

**2017-2018**

Rotary International District 9700

**2016-2017**

Governor: George Weston

**2016-2017**

**COMMUNICATION AND PUBLIC IMAGE**

**Committee and Position Mandates**

**Communication/Public Image PDG John Egan**

Appointed by District Governor

**Purpose:** To ensure the smooth operation of the District through effective and targeted communication and public image management

## Director Tasks:

* Provide support for the delivery of the various communication and public image activities within the portfolio
* Bring to the Governor any existing or emerging issues that may flag a potential risk for the organisation, District and/or Rotary International

## Areas and roles covered include:

* 1. Public Relations
  2. District Webmaster (relating to promotion, and web based communication)
  3. District Conference Team
  4. District Learning and Development Team
  5. International Convention Coordination

**Reporting:** To the District Governor, through the District Board

**Public Image PDG John Egan**

**Name of Role:** Public Relations Convenor

**Status:** Officer appointed by District Governor

**Purpose:** Public relations is essential to Rotary’s future. It not only informs the community that Rotary is a credible organisation that meets real needs, but also motivates Rotarians to be active members of their Club and District.

## Convenor Tasks:

* Develop and maintain a public relations plan for the District to promote Rotary and its activities
* Provide information to District Officers, AGs and Clubs on public relations matters including the Rotary brand and logos
* Help Clubs with practical ideas and assistance to get their messages and activities heard and seen in their community media and encourage every Rotary Club to prepare a Public Relations plan to publicise its services activities through the various local media.
* Encourage the use of Facebook and other social media.
* Coordinate District promotion activities in support of the national program
* Attend meetings of Communications committee as required
* Train Incoming Club Public Relations personnel as required

**Reporting:** To the Director Communications and Public Image

**Finances and Audit Requirements:** Managed through the District Treasurer

**District Web Master PP Paul Murray**

**Status:** Officer appointed by District Governor

**Purpose:** Work with District officers and clubs to utilise the efficiencies of the internet products – D9700 web site and My Rotary, and social media – to communicate within the district and with the world

## Webmaster Tasks:

* To assist District Committees develop information and links for the website (Communications)
* To assist when requested by Clubs to develop their website .
* To develop, maintain and promote use of the District website .
* To maintain the District membership database .
* To appoint (in consultation with the District Governor) and manage the District IT Committee (Administration)

**Reporting:** To the District Board through the Director – Communications & Public Image on matters relating to promotion, and web based communication

To the District Board through the Director – District Administration on technical matters of website operations

**Finances and Audit Requirements:** Managed through the District Treasurer

**District Conference Convenor: Graeme Kruger**

**Status of Committee:** Appointed by District Governor

**Purpose:** Create an opportunity for Rotarians and clubs to exchange ideas and showcase their achievements; and to inspire and motivate Rotarians and the invited public to recognise and contribute to the many excellent Rotary and like-minded programs.

## The Conference aims to:

* Inform Clubs and Rotarians about Rotary programs and where $ are spent
* Have Keynote speakers to inspire Rotarians and Clubs
* Provide an opportunity for fun and social interaction among Clubs and Rotarians of the District
* Acknowledge the work and achievements of District Clubs and Rotarians
* Raise awareness of opportunities for Clubs and individuals to become involved in wider Rotary programs including - Global Grant, RAWCS projects, Australian Rotary Health, Volunteering overseas
* Support the Rotary Foundation and Polio Plus

## Committee Tasks:

* The District conference committee plans and promotes the conference. As well as conducting all aspects of the conference including collections, receipting and banking of monies and paying all accounts
* To ensure, in association with the DG, that the conference and program complies with the requirements of the District and RI
* The cost to Rotarians and the public for the attending the conference will be limited to food and beverages and any dinners. The District funds and any sponsorships should be used to cover all presentation and speaker costs. See “Separate Accounts” below.
* To encourage attendance by publicising the conference to Rotarians, the media, community leaders, and beneficiaries of club service efforts.

**Meeting Frequency:** As needed

**Reporting:** To the District Board through the District Communications Director

**Finances & Audit Requirements:** Managed through the Host Club

***Separate Accounts***

* The District will budget for a Core Conference payment, paid by levy on all Rotarians in the District, (and based on an adopted Conference budget submitted to the District Board,) for the purposes of covering all Conference costs (except for food, etc) so that payment of a Conference registration fee be eliminated. Conference fees can be charged for other conference expenses (eg meals, refreshments, entertainment, dinners, etc).
* To assist with cashflow the District Core Conference funds will be made available to the Host Club at a time mutually agreed between the Host Club and the District Governor.
* The Committee will maintain accounts to be established and operated in accordance with D9700 Inc guidelines, with 2 active members of the committee being the joint signatories. This account can be under the name of the Host Club; however, it needs to have its expenses and income recorded separately.
* An audited report is to be provided within 4 months of the Conference to the District Treasurer, for reporting to the Board.
* The Committee will clearly delineate Core Conference Costs from noncore costs, to be able to show actual expenses and income against each.

***Account balance rule****: Any* surplus*/deficit funds will be treated as follows by the Conference Committee/Host Club:*

***Core Conference Surplus:*** *All unspent (surplus) funds will be returned to the District, which will hold them in reserve to support future conferences.*

***Core Conference losses:*** *The District will reimburse the Host Club 80% of any loss provided a budget of income and expenditure has been submitted and previously approved by the Board.*

***Non-Core Conference losses****: These will be the responsibility of the Host Club, although the District may, on application by the Host Club consider assisting.*

***Non-Core surplus*** *will be retained by the club hosting the conference and deposited in their Project Account and the Club be requested to give consideration to donating to Rotary Foundation.*

# District Training Committee PDG John Egan

**Name of Committee:** District Learning and Development Team

**Status of Committee:** Coordinator appointed by District Governor

**Purpose:** oversees the district’s learning and development plan and supports the district governor and governor-elect; Helps with the logistics of training events, including the program, speakers, training leaders, and evaluations; consults on training issues for the district Rotary Foundation Chair and district membership Director; and supports club trainers.

## Committee Tasks:

* To develop and deliver, in association with the District Governor Elect, the program for the Presidents Elect Training Seminar (PETS) and the Club Directors Training Assembly.
* To provide appropriate learning and development opportunities for the District Leadership Team - Directors, AGs and District Chairs
* To develop and deliver, in association with the District Governor, the program for the Presidents Forum and any other learning and development opportunities in the District

**Reporting:** To the District Governor through the Director – Communications & Public Image

**Finances and Audit Requirements:** Managed through the District Treasurer