

Strategic Plan

**Adopted 22nd August 2012**

**Reviewed** (no update) **2015**

**Reviewed** (no update) **2021**

Service above Self

The Object of Rotary

**The object of Rotary is to encourage and foster the ideal of service**

**as a basis of worthy enterprise and, in particular, to encourage and foster:**

**First: The development of an acquaintance as an opportunity for**

 **service;**

**Second: High ethical standards in business and professions; the**

 **recognition of the worthiness of all useful occupations; and the**

 **dignifying of each Rotarian’s occupation as an opportunity to**

 **serve society;**

**Third: The application of the ideal of service in each Rotarian’s**

 **personal, business and community life:**

**Fourth: The advancement of international understanding, goodwill and
 peace through a world fellowship of business and professional
 persons united in the ideal of service.**

Our exploration of the Object of Rotary identified the following aspects:

* To achieve peace in the world.
* To help eradicate poverty and disease.
* To help the needy through community service.
* To connect people worldwide and foster international understanding.
* To create possibilities and opportunities.
* To make a difference, improve lives, bring happiness and fulfil potential.
* To serve the local and international community. (“Service above Self”)
* To promote high ethical standards

Our Vision

**To be relevant and visible in the community**

**responding to changing community needs**

**and making a lasting impact**

Our Ethos and Values

We aim to:

* Be an inspiring Club, attracting people who can make a difference.
* Be outcome focused with clear goals and a defined organisational capability.
* Carry out professional and successful projects.
* Measure and benchmark the outcomes of what we do, reflect and evaluate.
* Be progressive in our thinking and flexible in our style, in tune with contemporary life.
* Uphold high ethical standards.
* Do not condone, promote or conduct acts of terrorism.
* Respect other cultures and ways of doing things and not assume priority issues for others.
* Be empathetic and good listeners.
* Understand and use all the potential of the members of our Club and of Rotary.
* Create a collaborative team that is inclusive, open and welcoming.
* Promote unity within diversity.
* Build mutual support amongst our members.
* Communicate effectively, both internally and externally.
* Be consistent in how we deal with issues internally and externally, but prepared to change.

Professionalism with passion for a purpose

Our Program of Activities



Our Project Criteria

Our project criteria will take into consideration:

* Addressing Rotary’s Five Avenues of Service.
* Assessing where the need is greatest.
* A range of projects that deliver short and longer-term outcomes.
* Resourcing needs and our capacity.
* Diversity in projects so all members can be involved.
* Meeting due diligence (including credibility, risk analysis, integrity).
* Availability of a passionate project leader / champion and committed project team members.

The Way We Will Operate

The following was agreed:

1. **Club Initiated Projects**
	1. A project template has been introduced.
	2. A Club member wishing to propose a project will complete the template and give it / present it to the appropriate Committee.
	3. The appropriate Committee will carry out due diligence based on the completed template.
	4. An annual plan and timeline (and in time a longer-term strategic plan) will be developed from the collective decisions made at Club Forums, recognising the importance of working together in this regard.
	5. Committees / working groups will implement projects.
2. **Club Support for Rotary Projects**
	1. Committees will develop a list of potential Rotary projects to be supported by the Club and the timelines for these projects (based on the list in the District Directory).
	2. We will maintain school partnerships for delivery of Rotary youth projects.
3. **Fundraising / Marketing**
	1. We will explore a range of funding initiatives including:
* Grants and corporate donations.
* Major fundraising project(s).
* Smaller, targeted fundraising.
	1. We will use fundraising from the public as a public relations opportunity.
1. **Emergency / Random Acts of Kindness**
	1. The appropriate Committee will develop a process to respond to emergency / random acts of kindness.
2. **Communication**
	1. The weekly Bulletin is the Club’s primary channel of communication:
* The Board will report to the Club after each Board meeting, including financial reports, and the unconfirmed Minutes will be sent to each member.
* The Bulletin will be emailed to members unless a paper copy is requested.
* The Bulletin will also be used to update members on the progress of projects.
	1. A Club website has been developed.
	2. In time the Club website will include project information, including status reports and perhaps a member’s only section.
1. **Club Meetings**
	1. A Club Meeting will be held each week with a balance of appropriate speakers:
	2. Regular reports on projects and other matters pertaining to the club and district will be provided at each meeting.
	3. Club Assemblies, at which the office bearers report to the club on matters pertaining to their office, shall be held at least four times each year.
	4. Club forums, meetings during which specific matters pertaining to the club are discussed, shall be held whenever deemed necessary.
2. **By-laws and Club Structure**
	1. We are obliged to operate according to the Club Constitution and By-laws.