



**Toastmasters New Zealand North**  
**District 112**

## Newsletter | July 2020

**Dear District 112 Member,**

You are receiving this newsletter as a club member.

Apologies if you have already received this newsletter from your club directly. This email will help us to confirm that we have your correct email address. Emails sent to you personally, will be restricted to the District 112 (New Zealand North) Newsletter.



### Video Newsletter

This 2020-2021 Toastmasters year we will send you the newsletter in a different format - as a video. Please click or follow the link to hear the welcoming messages from the District 112 Director Sharon Kerr-Phillips, DTM, Program Quality Director Stephen Budai, DTM, and Club Growth Director Wendy Wickliffe, DTM: <https://youtu.be/OHVxaf5UGpg>

Below is a written version of the message in the videos and my portion of the newsletter as Public Relations Manager.



## **Sharon Kerr-Phillips, DTM | District Director**

We are incredibly proud of Amy, and we invite all of you to listen in to the semi-finals to hear Amy representing not only New Zealand, but the whole of Region 12.

As a District we were also very lucky that our members worked so hard—and worked together—to achieve the Distinguished Club Programme goal, even though we did not end as a Distinguished District. That means that more than the minimum number of clubs achieved their goals in the [Distinguished Club Programme](#).

We didn't become Distinguished in terms of membership payments and neither in terms of clubs, but we were on track all the way, even ahead of the goal, when Covid-19 arrived. Due to the hard work of each and every member, and the efforts of continuing to meet online, the District is well set up for this new year, July 2020-June 2021.

This year we would like to focus on consolidation and on membership retention. We want to help clubs grow and flourish. This includes doing market research and creating a vibrant new website with tools to help guests and provide information to members, club offices and district officers. Keep a look out for our last year's DTM recipients - they will be recognised on our website shortly.

The most important thing about a District is the member. You—the members—are the lifeblood of Toastmasters. In District 112 we really want to work with you to help you unleash your full potential and attain your own personal goals.

Transparency is very important to us. We want your input. We want you to tell us what's working for you, and what's not working for you. We want you to look at where *you* think Toastmasters is going. How would you like to see Toastmasters change and improve?

We want your feedback, which we will take to [Toastmasters International](#). This year you'll receive surveys, because we really want your input into our District.

We are aiming to end the year as a [Select Distinguished District](#). We've got an amazing team of people - that starts with the Trio and the Top Table, and then our Area and Division Directors. We've already had an excellent start so far. As District leaders, we've had meetings where we got each and every one on the same page for our District Success Plan and our vision.

[Club Officer Training](#) started earlier in the Toastmasters year because we wanted to give our club officers the opportunity to get ahead of the game and start early - particularly because of the impact of the difficult previous Toastmasters year (July 2019 to June 2020). Being online, we have been able to offer [Club Officer Training](#) on [every single day](#) of the week and on two different [Saturdays](#).

For the Toastmasters calendar, we've taken into consideration school holidays, financial year ends, and big events like concerts, which have impacted upon attendance of training in the past. Please download the attached calendar. We want clubs to know exactly what's happening and to start planning right now.

I know that this is going to be an amazing year, and I'm wishing and hoping that all of you achieve your goals. All while having fun and making exceptional friends. I've seen that in Toastmasters, the friendships that are developed don't just last a few weeks – they last a lifetime! Welcome to the new Toastmasters year!



## **Stephen Budai, DTM | Program Quality Director**

Hello, my fellow Toastmasters! My vision this year revolves around you, the member. The member is the most important element in Toastmasters and should never be forgotten.

How will we look after the members? We want to make sure that the [club scene](#) is of a high quality. Nothing less will be acceptable to all of us – and to [visitors](#) who come to our clubs.

[Pathways](#) is now the only [education system](#). My personal goal is to ensure that the adoption rate of Pathways is up in the high 90s, if not 100%. I honestly believe that every member should be logged in to Pathways, choose a path, and complete their first speech, the [Ice Breaker](#), if not Level One, in a pretty quick time.

Otherwise people will become disenchanted with Toastmasters and leave. Do we want that? No, we don't.

Which leads to retention – retention is important. We've lost far too many members during the course of the Covid-19 lockdown. A good many of our friends have left Toastmasters and need to be brought back into the family.

I want you to achieve your goals – make YOUR goals MY goals. Share those goals with me and the rest of the District team, and we will help you where we can.

I also have an affinity with our Area Directors. You are probably asking: Why? The Area Directors are your link to the District. The Area Directors are your point of communication with us. What concerns you, is important to us.

Overall, fellow Toastmasters, I want you to have an enjoyable year. This year I look forward to watching you grow and achieve your goals.



## **Wendy Wickliffe, DTM | Club Growth Director**

Greetings, Toastmasters. As the Club Growth Director of District 112, my responsibilities include creating a marketing plan for the district, strengthening existing clubs, providing resources for struggling clubs, and building new clubs.

As from the 1st of July our club membership has declined, and some clubs have chosen not to reopen. My focus for the remainder of the Toastmasters year is to help clubs build

their membership.

How will I do that? I plan to create a club support committee. These will be experts who are familiar with club management tools like easySpeak and FreeToastHost, or people who can help clubs with membership campaigns – whether that is using public relation tools (with the support of our Public Relations Manager Elizabeth Viljoen), or improving your social media reach.

Along with that, we need to return to the basics of running a quality club by completing the [Moment of Truth](#) and a [Club Success Plan](#).

Currently I'm in discussions with a research company on creating a survey that will go out to members – to understand what our club demographics look like and who we should be targeting in each Division. Along with us, this research company is going to investigate how we can promote Toastmasters to the wider community. This research is going to be quite interesting.

My focus, as mentioned, is to help with strengthening clubs. I'm particularly interested to hear from members and clubs that may have some brilliant ideas on how to make sure we achieve that goal for the District. So, I look forward to meeting as many of you as possible.

My email address is [clubgrow@d112.org.nz](mailto:clubgrow@d112.org.nz) . Please get in touch if you have any great ideas to help make District 112 a Select Distinguish District in 2021.

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## Elizabeth Viljoen | Public Relations Manager

The upcoming Toastmasters year will be a year of celebration. Let's start by celebrating our District Trio and their inspiring messages above.

We ended the previous Toastmasters year with tremendous [personal and professional growth](#), because as Toastmasters we mastered yet another skill – [online meeting and contests](#).

Learning this skill along with the [public speaking](#) and [leadership skills](#) we have already gained, lead to something most wonderful. Our own District 112 International Speech Contest winner, **Amy Davidson**, reached the semi-finals in the [World Championship of Public Speaking](#) that will be held during the [2020 Virtual Convention](#). You can read about her achievement in the [Rotorua Daily Post](#).

We'll celebrate personal growth—learning transferable skill through the fantastic [Pathways education program](#)—on the [District 112 LinkedIn page](#), and club growth on the [New Zealand North Facebook group](#). We'll build club membership on the [D112 Facebook page](#) and various other platforms. Have you checked out the new [D112 YouTube channel](#)?

During August we plan a few [workshops](#) for the Vice Presidents of Public Relation. Please join the [VPPR Facebook group](#) to share ideas and learn from one another. We are working hard on developing our [website](#) to serve members and guests best.

We'll celebrate Toastmasters mentors and friendship. We'll [remember why we joined](#) and celebrate when we reach our goals. We'll celebrate the dates our clubs formed. Do you know the charter date of your club? Celebrate and share on social media!

If you and your club need public relations support, please contact me. My email address is [prm@d112tm.org.nz](mailto:prm@d112tm.org.nz).

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## Calendar

Please find the District 112 Calendar here: <https://d112tm.org.nz/district-calendar/>  
Or request that we forward it to you in any of three formats – Excel, PDF and Word.

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### Kingsley Moody, DTM, PDDG

During previous communication, we informed you about the illness of Kingsley Moody, a friend and mentor to many of us. You can view Sharon's message here: <https://youtu.be/TVUNuXAX8v8>

While Kingsley is still in a critical condition, we are pleased to advise that in the last 24 hours there has been a slight improvement.

Kind regards,  
**Elizabeth Viljoen**

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