

Beaumaris Rotary Strategic Plan 2023 – 2024.

This plan aims to consolidate and extend the strategic plan that was developed for the club between 2022-2023

Our Vision.

To be an energetic, active, inclusive and friendship orientated Rotary Club aiming to provide its members with opportunities to make a difference through service by undertaking worthwhile projects in our local, national and global communities.

Key Strategic Areas of Focus.

Provide Service.

- Reflect member's talents, passions and interests in our choice of service projects.
- Where possible undertake projects within Rotary's seven areas of focus.
- Focus on projects where Beaumaris' involvement will make a measurable difference.
- Ensure that projects include a clear measurement of successful outcomes and end dates.
- Maintain club and member support of the Rotary Foundation.
- Support Rotary nominated charities, including but not limited to Interplast, ROMAC, Shelter Box, Polio Plus, Australian Rotary Health, Rotarians Against Malaria and The Rotary Foundation. Donations will be determined by the board after consultation with the relevant service committee and taking account of funds available.
- Look for service opportunities with other Rotary Clubs in the 9800, 9810 and 9820 districts.
- Maintain our key fundraising activities, i.e., Royal Melbourne Golf Day, Sandy Links Golf Day and the Annual Wine Raffle.
- Raise a minimum \$1,500 per member per year.
- Leverage fund-raising with Rotary and local grants.

Strengthen Club.

- Ensure all new members are teamed with a suitable mentor for at least their first 12 months with the club.
- Provide club members with regular updates on club activities and plans using multiple platforms and at least two structured club activities for the year.
- Support training and skills development for interested members and promote the use of the Rotary Learning Centre.

- Invite organisations and individuals who benefit from the club's donations to join in club activities. In particular maintain contact with club alumni.
- Maintain Victoria Golf Club as the club's home base.
- Target a membership number of about 40, targeting new members consistent with our local demographic.
- Ensure a club has a set of realistic annual goals uploaded to Rotary Club Central and ensure the goals and progress towards meeting them are shared with members.
- Establish an Interact club with Beaumaris Secondary College.

Promote Image.

- Demonstrate a clear and consistent Beaumaris Rotary image using appropriately branded material.
- Be physically present and visible in the Bayside community.
- Encourage the wearing of Club Rotary branded apparel at all external events.
- Build and strengthen relationships with other Bayside community groups.
- Expand relationships with local and state government representatives.
- Use Facebook and a revised and updated In Gear and Website to support a strong on-line presence.

Promote Fun and Social Interactions.

- Approach all activities with good humour and a positive attitude.
- Plan a varied meeting program reflecting member's interests and club priorities.
- Ensure meetings are structured and well run.
- Encourage common interest activity groups.
- Take every opportunity to encourage participation by member's partners.
- Encourage members to attend Rotary Conferences to broaden their friendship group.
- Offer a varied social events program in addition to formal club meetings.

Our Values.

The Rotary 4 way test.

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?