



Division D Director

Pre-July report

Division D Director 2020-2021

Brad Grootelaar

19 June 2020

Firstly, I want to start this report by thanking the people who have worked tirelessly in Division D to keep their clubs strong during this difficult time. Transitioning the majority of clubs to online and then moving them back to physical meetings has been no small task and I know from personal experience that these things do not happen by magic.

Being the incoming Division Director for Division D is an enormous privilege. I joined Toastmasters because I once had zero confidence, but I stay because it is a wonderful way to meet new people and build social connections. I look forward to working with the hundreds of members across the Division and encourage anyone to reach out if there is anything that I can help with.

Because of the overlap between Division D and E, Lisa Wheeler and I will be working together in many areas. Earlier this month, we sent out a plan to clubs detailing some of our ambitions for the year ahead. This includes setting up a Division Events Team, creating more speaking opportunities for members and giving our local Facebook Group a well needed boost.

Opportunities:

In terms of membership, our number one opportunity across Division D is to strengthen existing clubs. 76% of clubs within Division D currently have fewer than the optimal 20 members and 33% have 12 or less members. We can help each other by sharing guests and encouraging people to attend some of these struggling clubs.

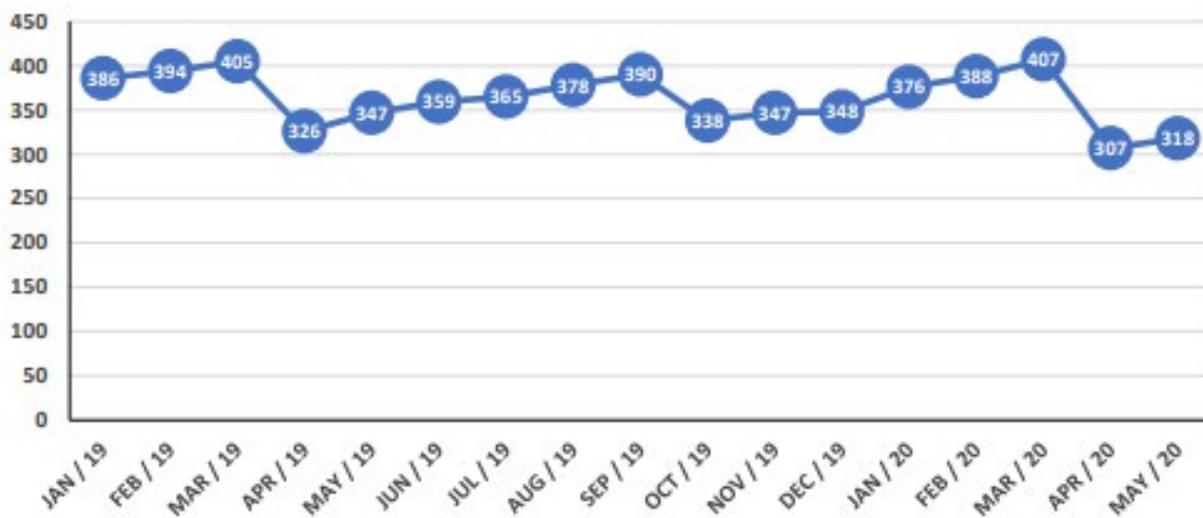
Geographically, there are opportunities to build new clubs in the North-East of Christchurch. However, whether or not we explore that this year depends on the people-power that is available.

Threats:

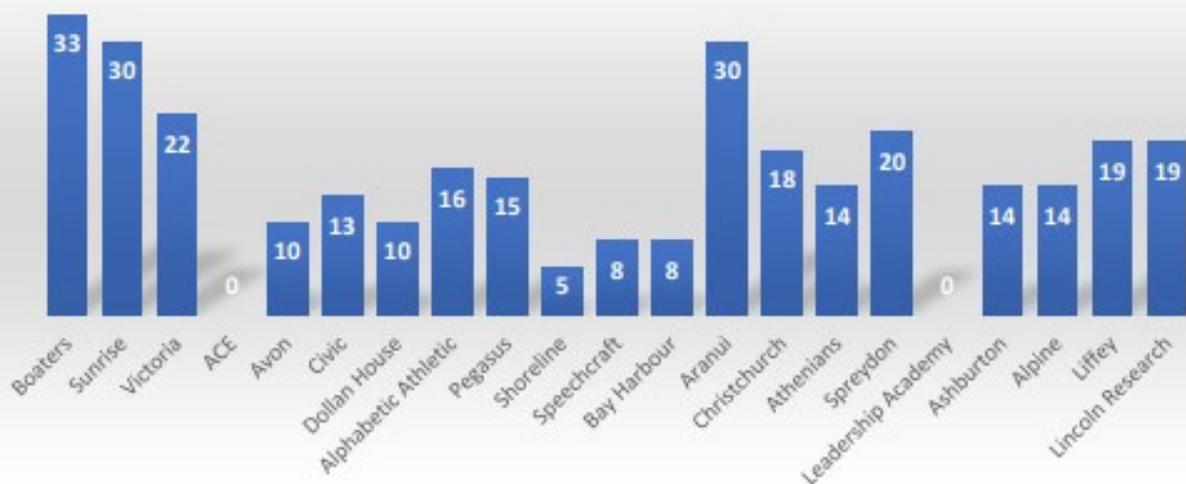
Many clubs have experienced a drop in membership, although the total decrease across the entire Division has only been 8% less than this time last year. This can be attributed to the effort club leaders made to keep members engaged throughout the lockdown and these people deserve our gratitude. That being said, because the COVID 19 Crisis occurred during a renewal period, we may not know its full impact until September.

It is worth keeping in mind that this 8% reduction has not been spread evenly across clubs. Some have been barely affected by recent events, while others have been devastated. So far, Shoreline and Leadership Academy have both decided to close. Hopefully no more will follow.

TOTAL MEMBERSHIP IN DIVISION D



MEMBERSHIP PER CLUB



MEMBERSHIP PER AREA

