

Rotary Australia

National PR Campaign 2013-14



Unique learning experience
Networking Leadership Planning Strategy Challenging

Where the Rotary brand is heading in Australia...

“CONVERSATIONS TO ACTIONS”

ZONE PR CAMPAIGN



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Where we are at today...

- Number of clubs 1,136
- Number of members 32,243
- 22 Districts (soon to be 21)



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Our vision...

- To be one across Australia
 - To be united
 - To collaborate

The good news is that all Districts have agreed to develop one Membership Development Plan and one PR Campaign.



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How we achieved this - the journey so far...

- Game changing PR campaign developed in line with the Zone Membership Development Plan
- Contributors to the campaign:
 - 8 Advertising Agencies
 - 6 Marketing & Business Development Executives from major corporations
 - Rotarians around Australia



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Our objectives...

- Not just to attract new, younger people to Rotary, but to attract the right people
- Enhance brand recognition, understanding and trust



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What was developed...

- “Conversations to Actions”
- Rotary is where conversations turn to actions
- Through a new network of friends you get things done
- This is truly ***Humanity in Motion***



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How we will do it...

- Identify ambassadors to promote Rotary, membership and our activities
- Establish and publicise whole-of-club projects
- Implement a game-changing external integrated PR campaign



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The integrated campaign involves...

Creative Development... Disegno

- Development of refreshed campaign creative and the production of required collateral

Media... Mitchell Media

- Placement of paid print, radio and TV advertisements across the 21 Districts
- Filler advertisements
- Community Service Announcements

Social Media... Encaustic Words

- To attract and grow online communities through social media

1300 4 ROTARY... Welcome Group

- Call centre to take inbound calls and make outbound calls to promote the campaign



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The integrated campaign involves...

Membership Material...Officeworks

- Print a 3-in-1 membership promotional device

Website Development...Snapsite

- The development for event websites

District Promotional Kit... RDU Merchandise

- 6 pull-up banners, 6 tear-drop banners for major events for each District

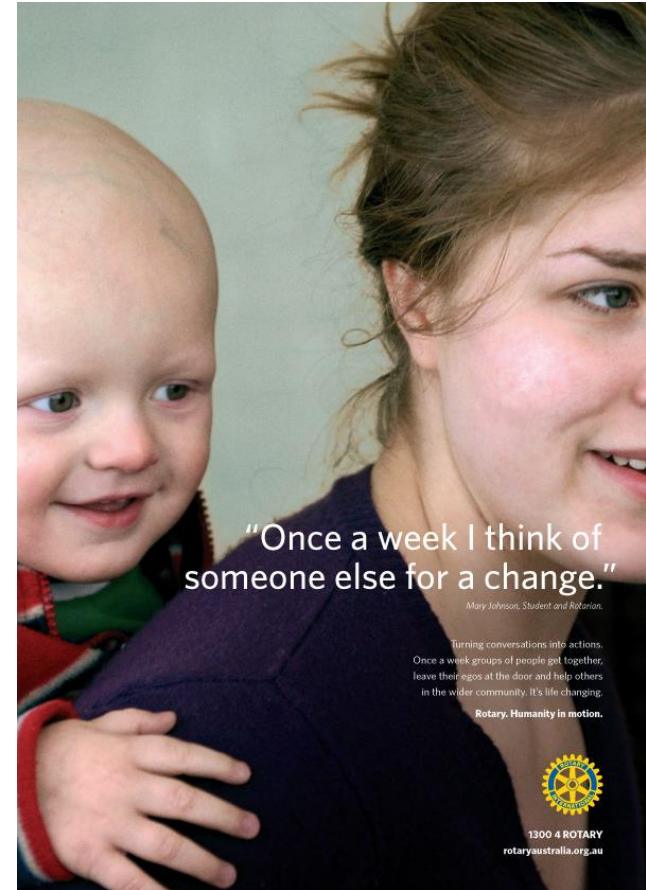
Project Management... Think-HQ

- Project coordination between all agencies and the development of key messages and pitch planner timetable.
- Activities to leverage key events, targeting editorial campaigns and ambassador development



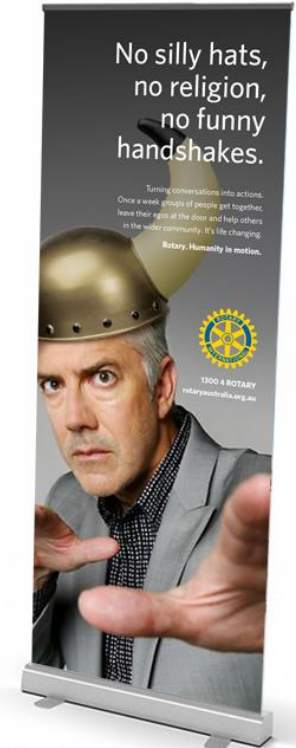
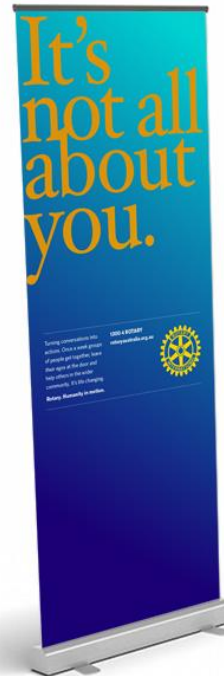
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Sample graphics...



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Sample Graphics...



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Complementary events to enhance public image...

Event 1	Social Inclusion Week Nov – Dec 2013
Event 2	Rotary Day - Feb 23 2014
Event 3	International Women's Day Celebrations – March 2014
Event 4	Rotarians & Friends @ Work - April 2014

**Events designed to bring new friends
to the conversation.**



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Getting fit for conversation...

- Embrace the Zone Membership Development plan
- Conduct Club health check
- Undertake a Club Visioning exercise
- Get ready to welcome like-minded people.



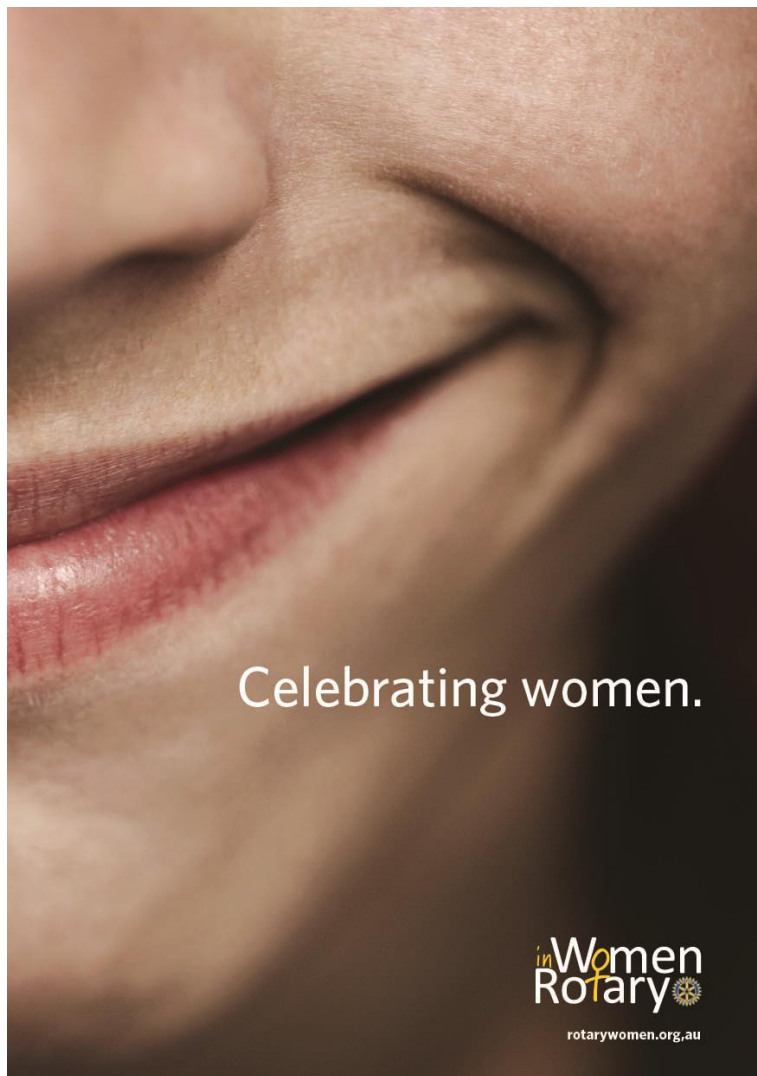
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**Let's work together in
the coming years
to engage Rotary
and
change lives!**



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Celebrating women.

**in Women
Rotary**
rotarywomen.org.au

Dedicated to achieving equality for women around the world.

Rotary International is an organisation for women, and for men. It's also an organisation dedicated to achieving equality for women around the world. We do this by helping women in local and global communities improve health standards, achieve economic independence, and provide better education. Each year on March 8th, thousands of events are held throughout the world to celebrate

International Women's Day to inspire women and celebrate their achievements. Rotary plays an active role. But then, we believe that every day is Women's Day in Rotary.

Come and join the conversation at Rotary, help turn ideas into actions and meet a new network of friends by putting back into your community.

Rotary. Humanity in Motion.

**in Women
Rotary**
rotarywomen.org.au



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**"I believe in
dreaming big.
That's why I
joined Rotary."**

— Rob Pennicott, *Tasmanian of the Year 2012*



Rob Pennicott is a Tasmanian Rotarian and founder of the award-winning tourism business, Pennicott Wilderness Journeys. Sustainability is a big part of Rob's business philosophy. He donated \$100,000 to a project to eradicate a feral species from Tasman Island, saving 50,000 seabirds annually. In 2011, Rob circumnavigated Australia in a 5.4m rubber dingy raising over \$290,000 for conservation and helping Rotary's End Polio Now campaign.

Like Rob, you can join Rotary to make a difference. There's a club near you. Join the conversation by visiting rotaryaustralia.org.au

Rotary. Humanity in motion.



rotaryaustralia.org.au

Rob Pennicott is a big speaker at the Annual Rotary 1800 Conference
on March 14 - 16, 2012 in Albany



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