

Regional Council Portfolio Lead – Membership Position Description

Position title	Portfolio Lead - Membership
Location	Rotary South Pacific
Reports to	Regional Council Chair
Date	1 December 2025

About the Regionalisation Pilot

The Regionalisation Pilot Vision is “to significantly increase the reach and impact of Rotary and Rotaract in Australia, New Zealand and the Pacific Islands.” Through this new model we seek to achieve the following objectives:

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Create attractive and diverse leadership and development opportunities	Provide greater consistency and continuity of strategy across the zone	Encourage collaboration and partnerships (Enable a single point of contact for external parties seeking partnerships)
4	5	6
Build a stronger, unified regional Rotary image and Brand	Improve efficiencies to reduce duplication and costs to members and to RI	Support clubs to provide relevant and engaging experiences that serve and connect our communities and enable us to grow

Taken together, a new Governance approach will ensure we are able to provide greater support to clubs and members – to meet the goals of Rotary’s action plan, whilst providing more meaningful and rewarding club experiences for members.

Position objective

A key objective of the Regionalisation Pilot Project is to increase membership attraction and decrease member attrition while creating innovative membership experiences and 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 new member attraction pipeline.
- Develop strategies for enhanced member retention.
- Develop and implement plans and initiatives for strategic membership growth, and the development of Club attraction and retention capabilities;
- Identify opportunities for the formation of new style Clubs and new membership models 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 ensure Rotary & Rotaract Clubs in Zone 8 are well informed about the Regional Council’s strategies for improving membership in the region.

Key Responsibilities

1. Work with Rotary and Rotaract communities and District Teams to identify and develop opportunities for:
 - a. increasing membership attraction in the Zone
 - b. enhancing membership retention in the Zone
 - c. developing and supporting new and different club types and models, including satellite model companion clubs in the Zone
 - d. promoting new style club models and meeting styles, with a focus on improving under-represented demographic groups
 - e. assisting clubs to efficiently handle Rotary Membership Leads to reduce lost opportunities for attracting new members
2. Work with RI staff and others to conduct demographic analysis of the potential membership market and identify opportunities for recruitment or the forming of new clubs and provide that information to the appropriate RCLs, RCGs, and District teams.
3. Provide Council with accurate, reliable, and timely membership data to enable Regional Council members to make sound policy and financial decisions.
4. 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
5. Provide membership guidance and support to all operational and volunteer teams within Zone 8
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 Portfolio Leads acting as one in the best interests of the RC objectives in order to maximize all opportunities to promote and grow Rotary across Zone 8.
8. Optimise the use of technology for meetings, workshops, focus groups and similar activities.

Person specification

A Rotarian or Rotaractor resident permanently within Rotary Zone 8, of good standing as a member and with high levels of integrity and work ethics.

Be eligible for appointment as a Company Director under Australian Corporations law.

Experience:

Has expertise and experience of at least 2 years on a Rotary Membership Committee at club, District or Rotary International level with a proven record of success.

Has experience in starting new Rotary and Rotaract clubs and satellite clubs in targeted membership growth areas and demographics.

Demonstrates high interpersonal relationship skills and experience which will facilitate effective working relationships with Rotarians and Rotaractors who have diverse experience, views and values, and with external partners at all levels across the Zone.

Can identify key areas requiring change and recommend sustainable solutions.

Has the initiative and capability to drive support for strategic Rotary and Rotaract membership projects and programs with a range of stakeholders.

Skills

Excellent leadership and Influencing skills.

Well-developed people skills, has an inclusive working style, with experience and knowledge from working in diverse environments, with the ability to manage conflict resolution if required.

The ability to engage with and attract a high-performance membership team of people from all districts with diverse cultures and backgrounds, to value different perspectives and leverage the strengths of a diverse group to reach a common goal.

Effective communication skills, both written and oral.

Proven ability to plan, develop, implement, and evaluate strategic objectives including risk management and uncertainties.

Qualifications

Held office as Rotary Club President or higher for a full term or a District Committee Chair for at least one year with experience that clearly demonstrates the ability to engage, develop, and deliver Regional Council strategies for increasing membership in the region.