



# **ROTARY CLUB OF ROSEBUD RYE Inc (RCRR Inc)**

## **2020-2025 Strategic Plan**

Board Approved 22 July 2020

## **Updated April / May 2022**

For 2022 Action Plan, see separate document

ABN 64 581 598 375

INFORMED BY:  
CLUB BOARD AND MEMBERS  
FROM WORKSHOPS 2019/2020

## ROTARY'S VISION STATEMENT

**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 OBJECTS

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise, expressed as these four principles:

**First:** The development of acquaintance as an opportunity for service

**Second:** High ethical standards in business and professions, recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his/her occupation as an opportunity to service society

**Third:** The application of the ideal of service by every Rotary member to his/her personal, business and community life.

**Fourth:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional people united in the ideal of service.

## OUR CORE VALUES

**Fellowship**

**Integrity**

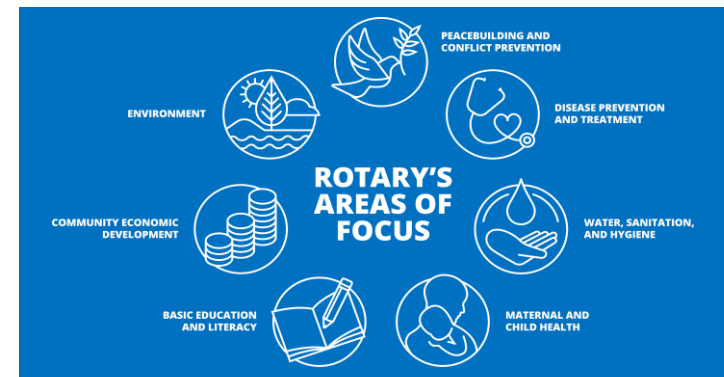
**Diversity**

**Service**

**Leadership**

## WHAT WE'RE AIMING TO ACHIEVE - ROTARY INTERNATIONAL'S 7 AREAS OF FOCUS

1. **Promoting peace** – peacebuilding and conflict resolution
2. **Fighting disease** – disease prevention and treatment
3. **Providing clean water** – water sanitation and hygiene
4. **Saving mothers and children** – maternal and child health
5. **Supporting education** – basic education and literacy
6. **Growing local economies** – community economic development
7. **Protecting the environment**



## HOW WE'RE AIMING TO DO IT – through our 6 OUR AVENUES OF SERVICE

At Rotary Rosebud-Rye, we channel our commitment to service at home and abroad through 6 Avenues of Service, which are the foundation of club activity.

1. Youth Service
2. Community Service
3. International Service (including Rotary Foundation)
4. Vocational Service
5. Club Service (includes Administration, Membership, Technology and IT Support)
6. Environment Service

## WHY WE DO IT – our intended OUTCOMES

The reason for doing our activities are defined by Rotary International's four Priority Areas – to:

Priority 1: Increase our Impact

Priority 2: Expand our Reach

Priority 3: Enhance Participant Engagement

Priority 4: Increase our Ability to Adapt



## BACKGROUND

This updated Strategic Plan, conducted April/May 2022, was initiated by Club President Elizabeth Wilson, and reflects some items brought forward from the previous Strategic Plan (2020-2025) which were not completed, mainly through the disruptions of COVID-19.

It arises out of the previous work undertaken – including member consultation, a review of the external environment, and also reflects the additional portfolios of Environment (Rotary International's new Area of Focus) and the need for Technology and IT support.

It has been agreed that where possible, working in partnership with other organisations will help us to deliver on the four priority areas as outlined above.

## WHAT ARE WE DOING NOW – and WHAT WE WILL DO IN THE FUTURE

*Note: Items in black are carried over from previous Strategic Plan*

| Avenue of Service<br>*Key Goals  | Current Activities  | Explore and Consider for the Future  |
|--|---|--|
| <b>1. Youth Service</b><br><br>Q: Will these help us to...<br><br>Increase our Impact<br><br>Expand our reach<br><br>Enhance participant engagement<br><br>Increase our ability to adapt | <b>Goal 1.1: Continue current youth programs:</b> <ul style="list-style-type: none"> <li>• <b>RYPEN:</b> Rotary Youth Program of Enrichment (14-17 yo)</li> <li>• <b>MUNA:</b> (Model United Nations Assembly)</li> <li>• <b>NYSF:</b> National Youth Science Forum (Yrs 11 &amp; 12)</li> <li>• <b>RYLA:</b> Rotary Youth Leadership Awards (18-30 yo)</li> <li>• <b>The Santos Science Experience:</b> (Yrs 9 &amp; 10)</li> <li>• <b>School Scholarships:</b> <ul style="list-style-type: none"> <li>• Primary: Rye, Tootgarook, Boneo, Rosebud and Eastbourne</li> <li>• Secondary: Rosebud Secondary College</li> </ul> </li> <li>• <b>World Challenge:</b> (biannual expedition through Rosebud Secondary College – Years 10 and 11)</li> </ul> | <b>Goal 1.5: Support for Boys:</b> Investigate the potential to hold a workshop to motivate boys, similar to that conducted by The Rev and MOTIV8<br><br><b>Goal 1.6: Bring The Resilience Project to local schools:</b> Investigate the appetite of local School Principals to support the introduction of the successful Resilience Project in local schools (cost approx. \$3K per school) – a program that engages parents as well as the students and helps them to reflect on 3 key elements daily...gratitude, empathy, mindfulness |
|  | <b>Goal 1.2: Students at Rosebud Secondary College will be supported in pathways to work through a Mentoring Program</b> <i>(based on Standing Tall with Warrnambool Rotary Clubs).</i><br><br>Club financially supports the program (Initial support of \$50K offered during 2022 calendar year); Club to work with staff to find local mentors for the students.  | <b>Goal 1.7: Support for Parents post COVID:</b> Investigate the appetite of local school principals to promote a one-hour online support webinar, conducted by Michael Carr-Gregg – ‘How to build Happy and Resilient Young People post Pandemic’ - <i>(approx. \$3K) – similar to what was planned previously but did not eventuate.</i>   |
|  | <b>Goal 1.3: Partnership with Young Change Agents –</b> further develop the relationship with Young Change Agents, sign off on a Memorandum of Understanding, and support their work on the Southern Peninsula.   | <b>Goal 1.8: Mentor Breakfast/Event:</b> Investigate the interest from schools to be involved in a ‘Mentor Breakfast’ or similar event, bringing together students and local business people to learn about career options, paths & preferences  |

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|  | <b>Goal 1.4:</b> Continue to assist <a href="#">Work Experience</a> volunteers to gain meaningful employment, e.g. <a href="#">school students</a> , <a href="#">Duke of Edinburgh Award candidates</a>   | <b>Goal 1.9: Youth In Search</b> – continue to promote the Youth In Search program to youth providers and school staff; invite to a weekend workshop.   |
| <b>Avenue of Service<br/>*Key Goals</b>  | <b>Current Activities</b>   | <b>Explore and Consider for the Future</b>  |
| <b>2. Community Service</b>  | <b>Goal 2.1:</b> Promote the eradication of Trachoma (ref: Rotary’s national End Trachoma campaign)   | <b>Goal 2.4:</b> Investigate a project where we could partner with an organisation that will help reduce drug and alcohol abuse on the Southern Peninsula   |
|  | <p><b>Goal 2.2: Increase our Impact:</b> The Community Needs Analyses Workshops (held September 2021) told us what is needed in our community, the gaps that exist, and brought to mind potential partnerships that could be formed with other organisations, inc. RC Sorrento and RC Dromana.</p> <p>(a) Communicate with the participants and invite their comments, invite to meet with the Club, or speak at Club meetings - to drive potential future contemporary projects</p> <p>(b) Use this information to drive decision making for further projects, e.g. drop-in centre for homeless people</p> <p>(c) Investigate further, potential support for Bounce Back program</p> | <b>Goal 2.5: Connect with Alumni</b> – actively follow up with each of the students who have been involved in RCRR sponsored programs, to follow their experience and explore potential to join a new Alumni group. |
| <p>Q: Will these help us to ....</p> <p>Increase our Impact</p> <p>Expand our reach</p> <p>Enhance participant engagement</p> <p>Increase our ability to adapt</p> |   |   |
|  | <p><b>Goal 2.3:</b> Continue to respond to requests for funding through the established and well-advertised process through RCRR Enterprises (limited to within Australia).</p> <p>These may include support or funding:</p> <ul style="list-style-type: none"> <li>• Eastbourne Primary School</li> <li>• Multicultural Festival (Wellsprings for Women)</li> <li>• Rye Community House</li> </ul>   |   |

|  | <ul style="list-style-type: none"> <li>• <a href="#">Seawinds Community Hub</a></li> <li>• Major sponsorship for Peninsula Film Festival</li> <li>• NYE BBQ for first responders (<i>may be sponsored again in 2023</i>)</li> <li>• Support for Rock 'n Rods</li> <li>• Fight Parkinson's</li> <li>• Caroline Chisholm Foundation – scholarship for students to achieve workforce participation</li> <li>• Fusion Mornington Peninsula – for at risk young people</li> <li>• Australian Rotary Health – for mental illness research (Lift the Lid)</li> </ul> <p><a href="#">And respond to requests for disasters if/as they emerge.</a></p>                   |   |
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| Avenue of Service<br>*Key Goals  | Current Activities  | Explore and Consider for the Future   |
| <b>3. International Service</b>  | <b>Goal 3.1:</b> Purchase two Sky Hydrants to provide clean water to communities in the Philippines through Disaster Aid Australia ( <i>Water, Sanitation and Hygiene Focus</i> )   | <b>Goal 3.3:</b> Investigate an international service project                                   |
| Q: Will these help us to .....<br>Increase our Impact<br>Expand our reach<br>Enhance participant engagement<br>Increase our ability to adapt | <b>Goal 3.2:</b> Continue to provide financial support for international service projects, as required, for example: <ul style="list-style-type: none"> <li>• <b>Rotary Give Every Child a Future – Centenary Project</b> over 3 years – to vaccinate the most disadvantaged children and girls across the Pacific (3<sup>rd</sup> year)</li> <li>• <b>Rotarians Against Malaria (RAM) – Vanuatu</b></li> <li>• <b>Rotary Foundation</b></li> <li>• <b>Polio Plus</b></li> <li>• <b>Batembang, Cambodia</b> - fund employment of a Khmer support teacher</li> </ul> <p><a href="#">And respond to requests for funding for disasters if/as they emerge.</a></p> | <b>Goal 3.4:</b> Investigate the potential to develop an International Sister Club relationship |
| <b>Rotary Foundation International</b>   |   |   |

| Avenue of Service<br>*Key Goals  | Current Activities  | Explore and Consider for the Future  |
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| <b>4. Vocational Service</b>   | <b>Goal 4.1:</b> Organise business breakfasts to support local businesses   |  |
| Q: Will these help us to ...   | <b>Goal 4.2:</b> Continue to include 'Rotarian behind the badge' segment at Club meetings and/or vocational visits at Club meetings   |  |
| Increase our Impact<br>Expand our reach<br>Enhance participant engagement<br>Increase our ability to adapt | <b>Goal 4.3: Pride of Workmanship Awards.</b><br>Investigate further the potential to introduce Pride of Workmanship Awards designed to acknowledge the outstanding contribution of nominated employees, particularly with local service, business and community organisations (such as Police, Ambulance, Rosebud Hospital, SES, CFA, Chisholm Institute, or Bunnings) |  |
| Avenue of Service<br>*Key Goals  | Current Activities  | Explore and Consider for the Future  |
| <b>5. Club Service</b>   | <b>Goal 5.1: Efficient and Effective Club Management</b><br>(a) Continue to manage current operations efficiently and effectively<br>(b) Continue to be financially viable and accountable  | <b>Goal 5.8: Membership Campaign</b><br>- Form a group to develop an approach for a Membership Campaign to grow our member base, including reaching, engaging and attracting younger members.<br>- Promotion 1: Investigate staging a 'pop-up' at Rosebud Plaza to promote Rotary projects and participation |
| Q: Will these help us to.....<br>Increase our Impact<br>Expand our reach                                   | <b>Goal 5.2: Member Satisfaction and Engagement.</b><br>(a) Conduct another 'consultation' (Health Check, Survey, Quiz or other method) to expand and refresh our   |  |

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| <p>Enhance participant engagement</p> <p>Increase our ability to adapt</p> | <p>understanding about the preferences of Club members for what they want from their Club membership.</p> <p><b>(b) Club Cohesion:</b></p> <ul style="list-style-type: none"> <li>- Investigate ways to bring the Club together, e.g. more 'in person' meetings or other ways to build fellowship / capacity within the Club</li> <li>- Consider (re)introducing working through Club Committees to deliver on our goals. Members could self-nominate or be appointed according to their personal interests, capacity and experience</li> </ul>   | <ul style="list-style-type: none"> <li>- Promotion 2: Use our presence at the monthly market, to promote Rotary projects and participation</li> </ul>  |
| <p><b>Administration</b></p><br><p><b>Membership</b></p>                   | <p><b>Goal 5.3: Internal Communications.</b> Continue to conduct business that is well communicated to members (inc. new website)</p>   | <p><b>Goal 5.9: Succession Planning.</b></p> <p><b>(a)</b> To help provide more of an understanding of the role of each of the Directors, develop a plan for mentoring/shadowing Club Committee Chairs (aligned with Director roles)</p> <p><b>(b)</b> To promote succession planning, identify opportunities for Club members to be engaged in Club projects and leadership roles</p> |
|  | <p><b>Goal 5.4: Prospective Member Funnel / More Effective On-boarding of New Members</b></p> <ul style="list-style-type: none"> <li>- <b>Prospective Member Booklet:</b> Create a 'Interested in our Club?' publication for prospective members, to include the benefits of being in Rotary (distribute 1<sup>st</sup> visit)</li> <li>- <b>Mentoring:</b> Explore a more effective way for new members to be mentored after their induction e.g. clearer / more formal mentor relationships</li> <li>- <b>Increasing Knowledge about Rotary:</b> Introduce a segment that profiles the various aspects of Rotary to help members understand the wider Rotary projects and programs so that members' interests can be aligned with Rotary programs and projects</li> </ul> |  |



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|   | <b>Goal 5.5: Volunteer Support.</b> Continue to build future leadership of the Warehouse and Op Shop, e.g. Day Supervisors   |   |
| <b>Technology and IT Support</b>  | <b>Goal 5.6: Cash Transactions Management:</b> Investigate options for managing cash transactions at Warehouse, external activities and Op Shop (including the Square system)  |   |
|   | <b>Goal 5.7: IT Upgrade:</b> To support improved member engagement, upgrade technology for improved access and to further enhance our facilities for future hiring of our facilities as an income generator.   |   |
| <b>Avenue of Service</b>  |  |   |
| <b>*Key Goals</b>   | <b>Current Activities</b>  | <b>Explore and Consider for the Future</b>  |
| <b>6. Environment</b>   | <b>Goal 6.1: Reduce Power Costs:</b> Investigate options for battery storage of power saved through solar system on Warehouse roof   | <b>Goal 6.4 Establish a Sustainability Centre of Excellence for the Mornington Peninsula at the Club's Opportunity Warehouse</b> <ul style="list-style-type: none"> <li>Follow up on the Discussion Paper previously produced, explore further opportunities to further develop this initiative</li> <li>Investigate whether there are Club members who want to work on this project</li> </ul> |
| Q: Will these help us to.....<br>Increase our Impact<br>Expand our reach<br>Enhance participant engagement<br>Increase our ability to adapt | <b>Goal 6.2: Peninsula Trail Project.</b> Continue as part of the partnership with Rotary Clubs and the Shire, to participate in the major project to complete the Peninsula Trail by: further developing the project to install a BBQ shelter at Whitecliffs (near Lime Kiln), including a way to raise funds |   |
|   | <b>Goal 6.3: New Programs and Projects</b> Consult with local Councillors (Nepean and Seawinds Wards) to learn more about local environmental issues that are being addressed.   | <b>Goal 6.5 Recycling and Waste Management</b> Identify programs and projects, including those planned by the Mornington Peninsula Shire, which will help us improve our recycling operations and waste management  |