



Rotary District 9510

Action Plan- Overview 2026-27

STRATEGIC INITIATIVES FOR
IMPACTFUL COMMUNITY
ENGAGEMENT
DISTRICT GOVERNOR - TIM MEE

The **ROTARY ACTION PLAN**

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new ways for participants to experience Rotary
- Increase club flexibility and appeal
- Build understanding of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Improve understanding and support for individual participants
- Offer new opportunities for personal and professional connection
- Provide learning opportunities for leadership development and skill building

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Foster more diverse perspectives in decision making



D9510 Action Plan – Overview 2026–27

From plans to measurable impact

Focus on Measurable Impact

The Action Plan emphasizes delivery and measurable impact, to grow Rotary in our communities and our district (9510)

Board and Leadership Alignment

The plan creates alignment among Board and District Portfolio Teams

Brand Consistency

Visual identity aligns with brand guidelines using royal blue and gold for credibility and recognition.

Governance and Review

The plan includes quarterly reviews and governance expectations to ensure ongoing course correction.



Why we are acting in 2026–27: the case for change

Urgency for Action

The District faces membership decline, a changing structural landscape and a need for adaptive solutions. This presents a demanding strategic focus.

Strategic Shift to Impact

The plan emphasizes moving from activity to outcomes to measurable club support and community impact.

Improved Coordination and Communication

Clearer communications, improve information exchange with Clubs, RCLs and Members. Coordinated promotional activities will lead to improved outcomes, better engagement and support services to clubs.

The Rotary Foundation Priorities

Increasing contributions will enable support for more district & global grants to strengthen club impact



The Action Plan: simple priorities with measurable outcomes

Strengthen Club Planning

Over 60% of clubs in the district to set, record and achieve a collective of goals to support planning and club performance.

Grow Membership & Participation

Target net district wide +30 membership growth (Rotary clubs), with improved onboarding, 95% retention, increased Rotary youth program participation. Support and strengthen growth in Rotaract clubs

Simplify District Operations

Consolidate grant information, website updates, Improve information exchange with Clubs, RCLs and members. Streamline communications to reduce overload and improve messaging.

Expand Impact & Public Image

Host major Foundation event, establish Public Image committee, and build storytelling pipeline with quality visuals.



Milestones by quarter: when the District will deliver

Q1: Foundational Work

Focus on online marketing for youth programs and building a consolidated grants platform by August 2026. Host membership development sessions. Club goals in My Rotary. Introduce information exchange Communicate with Clubs, RCLs, Members

Q2: Capability Building

Complete President's learning and establish a legal support panel by December to improve governance.

Q3: Impact and Fundraising

Ongoing membership drive and major fundraising event with storytelling and public image goals. Establish President's Elect and Club Leaders Learning.

Q4: Consolidation and Review

Final push on TRF giving, membership and club goals initiatives, year-end scorecard checks, and Board review for next-year readiness.



Fiscal discipline

Transfer Bank Accounts

Migrate District operating, savings, and Youth Exchange accounts for improved service.

Maximise Interest

Optimise term deposits and cash rates to reduce pressure on club member dues.

Reduce Levies and Dues

Continuously lower member levies by growing net membership, funding Group Leader activities, and diversifying District investments.



Scorecard and accountability: what we track, who owns it, how we govern it



Operational Governance Instrument

The scorecard transforms the Action Plan into an operational tool with clear ownership and review

Key Performance Metrics

Focus on critical 2026–27 metrics like club planning, membership growth, foundation enablement, learning, governance maturity and fiscal performance.

Accountability and Ownership

Clear leadership with Board portfolio goals will drive results and team performance

Review Cadence and Early Intervention

Regular reviews will enable timely interventions and sustain continuous improvement.