

Strategic Plan 2026-2030

Connecting Community • Engaging Members • Amplifying Impact



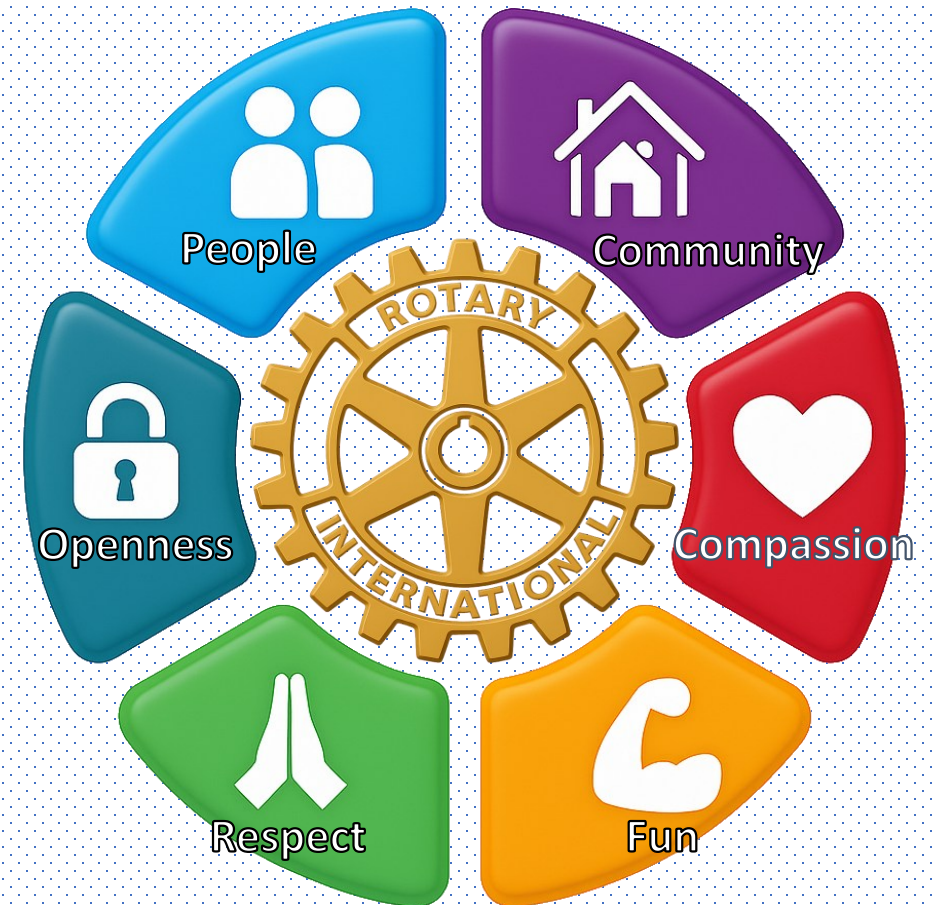
Our Vision

We create meaningful impact through connection, service, and fun.

What We Are Known For

- ✓ Being the leading community-focused service club in the eastern suburbs
- ✓ Running the Magill Sunrise Market, a signature local community hub
- ✓ Being a fun, inclusive, diverse, action-oriented group of people
- ✓ Our strong contribution to youth development and community service

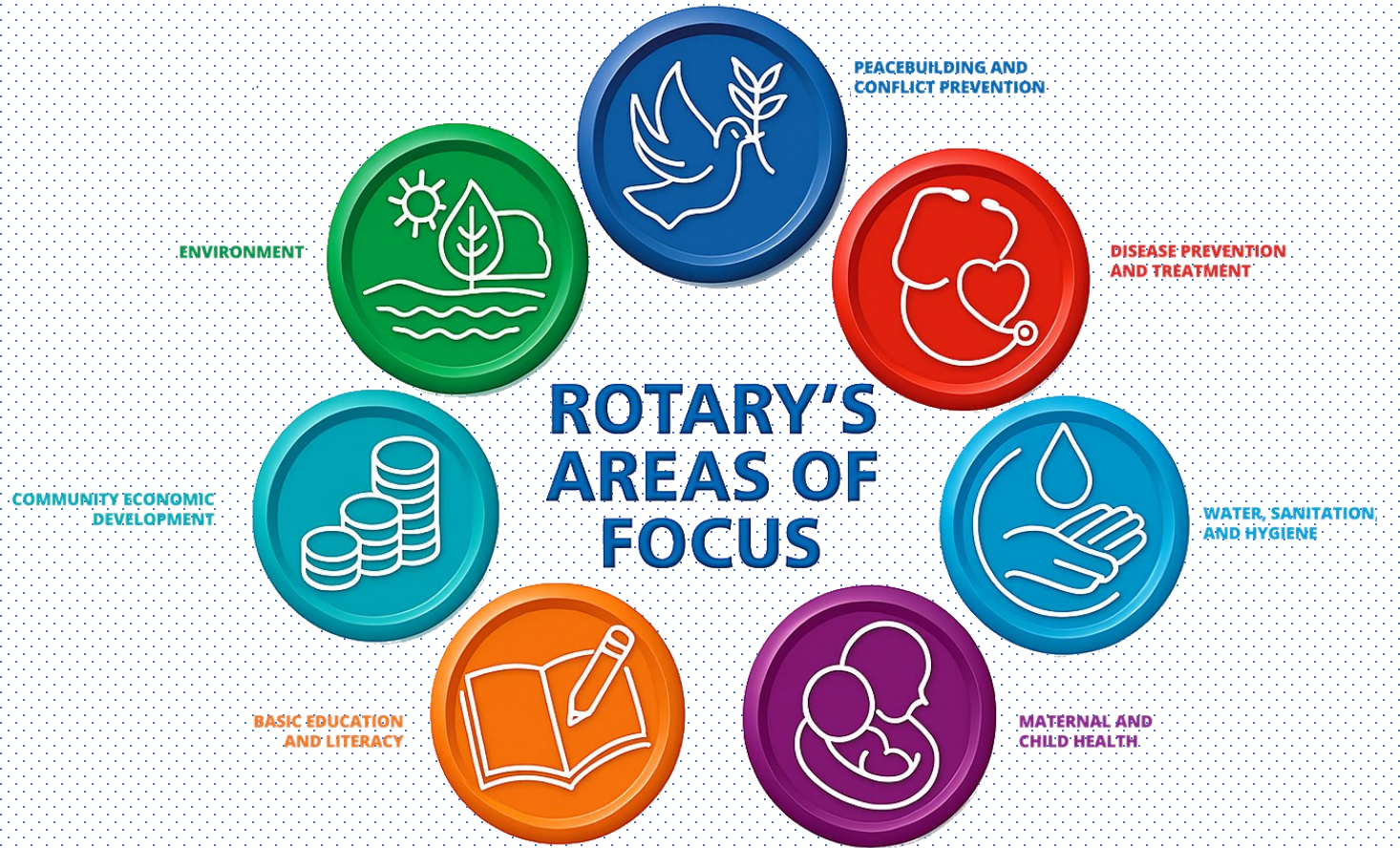
Our Values



Our Promise

We bring people together to create practical change in our community.

We welcome volunteers, partners, and supporters who want to make a difference—locally and beyond in Rotary's Areas of Focus.



Our Strategic Pillars 2026-2030



Connect with our community

- ✓ Understand our community needs
- ✓ Proudly promote Rotary and our club



A sustainable future

- ✓ Ensure projects fit resources
- ✓ Members drive our activities



Take action

- ✓ Fundraise for worthy causes
- ✓ Ensure projects deliver desired outcomes

These pillars drive our activities during this plan.



Our Flagship Projects



Our projects have local, national and global impacts. We leverage the power of Rotary to achieve the best outcomes.





Connect with our community

Strategic Goals

We connect with our community to understand their needs.

We proudly promote Rotary and our club's name, brand and activities in every possible way.

What we will do	Focus Areas	Measure	Outcome
Build Relationships (C1)		<ul style="list-style-type: none"> • Connect with like minded community groups • Strong Council connection • Collaborate with Clubs, Zone and District within Rotary to actively identify worthwhile causes 	
Promote Our Activities (C2)		<ul style="list-style-type: none"> • A strong web site and social media presence • Promote club activities with media • Present a friendly, informal, fun atmosphere to encourage participation • Proudly display both Rotary and our club colours and insignia 	













A sustainable future

Strategic Goals

Our members decide what activities our club does.

Our project work will fall within the constraints of our club resources and finances.

What we will do	Focus Areas	Measure	Outcome
Identify Club Initiatives (S1)	      	<ul style="list-style-type: none"> Members have regular opportunities to contribute ideas on what the club does, how it happens and when Project ideas are objectively assessed to ensure they fit within club capacity, are sustainable and make a difference in our community or further afield 	
Organisational Governance (S2)		<ul style="list-style-type: none"> Effective Board structure & meetings Regular financial reports All club activities are conducted safely 	





















Take action

Strategic Goals

We fundraise and donate to worthy causes.

We ensure the projects we support achieve the desired outcomes.

What we will do	Focus Areas	Measure	Outcome
Support Youth Programs (A1)	 	<ul style="list-style-type: none"> Support Rotary youth development programs Support external programs that maximise youth outcomes Engage with local educational institutions 	
Donations to Groups/Causes (A2)	      	<ul style="list-style-type: none"> Assess causes for maximum outcomes from donations Promote awareness of our ability to provide community support Where possible adopt a partnering approach with mutual benefits 	
Projects (A3)	      	<ul style="list-style-type: none"> Continue and enhance our flagship projects Engage with new or existing projects as appropriate with clear and measurable outcomes Ensure projects match our vision, values and Rotary's Areas of Focus 	

