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.

“If Rotary is to realize its proper destiny, it must be evolutionary at all times, revolutionary on occasions.”

Paul Harris, Founder of Rotary
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

Service Above Self
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 apply our leadership and expertise to solve social issues.
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 Presidential Citation
4. Increase Rotarians’ knowledge of, engagement in, and financial support of The Rotary Foundation

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 training 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 MyRotary 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 and one new Rotaract Club within the District in 2016/17.

PRIORITY TWO
FOCUS AND INCREASE HUMANITARIAN SERVICE

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

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 2016/17.

9. Assist all Clubs to work cooperatively in their Groups (Clusters) 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 one or more projects that support 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.

**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

**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 of 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.

7. Work with Clubs so that they each establish a “Signature Project” that becomes synonymous with each Club throughout their respective communities.
Rotary  It’s not all hard work!

Rotarians have a lot of fun while helping others. Rotary combines service with opportunities to make professional connections and friends.

Teamwork  Mentoring
Leadership

Inspiration

But what’s in it for me?

Networking

Fun & Friendship

Community Involvement

Global Connections

Responsibility

Recognition

Support for your cause

Sense of Purpose
Where are we now?

- At 1 January 2016, we have 50 Rotary Clubs, 1324 Rotarians and a significant number of supporters in our Rotary Alumni, our families, our friends, and the community.
- Membership is relatively static.
- As with most volunteer organisations, raising funds is challenging.
- 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 2019?

- For our Clubs to become the service organisation of choice for volunteers within their respective communities.
- To return to overall membership growth for the District.
- To be a significant supporter of the Rotary Foundation with at least 14% of Rotarians as Centurions.
- To have up to date systems, technology and skills 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.

ROTARY D9520 TARGETS

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<th>GOAL</th>
<th>PERFORMANCE INDICATOR</th>
<th>As at January 1 2016</th>
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