

ROTARY CLUB OF MOUNT BARKER STRATEGIC PLAN 2019-2020

		OBJECTIVES	STRATEGIES	RESPONSIBILITY
AVENUES OF SERVICE	CLUB SERVICE	Maintain stable club environment	Promote team environment for all Club activities	Club Service / Administration Committee
			Engage interesting guest speakers	
			Introduce both Partner and Family oriented social activities	
		Maintain Rotary ideals		
	COMMUNITY SERVICE	Maintain current level of commitment to Community Projects	Promote use of 4Way test in all activities undertaken by the Club	Community Service Committee
			Promote use of 4Way test in Member's personal and business lives	
			Emphasise the importance of functioning as a cohesive team	
	INTERNATIONAL SERVICE	Maintain / Increase level of commitment to International Projects	Emphasise the importance of fundraising as the main source of income for the Club	Youth / International / TRF Committee
			Review additional Community requests for Club involvement	
			Identify new and existing International projects to which the Club can get involved either through Partner Clubs or via RAWCS	
YOUTH SERVICE	Maintain current level of commitment to Youth Programs	Identify Rotary Youth programs that fit the local Youth environment	Youth / International / TRF Committee	
		Liaise with local primary and secondary schools to identify their local needs		
		Develop (in conjunction with Community Services) community programs that can be expanded to involve a Youth component		
VOCATIONAL SERVICE	Raise Club profile through local businesses	Develop activities that can involve local businesses	Membership / Vocational Committee	
		Invite local businesses to promote Rotary activities		
		Investigate the implementation of Corporate Membership		
		Invite local businesses to "partner" Rotary activities		
SUPPORT	THE ROTARY FOUNDATION	Increase Member's commitment to Rotary Foundation programs	Promote the ideals of the Centurion program	Youth / International / TRF Committee
			Promote the ideals of personal contribution to Rotary Foundation programs	
	MEMBERSHIP	Increase Membership	Investigate avenues to attract new Members	Membership / Vocational Committee
			Investigate the implementation of Corporate Membership	
	PUBLIC RELATIONS	Membership Retention	Investigate avenues to retain existing Members through assessing Members requirements	Public Relations Officer & Club Service / Administration Committee
			Investigate avenues to promote Rotary through local businesses	
Investigate avenues to promote Rotary through liaising with local media				
		Raise profile of Rotary in the community		
		Advertise Rotary at all community events		