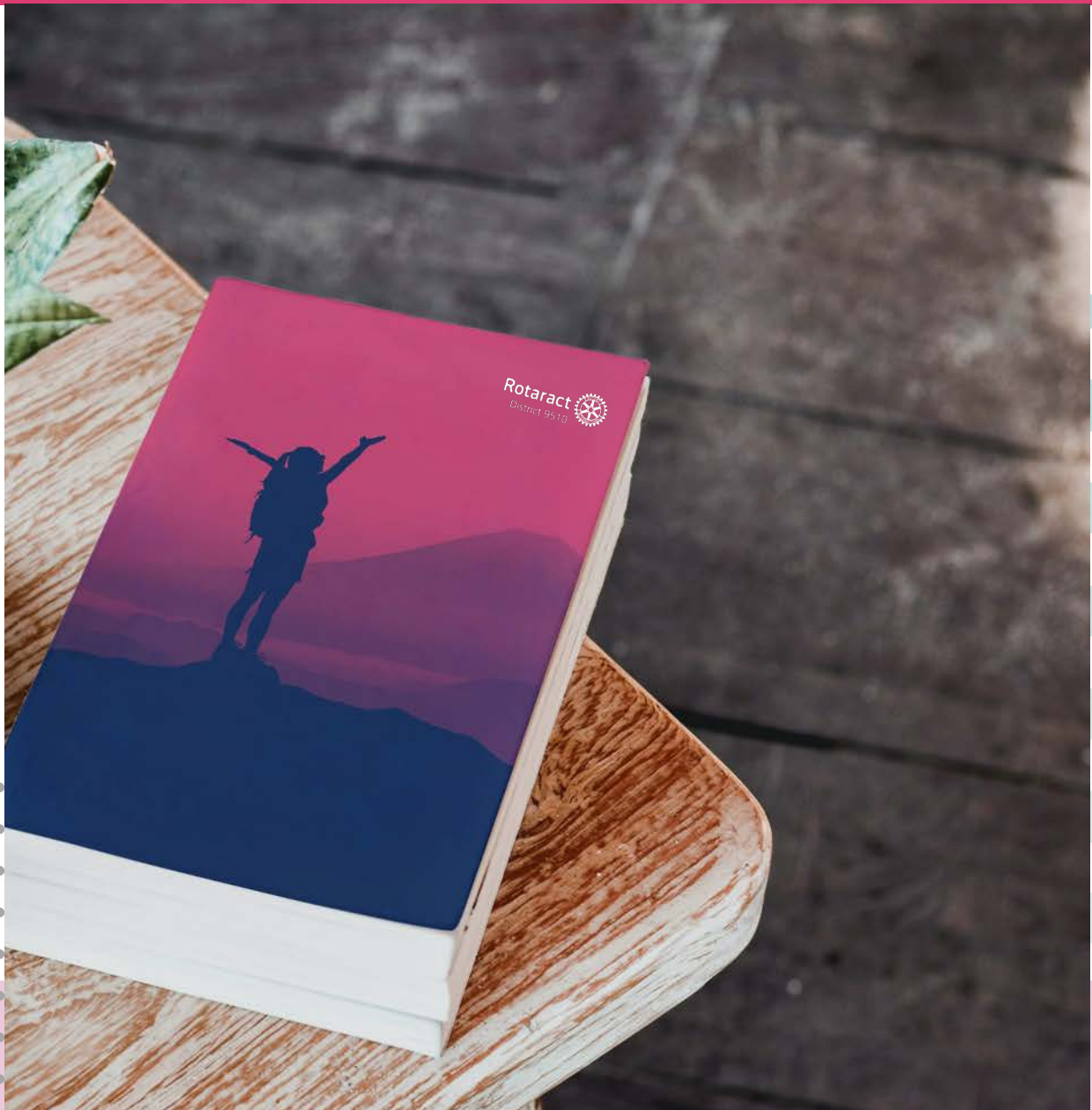




ROTARACT DISTRICT 9510 STRATEGIC PLAN

2022 - 2025

#BetterTogether



Preamble

Introduction

This strategic plan was first developed at a joint Rotaract District 9510 meeting held on the 25th of September 2021 at the MCCSA, 113 Gilbert Street, Adelaide SA 5000 and facilitated in a workshop by DRR Lenard Sciancalepore and Honorary Rotaract Member and Rotarian Mike Stevens. This strategic plan will continue to be updated and maintained as relevant to the goals and vision of the district's Rotaract clubs. It serves as a guide for the district's activities and projects.

Methodology.

The attendees split into three groups to consider the discussion points. Their deliberations were collated and the top several selected. It is realised that the following is a fluid document, is owned by the Rotaract District and provides directions for the future.



SWOT Analysis

Strengths

- Committed members
- Good inter-club relationships
- Strong leaders
- Established clubs
- Community reach
- Strong CBD presence
- Mission/work is attractive
- Emphasis on building confidence, professional and personal development
- Strong community
- Open communication
- Presidents come together
- Diverse
- Advocate for a wide range of issues
- Strong relationship with sponsor clubs
- District leadership are receptive
- Access to club
- Rich history from previous clubs

Weaknesses

- Low on joint projects
- Physical distance between clubs
- Not widespread delivery
- No Rotaract presence south of the city
- Lack of collaboration
- Reflection of Rotary (as white collar, retirees)
- Small membership overall
- Lacking in brand awareness as D9510 Rotaract

Opportunities

- District Rotaract Committee
- Joint partnerships with clubs
- Structure for District Rotaract Committee
- Annual joint projects with joint funding
- More community opportunities
- More districtwide events
- As a district, connect with local businesses
- Expand Rotaract into suburbs
- Use university model at other SA Uni's
- Need a public image strategy
- Cause-based clubs
- Engagement of previous members + DRRs for ongoing leadership and support
- Partnerships with RI, Toastmasters
- Global grants/Rotary Foundation
- Expanding professional networks
- Pride March
- More members
- Bigger presence in the community
- Doing more in the community
- More marketing
- More connections between our clubs and other organisations (especially those with big recognition)
- More diversity, equality and inclusion
- Rotaract stalls at events

Threats

- Low inter-club communication
- Different club cultures
- Unknown to many (public image)
- Need to be more active in local community
- Changes at RI level
- Young people don't want to join a club, they want to be part of a movement
- We don't make use of what we have very well (especially personal/professional development)
- We don't harness our history (inspiration from Rotaract boom in SA during 1970's - 1990's)

In 3 years from now, in the year 2025, we want to:

- Support and form a strong and active District Rotaract Committee
- Boast 10 cause-based clubs (Seaford, Glenelg, Port Adelaide area + south of the CBD)
- Focus on youth events in the community
- Collaborate in volunteering opportunities
- Hold more community events
- Collaborate with 1 joint community event a month Eg: Clean Up Australia Day, etc...
- Collaborate with youth advisory councils
- Set and achieve a fundraising goal
- Increase our donations to the Rotary Foundation
- Build community connections
- Implement and utilise a comprehensive marketing plan
- Have more outreach at a district level
- Continue supporting the Pride March
- Have increased our visibility within our community
- Create an inclusive and diverse Rotaract district
- Provide opportunities for members to engage in districtwide service projects and serve on district committees
- Advocate that Rotaract D9510 would be independent but supported



Action Plan

- 1. Formulate and finalise the Rotaract District 9510 Strategic Plan**
- 2. Form a strong and sustainable Rotaract District Committee**
- 3. Create public image plan**
 - Subcommittee of the Rotaract District Committee
- 4. Begin 1 inter-club collaboration project for the District**
- 5. Enhance, support and foster positive club culture, eg: Rotaract intercity dinner, socials, etc...**

Rotaract

District 9510



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