

**ROTARY CLUB OF MOUNT BARKER STRATEGIC PLAN 2021-2022**

		OBJECTIVES	STRATEGIES	RESPONSIBILITY
AVENUES OF SERVICE	CLUB SERVICE	Maintain stable club environment	Promote team environment for all Club activities	Club Service / Administration Committee: Chair Penni Taylor
			Develop long term Succession Plan. Alternate President, by gender	
			Introduce both Partner and Family oriented social activities	
		Maintain Rotary ideals	Promote use of 4Way test in all activities undertaken by the Club	
	COMMUNITY SERVICE	Maintain current level of commitment to Community Projects	Emphasise the importance of functioning as a cohesive team	Community Service Committee: Chair Peter Baur
			Emphasise the importance of fundraising as the main source of income for the Club. Develop new community fund raising events.	
			RCMB Signature Helping Youth. Check that our local community benefits	
	INTERNATIONAL SERVICE	Maintain / Increase level of commitment to International Projects	Identify new and existing International projects to which the Club can get involved either through Partner Clubs or via RAWCS	Youth / International / TRF Committee: Chair Karen Nolan
	YOUTH SERVICE	Maintain current level of commitment to Youth Programs	Identify Rotary Youth programs that fit the local Youth environment	Youth / International / TRF Committee: Chair Karen Nolan
			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	Vocational Club outings formal (3 per year) and informal.	Membership / Vocational Committee: Chair Jack Newton	
		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: Chair Karen Nolan
			Promote the ideals of personal contribution to Rotary Foundation programs	
	MEMBERSHIP	Increase Membership	Investigate avenues to attract new Members	Membership / Vocational Committee: Chair Jack Newton
			Investigate the implementation of Corporate Membership	
	PUBLIC RELATIONS	Raise profile of Rotary in the community	Investigate avenues to retain existing Members through assessing Members requirements. Involved long term members in sub committees	All Chairs to consider when planning events
			Actively partner with Local Government, community events, grants	
			Investigate avenues to promote Rotary through liaising with local media Develop a plan to contact Residents about Rotary as a Service Club	
		Rotary aims and goals at all community events. Use our branded Marque		