

STRATEGIC PLAN 2018 - 2021

DISTRICT 9670

Rotary
District 9670



**District Governor
Brian Coffey and Carol
2018-2019
RI District 9670**



**District Governor Elect
Graeme Hooper and Sue
2019-2020
RI District 9670**



**District Governor Nominee
David Roach and Amanda
2020-2021
RI District 9670**

Rotary

District 9670



Strategic Plan

Rotary's strategic plan provides the framework for our future, ensuring that we continue to be known as a respected, dynamic organization that advances communities worldwide.

The strategic plan evolves with the aspirations of Rotarians. It is shaped by regular input from members through surveys, focus groups, committees, and meetings, so it can continue to help us achieve our goals.

Rotary International encourages Rotary clubs and districts to align their goals with Rotary's Strategic Plan. *(Lead Your Club: President 2016-19)*

Rotary District 9670 Strategic Plan

The foundation of the current District 9670 Strategic Plan was laid in 2017-18, aligned with the goals of the Strategic Plan of Rotary International.

This plan has been reviewed for 2018-21 and evolved to identify specific actions and measures of success. This is a dynamic document and subject to a 6 monthly and annual review, with changes anticipated to guide Rotary District 9670 into the future years.

Rotary's Vision Statement (June 2017):

“Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.”

Brian Coffey

District Governor 2018-19

Graeme Hooper

District Governor Elect
2018-190

David Roach

District Governor Nominee
2018-19



Our Strategic Goals



Support & strengthen clubs

- Improve member recruitment and retention
- Identify and encourage leaders and succession training
- Encourage strategic planning at club and district levels

Focus & increase humanitarian service

- Provide support and encourage participation through active District and Club programs.
 - Local
 - International

Enhance public image and awareness

- Consistent and professional branding support
- Targeted Public Relations and marketing to enhance Rotary awareness



**ROTARY INTERNATIONAL DISTRICT 9670
STRATEGIC PLAN 2018 - 2021 STRATEGIES and GOALS**



GOAL 1 - SUPPORT & STRENGTHEN CLUBS

Key Result Area	Objective	Actions required	Time Frame	Measuring Success	6-month review
Improve member recruitment and retention	1.1 Foster Club innovation and flexibility	Assist Clubs to: <ul style="list-style-type: none"> review current practices, implement Strategic Planning, consider new ways to operate to ensure sustainability 	1 year	<ul style="list-style-type: none"> Number of clubs participating Number of clubs developing a strategic plan AG support provided 	
	1.2 Encourage Clubs to participate in a variety of service activities	Encourage engagement with local and state organisations to further community service and widen Rotary's influence	2 years	Number of community service projects engagements	
	1.3 Promote membership and diversity	Assist Clubs in recognising diversity of membership in vocations, ethnicity, age and gender	1 year	Survey and report vocations, ethnicity age and gender compared to community statistics	
	1.5 Utilise District resources and skills to assist membership	<ul style="list-style-type: none"> Aim to grow membership in each Club each year. Implement Project Pied Piper. Provide resources and professional support to Clubs to assist in member recruitment and retention. 	2 years	<ul style="list-style-type: none"> Positive year end retention figures comparison – D9670 / clubs Engagement in Project Pied Piper 	
	1.9 Start a new Club	<ul style="list-style-type: none"> Continue demographic analysis to identify potential scope for the formation of new Club(s) or day/time/type options Identify an area and sponsor for a new Rotoract Club 	2 years	<ul style="list-style-type: none"> Number of analysis completed Number of Satellites formed Number of new clubs started Number of Rotoract Clubs started 	
	1.8 Encourage Presidential Citations	<ul style="list-style-type: none"> Promote Presidential Citation requirements 	1 year	Number of clubs achieving requirements	
Identify leaders and encourage succession training	1.4 Develop leaders	<ul style="list-style-type: none"> Identify and encourage future leaders. Build on 'Future Leaders' program through promoted sponsorship and identification process with commitment. Build a training culture in the District. 	2 years	Number of leaders identified by AG's and Presidents Number of RLI participants Number of members at training	
Encourage strategic planning at club and district levels	1.6 Encourage Strategic Planning at Club level	<ul style="list-style-type: none"> Facilitate Club development and continual review of Club Strategic Plan with AG Support 	1 year	Number of clubs with Strategic plans	
	1.7 Strengthen Club administration	<ul style="list-style-type: none"> Ensure Clubs meet minimum statutory requirements and Rotary International requirements. 	1 year	Fair Trading adherence 100% Charitable Fundraising Authority Working W.Children Check 100%, My Rotary registration 100%.	



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GOAL 2 – FOCUS AND INCREASE HUMANITARIAN SERVICE

Key Result Area	Objective	Actions required	Time Frame	Measuring Success	6-month review
Provide support and encourage participation through active District and Club programs. <ul style="list-style-type: none"> • Local • International 	2.1 Increase sustainable service	Encourage Clubs to: <ul style="list-style-type: none"> • support the full Rotary Youth Services Programs. • facilitate Club and multi-Club cooperation in developing projects that attract worthy action and publicity. 	2 years	<ul style="list-style-type: none"> • Number of clubs participating in Rotary youth programs • Number of Club/school alignments Number of youth alumni engaged 	
	2.2 Eradicate polio	Encourage Clubs to support 'End Polio Now'	2 years	Foundation giving records	
	2.3 Support the Rotary Foundation (TRF)	Create an understanding of TRF's 'six areas of focus' and support Clubs in adopting programs aligned to these both locally and internationally: <ol style="list-style-type: none"> 1. Promoting peace 2. Fighting disease 3. Providing clean water 4. Saving mothers and children 5. Supporting education 6. Growing local economies 	2 years	<ul style="list-style-type: none"> • Number of Foundation promotions within the district • Number of related activities undertaken, • Foundation giving records 	
	2.4 Rotary Australia World Community Service (RAWCS)	Create an understanding of the RAWCS activities within the District and support Clubs identifying and participating in them.	2 years	<ul style="list-style-type: none"> • Number of speaking engagements. • Number of projects active / finalised • Number at E.Region meeting 	
	2.5 Australian Rotary Health (ARH)	Create an understanding of ARH activities and support Clubs identifying and participating in them.	2 years	<ul style="list-style-type: none"> • Number of activities supported • Financial support provided 	
	2.6 Rotary Oceanic Medical Aid for Children (ROMAC)	Create an understanding of ROMAC activities and support Clubs identifying and participating in them.	2 years	<ul style="list-style-type: none"> • Number of speaking engagements. • Number of projects finalised • Number of volunteer support 	
	2.7 Identify and develop with correct governance District supported initiatives available to clubs	Encourage correct governance is adhered to by clubs	2 years	Number of clubs with no issues	



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GOAL 3 – ENHANCE PUBLIC IMAGE AND AWARENESS

Key Result Areas	Objective	Actions required	Time Frame	Measuring Success	6-month review
Consistent and professional branding support	3.1 Unify image and brand awareness	<ul style="list-style-type: none"> Develop, implement and monitor a Public Relations and Media plan that benefits the District. Promote a uniform brand image – My Rotary 	2 years	Number of hits on <ul style="list-style-type: none"> Facebook District Website District Conference site District Committee sites 	
	3.2 Publicise action-oriented service	<ul style="list-style-type: none"> Develop a media release template and strategy Implement methods for publicising local activities in local, state and national media including Rotary (Zone and RI) publications/media. 	2 years	Number of media reports	
Targeted Public Relations and marketing to enhance Rotary awareness	3.3 Encourage Clubs to promote networking opportunities and signature activities	<ul style="list-style-type: none"> Use of Facebook for local and District self-promotion My Rotary for international recognition of 'signature activities' 	2 years	Number of hits on <ul style="list-style-type: none"> Facebook District Website My Rotary stories RDU stories 	
	3.4 Emphasise vocational service	Engage with local and state business leaders to provide a greater understanding of diversity and how it can enrich both individuals and Rotary in general. (2 years	<ul style="list-style-type: none"> Number of Vocational Service Awards distributed, Number of vocational visits 	
	3.5 Make District Conference accessible to external audiences	Encourage and promote program to non-Rotarians	2 years	Number of Non-Rotarians attending	

This is a living document and is subject to change as we progress through the years. It is based on our core values and the ever current 4-way test.

OUR CORE VALUES:

- Fellowship
- Integrity
- Diversity
- Leadership
- Service

THE FOUR WAY TEST

Of the things we think, say or do:

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?