

Roles and Responsibilities for Zone 8 Regional Council Portfolio Committee Members:

Membership

Position title:	Portfolio Committee Member, Membership
Location:	N/A
Reports to:	Membership Portfolio Lead
Date role commences:	1 March 2024 onwards

About the Regional Council

The **purpose** of the Regional Council is to implement a Zone-wide governance structure that will better support clubs to serve their communities, provide a rewarding membership experience, and grow their membership.

The Regional Council's **vision** is to significantly increase the reach and impact of Rotary and Rotaract in Zone 8.

The Regional Council has three mutually enforcing **outcomes**:

- Membership is growing with flourishing clubs and new club start-ups
- Rotary and Rotaract make a profound difference in our communities locally, regionally and across the world
- Rotary and Rotaract is known far and wide as a service organisation and partner of choice

The Regional Council has six key **outputs**:

- Enhanced focus on and support for new club start-ups
- Facilitation of larger scale projects through multi-club collaboration
- Implementation of new methods to provide more support to clubs and members
- Development of a unified voice for Rotary throughout Zone 8
- Diverse and effective Zone leadership
- Modern, integrated technology and streamlined administration

The Regional Council's initial **priorities** are:

- Membership – new club development and support of existing clubs
 - Zone-wide Public Image
 - Diversity Equity and Inclusion
 - Interact
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Position Description for Membership Portfolio Lead

The role of the Membership Portfolio Committee is to support their Portfolio Lead to achieve their goals and carry out their responsibilities, as outlined below:

Portfolio Lead Position Objective

A key objective of the Regionalisation Pilot Project is to strengthen membership attraction and retention while creating more positive membership experiences and enhancing member engagement.

The Regional Council Portfolio Lead for Membership, assisted by a Portfolio Committee, has the responsibility to:

- Develop strategies for increased engagement and participation in Rotary across the region, including identifying opportunities for building a membership pipeline.
- Develop and implement plans and initiatives for strategic membership growth, and the development of Club capabilities.
- Identify opportunities for the formation of new Clubs and new membership product across the region.

The Portfolio Lead must understand the diverse range of cultures and communities across the Zone, and to ensure Regional Council strategies and programs recognise and embrace these differences.

The Portfolio Lead will undertake monitoring to ensure Rotary programs and strategies are consistent and aligned to the Regional Council's vision.

The Portfolio Lead may be required to represent the Regional Council as required, both internally and externally.

The Portfolio Lead will ensure Rotary & Rotaract Clubs in Zone 8 are well informed about the Regional Council's strategies for improving membership in the region.

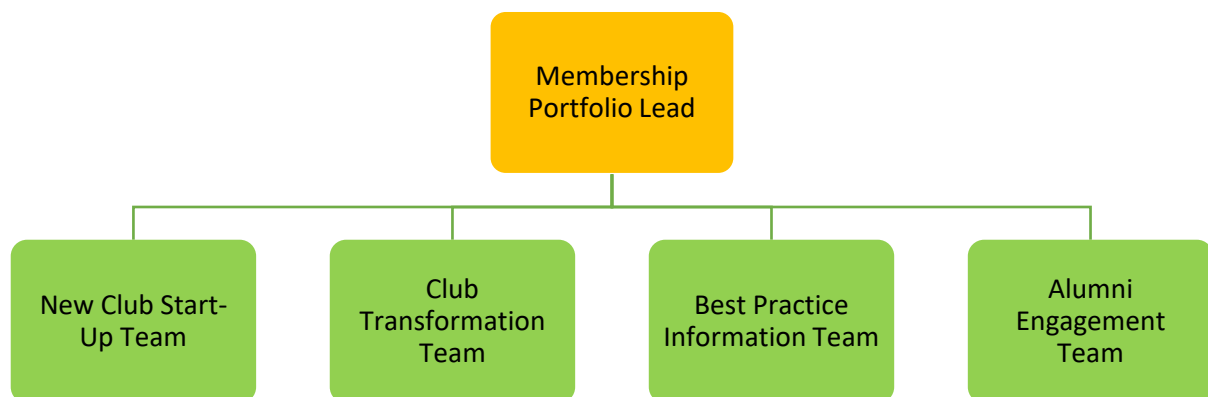
Portfolio Lead Key Responsibilities

1. Work with Rotary and Rotaract communities to identify and develop opportunities for:
 - a. increasing membership attraction in the Zone
 - b. increasing membership retention in the Zone
 - c. developing and supporting new and different club types and models, including satellite clubs in the Zone

- d. promoting strategies for diversity, equity and inclusion in Rotary and Rotaract membership, with a focus on improving under-represented demographical groups
 - e. ensuring effective handling of Rotary Membership Leads to reduce lost opportunities for new members
2. Provide Council with accurate, reliable, and timely membership data to enable Regional Council members to make sound policy and financial decisions.
 3. Manage and report on the financial aspects of membership programs and strategies, as agreed in a timely manner ensuring compliance and reporting requirements are completed on time as per Rotary International guidelines adhering to all agreed RI Policies
 4. Provide membership guidance and support to all operational and volunteer teams within Zone 8
 5. Attend and/or facilitate Membership Attraction / Retention and New Club Development learning activities at annual Community Leader training forums.
 6. Chair a committee to support the Rotary and Rotaract club network with knowledge and information to develop vibrant clubs within their local communities, that are attractive to new and existing members.
 7. Collaborate with all other Portfolio Leads to maximise all opportunities to promote and grow Rotary across Zone 8.

DRAFT organisational chart for Membership Portfolio

Note: The following is a draft organisational chart that is current as of 2 February 2024, and is subject to change as the objectives and scope of each Portfolio Committee is further developed.



DRAFT Membership Portfolio Committee Terms of Reference

Note: The following draft Terms of Reference are current as of 2 February 2024, and are subject to change as the objectives and scope of each Portfolio Committee is further developed with input from Portfolio Committee Members.

Status

Membership Director who is the Membership Portfolio Lead on the Regional Council may appoint one or more committee Chairs and Committees as needed to implement the strategies. He may also appoint a Deputy Portfolio Lead or Chair if needed.

Purpose

The responsibility of the Membership Committee is to deliver Membership strategy, policy, and programs aimed at increasing engagement and participation in Rotary across Zone 8.

Portfolio Committee Tasks

1. To oversee Membership within Zone 8.
2. Develop Membership strategy, policies and programs for Zone 8, aligned with the the long-term transformation objectives of RI and the Regional Council.
3. Develop and implement Membership pathways (both recruitment and retention) in conjunction with:
 - Incoming club, portfolio and zone leaders.
 - Regional Council committees.
 - Rotary International staff.
4. Identify opportunities for the formation of new Clubs and new membership product across the region.
5. Communicate the Membership policies, programs and pathways to all Rotary members in Zone 8.
6. Establish Alumni networks with clear objectives and encourage membership and activities in those Alumni that enhance recruitment and retention strategies.
7. Monitor the implementation of the strategy policies and programs in Zone 8.
8. Propose sub-committees as required to the Regional Council and implement and monitor the outputs and outcomes of agreed committees.
9. Source appropriate Membership providers from both within and outside of Rotary.
10. Keep Membership portfolio records.
11. Manage the budget allocation for the Zone Membership Portfolio.

Meeting Frequency

At least quarterly and as required.

Reporting To

Regional Council through the Membership Portfolio Lead

Finance and Audit

Managed through Regional Council Treasurer and the Finance & Audit Committee