

WHERE do we want/need to be?**Our Vision:**

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 Purpose:

To facilitate the growth of Rotary – its' impact and reach – in District 9800 through supporting the growth of progressive diverse clubs and Rotarians in our District.

District 9800 aims to be a club's "go-to resource" for ideas on how to bring more awareness to what a club is doing, why Rotary is relevant to their community, and how the club can engage members even further. Ensuring a Rotary club's continued success is not just about membership strategy, strong public image or exciting projects, it's about all of these elements coming together to create a club people want to be a part of, where likeminded individuals can join together to find fulfillment by doing good in the world.

Our Values:

Service-Fellowship-Diversity-Integrity-Leadership

The Four-way test: Of the things we think, say or do: Is it the TRUTH? Is it FAIR to all concerned? Will it build GOODWILL and BETTER FRIENDSHIPS? Will it be BENEFICIAL to all concerned?

Our Goal:

To grow the **relevance** of Rotary in the communities our district serves through:

- Impact.
- Visibility.
- Re-generation and innovation.

Where are we **Now**?**Current Situation**

- In line with other service, sporting and religious associations, Rotary is experiencing reduction in membership. Current District membership of 2098 members with net marginal declining trend each year.
- Reduced Club contributions to Rotary Foundations offset by increased individual personal contributions
- Inconsistent collaboration between District Service areas and between District and Club Service Chairs
- Inconsistent public image within District and clubs "telling their humanitarian service stories" to the community.

Key Challenges

- Declining and aging membership – attraction and retention
- Improve collaboration between District Service areas and clubs.
- Increasing connection/ collaboration between clubs with/without service projects and clubs with/without financial resources seeking service projects)
- Overcoming perception of District "interfering" in clubs rather than offering support to increase community impact.
- Public image –Well-connected, big-hearted Rotary clubs challenged to tell their People of Action stories to the public.
- Reducing contributions to Rotary's Charity, the Rotary Foundation.

How are we going to move from where we are now to where we want/need to be?

Increase Our Impact Signature Projects	Expand Our Reach Community Connectedness	Enhance Participant Engagement Pathway to Rotary	Increase Our Ability to Adapt District Effectiveness
<p>Goal: Identify and ensure the sustainability, raise impact and public image of signature District projects,</p> <p>Initiatives: Establish Advisory/Steering Committees comprising the project leaders and Rotarians from the District of 2,000 plus members with identified skills to help build resilience, raise impact and the public image. Projects include:</p> <ul style="list-style-type: none"> ➤ Donations in Kind ➤ Camberwell Market managed by Rotary. ➤ Mentor Match Program ➤ District 9800's Diversity, Equity & Inclusion Program ➤ District 9800's Environmental & Sustainability Program ➤ Rotary's Mentoring Program <p>The ownership of the projects will remain with the Project Leaders supported by talented people across the District and our Friends of Rotary.</p> <p>Smart Objective: Establish individual advisory boards for each identified signature District project.</p>	<p>Goal: Improve Rotary profile and facilitate stronger relationships with community, business and alumni groups.</p> <p>Initiatives:</p> <ul style="list-style-type: none"> • Develop the capability of Rotary clubs and Rotarians to connect with and become more relevant in the communities they are a part of such as the CEO and Orbit Rotary Clubs • Encourage and support clubs embrace diversity and be seen as leaders in their communities. • Support the growth in the Friends of Rotary. • Support of the growth of 'partnerships' with local businesses and community groups (Alignment of shared values) • Promote the impact and capabilities of Rotary's signature projects in the communities we serve. <p>SMART Objectives:</p> <ul style="list-style-type: none"> • Develop strategies for Rotary to work with business (supporting & replicating Rotary CEO club model) • Development of strategies to engage with Rotary Youth program alumni groups. • Develop specific strategies for corporates to partner with Rotary Foundation and other Rotary programs. 	<p>Goal: To develop a stronger pathway for younger people to connect and engage with Rotary.</p> <p>Initiatives:</p> <ul style="list-style-type: none"> • Grow the size and effectiveness of Interact and clearer links to Rotaract Clubs. • Provide a stronger value proposition for younger people to join Rotary (Causes/projects/volunteer opportunities) • Continued development of Alumni within the various Youth and Educational programs across the district. • Grow the Friends of Rotary and find better ways to engage this cohort. • Encourage the chartering of cause-based Rotary clubs and other different Rotary club models. <p>SMART Objectives:</p> <ul style="list-style-type: none"> • Establish a new District Interact Council to increase collaboration between District Interact Clubs • Develop a specific path (projects and L&D development options) to encourage Interactors continue their connection with Rotary E Rotaract Club and/ or Cause based Rotary Club(s) • Create "Tool Kit" (How to guide) to assist Rotary clubs to establish and/or support Interact Clubs. 	<p>Goal: Increase District's effectiveness and relevance for clubs and Rotarians to increase community impact.</p> <p>Initiatives:</p> <ul style="list-style-type: none"> • Develop a consistent three-year strategic planning cycle, engaging the G Train and the board • Offer a "go to" resource for ideas to bring more awareness of what clubs are doing, why is Rotary relevant in the club community and assisting club engage members further. • Continued development and promotion of District Learning Centre (DLC). • Microsoft 365 roll out District Board and DLT • Provide better access to 'best practice' resources. • Improve two-way communication between District and clubs. <p>SMART Objectives:</p> <ul style="list-style-type: none"> • To have the DLC positioned as the Go To resource for all L&D & District Best Practice projects/ideas. • Microsoft 365 bedded down at District level by 30 June 2022. • Establishment of District Strategic Advisory Group "DSAG" developing and reporting District Plan to District Board. • Development of Public Image, Philanthropic "Tool Kits" and supporting help desk via District Web Site • Updated communication strategy across District using Networker, Facebook to "broadcast" messages via video/photos links to Website as destination for content and action.