



Preamble –

District 9500 supports the Rotary International Strategic Plan and 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.’* It was our guide when developing this strategic plan.

VISION

We unite and act for lasting change across the globe, in our communities and individually.

MISSION

To guide, support, inspire, motivate, inform and encourage Clubs to achieve Rotary’s vision, priorities and goals, in our District.

CORE VALUES

Our values guide and shape the way we interact with the clubs we support:

Service
Friendship and Fellowship
Diversity
Integrity
Leadership
Personal Development

STRATEGIC PRIORITIES AND GOALS

**SUPPORT AND STRENGTHEN
CLUBS**

1. Encourage existing Clubs to innovate, renew and reinvigorate
2. Start new Clubs
3. Promote member engagement, retention, recruitment and diversity
4. Foster effective personal and leadership development

**FOCUS AND INCREASE
HUMANITARIAN SERVICES**

1. Encourage Clubs to support the activities of the Rotary Foundation
2. Support and increase sustainable service programs and projects that engage youth and young leaders in Rotary’s six areas of focus
3. Increase collaboration with other organisations

**ENHANCE PUBLIC IMAGE AND
AWARENESS**

1. Promote core values
2. Publicise action-oriented service
3. Encourage Clubs to promote their networking opportunities and signature activities utilising the Rotary Brand and Image guidelines

ACTION PLAN FOR THE STRATEGIC PRIORITIES AND GOALS

SUPPORT AND STRENGTHEN CLUBS

Goal 1. Encourage existing Clubs to innovate, renew and reinvigorate

What needs to be done?	Who is responsible?	How will the District leadership communicate and support the plan?	What is the timeframe?
Rename District Membership Committee to Club Development (Future Directions) Committee	District Governor Elect (DGE) 2017-18	Advise President Elects (PEs), Assistant Governors (AGs) and Team Leaders (TLs) via DGEs letter Reinforce at Planning Day Advise Clubs at Leading Rotary Now (LRNs) and in Directory. Horizons.	December 2017 February 2018 April, May and in July 2018 May 2018
Engage interested PEs and AGs in a strategic Club development challenge	DGE, District Secretary and Learning & Development Team	Welcome letter to PEs, AGs, TLs with 'Lead your Club' and 'Lead Your District' books Embed at AGs, TLs Planning Days & President Elect Training Seminar (PETS)	Launch December 2017-18, implement 2018-19, and further in 2019-20 February 2018 and 2019 April 2018 and 2019
Engage club leaders in the development challenge	DGE, District Secretary and Learning & Development Team	Involve all at LRNs	April & May 2018 and 2019
Arrange appropriate committee Club visits in accordance with club wishes and requests.	DGE, AGs and Team Leaders	Establish at AG/TL Planning Day and then ongoing	February 2018 and ongoing
Review progress at AG and TL bi-monthly meetings and Club President Group meetings using ZOOM as needed	District Governor (DG) DGE, DGN, AGs, & TLs DGE - District Webmaster	Establish at AG/TL Planning Day and then ongoing Request Webmaster to set up Zoom	February 2018 and ongoing January/ February 2018
Foster allocation of hands-on/practical project work to Rotaractors and Millennials	DGE 17-18, DG, DGN AGs and Team Leaders	AG/TL Planning Day PETs (to include Rotaract PEs) Horizons, Facebook, Club Bulletins	February 2018 April 2018 May 2018
Foster 'Cluster Clubs' to enhance effectiveness and retention	DGs - 17-18, 18-19, 19-20 plus AGs	Group 3 'Cluster Model' to be emailed to AGs Horizons article to share with clubs	January 2018 January 2018

Goal 2. Start new Clubs

What needs to be done?	Who is responsible?	How will the District leadership communicate and support the plan?	What is the timeframe?
Foster new Satellite Clubs	DGs – 17-18, 18-19, 19-20, AGs, Club Development Committee, Learning & Development (L&D) Team	Plan at AG/TL Planning Day Foster at PETs and LRNs Communicate via Horizons	Feb 2018 April and May 2018 May 2018
Create financial pool to be a catalyst to allow Rotarians to propose new Clubs	DGs - 17-18, 18-19, 19-20, District Treasurer, District Management and Finance Committee (DMFC) to ratify	First seek DMFC endorsement Discuss at Planning day, PETs and LRN	Feb 2018 Feb 2018

Goal 3. Promote member retention, recruitment and diversity

Develop standardized mentoring tools and foster allocation of responsibility in Clubs.	Club Development Team L&D AGs & PEs	After product developed promoted via PETs	Jan Feb 2018 Apr 2018 Continuous
Support transition of Rotaractors to Rotary. Bring Rotaractors together as a group to plan pathways Foster involvement in hands-on practical Rotary projects. Rotarians to attend Rotaract meetings and vice versa.	DGs -17-18,18-19,19-20, Club Development Team L & D Team Youth Team AGs PEs	Plan at AG/Team Leader Planning Day Promote at PETs and AG visits	February 2018 April 2018 and then Continuous
Develop a 'post induction program' for new members and deliver including questions and answers list	Club Development Team L & D Team AGs & PEs	Club Development Team to develop L&D to promote at PETS and LRNs AGs to provide follow up support	Jan & February 2018 April & May 2019 Continuous
Foster 'Review, Engage and Change then Yass Model' approach for clubs interested in rebuilding membership in this way.	DGs- 17-18, 18-19, 19-20 Club Development Team AGs & PEs	Plan at AG/Team Leader Planning Day Promote at PETs, club visit as requested Follow up at AG visits,	February 2018 April 2018 and ongoing Continuous
Establish 'think tank' ideas for targeting to future Rotarians	DGs -17-18, 18-19, 19-20 Club Development Team & AGs	Call for participants in Horizons Implement and feedback to Clubs	April 2018 Continuous

Goal 4. Foster effective personal and leadership development

What needs to be done?	Who is responsible?	How will the District leadership communicate and support the plan?	What is the timeframe?
Develop PE & AG knowledge and skills – formal AG induction training, job description, ‘Lead Your Team’, ‘Lead Your District’.	L&D Team DGE	Letter to AGs & PEs Discuss at AG/TL Planning Day Discuss at PETS	December 2018 February 2018 April 2018
Develop a District Leadership Succession and Development Plan and implement	Immediate Past District Governor (IPDG) DGs – 17-18,18-19, 19-20, AGs L & D Team	AG/TL Planning Day PETS & LRN Horizons	February 2018, 2019 April 2018. 2019 July 2018. 2019
Foster Club Leadership and Development Plans and support	DGs 17-18, 18-19, 19-20, AGs, L & D Team Club Development Team, RLI Team	PETS & LRN Horizons	February 2018, 2019 Continuous

FOCUS AND INCREASE HUMANITARIAN SERVICE

Goal 1. Encourage Clubs to support the activities of The Rotary Foundation

What needs to be done?	Who is responsible?	How will the District leadership communicate and support the plan?	What is the timeframe?
Informing Clubs of Programs of The Rotary Foundation Grants; Polio Eradication; Scholarships; VTT; Centurion – Every Rotarian Every Year (EREY) Donor Status Recognition Paul Harris Fellows (PHFs); Paul Harris Society (PHS); Bequests; Arch Klumph Society (AKS); Major Donor	Foundation Chair / Team Leader Sub-committee representatives	DG AG Guest Speakers Horizons District Web Page LRN / PETS	Continuous

Goal 2. Support and increase sustainable Service programs and projects that engage youth, young leaders in Rotary's six areas of focus

Promotion of all Rotary programs including: Youth programs Rotary Youth Leadership Awareness (RYLA) Rotary Youth Program of Enrichment (RYPEN); National Youth Science Forum (NYSF); Youth Exchange Program (YEP); Interact; Rotaract; Rotary Youth Driver Awareness (RYDA) International programs Australian programs	District Youth Team Leader Sub-committee representatives	DG AG Guest Speakers Horizons District Web Page Direct communication with Clubs LRN / PETS	Awareness is constant and continuous Specific events as necessary
Seek funding support: Public; Private; Corporate; Non-Government Organisations (NGOs); Philanthropic organisations	Team Leaders of Club and District Administration through the DMFC	District Communications	November / December 2018
Youth Exchange Engage direct school participation	District Youth Team Leader Sub-committee representatives	LRN / PETS	Continuous

Goal 3. Increase collaboration with other organisations

Awareness from District	Team Leaders, Sub-committees	LRN	6 months then continuous review
		DG	
Create a Register		AG Horizons	

ENHANCED PUBLIC IMAGE AND AWARENESS

Goal 1. Promote Core Values

What needs to be done?	Who is responsible?	How will the District leadership communicate and support the plan?	What is the timeframe?
Promoting Rotary in the community / engage the local media Provide information to Clubs to assist their plans with public image and awareness: Understanding the difference between Publicity, Public Relations and Public Image Promoting what we do How to liaise with the media Develop a marketing plan / campaign	DG; DGE; DGN; TLs; AG's District Training committee Rotary Leadership Institute Membership, Marketing and Promotions, District and Zone	DG; AG's visits to Clubs My Rotary Voice of Rotary Horizon DG Monthly Newsletter Rotary Down Under (RDU) – Member reports District Training Club Bulletins Social Media	Ongoing – this is ongoing over the next three years and to be reported on regularly.

Goal 2. Publicise action-oriented service

Encourage, promote and train clubs to promote action oriented service.	District training team	District Team LRN /PETS District Communications.	Continuous
Establish a Media officer to engage local media	District / Zone.	District Bulletins/ online communication, Zone media coordinator	October 2018 for feasibility review
Utilise internal and external expertise	DMFC, AGs and Team Leaders	Funding – allocation of member of training team to own it Via Club visit, Horizon and District training	October 2018 for feasibility review

Goal 3. Encourage Clubs to promote their networking opportunities and signature activities utilizing the Rotary Brand and Image

Consistency in Branding	District / Training and development / clubs	LRN / PETS other training opportunities	Continuous
Development of a video live stream capacity (technology and training) available across the district for key district groups, Clubs, events and initiatives	District Web Master DMFC	District Web Page RLI District Training and communications	August 2018 for feasibility review

This document was prepared through the collaborative efforts of all 2017/18 Assistant Governors and the IPDG, the DG and the DGE and DGN.