

Vision

To strengthen Rotary in District 1145 (Rotary South) to ensure continuity, sustainability and maximum impact of the work of Rotary.

Mission Statement

The organisation and the activities of Rotary District 1145 will provide services and support to Rotary Clubs and Rotarians that will enable them to provide service to the community.

Where are we now?

We have a total of 97 clubs and 2581 Rotarians (details accurate on 2/12/2017). The clubs vary in size from single figures to mid- fifties.

Membership growth is stagnant and we have a high average age.

The Rotary brand has only a moderate profile within the community.

The use of technology is low and there is a need to build skills to effectively utilise technology.

We acknowledge that Rotary must adjust in order to reflect societal changes and expectations and this adjustment mirrored in our clubs and District.

Where do we want to be in 3 years?

Rotary to be the service organisation of choice for volunteers within their communities, with dynamic, action orientated clubs whose contributions improve lives within their community and worldwide.

Making greater use of technology to enhance the work of clubs and to enhance communication both internally and externally to promote our work at home and internationally.

To have an overall growth in membership. A greater membership diversity and a lower age profile across the District.

GOALS

Support and strengthen clubs.

1. Ensuring active and constructive communication between District and clubs, thereby encouraging clubs to take advantage of the available district resources.
2. Assist clubs to adopt new technology that will facilitate improved communication and elevate the public image of the clubs within their community.
3. Improve membership diversity within clubs thus reflecting their local community by encouraging gender balance, multicultural and multigenerational.
4. Work with clubs in the use of Rotary Club Central and raise awareness of the resources available via My Rotary website.
5. Assist clubs with membership retention strategies and aspire a net increase in membership per club each year.
6. Provide assistance in the establishment of new Rotary clubs groups where appropriate.
7. Enhance member's knowledge of Rotary by encouraging increased participation in training, PEPS, seminars and conferences.

Public Awareness and Image

1. Provide assistance to clubs to promote their work and projects through traditional, digital and social media
2. Make available marketing materials, signage and banners available for club use and encourage clubs to utilise promotion materials at all of their projects and fundraising events.
3. Promote the use of Rotary Club Central and Rotary Showcase as an important way to project projects globally and seek international project partners.
4. Seek collaboration opportunities with partner organisations.
5. Expand training, resources and actionable tools for clubs on effective public image, visibility and social media which promotes service, especially as integrated with service opportunities, membership and The Rotary Foundation.

Focus and increase humanitarian Service

1. Increase the number of clubs with Global or district grant projects
2. Increase percentage of clubs which are entering service, club and TRF goals and regular progress reports in Club Central annually
3. Support clubs in developing and implementing a signature service project, which meets the needs of the community and attracts “outside” community support and visibility.
4. Increase average club contributions to Rotary Foundation.

Rotary District 1145 Targets

GOAL	Performance Indicator	As At July 2018	July 2019	July 2020	July 2021
Strong District	<u>Membership Numbers</u>				
<u>Member Retention</u>	<u>Members retained as per figure at start of year</u>				
<u>Membership Growth</u>	Nett Gain of one member per club				
Clubs using Rotary Club Central	Number of clubs				
<u>PEPS Attendance</u>	<u>Numbers attending</u>				
<u>Conference Participation</u>	<u>Numbers attending</u>				
<u>Clubs Attending District Assembly</u>					