

# Rotary Club of Ku-ring-gai

## Strategic Goals 2011 - 2016

### Vision

The service organisation of choice - a dynamic, action-oriented club whose contributions improve lives in communities locally, regionally and elsewhere.

### Motto *Service Above Self*

#### Strengthen the club

- Club has 60 members
- Club membership represents the diversity within the local community
- At least 25% of members are in business locally
- At least 60% of members are active in business
- Average age of members is not more than 55 years
- Club has a good balance of service and fun
- Club has consistently high quality meals
- Club has consistently high quality and variety of speakers
- Attendance rate is 90+%
- Club members have a high participation rate in both club activities & service projects
- Club has a structured leadership development plan
- Club has effective reporting mechanisms

#### Focus on and increase humanitarian service

- Club raises \$120K+ (\$2K per member) p.a. for projects
- Club has strategic partnerships and cooperative relationships with other clubs and non-Rotarians
- Club has a balanced program of projects across all Avenues of Service
- Club supports eradication of polio and other Rotary Foundation projects
- Club actively seeks and develops opportunities to serve needs in its local community
- Club has/participates in significant projects both locally and internationally
- Club's international focus is divided mainly between:
  - Asia/Pacific region
  - Africa

#### Enhance public image and awareness

- Club is the Rotary club best known in the local community
- Club publicises its service activities regularly and imaginatively
- Club demonstrates Rotary's core values in the local community
- Club promotes itself and its signature activities by networking with local businesses and community groups
- Club initiates projects for corporate involvement

### Mission

We provide service to others, promote integrity, and advance world understanding, goodwill and peace through our fellowship of business, professional and community leaders.

**Core values** *Service, fellowship, diversity, integrity, leadership*

## Rotary Club of Ku-ring-gai

### Potential Tactical Goals 2011 – 2016

*(Suggestions for action that may be undertaken by the club. This list should be reviewed and altered or added to at least once each year. At the start of each year the board will decide which tactical goals the club will aim for during that year.)*

<b>Strengthen club</b>	<b>Focus and increase humanitarian service</b>	<b>Enhance public image and awareness</b>
<p>Membership growth</p> <ul style="list-style-type: none"> <li>• Target 20% increase in membership each year (to allow for 10% loss)</li> <li>• Target specific occupation classifications</li> <li>• Encourage members to invite visitors</li> <li>• Target new ratepayers with a welcome pack               <ul style="list-style-type: none"> <li>• Liaise with council to design a suitable pack</li> <li>• Distribute via real estate agents</li> </ul> </li> </ul> <p>Membership development</p> <ul style="list-style-type: none"> <li>• Ensure effective use of new member mentoring program</li> <li>• Implement a more structured approach for members to get to know each other – e.g., job talk, 3 on me (at least monthly), Koongga articles, social functions</li> <li>• Implement a more structured approach to development of leaders:               <ul style="list-style-type: none"> <li>• Rotary education</li> <li>• Service on different committees</li> </ul> </li> <li>• Encourage 3 year rotation between committees</li> </ul> <p>Meetings program</p> <ul style="list-style-type: none"> <li>• Balance speakers program between</li> </ul>	<p>Fundraising</p> <ul style="list-style-type: none"> <li>• <i>Comment: Gordon Market and Garden Festival well known but need more/bigger projects</i></li> <li>• Establish second Garden Festival in spring</li> <li>• Establish Growers Market</li> <li>• Assess viability of Radio Bingo</li> <li>• Encourage 100% participation in Centurion Program</li> </ul> <p>Project selection</p> <ul style="list-style-type: none"> <li>• Review all existing and future projects against the list of project acceptance criteria</li> <li>• Focus on 2 key areas, e.g., Australasia &amp; Africa</li> <li>• International projects more balance regarding location and distance from Aust – i.e. Asia/Pacific.</li> <li>• Local community projects: do on the basis of “what the customer wants”</li> <li>• Review Pride of Workmanship awards and Apprenticeship Awards – less relevant or may require a different approach</li> <li>• Improve Vocational Service (???)</li> <li>• Habitat for humanity – co-brand houses and other projects (???)</li> </ul>	<p>Unify image and brand name awareness</p> <ul style="list-style-type: none"> <li>• <i>Comment: Name is not well known in area – need to raise profile</i></li> <li>• Consider name change in 5 years</li> <li>• Aim for significant newspaper story with photo every month – human interest/use RI projects</li> <li>• Membership drive – one a month at local shops</li> <li>• Capture contact details of visitors (both to the club and to the website) – follow up required</li> <li>• Capture the small shopping centres (???)</li> <li>• More signage in the local area</li> <li>• Engage with community radio</li> <li>• Maximise use of social media</li> <li>• Major focus on generating public traffic to our website – more info required.</li> <li>• <i>Comment: Shelterbox banner helpful</i></li> </ul> <p>Publicise action-oriented service</p> <ul style="list-style-type: none"> <li>• Undertake more substantial hands on projects in our community</li> <li>• Help the elderly</li> <li>• Involve the club in projects directly involved with community – like graffiti removal</li> <li>• Graffiti removal – could do better (???)</li> </ul>

<p>Rotary/other humanitarian/general interest topics throughout year</p> <ul style="list-style-type: none"> <li>• Avenues of Service committees to source speakers for their respective theme months</li> <li>• Invite local business people as speakers</li> <li>• Encourage members to speak about their occupations</li> </ul> <p>Club administration</p> <ul style="list-style-type: none"> <li>• Improve board to members communication (???)</li> <li>• Review current board/Avenue of Service committee structure after 3 years</li> <li>• Make all receipts and payments by EFT</li> <li>• Continue development of club website, e.g.: <ul style="list-style-type: none"> <li>• Add all club admin documents</li> <li>• Add members' claim form (???)</li> </ul> </li> </ul> <p>Projects</p> <ul style="list-style-type: none"> <li>• Two tier fundraising – base social activities to pay the overheads (???)</li> <li>• Ensure fun and friendship maintained and have targeted projects (???)</li> </ul>	<p>Hands on projects</p> <ul style="list-style-type: none"> <li>• More hands on projects (???)</li> <li>• Hands on projects – local projects preference – e.g. Clarke Road</li> <li>• Need less labour intensive projects – like Clarke Road (???)</li> <li>• Biennial overseas hands on projects</li> </ul> <p>New Generations</p> <ul style="list-style-type: none"> <li>• Mixed ideas about exchange students – change selection process (???)</li> </ul> <p>Rotary Foundation</p> <ul style="list-style-type: none"> <li>• Ambassadorial scholars</li> </ul> <p>Project reporting</p> <ul style="list-style-type: none"> <li>• Club needs to know all the projects that are being done</li> <li>• More communication reporting on the activities of each committee</li> <li>• Monthly reports to club by Avenue of Service chairmen</li> </ul>	<ul style="list-style-type: none"> <li>• More local projects</li> <li>• New projects like Gordon market</li> </ul> <p>Emphasise vocational service</p> <ul style="list-style-type: none"> <li>• Establish direct involvement with businesses in area</li> </ul> <p>Promote the club's networking opportunities and signature activities</p> <ul style="list-style-type: none"> <li>• Establish direct involvement with businesses in area</li> <li>• Have representatives at Chamber of Commerce meetings/seek members through Chambers of Commerce</li> <li>• Hold functions (e.g., cocktail parties) for business, council and other groups – new faces; potential project partners; potential members</li> <li>• Club to hold cocktail party to thank supporters etc .</li> <li>• Investigate opportunities for a Rotary Notice board at various strategic points in Ku-ring-gai</li> <li>• Invite other local groups to visit us</li> </ul>
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**Rotary Club of Ku-ring-gai**

**Annual Goals 2011 – 2012 (New Board to Complete)**

<b>Strengthen club</b>	<b>Focus and increase humanitarian service</b>	<b>Enhance public image and awareness</b>
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