



Strategy 2026–2028

Rotary South Pacific is shaping a stronger, more connected future across Australia, New Zealand and the Pacific Islands. This strategy focuses our collective effort on strengthening clubs and member experience, growing membership, increasing reach and impact, building a stronger public voice and creating a sustainable regional model for the future.



What success looks like by 2028



1

Membership growth and retention

Grow Rotary and Rotaract membership through new clubs, alternative pathways into membership, stronger clubs and improved retention.



2

Stronger club and member experience

Provide practical, accessible support through RCGs, RCLs, learning and development, inclusive practice, public image support and shared resources.



3

Greater reach and impact

Increase collective impact through projects, programs, youth initiatives and partnerships that benefit from regional scale and collaboration.



4

One trusted Rotary South Pacific voice

Strengthen awareness, consistency and public image so Rotary and Rotaract are better understood by members, communities, media and partners.



5

A sustainable regional model

Build the evidence, systems, leadership and funding approach needed to inform the future of Rotary South Pacific beyond the pilot.

Regionalisation Pilot Objectives



Leadership



Strategy



Collaboration



One Voice



Reduce Cost



Support Clubs



How we will deliver the strategy

Six Priority Transformation Projects

1.

RCLs and the RCG Journey

Strengthen Rotary Community Leaders and Rotary Community Groups so clubs can access support, collaborate and progress shared priorities.

2.

Leadership and Learning

Create coordinated leadership and learning pathways for RCLs, Presidents-elect, club officers and future RSP leaders.

3.

Membership and Club Vitality

Grow membership through new clubs, stronger pathways into Rotary and Rotaract, improved retention and healthier club experiences.

4.

One Voice and Public Image

Build a stronger and more consistent public image through aligned communications, storytelling and digital reach.

5.

Impact, Programs and Partnerships

Increase participation and impact through service projects, youth programs, partnerships and external funding opportunities.

6.

Enabling Model, Governance and Sustainability

Strengthen the governance, systems, transfer of functions and funding approach needed for a sustainable regional model.

How we will know it is working



Early indicators of progress

- Active RCGs
- RCG Journeys in place
- Clubs understand RSP and know where to access support
- Stronger leadership and learning participation



Longer-term outcomes

- Membership and club growth
- Improved member retention and experience
- Greater public awareness and reach
- More strategic partnerships and sustainable funding