



Club Growth Director Report

21 August 2020

Tēnā koutou

In this current time of uncertainty, clubs and members are working hard to find some semblance of normal and the one thing we know for certain is we have not yet found what the new normal is yet. I see some great scope for incorporating our online presence into our face-to-face meetings as this will empower members to be better speakers and better leaders by catering to their preference for presenting. I am loving reading the Area Directors' club visit reports and seeing the determination from clubs that our members and guests continue to have the best experience they can and that they are making the most of new learning experiences.

Our Area Directors are the eyes and ears for the District and their reports are effectively an evaluation of the club. I am reading all club reports and will be responding (unless one of the other Trio members has already responded regarding the same details as I would have done). Responding to these reports has also had the benefit of humbly reminding me that I need to continuously work on improving my communication and leadership skills.

The role of Club Growth Director is a job that cannot be done well by just one person and needs the input and skills of our members. My immediate goal was to get three committees set up by the end of August: Club Extension (new clubs), Club Retention (coaching struggling clubs), and Sponsors and Mentors.

I do have a chairperson confirmed for each committee! I am excited and thrilled that three wonderful people who have greatly inspired me in their Toastmasters journey have agreed to chair these committees. Club Extension Chairperson is Glen Pearce, Club Retention Chairperson is Emily-Jane Willmot and Sponsors and Mentors Chairperson is Marina Taylor.

I would like to see 5-6 people per committee and, at this time, I am still in the process of recruiting committee members and am not likely to have everyone in place by the end of August. I would love to hear from anyone that is keen to help – either on one of these committees or as a club coach as we currently have many clubs struggling with low membership. I will put some information together for the next District Newsletter to get these committee positions filled as soon as possible.

My next goal is to complete the District Marketing Plan; this is a big challenge for me. There is not a lot of money for marketing, which is not necessarily a problem as clubs know how best to market themselves. Most importantly, any marketing we do needs to benefit **all clubs** equally. Any ideas would be appreciated and most definitely considered.

A really important part of Marketing is our Social Media Presence and I would like to thank our Public Relations Manager, Tian, for the fabulous job he is doing. If you are on Facebook and haven't already, please like our Facebook page: <https://www.facebook.com/ToastmastersNewZealand>

Please share any items from the District Facebook page to your club and own Facebook pages as this is the online version of word of mouth, which is, of course, the best form of advertising.

On a personal note, I would like to get to as many clubs as I can within District 72. Online does give all of us a huge opportunity to visit other clubs as we only have to travel to our lounge! How many different clubs can you visit by the end of September?

Ngā mihi nui

D72 Club Growth Director 2020-2021

Kathryn Duncan