D112 2022 – 2023 Final Budget Proposal.

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PART 1 INTRODUCTION

Basis: *The foundation for the budget is District Procedure 1*

"The District Mission as defined by Toastmasters International is: "We build new clubs and support all clubs in achieving excellence.

The District Vision for 2022-2023 is create value for members, the strategies implemented will support ***reconnecting, retaining, and rebuilding clubs*** *in communities and businesses to enable more New Zealanders to experience the benefits of becoming a toastmaster.*

The goal is to be a ***Select Distinguished District****.*

Final Budget

Attached is our final budget for the 2022-2023 year. We have been directed by the Protocol 8.4 – Section 4C, whereby a District cannot budget to recognise a loss for the year.

District funds are to be used to support the District mission. District officers are required to use funds effectively according to the District Success Plan, as well as Toastmasters Policy and Protocol. Expenses shall be incurred according to the following priorities:

I. Education and Training
II. Marketing outside Toastmasters
III. Club growth and club retention
IV. Membership growth and membership retention
V. District communication and public relations

PART 2 THE NARRATIVES

The following are questions from Toastmasters International and the District's Answers

MEMBERSHIP REVENUE $83,216

Q *What are the District's goals for the year regarding membership? Since these numbers are based on the prior year's actual totals, what strategies have changed or remained the same compared to last year to ensure this budgeted revenue is met?*

A **Reality – Current Situation**
D112 has twenty fewer paid clubs than 2021.
Club payments 4,981. The number of dual members has decreased.
The club base for 2022 - is 145 clubs,
51% of clubs have fewer than 12 members.

As it is not realistic to appoint a club coach for all of these clubs. The focus for 2022-2023 is to support clubs with a Club Support Team, who will work with the ADs to individualise strategies specific to the club needs in marketing, online presence, pathways etc.

Marketing and membership-building campaigns will be conducted at a district and division level.

CONFERENCE / NET INCOME $295

Q *What city will they be held in? If conferences are not budgeted to net zero, explain why. What is the profit for? How do you justify the loss? How many attendees are you budgeting for and at what cost each? About how much will the tickets cost per registrant? How much are the venues budgeted to cost? Did the prior term pay any expenses or receive any revenue for these conferences?*

A The District conference will be held in person in South Auckland, Karaka Pavilion, over two days 6-7 May 2023. The district executive meeting will be online on 28th April 2022. The district candidates showcase session, and council meeting will be online on 29th April 2022.

The committee is planning three speech contests on Saturday, dinner and dance Saturday night, theme top and tales. Workshop and international speech contest will be held on Sunday.

FUNDRAISING $0

Q *How many events will be held? What is each event for? What will the funds received be used for?*

A There are no scheduled fundraising activities for the District.

DISTRICT STORE $0

Q *Does the District have a District Store? If not, why? Are all the costs from Toastmasters products? If not from WHQ what are the other costs? When is the district store available to members? Are all the costs from Toastmasters International products? If not from World Headquarters, what are the other costs? When is the District Store available to the members?*

A The District does not operate a District Supplies store.

The District will be reviewing options of local suppliers for some items, subject to approval from Toastmasters International.

OTHER REVENUE

Q *What other revenue is expected? Who is it from?*

A Nil revenue from other sources.

MARKETING OUTSIDE OF TOASTMASTERS $7,500

Q *What is the main focus for your district? What events are planned? What is different from last year?*

A Continue with Google and Facebook advertisements and promote the district on LinkedIn (articles and advertising).

Facebook club pages boosting budget for division directors.

Printed visitor booklets provided to clubs and division directors.

Division club contact details on insert card to include in marketing pamphlets (like find your voice).

PUBLIC RELATIONS $7,700

Q *What is the main focus for your district? What events are planned? What is being done differently or the same as last year?*

A Public Relations internally for the district will continue to promote on the Facebook page and group.

A marketing team with a representative from each division (VPRs) to create a communication plan for the divisions and district. Promote benefits of toastmasters, in as many mediums as possible and increase the district's social media activity, to include micro-learning topics for added value.

Website review by the district webmaster has started. Costs for external support in addition to the standard web costs have been budgeted.

CLUB GROWTH $5,700

Q *What is the main focus for your District? What events are planned? What is being done differently or the same as last year?*

A Strategies – Retention and Build or Rebuild clubs to good standing

- Retain our existing clubs – personalised support plans.
- Retain new members – district monthly pathways online workshop – getting started
- Club coach program overview workshop to explain the program and benefits.
- Work with suspended clubs to establish if there is an opportunity for the club to restart or for members to move to other clubs.
- New club – training and new club charter incentive pack
- Identify corporate clubs that have Toastmaster clubs worldwide and businesses in New Zealand.
- Translation of presentation mastery path to Te Reo.

RECOGNITION $8,200

Q *What is the main focus for your District? What events are planned? What is being done differently or the same as last year?*

A Monthly Draws

Recognise and Reward – Education Awards (in addition to publishing)

Level 5 completion – one draw a month – Pathway Pin

Level 1 completed by new member <8 months of joining – one draw a month

Three levels (in one TI year) – Triple Crown Pin – option to receive as earnt

Club Anniversaries - One club draw a month on the anniversary of chartering - $30 a club Facebook boost or equivalent marketing

Other - Division Conferences x 2 x 8 divisions, Prizes, gifts, division recognition

Project to review – incentive options that motivate, can be sourced locally and approved by TI brand team.

EDUCATION AND TRAINING $8,300

Q *What is the main focus for your district? What events are planned? What is being done differently or the same as last year?*

A The focus for the district is to provide quality training for club officers and district officers. Training dates were set and advertised on the district calendar early.

In person strategy and planning meetings held end of May each year. This enables the incoming and outgoing district team to complete their handover and contribute to the strategy and district success plan for the upcoming year.

Club officer training for round one four sessions for brand new officers and four sessions for advanced officers for the first time this year. Positive feedback received. Round two training will be a different format than past years, these sessions will start November.

SPEECH CONTESTS $8,700

Q *What is the focus for your district? What events are planned? What is being done differently or the same as last year?*

A The district executive agreed to hold speech contests as hybrid contests for area, division, and district contests. The challenge is finding suitable and inexpensive venues. The cost of hiring venues has increased over the last 12 months.

Assumptions – that many of the divisions have combined area contests where practical (see D112 calendar). Not all costs are known and average of $25 per hour has been used for the calculation of the budget.

Budget allowance for this category has been exceeded by 5%. The finance manager will contact TI WHQ.

ADMINISTRATION $5,800

Q *What is the main focus for your district?*

A The Administration cost centre captures all the expenses for running the District e.g. subscriptions, zoom accounts, mail chimp etc.

FOOD AND MEALS $3,560

Q *What is the main focus for your District? Are there any maximums for your District to keep food and meal costs at a minimum? Who is budgeted to be reimbursed for food and meals? What events are being budgeted to be reimbursed for food and meals? What is being done differently or the same as last year?*

A There has been an allowance for each of the trio District officers to cater for the Division Conferences they attend and other similar district events at the end of the toastmaster year.

TRAVEL $10,900

Q *What is the main focus for your district? Are there any maximums for your District to keep travel costs at a minimum? Who is budgeted to be reimbursed for travel? What is being done differently or the same as last year? What events are being budgeted to be reimbursed for travel? Are there any maximums for your district to keep travel costs at a minimum? What is being done differently or the same as last year?*

A Petrol costs have increased. The travel mileage claim was adjusted to 0.50c per KM for travel over 20km round trip.

The district where possible has attempted to keep unnecessary travel and costs down for district training events two are hybrid and two are online.

The assumption is that district officers will claim their travel mileage e.g., area directors club visits, division director club visits, district events etc).

LODGING $12,620

Q *What is the main focus for your District? Are there any maximums for your District to keep lodging costs at a minimum? What is the main focus for your District? Are there any maximums for your District to keep lodging costs at a minimum? Who is budgeted to be reimbursed for lodging? What events are being budgeted to be reimbursed for lodging? What is being done differently or the same as last year?*

A District Trio attended training and convention in Nashville, which is the first opportunity in the last two years. Training venue for mid-year training in January has not been confirmed yet.

Allowance as per administration procedures on visiting International Director, Region Adviser etc to visit our District or attend the District.

OTHER EXPENSES

Q *What other expenses are expected?*

A No other expenses have been forecasted.

PART 3 2022-2023 DISTRICT BUDGET

	TI Max Exp %	% Of Tot Exp	BUDGET	Last year Actual
Membership Revenue			$83,216	$75,238
Conference Revenue			$27,846	$3,854
Fundraising Revenue			$0	$0
TLI Revenue			$0	$0
District Store Revenue			$0	$0
Speech Contest Revenue			$0	$0
Interest Revenue			$0	$0
Education and Training Revenue *			$0	$0
Other Revenue			$0	$1,384
Total Revenue			$111,062	$80,476
Conference Expense	N/a		$27,550	$4,271
Fundraising Expense	N/a		$0	$0
TLI Expense	N/a		$0	$0
District Store Expense	N/a		$0	$0
Marketing Outside Toastmasters Expense	10%	9.0%	$7,500	$6,615
Marketing Expense			$0	$21
Recognition Expense	20%	9.9%	$8,200	$9,428
Club Growth Expense	15%	6.8%	$5,700	$6,047
Public Relations Expense	10%	9.3%	$7,700	$6.364
Communications & PR Expense			$0	$67
Education & Training Expense	15%	10.0%	$8,300	($186)
Speech Contest Expense	5%	10.5%	$8,700	$1,498
Administration Expense	10%	7.0%	$5,800	$5,622
Travel Expense	25%	13.1%	$10,900	$5,898
Lodging	15%	15.2%	$12,620	$2,589
Food and Meals	15%	4.3%	$3,560	$3,421
Other Expense	0%	0%	$0	$913
TI Allocation			$4,161	$4,309
			$110,691	$56,877
District net Surplus/Deficit			**$371**	**$23,599**

PART 4 2022-2023 DISTRICT BUDGET CATEGORY DETAILS

Membership Revenue

This is set by WHQ $83,330

Marketing Outside Toastmasters Expenses

7006	Marketing – Educational Materials	$0
7008	Marketing-Promotional Materials	$4,500
7010	Marketing – Awards Expense (Trophies, Plaques, Ribbons)	$0
7012	Marketing-Supplies & Stationery Expense	$0
7036	Marketing – Advertising Expense	$3,000
7044	Postage and Shipping Expense	$0
7086	Marketing-Miscellaneous Expenses	$0
	TOTAL MARKETING EXPENSES	**$7,500**

Recognition Expenses – Area, Division & District

7006	Recognition – Educational Materials	$0
7008	Recognition - Promotional Materials	$2,800
7010	Recognition – Awards Expense	$0
7012	Recognition - Supplies & Stationery	$2,200
7036	Recognition-Advertising Expense	$0
7044	Recognition-Postage & Shipping	$600
7082	Recognition-Incentives	$2,600
	TOTAL RECOGNITION EXPENSES	**$8,200**

Club Growth Expenses

7006	Educational Materials	$0
7008	Promotional Materials	$1,300
7010	Awards Expense	$0
7012	Supplies & Stationery Exp	$0
7036	Advertising Expense	$1,000
7044	Postage & Shipping	$0
7082	Incentives	$3,400
	TOTAL CLUB GROWTH EXPENSES	**$5,700**

Public Relations Expenses

7008	PR Promotional materials	$3,500
7012	PR Supplies & Stationary	$0
7014	PR Room Rental Event Expense	$0
7020	PR Printing Expense	$0
7024	PR Newsletter Expense	$0
7026	PR Website Expense	$1,200
7028	PR Directory Expense	$0
7042	PR Outside Contractor Expense	$3,000
7044	PR Postage and Shipping Expense	$0
7086	PR-Miscellaneous Expenses	$0
	TOTAL COMMUNICATIONS & PR EXPENSES	**$7,700**

Education & Training Expense

		Total
TRAINING CLUB OFFICERS		
7006	ET Educational Materials	$0

7010	ET Awards Expense (Trophies, Plaques, Ribbons & Certificates Expense	$0
7014	ET Room Rental Event Expense (including Zoom)	$0
7042	ET Outside Contractor Expense	$0
	TOTAL EXPENSE TRAINING CLUB OFFICERS	**$0**

TRAINING DISTRICT OFFICERS

7004	ET Badges and Pins	$500
7006	ET Educational Materials	$750
7012	ET Supplies and Stationery Expenses	$350
7014	ET Room Rental Event Expense	$4,000
	TOTAL EXPENSE TRAINING DISTRICT OFFICERS	**$5,600**

ET OTHER Expenses

7004	ET Badges and Pins	$0
7006	ET Educational Materials	$0
7010	ET Awards Expense (Trophies, Plaques, Ribbons & Certificates Expense	$0
7082	ET Incentives	$2,700
	TOTAL OTHER EXPENSE	**$2,700**
	TOTAL EDUCATION & TRAINING EXPENSE	**$8,300**

Speech Contest Expense

7010	SC Awards Expense	$0
7012	SC Supplies and Stationery Exp	$0
7014	SC Room Rental	$6,700
7078	SC Food Expense	$0
7090	SC Equipment Rental	$2,000
7042	SC Outside Contractor Exp	$0
	TOTAL SPEECH CONTEST EXPENSE	**$8,700**

Administration Expense

7008	Admin-Promotional Materials	$0
7010	Admin-Awards Expense (Trophies, Plaques)	$0
7012	Admin-Supplies and Stationery Expense	$100
7014	Admin-Room Rental Event Expense	$0
7020	Admin-Printing Expense	$100
7022	Admin-Audio Visual; Expense	$200
7026	Admin-Website Expense	$1,100
7030	Admin-Photocopying Expense	$100
7032	Admin-Telephone Expense	$100
7034	Admin-Conference Calls & Webinars	$2,600
7044	Admin-Postage & Shipping expense	$100
7046	Admin-Express Mail/Courier Expense	$500
7048	Admin-Equipment Purchase Expense)	$600
7070	Admin-Bank Charges & Credit Card Fee	$200
7086	Admin-Miscellaneous Expense	$0
7084	Admin-Sympathy Expense	$100
7088	Admin Storage Expenses	$0
7090	Admin-Equipment Rental	
7092	Admin-TI Allocation	$0
	TOTAL ADMINISTRATION EXPENSE	**$5,800**

Travel Expense

7062	District Director Transportation - Mileage Expenses	$1,500
7064	District Director Transportation – Taxis/Shuttle Expenses	$400
7068	District Director Transportation– Other Expenses	$400
7062	Program Quality Director Transportation – Mileage Expenses	$1,900
7064	Program Quality Director Transportation – Taxis/Shuttle Expenses	$400

7068	Program Quality Director Transportation – Other Expenses	$300
7062	Club Growth Director Transportation – Mileage Expense	$1,300
7064	Club Growth Director Transportation – Taxis/Shuttle Expenses	$300
7068	Club Growth Director Transportation – Other Expenses	$300
7060	Club Growth Director – Transportation – Airfare Expense	$200
7062	PR Manager – Transportation - Mileage Expense	$0
7062	Administration Manager – Transportation - Mileage Expense	$0
7060	Division Director – Transportation – Airfare Expense	$0
7062	Division Director – Transportation - Mileage Expense	$2,000
7060	Area Director – Transportation – Airfare Expense	$0
7062	Area Director – Transportation – Mileage	$1,100
7062	IPDD – Transportation – Mileage Expense	$400
7062	Transportation – Mileage Expense – Other Member	$400
	TOTAL TRAVEL EXPENSE	**$10,900**

Lodging Expense

7058	District Director Lodging Expense	$2,500
7058	Program Quality Director - Lodging Expense	$2,500
7058	Club Growth Director - Lodging Expense	$2,040
7058	Finance Manager – Lodging Expense	$0
7058	PR Manager – Lodging Expense	$540
7058	Administration Manager – Lodging Expense	$0
7058	Division Director – Lodging Expense	$900
7058	Area Director – Lodging Expense	$2,160
7058	IPDD – Transportation – Lodging Expense	$360
7058	Region Advisor - Lodging	$540
7058	International Officer - Lodging	$540
7058	Keynote Speaker - Lodging	$540
	TOTAL LODGING EXPENSE	**$12,620**

Food and Meals

7078	District Director - Food Expense	$50
7016	District Director – Meal Event	$150
7078	Program Quality Director - Food Expense	$50
7016	Program Quality Director – Meal Event	$2,150
7078	Club Growth Director - Food Expense	$50
7078	Finance Manager - Food Expense	$50
7078	PR Manager - Food Expense	$50
7078	Administration Manager- Food Expense	$50
7016	Division Director – Meal Event	$250
7016	Area Director – Meal Event	$250
7078	IPDD – Food Expense	$90
7078	Other Member – Food Expense	$100
7078	Regional Advisor – Food Expense	$90
7078	International Officer – Food Expense	$90
7078	Keynote Speaker – Food Expense	$90
	TOTAL FOOD AND MEAL EXPENSES	**$3,560**