

# Rotary E-Club Melbourne – Vision & Strategic Planning 2024/25/26

## Vision:

- “To be a global force for positive change, connecting hearts and minds across borders, and empowering communities through service, technology, and peace.”

## Purpose:

- To promote Peace and improve the lives of others (*less fortunate than ourselves*) as a direct result of the activities of our club (*as a whole*), and/or of our individual club member activities through other clubs/organisations, in local and international communities.

## Mission:

- For the E-Club of Melbourne to maintain its membership diversity, so it can best maintain/grow its ability to ‘*Serve Above Self*’ via the identification, implementation and/or supporting of community projects/activities that align with the Club Purpose, Vision, and Goals.

## Goals:

1. To maintain our early adoption and knowledge sharing of Information Technologies (**IT**) to assist our, and other clubs provide community services.
2. To leverage our club member networks to support Rotary International (as a whole) and individual clubs to do good in the world.
3. To promote our Club’s Core Purpose as a ‘*Peace Building*’ club.
4. To maintain and grow our club signature project ‘*E-Meals*’.
5. To support Rotary International in the Zone 8 Regionalisation pilot project (2024/25/26).
6. To support additional activities throughout each Rotary Year that are linked to the Club’s Core Purpose.
7. To maintain and improve the clubs attractiveness to current and new memberships that align with our club’s Vision, Purpose, Mission, and Goals.

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## Strategic Club Considerations:

- The club membership is not bound by any physical geographical location of its individual membership.
- Standard traditional fundraising models that require physical attendance of a large number of club members can be challenging due to the geographical distribution of club membership.
- Club members are typically seeking alternative models to *Serve Above Self* via Rotary, rather than the traditional Rotary club meeting format.
- The Covid pandemic has demonstrated that the E-Club meeting model of being online rather than physical meetings is less radical and becoming more mainstream.

## Desirable Club/Membership Characteristics

- **Innovative** - willing to embrace new technology to link members
- **Involved** - have projects locally and/or internationally which engage all members
- **Welcoming** - make it easier for people with limited mobility, young parents and people with busy work schedules to attend meetings (be engaged in Rotary activities).
- **Diversity** - a broad range of skills and experience
- **Enjoyable** - the ability to enjoy online meetings, social events, regardless of location as well as meeting in person for special events.

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## Annual Goal Details

|                 |             |                    |
|-----------------|-------------|--------------------|
| Behind Schedule | In Progress | Done / In Progress |
|-----------------|-------------|--------------------|

| Goal # | Goal                                                                                                                            | Actions                                                                                                                                                                                                                                                | Resources needed                                                                               | Member Assigned                                              | Budget | Timeline                            |
|--------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------|--------|-------------------------------------|
| 1      | To simplify the handover and storage of Board specific information via the creation of Role specific Email/Storage accounts     | <ul style="list-style-type: none"> <li>Create Email accounts for President, Secretary, Treasurer, and Membership.</li> </ul>                                                                                                                           | Google Accounts                                                                                | Richard                                                      | \$0.00 | Done                                |
| 1      | To simplify the handover and storage of Board specific information via the creation of Role specific Email/Storage accounts     | <ul style="list-style-type: none"> <li>Transition incoming Board Members to the new Email Accounts.</li> <li>President &amp; Secretary Accounts operational</li> </ul>                                                                                 | Board Member engagement                                                                        | Board Members 2024/25                                        | \$0.00 | Aug 24<br>Done Oct.                 |
| 1      | To maintain our early adoption and knowledge sharing of Information Technologies (IT)                                           | <ul style="list-style-type: none"> <li>Members provide input into new IT opportunities and how they may be implemented to assist Rotary to do good in the world.</li> <li>Richard has set a diary note to look at this near the end of 2024</li> </ul> | Club members to identify and discuss IT opportunities at meetings.                             | Every member of the club                                     | \$0.00 | 6 monthly reviews                   |
| 2      | To leverage our club member networks to support Rotary International (as a whole) and individual clubs to do good in the world. | <ul style="list-style-type: none"> <li><a href="#">Hold weekly club meetings so that members have a regular opportunity to identify and discuss opportunities to serve others</a></li> </ul>                                                           | Set proposed Projects meeting schedule for the Rotary Year.                                    | Lili                                                         | \$0.00 | On Going                            |
| 2      | To support Madu in her Regionalisation role                                                                                     | <ul style="list-style-type: none"> <li>Discuss with club members the creation of a monthly Projects Review meeting. The intent being that each identified Project Leader will give members an update on any status changes.</li> </ul>                 | <p>Members agree to this format change.</p> <p>A leader identified for each project listed</p> | Lili has agreed to be the club's project coordination leader | \$0.00 | Monthly reviews starting in July 24 |
| 3      | To promote our Club's Core Purpose as a <i>'Peace Building'</i> club.                                                           | <ul style="list-style-type: none"> <li><a href="#">Develop a plan for how the club can maintain/improve its Peace Building knowledge sharing capabilities.</a></li> </ul>                                                                              | The documenting of what the action actually looks like.                                        | Gabe                                                         | TBA    | TBA                                 |

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|---|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------|------------------------|-------------------------|
| 4 | To maintain and grow our club signature project (E-Meals).                                                                                      | <ul style="list-style-type: none"> <li>Coordinate a monthly E-Meals cook night.</li> </ul>                                                                                                                                                                                                                                             | Venue for the cooking session.<br><br>Lilli/Saxon to coordinate meal preparation etc. | Saxon (Lilli), and other club members in the Melbourne area. | approx. \$1,600.00 p/a | July 2024 -> June 2025  |
| 4 | To maintain and grow our club signature project (E-Meals).                                                                                      | <ul style="list-style-type: none"> <li>Develop strategies and plans to then promote the E-Meals model to other clubs so that they may utilize it for local meal production.</li> <li>Richard will be housebound for approximately 6 weeks so will commence work on a Procedures Manual based on inputs from Saxon and Lili.</li> </ul> | Lilli/Saxon to provide guidance materials for other club usage.                       | Richard                                                      | \$0.00                 | Inprogress Sept.-> Oct. |
| 5 | To support Rotary International in the Zone 8 Regionalisation pilot project (2024/25/26).                                                       | <ul style="list-style-type: none"> <li>Identify opportunities that our club &amp; members can support the Zone 8 Regionalisation Project with the intent of maximising its opportunity to align the Rotary model with the current needs of its members</li> </ul>                                                                      | Someone to lead the coordination of these activities                                  | Madu and Don are leading the way at the current time         | \$0.00                 | July 2024 -> June 2025  |
| 6 | To support additional activities throughout each Rotary Year that are linked to the Club's Core                                                 | <ul style="list-style-type: none"> <li>Continue to look at potential local and international projects that the club members can be engaged in.</li> </ul>                                                                                                                                                                              | A Projects Chair                                                                      | Lili                                                         | \$0.00                 | July 2025 -> June2025   |
| 7 | To maintain and improve the clubs attractiveness to current and new memberships that align with our club's Vision, Purpose, Mission, and Goals. | <ul style="list-style-type: none"> <li>Make the club activities engaging and attractive to current and potential members.</li> <li>The Web Page committee is looking at changes to the Web Page to make it a more interactive / engaging Web Page.</li> </ul>                                                                          | Input from club members to identify projects of interest.                             | All members                                                  | \$0.00                 | July 2025 -> June2025   |
| 7 | To maintain and improve the clubs attractiveness to current and new memberships that align with our club's Vision, Purpose, Mission, and Goals. | <ul style="list-style-type: none"> <li>Develop a mix of Service Above Self and Fellowship activities</li> </ul>                                                                                                                                                                                                                        | The identification of a Program Coordinator                                           | Gabe                                                         | \$0.00                 | July 2025 -> June2025   |

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## STRENGTHS, WEAKNESSES, OPPORTUNITIES, and CHALLENGES

### STRENGTHS

- Commitment to the Rotary 4-way test.
- Some members with a high level of expertise in information technologies.
- A diverse skill set and age range of members.
- Strong commitment to the development of Rotaractors, and their possible transition to Rotarians.
- A leading club in Peacebuilding.
- Meeting format that is flexible, utilising Video Conferencing technologies.
- Strong experience by a number of members at District level.
- Member connections in multiple Districts and Countries.
- Although we are a relatively small club, we have a number of highly active members in a range of Rotary avenues of service.

### WEAKNESSES

- Not having a clear club vision, and plan to move the club forward towards that vision.
- Member willingness to step forward and volunteer to hold board and other positions.
- The number of club members to cover all the typical roles that are identified to be filled (by RI) to allow the club to be dynamic and agile to opportunities to serve.
- Ability of the club to generate funds to support projects.

### OPPORTUNITIES

- Attracting a range of members in age, skill sets, and geographical location.
- To have a clear club purpose so this information can be used to guide the club activities, and attract new members.
- Continue to build the E-Meals program (as our club signature project) so it can be utilised by other Rotary clubs
- Develop ways to strengthen the inter-connections of the club members.
- Continue to develop the concept of 'Rotarians at Large'

### CHALLENGES

- The club's ability to galvanise itself to set a strategic plan, and then strive to deliver on the plan into the future.
- To have all members engaged in Rotary activities/projects.
- To ensure activities / projects are celebrated and promoted as successes
- To promote our club as to what it really is – individuals engaged in Rotary activities coming together to share and celebrate *Service Above Self*.
- No direct connection with geographical areas (so hard to build engagement with city councils etc...).
- Attracting new members also comes with its challenges such as engaging those international members in projects that aren't centralized around Melbourne or Australia for that matter. The club, if it wants to be a more international one, needs to take part or develop projects to which international members can actively be engaged in.

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