

# MANAGING CHANGE AT CLUB LEVEL

Steve Smart



**Rotary**  
Port Adelaide

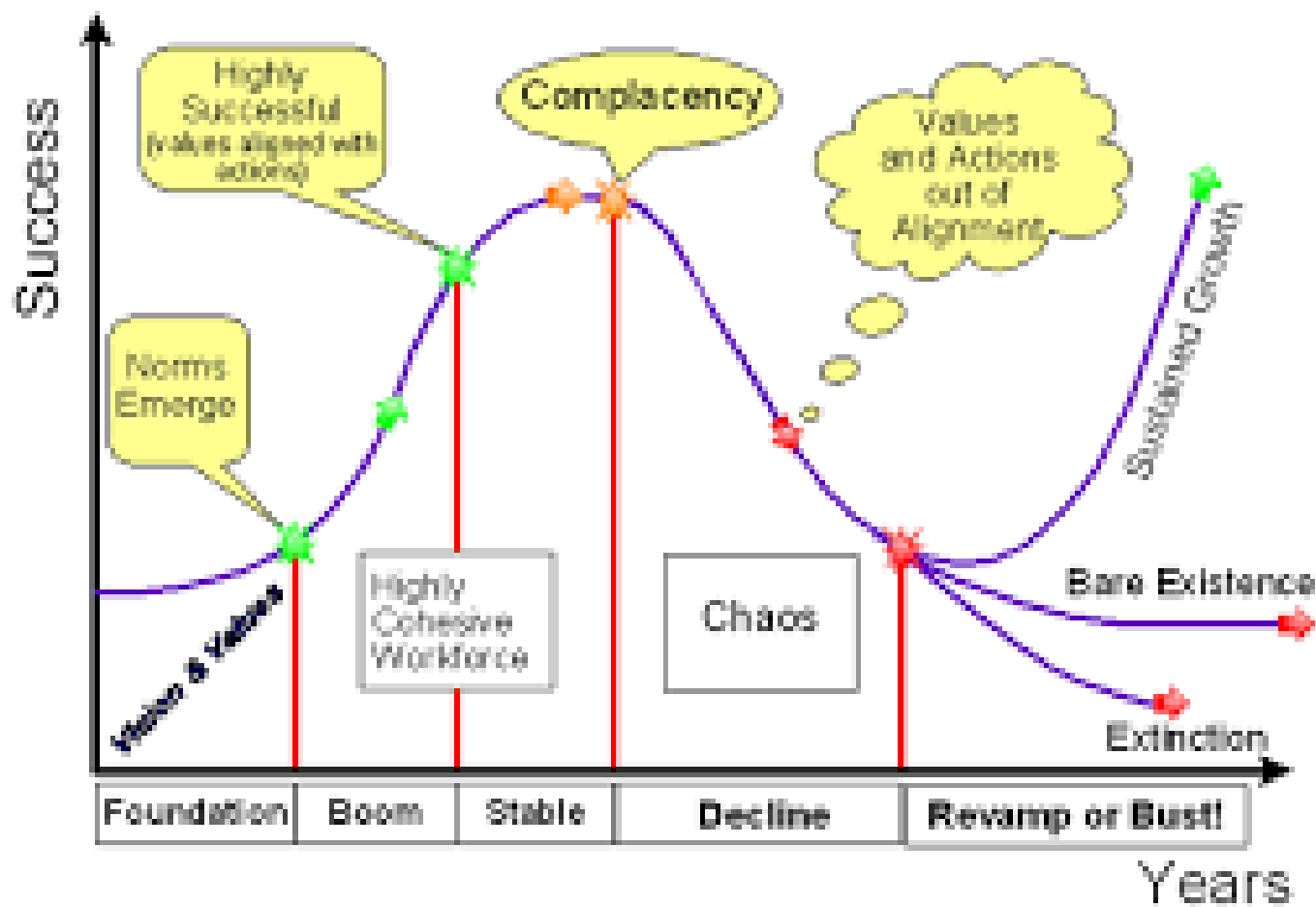


*Serving the Community since 19*



Managing Change

**Rotary Opens Opportunities**



**Rotary Opens Opportunities**



## Our Club

- Aging profile
- Mainly males
- Retired ,successful
- Traditional rituals
- Weekly lunch meeting
- Monthly Board meeting
- BBQ's
- Declining numbers

# Rotary Opens Opportunities

# Transformational Change

- A shift in the culture of an organization resulting from a change in the underlying strategy and processes that the organization has used in the past.
- It is designed to be organization-wide and is enacted over a period of time.



## Rotary Opens Opportunities

# Eight Steps To Successful Change

- John Kotter



## Rotary Opens Opportunities

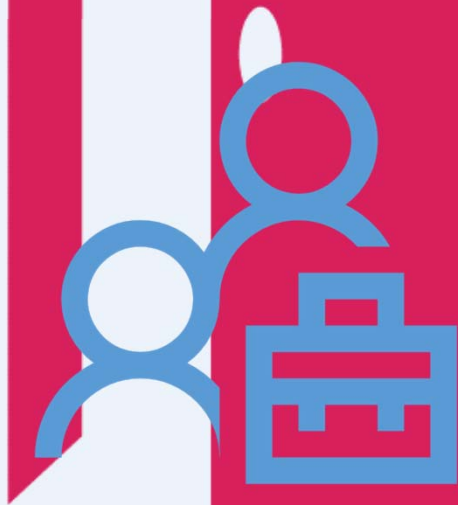
## 2 Types of Organisational Change



- Transitional Change –replace existing processes with new processes.
- Transformational Change-completely reshape strategies and processes, often resulting in a shift in culture.

# Rotary Opens Opportunities

Vision



- An enjoyable, dynamic and respected club consisting of enthusiastic members of all ages and from a wide variety of backgrounds, with strong community and business networks, which provides services that enhance the lives of others in the local and international community.

**Rotary Opens Opportunities**





# Mission

- Focus on our strengths:
- Building on the community and business links.
- Creating relationships and partnerships.

## **Rotary Opens Opportunities**

# Business Network Lunch



- Replaces a weekly meeting
- 50 people attend
- Guest speaker
- Business Networking
- WOW FM-MC
- Peter Kittle Holden-sponsors

# Rotary Opens Opportunities

# Open For Business Breakfast meetings

## **Open For Business**

(Networking Breakfast)

### **The British Hotel**

Thursday 26 March  
7.30-8.30 am

### **Everybody Welcome**

- Network with others
- Talk about your business
- Create business opportunities

Coffee & Croissant-\$12  
Please book for catering purposes

- Replaces a weekly meeting
- Changed to breakfast meetings in 2019
- About 25 people attend
- Business Networking
- Tick Tax Accountants-sponsors

# Rotary Opens Opportunities

STOP THE PRESS! Just announced: Flinders Port Holdings is now an award sponsor. Both prizes/awards now valued at over \$3,000

# North West Business Awards

The North West  
Business Awards

Gala Presentation



**Where** Port Adelaide Football Club  
**When** Wednesday 14 August  
**Time** 5.30 for 6pm start


**MC:** Wayne Phillips

*Ex-Australian Cricketer*

**Guest Speaker** Alex Heidenreich, Co-founder of Diamond Cyber Security,  
Former Australian Special Forces Commander  
**Topic** Enterprising Warfare-Entrepreneurial lessons learned in the deserts of Afghanistan

- 3 categories
- Expanded catchment area
- Peter Kittle Holden
- 3 major events
- Other sponsors
  - WOW FM
  - Viking Yacht Charters
  - Flinders Ports
  - Port Adelaide Enfield Council
  - Adelaide Business Hub

# Rotary Opens Opportunities



Partnerships  
and  
Corporate  
Sponsors

- Peter Kittle Holden
- Tick Tax Accountants
- North West Business Alliance
- Port Adelaide Enfield Council
- Adelaide Business Hub
- The British Hotel
- Flinders Ports
- WOW FM

**Rotary Opens Opportunities**

# Social Evening

- Replaces a weekly meeting
- Friends, family and colleagues are invited
- A different venue each month
- No formalities



## Rotary Opens Opportunities



- Open to all members
- Replaces a weekly meeting
- Finish in an hour

Open Board Meeting

# Rotary Opens Opportunities

**BUSINESS NETWORK LUNCH**

Senator the Hon  
David Fawcett

# **National Naval Shipbuilding Plan**

Why we're investing in this.  
What it means for SA

The British Hotel  
Thursday 14th  
March  
1-2 pm



- The newsletters are marketing tools
- Weekly Newsletter-1,500
- Weekly Business Bulletin-1,800
- Paid advertisements
- Corporate sponsor ads
- <https://us10.admin.mailchimp.com/templates/edit?id=227349>

# **Rotary Opens Opportunities**



# Measuring Success

- Increased community profile
- Increased attendance at events
- Growing corporate/business sponsorship
- Community support
- Increased publicity
- More paid ads in publications
- Membership decline is slowly turning around



# Rotary Opens Opportunities

# Challenges of Transformational Change



- Not easy
- Long term
- Mistakes will be made
- Barriers will appear
- Unexpected obstacles, problems and challenges will appear
- Not a smooth linear process
- End product not clearly defined-the vision evolves
- Will change some traditional roles & responsibilities
- A whole club approach

## Rotary Opens Opportunities

# Organisational Choice

**Victim Mentality**



**Become Relevant**



**Rotary Opens Opportunities**



# The Journey Continues

We will continue to transform  
our club to fulfill our Vision and  
Mission

## Rotary Opens Opportunities