

Report to Clubs on changes to, or continuation of, R Alan Crook Award

At the Dais meeting in August, a motion to cease further work on the review of the R Alan Crook Award was adopted, with a request to offer a poll to gauge interest in the award. The poll will be offered at the February 2005 meeting of Dais.

Dais Executive has considered the merits of the Award program and is aware of the work that has been done to move the Award from a **burden** to clubs to a **benefit** to Clubs. Dais Executive has long supported this program and believes it contributes to the strength of Rostrum in this zone.

History and relevance

Although there is a long history of the Award (first introduced in and presented continuously since 1965), there was a need to review the award to ensure it has relevance and benefit in 2004 and beyond. This review was undertaken by a sub committee appointed by Dais Executive in January 2004 and has continued for a large part of the year. The original award and changes over the years was never intended to be a platform to attract new members, but by raising Club standards through knowledge sharing, more attractive and viable club activities would result. From the first introduction in 1965, club involvement was entirely **voluntary**. It is relevant to note that Clubs that have participated have gained in both strength and value to members during the period of development and application of identified practices.

Benefit & value

It is understood a significant majority of Rostrum members are engaged in their employment or work in a climate of standards, review, recognition and reward. The proposed "Club of Excellence" award program fits perfectly into this model and would be readily understood as a progressive and valuable tool.

Rostrum is built on the notion of sharing skills and knowledge.

- Club initiatives are celebrated at Dais meetings during the Club report section, but it would be of greater value if they were recorded in a form that could be shared by the wider Rostrum movement. The award program would achieve this through the simplified submission method.
- Other Club initiatives would also be shared, thereby strengthening and broadening Club activities.
- Placement of entire or significant parts of Club submissions on the Rostrum web site would achieve this benefit to all members. (**Note: over 75% of Rostrum membership has direct access to the web site**).

In organisations that have no measure of performance or excellence, no method to benchmark standards and no method to recognise and reward excellence are considered dormant and will be destined to diminishing results.

Changes

There are a number of significant changes that have been made to achieve this objective.

1. Change name to "Club of Excellence" award. This is to reflect the intended purpose of the initiative and a program that is aspirational and provides real benefit to all clubs, particularly those which prepare and make submissions.
2. Remove the burden from Clubs to complete a statistical report. This will now be completed by a Dais Executive appointed coordinator. (**Note: this will be done automatically, with NO input required from Clubs**).
3. Provision of a term report to all clubs, based on statistics collated. Ultimately, it is proposed to provide a report that will benchmark clubs in their group. (**Note: this will be done automatically, with NO input required from Clubs**).
4. Revise the Club submission pages requiring only details of planned activity, identified objectives and outcomes or results. Reporting normal activities will not be required. Details of both internal and external activities will continue, with revised headings and guidelines. (**Note: this is the ONLY requirement from Clubs**).
5. The Club judged to have achieved the status of a "Club of Excellence" will be presented with the R Alan Crook Award. The club from regional and rural areas achieving the status of a "Club of Excellence" will receive the David Price Award. It is possible for a country Club to be awarded both.

Summary

Rostrum members will accrue substantial benefits from the "Club of Excellence" award, not only in their own Club, but by sharing their successes and achievements with fellow members across all Clubs in the state.

If the improvements are not implemented, it is likely the R Alan Crook Award will become irrelevant and would disappear from the Rostrum landscape.

Action

Club Executives are asked to review this report and direct their representative on the vote to continue or discontinue further work on this review in time for the Dais meeting on Friday 25th February 2005.

Report prepared by Fmn Brian Butterworth, November 2004, revised January 2005.