



Club Growth Director Report

1 April 2024

Integrity – Respect – Service - Excellence

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

Club Retention

New Clubs:

Kura Kōrero Toastmasters

In the pipeline:

Cyber5, an establishing club, last had 18 members and is expected to charter by the end of the Toastmasters year.

Club Losses:

Paekakariki Early Birds

Porirua Central

Clubs at a glance:

Note: these figures are before the 1 April renewals. (April figures are not finalised with Toastmasters International until 13 April 2024)

The District has 94 clubs. This is made up of:

78 paid-up clubs

5 clubs with low membership

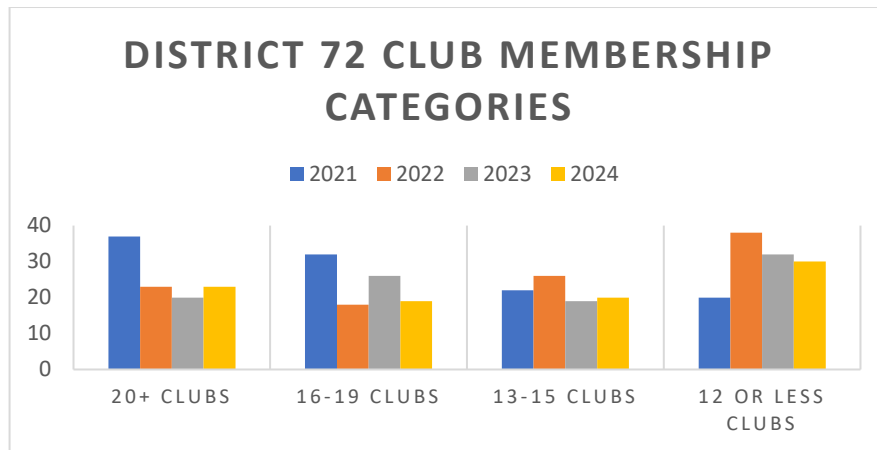
2 ineligible clubs

9 clubs, no fees received. Note: of these clubs two of these clubs have closed – see above

Membership across the Divisions:

Membership continues an upward trend across the Divisions, with 87 new members between January and March 2024 and 635 new members across the District between July 2023 and March 2024.

	January 24	March 24	July 23-31 March 24
Division C	43	54	97
Division D	107	138	245
Division G	85	113	198
Division J	39	56	95
TOTAL	274	361	635



The above graph shows the number of club members between August 2023 and March 2024.

Changes in the two months - January 2024 and March 2024, clubs with:

20+ membership has increased by 7 clubs (from 16 to 23 clubs).

16-20 members have a decrease of 1 club.

13-15 members show a reduction in 4 clubs.

12 or fewer members, the number of clubs in this category has been reduced by two clubs. However, this could be in part due to the club closures.

Club Coaches

The number of clubs eligible for coaches remains high at 33. As previously reported, two members were assigned as club coaches. We have one club coach sitting in the wings, ready to support a club within the district – but we do need more members ready to step into the role!! It's a vital role and counts towards your DTM.

Marketing:

A marketing campaign ran from 25 February to 10 March, using Billstickers. Large posters were scattered throughout various sites across the main cities and rotated around sites each week – Wellington, Christchurch, and Dunedin – see a sample of areas below.

Posters



Each poster held a different message based on the reasons why members join Toastmasters:

- Find Your Voice
- Speak Confidently
- Build Social Connections
- Increase Fluency in Speaking
- Develop Effective Communication Skills
- Expand Your Professional Network

Wellington



Forrester's Lane, Te Aro, Wellington WLG0247.2
1 Max, 25 Feb 2024



126 The Terrace, CBD, Wellington WLG0236.1
1 Max, 25 Feb 2024



Wellington Railway Station - 10 Bunny Street, Pipitea, Wellington WLG0236.1
1 Max, 25 Feb 2024



122 Vivian Street, Cuba Quarter, Wellington WLG0107 (PS)
1 Max, 25 Feb 2024



24 Webb Street, Te Aro, Wellington WLG0229
1 Max, 25 Feb 2024



181 Vivian Street, Te Aro, Wellington WLG0270
1 Max, 25 Feb 2024



4 Bond Street, CBD, Wellington WLG0003
1 Max, 3 Mar 2024



2 Torrens Terrace, Mt Cook, Wellington WLG0225.2
1 Max, 3 Mar 2024



33 Vivian Street, Te Aro, Wellington WLG0244
1 Max, 3 Mar 2024



311 Willis Street, Te Aro, Wellington WLG0221
1 Max, 3 Mar 2024



142 Wakefield Street (corner of Pringle Ave), Te Aro, Wellington WLG0251
1 Max, 3 Mar 2024



Dunedin



Filleul Street (West side), Dunedin DUD0062.2
1 Max, 25 Feb 2024



358 George Street (Edinburgh Alley), CBD, Dunedin DUD0025
1 Max, 25 Feb 2024



1 Princes Street, CBD, Dunedin DUD0078
1 Max, 25 Feb 2024



151 - 155 Princes St (Westpac Cashflow), CBD, Dunedin DUD0069
1 Max, 25 Feb 2024



Corner of 995 George Street and Dukes St, North Dunedin, Dunedin DUD0056.1
1 Max, 25 Feb 2024



Filleul Street (West side), Dunedin DUD0062.2
1 Max, 3 Mar 2024



6 Hanover Street, CBD, Dunedin DUD0021
1 Max, 3 Mar 2024



490-500 George Street (Albany Street side), North Dunedin, Dunedin DUD0071.1
1 Max, 3 Mar 2024



Christchurch



56 Worcester Boulevard, Christchurch Central, Christchurch CHC0004 (BOL)
1 Max, 25 Feb 2024



30 Victoria Street, Christchurch Central, Christchurch CHC0018 (BOL)
1 Max, 25 Feb 2024



209 High St, Christchurch Central, Christchurch CHC0032 (BOL)
1 Max, 25 Feb 2024



165 Fitzgerald Ave, Christchurch Central, Christchurch CHC0130
1 Max, 25 Feb 2024



111 Hills Road, Richmond, Christchurch CHC0093
1 Max, 25 Feb 2024



21 Dilworth St, Riccarton, Christchurch CHC0126
1 Max, 25 Feb 2024



78A Park Terrace, Christchurch Central, Christchurch CHC0044 (BOL)
1 Max, 3 Mar 2024



798 Colombo Street, Christchurch Central, Christchurch CHC0010 (BOL)
1 Max, 3 Mar 2024



102 Cashel Street, Christchurch Central, Christchurch CHC0038 (BOL)
1 Max, 3 Mar 2024



479 Moorhouse Avenue, Christchurch Central, Christchurch CHC0208 (BOL)
2 Max, 3 Mar 2024, 2 Photos



























94 Gasson Street (Corner of Byron Street), Sydenham, Christchurch CHC0091
1 Max, 3 Mar 2024



















Pamphlets

Pamphlet drops were made in Nelson and Invercargill over the two weeks, rotating the sites from week one to week two—see below.

Invercargill Retail

	Liquid Laundromat South City 9 Martin Street, Strathern, Invercargill 9812, New Zealand, Strathern, Invercargill Retail RINF007799 1 Retail, 25 Feb 2024			BP Invercargill 1031 State Highway 1, Southland 9893, New Zealand, Invercargill, Invercargill Retail RIVC004634 1 Retail, 25 Feb 2024	
	SIT Cafe 126 Tay Street, Invercargill 9810, New Zealand, Invercargill, Invercargill Retail RIVC004635 1 Retail, 25 Feb 2024			SIT Library 133 Tay Street, Invercargill 9810, New Zealand, Invercargill, Invercargill Retail RIVC003601 1 Retail, 25 Feb 2024	
	Wachner Place Information Centre 20 Dee St, Invercargill, 9840, New Zealand, Invercargill, Invercargill Retail RIVC001945 1 Retail, 25 Feb 2024			Invercargill public library Dee St 50 Dee St, Invercargill, 9840, CBD, Invercargill Retail RINF000904 1 Retail, 25 Feb 2024	
	Liquid Laundromat 80 Kelvin Street, Invercargill 9810, New Zealand, Invercargill, Invercargill Retail RINF007795 1 Retail, 3 Mar 2024			Wachner Place Information Centre 20 Dee St, Invercargill, 9810, New Zealand, Invercargill, Invercargill Retail RIVC001945 1 Retail, 3 Mar 2024	
	Invercargill public library Dee St 50 Dee St, Invercargill, 9840, CBD, Invercargill Retail RINF000904 1 Retail, 3 Mar 2024			SIT Cafe 126 Tay Street, Invercargill 9810, New Zealand, Invercargill, Invercargill Retail RIVC004635 1 Retail, 3 Mar 2024	
	BP Invercargill 1031 State Highway 1, Southland 9893, New Zealand, Invercargill, Invercargill Retail RIVC004634 1 Retail, 3 Mar 2024			Liquid Laundromat South City 9 Martin Street, Strathern, Invercargill 9812, New Zealand, Strathern, Invercargill Retail RINF007799 1 Retail, 3 Mar 2024	

Nelson Retail

	NMIT - Nelson Marlborough 61/65 Nile St, Nelson, 7010, NLS CBD, Nelson Retail RNL5001043 1 Retail, 25 Feb 2024			NMIT Kowhai Lounge 65 Nile St, NLS CBD, Nelson Retail RNL5009325 1 Retail, 25 Feb 2024	
	Yaza cafe 111 Hardy St, Nelson, 7010, New Zealand, Nelson, Nelson Retail RNL5001608 1 Retail, 25 Feb 2024			NMIT - Nelson Marlborough 61/65 Nile St, Nelson, 7010, NLS CBD, Nelson Retail RNL5001043 2 Retail, 3 Mar 2024, 2 Photos	
	NMIT Kowhai Lounge 65 Nile St, NLS CBD, Nelson Retail RNL5009325 1 Retail, 3 Mar 2024			Yaza cafe 111 Hardy St, Nelson, 7010, New Zealand, Nelson, Nelson Retail RNL5001608 1 Retail, 3 Mar 2024	
	Hardy Street Walk Thru 110 Hardy St, Nelson, 7010, New Zealand, Nelson, Nelson Retail RNSN001894 1 Retail, 3 Mar 2024			288 Trafalgar St, Nelson, 7011, NLS CBD, Nelson Retail NLS CBD 1 Retail, 3 Mar 2024	

QHS084042 - Toastmasters

Production of Max (920mm by 1,320mm) - 32 × Max	1.00	800.00	800.00
SS: Placement of Max (920mm by 1,320mm) - 32 × Max	1.00	3,840.00	3,840.00
Production of Flyers - 800 × Retail	1.00	384.00	384.00
Flyer Drop of 20 flyers (Other Regions) - 40 × Retail	1.00	480.00	480.00
Discount	1.00	(2,640.00)	(2,640.00)
		Subtotal	2,864.00
		Total GST 15%	429.60
		Invoice Total NZD	3,293.60
		Total Net Payments NZD	0.00
		Amount Due NZD	3,293.60

The approach was twofold: advertising on LinkedIn plus print media; however, it was discovered that although the district has a LinkedIn account, it was created by past members who are no longer with the district, and we could not upload advertisements then.

The District's social media accounts are severely underutilized and need support from members with expertise in this area to help create brand awareness. If you are interested in this field, please email me at clubgrowth.d72@toastmasters.org.nz.

Other resources available have been pens with the District motto of Next Step to your Goals. Clubs should have received these through their Area Directors or Division Directors. If your club has not received any pens, please let me know. I have a small number still available that I am happy to send.



A small amount of funding from club growth has been set aside to support struggling clubs with a membership of 12 or less. The funding is intended to help these clubs with their online advertising for an open/demonstration meeting during April to attract and sign-up new members. The clubs selected must meet strict criteria, for example, set a date to hold an open/demonstration meeting, have club financials of less than \$500, and demonstrate what advertising methods they have tried etc. Online resources (e.g., marketing templates and pamphlets) are available on the NZT website to support this initiative which will also be available for all clubs to use either in social media or print format.

Adapting to change projects: Note that some of these projects were delayed due to people's personal commitments, and some will be rescheduled to ensure the work is not lost.

I wish to thank you all for your support during this Toastmasters year. We have an amazing group of people across the district. I have witnessed this through the training and district contests and look forward to seeing as many of you as possible at the conference in Dunedin in May. I wish you all the best in your continued Toastmasters journey.

Kayleen Gilder

D72 Club Growth Director 2023-2024