Ocean Grove Rotary Club Strategic Plan 2016-2018

**Vision statement**

**Our vision** is to increase and develop a **dynamic membership** through ongoing involvement and **active** participation of members in a **variety** of local community and international projects.

**1. Where are we now? Today’s date: 17/3/2017**

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| --- | --- |
| Club strengths | Club weaknesses |
| * Core of Committed and experienced members * Welcoming club * Successful and ongoing monthly market, annual Art Show and annual raffle (fundraising), active YE program * Active Service Committee programs * Broadening International program * Committed to local community support * Strong Youth Program | * Increasing older membership * Attracting new and younger members * Lack of short term hands-on projects |
| Opportunities for the community | Challenges facing the community |
| * New housing areas developing - increasing population, young families * New businesses starting up * Retirees moving in | Time demands-   * getting homes established * family needs/activities * business establishment * commuting long distances to workplace |

**2. Where do we want to be? Target date: End of 2017/18 Rotary year**

**The ideal – rebuilding to 55 members**

Retaining members, attracting new members and appointing mentors totally committed to the mentoring program.

Increasing ‘Supporters’ list by providing opportunities to be immediately and directly involved in a range of local **short term** hands-on projects i.e. **ACTION activities!**

**Maintain strong community awareness of these activities** – via media e.g. local papers, Website, Facebook etc..

**Ongoing long term projects:**

* Continue Solmaid School Project, commence association with Christian College and the Viqueque (Timor Leste) Toilet block project, participation in District International Water Project in Cambodia via Global Grant

- Possible seating along Ocean Grove to Barwon Heads Bridge Walk/Bike ---,

- Possible Bike /Walk paths or Trails to Port Lonsdale

- Assess possibility of Potential ‘Environment’ Centre between Ocean Grove and Point Lonsdale

**The Rotary Foundation**

Continue to increase support via ‘education’ – aim for 60% Contribution to Centurion and encourage other individual donations

**3. How do we get there?**

**Strategic priority 1: MEMBERSHIP**

|  |  |  |  |
| --- | --- | --- | --- |
| **Annual goals** | **Timeline** | **Resources needed** | **Member assigned** |
| 2016/17 – Retain 41 members and increase by 3 new members – total 44 | End of 2016/17 year | Membership Committee  and ALL club members | Membership Committee- pair appropriate members to potential new member for ‘chat’ |
| 2017/18 Retain 44 members-and increase by 3 new members to 47 | End 2017- 2018 | Review and update list of potentials | As above. |
| 2018/19 Retain 47 members and increase by 3 t0 50 members | End of 2018- 2019 | As above | As above |
|  |  |  |  |

**Strategic priority 2: Developing Hands-on Short Term Projects**

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| --- | --- | --- | --- |
| **Annual goals** | **Timeline** | **Resources needed** | **Member assigned** |
| Source, list and prioritize community projects | July 2016 | Community Service C’tee | Com. Service C’tee |
| Commencement and Completion of small projects underway | ASAP | Subject to project planning-equipment etc | Members & ‘Friends’ |
| Plan and Commence new short term projects – revegetate Lookout Reserve | 2016-17 | As above | As above |

**Strategic priority 3: Investigate new International Project**

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| --- | --- | --- | --- |
| **Annual goals** | **Timeline** | **Resources needed** | **Member assigned** |
| 2016 / 2017 Maintain Solmaid Project | 12mths | $ | International C’tee |
| 2016/2017 Maintain Solmaid Project | 12mths | Seek District Grant | International C’tee |
| 2016-17 Investigate new project – District Global Grant Water Project in Cambodia | 6-12months | Guest Speakers  Gathering relevant information | International Committee |
| 2016- 20167Investigate new Project – Viqueque Toilet Block Project, Timor Leste | 1-2years | Discussion with Christian College contacts. Collecting of Plans and costings | International C’tee  International C’tee |

**4. How are we doing?-tracking our progress**

Monthly Board Reports

Reviews/Reports at Club Assemblies

Annual Review of Strategy Plan current President and President-Elect, both mid-term and end of current president’s year.

Reviewed and revised by President Judy Greer and President-Elect John Calnin 21/3/2017

For Rotary Club of Ocean Grove