

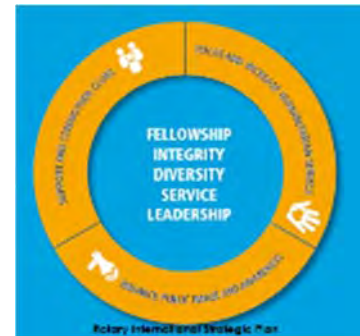
DISTRICT 9700 STRATEGIC PLAN 2015 TO 2018

Core Essence Statement

“We are a network of inspired individuals with a commitment to Service Above Self to benefit local and international communities”

Mission

“To provide service to others, promote integrity and advance world understanding, goodwill and peace through a fellowship of business, professional, and community leaders”.



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Our Core Values include:

Fellowship

Integrity

Diversity

Service

Leadership

Strategic Priorities and District Objectives

Areas 2015-16 to 2017-18 and Targets for 2015-16

Our Rotary District focuses on delivering services that benefit local and international communities. To achieve this, the District Strategic Plan has six Priority Areas supported by Objectives. The Plan incorporates the Strategic Priorities of the Rotary International Strategic Plan, effective from 1 July 2014.

In 2015-16, Governor Gary's goal is “to promote Youth programs as our Flagship Projects and highlight Peace and Business Development and Networking”.

Clubs may choose to use the Priority Areas and District Objectives as a basis for developing their plans, adapting them to their club size, the varied skills of members, and the needs of the communities they serve.

Strategic Priorities		District Objectives	Targets 2015-16
Support and Strengthen Clubs	1 Develop leaders capable of serving Rotary at the Club, District and International levels	<ul style="list-style-type: none"> ➤ Local <ul style="list-style-type: none"> • Encourage every Club President to qualify for a Presidential Citation • Encourage strategic planning at club level ➤ District <ul style="list-style-type: none"> • Implement a District Leadership Plan • Conduct a comprehensive training program for District and Club leaders • Ensure District Training events are well structured to provide time for networking and fun • Support District Committees and ensure their membership renewal through succession plans ➤ International 	<ul style="list-style-type: none"> ✓ Local <ul style="list-style-type: none"> • 20+ Clubs qualify for a RI Presidential Citation ✓ District <ul style="list-style-type: none"> • Ensure Directors support District Committees and their Chairs • Expand the District Learning & Development Team • 40 President Elects attend PETS and over 200 Club Directors attend Assembly • Encourage Clubs under 20 members to attend Assembly • Conduct an interactive AGs training and PETS (Feb 2015) & informative Assembly (May) 2015 and 2016 • Establish Rotary Leadership Institute
	2 Improve the organisation	<ul style="list-style-type: none"> ➤ Ensure effective communication with all Clubs and members 	<ul style="list-style-type: none"> ✓ Circulate a monthly newsletter that informs on Rotary Programs and

Strategic Priorities		District Objectives	Targets 2015-16
	tional and operational performance of the District	<ul style="list-style-type: none"> ➤ Review and update the District Strategic Plan to align with Rotary International's needs and expectations ➤ Provide support for Clubs in administration and program areas through AG visits ➤ Ensure Clubs and the District comply with appropriate Constitution and By-Law requirements ➤ Periodically assess Board governance procedures to ensure the use of cost-effective best practices 	<p>Achievements and meets the needs of Clubs and members</p> <ul style="list-style-type: none"> ✓ Update the District Strategic Plan to reflect the Priorities and Goals of the District and RI Strategic Plan, effective 1 July 2015 ✓ Encourage regular Assistant Governor contact with Clubs ✓ Quarterly Group meetings of Presidents hosted by Assistant Governors ✓ Present the District Strategic Plan at President Elect Training Seminar (PETS) and encourage its use in Club planning ✓ Conduct at least 4 meetings of the District Board ✓ Invite Assistant Governors to contribute to meetings of the District Board.
	3 Support Clubs to increase and sustain the District membership base	<ul style="list-style-type: none"> ➤ Implement a comprehensive plan to support Clubs to recruit and retain members ➤ Foster club innovation, flexibility and diversity ➤ Encourage new members to gain knowledge of Rotary through attending Club forums, District Conference and meetings ➤ Encourage Clubs to promote networking opportunities as part of their fellowship activities 	<ul style="list-style-type: none"> ✓ All Clubs implement an Action Plan for 2015-16 ✓ Develop & implement a multi-year New Rotarian Development Plan ✓ Achieve a Net increase of 80 members in the District ✓ Promote diversity & flexibility of membership in Clubs ✓ Encourage clubs to participate in a variety of service activities
Focus and increase Humanitarian Service	4 Focus and increase educational, vocational and humanitarian service through The Rotary Foundation	<ul style="list-style-type: none"> ➤ Promote Rotary Foundation as 'Our Charity'. Inform Clubs and members about its operation & range of programs ➤ Through financial contributions continue support for the eradication of Polio in the world ➤ Support initiatives that deliver financial contributions to The Rotary Foundation ➤ Implement the new District & Global Grant Programs of the Foundation to deliver benefits around the six Areas of Focus ➤ Provide information, training and support to encourage participation in local and overseas educational, vocational and humanitarian programs 	<ul style="list-style-type: none"> ✓ Support District learning and support for the Foundation at AGs Training, PETS, Assembly and other Foundation Forums ✓ Combined clubs contribute at least \$50,000 to Polio Plus and \$80,000 Annual Foundation Giving ✓ Achieve at least 400 Centurions in the District ✓ Encourage each Club to Award at least one PHF ✓ Promote the development of the Paul Harris Society ✓ Support a range successful District projects with a focus on educational, vocational or humanitarian service ✓ Initiate a Vocational Training Team to D5770 Oklahoma ✓ Encourage clubs to apply for District Grants
	5 Apply Rotary's five	<ul style="list-style-type: none"> ➤ Use the five Avenues of Service to guide Clubs to expand opportunities for service and 	<ul style="list-style-type: none"> ✓ Clubs appoint a Director and/or Committee for each Avenue of Service

Strategic Priorities		District Objectives	Targets 2015-16
	Avenues of Service - Club, Vocational, Community, International and Youth Programs	<p>create a better future in local and international communities</p> <ul style="list-style-type: none"> ➤ Actively support youth and young adult education, leadership and exchange programs , including establishing a Short Term Youth Exchange program with District 5770 Oklahoma ➤ Create and maintain a safe environment for all youth who participate in Rotary activities ➤ Encourage and assist the participation of people with disabilities in Youth programs ➤ Encourage Rotarians and Clubs to support and participate in Rotary Australia World Community Service Ltd (RAWCS) projects ➤ Encourage Rotarians and Clubs to support Rotary endorsed community and international educational, vocational and humanitarian programs 	<ul style="list-style-type: none"> ✓ Youth projects: <ul style="list-style-type: none"> • At least 5 Outbound / Inbound students undertake Youth Exchange Program • At least 25 attend RYLA with 20 or more Clubs participating • 25 Clubs support participation in at least two of RYPEN (40+p); MUNA (30p); RYDA (2500+p); Youth Science and Engineering Schools & Forums (30 interviews for 15 selected). • Support the Science & Engineering Challenge through Newcastle University ✓ At least 5 Clubs support the ARH Indigenous Health Scholarship program ✓ Support RAWCS District & Eastern Region meetings & activities ✓ Present the District 9700 Vocational Excellence Award(s) at 2015 District Conference
Enhance public image and	6 Use the activities of local Rotarians to increase awareness of Rotary	<ul style="list-style-type: none"> ➤ Appoint a Public Image Director ➤ Promote the image and awareness of Rotary through regular publicity ➤ Utilise strong communications media to reach Rotarians and the broader community ➤ Conduct interesting and rewarding District Conferences 	<ul style="list-style-type: none"> ✓ Develop and run at least old two District Public Image training seminars for Clubs ✓ Develop and implement a successful Public Image project for Rotary ✓ District Conference: <ul style="list-style-type: none"> • 30 first-time Rotarians attend • At least 350 attend • Highlights the achievements of Clubs

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