



Club Growth Director Report

06 October 2021

Goals for the Year

1. District focus is around retention and the benefits to clubs/members
2. Support for clubs in the district with the opportunities corporate, community focus committees can bring
3. Appointment of Club Coaches to eligible clubs with 12 or less members
4. Marketing resources for clubs
5. Build sustainable new clubs in the district

Current District 72 Club Membership

Clubs:

20+	16 -20	13 -15	12 or less
14	20	30	41

Total 106 Paid Clubs

- 3 clubs are not in good standing.
- Outspoken Toastmasters Club is now closed.
- Still awaiting any additional payments that come in after a renewal period and could change a club membership.
- The ongoing effects of COVID restrictions are starting to show in membership, not just in District 72.

Observations:

- Clubs (12 or less): has increased after last October Club Renewals. This will need to be a focus to understand what challenges/issues these clubs are facing. These can be common but sometimes unique to a club.
- Clubs (13 -15) has also increased.
- Clubs (20+) has decreased.

Working closely with Area/ Division Directors will provide answers for support that is required to help clubs with growth and achieving goals throughout the year.

Club Coaches/Support

This will be a focus area to identify and appoint as many as possible to struggling clubs.

Club Coaches have been appointed for Taieri and Newlands Toastmaster Clubs

I am getting requests and identified clubs in the district that are eligible. I encourage anyone thinking they could help to get in touch with their Area/ Division Director. The online experience in the past year has opened opportunities where virtual support could be done in some circumstances and still offers valuable advice/ skills while attending meetings where possible. You are most welcome to contact me and discuss further.

In the year ahead, retention will be important in helping to maintain strong, vibrant clubs and in achieving excellence. Mentors are a big part of this picture and are a support person to assist you to achieve your goals. I encourage you think about having a mentor or protégé, they can be from outside the club.

Open Meeting Month

During October will be Open Meeting month. This is an opportunity for clubs to showcase themselves. I encourage everyone to read the latest newsletter for the excellent article from Marie Muhl.

There will be ongoing testimonials focus on Facebook and Instagram accounts. This is about widening our focus to new markets and recognizing there are multiple platforms people view now.

There will be resources available on request, e.g. A6 flyers, pens, visitor books. Get in touch if you require these and I will get these out to you.

Face to face events i.e. Show' n 'Tell, will be part of the plan and if this is something you would like to run, get in touch.

6 Monthly Marketing Review

This year is about being adaptive with marketing, reviewing and if any changes are needed. Brad and I will check in with what is working, look at any changes or suggestions there may be. If you have any ideas or suggestions, please get in touch.

Glen Pearce

D72 Club Growth Director 2021-2022