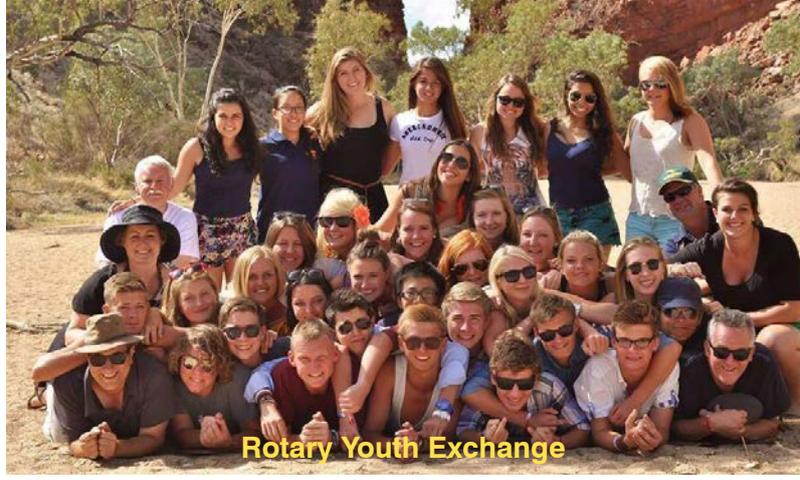


S E R V I C E A B O V E S E L F



2014 - 2017

strategic plan



Message from the District Governor 2014-2015

In 2009 Rotary International conducted a comprehensive review of its image, strengths, areas of concern, opportunities and priorities. After extensive research, a simple, relevant and very focussed Rotary International Strategic Plan was developed for 2010-2014.

In 2011, following the lead of RI and with the needs of our own clubs and members in mind, District 9800 produced its own Strategic Plan. Three years on we have revisited that plan, considered the current challenges that face us and the directions in which we would like our District to grow. After consultation with Club and District leaders we have produced a new well considered Strategic Plan for the next triennium. This plan provides a framework that guides, informs, and motivates us as Rotarians.

District 9800 has an outstanding record of service dating back to 1921. We do great things by harnessing our passions, our knowledge, our skills and our resources. We have had and continue to have beneficial impacts on the lives of people in our own communities and around the world.

To keep doing this to the best of our ability, we need a culture of forward and visionary thinking. We need strategic planning. Strategic planning gives our District and our Clubs the elements needed for success: a shared vision, agreed goals, adequate resources, enthusiasm and commitment.

I urge you to read this overview of the 2014-2015 District 9800 Strategic Plan and to use the full plan, available through your club president, as a basis for your club's strategic planning.

To attract new generations and demographics to our great organisation and to be the premier choice for those wanting to "give back to the community", Rotary and its clubs need to be diverse, innovative, attractive and forward thinking.

Murray Verso
District Governor 2014-2015



Message from the District Governor 2015-2016

District 9800 has a proud history of service in both the local and global community. We respond with generosity and action to disasters whilst leading the way with programs such as Group Study Exchange, Vocational training Teams, Global Scholarships and Peace Fellowships.

A challenge is to increase and strengthen membership so that we can maintain this focus on service to humanity. With core values that include integrity, diversity and leadership it is incumbent upon us to actually plan for future success and to celebrate our achievements along the journey.

My family, work colleagues and friends are so impressed by the Rotary Story and enjoy telling me when they hear about the achievements of Rotary in the local community.

It really is a privilege, as a future District Governor, to serve our Clubs in District 9800, to support them in their efforts to increase humanitarian service, membership within the club and to celebrate their success with pride in achievement.

The District Strategic Plan for 2014-2017 is our guide to ensure that District 9800 remains a leading edge, innovative, 21st Century collective of first class Rotary Clubs. I encourage you to read it, share it and make it part of turning "conversations into actions".

Julie Mason
District Governor 2015-2016



Message from the District Governor 2016-2017

The philosophical basic 'Object of Rotary' is to encourage and foster the ideal of service as a basis of worthy enterprise. This is just as true today as it was when Rotary International was created in 1905. We are the present custodians of Rotary and should aim to leave our respective clubs and the District in better shape than we found them. We should also ensure that future generations appreciate the importance of Rotary's work so that they want to continue it as future members.

The District Strategic Plan for 2014-2017 provides clubs with a high level recommendation to focus on strengthening their clubs, being involved in humanitarian service and enhancing the public image and awareness of Rotary through their work.

The detailed action plan in strengthening clubs is the province of each club, with support and encouragement when needed from District, through information seminars and training, such as the Rotary Leadership Institute sessions, New Member Seminar, Future Club Leaders Seminar, Membership Development Seminar and the like. These hopefully help clubs to develop their own successful membership retention and development strategies.

The focus on humanitarian service is what Rotary clubs are best known for. The five avenues of service are excellent pillars that help guide clubs in identifying worthy local and overseas programs. In addition to this, District has either developed or endorsed numerous programs that clubs are able to participate in, which showcase the work of Rotary.

Enhancing public image and awareness is one of our greatest opportunities. There is no doubt that clubs and District share the responsibility to build community awareness of the great work of clubs. The showcasing of programs such as Rotarians at Work Day is one example, particularly if clubs ensure that some of their service programs are designed to ensure that the local community is aware of or included in those activities.

I support the concept of working together and I expect that the development of this triennial plan will enhance continuity and consistency in the support of all clubs in District 9800.

Neville John
District Governor 2016-2017

Rotary



Our Vision

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

Our Purpose & Mission

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

Our Values

1. SERVICE
2. FELLOWSHIP
3. DIVERSITY
4. INTEGRITY
5. LEADERSHIP

The Object of Rotary

1. The development of acquaintance as an opportunity for service;
2. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
3. The application of the ideal of service in each Rotarian's personal, business, and community life;
4. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Essence of Rotary

A worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.



Our Goals and Objectives

Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

Focus and Increase Humanitarian Service

- Eradicate polio
- Assist and encourage clubs to meet their foundation contribution targets.
- Support Club participation in Foundation's education and humanitarian projects
- Increase sustainable service focused on The Rotary Foundation's six areas of focus:
- Increase collaboration and connection with other organisations
- Create significant projects both locally and internationally

Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote Rotary's Core Values
- Emphasize vocational service
- Encourage clubs to promote networking opportunities and their signature activities.

Our Core Values

Rotary's core values represent the guiding principles of the organisation's culture, including what guides members' priorities and actions within the organisation. Values are an increasingly important component in strategic planning because they drive the intent and direction of the organisation's leadership.

Service

Rotary's service activities and programs are intended to bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organisation that provides unparalleled satisfaction for those who serve.

Fellowship

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

Diversity

Rotary harnesses diversity by unifying people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

Integrity

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

Leadership

We are a global fellowship of individuals who are leaders in their fields of endeavour. We recognise the importance of leadership development as well as the importance of leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the Object of Rotary and The Four-Way Test, which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining high ethical standards in human relations.

S E R V I C E A B O V E S E L F

Albert Park |
Altona | Altona City |
Bacchus Marsh | Balwyn
| Bendigo | Bendigo Next
Generation | Bendigo
Sandhurst | Bendigo
South | Bendigo-
Strathdale |
Boroondara
| Brighton |
Brighton Beach
| Brighton North |
Brimbank Central |
Brunswick | Camberwell |
Canterbury | Carlton | Castlemaine
| Caulfield | Central Melbourne
Sunrise | Chadstone/East Malvern | Collingwood
| Docklands | E-Club of Melbourne | Eaglehawk | Echuca
Moama | Essendon | Fitzroy | Flemington
| Footscray | Gisborne | Glenferrie |
Hawthorn | Hoppers Crossing, | Kangaroo
Flat | Keilor | Keilor East | Kew | Kew on
Yarra | Kyneton | Laverton Point Cook
| Malvern | Melbourne | Melbourne
Park | Melbourne South | Melton
| Melton Valley | Moonee
Valley | North Balwyn
| North Melbourne |
Point Gellibrand |
Prahran | Richmond |
Rochester | Southbank
| St Kilda | Sunshine |
Toorak | Tullamarine |
Werribee | West Footscray
| Williamstown | Woodend
| Wyndham | Yarraville



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