



## People of Action

**Rotary**  **Mount Martha**  
*Taking action to create lasting change*

### Club Plan

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### Summary

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#### Together as Rotarians ...

- We see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves. Driven by a desire to create opportunities, strengthen communities, and find solutions to the tough challenges that affect people
- We bring together leaders who use their combined expertise to tackle some of the toughest challenges facing our communities. We find a place for your expertise and passion. Whether you want to lead a project or participate in one, Rotary of Mount Martha welcomes your involvement.



## Strategic priorities

<p><b>1. Investigate and develop key signature projects for</b></p> <ul style="list-style-type: none"> <li>a. Community</li> <li>b. Youth</li> <li>c. International</li> </ul>	<p><b>2. Develop a stronger link with the disadvantaged in our community</b></p>	<p><b>3. Increase diversity in our club</b></p> <ul style="list-style-type: none"> <li>• <u>First priority</u>: increase the number of women</li> <li>• Female focus group to commence</li> <li>• Younger members</li> </ul>
<p><b>4. Engage more effectively with the local community</b></p>	<p><b>5. To engage members we aim for every member to have a role.</b></p>	<p><b>6. To support &amp; develop our members we aim to have 'champions' for many of our projects.</b></p>
<p><b>7. Work 'smarter' – work with other organisations</b></p>	<p><b>8. Enhance our public image</b></p> <ul style="list-style-type: none"> <li>a. <b>Public Relations Team set up, commenced and plan written</b></li> </ul>	<p><b>9. Fundraising</b></p> <ul style="list-style-type: none"> <li>a. Community Supporters – Growth in number of sponsors, 'system' embedded and current Supporters retained</li> <li>b. Golf Day – our major fundraising event for our projects</li> <li>c. BBQ's continue to financially support our projects</li> </ul>
<p><b>10. Membership (<i>refer 5 year membership plan for more details</i>)</b></p> <ul style="list-style-type: none"> <li>a. Activate a 5 year membership plan</li> <li>b. Launch a Satellite club</li> <li>c. Increase membership to 75 members in 5 years</li> <li>d. Increase percentage of younger members</li> <li>e. Increase our presence in our community</li> <li>f. Ensure members are informed, trained and communicated</li> <li>g. Project driven membership</li> </ul>		

## Youth

Vision: A key focus will be with the disadvantaged young people in our community. We will continue to engage in Rotary's recognized programs to provide opportunities for young people to achieve excellence. We will discontinue programs where there appears to be lack of support from youth / schools. We will continue to build relationships with a number of relevant schools.

We will follow Rotary International's youth protection policies as well as Victoria's Work Safe legislation.

## Strategy

Strategic Action Item	2018-19	2019-20	2020-21	2021-22
Launch Mount Martha Rotary Good Sports	x			
Investigate 2nd Signature Project	x			
Launch 2 <sup>nd</sup> Signature Project		x		
<ul style="list-style-type: none"> <li>• Secondary College/s               <ul style="list-style-type: none"> <li>• Mock Interviews</li> <li>• Citizenship award</li> <li>• Breakfast supported</li> <li>• Investigate &amp; decide on Recipe for Success</li> <li>• Communicate with schools to ascertain key needs</li> </ul> </li> </ul>	x			
<ul style="list-style-type: none"> <li>• Primary School/s               <ul style="list-style-type: none"> <li>• Art Show</li> <li>• Communicate with schools to ascertain key needs</li> <li>• Breakfast supported</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• Continue - NYSF, RYLA RYPEN (discontinue some that aren't 'flying)</li> </ul>				
<ul style="list-style-type: none"> <li>• Assist the more disadvantaged</li> <li>• Work with Fusion / Mornington Park P.S.</li> </ul>	x			
<ul style="list-style-type: none"> <li>• Data base of alumni</li> </ul>	x			
<ul style="list-style-type: none"> <li>• Investigate and launch some more hands on type youth activities</li> </ul>	x	x		
<ul style="list-style-type: none"> <li>• Work with others – people / organisations</li> </ul>	x			
<ul style="list-style-type: none"> <li>• Cluster group – Rotaract</li> </ul>			x	

## International & Foundation

Vision: Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Our purpose is to complete projects that are sustainable and have a lasting impact. We support Rotary International's 6 areas of focus for our International projects.

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development

## Strategy - International

Strategic Action Item	2018-19	2019-20	2020-21	2021-22
PNG – clean water in Komea (Earthquake relief) – stage 1 <ul style="list-style-type: none"> <li>Visit from Moses</li> <li>Further investigation at PNG</li> <li>District grant</li> <li>Complete by April 2019</li> </ul> Stage 2 – 2019-21	X	X	X	
Clean water <ul style="list-style-type: none"> <li>A water purification plant (skyhydrant)</li> </ul>	X			
ABCD (Art Building Children’s Dreams) <ul style="list-style-type: none"> <li>4 Board members from RCMM</li> <li>1<sup>st</sup> Phase - Investigate Langa (Cape Town Sth Africa) Early Childhood Development Area of Focus : Education</li> <li>2<sup>nd</sup> Phase of Development - Langa (Cape Town Sth Africa) Early Childhood Development</li> <li>Rotary Friendship Exchange program investigated and decided</li> </ul>	X	X	X	
Tanzania - School of St Judes <ul style="list-style-type: none"> <li>Sponsor teacher</li> <li>Information night</li> </ul>	X	X		
Rotary Against Malaria - funding	X			
Increase members active involvement (rather than just funding)	X			
Collaborate with other clubs in projects & funding	X			
Enlist RCMM ‘Champions’ for International projects	X			

## Strategy - Foundation / Polio

Foundation / Polio	2018-19	2019-20	2020-21	2021-22
Participate in a fundraising Polio Film night	X			
Organize a Foundation information night	X	X	X	X
Commit to \$100 per member donation to the Foundation <ul style="list-style-type: none"> <li>Further to our club commitment of \$100 pp – we encourage personal support through our Centurion target of \$100 pp</li> </ul>	X	X	X	X
Help club members understand the relationship between Foundation giving and Foundation programs.	X	X	X	X
Use Rotary Foundation & District grants to support our club’s local & international projects. <ul style="list-style-type: none"> <li>Encourage annual application for District Grant</li> </ul>	X	X	X	X
Use Rotary Foundation grants to support our club’s projects as appropriate	X	X	X	X

## Community & Vocational

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### Vision: Community

Our vision is to be an energy within our community. We consider Community Service is the opportunity for our members to be involved, to pour out their passion, use their intelligence to implement projects and activities that are needed within our community. We contribute time and expertise to make a difference, deliver solutions that make a lasting impact and help those in need.

### Strategy

Strategic Action Item	2018-19	2019-20	2020-21	2021-22
Stronger link - working with the disadvantaged –Fusion <ul style="list-style-type: none"> <li>• 'Sleep in your car'</li> <li>• Working bees &amp; maintenance</li> </ul>	X			
Bunnings Sustainable expo	X			
Ongoing planting Coast and Estuary and maintenance <ul style="list-style-type: none"> <li>• Fencing work (BERG)</li> <li>• Investigate maintenance / other needs</li> </ul>	X			
Investigate and research signature project for RCMM <ul style="list-style-type: none"> <li>• 2019 proceed</li> </ul>	X	X	X	
Increase our members understanding of our projects	X	X	X	X
Trial & review weekend working bees	X			
Removal of unused play equipment – to be re-used for disadvantaged children	X			
Involvement in MPSC Australia Day Mt Martha	X			
Environment week at the Briars	X			
Investigate further opportunities / needs at the Briars				
Investigate involvement at Briar's Farmers market	X			
Balcombe estuary Rotunda maintenance - fortnightly	X			
Portsea Camp ( <i>for disadvantaged, special needs and rurally isolated children</i> ) Annual maintenance working bee	X			
Mornington Park Primary School <ul style="list-style-type: none"> <li>• Beatification &amp; enhancement of landscape</li> <li>• Maintenance /Development projects</li> </ul>	X			
BBQ for community <ul style="list-style-type: none"> <li>• Mornington Junior football club</li> <li>• Very Special Kids</li> </ul>	X			

### Vision : Vocational Service

We provide opportunities for our members to empower others by using their unique skills and expertise. We support and encourage people in our community within their worklife.

### Strategy

Strategic Action Item	2018-19	2019-20	2020-21	2021-22
Pride of Workmanship awards				
Vocational visit (x #number ??)				

### Membership

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#### *(refer membership 5 year plan)*

Vision : Our Club objective is to increase club membership and improve age, gender, cultural and vocational diversity and to better develop leaders, in the club and beyond.

1. Membership *(refer 5 year membership plan for more details)*
  - a. Activate a 5 year membership plan
  - b. Launch a Satellite club
  - c. Increase membership to 75 members in 5 years
  - d. Increase percentage of women & younger members
  - e. Engage more effectively with the local community
    - i. Launch Business Networking breakfast
  - f. Ensure members are informed, trained and communicated
  - g. Project driven membership

### Public Relations

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*(refer membership plan)*

### Club Administration, Leadership, Meetings

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Vision: To be a thriving, growing and relevant presence in our community. To do this our meetings will reflect the culture and diversity within our community. Our meetings, activities and projects will engage our current members as well as potential new members.

## Club Meetings

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### Strategy

Part of our strategy is to ensure our members and guests find our meetings engaging and enjoyable. Rotary Club of Mount Martha desires the meeting experience to be one that engages and retains members.

<b>Regular Monday Meetings</b>	<b>Team meetings</b>
<ul style="list-style-type: none"> <li>• Use a relaxed meeting style</li> <li>• Agree that to achieve our vision we keep pace with changing trends in our community. Therefore our structure and culture must evolve.</li> </ul>	<ul style="list-style-type: none"> <li>• 10-12 times per year (off-site) organised by the Director</li> <li>• Offer the opportunity to exchange ideas and to make plans for projects &amp; activities in the team context</li> <li>• Review progress of team projects &amp; objectives</li> </ul>
<b>Networking Breakfast</b>	<b>Social Events</b>
<p>4 times a year</p> <ul style="list-style-type: none"> <li>• To build relationships, visibility and rapport with leaders &amp; business people in our community.</li> <li>• To create a different environment to engage with potential new members</li> <li>• Opportunity for Community Supporters to engage</li> </ul>	<ul style="list-style-type: none"> <li>• Events and outings that include family members and the broader family of Rotary</li> </ul>

## Leadership

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The role of President and President Elect and the board is to actively encourage members to be prepared for leadership, especially incoming Directors and newer members. By attending learning opportunities such as:-

- Rotary Leadership Institute (RLI)
- District Assembly
- District conference
- District grants seminars
- Rotary International & District on-line training
  - Rotary Learning Center – [www.rotary.org/myrotary](http://www.rotary.org/myrotary)
- President Elect Training
- Ensure all new members are allocated a mentor and the mentor is well grounded in their understanding of Rotary.
- Learning opportunities in our club meetings

We'll ensure that our operating and governance structures are efficient, flexible, and effective in delivering services to all of our participants.

## Fundraising

Vision : To make an impact within our local and global community we conduct activities to financially support our projects

We are committed to transparency and good stewardship of funds

Strategic Action Item	2018-19	2019-20	2020-21	2021-22
Charity Golf Day – increase our impact by:- <ul style="list-style-type: none"> <li>• All existing golf players are entered in our data base</li> <li>• Increase players (by ..... #number)</li> <li>• Begin advertising 4 months prior</li> <li>• Approach sponsors 6 months prior to date</li> <li>• Use Facebook for promotion</li> <li>• Invite RCMM Community sponsors</li> </ul>	X			
Community Supporters – increase our capacity to help others:- <ul style="list-style-type: none"> <li>• Growth in number of sponsors (by ..#number)</li> <li>• System of growth decided and embed</li> <li>• Current Supporters retained &amp; ongoing relationship enhanced</li> </ul>	X			
Continue Mt Martha Village BBQ - fortnightly	X			
Bunnings BBQs <ul style="list-style-type: none"> <li>• Set up roster of volunteers</li> <li>• Maximise ongoing BBQ opportunities – (1 or 2 major fundraisers)</li> </ul>	X			
Let's Go Cruising BBQ monthly (Nov – Apr)	X			