

Creating tomorrow.

A better Rotary for members, clubs and communities.

Jyoti, Rotarian since 2016.



Rotary International is considering a project to address membership, public image, communication, leadership, and fundraising challenges to help define a more sustainable future for Rotary.

Our region, or Zone 8, which includes Australia, New Zealand, and the Pacific Islands, has been selected as one of two potential regions from across the globe to pilot a regional approach to governance.

It is important that you, our fellow Rotarians, are consulted throughout this process. In fact, the project cannot proceed without the support of members and clubs.

A local Regionalisation team made up of Rotarians from our zone has identified five key project objectives:

- Support clubs to engage members, volunteers, and communities
- Create new attractive leadership roles and development opportunities
- Build a stronger unified Rotary brand
- Encourage partnerships
- Improve efficiencies and reduce duplication.

To help achieve these objectives, the project seeks to develop and test a streamlined governance approach to:

- Allow clubs sharing geography, culture, and language to organise in ways that suit them.
- Eliminate duplication and remove layers of hierarchy to make Rotary more responsive and cost effective
- Bring together the best resources from across the region and make them easily accessible to every club.
- Improve communication effectiveness to enhance club and member engagement.
- Grow membership through new club types, flexibility, and partnership options reflecting our diversity.
- Attract more community, corporate, and government sector support by communicating with one voice.
- Enhance leadership and personal development activities to better suit our modern world.
- Foster more diverse perspectives in decision making.
- Reduce the burden of administrative responsibilities placed upon leaders.

The overarching aim of this project is to provide better and more direct support to Rotary and Rotaract clubs through a less layered and more devolved contemporary approach.

In addition to potentially releasing members time for humanitarian service by reducing administrative duplication, any new structure must foster more vibrant club environments and provide doable and attractive roles accessible to all potential Rotary leaders.

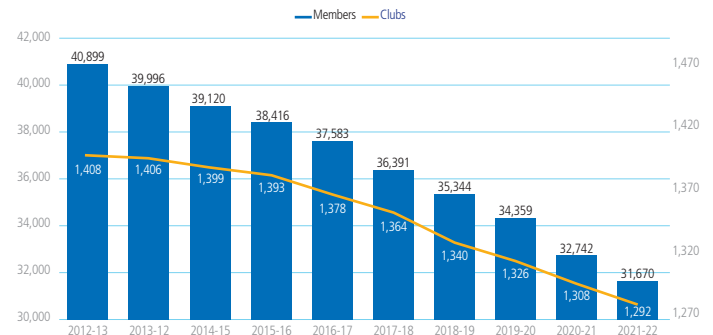
Why is this project so important?

Over the last 10 years Rotary International has recruited approximately 1.4 million new Rotarians but total membership has remained constant at 1.2 million. In Australia, New Zealand and the Pacific Islands, the trend is even worse with a loss of 23% in Rotarian membership over the last 10 years.

Changing volunteer needs and ageing demographics demand new opportunities for innovation and collaboration in the ways we serve our communities, enjoy fellowship, engage participants, develop leaders, and grow Rotary.

The time has come to address some of our most persistent challenges in ways that are more impactful, relevant, and attractive to future generations who share our passion for service and leadership. We must do so whilst enhancing what is great about Rotary.

ZONE 8 (AUSTRALIA, NEW ZEALAND & PACIFIC ISLANDS) 10 YEARS



Our journey so far.

A local project team first looked at ways to reorganise 10 years ago. Building on that groundwork, the current local project team, which commenced in February 2019, has surveyed members, identified key issues, established working groups, and considered a proposal by Rotary International's Shaping Rotary's Future Committee (SRF).

Being aware of the extensive amount of work done in our Zone, the Board of RI considered us pre-qualified to be one of two regions in the world to develop and pilot a new governance solution. In February 2022 they endorsed us being a pilot subject to approval of the Council on Legislation [CoL] and the agreement of clubs and districts by 1st October 2022. CoL approved our Zone being a pilot on 13th April 2022.



Regionalisation Project

“Creating a more sustainable future for Rotary together.”



Frank, Rotarian since 1983.

A new governance approach.

To meet future challenges, it is believed we need an approach that recognises the central role of members, clubs, projects, and programs relative to impact, reach and engagement. An approach that works with groups of clubs or other collaboration configurations based on affinity, modern volunteering, and leadership expectations.

One voice marketing and national partnerships for greater fundraising and membership growth are also envisaged essentials, as is access to the best support available to help clubs evolve and be attractive to both new and mature generations.



RI's Shaping Rotary's Future Committee has provided a "framework" for us to explore, test and develop. It allows for Australia, New Zealand, and the Pacific Islands to be governed by a Regional Council that would lead and manage regional operations with the assistance of vibrant committees and specialists supporting clubs to address the challenges we all face.

It is envisaged that the role of the Regional Council would be to strategically lead and manage the activities of the region, whilst recognising the nuances and requirements of the different countries, territories, and states, set membership dues and govern Rotary in our region.

Work has already commenced to explore the framework with key stakeholders. Final aspects, which are yet to be determined, will be developed and piloted in full consultation with members, clubs, and districts both prior to and during the pilot.

What are the next steps?

Several processes are required before the project can proceed, including significant consultation with members, clubs, and district leaders across the zone as well as ongoing discussion at RI Board level:

- From the 15th May 2022, extensive club communication and consultation is scheduled to commence.

- In September 2022, the clubs and districts in our zone are scheduled to vote on whether to participate.

Other important facts should the pilot proceed are:

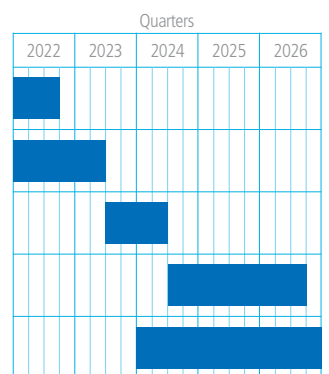
- Existing districts will remain in place with District Governors and the Regional Council sharing management and leadership. District personnel will be crucial to ensure continuity and support for clubs.
- The districts will remain in overall control of the direction of the pilot with District Governors playing an important leadership and advisory role during the pilot.
- Regular monitoring and evaluation will occur to confirm effectiveness and efficiency and that we improve the overall membership experience, grow Rotary and Rotaract, create opportunities for leadership growth and welcome more diverse perspectives in decision making.
- Decisions on any permanent change will be subject to approval by the RI Board, after consultation with Districts and members.

Timeline for Pilot

The following table depicts possible steps during which there will be extensive and regular communication and consultation with Rotary and Rotaract members, clubs, and district leaders as the pilot proceeds:

OUTLINE OF POSSIBLE STEPS

- Stage 1:** Approval to develop and pilot
- Stage 2:** Development phase
- Stage 3:** Partial regionalisation
- Stage 4:** Regionalisation (with districts remaining)
- Stage 5:** Evaluation and assessment



For more information and the opportunity to contribute, please visit creatingtomorrowrotary.org (or click this QR code)

Should you like a specific presentation to your Club, contact your local **Regionalisation District Representative** (click here) or email rotaryregionalpilot@gmail.com if you need contact details.



Regionalisation Project