Operational Plan 2025-2026 Overview

The following key actions are designed to support the strategic objectives and ensure the successful implementation of the Regional Council Strategic Plan.

PUBLIC IMAGE

First Quarter (July-September)

- Social Media Campaign: Consolidation and testing in NSW and North Island NZ
- VCLA Media Management: Continue managing with social management and content creation
- Website Revamp: With the help of an agency
- Mini Webinars: For Rotarians on various topics like Canva, Media Basics, marketing, etc
- Public Speaking Opportunities: For key Rotarians
- Deliverables: Re-created website, more social media content, filming scheduled in New Zealand for various projects

Second Quarter (October-December)

- Social Media Campaign: Continuation and evaluation
- Website Completion: Structure completion and updates with events/news
- Mini Webinars: Continuation
- Media Pitches: Begin pitching stories to media
- Gold Coast Conference Coverage: Invite media
- Podcasts Creation: Liaising with a Rotary member experienced in podcast creation
- Deliverables: Improved website, more social media content, increased "how to" guides, three podcasts

Third Quarter (January-March)

- Content Migration: Finalize moving content from Creating Tomorrow website to RSP website
- Story Creation: Continue for website/social media
- Podcasts: Six podcasts
- RYLA Focus: Work with young people and liaise with communications students
- Deliverables: Improved website with links to information and assets, social media material, podcasts

Fourth Quarter (April-June)

- Website Closure: Close Creating Tomorrow website
- Story Creation: Continue for website/social media

- Podcasts: Six podcasts

- Deliverables: More information for clubs, urge Rotary Community Groups to set up Facebook Pages, close "useless" Facebook pages, podcasts

MAJOR FUNDRAISING & PARTNERSHIPS

- Develop Major Projects: Gain endorsement, funding support, and achieve global grants

- New Partner Relationships: Partnerships with organizations like UNICEF, WHO, banks, universities, and major sponsors

- Funding Goals: Obtain $1m of new funding, recruit new sponsors, and implement sponsor programs

- Global Grant Design: Support for projects like Timor Leste "Million Trees" and PNG Snakebite Project

Strategic Partnerships and Projects

- Rotary Give Every Child a Future: Final phase of HPV vaccination in Kiribati

- Million Trees Project: Collaboration with various organizations for carbon offsetting

- PNG Snakebite Partnership: Saving lives through improved cold chain management and mobile ventilators

- University Partnerships: Various projects including EndTrachoma Interactive Water Trailer

Sponsorship Opportunities

- Rotary Red Energy Saver: Provides financial benefits for Rotarian energy customers

- Future Generation: Innovative model of modern philanthropy

- Adelaide Impact Summit: Financial services partnerships launched

- Rotary South Pacific Conference: Sponsorships and highlighting environmental projects

DIVERSITY, EQUITY, AND INCLUSION (DEI)

Progress Against the Strategic Plan:

- DEI Club Framework Activation Workshops: Planning and preparation for the delivery of the Club DEI Framework online activation workshops scheduled in August 2025

- Create and Implement RSP & DEI Public Image Graphic: Investigating Indigenous graphic designers to work with the RC Public Image Team

- Increase the Number of Women in RSP Rotary Clubs: Developing and implementing a strategy to increase women's membership across portfolios

- Expand the Number of DEI Champions in Zone 8 by 20: Communication has commenced and will expand to RC liaison with 2025-2026 District Governors

- DEI Recognition Events: Ongoing promotion across different platforms, including print, webinars, in-person events, summits, and Zone Conferences

LEARNING & DEVELOPMENT

- Presidents' Elect Learning Seminar: Advising DGsE and meeting with District L&D leads to plan the seminar, finalizing PELS, and delivering it in Q3 & Q4

- District Officer Learning Seminar: Surveying all districts to identify syllabi and attendance at past District Assemblies, facilitating information sharing but not providing a syllabus or delivering DOLS

- Rotary Community Leaders: Contracting Adeption to provide L&D for developing adaptive leadership skills, onboarding new RCLs, and providing support for remote clubs

- Governors' Elect and Governors' Nominee Learning: Syllabus planning with lead trainer and delivery at learning seminars

- Onboarding New Rotarians: Preparing a guide for Club Presidents to understand each member's reason for joining and their goals of service through Rotary

Adeption Leadership Development Program for RCLs

- Design and Development Phase: Addressing complexity and uncertainty in RCL roles, developing adaptive leadership skills, and providing ongoing mentoring support

- Face-to-Face Seminars: Rotary Leadership Labs primarily for Victorian and NSW RCLs, with additional online seminars for remaining RCLs

- Vertical Mindset Indicator: Assessing adaptive leadership scale and identifying areas of learning required

- Monthly Online Mentoring Sessions: Encouraging RCLs to form smaller support groups within their districts

MEMBERSHIP

- Leadership Lab Workshops: Collaborating with L&D in Rotary for RCLs in July/August

- Monthly Zoom Dialogues: Starting "Members Are Us" Zoom Dialogues from August to November

- New Clubs: Accelerating and promoting the start of new clubs together with RCLs and District Governors

- Membership Summits: Organizing face-to-face "Membership Summits" across the most productive regions

- District Collaboration: Working with the 16 District Membership Chairs appointed by DGs of 2025-2026

- Support for Clubs: Continuing support, mentoring, and monitoring progress of the 83 Fit For Purpose Clubs

- Onboarding Kit: Finalizing and uploading a uniform new member "onboarding kit" as a club resource

- Specialist Hub: Building close relationships and supporting "Membership Specialists" on the Specialist Hub

ROTARY COMMUNITY NOMINEE AND ROTARY COMMUNITY LEADERS

Rotary Community Leaders are a unique and essential part of the pilot and are the catalyst for the required transformation and better engagement in supporting clubs. They will support clubs, be mentors, facilitators, a resource, and leaders of change.

The Rotary Community Leaders will work in tandem with DGs, the Specialist network roles and Portfolio committees.

Rotary Community Groups groupings will be based on affinity – what they have in common, such as cause, focus, type of member, geography, or language. Each group of clubs is a Rotary Community. It is expected that the community will enable greater impact through collaboration.

Target and Timing

- RCL Vacancies: Reviewing occupied Rotary Community Groups and seeking to fill 11 RCL vacancies in collaboration with District Governors and G-Train.

- RCG Clusters: Reviewing current setup and allowing for changes based on data and feedback

- RCL Job Description: Reviewing and rewriting job descriptions

- Onboarding New Leaders: Onboarding program with L & D Lead Euan

- Pulse Survey: Conducting a pulse survey to gather feedback from RCLs

- Training: Implementing the Adeption program in July and August

- Finance: Setting the budget for FY26 and determining the communication strategy for RCLs

- RCN Assistance: Proposing a small team of 6 to assist

SERVICE PROJECTS AND PROGRAMS

Our team spans generations—from our 30s to our 70s—with equal gender representation and a strong presence of Youth Program alumni with about 300 years in Rotary and Rotaract between us.

We are setting up to support clubs, members, community groups, and districts to grow the reach and impact of their existing projects and programs.

Through meaningful community and member engagement and networking, practical collaboration, and easy-to-use toolkits; we aim to make your great ideas go further.

Key Performance Indicators

- Launch 2+ new major initiatives

- 10% growth in Interact Clubs

- 10% growth in RYLA participants

- 10% growth in RYPEN participants

Next Steps & Timeline

- **Q3 2025:** Finalise Service Frameworks

- **Q4 2025:** Roll out tools and communications plan

- **Q1 2026:** Activate passive support models

- **Q2 2026:** Pilot and embed active support models

- **26 June 2026 (End of Pilot):** Report on participation and engagement metrics against Council KPIs

Zone-wide Projects Update

Four flagship projects to amplify reach and impact:

- Respectful Relationships (Q3 2025)

- Falls Prevention (Q4 2025)

- Mental Health (Q1 2026)

- Epic Day of Service (Q2 2026)

End-of-pilot report due 26 June 2026, tracking participation and engagement against KPIs.