



**ROTARY CLUB OF CAMBRIDGE
WESTERN AUSTRALIA
DISTRICT 9455**



**STRATEGIC PLAN
JULY 2020 – JUNE 2021**

JULY 2020

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Strategic Plan

Values and Purpose

- Development of acquaintance and mutual support as an opportunity for service;
- Promotion of ethical standards in business and professions; recognition of the worthiness of all useful occupations; and dignifying each Rotarian's occupation as an opportunity to serve society;
- Application of the ideal of service in each Rotarian's personal, business and community life;
- Advancement of international understanding, goodwill and peace through a world fellowship of Rotary Clubs comprising business and professional persons united in the ideal of service;
- Application of the 4-Way Test to all things members think, say and do.

Vision

To reinforce and build on the mutually rewarding relationships and strong ties that the Club has established with the greater Cambridge community and to identify opportunities for service.

Club Goals

The club's goals are set out below under each discipline in order more easily to be able to identify responsibility and achievability:

- **President**
 - Liaise with the relevant local and state authorities in order to foster a good working relationship for the promotion of projects and to enhance the visibility of the club within the community;
 - Liaise with the hierarchy of Rotary District 9455 to better utilise the assistance offered at District level;
 - Develop a Succession Plan for the Club;
 - Liaise with the other clubs in the club's cluster and District in order to promote a spirit of mutual co-operation.



- **Club Administration and Club Service**
 - Maintain a speakers' programme that is of interest to members and the wider community;
 - Maintain a programme of vocational visits and social activities that encourages the participation of all members and their families in the activities of the club.

- **Community Service**
 - Continue to strive towards the establishment of a Community Shed in the Cambridge and/or adjoining area;
 - Develop further significant community projects as the needs and opportunities arise;
 - Continue to participate in projects of the Town of Cambridge as well as other Service Organisations;
 - Actively look for and establish a major fundraising event that will ensure that the club is adequately funded going into the future;
 - Continue to look for all opportunities large or small to raise funds for the club and for others both actively and as the opportunities arise.

- **International**
 - Continue the relationship already developed with the Rotary Club of Surabaya in Indonesia;
 - Seek to expand the East Java Hearing Project and/or participate in other projects with the Surabaya Club.
 - Be open to other ad-hoc small scale projects where assistance can be given.

- **Membership**
 - Retain existing members and further build club membership to a sustainable level;
 - Develop new models and pathways to encourage the participation of members of all generations in the activities of the club;
 - Develop a strategy based on diversifying professions, gender and ethnicity to encourage participation of potential members in the club's activities;
 - Maintain contact with past RYE students;
 - Encourage the participation of the local Primary Schools in Earlyact activities.

- **Public Relations**
 - Make further and better use of social media to promote the club and its activities;
 - Enhance the club's website to make it more attractive and user-friendly with a continuously relevant content;
 - Continue the club's liaison with the local community and the local media.



- **Rotary Foundation**
 - Maintain or increase annual contributions to the Foundation at both a club and individual level;
 - Maintain or increase the club's contributions to Rotary's Polio Plus programme or other programme that might replace it in due course.

- **Youth**
 - Participate in Rotary's International Youth Exchange Programme on an annual basis for inward and outward bound students;
 - Participate in RYLA, RYPEN, and RWADE;
 - Participate in the 4-way test speech competition;
 - Develop a speaking program for primary school pupils.

Action Plan

The action plan is set out by discipline in order to facilitate the monitoring and review process.

- **President**
 - Attend citizenship ceremonies at the Town of Cambridge on a regular basis;
 - Attend other events organised by the Town of Cambridge as and when invited to do so;
 - Attend events of the WSBA (Western Suburbs Business Association) to build relationships with businesses in the area;
 - Attend Remembrance Day and ANZAC Day events and lay wreaths as appropriate;
 - Invite the Mayor of the Town of Cambridge and Town Officials to address the club from time to time;
 - Invite the MLAs for Churchlands and Nedlands to address the club from time to time;
 - Ensure the full participation of all members in the activities of the club, its committees and programmes and encourage regular attendance at club meetings;
 - Identify club members who would be willing and able to take on Board roles and guide the club into the future
 - Encourage the Mayor, Councillors and officials to become Rotarians.

- **Club Administration and Club Service**
 - Maintain the club's current general-interest speaker programme;
 - Maintain the club's schools' specialist speaker programme;
 - Maintain the ongoing vocational and social programme being offered at the club;
 - Support the activities of the Ladies' Committee.



- **Community Service**
 - Continue to lobby the Town of Cambridge for support in the establishment of a Community Shed;
 - Maintain contact with the Town of Cambridge to ensure awareness of the club's enthusiasm and willingness to participate in events and activities of the town;
 - Maintain contact with other Service Organisations;
 - Maintain contact with all schools in the Cambridge area;
 - Develop a major fundraising event for the club to ensure adequate funding;
 - Ensure that opportunities for fund raising are pursued including Grants from the Local Authority and MP's office.

- **International**
 - Continue with the East Java Hearing Project in Surabaya by bringing two teachers from Surabaya to Perth for training each year;
 - Expand the East Java Hearing Project and/or develop a new project with Surabaya;
 - Consider additional small scale ad-hoc possibilities to assist worthy offshore projects with funding.

- **Membership**
 - Build membership to a sustainable level and ensure retention of existing members;
 - Develop new models and pathways for increasing membership;
 - Target potential new members to diversify the club's occupation, gender, age and ethnicity profile to be more representative of the community;
 - Maintain contact with past RYE students;
 - Participate in the activities of local schools as appropriate to develop an awareness of Rotary.

- **Public Relations**
 - Maintain and enhance the club's website to attract visitor interest in the site;
 - Maintain the Facebook page by posting an interesting item at least once per week;
 - Continue to provide articles for the local community newspapers;
 - Establish a presence on Twitter, Instagram and Linked-in.



- **Rotary Foundation**
 - Continue to give to the Rotary Foundation on a club and individual basis;
 - Continue to give to Polio Plus;
 - Make use of the opportunities for funding projects offered by the Foundation.

- **Youth**
 - Liaise with Secondary and Primary Schools to canvas participation in RYLA, RYPEN and RWADE and other Rotary Youth Programmes;
 - Support Rotary Youth Exchange;
 - Run the 4-Way test Speech Competition on an annual basis;
 - Participate in activities at the local Primary Schools to promote EarlyAct Club activities.

Review and Correct

At each Board meeting of the club, progress towards achieving the club's goals is to be monitored as a separate item on the agenda.

