

# District 72 Newsletter

## March 2022



Connecting **108 Clubs** across the **South Island** and **Lower North Island** of New Zealand

### Membership Renewals

Just a friendly reminder that our Toastmasters International memberships need to be renewed by 31 March 2022. This is usually the role of the Club Treasurer and can be done via the "Submit Payment" section in Club Central. Paying on time is one of the goals of the Distinguish Club Programme, so it is important that clubs meet this deadline.

Because Toastmasters requires clubs to renew six months worth of membership at once, this is a good opportunity to check in with members and make sure they are committed to staying for this length of time.

### District Conference

It is with much sadness that we announced that the District 72 Conference, planned for 13 – 15 May 2022, will no longer be held in-person. This was originally going to take place at Rydges Latimer in Christchurch, but will now be fully online.

This was not an easy decision to make and one that the Conference Team and Senior Leadership Team spent a lot of time considering. Full refunds will be given to those who had paid their registration fees.

More information about the online conference will be released soon. We appreciate your patience while we work through the details of this event.

### Division Contests

This is the exciting time of the year when Division Contests will be held! Watch some of the best speakers compete to see who will go through to the District finals in May. These contests are always entertaining and are a good way to learn from others.

Below are dates for each contest:

- ▶ Division C - 12 March 2022
- ▶ Division D - 26 March 2022
- ▶ Division E - 2 April 2022
- ▶ Division G - 9 April 2022
- ▶ Division J - 19 March 2022

All contests will be held entirely online, making it easy to attend from the comfort of your home! More information will be sent out soon by your Division Director.

Dates and Zoom links for the remaining Area Contests can be found on the [District 72 Website](#).

### Online Pathways Workshop

Still having a hard time with Pathways? Get lost in Base Camp? No idea of what you can do as a Base Camp Manager?

This workshop will give you some background to Pathways and Base Camp, test your knowledge and give you an opportunity to join a workshop on one of the following:

- ▶ The new projects at Level 1
- ▶ Base Camp Management
- ▶ Finding your way around Base Camp (for existing members)
- ▶ How to introduce new members to Base Camp

This will be held on Thursday 17 March from 7 - 9 pm. Doors will open at 6.45 pm. Attend using this [Zoom link](#).

### Club Officer Drop in Session

Do you have any questions about your role as a Club Officer? The District Trainers will be running a drop-in session on Thursday 31 March at 6pm. Attend using [this Zoom link](#).

### Talk Up Toastmasters Award

There is still one month remaining for the Talk Up Toastmasters Award! Any club that adds five new members between 1 February and 31 March will achieve this award and receive a ribbon for their banner.

### New Level 1 Projects

Following on from the Pathways workshops in the recent Club Officer Training, there is now a video about the exciting new Level One projects in Pathways. Whether meeting in person or online, you can use this seven-minute video as an instructive and entertaining educational. The video was created by Mary Jaksch (Division Director E). Here is the video link: <https://youtu.be/M1PgMRIYF6g>

### Club Promotional Fund

Have an idea for promoting your club? We encourage you to make an application for our Club Promotional Fund. Clubs that have less than \$1000 in their bank account can apply for up to \$350, or two-thirds of the project cost. Clubs with more than \$1000 will be considered on a case by case basis.

Make an application using [this form](#).

# District Trio Reports



## David O'Brien District Director

Hello Fellow Toastmasters,

COVID has started to impact the District and our clubs ability to meet in person, but I have no doubt that the District will meet the challenges of the situation.

Please remember...

This is an opportunity to grow and improve our online skills and not a barrier to achieving excellence and growing our membership.

If we approach this situation with the right attitude we can still achieve both personal and club growth. I really do encourage members and clubs to embrace the online experience and use it as an opportunity to learn.

District 72 and 112 are beginning a joint marketing campaign this month and this will hopefully be an ongoing growth of the two Districts working together where possible, to combine our Talent and money to help grow the Toastmasters profile in both Districts.

With the pandemic spreading in the District, I would again ask us to be safe and do what we need to do to stay healthy. Remember to check on each other and be kind. Some of our members will be very concerned about limiting their exposure to catching the Virus and may pull out of meeting roles for a while and I'm sure they will appreciate clubs just checking in on them.

We have no idea of how long or what impact this pandemic is going to have on the District, but with the right attitude and good decision making, we will continue to grow both personally and as a District.

I am looking forward to seeing everyone online over the next few months.

### **Do you know the contest rules?**

Every month, we will include one question about the [contest rules](#) to see how familiar you are with them. Here is this month's question:

**Is it possible to be a judge and a contestant for the same type of contest?**

View the answer on the next page.



## Kathryn Duncan

### Program Quality Director

Round two of Club Officer Training is now complete, thanks to Kath, Helen & training team. From the feedback and from my experience at a couple of the sessions, the sessions offered were excellent, I particularly loved the workshop options.

Congratulations to 55 clubs for having at least four executive members attend. Six clubs had all seven executive officers attend, these were Aranui, Christchurch Club, Toast Health, Te Puni Korero, Nz Transport and Cupcakes. Awesome achievement.

Christchurch Club and Cupcakes Club had their seven executives attend both rounds of training - fantastic work. I would love to see more clubs have this as an expectation of the executive members in the new Toastmaster year.

Congratulations to Terry Cave & Dani Rius for completing level 5 in their chosen Pathways and to Andrew Anderson who has completed the Pathways Mentor Programme.

I am deeply in awe of our wonderful Area Directors, who have adapted from running contests in person to online - thank you all for being flexible and always putting the members first. I can not put in words how grateful I am to the absolutely fabulous tech support people that also stepped in - you are our unsung heroes.

There are still a couple of Area Contests to go and then the Division Contests, please go and support them, as after all you can do this from the comfort of your own home. You can find the [Zoom link details on the website](#).

On that note, now is a good time to consider being an Area Director for the next Toastmasters year, starting 1 July 2022. If you are interested in this role, please contact David O'Brien at [director.d72@toastmasters.org.nz](mailto:director.d72@toastmasters.org.nz)



## Glen Pearce

### Club Growth Director

During February there was an uptake in membership numbers, which is pleasing to see after getting back from the break. The COVID situation will be unsettling at the moment and it sounds like most Clubs have adapted to restrictions in their venues or gone online. Talk to the Area Director during their visits and let them know any concerns you might have / assistance required. The goal of every club getting 2-3 members by the end of June is still achievable and will benefit the club.

In March, a marketing campaign organized with District 112 will launch. This means, throughout NZ, the promotion will be seen at the same time.

A short 30 and 60 second video has been created to highlight what our members have gained from joining Toastmasters. Thank you to both PRM's for putting this video together.

It will run on TVNZ on Demand, YouTube and Facebook during March. There are a number of enquiries about visiting a club and this campaign will help promote Toastmasters to a wider audience. I still have resources available and will send them out on request.

Renewal payments are coming up, so start thinking about encouraging members to pay early. Membership retention is one of our District goals this year and having conversations with individual members can help understand where they are in the Toastmasters journey. I know it is not always possible, however, keep in mind that paying early will avoid the rush on the website at the end of month. Any questions let me know.

## Answer

Page 7 of the rulebook says:

A contestant cannot serve as a Voting Judge, Tie-Breaking Judge or Chief Judge at the same contest type in which they are competing **beyond the club level**.

They also cannot be a Timer, Counter, Sergeant at Arms, or other contest official role for the same contest in which they would be competing.

# Spotlight of the Month

## If I Had Known Then What I Know Now - Area Contests

How lucky were the areas who had a lovely social face to face time, albeit with masks, vaccine passes and spacing in the halls?

As one area director wrote about her contest in her debrief, "I might even do a speech about it for lessons learned". She is the consummate Toastmaster, able to find a speech in everything.

Here you are folks, two to three minutes evaluation on what we have learned as new Area Directors on running an Area Contest.

Make sure your clubs do not think that they can run their contests one week before the area contest. WE NEED NAMES PEOPLE!

Make sure that you book your Area contest dates early: taking all things into consideration, bank holidays, provincial weekends, Holidays, Waitangi Weekend Mondayisation, PEOPLE GO AWAY ON HOLIDAYS!

Make sure that you have one more person per contest role in your draft lists and that they are all multi-faceted and able to move into another role at a moments notice. PEOPLE HAVE LIVES THAT SUDDENLY CLASH WITH AGENDAS!

If suddenly the Directorate decrees that all contests shall be online, make sure that you are the first to book Kath and Tim as your tech support. YOU NEED TECH SUPPORT for ZOOM

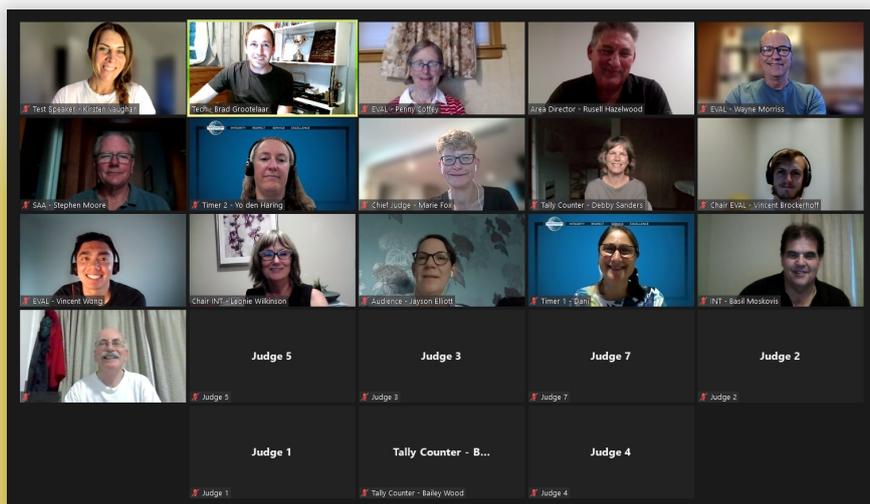
Make sure you can trust your Chief Judge and your Contest Chair with your life as they are your closest ally in the war of attrition that occurs between Club Contest and Area Contest. CHIEF JUDGES AND CONTEST CHAIRS MATTER.

And for the seventh "must have", make sure you appoint a MC that can smooth troubled waters, calm the storm, cajole a laugh out of a petrified audience and wrap things up with a humorous story.

I loved the one about the MC who was staying with an auntie who didn't want to see a visitor who came to her door. She told her nephew to tell him that she had gone to town. He was taken back by the reply. "OK but tell her that the next time she goes to town make sure she takes her legs with her... I can see them in the doorway."

The best MC always knows what to say to connect the disparate contests together to make a wonderful, fun-filled day for everyone, even on Zoom.

**Written by Jacqui Blackwell**  
Area Director for J1  
Member of Spinnaker Toastmasters



Area D4 Online Contest on 22 February 2022

# Educational of the Month

## A Moment of Truth

A Moment of Truth (MOT) is a well-known concept in businesses and organisations globally.

It is defined as a specific moment in time when a person forms an impression about something that they have experienced.

We have all experienced these MOTs haven't we? The decision to buy a certain brand of cereal or select a provider for insurance or join a Toastmasters club.

There are several generic MOTs. Let's think about them in the context of the Toastmasters journey:

### The Toastmasters Journey

**Zero (ZMOT)** – This describes an earlier moment when we search for information about the club. What is our experience? Do we follow up and make contact?

**First (FMOT)** – What are our first impressions when we go to a club? What do we decide? Do we join?

**Second (SMOT)** – What are our early experiences of the club? Has it been the right decision to join? Are we satisfied? Do we keep coming?

**Third (TMOT)** – What is our experience over time? Are we motivated to continue, to commit and give back?

### Snakes and Ladders

It's a bit like a game of Snakes and Ladders! Perilous, unpredictable and a combination of outstanding successes, utter failures, and some OK stuff too.

When I visit clubs or attend events I hear many anti-stories: "we don't get any visitors" or "visitors come once and never return" or "we have a high attrition rate of members" or "we struggle to get people to commit to pathways or volunteer for roles". Sounds familiar?

Let's look at the Toastmasters MOT Journey

**ZMOT** – good experience -> connection (engagement)

**FMOT** – good experience -> joining (recruitment)

**SMOT** – fulfilling experience -> staying (retention)

**TMOT** – continuing fulfilment -> motivating (motivation)

### Where should our focus be?

But everyone is different, and one person's ladder can be another person's snake!

So when I am asked "where should our focus be" my reply is always on the person - the visitor, the potential recruit, or your existing member.

If you, as a club, can meet the individual person's needs to enhance their experience and fulfilment at the MOTs, then you will experience a higher level of success with engagement, recruitment, retention, and motivation.

For example: some visitors relish the opportunity to speak at their first meeting, whereas others want to observe for the few weeks. Find out what meets their needs. Ask the questions.

### What Can We Do?

Where do we start? What do we do? How can we strengthen our "ladders" and minimise our "snakes"?

The first step is to become aware of any gaps in your systems for marketing, membership, education, mentoring, planning, recognition etc

Toastmasters have a Club Quality Standards Evaluation methodology called Moments of Truth<sup>1</sup>. This divides the MOTs in six sections each of which have a set of measurable standards to which you can objectively rate your club.

Contact your Area Director for assistance with this.

Once you are aware of the gaps, then the club can work together to formulate an action plan to strengthen your ladders and put strong systems and processes in place that will allow you to focus on your people and help enhance their experience at all stages.

<sup>1</sup><https://toastmasterscdn.azureedge.net/medias/files/department-documents/club-documents/290-moments-of-truth/en/290a-moments-of-truth.pdf>

**Written by Marie Fox**

Area Director for D5  
VP Education of Liffey Toastmasters