**Tamar Sunrise Planning Day Notes**

**Saturday 16th February 2013**

**Participants shared their reasons for joining and some of their initial impressions**

Fun,

Community give back

Informality

Flexibility

Being involved in formulating a new club and influencing the direction without the traditional “old baggage” thinking of rotary

Leveraging community involvement – can’t do on my own what I can do with rotary

Bit cliquey when first arrived, but have overcome that

Allows contribution at the level I am comfortable with

Previous club – lots of fun, lots of good work

Mornings work

Guest speakers are great – opened eyes – got me out of a rut

Opportunity to assist with overseas projects

Positive contrast to other more formal and traditional clubs

Encouraged to be involved in GSE – showed the true power of rotary at an international level

Cemented the passion for rotary that people have all over the world

Flexibility to transfer from one club to another

Neighbours hosted exchange students – which piqued interest in Rotary

Rotary clubs around Australia assisted with sending para-olympians to the games

GSE experience

Share professional skills with the club – enhances personal professional development

**Key messages to remember**

Acceptance – remember what it was like to be the new person, make an effort with new members and be welcoming and inclusive

Importance of guest speakers - great to learn from them and many are inspirational

International power of Rotary eg polio eradication

Clear Messages

Impact of the programs we do and the value of our $

How to get the community to relate with what we do?

We have a marketing job to do – the community doesn’t realise we are here. There is a whole lot of people who could be potential members

Skill sets in our club that we don’t know about. Gala Cocktail event for example unlocked them

Consider aligning ourselves with an event to leverage our branding

Branding – different from promotion

One off fundraiser events different from ongoing events – such as Festivale, Agfest

Be more strategic –

We have a need to fund raise for a project – how are we going to support it

Flexibility of having events/fundraisers as required versus having a major event fundraiser

What are we going to support each year/or other time frame

Think about the structure of our club – do we need a board, and can we do it differently?

Talk about how/when we plan. Member buy in on this process

Need to have some dedicated structured time for planning and decision making.

Weekly meetings

Delivery of food – should come in at a dedicated time, not during guest speaker

Need to make an effort to arrive at meeting on time

Orders to kitchen no later than ?, so breakfast arrives on time

Important to do proper intro of guest speakers

Theme discussions at meetings

How often should we meet?

Meetings in the cafe not really effective, can’t hear, not enough structure

Welcoming people as they arrive, guests and members

Do we need a guest speaker every meeting?

Grace or Tamar Sunrise welcome?

Is the process we go through each year to decide on our programs and events inclusive and effective?

Call for input from members for putting forward ideas for projects

BRAND – TAMAR SUNRISE

* Media
* Clothing
* Web site
* Promotional brochure

**Key Themes Emerging from Discussion on reasons for joining and experience of Rotary**

* Wanting to have involvement in community and contribute was major influence to join
* Opportunity to have a network outside of work
* Lack of formality in Tamar Sunrise was appealing after experience of older clubs
* Some found club welcoming others found it hard to break into clique when first arrived
* Good Guest Speakers have been inspirational and created a dynamic atmosphere they also provide insight into other aspects of community not relevant to day to day life of some members

**Recommendations for Meetings**

* Meetings need to start on time and members need to be made aware of this
* Food orders need to be placed by X time so breakfast can be delivered and eaten in time to fit with meeting
* Better structure for guest speaker timing so head table food is not delivered whilst speaking
* Proper introductions required for guest speaker. Person doing intro needs to have organised info prior to meeting
* Need person to welcome at door members and guests as they arrive
* Change name from “grace” to Tamar Sunrise Welcome – important to retain as it reminds members of Rotary purpose but doesn’t need religious overtone
* No future formal meetings held in café as there is not enough structure and members sitting at far tables can’t hear properly or participate
* Members show respect for guest speaker and remain seated during presentation
* Members are encouraged to remember being the new person and make effort to welcome new members and include them in all fellowship activities of the club

**Issues Raised that Require Further Club Input**

* Club should develop more structure around meetings and planning so that there is better organisation around meetings and activities and it is clear what has been decided. Initial discussion valued lack of formal structure in club which sets it apart from other Rotary clubs. Latter discussion recognised the value in some structure to ensure adequate decision making processes are in place
* Club should set aside annual planning session to determine activities for year ahead. Preferable for this to be whole of club activity rather than board
* Club should develop brand strategy –
	+ Tamar Sunrise to be primary brand with Rotary sub brand
	+ How do you leverage brand at each event. Eg media exposure in event promo’s, advertising at event (includes branding of members)
	+ Measures of success include awareness within community of club, new members are attracted to join by perception of club
* Activities to be supported by the club should be identified first before fund raising action is planned. This allows purpose of fund raising to be included in marketing.
* Frequency of meeting. Discussion recognised difficulty for members to attend weekly however less frequent meetings can negatively impact even more on members with other commitments (eg fortnightly meetings could result in members only coming once in a month or less frequently). Attendance recording may need to allow for increased flexibility for attendance
* Guest speakers. Discussion acknowledged value of guest speakers and how they can inspire and educate members, it also questioned whether speakers should be required for all meetings. There may be value in setting aside one meeting per month for member business to be dealt with instead of guest speaker