

Strategic Planning Workshop

*Discovery session to map out our pathway,
our areas of focus, and desired outcomes.*

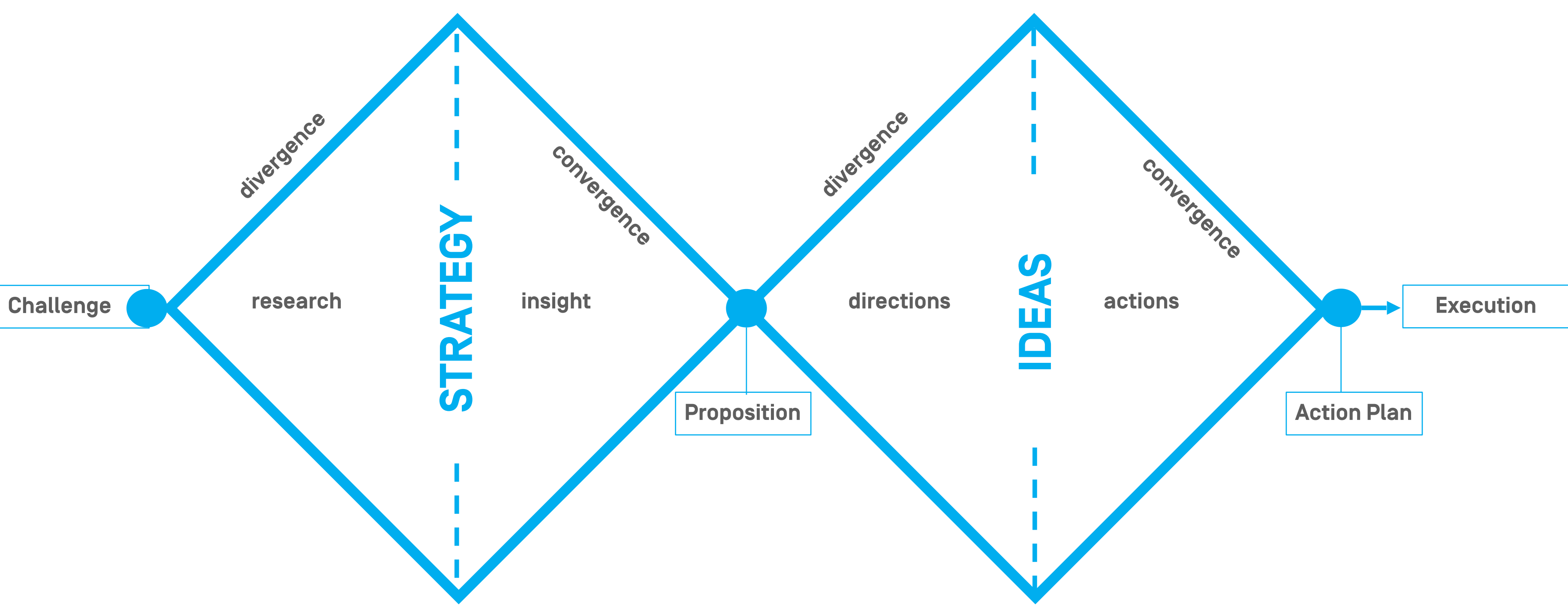
Monday 12 May, 2025



**Queensland's
First Club.**

The D4 process

Applying D4 requires four stages: research, strategy, ideas development, through to setting goals and action plan.



1. DISCOVER	2. DEFINE	3. DEVELOP	4. DELIVER
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The exploration of the brief: audience, brand, cultural, social & political

The pin-pointing of the evidence and identification of proposition & message

Exploration of ideas and areas of focus, bringing the proposition to life

Development of the preferred directions to form final course of action



A logo is not a brand, the brand is the WHY



Positioning the brand is
key to success



**RED BULL
GIVES YOU
WIINGS.**



Proof to the claim is the HOW,
the reason to believe



Product is the WHAT we are selling, a reason to act: buy now, again & again...





brand is the WHY



Proof is the HOW



Product is the WHAT

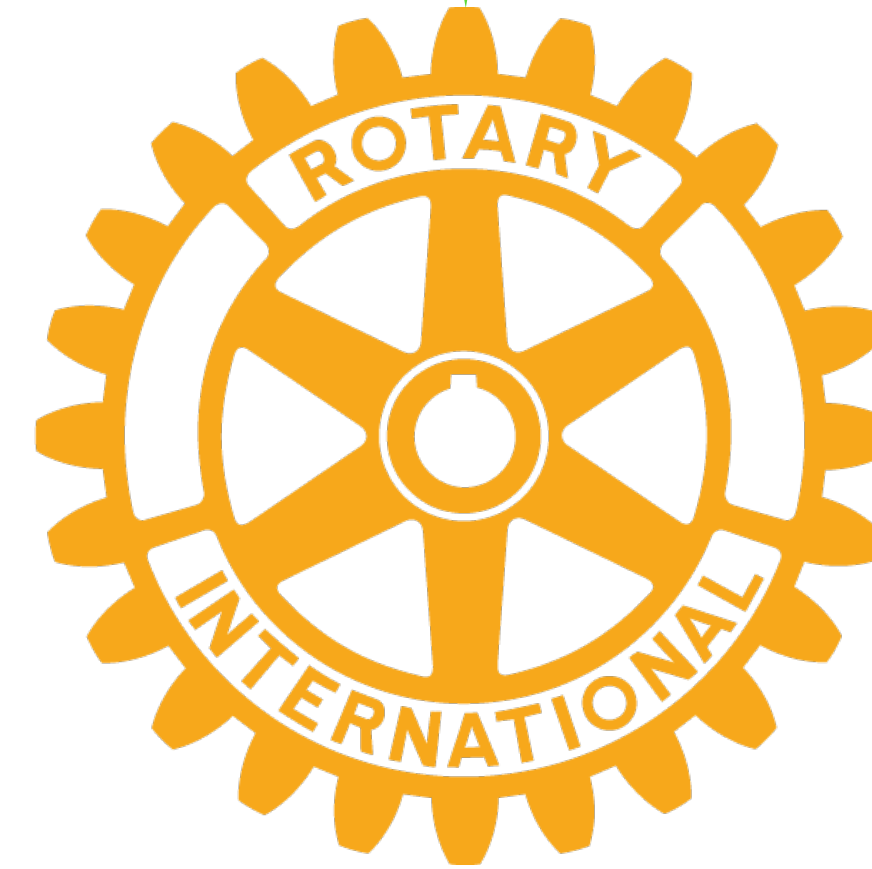
A black dog is swimming underwater in clear, blue-green water. The dog's head is visible above the surface, with its eyes wide open and looking directly at the camera. A blue-bordered inset in the center of the image shows a close-up of the dog's face, with its eyes appearing to have a blue and red reflection. The text "LET'S DIVE DEEP TO DISCOVER MORE ABOUT THE ROTARY CLUB OF BRISBANE BRAND" is overlaid on the inset.

**LET'S DIVE DEEP TO
DISCOVER MORE ABOUT
THE ROTARY CLUB OF
BRISBANE BRAND**

A logo is not a brand, the brand is the WHY

Is this us? Or, is the Rotary Club of Brisbane something different?

Rotary



PREDICTABLE
APPROACH

The ROTARY ACTION PLAN



TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

As we work together to build a stronger world, **Rotary's Action Plan** — our strategic plan — is leading our organization to form more meaningful connections and make a more sustainable difference through service. Using the plan's four priorities as a guide, we're fulfilling the vision of Rotary International and The Rotary Foundation: creating healthy clubs, providing engaging experiences for all, and uniting people to take action with us to create lasting change.

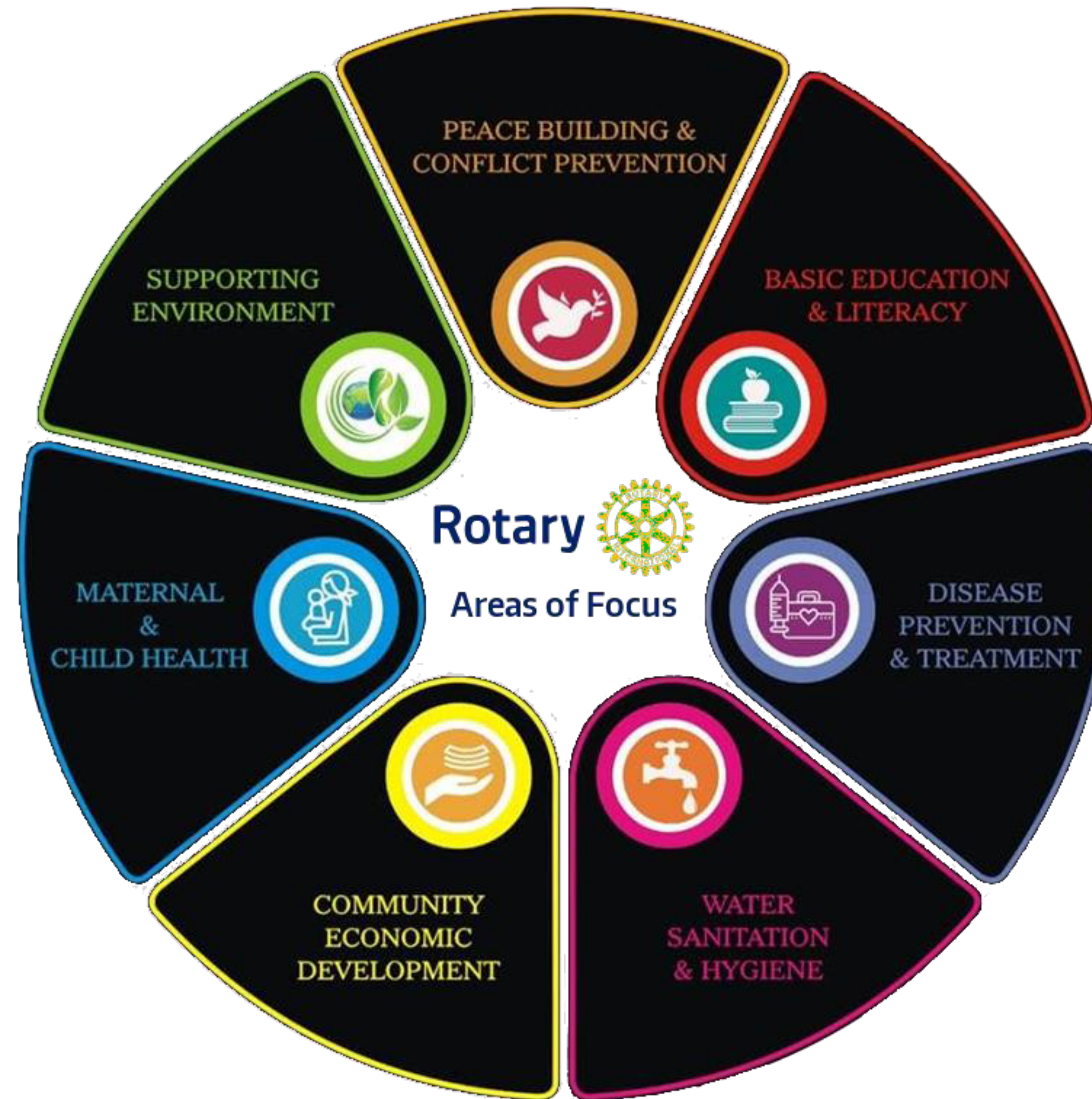
INCREASE OUR
IMPACT

EXPAND OUR
REACH

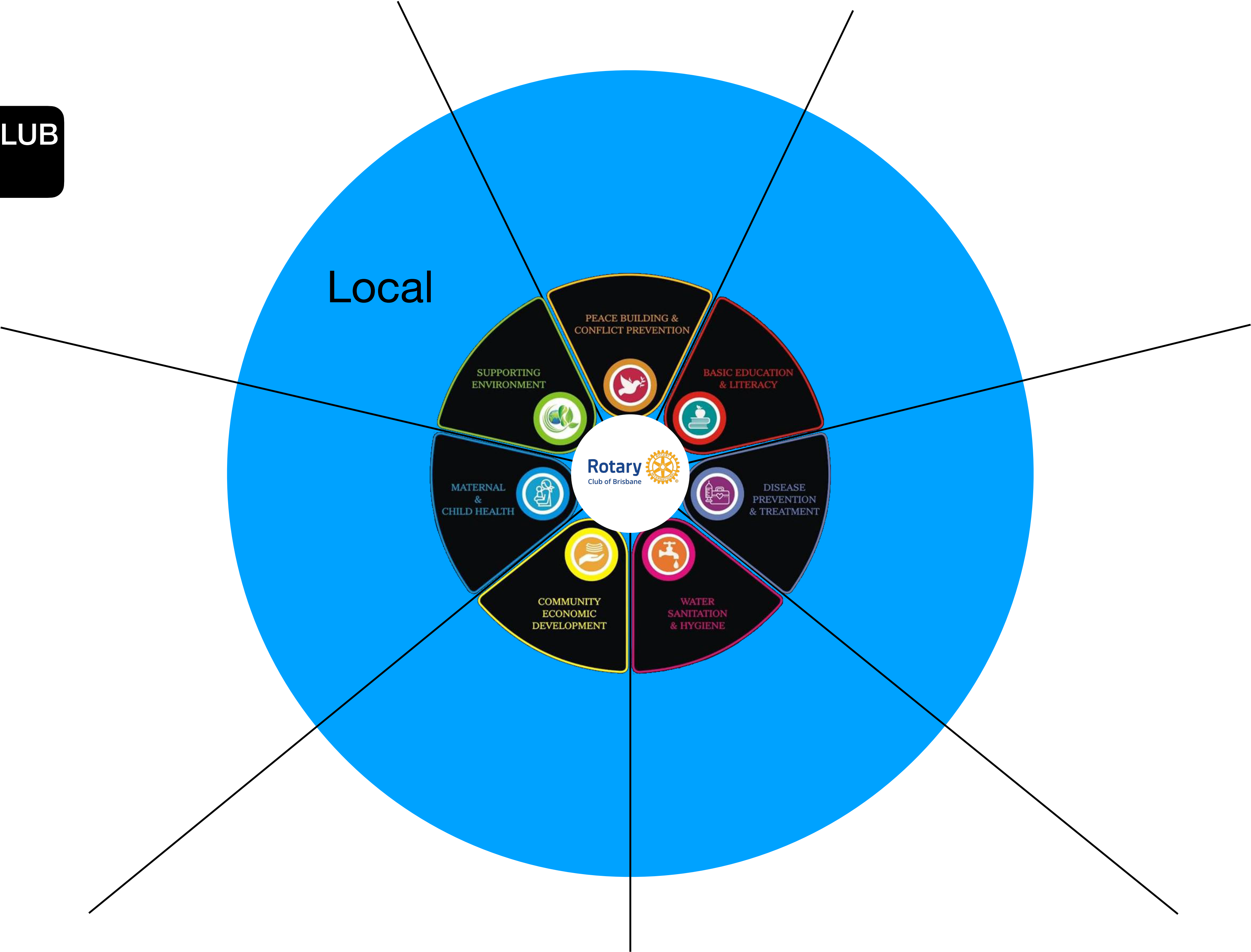
ENHANCE
PARTICIPANT
ENGAGEMENT

INCREASE OUR
ABILITY TO
ADAPT

PREDICTABLE APPROACH



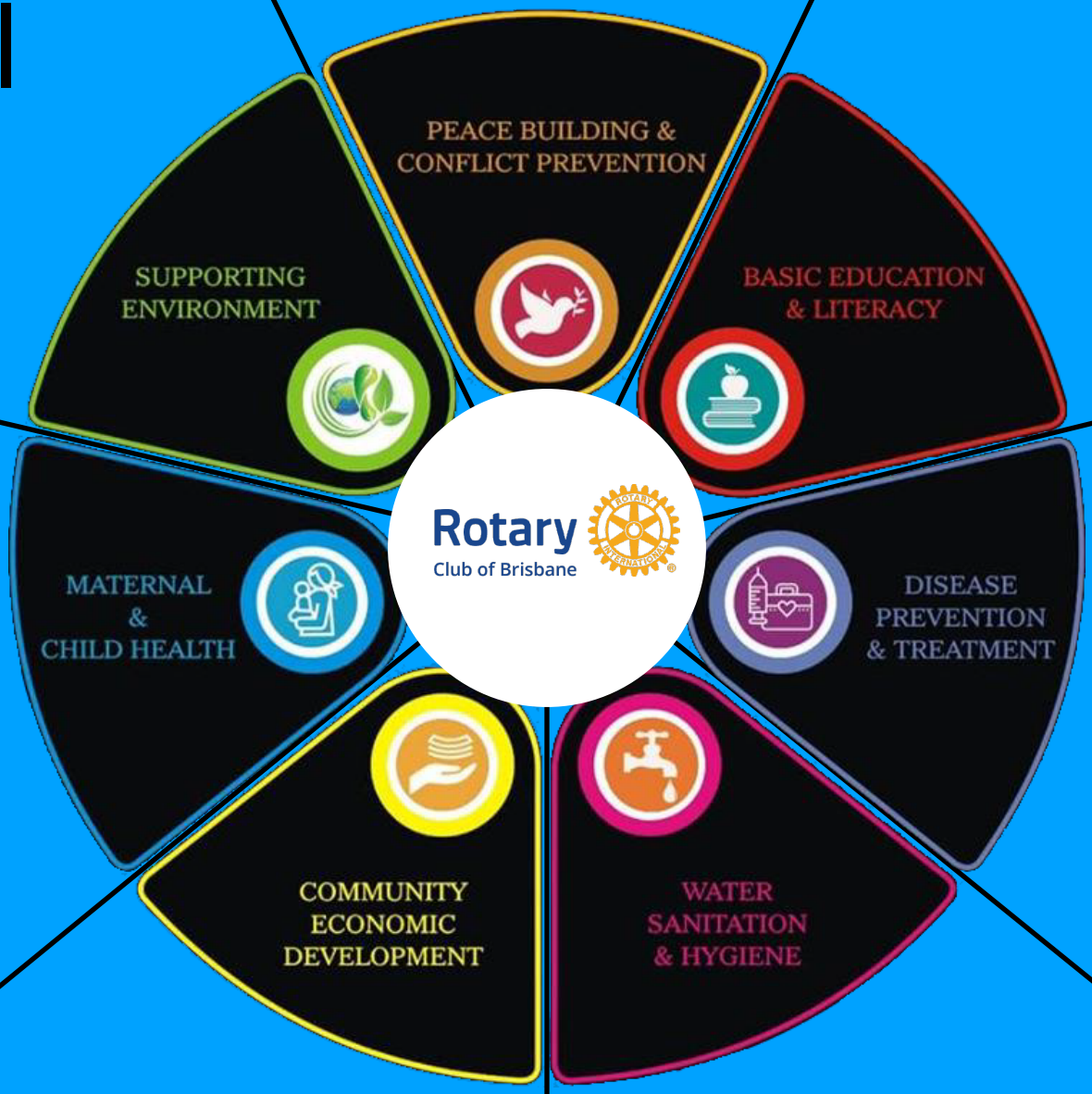
OVERLAY OUR CLUB
ACTIONS



OVERLAY OUR CLUB
ACTIONS

Global

Local

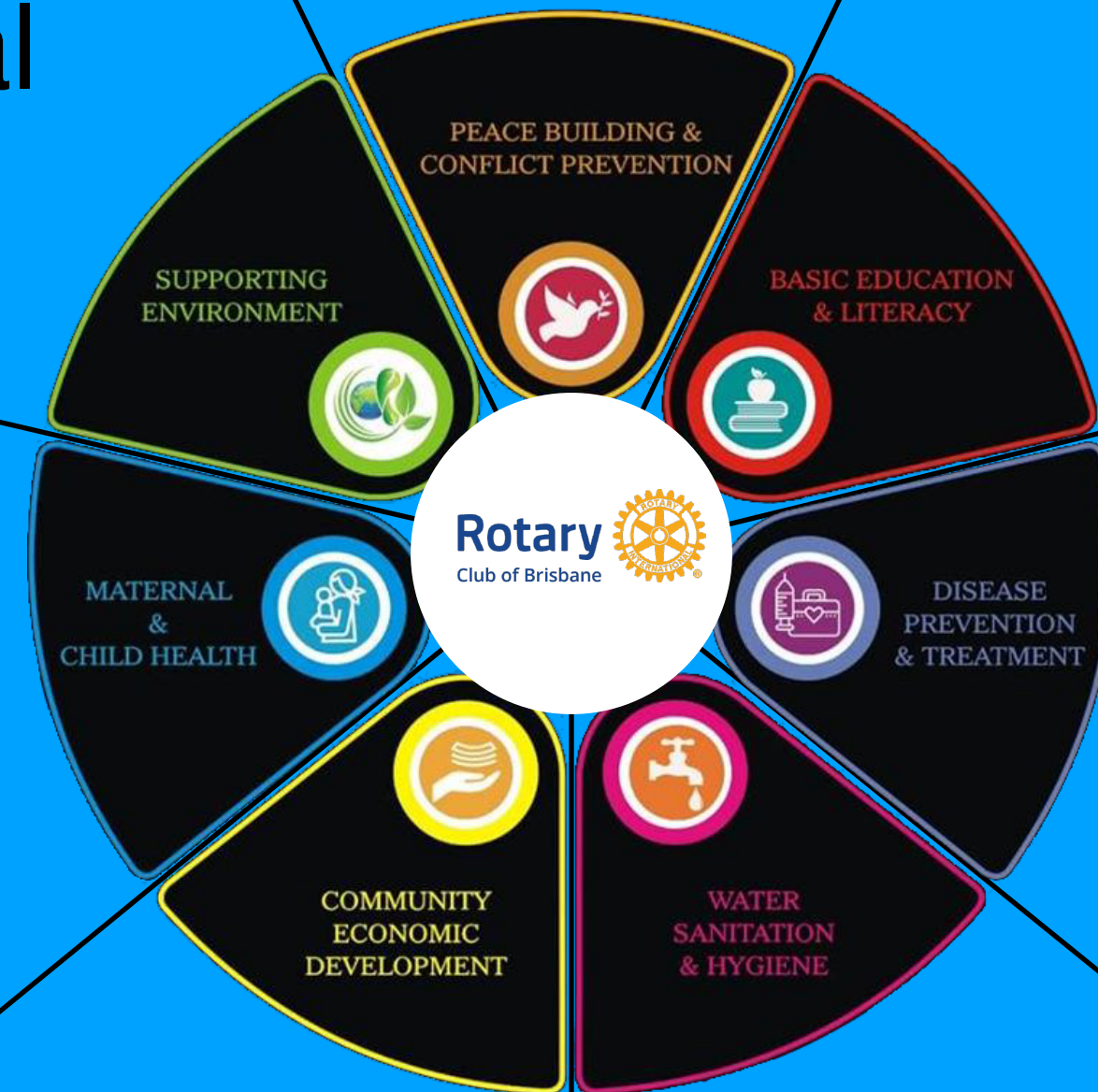


SET GOALS

Global

Local

JOB DONE RIGHT?

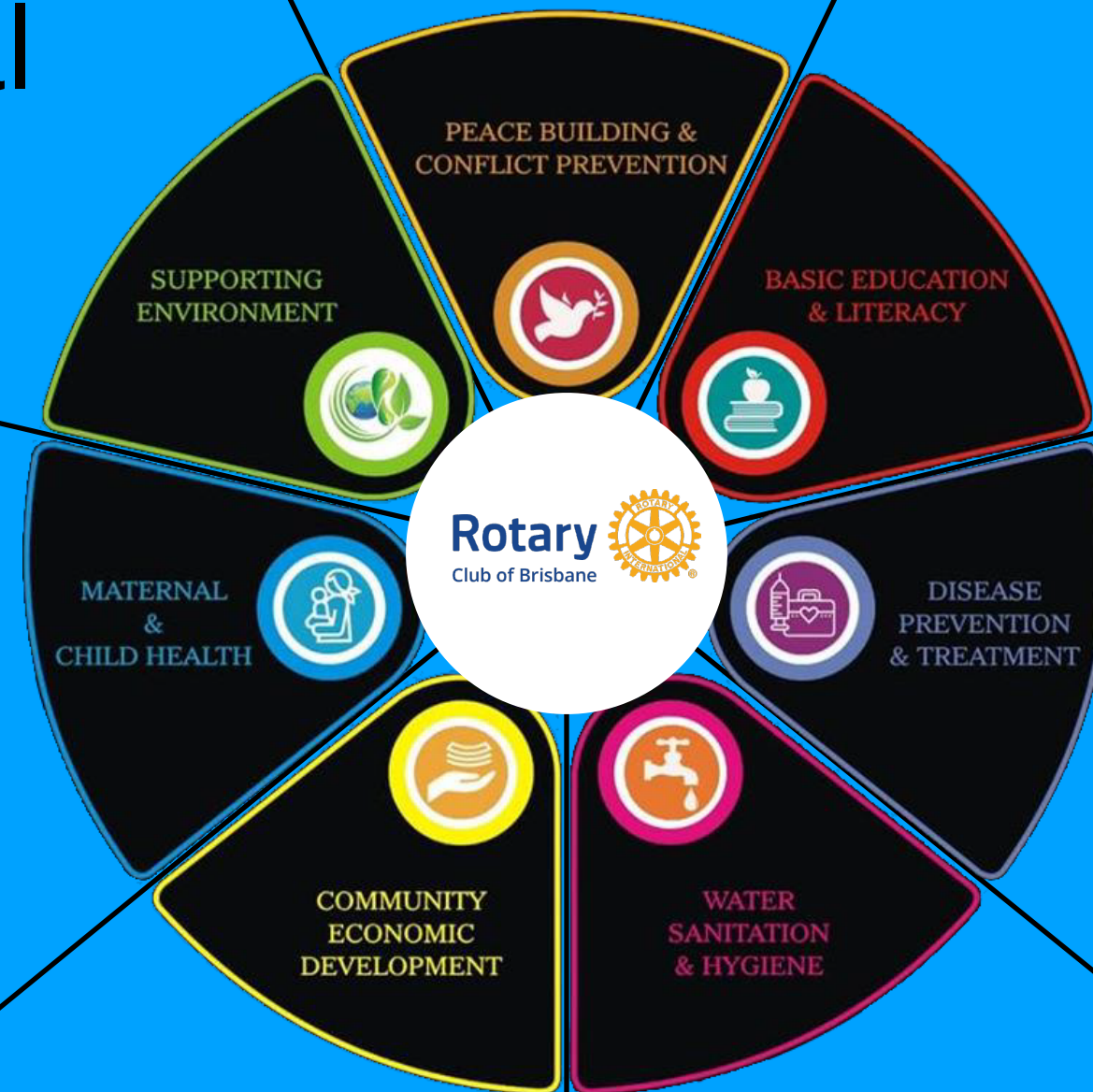


ALL TACTICS

Global

Local

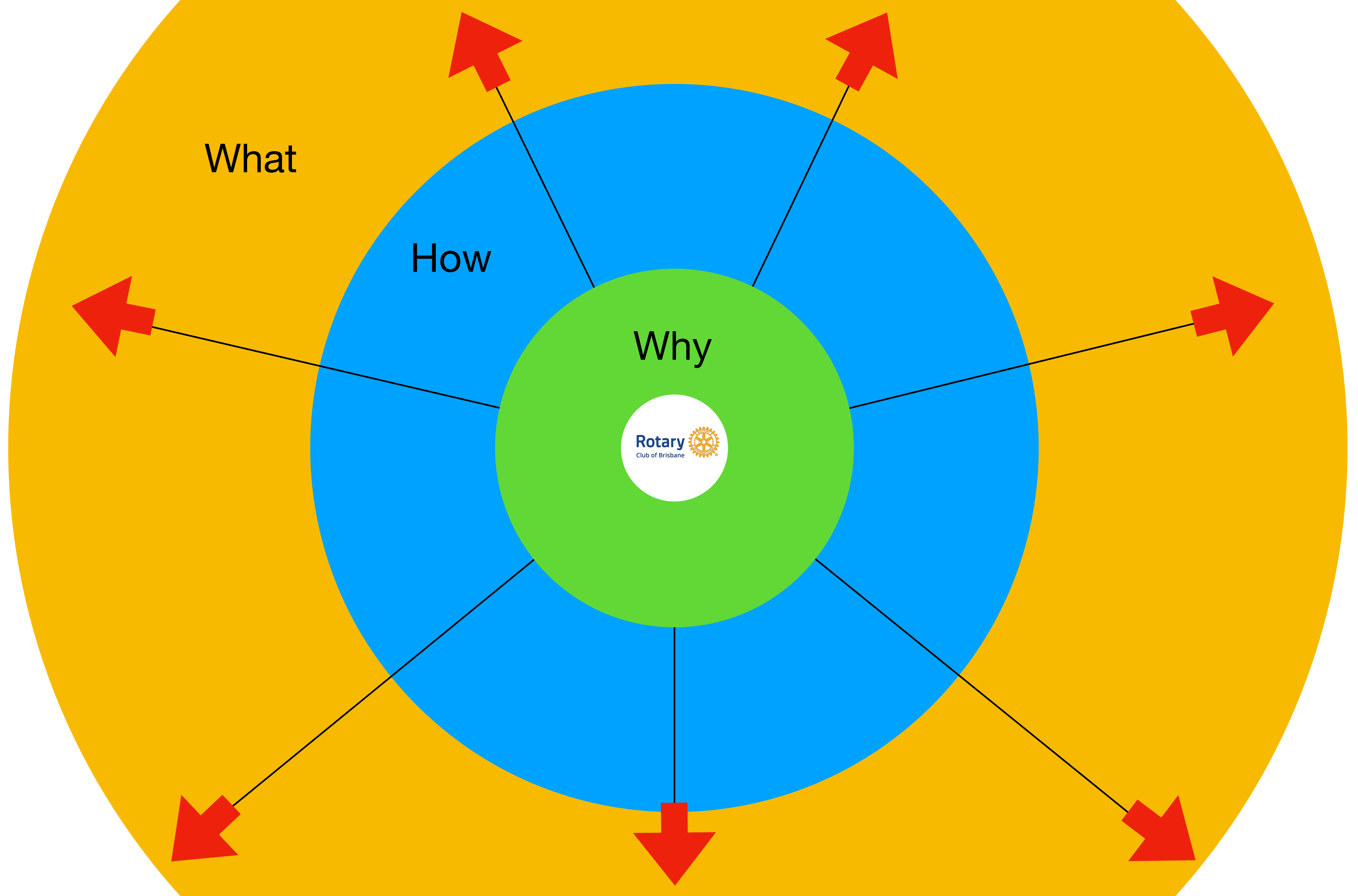
NOT STRATEGY



LET'S START WITH WHY

Rotary
Club of Brisbane





TIER 1

Our promise or claim

WHY

TIER 2

Proof, or reasons to believe

HOW

TIER 3

Call to action, reason to be a member,
engage, visit, sign up.

WHAT

TIER 1

Vision statement + 4 x pillars applicable to all clubs

Rotary

Club of Brisbane





Queensland's
First Club.

WHY

TIER 2

Global	Qld	Ourselves

HOW

TIER 3

Global	Qld	Ourselves

WHAT

WHO ARE WE?



Who is:

Rotary
Club of Brisbane



What words come to mind for:

Rotary
Club of Brisbane



next
Thurs
day

**A problem well stated is a problem half solved.
Who or what is our enemy?**

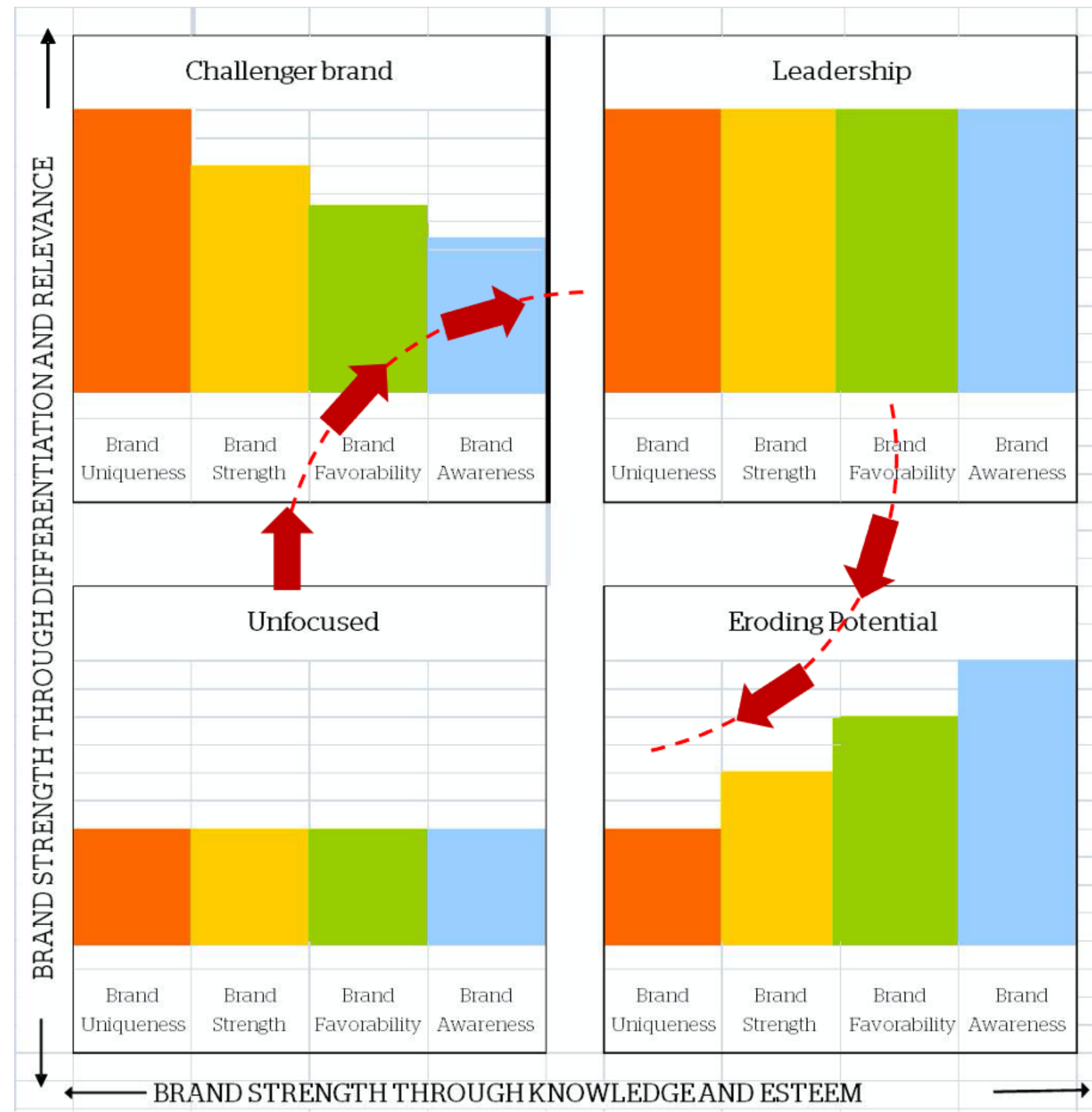


A man wearing a black scuba mask and snorkel is kneeling in the middle of a massive school of small, silver fish. The fish are densely packed around him, filling the entire frame. The man is shirtless, wearing black shorts and a black wristwatch on his left wrist. He has a serious expression and is looking directly at the camera. The background is a deep blue, suggesting an underwater environment. The text "How are we positioned in the category?" is overlaid in white, bold, sans-serif font across the center of the image.

How are we positioned in the category?

Competitor set:

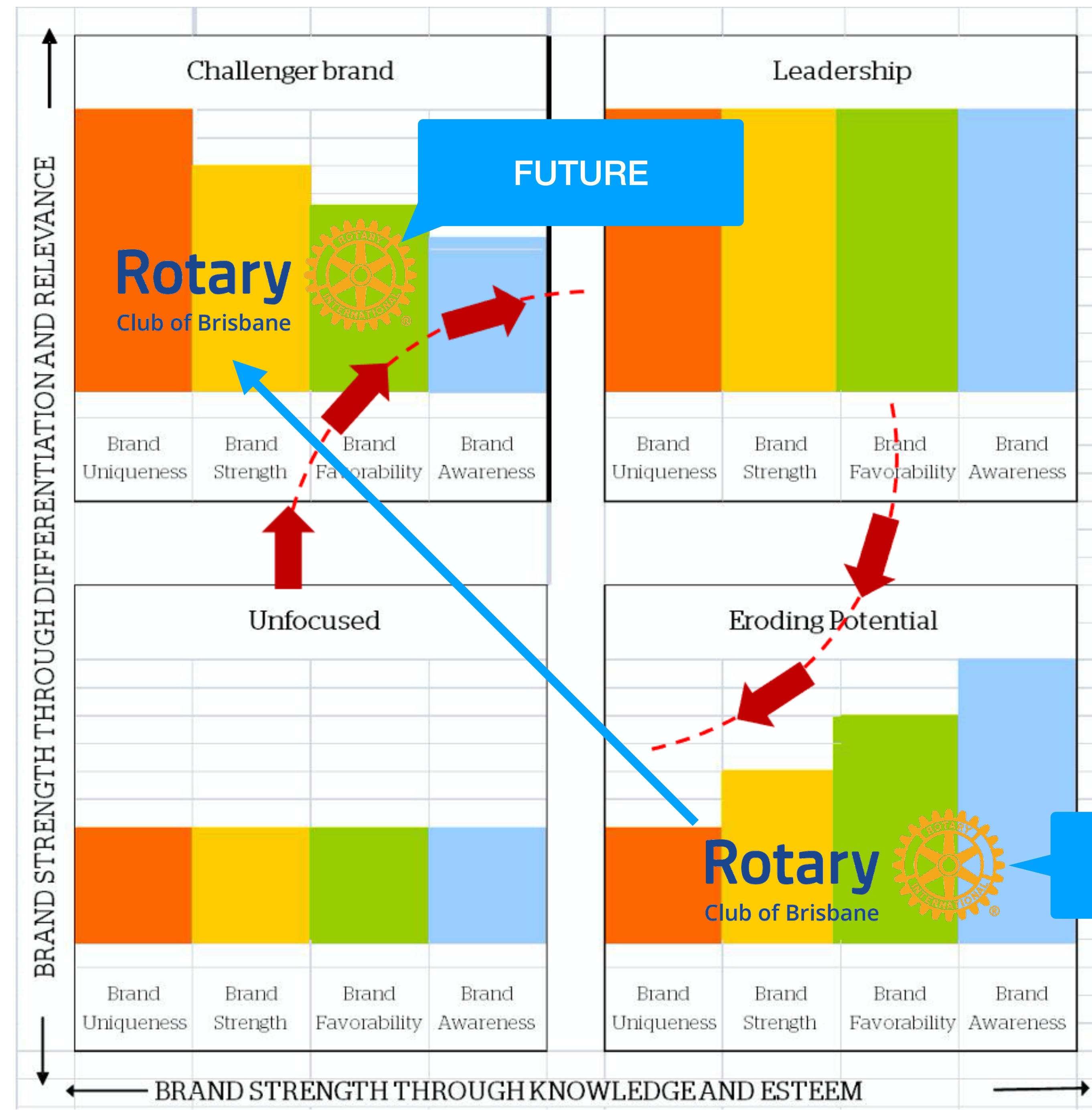
Rotary
Club of Brisbane



next
Thursday
day

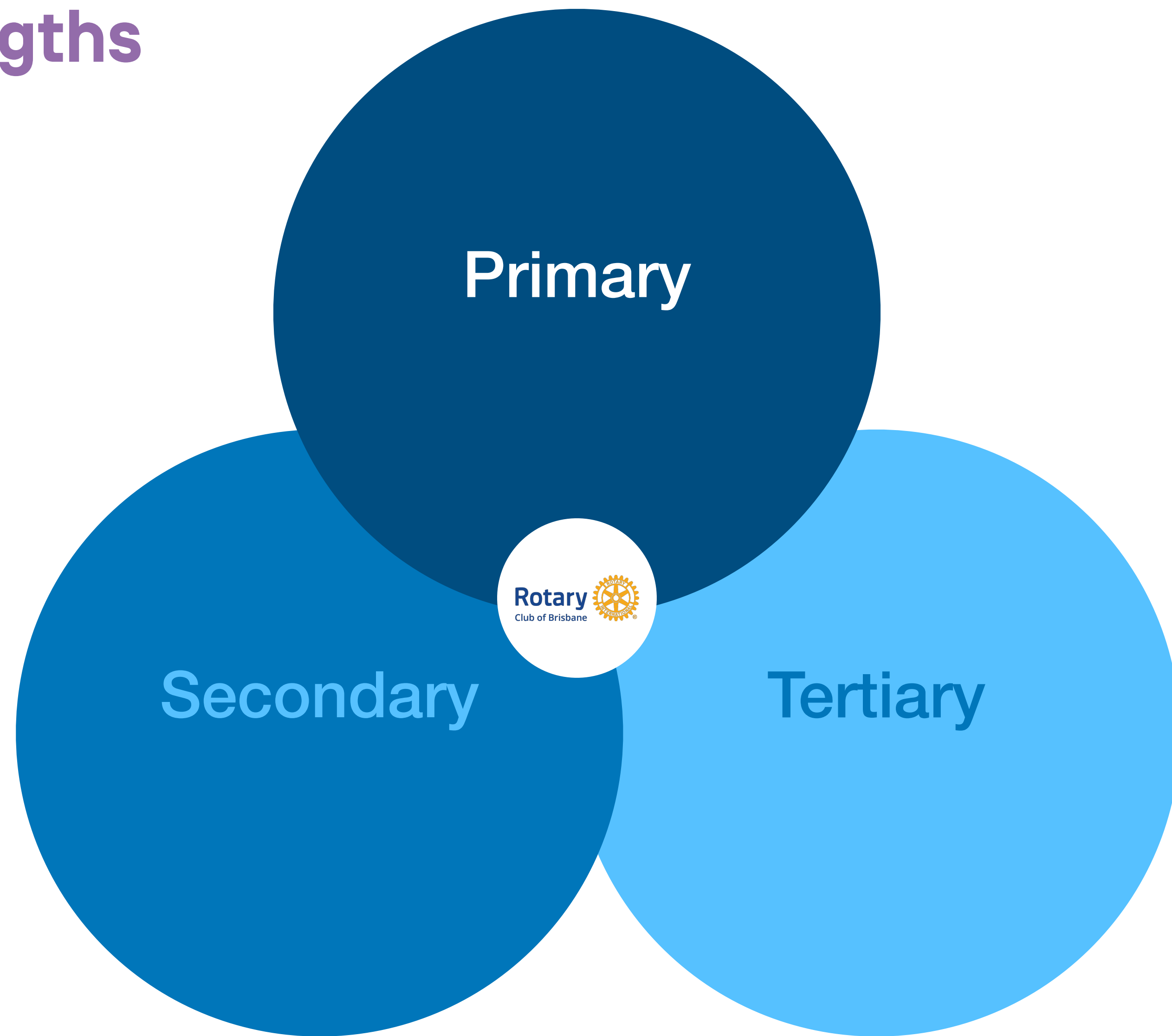
Competitor set:

Rotary
Club of Brisbane

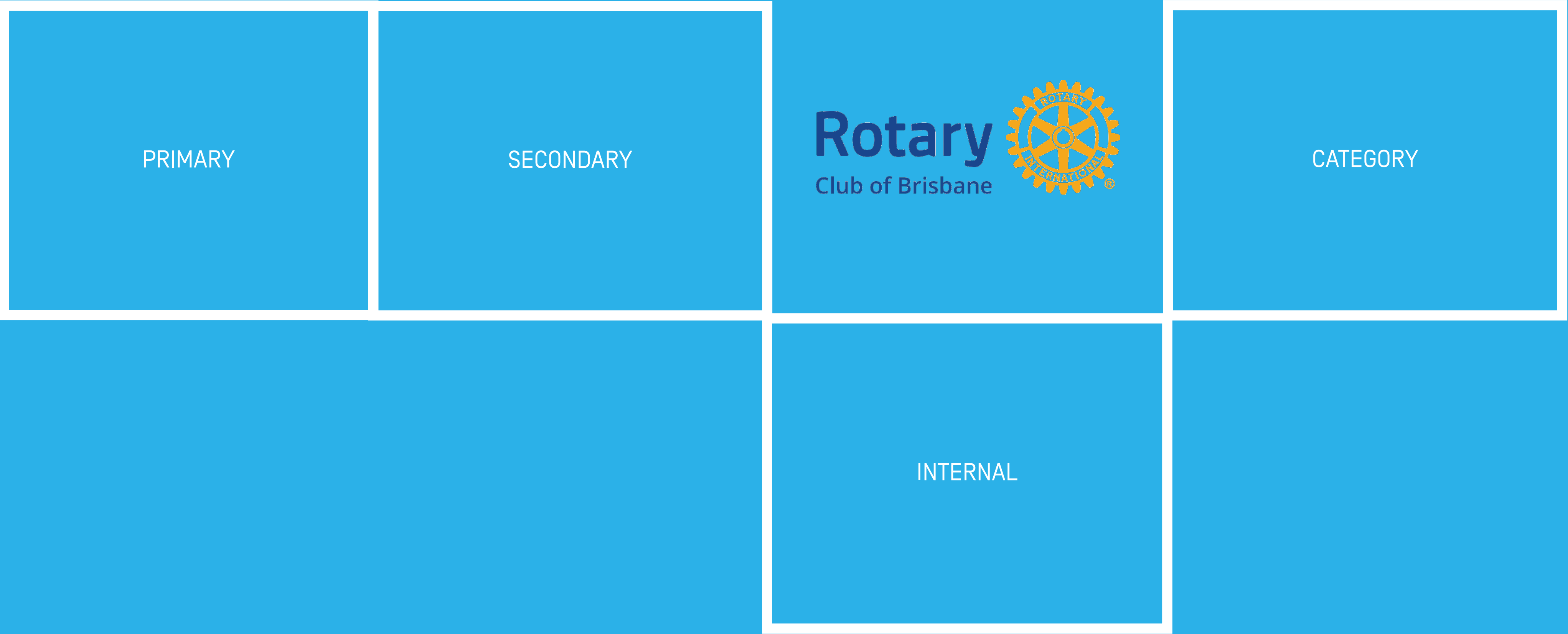


next
Thurs
day

Our key strengths



Who is our customer?

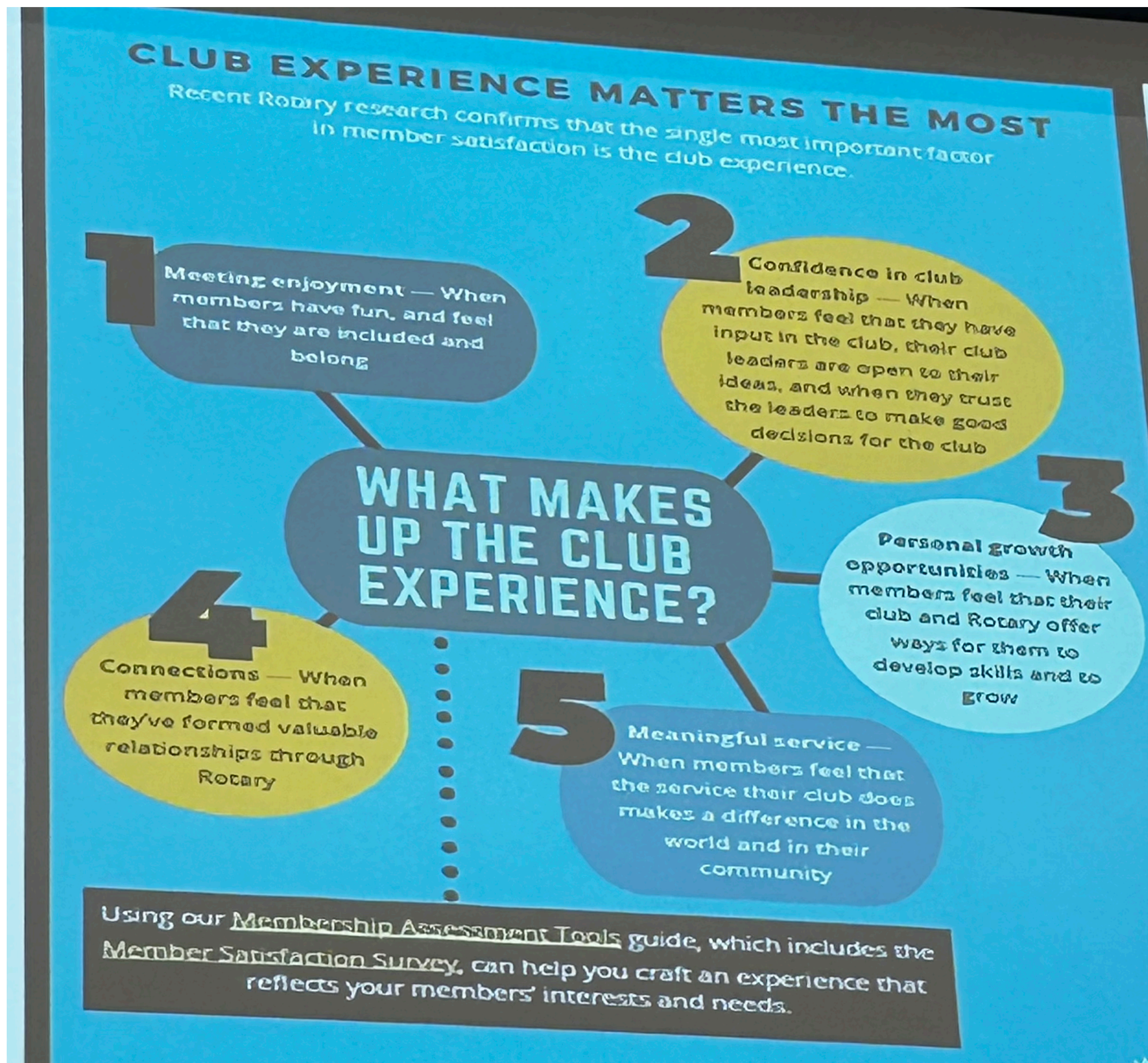


What does success look like for:

Rotary
Club of Brisbane

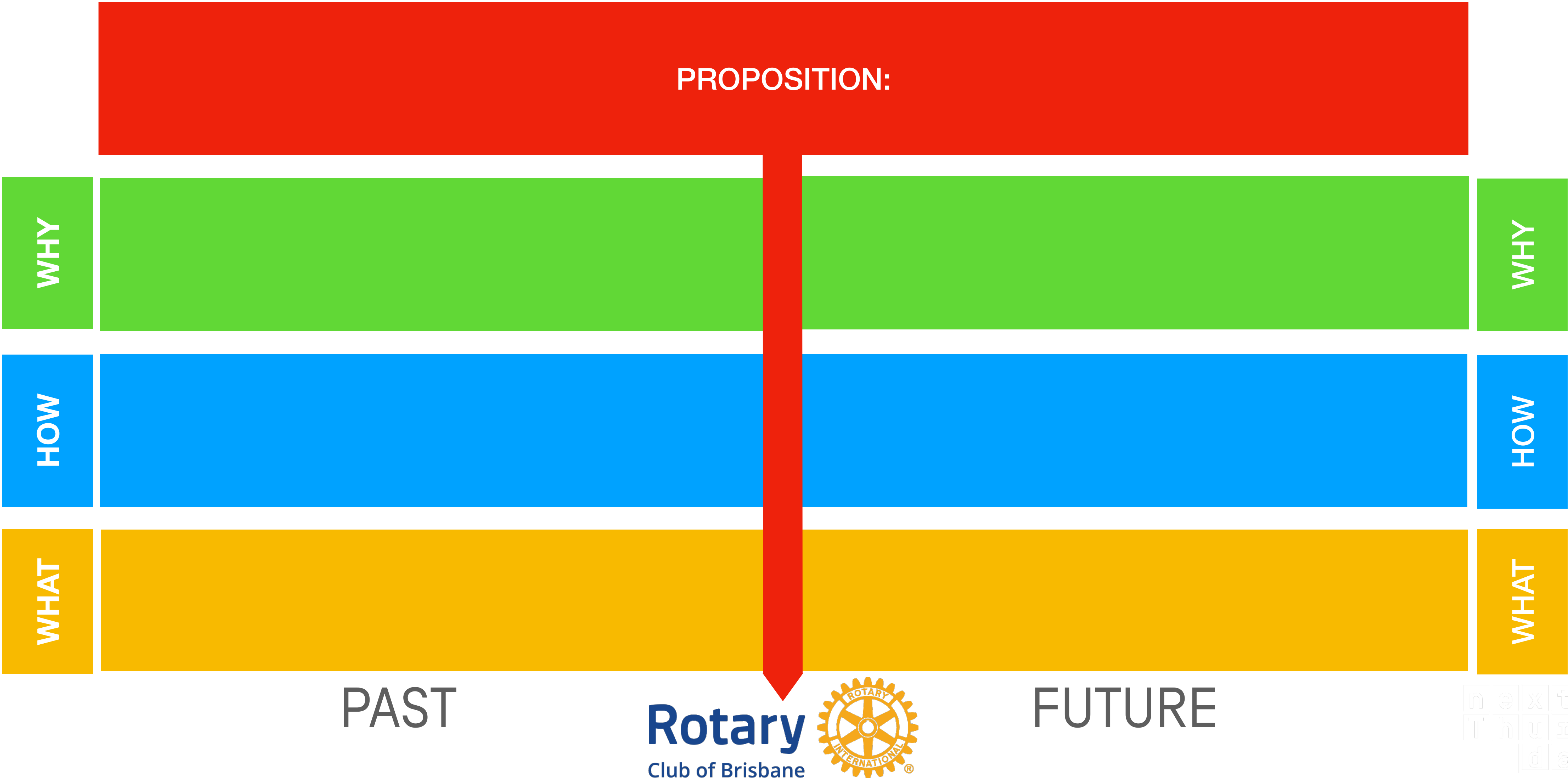


What does success
look like for:

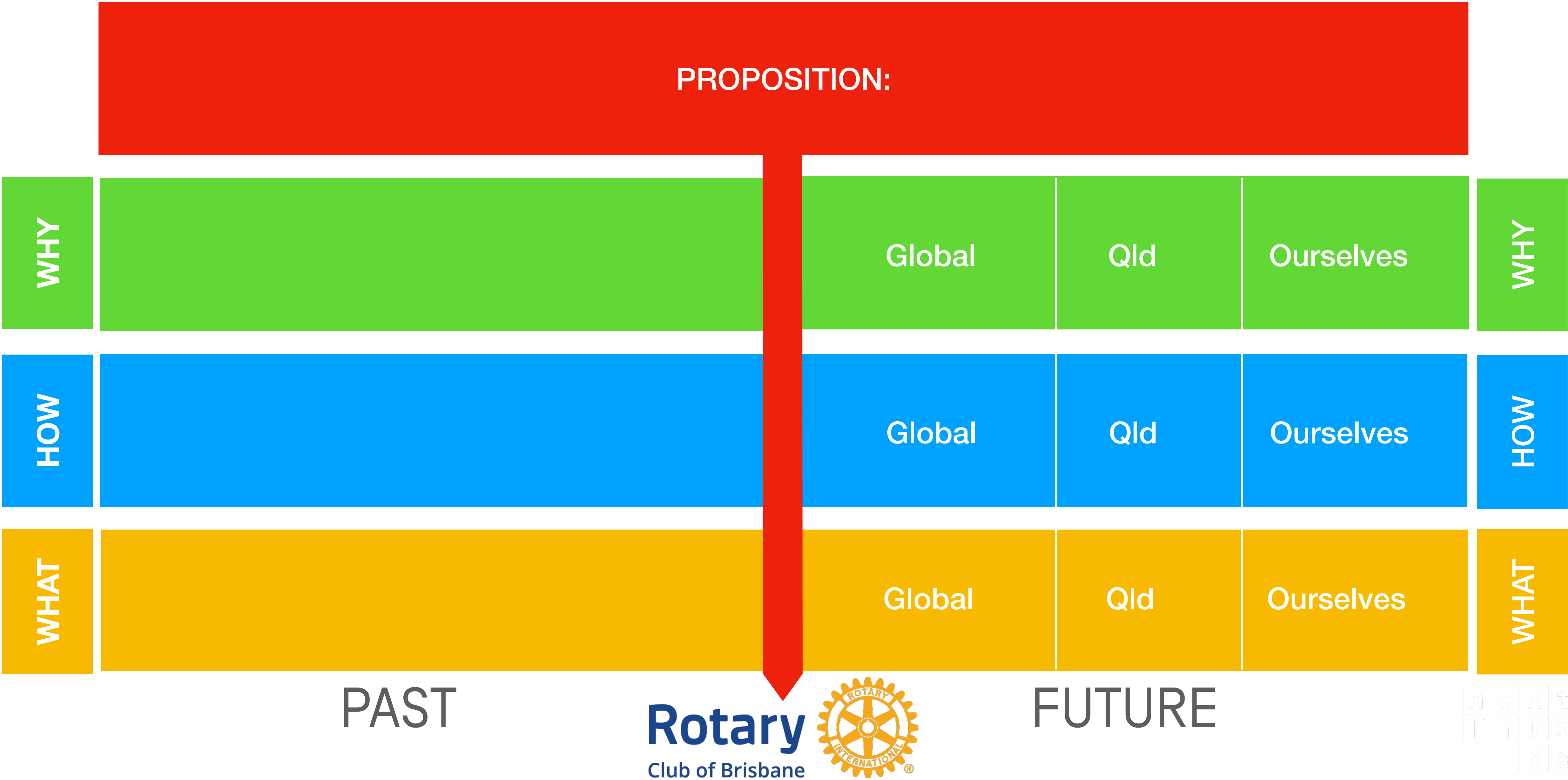


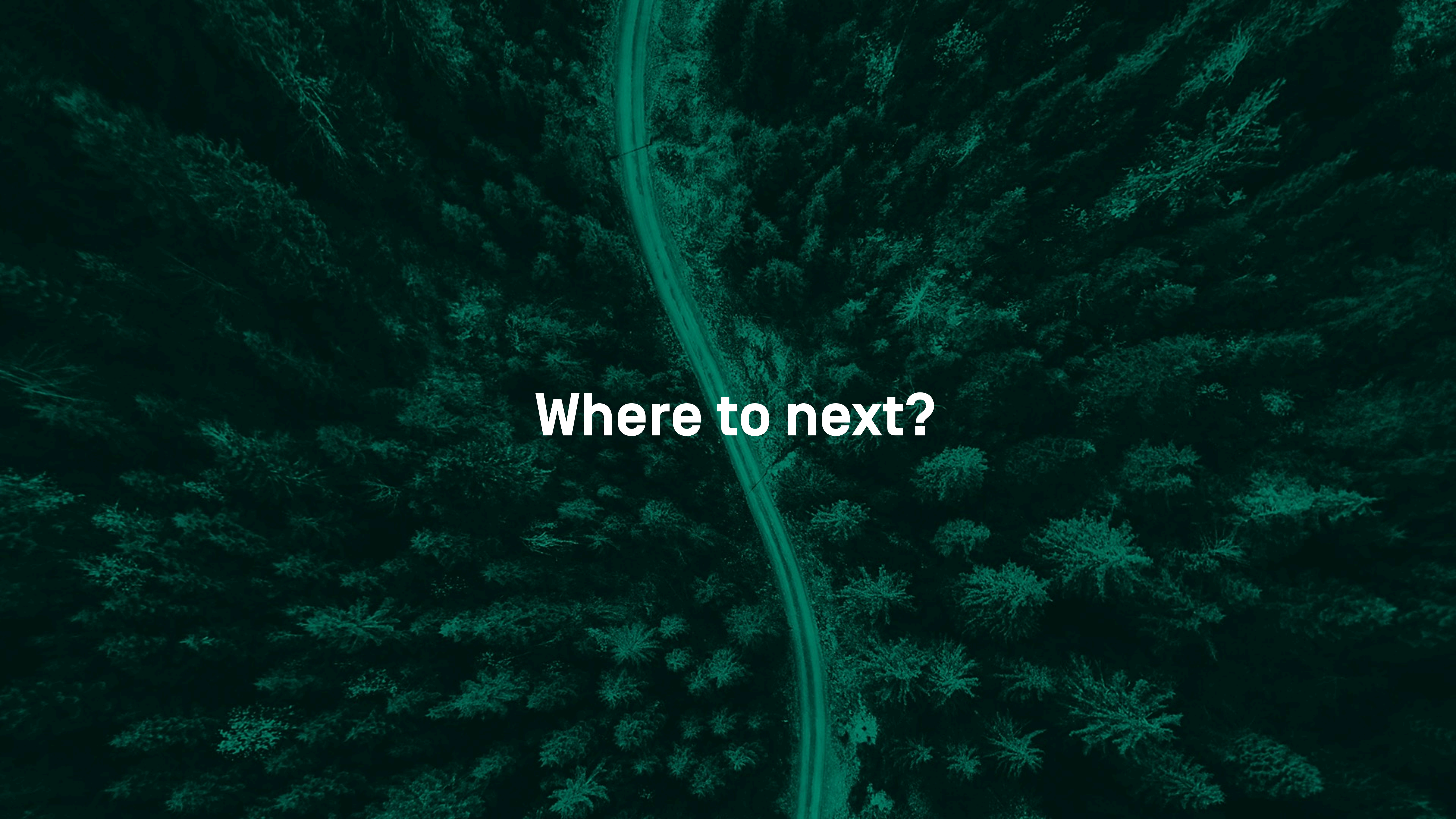
OUR UNIQUE
BRAND
STRATEGY

Brand strategy: one word brief?...



Brand strategy: one word brief?...



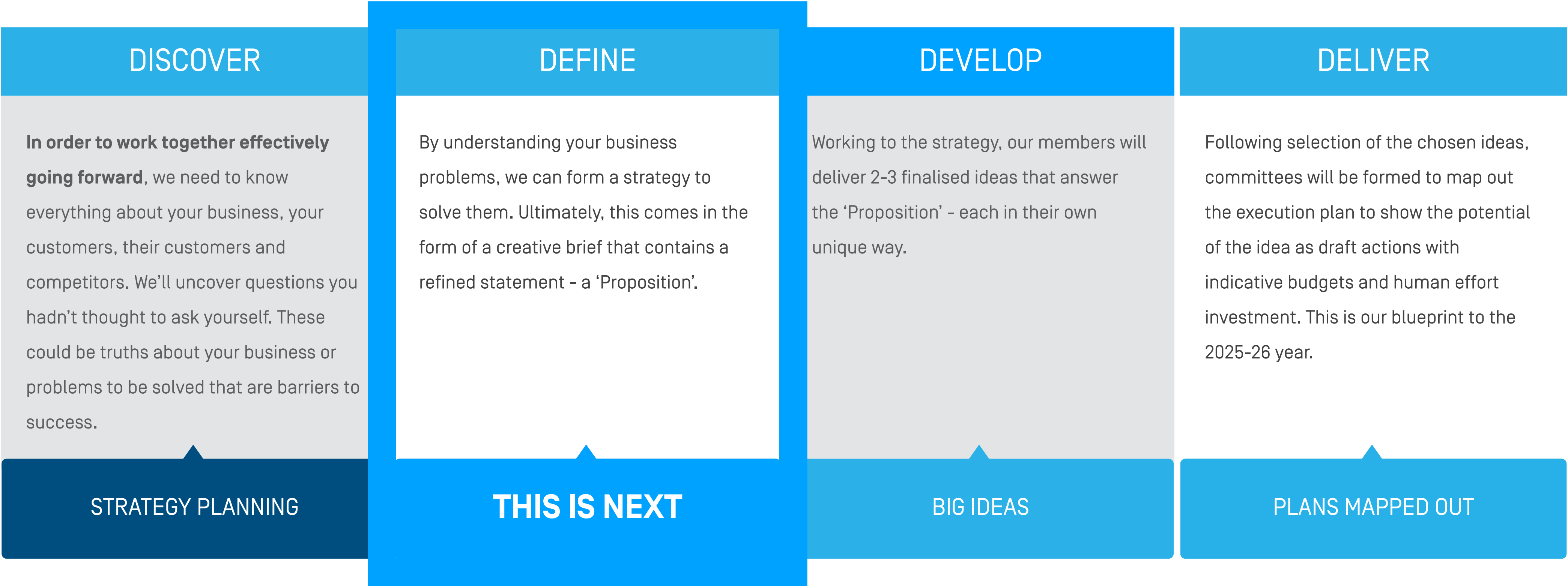
An aerial photograph of a winding road through a dense forest, tinted with a teal color. The road curves from the top center towards the bottom right. The text "Where to next?" is overlaid in the center of the image.

Where to next?

Deliverables in next step

The D4 process

Applying D4 requires four stages: research, strategy, creative development, through to a marketing communications plan.



LET'S GET TO WORK

