

**WEDNESDAY 2ND
JULY 2025**

CLUB OBJECTIVES 2025–2026

For Discussion

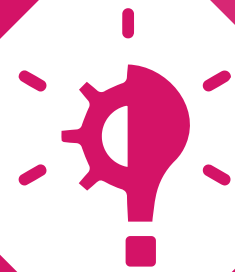
WEDNESDAY 2ND
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PRESIDENTIAL THEME

RI President 2025–26 Francesco Arezzo's message is
Unite for Good: Together, we see a world where people
unite and take action to create lasting change —
across the globe, in our communities, and in ourselves

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STRATEGIC PLAN



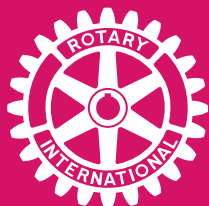
Strategic Issues

Our **MEMBERSHIP** growth and diversity
Our capacity to implement **IMPACTFUL** service projects in our community
Our public recognition and **IMAGE** in the community
The level of satisfaction, enjoyment and **FELLOWSHIP** of all our members
Our ability to **MODERNISE**, whilst maintaining important **TRADITIONS**



Aspirational Characteristics

Truly **DIVERSE MEMBERSHIP**
Strong and sustainable **FINANCIAL BASE**
Powerful **FUNDRAISING ENGINE**
Genuinely warm and satisfying **FELLOWSHIP**
A **PILLAR OF SERVICE LEADERSHIP** in our community
A **MODERN CLUB**, leveraging technology to do good





PRIORITIES AND GOALS

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COMMUNITY ENGAGEMENT

Engaging with local communities and council to help those in need by launching service projects that have meaningful impact, and address pressing needs in disadvantaged communities. The goal is to create lasting, positive change in the community



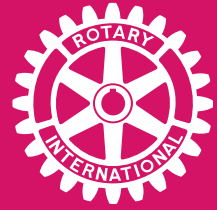
MEMBERSHIP GROWTH

Focus on growing membership by reaching out to diverse groups and inviting them to join our cause. A diverse and inclusive club will bring fresh perspectives and innovative ideas, strengthening our ability to serve. Improve member engagement and retention

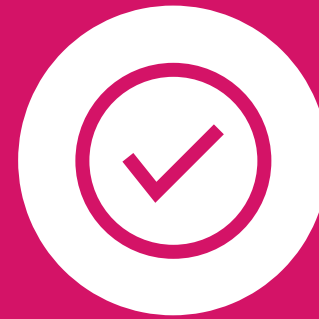


VOCATIONAL AND YOUTH SERVICE

Promote vocational and youth excellence by recognising and celebrating the achievements of professionals and young people within the community. Recruit and connect with those within these networks. They are the future of Rotary

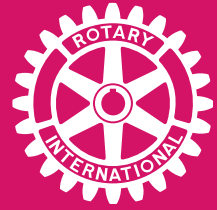


INDIVIDUAL RESPONSIBILITIES



**Each member playing a part, taking
individual responsibility and initiative**

A club, is only as strong as the
people within it. I urge every member
to play their part, everyone to take
responsibility. Everyone can
contribute to membership growth



INDIVIDUAL RESPONSIBILITIES

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1

TURN UP, TAKE PART IN MEETINGS AND EVENTS

2

DIAL A FRIEND

3

**TALK ABOUT ROTARY –
EVERYONE IS AN AMBASSADOR**

4

TALK TO GUESTS AT MEETINGS AND EVENTS



10 WAYS TO INCREASE MEMBERSHIP

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1

TAKE TURNS INVITING GUESTS

Members should take turns inviting prospective members to club meetings. At least one member should be expected to bring a guest every week

2

ORGANIZE TEAMS

Organize teams of 4 or 5 club members. The goal of each team is to recruit one new member within 3 or 4 months. Team members need to be active in the community

3

GO PUBLIC

Ask one or two members to work on a public relations campaign, sending news releases about the club to local newspapers, radio stations or put up a banner to promote Rotary

4

START A SPEAKER'S BUREAU

Just as outside speakers promote their causes to your club, your members can visit other organizations and talk about how they are helping the community

5

LOOK UP OLD FRIENDS

Pull out some of your club's old membership rosters and circle the names of those who have left the club. Give those members a call, their situations may have changed



10 WAYS TO INCREASE MEMBERSHIP

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6

SET UP SHOP

Does your city or town have community fairs or trade shows? If so, consider renting a booth and handing out information on Rotary

7

INCREASE YOUR CIRCULATION

Does your club send a bulletin to members? Why not increase its circulation, expand our mailing list to include prospective members, media professionals and former members

8

MAKE THE MOST OF YOUR SERVICE PROJECTS

Every time your club conducts a service project, promote Rotary to those you're serving. If your club makes a contribution to a local charity, ask the staff members to visit your club

9

Plan a fun event

How about organizing a party or other fun event? Invite as many prospective members as possible, along with all members and their spouses or significant others

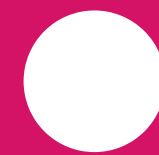
10

PUT YOUR CLUB ON DISPLAY

Are there any vacant storefronts on a nearby street or in a nearby shopping mall? If so, ask if your Rotary Club can display a poster and other information on your Rotary Club

YOUTH SERVICE PORTFOLIO

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INTERACT CLUBS

Work on re-instating an Interact Club at Strathfield Girls High School. Further collaboration between Interact Clubs



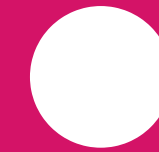
YOUTH AWARDS

Work with Strathfield Council and discuss what their support will look like. Rework format and expand reach



RYLA, RYPEN, NYSF, MUNA

Continue support and sponsorship of Rotary Youth Programs. Look into more possibility for International Youth Exchange



CITIZENSHIP AWARDS

Continue Citizenship Awards reaching to local schools



REACH OUT TO YOUTH ORGANISATIONS

Bring more awareness to Rotary within youth organisations and universities. Set up stalls at University Fairs

CLUB SERVICE PORTFOLIO

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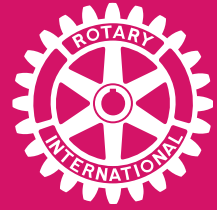


● **MONTHLY BULLETIN**
Alexey has agreed to take on the task of producing a monthly bulletin to be distributed to members, and friends of the club

● **CATERING**
Received positive feedback regarding buffet option. Possible discussion with Fresh Collective about alternative meal options

● **SPEAKER PROGRAM**
Include more social nights and social activities, going to different local restaurants. Repeat past member's reunion

● **TECHNOLOGY**
Continue the use of Humanitix, social media platforms, club googledrive. Create more automation. Move to MYOB



COMMUNITY SERVICE PORTFOLIO

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COUNCIL COLLABORATION

Develop stronger connection and collaboration with Strathfield Council. Work on joint projects, leverage their platforms to promote what we do

COMMUNITY GRANTS

Apply for more community-related grants to help fund our projects and events

COMMUNITY EVENTS

Events such as National Tree Day, Strathfield Spring Fair, Carols in the Park, are opportunities to promote our club

SEEK MORE VOLUNTEERS

Look for more external volunteers who may become prospective members

VOCATIONAL SERVICE PORTFOLIO



VOCATIONAL AWARDS

Vocational Excellence Award will be held on October 15th this year. Possible collaboration with Concord/Burwood Rotary Club
Start seeking nominations and sponsorship



POLICE AWARDS

Continue Annual Police Awards with Burwood and Auburn Police



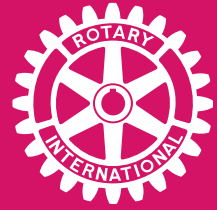
ANZAC DAY

Successful Anzac Day BBQ with Strathfield Council this year. Continue for next year



SPONSORSHIP

Look for more external sponsors, and businesses to sponsor our events and projects



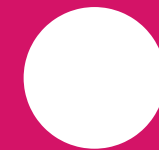
INTERNATIONAL SERVICE PORTFOLIO

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FURTHER DEVELOP EXISTING CONNECTIONS

Further develop existing club relationships with Port Vila Club in Vanuatu and Fusagasuga Club in Columbia, identify potential projects



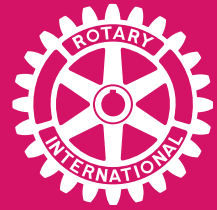
KOREAN ROTARY CLUB

Potential new sister club partnership with Rotary Club in Korea



EXPLORE PROJECTS WITH ROTARY CLUB OF CARLINGFORD

Initial steps were made with Carlingford Rotary, explore possible joint project opportunities



COOPERATION WITH OTHER CLUBS

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KNOWLEDGE

By exchanging insights, best practices, and experiences, clubs can improve their strategies, solve common challenges more effectively, and create a stronger, more connected community. This collaborative approach not only accelerates growth and development but also ensures that all clubs benefit from shared successes and avoid common pitfalls, ultimately leading to a more vibrant and resilient network.

RETENTION

Networking opportunities, encourages collaboration, and facilitates the exchange of ideas and best practices. These events create a platform for members to build valuable relationships, discover potential partnerships, and gain insights from diverse perspectives. Additionally, they enhance the visibility and credibility of participating clubs, attract new members, and drive collective growth.



CATEGORIES OF ROTARY SPONSORS

The Rotary Club is committed to establishing a financially strong and sustainable foundation. Reliance solely on member contributions is not sufficient, necessitating external support



BUSINESS OWNERS

Product Promotion, Advertising Opportunities, Raffle Prize Donations, Community Connections, Networking, Corporate Social Responsibility, Exclusive Sponsorship Benefits

DONORS

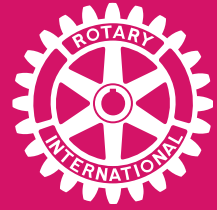
Recognition and Appreciation, Support Organizational Growth, Raffle Prize Contributions, Community Engagement, Tax Benefits, Enhanced Corporate Social Responsibility

MEMBERS

Networking and Relationship Building, Recognition and Appreciation, Tax Benefits, Services Promotion, Recognition and Appreciation

VOLUNTEERS

Utilization of Professional Skills, Personal Fulfilment, Skill Development, Recognition and Appreciation, Enhanced Resume, Community Engagement



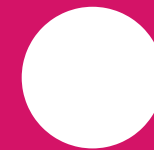
Our Board

Board members who will carry forward the mission and values of Rotary Club of Strathfield. These individuals have demonstrated exceptional commitment to service and leadership, and they will continue to inspire and drive our club to new heights



Ying Ho

President



Thomas D'Souza

President Elect



Alexey Prokopenko

Immediate Past President /
Club Service Director



Nicholas Hamilton-Kane

Secretary



PP Charles Pitt

Treasurer



Bradley Ayres

International Service Director



Anjali Jain

Vocational Service Director



Aruna Chandrala

Community Service Director



Trisha Kyi

Youth Service Director

IDEAS AND SUGGESTIONS?

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Our current Board would love to hear your ideas and suggestions on how we can make our club even better! Whether it's new activities, improvements to current programs, or anything else you think would be awesome, we want to know. Please share your ideas or suggestings.

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THANK YOU

For Your Participation