



# Club Growth Director Report

23 January 2022

## 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:

<b>20+</b>	<b>16 -20</b>	<b>13 -15</b>	<b>12 or less</b>
22	32	21	34
20%	29%	19%	31%

## Total 108 Paid Clubs

- 1 club is not in good standing.
- 2 clubs are likely to close before next dues round (1 due to merger, 1 due to low numbers)
- The ongoing effects of COVID restrictions are starting to show in membership, not just in District 72.
- We are slightly behind target for membership payments for this time of year
- If every club gains 2-3 new members before 30 June, will be on track.
- Building new clubs is part of this equation

Observations:

- Clubs (12 or less): has decreased after last October Club Renewals. This remains the highest percentage and a continued focus throughout the year to increase membership.
- Clubs (13 -15) has remained the same.
- Clubs (16 – 20) has increased
- Clubs (20 +) has increased

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 Fearbusters, Midcity 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.

## **Hybrid Meetings**

This is an opportunity to allow members to attend meetings virtually, I encourage clubs to explore this as an option going forward. There are clubs who have done this successfully and QPD Kathryn Duncan and I are working together to get more information out to clubs.

Hybrid meetings is part of a focus to new markets, members cannot always attend in person and this way will become more normal. If you have questions, let me know.

## **Marketing Update**

This year is about being adaptive with marketing, reviewing and if any changes are needed. Have done 6-month review, made a few changes and if you have ideas let me know.

There are resources available on request to promote the brand, get in touch if you require these and I will get these out to you:

- Billboards, bumper stickers, magnets, flyers, pens, visitor books

## **New Clubs**

Have you got an interest, idea or somewhere you think might form a new club? Online clubs are flourishing and present opportunities that meeting in person don't always offer.

Glen Pearce

**D72 Club Growth Director 2021-2022**