



Strategic Plan

2025-2028

Updated June 2025



Introduction

Rotary Australia World Community Service Ltd. (RAWCS) is a registered charity established to facilitate Australian Rotarians, Rotary Districts, and Rotary Clubs in assisting disadvantaged communities and individuals through humanitarian aid projects.

We offer essential back-end systems and project services, including project accounting, donations and fundraising support, regulatory compliance, volunteer assistance, and marketing.

Our work encompasses:

- Project Support: Enabling volunteer work teams and funding for Rotary projects on local, national, and international scales.
- Australian Rotarians Against Malaria: Providing supplies, equipment, and volunteers to aid in the global elimination of malaria by 2030.
- RARE: Collecting and transporting surplus goods from Australia to destinations where they are urgently needed.
- Environmental projects: supporting initiatives that help with wildlife conservation and protecting the environment.
- Communications: Actively showcasing Rotary's impactful actions to the public, corporate sector, philanthropists, and governments while connecting Rotarians and Clubs with RAWCS initiatives.

Strategic Priorities & Goals

Strategic Priority 1: Organisational Renewal

Goal: To achieve organisational renewal in order to safeguard our long-term success and adaptability.

We will do this by:

1. Prioritising investment and resources to systematically assess and revamp our organisational structures and governance to align with the high standards set by the Australian Council for International Development (ACFID) and the Department of Foreign Affairs and Trade (DFAT) in order to gain accreditation. This accreditation will increase our access to funding and partnership opportunities and enhance our ability to make a meaningful impact in international development.
2. Developing a skills matrix and succession plan to ensure smooth transitions in leadership roles.
3. Proactively engaging with the Regionalisation Pilot to harness opportunities.

Strategic Priority 2: Financial Sustainability

Goal: To successfully secure support from a variety of sources to ensure revenues are diversified, stable, and sufficient to achieve our purpose, long-term goals and strategic direction.

We will do this by:

1. Resourcing and implementing our fundraising plan.
2. Increasing project activity by engaging with clubs, activating regional and district coordinators and developing projects and campaigns that are appealing to younger people.
3. Create dedicated fundraising initiatives for environmental and wildlife conservation projects and exploring partnerships with environmental NGOs or wildlife protection agencies to expand our reach and impact.
4. Transparently evaluating our service fee structure to ensure fairness, competitiveness and alignment with market conditions while maintaining trust and openness with clients.
5. Developing a business plan to identify revenue growth opportunities for Medishare/RARE.
6. Exploring the possibility of extending our services beyond Rotary to collaborate with other organisations in the community.

Strategic Priority 3: Engagement and Communication

Goal: To consolidate our brand, build on our reputation and foster stronger engagement and effective communication with stakeholders.

We will do this by:

1. Increasing awareness of RAWCS and its initiatives through targeted marketing and outreach efforts.
2. Leveraging our past successes and partnerships to reinforce the credibility and trust associated with the RAWCS name.
3. Investing in compelling, professional content and utilising various channels, including digital media, social platforms, and in-person events, to reach our diverse stakeholders effectively.
4. Strengthening connections with regions, districts, regional coordinators and project managers for better collaboration and support.
5. Providing resources, training, and recognition to regional coordinators to re-energise their engagement with the organisation.
6. Developing a calendar of key Rotary and non-Rotary events to identify relevant engagement opportunities.

Strategic Priority 4: Operational Excellence

Goal: To build an environment of trust, transparency and accountability to deliver long-term organisational success and growth.

We will do this by:

1. Investing in improved systems and processes to enhance efficiency and effectiveness.
2. Valuing workforce diversity and striving for excellence in staff recruitment, supervision, support and development.
3. Ensuring a skilled and dedicated Board for effective governance and leadership.
4. Creating a safe and healthy work place.
5. Establishing and implementing a Board development plan including training and performance evaluation.
6. Developing a framework for evaluation and measuring social impact.