



MELVILLE ROTARY CLUB ACTION PLAN 2024 – 2025

RI Theme: The Magic of Rotary

Club Motto: Melville Rotary doing good in our communities: locally, nationally, and internationally

Strategic Priorities:

- 1. Increasing our Impact.**
- 2. Expanding our Reach.**
- 3. Enhancing our Membership Participation and Engagement.**
- 4. Increasing our Adaptability.**

Strategic Priority	Desired Outcome	Actions
1. Increasing Our Impact:	<ol style="list-style-type: none"> 1 Decisions are made grounded in evidence through an improvement in our ability to achieve and measure impact. 2 A focus our programmes and offerings 3 Enhancement of member knowledge about Rotary and its opportunities for service 	<ol style="list-style-type: none"> 1. Choosing one major project, rather than lots of smaller ones, including the eradication of Polio through continued donations. 2. The building the practices, infrastructure and capacity needed to define, measure and track and analyse data from our service projects in a much more effective way. 3. All committees have identified deputies and successors. 4. Rotary information to be given through the newsletter and/or at club meetings through the Sergeant and/or guest speakers
2. Expanding Our Reach	<ol style="list-style-type: none"> 1. A growth in our membership and a diversification of our participation 2. An increase in the appeal of being a member of Rotary in general and our club specifically 	<ol style="list-style-type: none"> 1. Engaging with the Zone 8 Regionalisation events. 2. Increasing our social media profiles 3. Increasing our awareness by members of the community

	<p>3. The building of awareness of our impact and brand by making every encounter an opportunity to show people what Rotary can do</p>	<p>4. Increasing our visibility through signs and clothing at community events</p> <p>5. Ongoing liaison with local Government and the local Council.</p> <p>6. Ongoing liaison with the Chamber of Commerce and Rotary Means Business.</p>
<p>3.Enhancing our Membership Participation and Engagement.</p>	<p>1. An enhanced membership, inclusivity and engagement at meetings, projects, and social activities.</p> <p>2. An increase in having a member centered approach, where we understand our members in order to better meet their needs and thus further engage them.</p> <p>3. Activating and inspiring one another within the club.</p> <p>4. The offering of new opportunities for personal and professional connection.</p> <p>5. The provision of leadership development and skills training.</p> <p>6. An increase in the ways and means members can engage, through technology and other forms of meetings.</p>	<p>1. Regular Monday Club Meetings are available through zoom or similar to members unable to make the meetings in person.</p> <p>2. One evening meeting per month for those members unable to make Monday lunches.</p> <p>3. Collaboration with other organisations such as local council, local MP, the South of Perth Yacht Club, Bunnings and more.</p> <p>4. Collaboration with other clubs in the new grouping.</p> <p>5. At least one social activity per month.</p> <p>6. Making EFTPOS available at every club event including the Markets.</p>

		<ul style="list-style-type: none"> 7. Adapting technology to meet our member's needs. 8. Members reaching out to other members to check in on each other. 9. Members sharing their vocation story through regular Club thumbnails 10. Members using our diversity to further broaden our reach by being recognised as being inclusive 11. Initiation of associate membership and associate clubs such as a satellite club under our jurisdiction.
<p>4.Increasing Our Adaptability:</p>	<ul style="list-style-type: none"> 1. Creation of a culture of research, innovation and willingness to take risks in our club to better serve the community. 2. Seeking of new perspective and new ideas that can strengthen Rotary and create lasting change. 3. Seeking of new perspective and new ideas that can strengthen Rotary and create lasting change. 4. Becoming inventive, entrepreneurial and resilient. 	<ul style="list-style-type: none"> 1. Seeking out and applying for a variety of grants to assist in our projects. 2. Increase the various ways the club meets as a whole. 3. Making fees more affordable to members and prospective members 4. Facilitation of part payments of membership dues. 5. Conduct technology how to sessions as part of the club's meeting programmes.

	<p>5. The Streamlining of Governance, Structure and Processes in line with the Constitution and ByLaws.</p> <p>6. An improvement in member understanding of technology.</p>	<p>6. Constitution and ByLaws to be revised and presented to members.</p>
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