



## 2015-2018 DISTRICT 9685 STRATEGIC PLAN

### PURPOSE

To support, develop and encourage Rotary Clubs,  
To bring together business, professional and community leaders in order to provide humanitarian Services,  
Encourage high ethical standards in all vocations and  
Help build goodwill and peace in the world.

### STRATEGIC GOALS

- 1 - Support and Strengthen Clubs
- 2 - Focus and Increase Humanitarian Service
- 3 - Enhance Public Image and Awareness

### GOAL 1 - Support and Strengthen Clubs

#### Strategic Priorities

- Encourage and support clubs to undertake strategic planning
- Encourage club to embrace club visioning
- Promote and support membership growth and retention
- Help and promote the coordination of club activities to leverage shared expertise and reduce overheads
- Encourage cooperation within zones and clusters across all activities
- Support club membership drives
- Dissemination of and provide easy access to relevant information to nurture and achieve "effective clubs"
- Encourage and support strategies and actions to improve diversity of club membership
- Recognise and help further develop club/district leaders
- Develop comprehensive training agenda for all district roles and activities
- Establish the role of Club Extension as a District role
- Encourage clubs to review their current "model" with a view to participate in Club Visioning

<b>GOAL 1 - Support and Strengthen Clubs</b>			
<b>Action</b>	<b>Who</b>	<b>Timeframe</b>	<b>Outcome</b>
Directly engage clubs on District Goals and Initiatives	<ul style="list-style-type: none"> <li>District Team</li> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Improved support and engagement by clubs</li> </ul>
Support the process and intent of “change management” by clubs at cluster level	<ul style="list-style-type: none"> <li>Assistant Governors</li> <li>Club Presidents</li> </ul>	<ul style="list-style-type: none"> <li>As Req'd</li> </ul>	<ul style="list-style-type: none"> <li>Successful change management initiatives</li> </ul>
Conduct and promote attendance at the Rotary Leadership Institute	<ul style="list-style-type: none"> <li>Assistant Governors</li> <li>Club Presidents</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Increased Rotary knowledge and networking</li> </ul>
Promote Club Visioning to all clubs	<ul style="list-style-type: none"> <li>District Team</li> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Increased number of contemporary and effective clubs</li> </ul>
Identify network of “effective club” champions	<ul style="list-style-type: none"> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Improved club effectiveness</li> </ul>
Establish succession management and handover practices for District Team roles	<ul style="list-style-type: none"> <li>District Team</li> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Continuity of role, projects and activities</li> </ul>
Run seminars on social media and digital resources	<ul style="list-style-type: none"> <li>District Communication Director</li> </ul>	<ul style="list-style-type: none"> <li>Annual</li> </ul>	<ul style="list-style-type: none"> <li>Improved district and club social media and digital presence</li> </ul>
Prepare and make available a Rotary “business” plan format	<ul style="list-style-type: none"> <li>District Strategic Planner</li> </ul>	<ul style="list-style-type: none"> <li>Annual</li> </ul>	<ul style="list-style-type: none"> <li>More clubs’ self-assessing as being an “effective club”</li> <li>Simpler, consistent, and improved club planning</li> </ul>
Provide information, practical ideas, case studies and assistance to clubs on improving their effectiveness	<ul style="list-style-type: none"> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Share learning and better practices from other clubs</li> <li>Availability of tailored approaches</li> </ul>
Host seminars on Rotary International's Six Areas of Focus	<ul style="list-style-type: none"> <li>District Chairs</li> </ul>	<ul style="list-style-type: none"> <li>Annual</li> </ul>	<ul style="list-style-type: none"> <li>Increased knowledge and appreciation of and alignment of projects with the Rotary International's Six Areas of Focus</li> </ul>
Analysis of club projects	<ul style="list-style-type: none"> <li>District Chairs</li> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Annual</li> </ul>	<ul style="list-style-type: none"> <li>Improved alignment, cooperation and collaboration of projects across the District</li> </ul>

Clubs to be encouraged to book district chairs as guest speakers	<ul style="list-style-type: none"> <li>District Chairs</li> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Annual</li> </ul>	<ul style="list-style-type: none"> <li>Improve awareness of programs undertaken across the District</li> <li>Increased level of knowledge of Rotary across the District</li> </ul>
Measure and report progress of District Strategic Plan to clubs	<ul style="list-style-type: none"> <li>District Governor</li> <li>District Strategic Planner</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of District's achievement or otherwise of its plan for information and comment</li> </ul>
Club Extension role to be formalised within District Team	<ul style="list-style-type: none"> <li>District Governor</li> </ul>	<ul style="list-style-type: none"> <li>December 2015</li> </ul>	<ul style="list-style-type: none"> <li>Dedicated leadership and support to grow clubs in District 9685</li> </ul>
Continue to support Rotary Future Leaders Program	<ul style="list-style-type: none"> <li>District Governor</li> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Annual</li> </ul>	<ul style="list-style-type: none"> <li>Encourage and develop District future leaders</li> </ul>
Host seminars on contemporary and or topical issues at cluster level	<ul style="list-style-type: none"> <li>District Chairs</li> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Annual</li> </ul>	<ul style="list-style-type: none"> <li>Develop strategies and responses to issues</li> </ul>
Arrange guest speakers to clubs to promote membership diversity based on RI practices	<ul style="list-style-type: none"> <li>District Chairs</li> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Increased diversity of club membership</li> </ul>
District Membership Committee to discuss with club membership director membership attraction and retention strategies	<ul style="list-style-type: none"> <li>District Membership Committee</li> <li>Club Membership Director</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Improved level of support to clubs</li> <li>Increased membership</li> </ul>

#### ANNUAL GOALS

Two new Clubs per year

One new Rotaract Club per year, Five new Interact Clubs per year

25% women members within three years

Measure diversity of District Members and aim to set targets

## GOAL 2 - Focus and Increase Humanitarian Service

### Strategic Priorities

- Coordination of club projects
- Encourage and support increased cooperation and collaboration between clubs
- Encourage clubs to take advantage of district programs
- Encourage clubs to engage with the district team e.g. expertise, networking and as guest speakers
- Encourage and support collaboration of Rotoract Clubs and Rotary Clubs
- Encourage and support the collaboration of Clubs with other organisations
- Foster understanding of the six areas of focus
- Support innovation
- Provide education and encouragement of continued support of Polio Plus
- Promote support of the Rotary Foundation

GOAL 2 - Focus and Increase Humanitarian Service			
Action	Who	Timeframe	Outcome
Publicise Polio Plus to Rotary Clubs and other organizations	<ul style="list-style-type: none"> <li>• District Team</li> <li>• Assistant Governors</li> <li>• Club Presidents</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Increase fundraising</li> <li>• Potential membership attraction mechanism</li> </ul>
Organise a District Polio Day	<ul style="list-style-type: none"> <li>• District Foundation Chair</li> </ul>	<ul style="list-style-type: none"> <li>• Annually</li> </ul>	<ul style="list-style-type: none"> <li>• Increase fundraising</li> <li>• Potential membership attraction mechanism</li> </ul>
Work in District Zones for "Cluster International Event(s)"	<ul style="list-style-type: none"> <li>• Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>• As applicable</li> </ul>	<ul style="list-style-type: none"> <li>• Improve value for money</li> <li>• Build collaboration and cooperation amongst clubs</li> <li>• Improve the delivery sustainable and potentially larger scale projects</li> </ul>
Encourage personal giving to Rotary Foundation	<ul style="list-style-type: none"> <li>• District Foundation Chair</li> <li>• Assistant Governors</li> <li>• Club Presidents</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Increase Rotary's global program</li> <li>• Increase the pool of funds available for District Grants</li> <li>•</li> </ul>

Encourage multi-club projects	<ul style="list-style-type: none"> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Improve value for money</li> <li>Build collaboration and cooperation amongst clubs</li> <li>Improve the delivery sustainable and potentially larger scale projects</li> </ul>
Establish District Plan for responding to and coordinating Disaster Relief	<ul style="list-style-type: none"> <li>Director International and District Governor</li> </ul>	<ul style="list-style-type: none"> <li>30 June 2016</li> </ul>	<ul style="list-style-type: none"> <li>Improved coordination of club responses</li> <li>Better targeted and improved responses</li> </ul>
Increase District Chairs interaction with Clubs – Cluster Basis	<ul style="list-style-type: none"> <li>District Chairs</li> <li>Assistant Governors</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Improved communication and involvement in District/Rotary programs</li> </ul>

ANNUAL GOALS
Every Club and Every Rotarian gives to the Rotary Foundation
Giving to Polio Plus increases 15% per year
Corporate sponsors support Polio Plus

### GOAL 3 - Enhance Public Image and Awareness

#### Strategic Priorities

- Encourage clubs to adopt/promote a unifying image and brand awareness
- Help clubs understand their “distinctive position/brand”
- Encourage clubs to communicate action-oriented service to community
- Encourage clubs to promote Rotary’s core values to/in their communities through projects and activities
- District to develop resource list of public image material and best practices for use by clubs
- Help clubs improve their websites and social media activities
- District website to be maintained and kept up to date information and focused on service activities
- Expand in the District and clubs the use of district social activity
- Continued District contribution to and involvement with Australia wide Rotary PR Program
- Raise awareness of digital material available on RI website that can be used in clubs’ social media channels
- District and clubs representatives communicate with Non Rotarians Rotary activities and projects e.g. quest speakers at Lions and local Councils
- Encourage Assistant Governor(s) and cluster(s) to build relationship and deal with local media
- District to host Public Image and Relations Seminars / Workshops including social media
- Encourage clubs to undertake direct marketing using information from Rotary libraries/sources e.g. from District News
- Encourage clubs to build vocational links with Chambers of Commerce Business networking opportunities
- Encourage clubs to promote opportunities for volunteers to join Rotary activities

GOAL 3 - Enhance Public Image and Awareness			
Action	Who	Timeframe	Outcome
Engage with clubs to promote Rotary’s brand and the club’s “distinctive position/brand”	<ul style="list-style-type: none"> <li>• Director Public Relations</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Increased brand awareness and media presence</li> </ul>
Develop resource list of public image material and best practices	<ul style="list-style-type: none"> <li>• Director Public Relations</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Simplify and improve access to relevant and high quality public image material</li> </ul>

Polio eradication celebration event	<ul style="list-style-type: none"> <li>District Foundation Chair</li> </ul>	<ul style="list-style-type: none"> <li>2017-18</li> </ul>	<ul style="list-style-type: none"> <li>Engagement of Rotarians and Non Rotarians</li> <li>Public celebration and acknowledgement of Rotary's role</li> <li>Potential membership attraction event</li> </ul>
Regularly review the district website to maintain with up to date information and focused on service	<ul style="list-style-type: none"> <li>District Chairs</li> <li>District Communication Webmaster</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Availability current and informative information</li> </ul>
Publicize to Non Rotarians Rotary activities and projects e.g. Rotarians as guest speakers at Lions Council etc.	<ul style="list-style-type: none"> <li>District Team</li> <li>Club PR Officers</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Increase awareness of Rotary</li> <li>Potential membership attraction</li> </ul>
Host a public relations seminar/ workshop including social media	<ul style="list-style-type: none"> <li>District Communication Team</li> </ul>	<ul style="list-style-type: none"> <li>Annual</li> </ul>	<ul style="list-style-type: none"> <li>Increased skills and knowledge of relevance and use by Rotary of social media</li> </ul>

### ANNUAL GOALS

Clubs have at least one article published by the media per year
Clubs to speak to an audience of non-Rotarians at least once per year
District has a least one article published by the media per year

### 2016-2017 District Governor's Specific Goals

Promote the use of e-resources
Offer 4 New Member training seminars
12 New Visionings, 12 more RLIs
Support more Rotaract clubs
Recruit from Rotary Alumni and Rotaract
All clubs to have goals on Club Central
Every club applies for a grant
Connect with Aboriginal Australians, gain awareness and understanding
District press releases produced