

The new 9510 District

- **Why the NEW District – the problem?**
- **RI's response – Re-Districting**
- **The 9510 Steering Committee**
- **Current thinking – objectives & Area concept.**
- **The planned consultation process.**
- **Focus questions for feedback & suggestions.**

THE PROBLEM:

“Our **aging membership
and our **declining numbers**
are placing the continued
existence of Rotary under
considerable threat.”**

RI's RESPONSE: RE-DISTRICTING

Reducing 545 Districts world wide to 350 (Aust 21 to 13) to reduce overheads and create new, larger, more resourced and more support focused Districts. District 9510 is one of the first of this initiative.

The Steering Committee

- **The role of the Committee** is to consult, plan and develop a framework for the creation of new District 9510 to be approved by D9500 and 9520
- **Membership of the Committee**

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

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

Ex-Officio: David Jones, ML Lees

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 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 IDEAS FOR CONSIDERATION

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 IDEAS FOR CONSIDERATION

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, 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 involve all interested Clubs, target specific groups & utilise a variety of technologies.

PLEASE FEEL FREE TO ADD MORE IDEAS FOR CONSIDERATION

An option for consideration – Areas

The Area Discussion paper looks at:

- **Background and Concept (decentralisation);**
- **Why the change & how it might work;**
- **What might the Area administer;**
- **Role of the Area Governor;**
- **Role of the Area Governor Elect;**
- **What might the Areas look like?**
- **What other structures could we consider to group the Club.**

POSSIBLE AREAS

- AREA 1:** Alice Springs, Alice Springs-Mbantua, Stuart Alice Springs, Port Lincoln, Whyalla, Whyalla Norrie, Port Augusta, Roxby District, Peterborough, Port Pirie, Maitland, Northern Yorke Peninsula (12), *Port Pirie High Interact*
- AREA 2:** Adelaide, Adelaide Light, Adelaide Parks, Adelaide South, Adelaide West, Adelaide Innova, Prospect, *Prospect Sunrise*, Regency Park, Walkerville, Eastwood, Unley, E-Club of Greater South Oz, Hyde Park (12), *Adelaide City Rotaract, Adelaide Uni Rotaract, Adelaide High Interact*
- AREA 3:** Barossa Districts, Barossa Valley, Clare, Gawler, Gawler Light, Kapunda, Elizabeth, Playford, Salisbury, Mawson Lakes, Golden Grove, Makin EDGE, Tea Tree Gully, Modbury (14), *Salisbury City Rotaract, Gawler District College Interact*
- AREA 4:** Seaford, Morphett Vale, Hallett Cove, Edwardstown, Glenelg, Holdfast Bay, Somerton Park, Kidman Park, West Lakes, Henley Beach, West Torrens, Charles Sturt Grange, Largs Bay, Port Adelaide (14), *Thebarton Senior College Rotaract*
- AREA 5:** Broken Hill, Broken Hill South, Irymple, Merbein, Mildura, Mildura Deakin, Red Cliffs, Robinvale-Euston, South Mildura, Wentworth, Berri, Loxton, Renmark, Waikerie (14)
- AREA 6:** Mt Barker, Onkaparinga, Encounter Bay, Goolwa, McLaren Vale, Strathalbyn, Victor Harbor, Yankalilla, Blakiston, Mobilong, Murray Bridge, Taillem Bend, Noarlunga, Noarlunga East. (12), *Murray Bridge Interact*
- AREA 7:** Campbelltown, Magill Sunrise, Morialta, Kent Town, Flagstaff Hill, Brownhill Creek, Mitcham, Burnside, Norwood, Stirling, St Peters, Blackwood, Coromandel Valley (13), *Flinders Uni Rotaract*

The planned consultation process

- **An email to all Rotarians – May-June;**
- **AGs and SC brief Presidents & PEs - May-June;**
- **Presidents discuss ideas in Clubs – June-July;**
- **AGs & SC receive feedback from Presidents and members at a follow-up Group meeting (Aug);**
- **Special discussion groups for young Rotarians & Rotaractors (July - August);**
- **Final draft shared with all Rotarians (Nov);**
- **Framework finalised (April 2019).**

**That was a few of our
our initial thoughts
but we need your
involvement.**

What do you think?

Some focus questions for you to discuss with your club members

Thoughts and comments on the:

- draft objectives and the purpose for the change;
- other considerations - communications & public image;
- discussion paper on Areas, Area Governors, Area Conferences & joint club activities;
- concept of decentralising some District functions to the Areas/Groups and what functions could be decentralised;
- establishing “support groups” of Rotarians with specialist skills that clubs can tap for assistance and guidance with this issues / concerns.

More focus questions:

- How should the new much larger District be structured and function with respect to District Management Committee and other committees and groups, the role of the District Governor, District Conferences, local groups of Clubs (possibly Areas or Zones);
- Selection of the officials for District and local Club Groups (Areas or Zones) including the DG;
- Any other thoughts or ideas that could help the Steering Committee formulate new District structures and processes for 9510.

Visit our website:

<http://steeringcom.rotary9510.org/>

and share your ideas via Blog

OR

**email your comments and other
suggestions to:**

steeringcom@rotary9510.org

Thank you

