

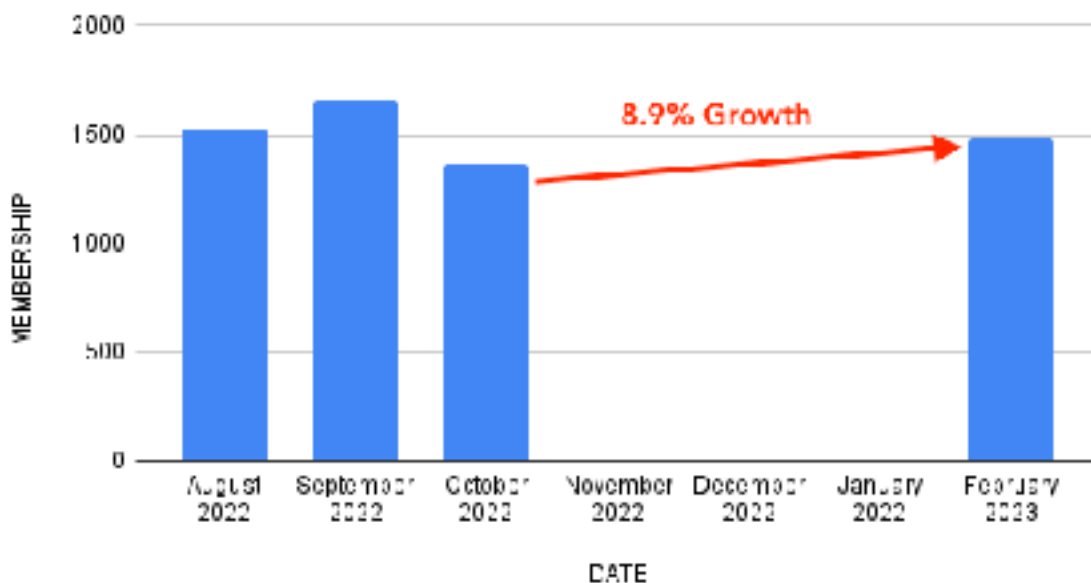
Club Growth Director Report

07 February 2023

The good news is that the membership of District 72 has been not only been consolidating but is actually growing. As you can see below, our membership has grown by 8.9% since October 2022. Quite a few clubs who have struggled to get at least eight members have now grown past that danger state. As we found in the mid-year training of Region 12, together with adjacent regions, most districts have suffered a loss of membership in the last few years.

It seems that the pandemic has made people reluctant to commit to activities outside the home. Toastmasters is not alone in this; all service clubs in New Zealand have been struggling with dwindling

MEMBERSHIP DISTRICT 72



membership since the beginning of the pandemic.

But we can now see the start of a recovery.

Below you can see the membership stats since August 2022.

Marketing for the District

I have been in touch with District 112 to coordinate the brand awareness campaign we are going to run in March and April in the Listener. District 72 has booked 3 ads and have suggested to District 112 that they continue with three ads of their own.

Marketing for Clubs

A new Facebook page has been created for VPPRs by the Marketing Team:

<https://www.facebook.com/groups/1390192305187732>

This is where marketing material and suggestions will be shared with club officers.

I have run a workshop on Promoting Your Club in two COTs and the marketing team is compiling follow-on material.

Hybrid Club Meetings

Many clubs have now got to grips with hybrid meetings and this has made running hybrid contests a lot easier.

TI's Mid-year Training

It was inspiring to meet other Club Growth Directors in Region 12 and adjacent regions. It is interesting to note that in countries with an emerging tradition of Toastmasters -like Sri Lanka, India, China or Nepal - there is an easy acceptance of Pathways as educated people tend to be more digitally literate than in New Zealand with its nearly 100 year history of Toastmasters.

Suggestions for Club excellence and growth

Other TM districts reported that Pathways is an excellent tool for keeping members for longer as they can see a clear development as speakers and leaders ahead of them. Consequently, we need to encourage clubs to ensure that new members start a Path and complete at least Level 1 by the end of the Toastmasters year.

Mary Jaksch

D72 Club Growth Director 2022-2023