

STIRLING ROTARY CLUB – STRATEGIC PLAN FOR 2011-12

KEY OBJECTIVES	GOALS	ACTIONS	RESPONSIBILITY
CLUB COMMITTEE PROGRAMS			
1. CLUB DEVELOPMENT AND MEMBERSHIP RETENTION a. Maintain strong connection to Rotary ideals. b. Create an energised, engaged and valued members.	i. Increase member’s understanding of and continuing commitment to Rotary.	Promote understanding of Rotary International Programs Promote attendance at Conferences, District programs and events Publish i-FOCUS Club Bulletin weekly Maintain our website as a “one stop shop” for members and local community	CLUB ADMINISTRATION DIRECTOR
	ii. Provide members with socially engaging events and activities	Develop Club meetings as our ‘showcase’ by providing high interest speakers Hold at least four Partner’s Nights with special topics a year Hold 4-5 social events each year	
2. COMMUNITY SERVICE AND FUNDRAISING a. Support at least one significant and worthy local community project. b. Recognise community contributors. c. Increase fundraising by 15%	i. Identify and act on significant community needs/opportunities that give Stirling Rotary a high visibility	Support identified community projects financially and in-kind Identify and support young people with disability needs – CARA Camp, etc. Run and expand Open and Schools Photographic Expo	COMMUNITY SERVICE DIRECTOR
	ii. Recognise people who make a noticeable contribution to community well being	Make annual community member of year awards Publicise other community organisations’ work on website and in i-FOCUS	
	iii. Encourage active involvement of members in fundraising	Maintain existing fund raising projects - Royal Show, Westpac, Bunnings Develop one additional significant fund raising source Develop partnership with Stirling Community Shop	
3. INTERNATIONAL AND ROTARY FOUNDATION a. Support club international projects. b. Support RI and district international projects	i. Identify high need projects in local partnership with/ through identified overseas Rotary Clubs.	Continue support for Club overseas twinning project in Cusco Develop PNG project Support Rotary Friendship Exchange to Cusco	INTERNATIONAL AND ROTARY FOUNDATION DIRECTOR
	ii. Support national and international programs and projects	Support Rotary Foundation projects and programs Support ARH activities and programs Support District 9520 projects – Timor Leste, Disaster Aid, Shelter Box Encourage personal donations to Rotary Programs and Projects	
4. NEW GENERATION AND VOCATIONAL a. Engage with local youth and schools. b. Educate members.	i. Connect with youth by developing leadership skills and encouraging academic excellence	Promote RYLA/R_YPEN Support National Youth Science Summer School/Siemens Science Forum Support Heathfield High School Catering School through annual dinner	NEW GENERATION AND VOCATIONAL DIRECTOR
	ii. Develop members business knowledge	Conduct 3 vocational visits to businesses that are innovative and growing Promote Rotary workshops that will benefit members in their business	
CLUB LEADERSHIP PLAN PROJECTS			
5. MEMBERSHIP DEVELOPMENT, MARKETING AND PROMOTION a. Increase community profile b. Attract new members	i. Expand our reputation and public profile in local community	Develop the Club brand and produce brochure and other materials Increase public profile in local media Create high awareness “service above self” achievements of Rotary	CLUB ADMINISTRATION DIRECTOR • Marketing and Promotions Coordinator • Membership Development Coordinator
	i. Gain five new members over year	Invite local business people and colleagues to Club meetings Initiate development of local Rotaract Club	
6. LOCAL BUSINESS PARTNERSHIP a. Involve local businesses in Rotary.	i. Identify and contact local businesses seek involvement in mutually beneficial projects	Support the ‘Hills/Stirling community’ brand Attend Stirling Business Association meetings	
	ii. Get business sponsorship of \$5000	Seek business sponsorship for Club events and signage	