



**ROTARY INTERNATIONAL ZONE 8 REGIONAL COUNCIL LTD**  
**ACN 673 493 635**  
**Strategic Plan 2025-2026**

**Vision:**

Through the Pilot transformation we will significantly increase the reach and impact of Rotary and Rotaract in Australia, New Zealand and the Pacific Islands and as a result enhance participant engagement.

**Mission:**

The Regional Council working through the Portfolios collaborating with each other and with Districts, Clubs and other partners will:

- **Grow Membership:**  
Cultivating vibrant clubs, introducing innovative models, and launching new clubs to thrive.
- **Create Lasting Impact:**  
Making a profound difference in communities locally, regionally, and globally.
- **Enhance Rotary's Brand and Legacy:**  
Establishing Rotary in Zone 8 as a globally recognized and trusted service organization and partner of choice.

Rotary and Rotaract in Zone 8 will be known as being impactful, relevant, and attractive to current and future generations who share and embrace our passion for service and leadership in building community.

**Strategic Objectives:**

The Regional Council will ensure effective communication, collaboration, and engagement with all stakeholders to build trust and transparency.

Within the Action Plans the Regional Council will ensure the delivery of the following agreed Strategic Objectives:

**1. Communication & Collaboration:**

- Build trust through transparency and better use of communication channels
- Develop a Communications Strategy and stakeholder matrix
- Strengthen relationships and collaborate with all stakeholders
- Host regular webinars to provide updates and answer questions
- Use established communications networks to amplify messages

**2. Membership Initiatives:**

- Progress membership initiatives to a wider audience
- Collaborate on leadership workshops.

- Promote new clubs and support Fit For Purpose clubs.
- Develop onboarding kits and develop digital "How to" guides .
- Work closely with districts and RCLs.

### 3. **Public Image Initiatives:**

- Deliver Zone-wide Public Image initiatives and resources
- Consolidate social media campaigns.
- Revamp the website.
- Create mini webinars and podcasts.
- Film community projects.
- Collaborate with Rotary Downunder.

### 4. **Operational Improvements:**

- Improve understanding, engagement with, and operation of the Regional Council
- Develop and promote the Rotary Specialist Network with an emphasis on Club support
- Ensure financial and governance accountability
- Utilize technology to adapt and enhance operations
- Enhance Rotary Community Leader / Rotary Community Group operations
- Ensure Policies and Procedures for correspondence and sponsorship requests
- Engage the best talent and skills within Clubs
- Enlist additional skilled Portfolio Committee members
- Coordinate Rotary Specialists via Corporate & Admin
- Ensure RCLs are fit for purpose or replace
- RI funding to be prudently managed and applied to deliver greatest value to Clubs and members
- Clearly specify operating models for RC roles and Club engagement
- Deliver Learning & Development programs using technology
- Progress the future state vision within the operating model

The 2025-26 Plan focuses on enhancing public image, major fundraising, diversity equity inclusion (DEI), learning and development, membership growth, community leadership, and service projects. The plan emphasizes digital engagement, partnerships, leadership training, and inclusive growth within the Rotary community.

- **Public image enhancement:** The plan includes consolidating social media campaigns, revamping the website, creating mini webinars, public speaking opportunities, and producing podcasts to increase engagement and resource sharing. Filming of community projects and collaboration with Rotary Downunder are key activities.
- **Major fundraising and partnerships:** Targets include developing new major projects, establishing partnerships with organizations like UNICEF and corporate sponsors, and securing \$1 million in new funding by 2026. Endorsement of projects such as the PNG Snakebite and Timor Leste Million Trees projects are highlighted.

**Strategic partnerships development:** Long-term collaborations with UNICEF, DFAT, universities, and corporate partners support health, environmental, and community

projects like HPV vaccination, tree planting, snakebite treatment, and Indigenous health scholarships.

**Diversity, equity, and inclusion (DEI) initiatives:** DEI is integrated across activities with online activation workshops, increasing DEI champions, promoting women's membership growth, and hosting recognition events. Strategies include pilot resets, communication with district governors, and weaving DEI into all operations.

**Learning and development:** Programs for Presidents' Elect, District Officers, Rotary Community Leaders (RCLs), and Governors' Elect are planned, including leadership labs, mentoring sessions, and onboarding. Adaptive leadership skills are a focus, especially through the Adepton program.

**Membership growth:** Activities include collaboration on leadership workshops, monthly Zoom dialogues on member engagement, promoting new clubs, supporting Fit For Purpose clubs, and developing onboarding kits. Close cooperation with district teams and the district membership support team as well as the Rotary Community Groups via the RCL.

**Rotary Community Nominee and Leaders support:** Efforts focus on filling RCL vacancies, reviewing Rotary Community Group (RCG) compositions, conducting pulse surveys, providing training, and establishing regional support teams divided by time zones to enhance Rotary Community Leader support.

**Service projects and programs:** Four zone-wide projects—Falls Prevention, Respectful Relationships, Epic Day of Service, and Mental Health—are prioritized to amplify impact. Also planned are the following - Increasing Interact clubs by 10% and formalizing strategies for other coordinated zone wide and impactful project priorities.

**Communication and technology:** Development of social media content, website improvements, and exploring podcast creation are combined with efforts to enhance communication channels among leaders and clubs, including potential use of SharePoint and email systems for RCLs.

#### **Performance Metrics:**

##### **1. Membership Growth:**

- Net membership growth
- New Clubs
- Member retention rates

##### **2. Engagement & Impact:**

- Member engagement in projects/programs
- Positive media mentions regarding RCG and member clubs' impact

##### **3. Operational Efficiency:**

- Effective use of technology and digital communication
- Continuous improvement through feedback and engagement