

# **The New District**

## **Vision, Plans and Engagement**

PP D'Arcy

# A metaphor for positive change



# **D9510 Steering Committee**

**9500 District Leader's Seminar**

**24th February 2018**

- **The Committee.**
- **What has happened at the 2 meetings.**
- **The committee's current thinking.**
- **The planned consultation process.**
- **The need for your help.**



## **The Steering Committee**

- **The role of the Committee is to plan, develop and implement a framework for the creation of the new District 9510, after recommending to the two current DGs.**
- **Membership of the Committee.**

**9500        Barbara Wheatcroft, Sandy Sumsion,  
Rob Eley and D'Arcy Walsh (Chair)**

**9520        Bruce Richardson, Euan Millar,  
Malcolm Lindquist, Peter Ochota**

**Ex-Officio    Doug Layng (AzC) & Marie-Louise Lees (Sec)**





# The Steering Committee Meetings

- **1<sup>st</sup> Meeting – January 15<sup>th</sup>.**

**Introductory meeting which looked at TORs, role, why we needed to merge and appointed the Chair.**

- **2<sup>nd</sup> Meeting – February 12<sup>th</sup>.**

**Having resolved the problem necessitating the merger of the Districts we looked at:**

- Clarifying what we are trying to achieve (objectives);
- Identifying the hurdles that we need to jump;
- Considering what the new District might look like.

## WHY ARE WE MERGING DISTRICTS 9500 & 9520? - WHAT ARE WE TRYING TO ACHIEVE?

**VISION or GOAL** (the big picture that we contribute to):

For Rotary to remain a vibrant, attractive and highly respected service organisation in Australia for another 100 years.



**PURPOSE or MISSION** (our immediate focus – what we are trying to achieve by merging the two Districts):

To merge Rotary Districts 9500 and 9520 into a new, restructured District (9510) that will be open and inclusive and work closely together with all Clubs to help and support them retain existing members, attract new members and to grow their Rotary membership.



### **OBJECTIVE 1: STRUCTURE**

To establish a very transparent, supportive and integrated District management structure with meaningful links to all Clubs, opportunities for the involvement of all Rotarians and the mechanisms to provide the support the clubs need.



### **OBJECTIVE 2: COMMUNICATIONS**

To develop and implement a Communication Plan which utilises a variety of technologies and not only maximises the effectiveness of our internal and external communications but also enhances the public image of Rotary.



### **OBJECTIVE 3: MEMBERSHIP**

To work closely with all Clubs to help and support them innovate and re-invigorate themselves in order to grow their membership by retaining current members and being more attractive and enticing to potential new members.

## **Objective 1: STRUCTURE**

**With respect to the Structure of the new District we are considering:**

- ☐ Changing the role of the DG to increase the focus on strategic leadership and reduce the emphasis on management
- ☐ Reducing the workload on the DG and consider a Deputy DG (maybe the DGE), making it possible for working Rotarians with young families to consider nominating for DG
- ☐ Possibly changing the AGs into Area Governors and the Groups into Areas and decentralise some of the District roles to the Areas (eg. District Grants, some training, nomination and selection processes)
- ☐ Establishing new support teams and processes at the District level that can be customised to meet the needs of Clubs
- ☐ Using external paid secretarial support
- ☐ One day Area conferences open to Rotarians from across the District
- ☐ New concepts for District Conferences

**PLEASE FEEL FREE TO ADD MORE**

## **Objective 2: COMMUNICATION**

**On Communication**, we are considering:

- ☐ Making better use of technology to improve communications between Clubs, Areas and the District and allow regular meetings and consultations to occur with minimal travel required
- ☐ Engaging specialists to produce an external communication program to improve the public image of Rotary in the District and attract new members
- ☐ Developing media outlets that will allow the District, Areas and Clubs to regularly communicate major projects and achievements to the public
- ☐ Revisiting and assessing current District communications with a view to enhancing the messaging with all Rotarians

**PLEASE FEEL FREE TO ADD MORE**



## Objective 3: MEMBERSHIP

**With respect to Membership**, consideration is being given to:

- ☐ Tapping the expertise across the District to establish support teams of experts that can help clubs:
  - evaluate their meetings & processes
  - improve their image in the community and involvement with LGUs
  - change their focus from fund raising to community support
  - resolve conflict within their club
  - strengthen involvement in local & international community projects
  - implement a variety of strategies to both attract new members and retain older members
  - mentor and nurture new members
- ☐ Coordinating membership drives across the District that involved all interested Clubs, target specific groups and utilise a variety of media technologies.

**PLEASE FEEL FREE TO ADD MORE**

# **The planned consultation process**

- **15 minute presentation at the District Conference on March 24<sup>th</sup>;**
- **An email to all Rotarians from both Districts in late March;**
- **A series of discussion groups across Districts (May – June), targeting different age groups;**
- **Final draft shared with all Rotarians (Oct);**
- **Framework finalised (Dec).**

# **We need your input and your help**

- **Give us your ideas on what we are considering and what other ideas you have for a new District structure that would be well accepted by Clubs and Rotarians and be able to really support Clubs grow Rotary;**
- **Discuss all these ideas with as many Rotarians as you can and get their inputs;**
- **Engender the importance and urgency of change and explain the compelling reasons.**

# ***How can we move forward together?***

Panel with TL Sue, PP D'Arcy, PDG Doug, DGE David