



## **STRATEGIC PLAN**

**Vision** -To be one organization based on being one Rotary ( Rotary One)

**Purpose** – Our purpose is to create a central resource management hub to effectively grow Rotary in New Zealand and the Pacific Islands through activities that will support or promote the charitable objects of the company as set out in the Company’s Constitution.

### **Strategic Plan 2024-2027**

#### **GROUP**

#### **ROZconnect**

#### **GOAL**

One Voice

#### **ACTIONS**

Coordinate public image work through sponsored campaigns and consistent profile with clear messaging.

Work with PI Rotary Specialists and PI Chair of the Regional Council in Zone 8 to develop consistent but tailored promotions for NZ and Pacific countries, to grow Rotary and Rotaract, expand our reach and increase our impact.

Manage Rotary Oceania webpage and social media channels.

Assist with fundraising online for charitable causes eg Polio, Foundation Giving, Rotary Community Breast Milk Bank, local disaster relief. Use digital billboards promotion across the country when funds allow.

Assist with promotion of national projects to encourage club participation, e.g. Trees for Survival, literacy programmes.

Support online learning sessions and national seminars to educate our membership regarding opportunities for promotion, membership growth and member engagement.

Continue to set up a volunteer page and populate with service projects to encourage Rotarians and the public to work together.

#### **OUTCOME**

To gain a higher public profile and corporate partnerships with organizations to grow our membership and increase our public profile

**GROUP  
GOAL**

**ROZtech**

One Platform  
Relevant and up to date social media presence  
To attract a pool of resource specialists.

**ACTIONS**

Coordinate ICT capabilities and systems across Oceania for the benefit of regional public image and Rotarians, including a common approach with social media and web platforms.

Ensure District Webmasters are trained and up to date.

Hold small zoom sessions to train senior District Leaders and interested others about Website capabilities to be able to use it more effectively.

Continue to “onboard” Rotary clubs onto the Flectra Platform

All ROZops groups will be involved in populating documents, resources, written explanations, and images on Flectra platform

**OUTCOME**

A “user friendly” One Voice platform for all Rotary clubs and members to access for up-to-date information and to locate resources that support their clubs.

**GROUP  
GOAL**

**Insurance**

To be able to provide insurance for all Districts and clubs.

**ACTIONS**

Negotiate insurance packages that are relevant to our requirements.

**OUTCOME**

A fit for purpose and cost-effective insurance programme accessible for all Rotary and Rotaract clubs, to ensure risk is minimized and appropriate protection is in place for members.

**GROUP  
GOAL**

**Awards**

Encourage and support Rotarian / Rotaract nominations for NZ Royal Honors and NZ community and volunteer awards.

**ACTIONS**

Be a point of contact for a point of contact for award information.

**OUTCOME**

To recognize the contribution of Rotarians and Rotaractors whose work in local and national communities has had a significant positive impact.

**GROUP  
GOAL**

**ROZyouth**

To encourage clubs to support Rotary Youth programmes and coordinate as required.

Use Rotary Oceania webpage and social media platforms to promote youth activities.

**OUTCOME** A profound and positive impact on young people by empowering them to become responsible, compassionate, and engaged members of our communities and the world.

## **CHARITABLE CAUSES**

PROJECT GOAL	<b>The Rotary Foundation</b> To encourage clubs to give our "Charity of Choice". Promote regularly to Annual Fund and having DDF to spend in each District. Promote stories and good work of the TRF.
PROJECT GOAL	<b>Polio</b> Our No.1 priority is to finish the job begun 30+ years ago. Promote regularly as to outcome for countries and world health.
PROJECT GOAL	<b>National Disaster Relief</b> when required. Raising funds to distribute to those in need across New Zealand
PROJECT GOAL	<b>Rotary Community Breast Milk Bank</b> To promote raising funds to support and grow throughout NZ. Child and Maternal health benefits.
PROJECT GOAL	<b>Rotary Oceania Merchandising</b> Gain a license to be able to sell Rotary merchandise through ROZops to support NZ and Pacific Island Rotary Clubs. Money raised will go to support the charitable causes as outlined above.
PROJECT GOAL	<b>National Rotary Projects</b> To promote and enable fundraising to support and grow national projects, be an avenue to make it easy for clubs to participate.