary Foundation 'Purple Fowers' ○ End Polio Now Program 	<ul style="list-style-type: none"> • President • Community Service Chair • Youth Vocational Service Chair • Rotary Foundation International Service Chair 	<ul style="list-style-type: none"> • Community Service • Youth Vocational Service • Rotary Foundation International Service 	<ul style="list-style-type: none"> • Moe Rotarians are 'visible' in their work and promoted through social/print media. • As permitted when Gov't regulations during COVID-19 pandemic are eased.
<p>To use multimedia for club promotion</p>	<ul style="list-style-type: none"> • Oversee ongoing promotion of the Club: <ul style="list-style-type: none"> ○ Clubrunner Website ○ Facebook 	<ul style="list-style-type: none"> • President • Members with specific club service roles. 	<ul style="list-style-type: none"> • Club Service 	<ul style="list-style-type: none"> • Clubrunner website updated once per month. • Facebook posts reflect current club activities and

	<ul style="list-style-type: none"> ○ Print Media ○ Static Displays 			<p>posts uploaded at least once a month.</p> <ul style="list-style-type: none"> • Four media releases printed in local paper (LV Express) during 2021-2022.
‘People of Action’ Promoted visibly	<ul style="list-style-type: none"> • To encourage members to wear ‘high-vis’ vests to promote Rotary. 	<ul style="list-style-type: none"> • Club Property Officers • All Committee Chairs 	<ul style="list-style-type: none"> • All Committees 	<ul style="list-style-type: none"> • All club members wear vests when engaged in community service to promote Rotary.
	<ul style="list-style-type: none"> • To purchase a pull-up banner to promote Rotary. 	<ul style="list-style-type: none"> • Rotary Foundation Chair 	<ul style="list-style-type: none"> • Committee members 	<ul style="list-style-type: none"> • Pull-up banner displayed at all club events/activities.
	<ul style="list-style-type: none"> • Consistently use correct Rotary branding. 	<ul style="list-style-type: none"> • All Club Members 	<ul style="list-style-type: none"> • All Club members 	<ul style="list-style-type: none"> • Members where possible update clothing with new Rotary branding. • All social media and printed materials use updated Rotary branding.

Presented at the Combined Board Meeting: 21 June 2021, Revised 6 July 2021, Presented again to Board Meeting 19 July.



Signed:

Continuing President, 2021-2022
Rotary Club of Moe (18413)