2016-17 Regional Membership Plan Executive Summary and Action Plan
Region: Australia / New Zealand / Pacific Islands - Zones 7B & 8

Profile

Region	Australia / New Zealand / Pacific Islands
Zones	Zones 7B & 8
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Executive Summary

Goals/Objectives	**Key Performance Indicators**
A. Strengthen Clubs • **Build Dedicated District and Club Membership Teams** • **Utilize and Understand Rotary Club Central and other Rotary Resources** • **Club Assessment and Strategic Planning** • **Improve Awareness of Rotary Clubs in Communities**	• 100% of districts have a designated District Membership Committee Chair • Ensure 30% of clubs set and track at least 10 goals in Rotary Club Central
B. Member Attraction • **Club Growth** • **Age/Gender/Ethnic Diversity**	• Each district will charter at least one new Rotary club. • Improve the gender diversity rate of our members by at least 2 percentage points. • Improve the age diversity rate of our members by increasing the number of Rotarians under the age of 40 by at least 2 percentage points.
C. Member Engagement • **Member Satisfaction** • **Retention**	• Improve the member retention rate by at least 1 percentage point • Increase the number of members registered in My Rotary by encouraging clubs to have 50% of their club members registered.

2016-17 Action Plan

	Goals & Tactics	Responsibility	Target Attainment Date	Targets
	A. Strengthen Clubs			
A.1	Ensure districts have a designated District Membership Committee Chair • Provide resources and support, including training, on a regular basis • Create a discussion group for membership chairs	Director, RMP Project leads, RC	1 July	100% of districts have a designated District Membership Committee Chair
A.2	Develop a trained membership committee to support clubs; Provide templates and job descriptions for various Membership positions within district and clubs • Create and train two support teams – Australia, NZ • Supply job descriptions • Hold webinar for membership chairs	Director, RMP Project leads, RC	31 August	All committees receive resources
A.3	Assist clubs in setting and tracking goals in Rotary Club Central • Hold a webinar promoting digital and online tools • Promote via Rotary on Move (ROM) newsletter • Work individually with District leadership	Director, RMP Project leads, RMP committee, RC	Ongoing	Minimum 30% of Clubs set and track at least 10 goals in Rotary Club Central
A.4	Support clubs in updating website, social media and public image assets. • Hold a webinar promoting social media • Promote via ROM newsletter • Work individually with District leadership *Resource: Rotary Brand Center*	Director, RMP Project leads,	Ongoing	30% of all cubs will have rejuvenated website, social media and public image assets.
A.5	Supports clubs in conducting Club Assessments and developing a written multi-year membership strategy • Train members of national membership committee to support clubs • Provide relevant templates and other resources • Promote via ROM newsletter • Make presentations at relevant district & club seminars • Plan to hold two Rotary Success Conferences in Australia, and New Zealand (July 2017) *Resources: Strengthening Your Membership: Creating Your Membership Development Plan, Membership Assessment Tools*	RMP Project leads, RMP support team, RC	Ongoing	30% of clubs will have conducted a Club Assessment and developed a written multi-year membership strategy

A.6	Schedule teleconferences, webinars, etc., to discuss strategies, challenges, and how to improve membership development • Hold quarterly webinars • Issue ROM newsletter monthly • Promote RI webinars as appropriate	RMP Project leads, RC	30 Sep 31 Dec 31 March 30 June	Four webinars are held

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	B. Member Attraction			
B.1	Survey club members to determine levels of satisfaction among club members; educate DGNs, DGEs, and Presidents to assess and implement actions that can improve member satisfaction • Provide relevant templates and other resources • Promote use of templates and resources via webinars, presentations, and ROM newsletter *Resource: Enhancing the Club Experience: Member Satisfaction Survey*	Project leads, RMP support team, RC	Ongoing	All districts are provided with relevant resources and templates to distribute to clubs
B.2	Encourage and support districts to charter new Rotary clubs • Promote development of new clubs via presentations at district events, webinars, ROM newsletter • Distribute relevant resources to districts and clubs • Plan one Rotary Success conference (July 2017) *Resource: New Rotary Club Quick Start Guide*	Director, RMP Project leads, RC & ARCs	Ongoing	Each district will charter at least one new Rotary club
B.3	Improve the gender diversity rate of club members • Support 'Women in Rotary' initiative • Distribute relevant resources to districts and clubs • Promote importance of diversity via presentations at district events, webinars, ROM newsletter *Resources: Diversifying Your Club: A Member Diversity Assessment* and *Finding New Club Members: A Prospective Member Exercise*	Director, RMP Project leads, RMP support team, RC & ARCs	Ongoing	Improve the gender diversity rate of club members by at least 2 percentage points
B.4	Improve the age diversity rate of club members • Promote the youth-based Rotary clubs and satellite clubs in Australia and New Zealand via digital media • Promote importance of age diversity via presentations at district events, webinars, ROM newsletter	Director, RMP Project leads, RC & ARCs	Ongoing	Improve the age diversity rate of club members by increasing the number of Rotarians under the age of 40 by at least 2 percentage points

	• Provide appropriate support to district and club leadership *Resources: Diversifying Your Club: A Member Diversity Assessment* and *Finding New Club Members: A Prospective Member Exercise*			
B.5	Improve the racial/ethnic diversity rate of our members • Promote examples of best practice throughout Australia and New Zealand • Provide appropriate support to district and club leadership • Encourage clubs and districts to support the Australian Government's 'Racism: It stops with me' initiative. *Resources: Diversifying Your Club: A Member Diversity Assessment* and *Finding New Club Members: A Prospective Member Exercise*	Director, RMP Project leads, RC & ARCs	Ongoing	Improve the racial/ethnic diversity rate of our members by at least 2 percentage points.
B.6	Host one large project/event to involve both Rotarians and non-Rotarians to appeal to young professionals like a service project, networking event, fundraiser, etc. • Work with national Rotaract committee and/or a youth focused Rotary Club to plan a youth relevant event or initiative *Resource: Event Planning Guide on Rotary Brand Center*	Director, RMP Project leads, RC	31 March	One event is held

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	C. Member Engagement			
C.1	Increase new member sponsors • Promote examples of best practice throughout Australia and New Zealand via presentations, ROM, webinars • Provide appropriate resources and support to district and club leadership *Resource: Proposing New Members*	Director, RMP Project leads, RMP support team, RC & ARCs	Ongoing	All districts are provided with relevant resources and support
C.2	Improve the member retention rate in each district • Distribute relevant resources to districts and clubs • Promote importance of retention via presentations at district events, webinars, ROM newsletter • Provide regular updates to district leaders • Plan one Rotary Success conference (August 2017) *Resource: Improving Your Member Retention: A Retention Assessment and Analysis*	Director, RMP Project leads, RMP support team, RC & ARCs	Ongoing	Improve the member retention rate by at least 1 percentage point
C.3	Publish membership and retention numbers in zone newsletter and Zone Membership/Public Image	Director, RMP Project leads,	Monthly	Newsletter is issued monthly

	Newsletter. Report and recognize membership achievements at Zone Institute • Continue to issue monthly editions of Rotary on Move • Promote availability of coordinators, national membership committees etc. as presenters at district/club events	RMP support team, RC & ARCs		
C.4	Identify clubs with retention rates below The Membership Plan benchmark • Work with relevant individual district and club leaders as appropriate *Resource: District Progress to Goal Report*	Director, RMP Project leads, RC	Ongoing	No clubs are below the benchmark
C.5	Increase My Rotary registration and usage • Promote examples of best practice throughout Australia and New Zealand via presentations, ROM, webinars • Provide appropriate support to district and club leadership *Resource: How to Create a My Rotary Account*	Director, RMP Project leads, RCs & ARCs	Ongoing	Increase the number of members registered in My Rotary by encouraging clubs to have 50% of their club members registered