



## Rotary Club of Hawthorn

### Strategic Plan 2021-2025

#### Rotary International Vision

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

#### Club Vision

An active and diverse fellowship of enthusiastic people sharing high ethical standards and a passion for helping others.

#### Club Mission

To contribute our time, talent and treasure to projects to improve the lives of people in need in our local community, in remote regions of Australia and in countries in the near Indo-Pacific region.



## Avenue of Service Statements of Purpose

Each Avenue of Service has adopted a statement which defines its purpose and those for whose benefit its services are provided.

<b>Club Service</b>	To promote the fellowship and welfare of members and raise funds to assist the Club to achieve its service goals.
<b>Community Service</b>	To improve the quality of life of disadvantaged people in the local community and in remote regions of Australia
<b>International Service</b>	To improve the health, education and living standards of people living in the near Indo-Pacific region.
<b>Youth Service</b>	To promote educational, career and personal development opportunities for young people.
<b>Vocational Service</b>	To promote high ethical standards and the ideal of service as the basis of worthy enterprise.

To fulfil their purpose each Avenue of Service has adopted a series of **Goals** they plan to achieve over the life of the Strategic Plan.

These goals will be achieved by means of **Strategies** which will be progressively implemented.

**Objectives** or targets have been set for achieving progress towards the goals in 2022/23. Progress towards achieving Avenue of Service goals will be reviewed each year and objectives agreed for the following year.

## Club Service

**Purpose:** To promote the fellowship and welfare of members and raise funds to assist the Club to achieve its service goals.

Goals	Strategies	2022/23 Objectives
<p><b>Major fundraising</b> Conduct two major fundraising activities each year.</p>	<p>Hold an annual Mental Health Lunch or equivalent event.</p> <p>Conduct annual sales of Hams and Christmas Fare.</p>	<p>Club members actively involved in these fundraising activities.</p> <p>Increase each year the amount of funds raised by these activities.</p>
<p><b>Minor fundraising</b> Conduct smaller fundraising each year .</p>	<p>Promote the sale of tickets in the Taverners Australia Raffle.</p> <p>Kooyong Classic parking.</p> <p>Provide the opportunity for donations at Club meetings held by Zoom for specified causes.</p> <p>Garden Designfest.</p>	<p>Maintain strategic alliance with Taverners.</p> <p>Participate in January 2023 subject to agreement with City of Boroondara and CEO of Kooyong LTC.</p> <p>Establish a list of entities to receive donations that are representative of Rotary’s six areas of focus.</p> <p>Participate in November 2022 subject to agreement with lead club Kew.</p>
<p><b>Sponsorships</b> Secure sponsors for ‘Lift the Lid’ on Mental Illness lunch and other Club projects.</p>	<p>Actively engaging with quality local businesses to seek sponsorships.</p> <p>Nurture ongoing relationships with sponsors.</p>	<p>Sponsorships totalling \$4,500 secured for 2022 lunch.</p> <p>Potential sponsors for 2023 lunch approached.</p> <p>Major sponsors retained.</p>
<p><b>Fellowship and Welfare</b>  Promote a strong sense of fellowship among members.</p>	<p>Develop a vibrant, inclusive, and manageable program of affordable social activities, attractive to members, that provide opportunities throughout the year for fellowship, fun and</p>	<p>Activities include:</p> <ul style="list-style-type: none"> <li>• Melbourne Cup-themed lunch on 25 October</li> <li>• Combined Christmas Dinner with Rotary</li> </ul>

<p>Provide engaging speakers at Club meetings.</p> <p>Foster member welfare.</p>	<p>intellectual stimulation.</p> <p>Club meetings are enlivened by a diverse range of interesting speakers on topics relevant to the interests of members and the Club's Avenue of Service activities.</p> <p>Implement practical measures to ensure the welfare and inclusion of members with special needs.</p>	<p>Glenferrie on 13 December</p> <ul style="list-style-type: none"> <li>• International Women's Day Breakfast in March 2023</li> </ul> <p>Other activities may have included:</p> <ul style="list-style-type: none"> <li>• lawn bowls or croquet and pizza evening</li> <li>• visit to Cottage by the Sea at Queenscliff</li> </ul> <p>The Club's successful speakers' program is maintained.</p> <p>Members with special needs feel included and supported.</p>
<p><b>Communication</b></p> <p>Club members are informed of Club business and service activities.</p> <p>Promote community understanding of Rotary and the valuable work done by the Club.</p> <p>Utilise information technology to enhance the effectiveness of Club activities.</p>	<p>Publish a weekly Club Bulletin containing a mix of news, articles of interest and entertainment.</p> <p>Announce forthcoming events and report on significant matters of Club business at Club meetings.</p> <p>Where appropriate, Avenue of Service and other Club activities are publicised through social media, the Club's website and the Club Bulletin.</p> <p>Where practical the Club makes use of advances in technology to improve communication and streamline administrative procedures and recordkeeping.</p> <p>Evaluate whether the Club should provide members and guests with online access to Club meetings and whether meetings should be audio recorded.</p>	<p>Club Bulletin published weekly.</p> <p>Members are kept informed to their satisfaction.</p> <p>A decision made whether and under what conditions to hold hybrid meetings and provide access to audio recordings of meetings.</p>
<p><b>Membership</b></p> <p>Sustain a viable and fully functional level of membership of men and women from diverse vocational and cultural</p>	<p>Each Club member is takes responsibility for recruitment of new members by encouraging family, friends and colleagues to experience the Club by inviting them as guests to meetings and</p>	<p>Membership is increased over last year's level.</p> <p>Mentor appointed for each new member.</p>

<p>backgrounds with a common commitment to service, fellowship and Rotary ideals and who are actively engaged in Club affairs.</p>	<p>social events.</p> <p>New members undergo a comprehensive induction program that familiarises them with the structure, policy and aims of Rotary and the Club.</p> <p>New members are actively mentored and engaged in Club business during their first year.</p>	<p>Induction program developed.</p> <p>Mentors induct their mentees.</p> <p>New members join at least one Avenue of Service committee in their first year.</p>
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## Community Service

**Purpose: To improve the quality of life of disadvantaged people in the local community and in remote regions of Australia**

Goals	Strategies	2022/23 Objectives
<p>Christmas project for socially isolated members of the Boroondara community.</p>	<p>Review how the delivery of gift bags can be simplified by focusing on groups of socially isolated individuals such as clients of Servants Housing, Chances families, and residents of nursing homes.</p> <p>Source suitable products for Christmas gift bags and arrange packing and distribution.</p>	<p>Christmas gift bags delivered to selected organisations for distribution to socially isolated people.</p>
<p>Dismantle Park playgrounds and transport to DIK for shipping overseas</p>	<p>Recycle old playground equipment for use in developing countries</p>	<p>Continue to support the consortium, project lead on dismantling of one playground.</p>
<p>Support the care of mental health patients.</p>	<p>As part of a consortium fund, source, assemble and deliver care packs and clothing for newly admitted mental health patients at the Alfred and Box Hill hospitals.</p> <p>Fund, source and supply recreational equipment for mental health patients at Box Hill Hospital.</p>	<p>Improve the supply chain.</p> <p>Extend project to other MHUS via other rotary clubs.</p> <p>Continue deliveries of clothing, care products</p>
<p>Support Servants Community Housing for</p>	<p>Assist in developing landscaping plan at Barton Street property.</p>	<p>Further develop and support the project in partnership with Servants.</p>

homeless people.	Investigate possible funding sources. Assess feasibility of working bees at other properties.	
Support recreational opportunities for people with a disability.	Fund, supply and serve lunches at Salvo Hawks football team home games.	Provide lunches at Salvo Hawks home games in 2022/23 and act as supporter group.
<b>Goals</b>	<b>Strategies</b>	<b>2022/23 Objectives</b>
Promote food security	Support Camcare’s Food Relief program by donating non-perishable food products to Camcare.	Run the project in July and August and review whether to run it again in lead-up to Christmas.
Reduce family violence and abuse.	As host club for Rotary Safe Families (RSF):  Set up a committee to support RSF and hold regular meetings.  Develop a strategic partnership with EDVOS.	Committee established and meeting regularly.  Strategic partnership established with EDVOS.
Promote community health through blood donation.	Encourage members to donate blood at times arranged by the Club.	Members donated blood.
Promote more peaceful communities	As a Peacebuilder Club promote more peaceful communities by encouraging service projects that reduce disease, inequality, conflict and abuse, and promote health, equity, and harmonious and respectful relationships.	Apply for Rotary Hawthorn to become a Peacebuilder club.
Reduce educational inequality and poverty by supporting the Chances Scholarship Program	Donate annually to the Chances Scholarship Program	Provide a donation of \$1,500 to Chances.

## International Service

**Purpose: To improve the health, education and living standards of people living in the near Indo-Pacific region.**

Goals	Strategies	2022/23 Objectives
Support DIK as a source of supply of medical and other equipment.	<p>Provide financial support towards rent.</p> <p>Provide ongoing support to DIK by helping to organise the receipt and storing of equipment and goods.</p>	<p>Annual donation from Hawthorn Rotary Club of \$5,000.</p> <p>Participate in review of the future role of DIK</p> <p>Organise member working bees to sort goods and load containers.</p>
Improve the health education, and living standards of people in East Timor.	<p>Fund scholarships for senior school students and technical studies.</p> <p>Provide menstrual hygiene products for schoolgirls through the 'Days for Girls' project in the Baguia region.</p>	<p>Seek nominations for the award of scholarships and determine the number of scholarships to be awarded.</p> <p>Progress the project to the extent that local circumstances permit.</p>
Improve surgical outcomes at Kampong Speu Referral Hospital in Cambodia.	<p>In conjunction with the World of Difference, other Rotary Clubs, and a Rotary Club in Cambodia secure funding to rebuild the surgical wing at the at Kampong Speu Referral Hospital.</p> <p>Source and transport equipment required for the surgical wing through DIK.</p>	<p>Building work completed in 2022/23.</p> <p>Surgical wing equipped and operational by the end of 2022/23.</p>
Improve health outcomes for local residence in Phuket, Thailand.	<p>In partnership with the Rotary Club of Patong Beach, identify, source and provide equipment through DIK for emergency medical support within the local community at Patong Beach and Phuket in general.</p>	<p>Source and transport medical equipment to Thailand.</p>
Provide safe drinking water to villagers in Myanmar	<p>Investigate the feasibility of providing additional Sky Hydrant water filters to rural Myanmar.</p>	<p>Progress the project to the extent that Covid restrictions and local circumstances permit.</p>

## Youth Service

**Purpose: To promote educational, career and personal development opportunities for young people**

Goals	Strategies	2022/23 Objectives
Improve job interview skills.	Conduct mock job interviews with students at Auburn High School (AHS) as the culmination of their 'Essentials for Life' program learning about applying for a job.	Interviews scheduled for September 2022 and April 2023.
Support talented and motivated students facing financial barriers to complete Years 11 and 12.	Award Rotary Foundation Scholarships to selected AHS students.	Foundation Scholarship/s awarded to AHS student/s in 2022/23.  AHS is invited to nominate a candidate for 2023/2024.
Provide opportunities for students to explore career opportunities in digital science, technology, engineering, and mathematics.	Fund one or more AHS students to attend the annual National Youth Science Forum (NYSF) each year.	Invite AHS to nominate a student to attend NYSF in January 2023.
Provide opportunities for students to form their own values and moral standards and broaden their horizons culturally, socially, and academically.	Fund one or more AHS students to participate each year in the Rotary Youth Program of Enrichment (RYPEN) a weekend camp designed to develop the potential for Year 9, 10, and 11 students through adventure-based learning and lectures.	Discuss with AHS whether or not they are interested to receive an invitation for students to attend RYPEN in 2023.
Provide students who have an interest in science with an opportunity to engage in a range of science activities under the guidance of scientists.	Fund one or more AHS students to attend the Santos Science Experience programs conducted each year.	Invite AHS to nominate suitable and interested students to apply for upcoming programs: <ul style="list-style-type: none"> <li>• Swinburne, University, July 6 - 8</li> <li>• Marine and Freshwater Discovery, September 27</li> <li>• Dookie Agricultural, November 30 - December 2</li> </ul>
Provide other opportunities for the educational, career and social advancement	Evaluate the feasibility and potential benefits of delivering programs such as:	



<p>of young people.</p>	<ul style="list-style-type: none"> <li>• additional scholarships;</li> <li>• Model United Nations Assembly (MUNA);</li> <li>• Rotary Youth Exchange;</li> <li>• establishing an Interact Club;</li> <li>• assisting international students into careers;</li> <li>• supporting young people through Boroondara Youth Hub programs, and</li> <li>• funding and supporting reading for disadvantaged youth through Books in Homes.</li> </ul>	<ul style="list-style-type: none"> <li>• Invite one or more teams from AHS to compete at MUNA in 2023</li> <li>• Consider Rotary Members supporting driving hours program</li> <li>• Consider alternative options to Books in Homes</li> </ul>
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## Vocational Service

**Purpose: To promote high ethical standards and the ideal of service as the basis of worthy enterprise.**

Goals	Strategies	2022/23 Objectives
Raise the profile of Vocational Service activity within the Club.	<p>Publish articles on vocational subjects to stimulate discussion.</p> <p>Encourage Club members to contribute articles on vocational topics.</p>	<p>Publish a weekly Vocational Service column in the Club Bulletin.</p> <p>Arrange for Club members to contribute topics for the Bulletin once a month.</p>
	Arrange site visits to forward-looking businesses to create understanding of how they are gearing up for the future and serving the community.	Organise at least three industry site visits in 2020/21.
	Develop a register of Club member skills and interests which would assist local organisations and the wider community.	Register of Skills and Interests established.
	Member behind the Badge Talks to be conducted on a regular basis.	New members are invited to give Member behind the Badge talks.
Promote discussion about the future nature and challenges of work.	Hold meetings and promote public events to identify future vocational roles across all sectors on which the economy will be dependant, with emphasis on education, financial services, manufacturing, marketing, retail, public administration and entrepreneurship.	Conduct monthly evening meetings with a vocational theme commencing in September 2022.
Develop skills in leading community programs	Develop and implement a skills development program for leaders of community programs.	In abeyance
Encourage young social entrepreneurs	In collaboration with Community Services and Youth Services investigate: introducing a Vocational Award for students who initiate worthwhile community projects, and support award entrants to identify, develop and implement worthwhile community projects.	In abeyance while focusing on vocational meetings.
	In collaboration with Community Services investigate a program to assist those who are isolated in our communities or suffer disability and would benefit from innovative personal development programs leading to fulfilling employment opportunities; and promote community appreciation of the importance and worth of everyone who contributes through their work.	In abeyance



## Rotary Foundation

Goals	Strategies	2022/23 Objectives
Contribute funding to the Rotary Foundation.	Actively encourage all members to become contributors to the Foundation through Every Rotarian Every Year (EREY) program.  Actively promote the benefits of membership of the Paul Harris Society.  Actively encourage members to participate in the annual Rotary 'Walk to End Polio' campaign.	100% of members are EREY contributors.  Maintain the status of current members and induct two new members to Paul Harris Society Membership each year.  Raise donations of at least \$3,000.

## Version control

Version	Date	Changes
1	9 November 2021	N/A
2	October 2022	Reviewed and updated for 2022/23