

Mission of Rotary International

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Vision Statement of Rotary International

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

Action Plan of Rotary International

As People of Action, we share a strong sense of purpose.

More than a century ago, we pioneered a new model of service leadership grounded in person-to-person connections. Today, those connections are a network that spans the globe—bridging cultural, linguistic, generational, and geographic barriers—and shares the vision of a better world.

As People of Action, we understand that fulfilling that vision requires a plan. This is Rotary's plan for the next five years:

- **To increase our impact,**
 - People of Action are effective problem-solvers.
- **Expand our reach,**
 - People of Action activate and inspire one another.
- **Enhance participant engagement, and**
 - People of Action strive to understand the needs of others.
- **Increase our ability to adapt.**
 - People of Action are inventive, entrepreneurial and resilient.

The Four-Way Test

Followed by Rotarians worldwide in their business and professional lives, The Four-Way Test was created by Rotarian Herbert J. Taylor in 1932. It has since been translated into more than 100 languages and is used by the organizations and individuals through the world.

Is it the Truth?

Is it fair to All Concerned?

Will it Build Goodwill and Better Friendships?

Will it be Beneficial to All Concerned?

Strategic Plan 2020-2022

Our Club Vision

Committed to creating innovative and inclusive connections in our community.

Our Club Mission

Engaged in fun-filled, active Community Service.

Our Strategic Priorities

- Support and strengthen Club membership.
- Continue to focus on humanitarian service through local and global projects.
- Enhance our public image and awareness of Rotary.

Our Strategic Priorities are all of equal importance in achieving our Annual Goals. Through our various club committees, and our members working together and individually, we will develop and implement actions in support of our Annual Goals. The following pages represent each avenue of service and our strategies.

Our Plan is based on our Rotary Values ... they don't change!



Strategic Plan 2020-2022

Committees 2020-21

Rotary Club of Toowoomba Garden City

Committee	Club Administration	Membership	Public Image	Service Projects	Fundraising
Director	Damian Carroll	Jeremy Freyburg	Michael Kaiser	Peter McDonald	Neil Lyon
Members	Jill Bredhauer Ken Dudley Roslyn Hooper Michael Kaiser Jim Sampson	Karina Baigrie Paul Davis Rob Hannemann Syd Owen Peter Snow	Bob Kratzmann Claire Wuth	Fred Carter Jeremy Freyburg Brian Hunt Frances Klaassen Rod Morris Bob Ward	Jeff Antonio Bill Cowell John Cutler Lisa Locke David Nicholls Trevor Watts
Areas of Responsibility	<ul style="list-style-type: none"> • Club Program • Meeting Format & arrangements • Member Communication • Website Admin incl. Bulletin • Social Events • 	<ul style="list-style-type: none"> • Recruitment • Engagement • New Member Orientation • Mentoring • "My Rotary" • Alumni • Recognition • 	<ul style="list-style-type: none"> • Public Image • Advertising • Promotion • Web Design incl. Bulletin • Social Media • Print Materials (Club Brochure) • 	<ul style="list-style-type: none"> • International • Community • Vocational • Youth Service • Connecting with other organisations • Liaising with Interact, Rotoract, etc. • Annual Planner 	<ul style="list-style-type: none"> • Fundraising for Projects • Fundraising for Grants • Rotary Foundation • Polio • Club Budget • Annual Planner •

Board Members 2020-21

President	Michael Kaiser
Secretary	Roslyn Hooper
Treasurer	Jeff Antonio
President Elect	Jeremy Freyburg
Past President	Rod Morris
Chairman "The Network"	Paul Davis

Committee Members 2020-21

Chairman "The Network"	Paul Davis
Recruitment Officer	Ed Thomas
Leads Register	Francine Hammett
Social Media Co-Ord.	Carolyn Brown
Social Co-Ordinator	Tommie Watts
Sergeant	Sean Buckley

Club Administration

Our Goal/s

1. Encourage all members to give to Rotary what they want to give to it.
2. Put in place a club meeting format acceptable to all club members.

Action Plan

1. Contribution:
 - a. Have one-on-one meeting with each member to ascertain what he/she would want to give to Rotary.
 - b. All Club Administration Committee members and each club member will be involved.
 - c. No resources other than personal time will be required.
 - d. The timeframe for achieving this goal will be two months.
2. Meeting Format:
 - a. Put proposals to club members and ascertain their responses.
 - b. All club members will be invited to be involved.
 - c. This will be followed-up by a review twice yearly.

Key Performance Indicators

1. Ascertain what each member can give to Rotary and how the Club can benefit therefrom.
2. Feedback from members.

Membership

Our Goal/s

1. Increase membership numbers and member retention.
2. Integrate Network members with Parent Club.
3. Lower the average age of our members and more female members.

Action Plan

1. Activities:
 - a. Review vocation list annually.
 - b. Target groups like Apex, Chamber of Commerce, etc.
 - c. Use Friends of Rotary to help with projects.
 - d. Social night invitations.
 - e. Develop tools to promote the Club. Meeting discussions.
 - f. Media publicity
 - g. Appoint Welfare Office – President Elect?
2. Who will be involved?
 - a. Everyone on membership list.
 - b. Target mentor with best fit.
 - c. Media Publicity – Peter Snow.
3. Resources:
 - a. Club (Rotary) Business Cards.
 - b. Tools to promote the Club – Website, Facebook and Instagram.
 - c. Standard information template link for email.
4. Review:
 - a. Every two months via Zoom or email.
 - b. 6 monthly review.

Key Performance Indicators

1. Statistics showing interest in joining and actual new members.

Public Image

Our Goal/s

1. Build a professional Club Website designed to simplify club operations, help increase membership and make it easier to raise funds.
2. Design/produce Club promotional materials, eg. Business Cards and Club Brochure.
3. Create connections with the media, eg. Radio and Print (newspaper and magazines) for promotional opportunities.

Action Plan

1. Activities:
 - a. Address issues as identified through surveys of members, eg. limited online presence and promotion through the media, limited use of marketing materials including those provided through the Rotary “Brand Center”.
 - b. Research professional web designers able to meet our needs as a Club.
 - c. Form a team of interest members to manage the transitional process in building a new Club website and database.
 - d. Research and design print materials such as a generic Club Business Card and a Club Brochure based on a “Brand Center” template.
 - e. Appoint a Publicity Officer able to seek out and develop relationships with the media and to coordinate with our Social Media Manager.
2. Who will be involved?
 - a. Members of the Public Image Committee.
 - b. Members of both The Network and Senior Club interested in online training in the development of our Club Webpage.
 - c. Members of the Media and local community as required.
3. Resources:
 - a. Designated funds for the development of online and print publications.
 - b. Sample resources, documents and print material.
4. Review:
 - a. Regular meetings of teams involved in each of the projects.
 - b. Member surveys and feedback in an ad hoc and formal manner.
 - c. 6 monthly review.

Key Performance Indicators

1. Fully operational Club Webpage which includes: Event Bookings, Bulletin publication, Fundraising database, Document storage, Members Only section to include contact details, Committee and Team management, Club Meeting Program and Calendar, Online payments, etc.
2. Print materials published and in regular use by members.

Service Projects

Our Goal/s

1. Greater community connections for focused service projects to raise public awareness and build membership.

Action Plan

1. Make contact with the following organizations with a refugee focus:
 - a. Catholic Care/Social Justice Commission.
 - b. Pureland.
 - c. Multicultural Australia.
 - d. TRC – Roberto Garcia.
2. Who will be involved?
 - a. All committee members.
3. Resources:
 - a. Time.
 - b. Individual skills
 - c. Money.
 - d. Community partners.
4. Review:
 - a. Monthly – at “Social” Meetings.
 - b. Annually – targeted to 4 activities.

Key Performance Indicators

1. Evidence of engagement
2. Four (4) Activities – one each quarter, eg. shared picnic meal.
3. Minimum of 1 new member from multicultural community.

Fundraising

Our Goal/s

1. Identify new fundraising opportunities.
2. Identify grant opportunities.
3. Involve members in fundraising.
4. Fundraising should be fun and raise profile in the community.

Action Plan

1. Activities:
 - a. Agapanthus sales
 - b. Bunnings Barbecues
 - c. Race Day
 - d. Raffle
2. Who will be involved?
 - a. All members
3. Resources:
 - a. All members
4. Review:
 - a. Regular Committee Meetings

Key Performance Indicators

1. Funds raised
2. Member participation

Strategic Plan 2020-2022

Strategic Plan Implementation

Upon approval of the Board and Membership, Committee Directors will be responsible for the ongoing implementation of the plan. The President and Board shall jointly track progress toward annual goals with Committee Directors and suggest changes to action plans if needed.

It is the Board's responsibility, with the cooperation of Committee Directors, to review the plan at least two times each year. The Membership will be included in the process and any proposed changes will be discussed at a regular meeting or club assembly.

Michael Kaiser President (2020-21)

Jeremy Freyburg President Elect (2020-21)

Date