Strategic Priority 1: **Membership of Club - Preferred club number in 2021: 30**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Increase net membership by 2	Ensure every activity/fundraiser is an opportunity for recruitment	Ongoing	Set an annual Budget for Public Image to purchase promotional material	Mandy Van, Garry Maloney, Mak Khalil, Pam Wood
	Maintain a Membership Sub-Committee to develop plans to recruit and retain new members from a range of backgrounds	Ongoing		Victoria Crawford to lead sub-committee
	Membership Drive – invite potential new members to club meetings	March/April 2020	Invitation to breakfast meeting	all club members
	Ensure that new members are made to feel welcome, engaged and busy within the club, without being overwhelmed early on		Maintain an active mentoring program for new members	Membership sub - committee and Board

Strategic Priority 2: Club Attributes -
- **To have 5 Corporate Members, sharing membership with their staff, due to time constraints**
- **Have Rotaract Members choose to join our club when they are too old for theirs**
- **To have our club membership 50% female, 50% ethnicity other than Anglo Saxon, 50% Corporate Business, 50% working and 100% actively involved.**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Attract Corporate membership	Working party formed to develop a policy/strategy	By October 2019	Refer to other Clubs with successful Corporate membership & District resources	Victoria Crawford, Garry Maloney Rob Wilkinson Sandeep Rathi
	Invite possible Corporate members to a designated Breakfast meeting, Changeover Dinner and other fundraising events	ongoing		Board, all memebers
1x Exiting Rotaract member joins RCNR	Invite Rotaract members to regular club meetings and activities RCNR members attend Rotraract meetings where appropriate Liaise with Rotaract Leadership team re providing opportunities to speak to exiting members	Ongoing		RCNR Board

Strategic Priority 3: Club Service -
- **Attracting good speakers, joining other clubs and events and toasting international clubs**
- **Enjoyable social activities to promote fellowship and goodwill**
- **Regular member talks where they speak about their lives, families and work**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Each month a quality professional speaker is engaged to speak at Club Meetings	Two members of the Club Admin team source and invite speakers throughout the year and plan the speaker program	Ongoing - each month	Data base of speakers recommended by members, other clubs and District set up	Mak Khalil and Garry Maloney
RCNR continues to be an engaged Rotary Club by being involved in District and appropriate RI events, especially training and assemblies, and complying with Rotary International requirements:	Members are encouraged to participate in activities and events through distribution of invitations and notifications in club bulletin and through email contact groups and at Club meetings	Ongoing		Involvement in accordance with District Program of Events. Members involved to be determined
Each month a club social event is planned at a local restaurant or venue	Two members of the Club Admin team source venues for social events and distribute invitations to attend and details	Ongoing-Each month	Recommendations of suitable venues from club members, other clubs etc.	DM & GM

Strategic Priority 4: Vocational Service Priorities:
- **Country NSW IT student program with IT Corporates involvement**
- **Corporate membership with the involvement of their leaders and staff**
- **Invite a business each month to join the club at breakfast and provide a speaker**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
8 Students from Country NSW Regions attend the annual IT visit. Relationships are furthered with IT companies to attract Corporate membership of at least one company	Sub- Committee organizes IT Tour connecting with a number of IT businesses in the Macquarie Park and CBD Information is prepared regarding Corporate membership and Invitations to attend breakfast meetings/other events	January-June 2020	Brochure regarding RCNR, Corporate membership, IT Tour and other activities the club is involved in that Corporates can support eg ROMAC, Shelterbox.	DM, PW, VC, GM, MK
1x Business representative attends a meeting each month when a guest speaker has been organised	Regular communication with representatives from Corporate businesses is established through email, telephone and bulletin contact. Corporates are notified of speaker program and possible speakers of interest to their staff.	2020-21	Data base of Corporate contacts established. Proforma of invitation letter/email and brochures developed	Membership sub-committee, Board and designated Corporate contact/s for the club.

Strategic Priority 5: Community Service Priorities:
- **Expand the fun run to 800 or more participants**
- **Continue Carols on the Common involvement and celebrate 20 Anniversary**
- **Working with elderly (NRCA) through broad range of programs**
- **Tree of Joy**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Annual Fun Run participants increased to approx. 300	Increase promotion of Fun Run to schools and pre-schools by way of providing a cash prize. Promote through visits to the parent representative body meetings. Utilise social media and local media more to promote the event ahead of time.	January – August 2020	New Banners, flyers posters sponsorship of the cash prize	Fun Run Committee
Carols on the Common a successful event with a large crowd attending. Profile of both Rotary Clubs raised in the Community	Representatives from RCNR actively participate in the Planning Committee Meetings to ensure equal input and support from both clubs.	July-February 2019-2020	Sponsorship of Carols from local businesses and support from Ryde Council including Grant	VC, GM, BM & PM
RCNR supports the Annual Christmas Party at North Ryde Community Aide along with actively acquiring hamper items	A designated member of the Board applies for annual small grant from Ryde Council to fund the food, transport and drinks for the	March -June	Small Grant application – food costs and drink cost estimates, transport cost and other items required	VC

through the Tree of Joy Xmas appeal at Cox's Road Mall	Xmas Party, liaising with NRCA contact. And acquits the grant in Feb in consultation with NRCA	Dec-Feb		
	Volunteers from NRCA attend the Xmas party to help with setting up, serving the food and drinks and cleaning up afterwards.	Early December	Approx. 6-8 volunteers needed	VC, DM
	Tree of Joy coordinator contacts NRCA to ascertain how many items are required and regular pick up or delivery of donations to NRCA	Oct/Nov/Dec		PP
Tree of Joy is successful providing gifts to local charities and NRCA. Profile of RCNR promoted and raised in the community. Relationships furthered with businesses in Cox's Road Mall	Contact with Cox's Road Mall management established to set up Tree of Joy.	Sept/Oct	Contact details of Management	PP
	Charities/ Macquarie Hospital/ NRCA/ New Horizons contacted to estimate number and type of gifts required	Sept/Oct	Contact details of each	PP
	Tree of Joy set up in Mall, gift tags prepared Space to store gifts established, collection days/times organized	November	Xmas tree, collection box, information stand, tags, gift wrapping storage location, preferably onsite	PP & AB and volunteers

To develop Collaboration Agreements with community organisations that the Club supports to clarify relationship and obligations:	Agreements established with: ○ 5 primary schools ○ 1 high school ○ North Ryde Community Aid ○ St Michael Mission ○ Smith Family ○ Dunmore Lang College ○ New Horizons ○ Macquarie Hospital	2019-20	Contact details of each	Community Service Committee and Board

Strategic Priority 6: Youth Priorities
- **Assist children with Learning Disabilities**
- **Support RYLA and RYPEN participants, MUNA teams and increase participation in RYDA**
- **Continue support of Youth Exchange and "where are you now ?".**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Continue to develop Young People within the local and broader Communities by: Providing cash donations to 5 x local Primary schools and 1 x High School to fund in-school programs	Fundraising activities organized targeting specific Youth programs ie Fun Run and Trivia Night. Corporate sponsorship sought for Country Student IT Visit or support from	August and Feb/March Feb- June	Prizes for raffles, silent auctions, sponsorships, flyers and posters etc. Corporate contacts, Country Rotary Club contacts, Country High	VC, PW, GM and fundraising committee

Funding 1 student per year to attend RYLA and RYPEN Funding 1 team from Ryde Secondary College to participate in MUNA	student's local clubs Relationships enhanced between schools and clubs to help support one another through regular contact.	Ongoing	School contacts, information brochure or similar	
Making a donation to RYDA		June		
Support to Riding for the Disabled at Marsfield increased	Supporting Riding for the Disabled to through donations and holding events at the facility to lift the profile of both the club and RDA including joint meetings, IT student;s presentation dinner, annual Xmas party	Dec, May and other opportunities		

Strategic Priority 7: International Service

- **Continued support for ROMAC**
- **Provide assistance for international disasters as they occur and raise funds for them**
- **Obtain corporate sponsorship for Shelterbox to a value of $50000**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Donations to ROMAC continue through annual giving and proceeds from Carols at or above 2018-19 level	$15 donation to ROMAC is provided on behalf of each guest speaker . ROMAC continues to be a major focus for donations at Carols on the Common and/or other fundraising activities	Ongoing each month, December for Carols and Changeover dinner in June 2020	Brochures and annual report, links to website	Board
RCNR donates funds to provide at least one Shelterbox per year and targets businesses in the local Macquarie Park area for support of Shelterbox	Corporate data base is utilized to send information to contacts regarding Shelterbox and ROMAC seeking commitments from businesses to identify Shelterbox or ROMAC for annual support	2019-20 ongoing	Brochures and annual report from Shelterbox, links to website	GM, & Board
The Club identifies an International Disaster to raise funds for specifically and donates either through Shelterbox, RAWCS or Disaster Aid	A fundraiser is ear marked for support of an International Disaster			GM & Board
	Regular information regarding ROMAC,	ongoing		GM, PW, MV

	Shelterbox and Disaster Aid conveyed to all members and supporters through bulletins email and website links.			

Strategic Priority 8: Fundraising priorities:
- **Carols raised $50000 over the last 5 years, $15000 a year from the Fun Run from corporate sponsorship**
- **Trivia night raised $2000 a year, jazz in the common raised $15000 a year**
- **Participation in community events and festivals including 3 BBQ's at Cox's Road to raise $2000 a year**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Club fund raising activities conducted, in which all Club members and Rotaract members will be involved in various aspects at different times throughout the year, to fund community donations at approximately 50% increased level as 2018-19	• Trivia Night • Sausage Sizzle – (Fun Run) • The North Ryde Fun Run • Tree of Joy Sausage Sizzle • The Carols on the Common • Book Sale	Feb/March 25 August 25 August December December December	Sponsorship, donations for prizes food etc Flyers posters, promotional material	Fundraising committee & all members

Strategic Priority 9: The Rotary Priorities
- **Doubled contribution to Australian Rotary Health**
- **Club has 100% centurion membership each year**
- **Award one Paul Harris Fellow each year.**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
50% Increase in donations to Australian Rotary Health through funds raised from the Fun Run as compared to 2018-19	Increase in Funds raised at Fun Run (see above) Explore other possible fundraising opportunities Members encouraged to attend other club events supporting ARH	August/Sept ongoing		Fun Run Committee, Board
An increase to 100% of club members who have reached Centurion membership	Members encouraged to donate for Centurion membership Regular information provided to members about Foundation and the work that is enabled through donations	At Club meetings and through bulletin and email information	Brochures, application forms, website links	BP& Board
One Paul Harris Fellow awarded at Changeover Dinner 2020	Board seeks nominations for PHF award through club members as per policy for presentation at Changeover Dinner	March/April	Policy to be distributed annually for all members information	BP and Board

Strategic Priority 10: Public Image & Media Priorities

- **Social media, Facebook, instagram and website all updated frequently and supported by a regular column in the newspaper**
- **Increase awareness of the club through increased community programs and projects**
- **Members to give talks about Rotary at local schools**

ANNUAL GOALS	Tasks/Activities	Timeline	Resources Needed	Member Assigned
Club is recognised as a vibrant Service Club of choice for the North Ryde Community, known for its active membership, its effective links with locally based businesses and organisations and its willingness and ability to support a range of worthy causes locally, nationally and internationally.	Develop a Public Image Plan for the Club	2019-20	District resources including District Public Image team and newsletter	PW MV GM MK SR (PR committee)
	Invite a member of District team to speak to club re Public Image	2019-20	District PR team	PW
	Increase Club's profile in the community, promote all activities in local media, Facebook Instagram, website etc	ongoing	Refer to regular Public Image newsletter from District	PR Committee
	Develop new brochure for the club	Before Changeover June 2020		MV & PW