Toastmasters New Zealand North
District 112

D112 Club Growth Director Report – July 2021

Key Responsibilities – marketing, club retention and support (club coaches), building new clubs.

Dashboard Summary as at 7 June 2021

District Goal - Select	Actual to date	Year's Goal	Needs more
Paid Clubs	**153**	**159**	**6**
Member Payments	**5,335**	**5,544**	**209**

Clubs listed 175 – some of these clubs are in the process of closing – 16.

- Dissolution Forms processed (2) - Whitianga Toastmasters and Diatribe.
- Clubs suspended (7) – Top Notch, Ingram Micro, Marsh, AUT, TVNZ, Auckland Airport, City Early
- Clubs 3 members or less registered (7) – EROAD, Taka Talkers, Speak Ezy, Fidelity Life, Superfantastic, Varsity, Legen-Dairy Speakers

Clubs - Membership Numbers

	12 or Fewer	13 to 19	20 to 29	30 Plus
June 2021	**91**	**48**	**17**	**4**

New Members Gained in 2020-2021 = 1034

Club Growth

New Clubs - TWG Toastmasters chartered 26/2/21 Division L Area 3 and Kuro Korero o Microsoft Division N Area 1

Prospective Clubs – Training Online Club, Impromptu Club and ASB.

Speechcraft Requests – courses are underway for some organisations and there are other companies who have expressed an interest in a course. These courses can provide an opportunity for companies to get an understanding of Toastmasters before chartering a corporate club.

Club Retention

All Divisions have experienced a sharp decline in membership numbers. Below are the clubs whose membership is fewer than 12 members and qualify for a club coach.

	K	L	M	N	O	P	Q	R
No. Clubs	**10**	**8**	**16**	**12**	**10**	**13**	**10**	**12**

91 clubs eligible for coaches, 67 do not have a club coach assigned. If you are interested in supporting another club as a Club Coach, please contact your Area Director. This counts towards your DTM award.

Club Marketing

Clubs who regularly update their Facebook page and websites are seeing an increase in visitors. If you have special events on like open houses – remember we can help support the boosting of your events if you need financial assistance. See D112 Website Link fundraising application form.

Digital advertising and Social Media will continue to promote our District to the community.

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