2014-15 Regional Membership Plan Executive Summary and Action Plan
Region: Australia, New Zealand, Pacific Islands

Profile

Region	Australia/New Zealand
Zones	7B & 8
Director(s)	Guiller Tumangan
Project Leads	Jessie Harman and Malcolm Lindquist
Rotary Coordinators	RC Jessie Harman, Zones 7B & Part of 8 RC Malcolm Lindquist, Part of Zone 8
30 June 2015 Goal	**41,944**

Goals

Criteria	*Key performance indicators*
A. INCREASE MEMBERSHIP DIVERSITY	• The proportion of women in Rotary in the zones will increase by 6% • The proportion of Rotarians aged 40 or less will increase by 5% • The proportion of Rotarians from CALD communities will increase by 2% • 1 'Rotary Success' conference will be held in Canberra, Australia
B. DEVELOP SKILLED AND INFORMED ROTARIANS	• District Trainers and Chairs of District Membership Committees in 100% of all Districts will be trained to use the Regional Membership Plan resources to support clubs and districts • Attrition rates for new members will decrease by 10% • The number of Rotarians who complete Rotary Leadership Institute (RLI) will increase by 20%
C. SUPPORT INNOVATIVE AND FLEXIBLE CLUBS	• The number of clubs in Zones 7B and 8 who develop strategic plans will increase by 25% • The 'Club Health Check' will be administered by 25% of clubs in the zones • The number of clubs in Zones 7B and 8 who undertake strategic planning will increase by 25%
D. CREATE STRATEGIC PARTNERSHIPS	• Three new major corporate partnership is developed • Two existing corporate partnerships are retained with increased participation from Rotary clubs
E. ENHANCE BRAND RECOGNITION AND AWARENESS	• More than 50% of clubs conduct at least 4 'open' community service activities each year • Most clubs will be compliant with RI's new 'Strengthening Rotary' visual identity guidelines • 25% of all clubs will have rejuvenated website, social media and public image assets • Clubs will have access to the "Conversations to Actions" PR campaign merchandise

ACTION PLAN: 2014-2015 (Year 3)

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	A. INCREASE MEMBERSHIP DIVERSITY		
A1	Organise and host one 'Rotary Success Conference' (membership specific) to promote to individual Rotarians and Clubs the benefits of membership growth and the regional membership plan. The event will be held in Canberra, Australia. Host a Rotary Success Conference (membership specific) in New Zealand to promote to individual Rotarians and Clubs the benefits of membership growth and the regional membership plan.	Director, Project Leads, RCs, RPICs, DGs, District Trainers, District Membership Chairs, Club Presidents	June 2015
A2	Continue to hold formal discussions with local Rotaract clubs. This discussion will promote RI membership to Rotaractors when they exit this organisation.	Club President, Youth Services Chair, Membership Chair	Ongoing
A3	Host one large project to involve both Rotarians and non-Rotarians to demonstrate relevance of Rotary to a particular CALD group. The project will promote cultural awareness and attract membership to Rotary	Director, Project Leads, RCs, RPICs, DGs, Club Presidents	May 2014
A4	Promote membership success stories and other initiatives consistent with RMP in 'Rotary on the Move' newsletter	Project Leads, District Governors	

	B. DEVELOP SKILLED AND INFORMED ROTARIANS		
B1	Continue to encourage greater participation in RI webinars and webinars produced by National Membership Committee	Director, Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
B2	Continue to encourage participation in events and programs, e.g. RLI, RI Convention, which enhance Rotary awareness	Director, Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
B3	Continue to encourage and support new Rotarians to learn more about Rotary	DGs, Club Presidents	Ongoing
B4	Continue to promote adoption and implementation of Regional Membership plan via presentations at District Conferences, District Training Assemblies and PETS events throughout all Australian and New Zealand based districts	Director, Project Leads, RMP committee members, RCs, DGs	Ongoing

	C. SUPPORT INNOVATIVE AND FLEXIBLE CLUBS		
C1	Continue to support clubs to prepare strategic plans, and/or engage in Rotary 'Visioning' exercises	Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
C2	Continue to encourage clubs to administer the updated 'Club Health Check' to assess health of clubs for attracting new members and engaging existing members	Project Leads, RCs, DGs, Presidents	September 2014
C3	Promote success stories and other initiatives consistent with RMP in 'Rotary on the Move' newsletter	Project Leads, District Governors	

	D. CREATE STRATEGIC PARTNERSHIPS		
D1	Develop suite of professionally produced sponsorship materials for use by clubs and districts	Project Leads, RCs, RPICs,	December 2014
D2	Secure one new national corporate partner for the purposes of building brand awareness and membership	Project Leads, RCs, RPICs,	May 2014

	E. ENHANCE BRAND RECOGNITION AND UNDERSTANDING		
E1	Encourage clubs to rejuvenate website, social media and public image assets	Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
E2	Encourage clubs to conduct at least 4 'open' service projects per annum	Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
E3	Promote and develop club activities which integrate with and leverage any multi-district PR campaigns	Project Leads, RCs, RPICs, DGs, Club Presidents	July 2014 – June 2015