

RESOLUTION 24R-25

To request the RI Board to consider undertaking a detailed review of the cost-to-value proposition associated with the Rotary magazines

Proposer(s): Rotary Club of Jerrabomberra, District 9705, Australia

1 WHEREAS, Rotary magazines have been a longstanding tradition within the
2 organization, and

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4 WHEREAS, the cost of the Rotary magazine(s), included in club membership
5 fees, directly influences the perceived value of Rotary membership, thus
6 necessitating a review of the optimal cost-effectiveness of information
7 distribution methods, and

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9 WHEREAS, members are unable to opt out of the expenses tied to the
10 magazine(s), which would otherwise reduce membership fees, and

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12 WHEREAS, there is a need to assess the effectiveness and value proposition of
13 current magazine offerings to ensure Rotary information dissemination methods
14 align with current best practice and member expectations

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16 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
17 International consider undertaking a detailed review of the cost-to-value
18 proposition associated with publishing and distributing Rotary magazines. The
19 express aim of this review is to identify alternative cost-effective methods of
20 information dissemination while achieving maximum cost savings for members.
21 The RI Board will report back to the membership with the report, findings, and
22 recommendations.

(End of Text)

PURPOSE AND EFFECT

23 The purpose of this resolution is to conduct a review aimed at assessing the cost-
24 to-value proposition of publishing and distributing magazines produced by
25 Rotary and the Rotary Global Media Network.

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27 Rotary members require clear accountability from the RI Board, ensuring that, as
28 a modern organization, we adopt best practices in information-sharing methods
29 and provide optimal value for money for members.

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31 The focus of the review should be on evaluating the expenses associated with
32 producing and distributing Rotary magazines, with a keen emphasis on the cost
33 impact on club membership fees. This review should aim to provide actionable

1 insights into alternative publishing methods and information-sharing approaches
2 by providing recommendations that enable effective and timely information
3 dissemination across Rotary while reducing costs, in an environmentally
4 sustainable manner.

FINANCIAL IMPACT

5 If implemented, this resolution could have a financial impact on RI which cannot
6 be determined at this time. Cost would be dependent on the scope and extent of
7 support provided by the RI Board to undertake a detailed review of the cost-to-
8 value proposition associated with publishing and distributing Rotary magazines.