



ROTARY CLUB OF HAMPTON INC. [Reg No: A0035289F]

STRATEGIC PLAN

Vision Statement

The Rotary Club of Hampton (Club) provides a unique opportunity to make a difference in the local and global community, through inspired action and specific projects for the Greater Good. Our vision is to be progressive, inclusive and innovative in our approach to creating positive social change, while having fun, expanding our networks/friendships and pursuing personal development. These are underpinned by our core values: Fellowship, Integrity, Diversity, Service and Leadership.

Mission Statement

A local network of business, professional, and community contributors who change lives in their communities and worldwide by advancing the Object of Rotary. The Object of Rotary is to promote the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service;

SECOND: 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;

THIRD : The application of the ideal of service in each Rotarian's personal, business and community life;

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

GOALS:

Achieve a
Presidential
Citation 2018-2019.

TO FOCUS AND INCREASE HUMANITARIAN AND COMMUNITY SERVICE

- Implement worthwhile and effective service projects both locally and internationally
- Support The Rotary Foundation to reach our humanitarian goals
- Develop and progress fundraising programs to support the Club's service projects

ENHANCE THE PUBLIC IMAGE AND AWARENESS OF RCH AND ROTARY

- Work to advance the internal and external Public Image of the Club and that of Rotary in a broader sense

SUPPORT AND STRENGTHEN OUR CLUB

- Ensure the Club is administered effectively and efficiently
 - Promote membership growth and development
 - Offer members opportunities for personal and professional development
 - Use Rotary Club Central as an information resource and for online learning.
 - Develop future leaders capable of serving Rotary at Club and District levels and beyond.
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SPECIFIC OBJECTIVES**Service Projects**

Specifically:
Have a medium sized
"hands on" project on
average twice a year
2018 - 2019

STRATEGIES

1. Recognise and foster leverage of members' networks, skills and knowledge together with the Rotary name as the driver of the Club's effective service delivery;
 2. Pursue both humanitarian and development projects;
 3. Continue to provide leadership through existing long-term collaborative projects (e.g., farmers market and foreshore project);
 4. Continue to accept ad hoc funding opportunities;
 5. Actively develop the Club's capacity to identify and design local community projects as the middle of a project pipeline;
 6. Continue to support the design and delivery of offshore community projects where members are personally involved and project risk is managed;
 7. Foster the Club's engagement with Rotary and other community; organisations and the local and other districts (including working with local government, Rotary clubs and other service clubs).
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The Rotary**Foundation (TRF):**

Specifically: continue to leverage funds from the TRF for our projects

STRATEGIES

8. Develop our knowledge of the capabilities offered by TRF grants and programs;
9. Maintain the current level of Club donations;
10. Continue to promote interest in member giving programs.

Fundraising:

Specifically: Grow funds raised from 2017-2018 base in proportion to net membership expansion.

STRATEGIES

11. Maintain any current fundraising capabilities;
12. Continue to investigate and actively pursue appropriate new fundraising opportunities.

Public Image:

Specifically: invest in developing social media protocols for all Club activities.

STRATEGIES

13. Select a focussed number of community projects in line with our vision with an increase of local badged projects ;
14. Develop stronger relationships with local Hampton/Bayside community (Bayside Council, local traders and Hampton community);
15. Explore and grasp opportunities to publicise projects;
16. Continue to use the Club's annual report as a public information resource;
17. Maintain and foster the Club's online presence and use of social media;
18. Upgrade the club website to be auto-response, fully mobile-enabled built on fluid response frameworks.
19. Make Rotary awards as recognition of contributions to the local community.

Membership:

Specifically:
Start succession planning for our long-standing membership.
AND
Implement membership action plan to have a diverse, engaged membership base with at least a net 20% growth in 2018 – 2019.

STRATEGIES

20. From current numbers, make incremental increases over ensuing years;
21. Continue to develop and implement new membership campaigns;
22. Continue to enhance existing membership benefits;
23. Encouraging/up-skilling all members to attract members;
24. Maintain a high quality programme and introduce hands-on projects;
25. Identify and assimilate new members' ideas and skills;
26. Grasp opportunities to add gender, age/life stage, cultural and ethnic diversity;
27. Foster members' career opportunities in Rotary;
28. Induct new members effectively (for retention and future leadership potential), buddy/mentor and educate/share knowledge.

Club Administration:

Specifically:

Ensure capabilities keep pace with planned membership and project expansion.

STRATEGIES

29. Continue to manage by budget;
30. Continue to meet high level governance standards;
31. Communicate effectively across the Club membership;
32. Maintain or establish all Club policies recommended by Rotary International.

Review

Each Club Board to will conduct an annual review of the strategic plan and:

- Disseminate the plan throughout the Club and provide opportunities for input from the members;
- Identify and define new projects;
- Seek input on broader Rotary initiative and objectives;
- As necessary, update the plan to align with members' needs and expectations.

A strategy committee will conduct an extensive review in 2018, to determine whether a new plan needs to be developed.