Rotary District 9520
Strategic Plan 2019 – 2020

DISTRICT 9520 VISION

Our vision is to strengthen Rotary in District 9520 to ensure continuity, sustainability and the maximum possible impact of our work into the future as we transition to D9510

ROTARY INTERNATIONAL STRATEGIC PLAN AND PRIORITIES

SUPPORT AND STRENGTHEN CLUBS

FOCUS AND INCREASE HUMANITARIAN SERVICE

ENHANCE PUBLIC IMAGE AND AWARENESS

FELLOWSHIP
INTEGRITY
DIVERSITY
SERVICE
LEADERSHIP

We are leaders who act responsibly and take action to tackle some of the world's most pressing challenges.

Support and strengthen clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new clubs
- Encourage strategic planning at club and district levels

Focus and increase humanitarian service

- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

Enhance public image and awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

VISION STATEMENT

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

OUR MISSION

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

OUR CORE VALUES

Our values are an increasingly important component in strategic planning because they drive the intent and direction of the organisation's leadership.

These core values are:

FELLOWSHIP AND GLOBAL UNDERSTANDING
We build lifelong relationships.

ETHICS AND INTEGRITY
We honour our commitments.

DIVERSITY
We connect diverse perspectives.

VOCATIONAL EXPERTISE, SERVICE, AND LEADERSHIP

We are people of Action.We can change the world by what we do. We connect with each other,our communities and the world

Mark Daniel Maloney
Rotary International President
2019-2020

ROTARY GOALS
1. Increase membership through outreach to recently retired and young professionals.
2. Increase overall member retention by improving member engagement and club health
3. Increase club participation in the Rotary Citation
4. Increase Rotarians' knowledge of, engagement in, and financial support of The Rotary Foundation

2019-2020 Rotary Annual Goals
- **Retain current members**
- **Increase current club membership**
- **Start new clubs**
- **Increase the number of female members, members under 40, and Rotaractors joining Rotary**

DISTRICT 9520 GOALS
5. Encourage Clubs to take advantage of and utilise available District resources by ensuring active and constructive communication between District Committees and Clubs.
6. Improve membership diversity within Clubs by encouraging Clubs to become more multi-generational and multicultural, to strive to improve gender balance and to broaden vocational representation.
7. Assist Clubs to adopt new technology that can facilitate better and faster communication, elevate public image more broadly within the local community, and streamline Club governance and administration.
8. Promote leadership development and enhance members' Rotary knowledge by encouraging increased participation from Clubs in available learning and development activities, seminars and conferences.
9. Work with Clubs to facilitate entry of goals on Rotary Club Central and increase awareness of information and resources available via My Rotary website.
10. Support Clubs to undertake a balanced portfolio of activities across all Rotary avenues of service and areas of focus by encouraging participation in and understanding of the available Global and District Grants, fostering multi-club and group projects and by engaging actively with District Committees.
11. Focus on maximising member retention, but also aspire to a net increase in membership of one member per Club within the current Rotary year.
12. **Strive for the establishment of one new Interact, One Rotaract and one new satellite Club or Passport Club within the District in 2019-2020**
13. **Enhance the role of the advisory group of young Rotarians by including Rotaractors to provide ongoing advice and feedback to the District Leadership Team and Clubs with the aim of attracting and further engaging young leaders.**
14. **Celebrate the 30th anniversary of the changing of the Rotary International Constitution (January 1989) to include female members as a platform to showcase positive female role models in Rotary.**

ROTARY GOALS
1. End polio now — and forever
2. Increase average club contributions to the Annual Fund and increase average District Designated Fund contributions to Foundation grants
3. Increase club and government contributions to sustain support for polio eradication
4. Increase the quality and impact of Rotary's humanitarian service effort through Foundation grants and the six areas of focus
5. Increase sustainable service focused on programs and activities that support youths and young leaders and Rotary's six areas of focus

2019-2020Rotary Annual Goals
- **Increase cash and District DDF contribution to End Polio Now**
- **Increase local and international district grants and global grants funded with DDF**
- **Encourage Interact and Rotaract clubs to engage in service projects - including projects for the environment – with their local Rotary Club and community**
- **Increase contributions to the Annual Fund, and build the Endowment Fund to $2.025 billion by 2025**

DISTRICT 9520 GOALS
6. Continue to support the End Polio campaign by encouraging all Clubs to undertake specific End Polio fundraising initiatives.
7. Encourage Clubs to continue allocating funds to the campaign until Polio is eradicated forever. Remind Clubs that the Bill and Melinda Gates Foundation offers a 2:1 matching contribution for all Rotary funds raised for the campaign.
8. Encourage all Clubs to undertake and participate in at least one new Youth Service initiative in 2019-2020.
9. Assist all Clubs to work cooperatively in their Club Groups to identify and undertake a significant humanitarian service project that engages as many members as possible, provides an opportunity for potential media publicity for their Clubs and for Rotary and, most importantly, delivers an outcome that helps others in need (either locally or internationally).
10. Promote the Rotary Foundation's six areas of focus to all Clubs through education, presentations and provision of tools and materials that facilitate the opportunity for each Club to support projects in these areas.
11. Remind all Rotarians and Clubs to support the Rotary Foundation financially through both personal giving and Club fundraising, and explain how this benefits not only Rotary International, but also their individual Club and Community projects.
12. **Minimise the negative impact on our natural environment by promoting sustainable practices in all Rotary service projects at a local and global level.**
13. **Increase awareness in the public arena about Rotary's role in the eradication of polio.**
14. **Encourage clubs to Showcase successful project outcomes resulting from grants funding to demonstrate value for contributions to the Annual Fund.**

ROTARY GOALS
1. Raise public awareness of Rotary
2. Publicise Rotary's achievements and the Foundation's 100-year record of Doing Good in the World

2019-2020 Rotary Annual Goals
- **Publicise the role of Rotary and Rotarians in polio eradication**
- **Build awareness of Rotary, and promote the People of Action Campaign**
- **Increase awareness of Rotary club projects by using Rotary Showcase and Rotary Ideas and creating a club history**

DISTRICT 9520 GOALS
3. Provide assistance to Clubs to promote their projects and the work they do through traditional, digital and social media outlets.
4. Encourage Clubs to utilise marketing materials, signage and banners at all their outdoor project activities and fundraising events.
5. Promote the use of Rotary Club Central and Rotary Showcase as a useful way to not only promote projects globally, but to also seek international project partners.
6. Seek collaboration opportunities with corporate partners and Local Government Bodies
7. Work with Clubs so that they each establish a "Signature Project" that promotes our 6 areas of focus throughout their respective communities.
8. **Utilise existing public and corporate events to promote Rotary to a wider audience.**
9. **Encourage Clubs to develop a 2019-2020 action plan for promoting Rotary and their Club utilising the People of Action campaign.**
10. **Provide further learning and development opportunities for Rotarians to understand their role in promoting Rotary and develop resources to assist Rotarians to be positive and effective brand ambassadors.**

DISTRICT 9520 TARGETS FOR 2019-2020

GOAL	PERFORMANCE INDICATOR	By July 2020
Positive member experience	Member retention rate	95% retention rate across the District
Membership Growth	Gain as new members based on one new member net per Club	50 new members net growth across District
Foundation contribution	$ per capita across District	$100 minimum per Rotarian
Centurions	% Per Club	14%
Clubs to develop a Plan and enter goals on Rotary Club Central	% of Clubs with goals entered on Rotary Club Central	75% of Clubs have entered goals
Increase contribution to End Polio Now	Contribution per Club	$500 minimum per Club
Increase opportunities for service for prospective members and Rotary alumni	Establishment of satellite clubs, Interact Clubs and Rotoraract	1 new Interact or Rotaract Club 1 new satellite or passport Club
Engage young leaders	Include Rotaractors in the District New Generations Advisory Group of younger Rotarians	Increased participation of younger Rotarians in leadership roles at both Club and District level

THE VISION

Where are we now?

- At 1 February 2019 we have 49 Rotary Clubs, 1,224 Rotarians, two Rotaract Clubs and a significant number of supporters in our Rotary Alumni, our families, our friends, and the community
- In January 2018 Rotary International approved the merger of Districts 9520 and 9500. A Steering Committee has been established with representatives from both Districts to facilitate the creation of a new District 9510 by 1 July 2020.
- Membership remains static but there is a positive trend towards Clubs willing to innovate and transform.
- There is a greater emphasis on flexibility and affordability
- We know that clearer communication about our work and its value to the broader community is important
- We are building our skills to take advantage of the latest technology
- We acknowledge that we must reflect societal changes and expectations in our Clubs and throughout the District.

Where do we want to be by 2020?

- To be implementing a 3 to 5-year plan that brings Districts 9520 and 9500 together with the aim of creating a new, progressive and vibrant District (D9510)on July1st 2020
- For Rotary to be become the service organisation of choice for volunteers within their respective communities
- To return to overall membership growth for the District.
- To increase our diversity by growing our Membership of Women and people under 40 years of age
- To be a significant supporter of the Rotary Foundation and to showcase the positive outcomes from the use of Grants.

- To have up to date systems, technology and skills that are utilised by our members to enable effective communication and promotion of our work at home and abroad.
- To have plans in place to ensure efficient, sustainable and effective use of resources to maximise the impact of our efforts and contributions, locally, nationally and globally.
- To Support our historic relationship with the United Nations to support Sustainable Growth and encourage World Peace