

Strategic Directions Plan 2024-25

Background

Rotary - where people help people and achieve extraordinary things. For well over one hundred 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 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 seven 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
- Environmental Sustainability

2024-2025 Rotary Club of Moe Strategic Directions Plan

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.’

In announcing the Rotary International Theme for 2024-25, “THE MAGIC OF ROTARY”, Rotary International President Stephanie Urchick said, *“I strongly support maintaining our current Vision statement. There’s magic as people unite to create sustainable change. Those actions have global, community, and personal impact. We’ve seen progress toward this Vision since its adoption. We must continue to support our Vision with strategies and goals reflecting what we’ve learned over the past few years. Together in 2024-2025 lets*

- *Add 100,000 members to our organisation.*
- *Recruit new members and engage our current members with meaningful experiences.*
- *Spread the word about Rotary*
- *Encourage members to serve others through their vocations, education and skillsets by*
 - *establishing a mentoring and coaching program for Rotarians,*
 - *Finally eradicate polio,*
 - *Spend time on programs with proven results,lyn ca such as empowering girls, and world leader meetings and public facing events.*

Success breeds success and while members must embrace transformation in order to grow, building on results is a great motivator. Our power is our people.”

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 the Rotary Vision.

The Rotary Club of Moe’s two key goals for this year are:

- Create a Meaningful Club Experience, including enhancing participant engagement and increasing opportunities for members to interact with each other and with the community.
- Visibly Promote Rotarians as “People of Action” through increasing our impact and expanding our reach.

Rotary Club of Moe - Strategic Directions Plan 2024-25

Goal 1 – Create a Meaningful Club Experience				
OBJECTIVES	STRATEGIES	CORE RESPONSIBILITY	COMMITTEE / ACTIVITY LINKAGE	KPIs
To engage new members and retain current members	<ul style="list-style-type: none"> Provide opportunities for new and current members to increase knowledge and understanding of Rotary Ensure new members are supported as required to participate in meetings and activities Monitor attendance and follow up with members as needed 	<ul style="list-style-type: none"> President / Board President President 	<ul style="list-style-type: none"> Programs and Guest Speakers Board, Chairs and Coordinators Board, Chairs and Coordinators Attendance Officer 	<ul style="list-style-type: none"> Number of presentations to Club Member satisfaction surveys / feedback Number of Club members
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"> Board 	<ul style="list-style-type: none"> Committee Chairs / Program Coordinators 	<ul style="list-style-type: none"> At least one new member during the 2024-25 Rotary year
Encourage participation in leadership opportunities	<ul style="list-style-type: none"> Nominating Committee to identify and follow up Club leadership positions Support participation in Rotary leadership programs 	<ul style="list-style-type: none"> President 	<ul style="list-style-type: none"> Board Nominating Committee 	<ul style="list-style-type: none"> Club leaders identified, including Office Bearers and Chairs/Coordinators Participation in leadership programs
Foster inter-Club relationships	<ul style="list-style-type: none"> Identify and respond to opportunities to participate in inter-Club activities 	<ul style="list-style-type: none"> President / Board 	<ul style="list-style-type: none"> Committee Chairs / Program Coordinators 	<ul style="list-style-type: none"> Number of events

Goal 1 – Create a Meaningful Club Experience

OBJECTIVES	STRATEGIES	CORE RESPONSIBILITY	COMMITTEE / ACTIVITY LINKAGE	KPIs
Support for the Rotary Foundation	<ul style="list-style-type: none"> Annual contribution to Foundation Annual Fund Annual contribution to Polio Plus 	<ul style="list-style-type: none"> President / Board 	<ul style="list-style-type: none"> International / Foundation Chair 	<ul style="list-style-type: none"> Presentation to Club about the Rotary Foundation Contribution of \$1000US to Rotary Foundation by June 2025 Promote End Polio Now through Club presentation and information Contribution of \$1000US to Polio Plus by June 2025
Create and maintain a safe environment for working with youth	<ul style="list-style-type: none"> Adopt and implement the D9815 Youth Protection Policy 	<ul style="list-style-type: none"> President / Board 	<ul style="list-style-type: none"> Club Protection Officer Vocational Program Coordinators 	<ul style="list-style-type: none"> All Club members adhere to requirements
Support Disaster Response Activities (local and international)	<ul style="list-style-type: none"> Maintain Club Disaster Fund to ensure capacity to donate to appropriate disaster situations Annual contribution to Disaster Aid Australia as appropriate 	<ul style="list-style-type: none"> President / Board 	<ul style="list-style-type: none"> Treasurer 	<ul style="list-style-type: none"> Level of support provided
Connect with community	<ul style="list-style-type: none"> Plan interesting meetings which connect with people in our local community Support local projects and activities 	<ul style="list-style-type: none"> President / Board 	<ul style="list-style-type: none"> Program activities 	<ul style="list-style-type: none"> Meeting where community reps are in attendance Local projects / activities undertaken

Goal 2 – Visibly Promote Rotarians as “People of Action”

OBJECTIVES	STRATEGIES	CORE RESPONSIBILITY	COMMITTEE / ACTIVITY LINKAGE	KPIs
Support community-based activities	<ul style="list-style-type: none"> • Continue to seek opportunities to serve and support community events and businesses • Where appropriate, submit grant application to support projects and activities • Continue maintenance of Adventure Playground in the Botanic Gardens 	<ul style="list-style-type: none"> • Board / Community Service Coordinator 	<ul style="list-style-type: none"> • Club Members 	<ul style="list-style-type: none"> • Number of projects / activities • Number of grant applications • Members roster for playground maintenance • Media Promotion
Support for Rotary Programs	<ul style="list-style-type: none"> • Continue to participate in Rotary programs, including: <ul style="list-style-type: none"> - RJCA - Pride of Workmanship - MUNA - National Youth Science Forum 	<ul style="list-style-type: none"> • President / Vocational Service Coordinator/s 	<ul style="list-style-type: none"> • Club Members 	<ul style="list-style-type: none"> • Program participation • Media Promotion
Bali School Project	<ul style="list-style-type: none"> • Continue contact with school leadership to identify potential projects / activities • 	<ul style="list-style-type: none"> • Board / Bali School Project Coordinator 	<ul style="list-style-type: none"> • International / Foundation Chair 	<ul style="list-style-type: none"> • School project activities
Use Multimedia for Club promotion	<ul style="list-style-type: none"> • Ongoing promotion of the Club: <ul style="list-style-type: none"> - Website 	<ul style="list-style-type: none"> • President • Website Administrator • Face Book 	<ul style="list-style-type: none"> • Members with specific promotion roles 	<ul style="list-style-type: none"> • Website updates • Face Book posts reflect current Club activities • Media releases printed

Goal 2 – Visibly Promote Rotarians as “People of Action”

OBJECTIVES	STRATEGIES	CORE RESPONSIBILITY	COMMITTEE / ACTIVITY LINKAGE	KPIs
	<ul style="list-style-type: none"> - Face Book - Media Outlets - Static Displays 	Administrator		in local paper and covered via electronic media
Rotary “People of Action” promoted visibly	<ul style="list-style-type: none"> • Encourage members to wear Rotary shirts and Hi-Vis vests when undertaking activities • Purchase pull-up banners as appropriate to promote Rotary and specific programs • Ensure correct use of Rotary branding 	<ul style="list-style-type: none"> • President / Board 	<ul style="list-style-type: none"> • Committee Chairs / Program Coordinator/s • Club members 	<ul style="list-style-type: none"> • Use of Rotary shirts and Hi-Vis vests • Pull-up banners displayed at Club events and activities • Promotional materials use updated Rotary branding

Presented to the Board: 17 June 2024

Signed:

Lyn Cassar
President, 2024-25
 Rotary Club of Moe