

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.

To enable us to achieve our THREE objectives, we are CONSIDERING the following OPTIONS

Objective 1: STRUCTURE	Objective 2: COMMUNICATION	Objective 3: MEMBERSHIP
With respect to the new District Management Structure we are considering a much flatter more integrated structure that might involve: • Changing the DG role to increase the focus on strategic leadership, reduce the workload and emphasis on management, possibly considering a Deputy DG (maybe the DGE), and making it attractive and possible for working Rotarians with young families to nominate for DG. • Possibly changing 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/selection processes) • Establishing new support teams and processes at the District level that can be customised to meet the needs of Clubs • Engaging paid external secretarial support • Rethinking District Conferences and consider one day Area conferences open to Rotarians from across the District. • PLEASE FEEL FREE TO ADD MORE	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	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, amongst other things: ○ 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

These are the things **we are currently CONSIDERING**. We would welcome your feedback and any other ideas to consider. **Please email your comments and other suggestions to D’Arcy Walsh at steeringcom@rotary9510.org**