

Rotary



DISTRICT 9455

STRATEGIC PLAN

2017-2020



ENGAGE

LEAD

INSPIRE

ROTARY DISTRICT 9455

Rotary International District 9455 covers approximately 75% of Western Australia. It includes the City of Perth and business districts, northern and eastern suburbs of Perth, the Wheatbelt, Midwest, Pilbara and Kimberly Regions. There are 48 Clubs in the District, the furthest being 2200 kms from Perth. Rotary in D9455 reflects the wonderful diversity of the District and its people.

www.rotarydistrct9455.org

VISION (FROM RI STRATEGIC PLAN)

A worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.

ROTARY VALUES

Service Leadership Fellowship
Diversity Integrity

ROTARY INTERNATIONAL SIX AREAS OF FOCUS



Peace and Conflict Resolution



Disease prevention and treatment



Water and sanitation



Maternal and child health



Basic Education and child health



Economic and community development



rotary.org

Rotary. Humanity in motion.

STRATEGIC GOAL 1 - SUPPORT AND STRENGTHEN CLUBS

1.1 Strategic planning and future vision

- Support Clubs in undertaking visioning, strategic and succession planning
- Support clubs to review club practices with an emphasis on progressive and contemporary thinking about how we do Rotary.

1.2 A strong and vibrant membership

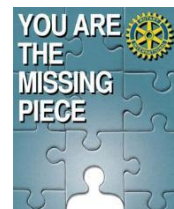
- An active Membership Development strategy consistent with the RI Regional Membership Plan.
- Clubs are supported to develop and implement Membership Development Plans which include both attraction and retention elements
- Support clubs in the development of induction and mediation programs

1.3 Develop current and future Rotary leaders

- Rotary leaders are identified and developed for both District and Club roles.
- Provide training and development opportunities for all Rotarians that builds Rotary knowledge
- Provide induction programs to assist Board members in clubs

1.4 An effective district structure and governance framework that facilitates the work of Rotary

- An effective functional District structure that enables the work of Rotary programs throughout Clubs.
- Governance and financial frameworks to underpin Rotary programs



STRATEGIC GOAL 2 – INCREASE HUMANITARIAN SERVICE

2.1 Promote and coordinate diverse, innovative and sustainable programs across the Five Avenues of Service

- Active and diverse youth programs that support development, leadership, and learning at a local and global level.
- Promotion of programs that contribute to the wellbeing of local communities.
- Promotion of vocational service as a core driver of Rotary Service.
- Support for projects that enable positive humanitarian outcomes in international communities.
- Investigate and if appropriate promote a major district wide project dealing with local community needs such as addressing problems of homelessness or domestic violence.

2.2 Develop effective and sustainable strategic partnerships

- Collaborative partnerships and strategic alliances that facilitate the outcomes of Rotary within the local community.
- Collaborative partnership and strategic alliances that facilitate the outcomes of Rotary within the international community.
- Encourage clubs to undertake larger joint projects through the zone system

2.3 A strong and well supported Rotary Foundation

- The Rotary Foundation is well understood by all Rotarians and regarded as a charity of choice.
- Strong individual and club financial contributions to the programs of the Rotary Foundation.
- Sustained financial contributions for the Polio End Game.
- Effective utilisation of the Foundation Grant programs.



STRATEGIC GOAL 3–PUBLIC IMAGE AND AWARENESS

3.1 Promote a modern and contemporary image of Rotary

- Develop and implement a Rotary WA marketing strategy based on rotary for a reason.
- Utilise the Rotary Branding consistent with Rotary International Guidelines.
- Professional events that promote Rotary to a wider community of interest.
- A timely and contemporary media presence.

3.2 Effective outcome driven communications

- Effective, timely, professional and relevant communication to Rotarian's and Clubs.
- Develop and sustain effective outcome driven communication within the external community.
- Promote use of contemporary communications methods.

