

Rotary Club of Whyalla

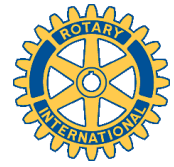


*The Rotary Club of Whyalla
District 9500
Chartered 1955*

Action Plan 2012 - 2015

Presented at Club Assembly January 2013

Rotary Club of Whyalla

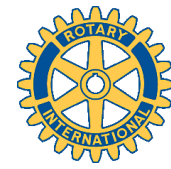


Goal 1. Club Administration

The Board will develop a Strategic Plan going forward through the years to 2014/2015

The Objective	The Strategy	Target Date	Responsibility	The Rational (how will we know we are there)
Establish the Club Strengths and weaknesses	<ol style="list-style-type: none"> 1. Identify a leader to collaborate with the members and establish the clubs strengths and weaknesses 2. Carried out a Club SWOT analysis 	June 2012	All Club Members	<ol style="list-style-type: none"> 1. <i>Club Strengths and weaknesses established in August 2012</i> 2. <i>We have a document to assist with the Strategic Plan</i> 3. <i>Draft Plan Presented to District Governor Marie Dorrington at her visit then it was accepted by the club at Assembly October 2012</i>
Develop and promote an ongoing Strategic Plan for 2011 - 2015	<ol style="list-style-type: none"> 1. Using the information from the Visioning Session and the Club strengths and weaknesses develop a Strategic Plan 2. From the Strategic plan develop an action plan 	Sept 2012 Oct 2012	The Board	<ol style="list-style-type: none"> 1. <i>Each year we will be able to revisit the Plan and recognise its relevance with that year's district plan</i> 2. <i>The action plan is a live working document</i> 3. <i>The Action plan will be the responsibility of the President to update.</i>

Rotary Club of Whyalla

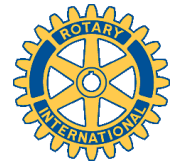


Goal 2. Club Administration

Representation by the club at future District and International events

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Each Rotary Year encourage 4 club members to attend the district conference	<ol style="list-style-type: none"> 1. Remind members at club meetings about the early bird date 2. Encourage members to go together, share travel and accommodation 	2012-2015	President All club members	We have photographs and feedback from each District Conference Four Club members attend the conference.
Representation at District Assemblies / Seminars / Functions	<ol style="list-style-type: none"> 1. Ensure members have timely information 2. Assist club members to attend the District Assemblies / seminars / functions 	2012/2015	Secretary and President	<ol style="list-style-type: none"> 1. <i>Encouragement and recognition from District</i> 2. <i>November 2012 - Past District Governor Eden will attend the Luncheon for RI PE Ron D Burton.</i> 3. <i>4 November 2012, President attended the Leadership seminar in Adelaide.</i>
	<ol style="list-style-type: none"> 1. Pay the cost for two club members to attend the Rotary Leadership institute course. 	2012/2015	Treasurer and President New club members	<p>Each year a percentage of members will have successfully completed the course.</p> <ol style="list-style-type: none"> 1. <i>RLI Course in February March and May being attended by Rotarians Paul Freimanis and Cheryl Norton</i> 2. <i>Possible course later in the year to be held in Country area</i>

Rotary Club of Whyalla

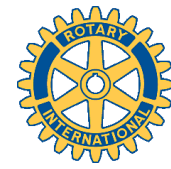


Goal 3. Club Administration

Diversify the membership to ensure representation of the city's cultures genders and age groups

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
By the year 2015 have increased membership to 30	1. Assist and encourage members to recognise the diversity and differing cultures within their own vocations.	October 2012	The Board	<i>1. Discussed at Board Meeting in January 2013 and a list of possible members identified.</i>
	2. Meet with cultural leaders within the community with the aim to gain club visits and then membership representation from that sector	Dec 2012	Club Members	Document date and who the meeting was with. Also document the outcome of the meeting
	3. Promote Rotary regularly through media (electronic, print, activity and verbal means)	October 2012	Public Relations	<i>2. Routine presence in the media. Media seeks our input and story 3. To-date – RYDA in the local paper and also on the television 4. President receives cheque from Quest – in the Whyalla News 5. Paul's visit to Solomon Islands</i>
	4. Review structure of the club meetings to incorporate E-meetings	2013/14	Club members	Social Media response Increase in a different type of membership

Rotary Club of Whyalla

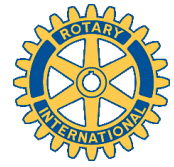


Goal 4. Club Administration

Improve the continuity of management of the club

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Update and align club policies and documents to be in line with District	1. Annually change the Bulletin; Letter Head etc to represent the year's theme	July 2012/2015	Secretary and President	1. Documents updated June 2012 were: Speaker letter and procedure; Bulletin Procedure; The Bulletin; Chairman's Weekly Meeting agenda; Gantt Chart Updated 2. Gantt Chart updated September 2012
	2. Updated Signatures and delegate of authority	July 2012/2015	Treasurer and President	3. 2012 – 13 President and Treasurer are signatories for cheques
	4. Insurance is relevant	At each renewal date 2012/2015	Secretary & President	5. Receipt from Insurance company and Policy
	6. Update information for the District Directory	April 2012/2015	President elect, Office bearers and Board Members	7. 2012-13 District Directory reflects the relevant information 8. District has been informed regarding the change to Service Project director.
Conduct an internal review and action any changes required	1. Bi annually conduct an audit against The Club Action Plan to ensure compliance or to realign	Feb & Aug 2012/2115	Conducted by a Board and non-Board member	1. Action Plan is updated at the board meeting 2. It is the responsibility of the President 3. The Action Plan is presented at each Assembly to the club members for discussion

Rotary Club of Whyalla

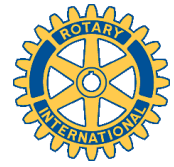


Goal 5. Club Administration

Maintain, develop and improve e commerce interface with the Community at large

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Define and introduce an easy to administer social media format	1. Critically assess other club's sites and successes			
	2. Utilise the 'create function on social media sites			
	3. monitor site hits and likes monthly			Acceptance on Invites

Rotary Club of Whyalla

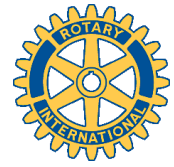


Goal 6. Club Administration

Develop and enhance public image and awareness.

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Promote how we raise Money and how we spend it	1. Put regular articles in the Whyalla News with photographs	2012 – 2015	Public Relations	<ol style="list-style-type: none"> 1. <i>Article in the Whyalla News on 18 October with two photographs.</i> 2. <i>Quest presentation</i> 3. <i>Paul's Solomon Island trip</i>
	4. Approach sign writer to put a sign on the side of the MCU	2012 – 2013		2. Signage on the MCU advertising what we do
	5. Utilise all forms of media – print – TV and Social Media (especially Facebook and Web Page	2012 - 2015	Public Relations and all members	The club has a facebook page
Promote what we stand for, be clear on our product	1. Approach District for assistance, education and understanding	December 2012	Club Administration	
	2. Use the three stages of promotions for all projects/events we are involved in	2012 - 2015	Public Relations	We will promote Rotary <ul style="list-style-type: none"> - What we intend to do - Doing it - What we did
	3. Contact the Whyalla News to update the Whyalla Guide ensuring they have the correct information			

Rotary Club of Whyalla



Goal 1. Vocational Service

Promote core values and emphasize Vocational Service

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Raise awareness of Vocational service as a core Rotary value.	1. Undertake at least 2 Vocational workplace visits per year.	2012 - 2015	Program Director	Visits recorded in weekly Bulletin and/or Annual report
	2. Through the Rotary Foundation, Group Study Exchange express interest in hosting a GSE-VTT	2012 - 2015	President	<ol style="list-style-type: none"> 1. <i>Expression of interest for the March/April 2013 sent to District Scholarship committee 6 Oct 2012</i> 2. <i>The club is hosting the GSE visit in March 2013</i>

Goal 2. Vocational Service

Highlight and recognise the achievers in the local community

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Continue to recognise students with annual awards	1. Financially support local high school's awards nights and attendance of President at said nights	Annually 2012 - 2015	Board and President	<ol style="list-style-type: none"> 1. <i>President and club members attended the School presentations in November and December 2012 for Samaritan College; Whyalla High School; Edward John Eyre High School</i> 2. <i>President attended the Phoenix awards</i> 3. <i>In total \$800</i>
Identify new opportunities for awards within Mental Health studies at the Whyalla University campus	1. Approach the University Dean to discuss how an ongoing Mental Health graduation award can be established	2012 -13	Service Project's Director	An award will be established for a student of the University.
	2. Attendance by the President at the awards	Annually 2012 - 15	President	Invitation to attend the awards

Rotary Club of Whyalla



Goal 1. Community Service

Using collaboration and connection with other organisations establish a signature Mental Health Project

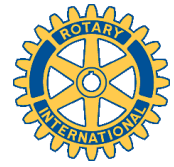
The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Undertake consultations with relevant community organisations to identify, develop and implement a Mental Health Project	1. Initial discussions with local and national Health Professionals	July – October 2012	President and Board	Will discover the best way to start the project. Find what we are able to be involved in
	2. Ask Mental Health Professional to be a speaker at the club	Aug 2012	President and Program Director	<i>Obtained Club support following Lee Martinez speaking to the club on 24 July 2012, then Arana Pearson on 14 August 2012</i>
	Further collaboration with National Mental Health Professionals	Oct – Nov 2012	President and the Board	<i>November – President met with Lee M and had a telephone link up with Arana P. From this Lee has presented the board with 4 possible ventures. Discussed at the January board meeting</i>
	3. Establish a project the club will be able to work with.	Nov – Dec 2012	Board	Written agreement with Mental Health Services

Goal 2. Community Service

Support local Community events in line with Rotary ethos

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Identify opportunities for the club to be involved in and improve the quality of life for those who live in the community	1. Club involvement with Australian Rotary Health Programs, in particular The Mental Health, National Hat Day	October 2012	Service Projects	<i>On 9 October 'Hat Day' fun at the meeting, Club donated raffle money to National Hat Day. Plus outside donations all up \$150.</i>
	2. Support events through our Mobile Catering Unit and raising project funds.	2012 - 2015	Service Projects Director	<i>2 September 2012 at Bubble Gum Markets – Donated \$300 to Whyalla Family 13 August 2012 at Whyalla Pride in the park. November The Pageant. December Bubblegum Market and Street Party</i>

Rotary Club of Whyalla

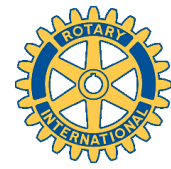


Goal 3. Community Service

Develop at least one sustainable local community project each year

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Maximise local knowledge and optimise access to local grants to assist Identify a can-do Community Project	1. Identify possible projects and key stakeholders	August 2012	All club members	<i>The project for this year is the Rotunda incorporating an avenue of Multicultural Friendship</i>
	2. Discussions with City Council and One Steel regarding grants	September 2012	Service Projects Director	<i>Service Project's Director met with Mayor on September 28. Information gained included: Confirmation of Mayoral Support Direction on how to proceed. December 2012 successful grant application Onesteel have agreed to supply the steel plinth</i>
	3. Develop a Subcommittee to work on the set up of the project	September – October 2012	Service Projects Director and all Members	<i>Sub Committee met with the Cultural leaders on Monday 8 October. Outcome was to have a world globe January Service Projects Director met with people in Adelaide to discuss the building of the globe. Discussed at Board to go to the club for ratification</i>
	4. Working bee to do the work	November – December 2012	All club members	<i>Work has been delayed due to plans of City Council. Plan now is To Launch the project on Harmony Day and have it completed and opening by 23 June 2013</i>
	5. Promotion of the project in the local media	December 2012	Public Relations	Whyalla public will have better understanding of what we do.

Rotary Club of Whyalla

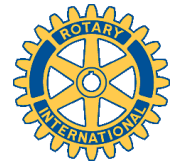


Goal I. International Service

Maintain support of the Club's chosen Rotary International projects each year

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Through Volunteerism promote world understanding, goodwill and peace.	1. Utilise the Mobile Catering Unit at every possible opportunity to raise funds for Eradicate Polio and ShelterBox	2012 -2015	Club Members	<i>1. 18 & 19 August 2012 at the Whyalla Show</i>
	2. Promote both ShelterBox and Eradicate Polio in the local shopping centre annually.	2012 -2015	Club members	We will have the funds to support Eradicate Polio now and ShelterBox (dates and venues the MCU attended)
	3. When opportunities arise for volunteers ensure members are aware of the occasion	2012 -2015	Club Members	<i>Rotarian Paul Freimanis went to the Soloman Islands in October/November (RAM Houses)</i>
	4. Continue to promote and encourage club members to contribute to Centurion Club	2012 -2015	All members	<i>1. December all club members are Centurions 2. Members will wear their Centurion label on their club badge</i>

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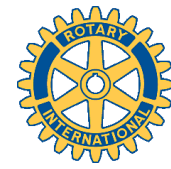


Goal 1. New Generations

Support the development of young people and youth in our community

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Support individual worthy requests from young people in our community	1. Recognise appropriate applications for assistance from young people	2012 -2013	Secretary	1. <i>September received application received by the club from Danielle Edwards for volunteering overseas next year</i>
	2. Ask the applicant to speak to the club		Program Director	
	3. Present young person with financial assistance		Club	
	4. Ask applicant to return to the club to tell us about their adventure		President and applicant	

Rotary Club of Whyalla



Goal 2. New Generations

Support Rotary endorsed projects focusing on youth

The Objective	The Strategy	Target Date	Responsibility	The Rationale (how will we know we are there)
Identify a club member to be the Child Protection Officer each Theme Year	1. At the AGM find a club member who will be willing to take on the role of Child Protection Officer.	2011 -2014	The Board	1. <i>2012 – 2013 The Club has Child protection officer. Rotarian Cheryl Norton</i>
	2. Encourage / mentor the officer to attend training or extend their knowledge of the Position.		Senior members and the Child Protection Officer	2. <i>Registration for the Rotary Leadership Institute in February 2012</i>
	3. Encourage all Club members to update their National Police check		All members	3. <i>Club members police checks done for RYDA</i> 4. <i>The club will have a register of all members who have heard about their Police Check</i>
Maximise opportunities with community organisations to facilitate our local young people for their future.	1. Invite relevant speakers to the club to keep us abreast of updates. I.e. RYDA; SA Science and Engineering Challenge	2012 - 2013	Program Director and Board	1. <i>1 & 2 November, in collaboration with SApol the club will host two RYDA's days</i> 2. <i>Shaun Thomas to speak to the club for the second time in February 2013</i>
	2. Once notified of annual RYPEN and RYLA prepare/inform local high schools and businesses of the upcoming courses immediately		Secretary and President	<i>Possible RYLA candidate identified</i>
	1. Involve Schools and Businesses in choosing candidates for the courses		Board	<i>Preliminary letter sent to schools in November</i>