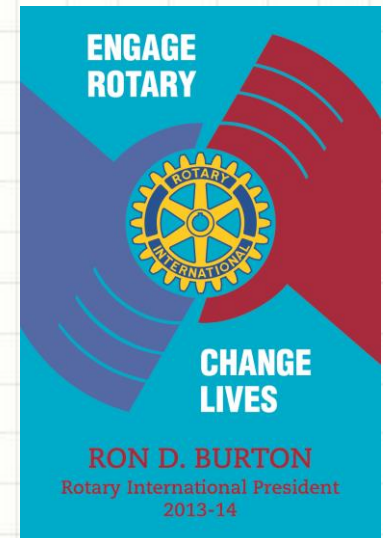


DISTRICT ASSEMBLY

2013-14

PROJECTS -

PP Ross Pearse Rotary Club of Woy Woy
PP Annona Pearse Rotary Club of Erina

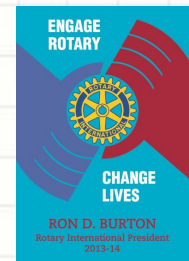


DISTRICT ASSEMBLY

Strategic Plans for Projects – Partnerships
in your community

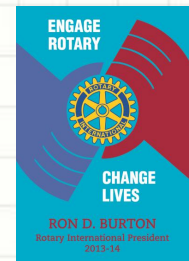
Working with other Clubs – The Bobbin
Head Classic

Rotary International's Key Areas of Focus
and the Need for Sustainability



Evaluate club projects on a set of criteria:

1. Club support
2. Effectiveness – what does it achieve for the community
3. Does the project match the skills base?
4. What membership/PR components are included?

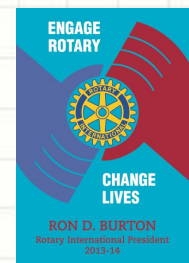


How many projects does your club currently have?

Are these part of the club's strategic plan?

Does the Board ever say “no”?

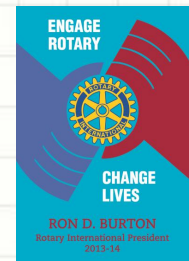
Does your club work in all Avenues of Service or does your club “specialise” in one or two areas?



What makes a good project?

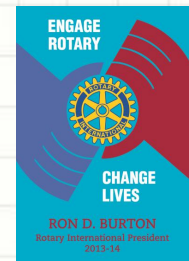
Examine more closely two examples from clubs in our District.

1. Lower Blue Mountains – Gnome Project
2. Ku-ring-gai, St Ives & Turramurra – Bobbin Head Classic.



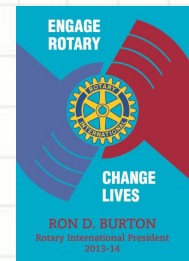
ROTARY CLUB OF LOWER BLUE MOUNTAINS

Australian Gnome Festival – Australia Day



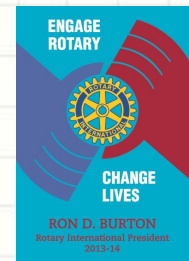
ROTARY CLUBS OF TURRAMURRA, KU-RING-GAI AND ST IVES

BOBBIN HEAD CYCLE CLASSIC



PROJECT EVALUATION

Too many projects, not enough
resources?



Needs Assessment Checklist for Projects – Club Support

Is it assumed club members support the project or is there a process of inclusion?

Example from Manly Sunrise – Projects on the Wall

Survey members for ideas. Use on-line survey monkey.

Use Club Assembly to explore ideas and suggestions.

Don't assume that you know what the club members support.



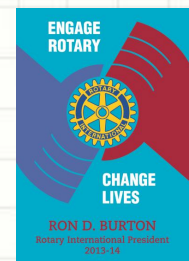
Effectiveness

Does your project meet the community need?

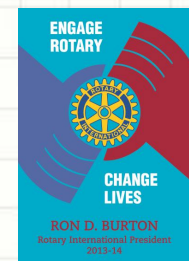
Is the result worth the effort and resources expended?

Would partnerships be more beneficial?

Does the community you are working in agree that the project is effective?

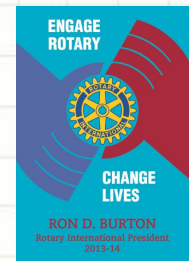


Stakeholders



Stakeholders can include:

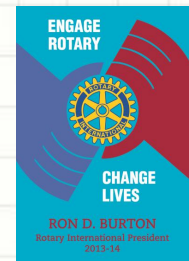
1. Local government – Council and Council services – working together reduces conflict of interest between Council and Rotary. Rotary is then better integrated in to the community.
2. Other community groups – Scouts, Guides, Surf Clubs, Churches, Meals on Wheels, Hostels, Refuges.



Design a meeting with stakeholders in your community

Ask stakeholders to give information about needs currently not being met in the community

Take these ideas back to your club and discuss with members.



Weekly Market as an Example:

Needs minimum 6 members each week.

Club has been involved for 10 years.

Market well recognised in the community.

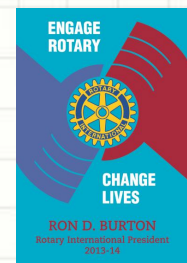
Gross earnings \$500 per week.

Can we identify the stakeholders?



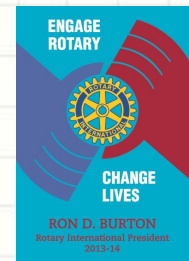
Stakeholders:

- Store holders
- Council
- Market patrons
- Beneficiaries of funds raised
- Other businesses in the area
- Members of the community
- Rotarians



Identify the effect of the decision on the stakeholders to continue or close the markets

- Council
- Patrons
- Store holders
- Beneficiaries
- Others businesses
- Members of the Community
- Rotarians



Club Skills Audit

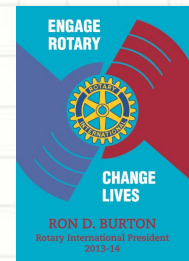
Age of members

Skills base of members

Do members have a network they can tap into?

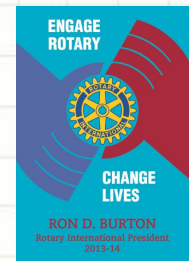
Time availability of members

Members interest in projects



Skills Matrix

There are many examples of skill matrix on the web.
You can adapt these for your Rotary Club.

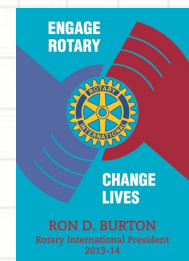


Membership

Can the project be used to increase membership?

New members – does the project give your club the opportunity to invite new members to join?

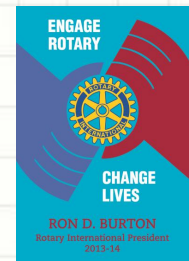
Retention of members – does the project engage members and make them want to stay in the club?



Public Relations

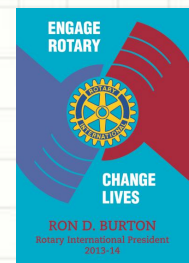
What are the public relations opportunity from this project?

Will it grab both the media and public attention?



Avenues of Service

Does the club have a balance of projects between Avenues of Service, or does the skill base of the club and wishes of the members concentrate projects in one or two Avenues of Service?



Partnerships

Participation in Projects

Support for your club in Return

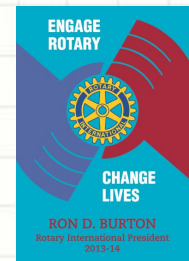
New members

More opportunities

More interaction with the community

Inputs from the community

Community needs better known



Potential Partners – Any others?

Local Business

Councils

Chamber of Commerce

Schools

Churches

Surf Clubs

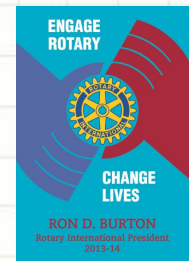
Other service clubs

Other Rotary Clubs (eg Bobbin Head Classic)



For more information on working
successfully with Community
Partnerships

Contact PDG John Cameron or PP
Peter Smith – Rotary Club of
Wahroonga – the Novus
Foundation (conference D9680)



Rotary International Key Areas of Focus for Project Sustainability

Peace and conflict prevention/resolution

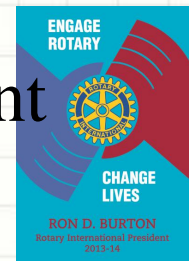
Disease prevention and treatment

Water and sanitation

Maternal and child health

Basic education and literacy

Economic and community development



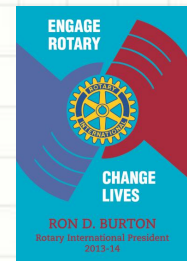
Project Sustainability – Working with Stakeholders

Not always easy to achieve, and is particularly important for international projects.

The project should be able to be managed by someone else upon completion by Rotarians. Local example of this is the Rotary Park – whose responsibility is the park? Who pays for upkeep and maintenance?

What skills are needed to sustain the project?

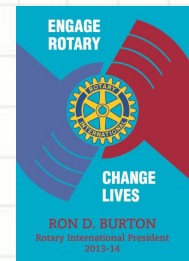
Should clubs do follow up and at what intervals?



Some of the areas are more suited to international projects and some can be adapted to apply to your local community.

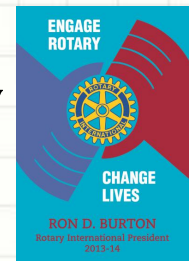
For example – education and literacy is not restricted to learning – it can be about helping schools provide breakfast to students.

It can be about providing clean water and toilets for schools in developing countries so children can attend school.

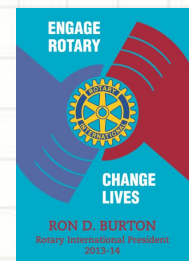




Hisao Taneie, of the Rotary Club of Yashio, Saitama Prefecture, Japan, cleans up the streets of Yashio. Taneie and Sakuji Tanaka, 2012-13 president of Rotary International, founded a seven-member committee to clean trash from the city's streets about 10 years ago. About 5,000 volunteers from various organizations now participate in the project.

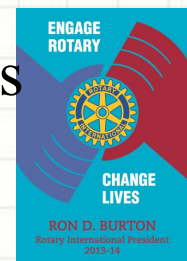


New coats are distributed to underprivileged children during an Operation Warm event at Family Matters, a charity in Chicago, Illinois, USA, on 17 November 2009. Operation Warm is a Rotarian-founded non profit that provides new winter coats to children in need across the country.



Questions for Consideration

1. How will your committee support the club's strategic plan?
2. What kinds of projects will have the greatest impact on the community?
3. What fundraisers will ensure appropriate funding for projects?
4. How can you help committee members do their job?
5. What are your committee's long-range goals and annual goals?
6. What is your club's signature project?
7. Is your signature project reflecting your club's vision?



Checklist and Project Evaluation

Hand out of Project Evaluation for your club

Questions and Feedback

