

Club Growth Directors' District 72 Report

Report from Fiona Hodge, ACB, ALB and Neil Stichbury, DTM

Club Growth Directors 2017-18

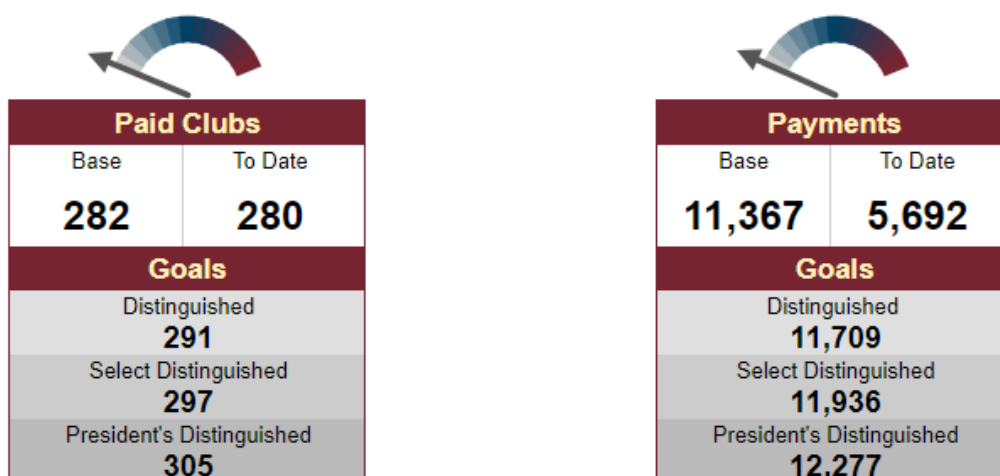
Roles and Responsibilities:

- Create the overall marketing plan for the District
- Provide support for those chartering new clubs
- Provide tools and knowledge for membership growth
- Provide resources to help struggling clubs and assist with member retention

District Goal:

Distinguished District status 2017-18 and ensure that both Districts 112 and 72 have the best possible start to 2018-19.

Current Position



	12 or Fewer	13-15	16-19	20+
January 2018	51	45	54	135

We are working with our Club Growth Team to encourage coaches to come forward to support the clubs who are in the 12 or fewer position. We currently have 41 of the clubs who qualify for coaches who do not have a coach.

Suspended Clubs

We have, sadly, lost 5 clubs this year, it is difficult for all of those involved when a club closes.

<u>Div</u>	<u>Area</u>	<u>Club</u>	<u>Name</u>
A	6	3984692	Well Connected
E	2	4755049	Vodafone Capital Toastmasters
E	6	2284399	ANZ Wellington Toastmasters Club
F	9	4680231	NORTHTEC TOASTMASTERS
H	2	4993301	Britomart Toastmasters

New Clubs

Five clubs have been chartered into District 72. Thank you to all those involved who have worked hard to sponsor, mentor, encourage and support these clubs to charter strength.

<u>Division</u>	<u>Area</u>	<u>Club</u>	<u>Charter Date</u>	<u>Status</u>	<u>Name</u>	<u>Location</u>
F	2	5483983	8/10/2017	ACTIVE	Moo Talk Toastmasters Club	Auckland
F	8	5950177	1/01/2018	ACTIVE	West Harbour Toastmasters	Auckland
H	1	6104664	11/02/2017	ACTIVE	Fidelity Life Toastmasters	Auckland
F	9	6553641	10/01/2017	ACTIVE	WNZL Toastmasters Auckland	Auckland
E	4	6642274	12/05/2017	ACTIVE	NZ Transport Agency Toastmasters	Wellington

There are many other sponsors and mentors working hard to get their clubs to charter strength across the District. We are here to support you in your endeavours. The ones that we are aware of are:

Division A	Walk the Talk	Division F	Long Bay Toastmasters plus 3 un-named
Division D	Thames	Division G	Alphabet Athletics
Division E	Agile and Collider	Division H	Corporate IAG
Division J	Paekakariki Early Birds		

Marketing Spend to date

- **Visitors Booklets** – these have been updated to reflect the introduction of Pathways and 20 copies of each have been sent out to every club. Further copies are available to be purchased.
- **Club Promotion Funding** – Just over half of the annual budget has been claimed by clubs seeking assistance in promoting their clubs. Please continue to promote this to your clubs.
- **Bus Advertising** – Divisions A, F and H.
- **Neighbourly Promotion**
- **National Video Contest**
- **Facebook** - we have been running the #realpeoplerealskills promotion on Facebook and this is being well received. Please continue to send your news, photos and videos to prm@toastmasters.org.nz for publication.

Promotions

Talk up Toastmasters

We will be running this promotion again from 1st February through to 31 March. We are currently looking at additional incentives to encourage clubs to take part.

http://www.toastmasters.org.nz/district/district_promotions/talk_up_toastmasters

Open Meetings - We are continuing to encourage all clubs to hold open meetings at their clubs in the month of February and March in 2018. Many clubs held them successfully last year and have learned valuable lessons for the next time round. Again, please send your pre open night information to Steve at prm@toastmasters.org.nz and also send your photos from the event so that we can celebrate your successes.