

Vocational Service Strategy

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Challenging Times – an Opportunity in the Making

Vocational Service – back to our roots.....

According to RI “*Vocational Service is the essence of Rotary and serves as the foundation from which we serve our communities around the world*”.

The concept of vocational service is rooted in the second *Object of Rotary* which calls on Rotarians to encourage and foster:

- *High ethical standards in business and professions*
- *The recognition of the worthiness of all useful occupations*
- *The dignifying of each Rotarian’s occupation as an opportunity to serve society*

VOCATIONAL SERVICE



Now is the time to Revitalise Vocational Service



- The world has changed dramatically in the past few months – COVID 19
- Unemployment will be at its highest in decades
- Many businesses will be forced to close
- Young people will be the most affected in terms of their future
- Through Vocational Service Rotary can provide support and innovative solutions to the current and future challenges we will face – we can open opportunities!!

Why Revitalisation of VS?

Background

1. District Assembly Workshop May 2019 - concern raised about *low profile of VS across the District*
2. June 2019 RI advised it was not necessary to appoint a District VS Chair - VS now to be under Community Service Portfolio
3. Current D9800 DG, DGE & DGN agreed to maintain position of VS Chair for District 9800 and;
4. Supported the VS Chair to '*Revitalise VS*' across the District



VS Discussion Paper

July – Dec 2019

1. VS discussion paper developed & circulated to Clubs:

- Outlined the concerns raised by Clubs at the District Assembly workshop re low profile and lack of interest in VS.
- Highlighted historic place of VS as the “*Essence of Rotary*”
- Identified the potential risks to aspects of Vocational Service activities should it be merged into Community Service
- Analysed what Clubs identified as VS activities in 2018/2019 – (50% of Clubs active in VS area).

2. DST supported the development of a *VS Strategy* - approved by the Board in Dec 2019



Strategy Focus Areas

Through Vocational Service we:

1. *Serve Others by using our unique skills to address community needs*
2. *Empower others through training and skill development*
3. *Inspire Others to act with integrity by following Rotary's guiding principles (i.e. the Four Way Test)*



VS Strategy Vision

That all clubs fully embrace Vocational Service as the *essence of Rotary* by *implementing and promoting programs and activities that meet all aspects of Object 2* which calls on Rotarians to encourage and foster:

- *High ethical standards in business and professions*
- *The recognition of the worthiness of all useful occupations*
- *The dignifying of each Rotarian's occupation as an opportunity to serve society*



VS Strategy Guiding Principles

Revitalise Vocational Service in clubs – but with a modern spin.



Approach the revitalisation with ‘bottom up’ thinking – identify what clubs are currently doing and build on that.



What Clubs are doing 2018/2019 snapshot

Area 2 – Empower others through training and skill development

24 Clubs or 75% identified programs/projects in this area with mentoring being a predominant activity:

- Participating in the Police/AV Mentoring.
- A raft of other mentoring projects in schools and not for profit organisations (e.g. Albert Park involved in 3 mentoring programs in not-for- profits and a TAFE college)

Area 3 – Inspire Others to act with integrity by following Rotary's guiding principles

17 clubs or 53% identified programs/projects in this area with “business awards” and ethics being predominant activities including:

- Rotary Community Awards Programs (e.g. Pride in Workmanship Award, Young Achievers Award)
- Using general ethics and/or the 4 Way Test as a discussion topic either within the Club and/or both within the Club and with external organisations including schools and businesses; and/or public speaking competitions for students in all school levels.



VS Opportunities for Clubs – Scaling up!

- **Mentoring – different levels and opportunities (DEP)**
- **Skills development/CV development/Interview skills**
- **Wynspeak – public speaking opportunity for schools (DEP)**
- **Business Partnerships – Business Leaders Breakfasts**
- **Business Ethics – using the Four Way Test**
- **New Generations Service Exchange (DEP)**



Progress to Date

Step 1

- 3 Zoom workshops held in May
- Over 70 attendees mostly PEs, VS Directors



Step 2

7 VS Champions Appointed to:

- Identify *successful VS projects across the District.*
- Work with Clubs to develop templates and guidelines for these projects
- Key focus “scaling up” these projects
- Seek project champions to assist other Clubs to implement

Step 3

- Assist Clubs to write articles about their successful project for submission to relevant District publications.



QUESTIONS



THANK YOU



**Rotary Opens
Opportunities**