



THE ROTARY CLUB OF STRATHFIELD INC STRATEGIC PLAN 2011 – 2014

This document describes a three year strategic plan for The Rotary Club of Strathfield Inc. It provides a framework within which individual presidents and their boards can establish specific objectives, plans and projects on an annual basis.

The framework is designed to form part of, and be consistent with, wider Rotary International planning initiatives.

OUR VISION

As a member of the worldwide association of Rotary clubs, Strathfield Rotary shares the vision of Rotary International:

"To be the service organisation of choice with dynamic, action-oriented clubs whose contributions improve lives in communities worldwide."

The club aims to provide local men and women with a superior opportunity for service through fellowship and through its activities to promote high ethical standards in the community and to pursue world understanding and goodwill.

Key Principles

We will:

- Ensure that whatever we do, we do well and reflects a non-political and non-religious approach
- Recognise that Rotary ranks third in the priorities of most members, following family and work
- Expect each member to value their Rotary membership and to contribute to club initiatives, recognising that it is easier on all members if we "share the load"
- Actively promote club membership to others seeking to enjoy fellowship and pursue a service above self personal philosophy
- Direct the majority of our resources and project initiatives towards the local community
- Adapt to the changing circumstances of our community
- Promote our activities and achievements both within and beyond Rotary in the interests of improving our efficiency and effectiveness
- Pursue relationships with local business, government, charitable and community bodies aimed at furthering Rotary objectives
- Maintain an historical record of club activities, projects, awards and achievements.

OUR OBJECTIVES

Membership

1. We will establish and maintain an active membership of around 60
 - Conduct an annual membership development project
 - Recognising that recruitment is a responsibility of all members, anticipate that each members will bring at least one potential member to the club in each two year period.
2. We will maintain an orientation process that enables new members and the club to learn and develop
 - Recognise orientation as a two-way opportunity
 - Orientation is an opportunity for new members to learn about Rotary and the club
 - Orientation is also an opportunity for the club to continue to evolve by learning about the expectations and needs of new members
 - The membership development committee to be responsible for ensuring all new members receive an appropriate orientation
 - Each new member will be assigned a mentor and that mentor will participate in the orientation process.
3. We will maximise the retention of existing members
 - Ensure all members are actively involved in club activities
 - Establish an attendance policy to the best interest of all members and the club, so that members can be aware of the flexibility of attendance goals and the opportunities to achieve them.
Key attendance goals to include
 - 60% attendance rate in each half year

- Attending at least 30% of club meetings in each half year
 - Participation in other club activities
 - Recognise the need to follow up with members with low attendance rates as an opportunity to encourage their participation, and recognise their need for special consideration, support or time out.
4. We will optimise participation by all members
 - Appoint each member to a club committee and get them involved
 - Secure informative speakers in response to members interests
 - Regularly conduct a survey of members to determine who they would like to hear speak
 - Recognise fellowship as a priority of all club activities.
 5. We will actively promote honorary membership of the club
 - Recognise worthy individuals through their appointment as honorary members
 - Ensure we invite all honorary members to at least one function each half year.

Leadership

6. We will recognise the leadership framework as promoted by Rotary International.
7. We will implement an active and ongoing leadership succession plan
 - Reaffirm the election of incoming presidents as a club responsibility
 - Formally elect a president nominee as part of the AGM at the first club meeting in December each year
 - The president, president elect, secretary and at least one other member to form a sub-committee to facilitate this process during November each year.
8. Each member to take on a senior leadership role (at least director) at least every 4/5 years
 - Each director to appoint a deputy director with the view to them taking a director's role in following years.
9. We will contribute to the leadership development within the community
 - Actively support and promote Rotary Youth Leadership Award Program (RYLA)
 - Actively promote the Youth Achievement Award within the community.
10. That in the next five years at least one member will take on a leadership role in Rotary beyond the club level. (ie lead a GSE team, or take on a district role)
 - The club will actively encourage and support any member wishing to pursue this type of role within Rotary.

Club Service

11. We will strengthen fellowship and ensuring effective functioning of the club
 - Maximise fellowship opportunities
 - Allow time for fellowship at all meetings
 - One meeting per quarter to be focussed on fellowship -
 - No guest speaker
 - Possibly include job talks
 - Encourage members to mix with all other members as much as possible
 - At one meeting per month encourage members to sit with someone different
 - Monitor needs through an annual membership survey (conducted by the membership development committee)
 - Survey members as to – Who they would like to hear speak? or What would you like to hear about? – actively seek out those speakers
 - Explore the needs and expectations of new members through the orientation process.
12. We will ensure all meetings are fun, informative, welcoming and finish on time

Vocational Service

13. We will encourage members to serve others through their vocations and to practice high ethical standards
 - Become familiar with business activities within our community through vocational visits
 - Have at least two vocational visits each year
 - Encourage the application of the 4 WayTest through members businesses and professional lives
 - Ensure all new members are aware of the 4 Way Test through the orientation process

14. We will promote the application of high ethical standards in the business community, the work place and the police force
 - Acknowledge and promote exceptional business and work place standards through the annual “Pride of Workmanship” awards
 - Acknowledge and promote exceptional and high standards within the Police Local Area Commands through annual “Police Officer of the Year” awards
 - We will enhance vocational awareness in the youth in our community by promoting and encouraging involvement in the following programs;
 - The National Youth Science Forum
 - Honeywell Engineering and Siemens Science Experience

Community Service

15. We will endeavour to improve life within the community
 - Commit resources (energy and/or finances) to improve our community by supporting the following Rotary based community activities:
 - Club barbecues
 - Spring Fair
 - Trivia Night – in support of Chalmers Road Special School
 - Carols by Candlelight
 - Undertake building and other projects aimed at making long lasting improvements to the local community
 - Recognise outstanding performance by non Rotarians working in the community, in some cases by the awarding of a Paul Harris Fellowship.

International Service

16. We will contribute to Rotary’s humanitarian reach around the globe to promote world understanding and peace
 - Continue to make an annual contribution to the Rotary Foundation
 - Continue to support efforts to eradicate Polio
 - Over the next 3 – 5 years the club to participate in at least one of the following:
 - Lead / promote participation in a GSE team
 - Sponsor a Rotary World Peace Fellow
 - Sponsor a Rotary Ambassadorial Scholar
 - Participate in a World Community Service Project
 - Members assist in polio immunisation activities.

New Generations

Youth represents the future of our communities. A new avenue of service, New Generations recognises the positive change implemented by youth and young adults involved in leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding.

17. We will enhance the youth within our community by encouraging their participation in leadership and other skills development activities including:
 - INTERACT (International Action High School Program)
 - MUNA (Model United Nations Assembly)
 - RYDA (Rotary Youth Driver Awareness)
 - RYLA (Rotary Youth Leadership Award)
 - RYPEN (Rotary Youth Program of Enrichment)
 - YSF@UWS (Youth Science Forum at University of Western Sydney)
 - Youth Achievement Awards (in conjunction with Strathfield Council)

We will maintain our strong links with the schools in our community and encourage their involvement in each program.

18. We will continue to support Rotary International objectives and programs through annual contributions and support of the Rotary Foundation
 - Enhance members understanding of the activities of the Rotary Foundation
 - President Elect to act as the key contact for the Rotary Foundation
 - Invite district Rotary Foundation representatives to address the club activities

- An annual allocation of funds as determined by each board.

Fund Raising

19. We will recognise the raising of funds for worthwhile causes as an important aspect of club planning and operation and will establish a signature fundraiser uniquely associated with our club and a specific charity.

Review Process

20. Each board to will conduct an annual review of the strategic plan
- Disseminate the plan throughout the club and provide opportunities for input from the members
 - Identify and define key projects
 - Seek input on broader Rotary initiative and objectives
 - As necessary, update the plan to align with members needs and expectations
21. We will conduct an extensive review in 2013, to determine whether a new plan needs to be developed

APPROVAL

Following distribution to members for comment on 23 November 2010, and with no comments or objections received, the plan was formally adopted at the club assembly held 2 February 2011.

Approved for Implementation

Peter Smith President	Trevor Duxbury President Elect
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Ray Wilson President Nominee	Roger Vince Secretary
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5 February 2011