



MEMBERSHIP ON THE MOVE

Zone 7A & 8A NEWSLETTER

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The Future of Rotary is in Your Hands

At the San Diego International Assembly on 19 January, R.I. President-elect John Kenny unveiled the theme for 2009-10 – **“The Future of Rotary is in Your Hands”**.

President-elect Kenny emphasized that *“The future of Rotary will not be shaped at RI headquarters – it will be shaped in each and every Rotary club ... it is for each of us - as Rotarians - to do what is necessary to keep Rotary strong.”*



The message for membership here is that Rotarians join Clubs, not Districts. The success or failure of our efforts to sustain and improve membership will be determined in our Rotary clubs. Those of us working at Regional and District level need to remember this, that it is up to us to inspire and assist Rotary clubs in their efforts and provide them with access to the necessary tools to accomplish their goals.

The Planning Process

President-elect Kenny also highlighted the importance of the RI Strategic Plan

as an essential tool in providing continuity, and encourages District leaders to take the strategic planning process to club level.

A new Strategic Planning Guide for Clubs and Districts is available online (since 29 December) at www.rotary.org.

This 4 page document emphasizes the need to:

- Involve past, current, and incoming club leaders
- Have an unbiased facilitator or group of facilitators run strategic planning meetings
- Align club goals with those of District and the RI Strategic Plan
- Draft a vision statement describing your club 3 years in the future
- Prioritize club goals by participant consensus
- Identify annual goals that support the top three-year goals
- Create a strategic planning team to regularly monitor progress and recommend revisions to the plan
- Repeat the full planning process every three years to create a new plan or affirm the current one.

The means of taking the long range planning process to individual clubs is available **right now** in 19 Australian Rotary Districts and in every state and territory of Australia, through the Club Vision Facilitation Program. 72 experienced Rotarians spread over those

Districts have attended training workshops in November 2008 and each have a 160 page manual of guidelines covering every stage of the facilitation process. These guidelines are consistent with the RI Strategic Planning Guide, one minor difference being that the Visioning program suggests a 5 year vision rather than a 3 year one, but still recommends repeating the process every 3 years.



The process of taking the Vision planning process to a club involves a visit by a team of three trained Rotarian facilitators who will not be members of that club. Participants from the club will include past current and future Presidents and other club leaders, but also a representative group of club Rotarians including some of the newest and youngest members.

Consistency, continuity, and consensus using this process will show the path forward and lead to a stronger and more effective club. Strong and effective clubs attract new members and retain their current members.

Clubs wishing to hold a Vision planning event should contact their District Vision Chair or Coordinator. If you don't know who that is please contact your Regional Membership Coordinator or email me at robyw43@bigpond.net.au. If a District not already involved wishes to become involved, we can provide guidance and assistance on that as well.

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www.membership.rotary.org.au

In this issue:-

Rob Wylie,	The Future is in Your Hands	Page 1
Rob Wylie,	Membership Stats to Dec 2008	Page 2
Sylvia Byers,	Alumni, “Meet the Challenge”	Page 2
Noel Trevaskis,	The Great Australian Bike Ride	Page 2
Noel Trevaskis,	The Tator Family Chatswood Rotaract Club	Page 3 Page 4
Philip Archer	Marketing Rotary	Page 5/6
Your Editor,	Sylvia’s Addendum & Friends of Rotary	Page 7