



DISTRICT ASSEMBLY 2018-19

Rotary
District 9685



BE THE INSPIRATION

SESSION PLAN

- **2.30pm - Governance**
 - Jeremy Carter
- **3.15pm – Social Media**
 - Fiona McCulloch
- **3.35pm – Roles and Responsibilities**
 - DGE Susan Wakefield
- **3.55pm – Questions**
 - DGE Susan Wakefield



GOVERNANCE – EFFECTIVE ROTARY CLUB BOARDS

Jeremy Carter



KEY OUTCOMES FROM TODAY'S SESSION

- Understand the Australian Governance Framework in a Rotary context
- Understand your role in the club & board success



DISCLAIMER!

Use a common sense approach

When in doubt – get professional advice



YOUR MINDSET CREATES YOUR RESULTS

Cause

Ownership
Accountable
Responsible



Event x Response
= Outcome

Effect

Blame
Excuses
Denial



An effective governance framework

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

WHY GOVERNANCE MATTERS

- Enhances the performance of the organisation
- Provides barrier to corrupt dealing
- Better allocation of resources and better management
- Enhances long term sustainability
- Better relationship with stakeholders
- Impacts society as a whole (growth, employment, environment, poverty)

Governance isn't just about making the "right" decision; rather, it's about the process for decision-making.

WHY HAVE A ROTARY CLUB BOARD?

- Set the direction of your club
- Efficient decision making
- Ensure compliance with Rotary and local regulations
- Focus on 'What' at the Board Table – those who been given the job to do can focus on 'How'

WHAT IS SOLVENCY?

- Having enough money to pay your bills on time
- Corporations Act 2001 s95A (1)
 - *'A person is solvent if, and only if, the person is able to pay all the person's debts, as and when they become due and payable.'*
- Is Liquidity the same as Solvency?
- What are the consequences of trading whilst insolvent?
- How do you ensure you stay solvent?

CHOOSING THE RIGHT PEOPLE

- Align the individual goals of the team with the vision and mission of the club
- Gauge level of commitment to your cause
- Ask them what they will bring to board meetings
- Ask them what they expect from their participation on the Club Board
- Have you got a good mix of personality types?

SETTING EXPECTATIONS OF BOARD MEMBERS

- You can't manage people – you can only manage agreements
- Have a Board 'Charter' – does not need to be legally binding
- May include a confidentiality clause



INDUCTION FOR NEW BOARD MEMBERS

- Copy of the Constitution
- Meeting procedure / Agenda
- Roles and Responsibilities
- Committees



SIGNS THAT A BOARD IS WORKING WELL

- High level of commitment by board members (participation and engagement)
- Robust and respectful discussions
- Decisions being made
- Board members wanting to come vs having to come



TYPES OF DECISIONS

- Strategic – long term involving the direction of the organisation or requiring significant investment
- Tactical – medium term decisions to support the strategic decisions
- Operational – short term, low cost, low risk and typically have an immediate impact on the business

MAKING TOUGH DECISIONS

- Discuss the issue with relevant stakeholders (staff, clients, community, shareholders, suppliers)
- Consider your mission, goals and long term plans
- Talk with other directors who have faced similar decisions
- Ask yourself and the team, “What are the consequences if we do or if we DON’T make the decision?”
- Make the best decision for the organisation
- The worst decision is....



THE 80:20 RULE

- The “trivial many” decisions typically take up 80% of your time and yield 20% of the results
- The “vital few” decisions will take up 20% of the time but yield 80% of the results

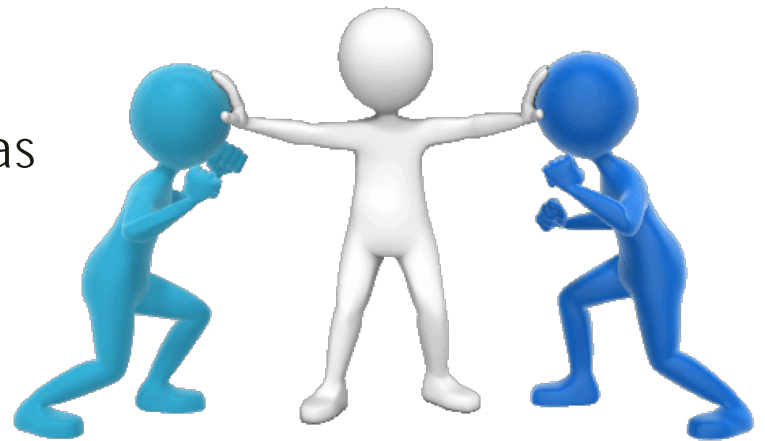
So, which are the “vital few” decisions for you and your board to focus on?

80/
20

BOARD CONFLICT

Conflict is a normal part of the decision making process and has the potential to add information and a better perspective which increases the quality of the decision.

- Conflict can be caused by:
 - Interpretation of information
 - Lack of information
 - Differing values
 - Process
 - People / personalities / agendas
 - Action or inaction



DEALING WITH CONFLICT IN DECISION MAKING

- Distinguish between “healthy dissent” and “crippling conflict”
- Start with an assumption of a common goal or find some common ground
- Discuss broader issues
- Identify areas of agreement
- Clarify points of view
- **Consider the evidence of BOTH or ALL sides before committing yourself to a position.**

DECISION MAKING – MAKING A DIFFERENCE!

- In order to make the world a better place – you have to change it!
- Balance **consensus** vs **taking a vote**
- Decisions need a majority – not unanimity!
Avoid vetos!
- Quorums
 - Club Board
 - Committees

KEYS TO EFFECTIVE BOARD MEETINGS

- Be absolutely clear on the purpose of the meeting
- Have a written agenda with timeframes
- Keep the meetings running on-time
- Not everything needs to be covered in every meeting
- Always end on time and confirm the next meeting date
- Alcohol should be avoided
- Thank everyone for taking part



EFFECTIVE BOARD MEETINGS

- Have all board members show up on-time and stay until the end
- All members have pre-read the meeting agenda and attachments
- Don't rehash issues that have already been decided (see Committee)
- Have a chairperson that keeps everyone focused and the meeting moving forward as per the agenda
- Require all parties to identify any potential conflicts of interest
- Build support for your agenda items prior to the board meeting
- Don't agree to decision you don't understand
- Respect the decision of the board graciously even if it conflicts with your personal point of view – 'cabinet solidarity'
- Never assume knowledge. Ask if you need clarification
- Never discuss confidential information outside the meeting
- Always have meeting minutes circulated within 48 hours.

COMMITTEES – THE SECRET TO SUCCESS

- Committees are the place for more in-depth conversation
 - stay focussed on the committee purpose
- Standing Committees vs Ad hoc (project) Committees
- Summarise Committee decisions and report to the Club Board → 1-2 page Board Paper
- Club Boards should trust Committee recommendations
 - yet still test and probe!
- Develop future leaders by having them chair committees

PRESIDENT'S ROLE

- set meeting timetables and prepare meeting agendas
- establish committees for specific tasks and define their terms of reference
- attend committee meetings where appropriate
- Ensure accurate recording of meeting decisions
- make sure the governing body's resources are being well and appropriately used.
- instruct the auditor in the absence of a finance committee
- Manage distribution of papers in advance of Board meetings



SECRETARY'S ROLE

- convening meetings and booking rooms
- dealing with correspondence
- preparing agendas for meetings (in consultation with the chairperson)
- taking minutes of meetings ensuring back-up information is available at meetings when required.



TREASURER ROLE

- ensuring finances of the organisation are managed appropriately
- making recommendations to the Club Board about income and expenditure, investments and debts
- keeping records of all incoming and outgoing payments
- reviewing the annual statement of financial performance (profit and loss) and statement of financial position (balance sheet)
- ensuring that the annual audit process is undertaken in a timely fashion according to legal requirements
- providing regular financial statements to the Club Board and providing explanations where required
- drawing up the annual budget in consultation with staff and other governing body members
- ensuring that sufficient funds are available at all times to support the organisation's liabilities.

GROUP EXERCISE – CLUB TEAMS

1. Process – Why be a part of your club board?

(10 mins group – 15 mins present findings)

1. What value do you personally get from being a board member?
2. How clear are your club Mission / Vision / Goals ?
3. What skills/experience could you bring to the Club Board?
4. What skills/experience would you like to develop?
5. How can you recruit new members onto the Club Board?



MORE INFORMATION?

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SOCIAL MEDIA

Fiona McCulloch

District Public Image Co-Director 2018-19



SOCIAL MEDIA – WHAT IS IT?

SOCIAL MEDIA Marketing Pack



Social media is computer/device tools, that allow people, companies and other organisations, such as Rotary, to create, share, or exchange information in virtual communities and networks. This could be in the form of career interests, ideas, and pictures/videos.

CHOOSING THE RIGHT SOCIAL MEDIA FOR YOUR CLUB

facebook



Instagram

Facebook & Instagram are by far the most popular Social Media applications for the demographic to target for Rotary.

What your club chooses to do with them needs to form part of your club plan?

Are you trying to attract members?

Or people to your event?

Or just communicate with a broader audience?

FACEBOOK : LAYOUT – DESKTOP V MOBILE



The layout of your Club Facebook page, changes depending on the device you view it from, this is important when deciding of placement of images & headings.

FACEBOOK : LAYOUT – DESKTOP V MOBILE



Does your banner & profile photo reflect your club?
Is the placement of any logos & text right for all devices?

SOCIAL MEDIA SUPPORT & TRAINING

- **Club Board Members**
- **Public Image/Social Media Coordinators**
- **Club Members**

Small groups through the AG's
Cluster Training for PI/SM Coordinators
As a guest speaker to club members – directly to me

CLUB HEALTH CHECK – IMAGE



Just as routine doctor's visits help us identify health risks before they become serious, a club health check can diagnose problem areas and prescribe remedies.

By using this health check, you're taking a step to maintain your club's health and preserve its value for members and the community.

Place a check mark in the boxes next to the statements you consider to be true. Then act on the suggested remedies for any problem areas you've identified.

IMAGE



Clubs that have fun and make an impact are attractive to those who see that. A positive public image improves your club's relationship with your community and prospective members. Make sure your club is getting the credit for the service you provide. Demonstrating that your club meets real needs confirms your value to your community.

- We have an online presence, including a public-facing, visually appealing club website, Facebook page, or other social media page that explains what the club does, who its members are, and the benefits of membership.
- Our club has members dedicated to public image and outreach.
- Our club appeared in the local media multiple times last year.
- We promote our club and Rotary through various media in the community.
- Our club invites members of the media to cover our service work.
- Our club materials follow Rotary's updated branding guidelines.
- We use branded materials and templates from Rotary's Brand Center.
- We use marketing materials provided by Rotary International, such as public service announcements, videos, images, and logos.
- We display Rotary signs and banners at our meeting place.
- Our club's presence is known in our community.
- We have a customized brochure that we give to community members and prospects.
- We use Rotary Showcase to promote our finished projects.



PRESIDENTIAL CITATION

PRESIDENTIAL THEME & CITATION



**BE THE
INSPIRATION**

BARRY RASSIN
2018-19 President
Rotary International



ENHANCE PUBLIC IMAGE AND AWARENESS

Achieve at least 3 of the following goals:

- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources
- Arrange for the club's members to talk with the media to tell your club's, and Rotary's, story
- Host an event for Rotary alumni, and highlight Rotary's networking opportunities
- Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together
- Sponsor a Youth Exchange student or RYLA participant



QUESTIONS



ROLES AND RESPONSIBILITIES

Susan Wakefield
District Governor 2018-19



QUESTIONS AND ANSWERS

Susan Wakefield
District Governor 2018-19



Today's presentations

are available on the
District 9685 website

Go to *District > District Training > District Assembly* or:
assembly.rotarydistrict9685.org.au



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