



Club Growth Director Report

10 June 2022

Goals for the Year

1. District focus is around retention and the benefits to clubs/members
2. Support for clubs in the district
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 -19	13 -15	12 or less
17	13	23	51
18%	13%	23%	53%

Total 94 Paid Clubs

- 8 club are not in good standing
- 5 clubs have submitted dissolution paperwork, (1 due to merger, 4 due to low numbers), Christchurch Athenians, Coastmasters, Fearbusters, Midcity and Mount Victoria.
- Members have been encouraged to explore other clubs that they might like to join.
- We are below target for membership payments for this time of year in District 72 however this is also happening throughout TI currently.
- Would like to encourage all clubs to finish the year strong and set up well for the start new TM year.
- Building new clubs is part of this equation

Observations:

- Clubs (12 or less) has increased since the April Club Renewals (This remains the highest percentage).
- Clubs (13 -15) has remained the same.
- Clubs (16 – 19) has decreased
- Clubs (20 +) has decreased

Support Available

The Club Growth Workshops run in April were benefit to those who attended. Retention, new members are important in helping to maintain strong, vibrant clubs and in achieving excellence. Working closely with Area/ Division Directors will help provide answers for support that is required to help clubs with growth and achieving goals.

Club Coaches/support is available to struggling clubs. I have appointed 3 Club coaches recently and have had requests from some other clubs. Let me know if you would like to take up this opportunity or know someone who might be interested. There is more training coming for the new Toastmasters year.

Virtual support could be done in some circumstances and still offers valuable advice/skills while attending meetings where possible. If you want to discuss this further, talk to your Area/Division Director or you are most welcome to contact me.

'Start by doing what's necessary, then do what's possible; and suddenly you are doing the impossible'

Unknown

Marketing Update

Another marketing campaign has been run in May/June to capture the interest in TM with enquires from visitors.

The following resources are available on request to promote the brand:

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

Get in touch if you require these and I will get these out to you.

New Clubs

Online clubs are flourishing now and have seen many creative clubs being advertised now. You may have visited an online club in another part of the world? Thinking 'outside the box', for ideas comes to mind to me and if you get an opportunity, visit another club in the world from the comfort of your home. Visitors are always appreciated and brings with it fresh ideas.

If you have an idea for a club, get in touch, I am happy to talk you through the process. Support/experienced people are available to assist, and membership doesn't need to be restricted to D72.

Final Thoughts

I wish to thank PRM Brad Grootelaar for all his work this year. It has been appreciated!

Good luck to incoming CGD Mary Jaksch and PRM Kath Cherrie, I look forward to working with you. Will be doing a handover and as part of the transition, happy to offer any support I can.

Glen Pearce

D72 Club Growth Director 2021-2022