Rotary Zone 8

Fit for Purpose Program: Partnership Agreement

Program Overview

Duration: 1 July 2024 – 30 June 2026

Run by: Fit for Purpose Organising Committee, Zone 8 Regional Council Membership Team

Objectives:

- To empower up to 100 selected clubs to increase their impact, expand their reach, enhance participant engagement, and increase their ability to adapt through a process of cultural transformation.
- To promote the success stories of participating clubs to the Rotary world as examples of what is possible when clubs implement meaningful change.

Program Phases

Phase 1: Club Analysis

The Fit for Purpose Organising Committee will:

- Guide you through the process of gathering information about your club through means such as completing surveys and collecting data in My Rotary, so you can perform a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of your club.
- Assign to your club a Club Fitness Coach, who will work with your Club Delegate to develop a customised Club Fitness Plan.

Phase 2: Club Transformation Workshop

A representative from your club, known as a Club Delegate, will attend a two day in-person weekend workshop.

Workshop Day One: Discovery *(full day)*

Presentations and discussions will address four major elements of membership development:

- **Product:** What a club offers to its members and community

- **Promotion:** How effectively a club tells its story
- **Recruitment:** How a club attracts new members
- **Retention:** How a club maintains member engagement and satisfaction

Workshop Day Two: Planning *(half day)*

Your Club Delegate will work with your club's Fitness Coach to prepare a customised Club Fitness Plan, tailored to transform your club culture.

Phase 3: Implementation and support

Your Club Fitness Coach will check in with your club **on a quarterly basis** to monitor:

- Implementation of the Club Fitness Plan
- Key performance indicators (KPIs)

Club Agreement

As participants in the Fit for Purpose program, we fully understand and agree to the following requirements:

- We will participate in the program wholeheartedly and with an open mind as an opportunity to make meaningful and lasting positive change in our club.
- We have had explicit conversations with our members about the potential for change in any area of club operations.
- We have a Club President appointed and listed in My Rotary for both the 2024-25 and 2025-26 Rotary years.
- Prior to the Club Transformation Workshop, we will:
    - Complete required tasks promptly, such as responding to surveys
    - Pay the full registration fee
    - Ensure age and gender records are updated for **all** club members in My Rotary (i.e. none of our members have "unreported" statuses)
- We will select a member of our club (Club Delegate) to attend the Club Transformation Workshop **in person**, and nominate a backup delegate who can attend the Workshop in case unforeseen circumstances prevent our primary delegate from attending. We fully understand that if we fail to send a delegate to the Workshop, will be withdrawn from the program.
- We will comply fully with Rotary International's current branding guidelines.

- As a representative of our club, our Club Delegate will seriously consider changes that have been proven to rejuvenate clubs when implemented effectively, even if these may take some of our members out of their comfort zone. These changes could be implemented in relation to areas such as:
    - Leadership structures
    - Meeting location, venue, time, days, frequency and practices
    - Marketing campaigns
    - New member recruitment, onboarding and mentoring strategies
    - Fundraising
    - Social events
    - Service projects or causes
    - Club name
- Our club has empowered our Club Delegate to act on our behalf when working with our Club Fitness Coach to prepare a customised Club Fitness Plan.
- Our club will minute our participation throughout the entire Fit for Purpose program.
- We agree to a quarterly meeting schedule with our Club Fitness Coach to report on our progress in implementing the Club Fitness Plan, and receive feedback and advice.
- We will implement our Club Fitness Plan for a trial period concluding on 30 June 2026.
- Once the program concludes, our club will decide whether to retain the changes we have implemented through our Club Fitness Plan in full or in part, or abandon them.

Club Declaration

We, the Rotary Club of Box Hill Central, agree to the adhere to the above conditions for the duration of the Fit for Purpose program.

Club President, 2024-25:

Name: Robyn Stokes Signature: Robyn Stokes

Club President, 2025-26:

Name: Wendy Zhang Signature:

Club Secretary, 2024-25:

Name: Liz Stinson Signature:

Club Membership Chair, 2024-25 (if your club has one):

Name: Robyn Stokes Signature: Robyn Stokes