

So ...

- debate the need for a Club Strategic Plan
- share strategic planning knowledge, experiences and beliefs with your colleagues during a club forum
- adopt a “we can do this” attitude and
- identify and discuss ...

The Benefits of Strategic Planning

- encourages consistency and continuity
- provides clear directions
- inspires future leaders
- fosters commitment, ownership, engagement and participation
- involves and empowers members
- facilitates resource acquisition and management
- gives real purpose to fundraising
- focuses effort for better results

Elements of Rotary Strategic Plans

Both the Rotary International and District Strategic Plans include

Messages from our Leaders ...

2014 -2015 District 9800 Governor Murray Verso

“By harnessing our passions, our knowledge, our skills and our resources, Rotarians do great things and have a beneficial impact on the lives of people in our own communities and around the world. To do this and to be the best of our ability we need strategic planning.

Strategic planning gives our District and our Clubs the elements needed for success: a shared vision, agreed goals, adequate resources, enthusiasm and commitment.”

2015 - 2016 District 9800 Governor Elect Julie Mason

“The District Strategic Plan for 2014-2017 is our guide to ensure that District 9800 remains a leading edge, innovative 21st Century collective of first class Rotary Clubs.”

2016 - 2017 District 9800 Governor Nominee Neville John

“We are the present custodians of Rotary and should aim to leave our respective clubs and the District in better shape than we found them. We should also ensure that future generations appreciate the importance of Rotary’s work so that they want to continue it as future members.”

Both Plans also include ...

- a **Core Essence Statement**
- a **Vision or Purpose Statement**
- a **Commitment to the core values of Rotary**
- the same three **Strategic Priorities ...**
 1. to support and strengthen clubs
 2. to focus and increase Humanitarian Service
 3. to enhance public image and awareness
- **realistic measureable goals and actions** for achieving our priorities
- a **three to five year implementation timeline** including dates for review and evaluation and
- **details about roles and responsibilities.**

Written by Bronwen Scarffe,
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on behalf of the 2014 – 2017 D9800 Leadership Teams.



Part 1 2015

Encouraging forward thinking and planning through

STRATEGIC PLANNING



Strategic planning occurs when people share their thoughts and ideas to create a vision and then they work together to plan a future for themselves.

They do this by ...

- **identifying** priorities and goals
- **documenting a plan** including the strategies they will employ to achieve their goals
- **monitoring** their progress and
- **celebrating** their achievements.

The Rotary International Strategic Plan

In 2010 Rotary International developed, documented and launched its first Strategic Plan for the years 2011 -2016. It was informed by the aspirations and input of Rotarians through surveys, focus groups, committees, and meetings so that it would have meaning for us all and to ensure it remained relevant and pertinent to our goals. Since then it has been regularly reviewed and refined. It mapped a journey for Rotary and provided a framework to guide, support and motivate Rotarians around the world. It also encouraged innovation; addressed issues faced by today's volunteer organisations and inspired Rotarians to plan for the future. In so doing, a culture of forward and visionary thinking was modelled and benchmarks and a planning process were established for the entire organisation and family of Rotary to embrace.

The Mission of the R I Strategic Plan is to ...

provide service for others, promote integrity and advance world understanding, goodwill and peace through our fellowship of business, professional and community leaders.



* eradicating polio

What is your club's Mission?

The Core Values of Rotary

Rotary's core values clearly underpin the philosophies and content of the RI Strategic Plan and in so doing stress the importance of ethics and drive the intent and direction of our organisation's leaders and members ...

Fellowship and global understanding

We build lifelong relationships.

Ethics and integrity

We honor our commitments.

Diversity

We connect diverse perspectives.

Vocational expertise, service, and leadership

We apply our leadership expertise to lead our colleagues and solve social issues.

**How relevant and important are
Rotary's core values in your Rotary setting?**

The District 9800 Strategic Plan

Our Leadership Team have recently documented our second District 9800 Strategic Plan. The spirit, organisation and content of this plan are aligned with and reflective of the RI Plan and its messages priorities and goals are simple, relevant and timely.



Purposes of the District Strategic Plan

- to strengthen and promote the District and its clubs and inform, inspire and guide District 9800 Rotarians
- to ensure that District support and resources are appropriate and available to clubs and other interested parties
- to demonstrate a commitment to forward thinking and planning and the development of future leaders

Encouraging Forward Thinking and Planning



With both the RI and District Plans in place it is the right time for all D9800 clubs and their members to

- consider the intent of the RI and District Strategic Plans and the health and vibrancy of their clubs
- recognise the value and implications of forward thinking and planning
- skill and educate their Rotarians and
- acknowledge the confidence, pride and renewed energy that comes when Rotarians work together to develop their own Club Strategic Plans - their future.