



Club Growth Director Report

28 January 2024

Integrity – Respect – Service - Excellence

District Mission: to build new clubs and support all clubs in achieving excellence

A success for the District! I am pleased to report one of the three new club leads – Kura Kōrero Toastmasters (online) – has achieved 20 members and is in the process of completing their paperwork to become a chartered club in District 72. I wish to congratulate and acknowledge the huge efforts of Moumita Jamindar-Arnold and Karen Lynley in establishing this new club.

Note: new clubs need sponsors. If you are working towards becoming a Distinguished Toastmaster (DTM) award sponsoring a club is a great must to do towards achieving DTM. If you are keen to support a new club as a sponsor, please get in touch.

Clubs at a glance:

The District has 97 clubs. This is made up of:

91 paid-up clubs

93 active clubs

1 club with low membership

1 club no fees received.

4 clubs have been suspended. However, one of these four clubs is in the process of reinstating the club.

On a positive note:

Membership payments have increased from 1,295 to 1,569, a total of 274 new members across the District.

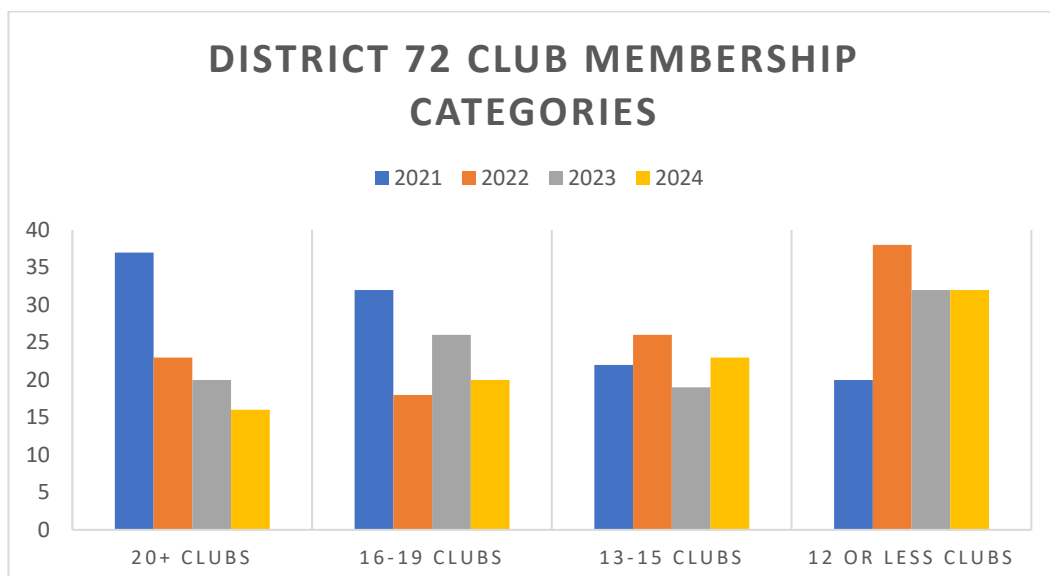
Division C 43

Division D 107

Division G 85

Division J 39

Club membership at a glance:



This graph shows the number of members in clubs between August 2023 and January 2024. Clubs with: 20+ membership has decreased by 4 clubs
16-20 members have a decrease of 6 clubs.

13-15 members show an increase in membership strength, with four clubs increasing their membership. 12 or fewer members, there has been growth in new members in these clubs. However, the number of clubs in this category has remained the same.

Membership Retention:

Previously raised, creating opportunities for members to complete level 4 & 5 projects.

An adapting-to-change working group has been established. This group was created to acknowledge and help support our members through the changes we are presented with through our toastmaster journey, in particular, around the education program Pathways and completing levels within Pathways.

An initial 'online party' was held to provide an opportunity for members to discuss the 'old' Legacy program and the move to Pathways, identify what the obstacles were for our members moving forward, and how we could address helping our members move through these and future changes. From the discussion, a number of projects were identified.

Current projects in progress

- Video series beginning with the Legacy to Pathways change.
- Create a terminology glossary to help understand the 'jargon' used and upload to the District website.
- Need to update the Training tab on the website – in progress
- Recognition awards, that members are made more aware of what recognition awards are achievable for all. An initial article will go out in the February newsletter.
- Basic information mobile app.
- Rebuilding clubs video/workshop

Future Projects:

Providing workshops around:

- The new Pathways platform once it is introduced early this year.
- Technology and the use of multiple devices
- In-person sessions with computers to assist in using Pathways. Currently investigating the possibility of a learning space at the Conference in May.

If you are interested in being part of any of these projects or have suggestions for other ways and means to support change, please let the team know at adaptingtochange@toastmasters.org.nz.

Club Coaches

We have a small number of members who have completed the club coaching module in the Pathways education program and are ready to support struggling clubs. If you think your club is eligible for a club coach, please get in touch via clubgrowth.d72@toastmasters.org.nz

Lisa Coppins and Celina Templeman have been assigned club coaches to Avon Club.

Marketing outside the District

Unfortunately, there were no applications received for the Marketing the District Challenge; however, a campaign is due to start at the end of February/beginning of March using the theme "step up to your goal/s". There will be a two-pronged approach in the form of printed material (billboards) and online advertising. The campaign will run for 2 weeks. Phantom Billstickers have been engaged to provide posters (size 920 x 1320) and will put up posters in Wellington, Christchurch, and Dunedin. In some of the smaller towns, flyer drops will be made to local businesses. Over the two-week period, the posters and flyers will be rotated around the cities and towns.

Advertising will run concurrently via LinkedIn.

Kayleen Gilder

D72 Club Growth Director 2023-2024