

STRATEGIC PLAN 2016 - 2020

Vision

To create and support a dynamic culture in Rotary where women and men work together (as a team) so to expand and build on existing strengths with the benefits of diversity to improve the lives of individuals and communities in a way consistent with the RI Strategic Plan.

Core Value

Rotary provides opportunities for ordinary women to do extraordinary things through membership and participation.

Targets

- 50% female membership in Australia and New Zealand
- 50% of all new members are women
- Gender balance in 40% of Clubs
- 50% of District Board & District committees positions are held by women
- 30% Club Presidents and Boards with a progressive increase of 5%
- Presidents understand Code of Conduct and responsibilities and they make sure the club understands these in terms of examples of accepted behaviour
- Public image of Rotary Clubs within Australia and New Zealand reflects gender balance and diversity
- Plans and programs developed for gender balance can be applied to connect with other diverse groups
- Royce Abbey Champions of Change (men and women, young and old)

Implementation Strategies

1. Increase recognition and retention of women in Rotary
 - i. Showcase Rotary celebrating Women at International Women's Day Breakfast and promote achievements of women led projects/programmes
 - ii. Partner with local Govt events and provide speakers/panellists
 - iii. Encourage cluster/clubs to hold "round table" discussions
 - iv. Hold "women at work" panel night for VCE students in local area to promote what women can achieve in the workforce and in the community
 - v. Champions of Change speak at local events.
 - vi. Encourage women to take on leadership roles at all levels of Rotary and in the wider community by providing support and opportunities ...
 - vii. Encourage all 23 Rotary Districts in Australia (plus x in NZ) District Membership committees to have a woman "champion"

Women in Rotary to identify how women can help, be involved and to use their expertise

2. Increase Club, District and Public awareness of the opportunities, membership and benefits of women
 - i. Presentation and initiatives at Rotary Clubs, District Assembly PETS etc
 - ii. Champion of Change recognition: DG changeover; Conference; Breakfast
 - iii. Select Male Rotarians, as WIR Male Champions of Change – to help endorse the acceptance of women Rotarians and in leadership roles
 - iv. Code of Conduct discussions being introduced into presidents training through Julie Mason and encouraged at all levels. Ensure following DG's and DGE's are involved in this process by(attending PETS and District Assemblies)

3. Develop resources for Clubs and Districts (and Rotary AU office in Parramatta) to support active involvement of women in Rotary
 - i. Suggest projects that Clubs can embrace
 - ii. Suggest how District and District Committees can embrace (or encourage) participation
 - iii. Videos produced by Wendy Gabriot to be shown at public community events
 - iv. Ensure all District PR People/teams promote the Wendy G videos within Rotary and to the wider community

4. Social Media and broader media include content based on focus group
 - i. Rotary Women make a difference strategy for Facebook
 - ii. Opportunities that women bring to clubs; women will bring other women
 - iii. Include content that is gained by focus groups
 - iv. Rotary media to ensure women are represented as significant participants

Women in Rotary is governed by an Executive Committee that meets to monitor strategy and put in place action plans. .