

Club Growth Directors' District 72 Report

Report from Fiona Hodge, ACB, ALB and Neil Stichbury, DTM, Club Growth Directors 2017-2018

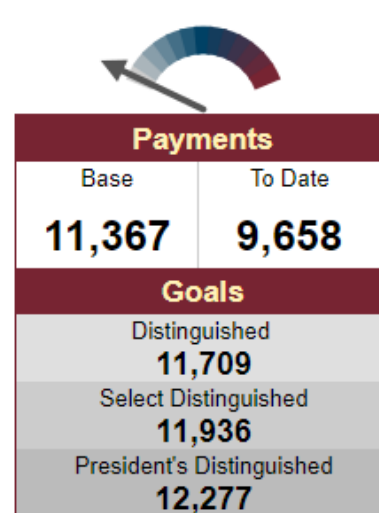
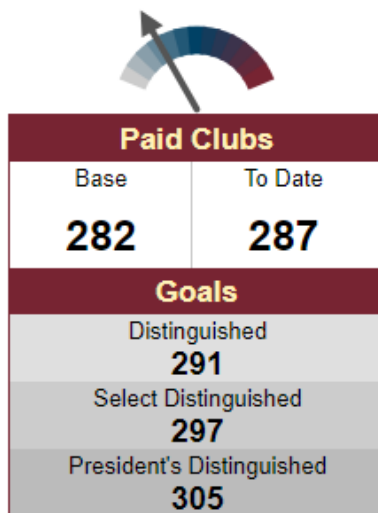
Roles and Responsibilities:

- 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 2018-2019.

Current Position



Club membership at a glance

	12 or Fewer	13-15	16-19	20+
March 2018	53	44	54	136
	18%	15%	19%	47%

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 membership position.

Of the 53 clubs that qualify for coaches there are 33 clubs that have assigned coaches with a total of 59 coaches in all currently across the District. This is a massive commitment from many people willing to assist clubs with recovery and growth.

A number of coaches have availed themselves of the opportunity to discuss their approach to coaching and learn from others' experiences, through regularly provided group calls. Various materials have been made available to coaches to assist them with their efforts, including additional Pathway's related materials.

Suspended Clubs

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

Division	Area	Club	Club Name	Location
A	2	786874	PwC Toastmasters Club	Auckland
A	6	3984692	Well Connected	Auckland
E	2	4755049	Vodafone Capital Toastmasters	Wellington
E	6	2284399	ANZ Wellington Toastmasters Club	Wellington
F	9	4680231	NORTHTEC TOASTMASTERS	Auckland
H	2	4993301	Britomart Toastmasters	Auckland

New Clubs

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

We are currently growing our club numbers and are on-track to be a Distinguished District. Let's make it happen!

Division	Area	Club	Charter Date	Status	Name	Location
A	2	6780465	07/02/2018	ACTIVE	Ma Runga Waka	Auckland
E	1	6649859	12/02/2018	ACTIVE	Agile Toastmasters	Wellington
E	2	6614287	22/03/2018	ACTIVE	Collider Toastmasters	Wellington
E	4	6642274	05/12/2017	ACTIVE	NZ Transport Agency Toastmasters	Wellington
F	2	5483983	10/08/2017	ACTIVE	Moo Talk Toastmasters Club	Auckland
F	7	5950177	01/01/2018	ACTIVE	West Harbour Toastmasters	Auckland
F	8	5618901	08/02/2018	ACTIVE	Long Bay Toastmasters	Auckland
F	9	6553641	01/10/2017	ACTIVE	WNZL Toastmasters Auckland	Auckland
H	1	6104664	02/11/2017	ACTIVE	Fidelity Life Toastmasters	Auckland

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 B	Te Kuiti	Division G	Alphabet Athletics
Division D	Thames	Division H	Corporate IAG
Division F	Intergen	Division J	Paekakariki Early Birds

Marketing Spend to date

- **Visitors Booklets** – these have been updated to reflect the introduction of Pathways and twenty 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.
 - This has been a successful promotion with feedback from both members and new members to the effect that the buses have been sighted around Auckland.
 - We are looking at how we can provide similarly funded advertising for other Divisions and the Division consensus is that they would like to see billboards used.
- **Neighbourly Promotion**
- **National Video Competition**
- **Facebook** - we have been running the #realpeoplerealskills promotion on Facebook and this is being well received. Please continue to send your news, photos open meeting information and videos to prm@toastmasters.org.nz for publication.

Promotions

Talk up Toastmasters

We again ran this promotion from 1st February through to 31 March.

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

Open Meetings – We are delighted to see so many clubs continuing to hold open meetings. Please send your open night information to Steve at prm@toastmasters.org.nz and also send your photos from any open events that you have held so that we can celebrate your successes.