



**CREATE HOPE  
in the WORLD**

## D9510 DISTRICT ASSEMBLY- 2023

Club & District Support, South Pacific & Philippines Office



# AGENDA

1 / RI  
Structure  
& Offices

2 / Four Pillars of  
Rotary

3 / Brand  
Centre

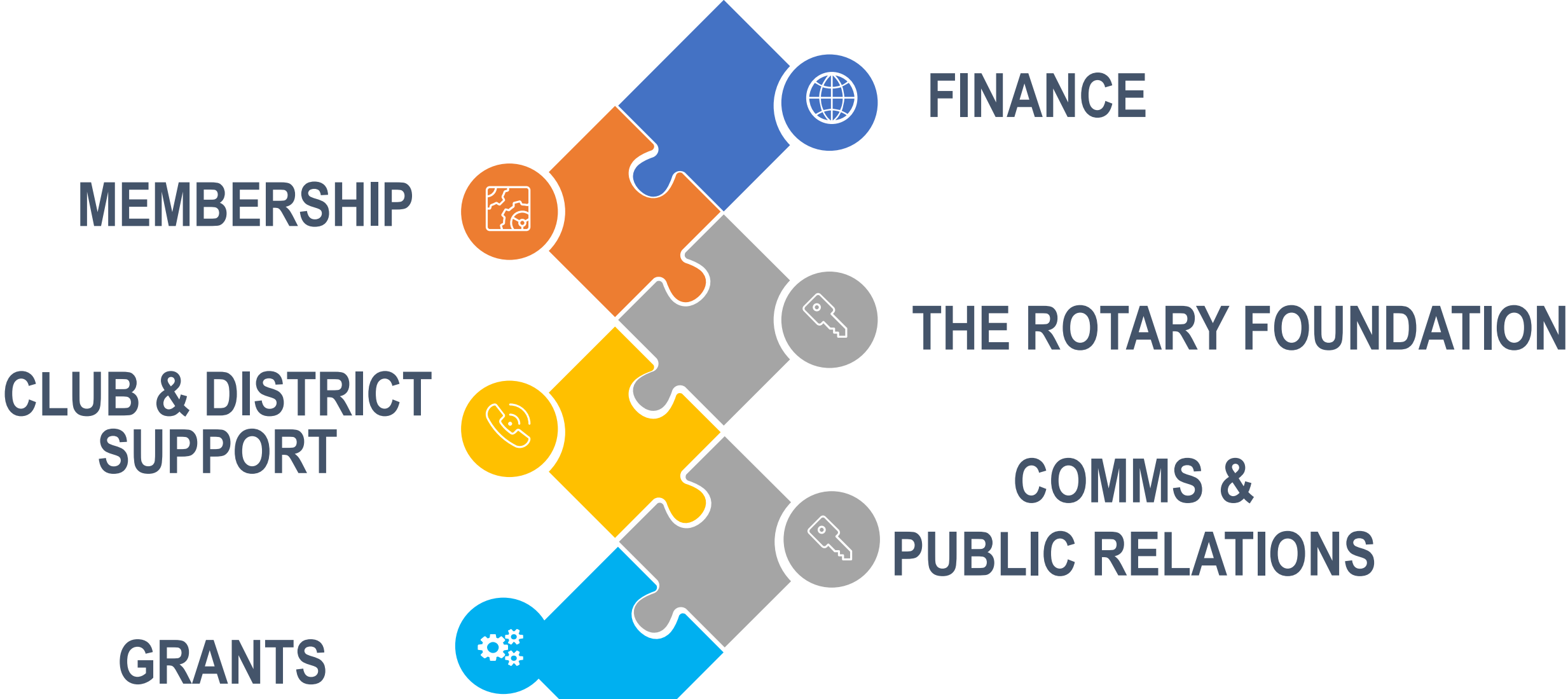


CREATE HOPE  
in the WORLD



Your Support from Rotary International

# REGIONAL OFFICE STRUCTURE





# SPPO OFFICE

Zone 8

1st March 2023

**58,858 MEMBERS**

**2,205 CLUBS**

**15 COUNTRIES**

**30 DISTRICTS**

**2 ZONES**

# SUPPORTING CLUBS & DISTRICTS

Your CDS Team supports you by:

## Policy

Advise on policy related questions



## Training

Provide training at local and international event



## Branding

Licencing and logos



## New Clubs

Support the creation of new clubs



## Governance

Club operations



# SUPPORTING CLUBS & DISTRICTS

## Examples of questions

Can a Rotaractor be a dual member of a Rotary club and a Rotaract club?

Are clubs allowed to remove attendance requirements?

How do I update my club constitution and bylaws?

Our clubs would like to merge with another club, what is the procedure?



# FOUR PILLARS

## Golden rules

1. Put members first
2. Provide meaningful service
3. Be flexible and try new things
4. Embrace diversity, equity and inclusion





# Action: Put members first

- Use member satisfaction survey
- Take *Club health check*
- Entry and exit interviews
- New member orientation program





# RC of Kardinia

D9780, Victoria

- Sends yearly satisfaction survey and topical surveys
- Results inform board decisions, strategic plan and other planning meetings
- Member education and new member orientation programs
  
- 48 members: +11 members in 5 years
- 100% new member retention rate in 5 years

# Action: Provide meaningful service

- Use the Rotary International Community Assessment Tools
- Partner with other organisations





# RC of Ballina-on-Richmond

**D9640, NSW**

- Signature cause: 'Say No to Domestic Violence'
- Partners with police, schools, local council and business
- Strong local and social media coverage
- Highly visible in local community
  
- 70 members: +39 members in 5 years
- 90% retention rate over 5 years



# Action: Be flexible & try new things

- Consider flexible options:
  - Vary meeting format;
  - Value engagement over attendance;
  - Offer different membership types
  - Start a satellite club





# RC of Elizabeth Quay

## D9455, Western Australia

- Focusing on reducing barriers for entry and becoming more inclusive
- Offer low cost or free activities
- Option to have meal afterwards
- Project focused: homelessness, mental health, the environment, domestic violence
- Do not fundraise for other organisations
  
- 55 members: +25 members in 5 years
- 51% female and 20% under 40



# Action: Embrace diversity, equity & inclusion





- Be more representative of the communities that we serve
- Welcome people regardless of their background, expression or identity
- Learn more about DEI in Rotary
- Commit to advancing DEI

# What can I do?





# RC of Brisbane International

## D9620, Queensland

- Reflects multi cultural Brisbane
- Offers a range of culturally appropriate activities and projects
- Signature project 'Bullawood'
- Minimum two club assemblies per year and two fellowship events
- Committed to developing young leaders and increasing female representation
- 'Turning conversations into actions'
  
- 30 members: +7 members in 5 years
- 47% female and 20% under 40

# FOUR PILLARS

WHAT DOES THIS MEAN FOR  
YOU AND YOUR CLUB ?

Increase  
our impact.

Expand  
our reach.

Enhance  
participant  
engagement.

Increase our  
ability to adapt.

# BRAND CENTER

## Create Your Club Identity



### LOGOS

Download high-resolution logos and Rotary graphics.

Download  
Club  
Logos



### MATERIALS

Use our customizable materials to promote your club, projects, and programs.

Create  
Customized  
Materials



### IMAGES & VIDEO

Select images or videos that capture Rotary's essence and reflect our work and our members.

Select  
Images &  
Videos



### OUR BRAND

Learn how to apply our brand messaging to promote Rotary.

Apply  
Our  
Brand





**Rotary**   
Social Impact Network Club

**Rotary**   
Club of McLaren Vale

**Rotary**   
District 9510

# BRAND CENTER

Two golden rules

- 1  Always identify club, district, or other Rotary entity using the mark
- 2  Never alter, modify, or obstruct Rotary Marks

HOME

OUR BRAND

DOWNLOADS

TEMPLATES

People of Action materials

VIEW 



# Welcome to the Rotary Brand Center

What would you like to do today?



# RECAP

1  RI  
Structure  
& Offices

2  Four Pillars of  
Rotary

3  Brand  
Centre



# Share Your Rotary Story

*Every member has a story. What's yours?*

# Thank you for making a difference

South Pacific & Philippines Office

[RISPPPO@Rotary.org](mailto:RISPPPO@Rotary.org)