



DISTRICT DIRECTOR REPORT

9th August 2019

District Mission: "We build new clubs and support all clubs in achieving excellence"

District 72 Focus for 2019/20: "To achieve excellence by empowering members and clubs with the support, education and tools needed to promote and strengthen membership and club quality, and to complete the transition to Pathways."

I can't believe that we are already one month into the current year. It is fantastic to see how much we have achieved, yet we still have far to go.

As at the date this report was written, members have registered 42 legacy awards and 110 Pathways awards!

A fantastic effort. Congratulations to Karen Lynley, Leanne Fox and Alison McKone who have been awarded with their Distinguished Toastmasters Award. Roberta Eykholt has been awarded the Mentoring Path – congratulations Roberta.

The District Leadership Team met for a weekend in July for District Leadership Training. It was the chance to get together and to ensure clubs have the support, education and tools needed to promote and strengthen membership and club quality. Congratulations to you all for stepping up. District Leader Training was enjoyed by over 90% of our District Leaders. Thank you to Programme Quality Director, Steve Preston and District Trainer, Kath Cherrie for developing an enjoyable and informative district training.

Club Leadership Training is being held over July and August. At the time of writing this report, there are still several sessions of Club Leadership Training still to be run. I encourage all Club Officers to attend training. It is the best way to learn what is required of the role and learn skills to complete the roles. Networking at Club Leadership Training is a chance to discuss ideas with each other and pick up new ideas to take back to your club. It is said that, those clubs who send 4 or more Club Officers to Club Leadership Training are those who usually succeed in having a quality club with a vibrant energy and enthusiastic group of members, and just keep happening to attract new members!

The Senior Leadership Team, including Division Directors, met for a Planning and Leadership meeting in July. It was a great opportunity to meet up again, to learn about each other's communication and leadership styles and discuss our personal goals and the goals for the Areas, Divisions and the District. There were also other sessions to help with the roles during the year.

The Trio, with input from the rest of the Senior Leadership Team, has also been working on the District Success Plan. There are several areas where we need to develop strategies to meet our goals:

- Membership Growth – including retaining existing members; providing effective support and ideas for members to transition to Pathways, and for Club Coaches.
- We also want to develop and maintain website and social media platforms
- Club Growth – look for opportunities for new clubs and identify struggling clubs before they become critical.
- We are ensuring we start promotions early in the year to have the maximum effect.

There is now less than eleven months before all our members need to complete the legacy programme and transfer to Pathways. What do your members need to complete a legacy award? How can your club help them get there? The District has members who are reluctant to transition – talk to them, show them what's in it for them. There seems to be a lag from people joining to signing up. Remember to make sure new members know how to sign up to Pathways. We need to support our members as they transition to Pathways.

The contest round has started. There have been some changes to the Contest Rulebook. Make sure that you read and understand the latest Contest Rulebook when organising contests.

The Trio will be in Denver in the second half of August for training and the International Convention. We will be working on the District Success Plan over there and it will be presented to the District when we have completed our action plan, including education, marketing and public relations. Our plans to strengthen the clubs and complete the transition to pathways.

I look forward to working with the District Team, clubs and members to support and strengthen our clubs and enhance our members' experience.

Diane Jsherwood

District 72 Director

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