

S E R V I C E   A B O V E   S E L F



2011 - 2014

# strategic plan

ROTARY  
DISTRICT  
9800





### Message from the District Governor 2011-2012

With a longer history than any other Rotary District in Australia, Rotary District 9800 has a proud tradition of serving local communities and communities abroad. This willingness to help out those in need and build international peace and understanding is evident in everything we do and is a centrepiece of our District's strategy for the future.

Whether it has been helping out in rebuilding communities at home and abroad post-disaster, bringing clean water to the developing world or fostering youth development, Rotarians from District 9800 have always been part of creating the solutions that better our communities. Our Strategic Plan together with Rotary International focuses us on developing our organisation in line with our pre-existing values in order to maximise our relevance and efficacy in the community.

By using innovative means to attract new generations and demographics to Rotary, we aim to be the premier choice for those wanting to "give back to the community" whilst adding diversity, value and attractiveness to each of our District's Clubs.

We congratulate all Rotarians and friends of Rotary who have contributed to making District 9800 an epicentre of humanitarian service and leadership in our community.

#### Keith Ryall

District Governor 2011-2012, Rotary District 9800



### 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.



### Message from the District Governor 2012-2013

I have been very privileged to have been a Rotarian for more than 30 years and in that time to have seen the remarkable good that Rotary does in the world. Our District has been a leader in playing our part in local and international efforts – we have provided financial and practical hands-on support following earthquakes, floods, droughts, fires and other disasters. We have contributed significantly to Polio eradication efforts. We have helped engender peace and goodwill through humanitarian programs like the Rotary Youth Exchange Program, Ambassadorial Scholarships, Peace Fellowships and the Group Study Exchange. We have made a difference.

Having helped coordinate and lead such programs, I am convinced of a fundamental truth – there is a real desire for good and there is great determination to do good in every country, every culture and every generation throughout the world. As Rotarians we have the capability to endow this underlying potential with practical means to flourish and translate into tangible good in our world. This is our challenge in the coming years – to harness the values, the will and the desire to do good and to channel aspirations to make a better world through Rotary and individually as Rotarians.

Our capacity as Rotarians to continue to make a difference in the world requires us to connect our resources in the most effective way. That is why I support a cohesive strategic plan for Rotary International and it is why I support a consistent ongoing strategic plan for our District.

#### Dennis Shore

District Governor 2012-2013, Rotary District 9800



### Message from the District Governor 2013-2014

I have heard it said that the magic of Rotary is that it allows ordinary people to do extraordinary things. These words could not be more accurate. Rotarians are people just like anyone else, except that they have made a simple decision to act on their impulse to "give back" and do so while enjoying the friendship and company of others similarly dedicated.

As our world and our communities evolve, so too do the needs of communities at home and abroad begin to emerge. Rotary is special in its ability to fill the gaps created by need – whether it be the need of food, shelter, sanitation, health, development, research, mentoring or friendship, Rotary is there. And so too is Rotary always there to fill the needs of those wishing to "give back" as volunteers – our challenge, indeed opportunity is to give Rotary to those willing volunteers so that they too can give the magic of Rotary to others and allow them to also Make a Difference.

#### Ross Butterworth

District Governor 2013-2014, Rotary District 9800



# 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 Rotary Foundation contribution targets and to support them to fully participate in Foundation's education and humanitarian projects
- Increase sustainable service focused on:
  - > New Generations program
  - > 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 core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and 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  
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  
| Daylesford | Docklands | Eaglehawk | Echuca  
Moama | Essendon | Essendon North  
| Fitzroy | Flemington | Footscray |  
Gisborne | Glen Eira | 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 |  
Port Melbourne |  
Prahran | Richmond |  
Rochester | Southbank  
| St Kilda | Sunshine |  
Toorak | Tullamarine |  
Werribee | West Footscray  
| Williamstown | Woodend  
| Wyndham | Yarraville



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