



**Rotary Club of
Heirisson**

**Strategic Plan
2020-2023**

Our Vision
A collective power for community good

Our Values
Commitment to community service
Friendliness, a sense of belonging, fellowship, teamwork and fun
Embracing inclusivity and diversity, without making judgements

Pillars	Our Goals	Key Strategies	We will Always
<p>Community Impact</p> 	<ul style="list-style-type: none"> A portfolio of projects delivering best benefit from our members' interests and capacity Our primary focus for projects will be the wider Perth community, seeking out East Perth projects where we can We will work in partnership with others to maximise impact 	<ul style="list-style-type: none"> Largely maintain our current project portfolio (Homelessness & Youth) Seek more hands-on international projects Pursue new projects where there is evident need and where we can deliver value Understand and communicate the impact of our work Develop a plan to nurture partnerships 	<ul style="list-style-type: none"> Focus on a few high impact projects rather than spread ourselves too thinly Pursue projects that prevent or fix community dysfunction or lead to long term developmental change Be prepared to respond to opportunistic one-offs where we can deliver value
<p>Member Fulfilment</p> 	<ul style="list-style-type: none"> Have a base of 45 active members Have 20% of our membership from East Perth Increased recognition of the Rotary Club of Heirisson All members involved in projects and other club activities to their desired level Seek a broader cultural diversity 	<ul style="list-style-type: none"> Attract members by promoting our good community work and the benefits of service delivered through a friendly club environment Establish a visible and valued presence in the East Perth community Revitalise the website and Facebook page Develop a member skills, interest and participation register Build understanding about Indigenous Heritage 	<ul style="list-style-type: none"> Encourage friends and colleagues to join Heirisson Focus on member satisfaction as a high priority Be a place where our members have a sense of belonging and are valued Maintain a culture of openness, friendliness and camaraderie Maintain our gender diversity
<p>Internal Processes</p> 	<ul style="list-style-type: none"> Effective communication internally and externally. Our members have a working knowledge of Rotary and how it can help our projects 	<ul style="list-style-type: none"> Promote the value of the Club newsletter for internal communication Prepare an annual report on Club activities Develop good induction materials and processes Pursue a Club-led learning strategy on Rotary knowledge 	<ul style="list-style-type: none"> Maintain governance systems to the required standards Regularly review progress of the Strategic Plan and report to members Members will bring interesting and relevant information to the Club
<p>Fund Raising</p> 	<ul style="list-style-type: none"> To raise funds of \$30,000 pa for charitable projects To attract grants and corporate sponsorships to take pressure off direct fundraising 	<ul style="list-style-type: none"> Our main efforts will be on 1 or 2 big events pa, while keeping an eye out for opportunistic small events Where possible connect fundraising to specific project outcomes Maintain a moderate-risk approach to fund-raising projects Get better at pursuing and applying for grants & sponsorships 	<ul style="list-style-type: none"> Manage our funds sustainably Maintain a fund-raising reserve to be able to take advantage of short-term opportunities as they arise Do fund-raising projects that promote Heirisson and Rotary and engage our members