2022-2023 District Success Plan

Table of Contents

- **Situation Analysis – Where are we Currently?**
- **Strategy – Where do we want to be, and how will we get there?**
- **Goals and Actions for 2022-2023**

Prepared by:
Wendy Wickliffe, District Director
James Hippolite, Program Quality Director
Richard Perkins, Club Growth Director

For Discussion at District Officer Training
9th July 2022

Updated for District Executive Meeting
17 September 2022

District Mission and Purpose

The district's mission is to build new clubs and support all clubs in achieving excellence.

The district's purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters education program by:

- Focusing on the critical success factors as specified by the district educational and membership goals.
- Ensuring that each club effectively fulfils its responsibilities to its members.
- Providing effective training and leadership development opportunities for club and district officers.

Team Composition

District Director, Wendy Wickliffe
Program Quality Director, James Hippolite
Club Growth Director, Richard Perkins
District Public Relations, Sabrina Naseem
District Finance Manager, Kulesh de Silva
District Administration Manager, Ben Ross
District Parliamentarian Alun Chisholm
Immediate Past District Director, Stephen Budai

Division K Director, Ines Curin
Division L Director, Meegan Herewini
Division M Director, Scott Martins
Division N Director, Suzy Elks
Division O Director, Nathan Piahana
Division P Director, Te Maramatanga Hohaia
Division Q Director, Margaret Simons
Division R Director, Neville Isherwood

Extended Team
District Logistics Manager, John O'Leary
District Webmaster, Mike Diggins
District Zoom Chair, Troy Smith
District Training Chair, Amy Overington
District Club Support Chair, Murray Coutts

Values

The core values of the district align with Toastmasters International values. Our focus will:
Members are valued (respect), and Members receive value (service). Provide quality training and support to help clubs achieve quality (excellence) and do what we say we will do (integrity).

Team Operating Principles

Plan in advance, key dates chosen and published on the district website calendar. Work smarter, not harder, and implement processes to save time for future district teams.

Potential Obstacles

Lack of time and potential burnout are factors to be mindful through the year. Important that all roles are defined, and expectations are clear to avoid confusion. Create a culture of asking for help by ensuring all officers have a mentor or support based on their needs.

Meeting Protocol

District meetings, when practical, are to be completed during the week to allow weekends as personal time. When this is not practical, dates are advised well in advance, and meeting invites are placed in calendars so officers can plan. Meeting notes to be recorded showing action points, what, who and when to provide visibility and help officers be accountable.

Team Interactions and Behavioural Norms

Decisions	will be made as a team. All input is appreciated and valued.
Method of Communication	email, what's app for Trio and division directors, and txt to see if available before calling. Weekends respect officers' time – email or text only.
Resolve differences	discuss, debate and come to a consensus
Support	assist each other with workloads where able. Have each other's back
Equitable participation	delegate where able, create teams for projects.
Accountability	be aware of role and deadlines, and complete actions as agreed. Review of action points at the start of meetings.
Recognition	ensure credit is given where it is due. Recognise individuals at district events. Celebrate at the district awards event in September.

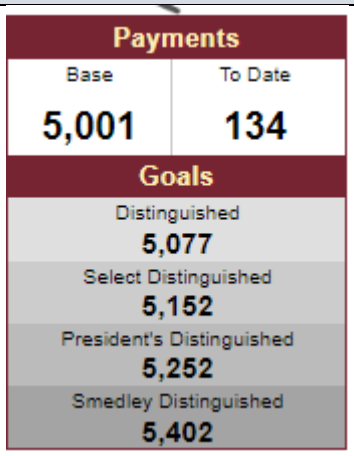
DISTRICT STRATEGIC PLAN 2022-2023

Situational Analysis - Membership Payments Growth
13 clubs were suspended or ineligible. 600 fewer payments than in 2022. -10.7% growth
Most clubs have returned to in-person meetings or running hybrid meetings.
The number of members in multiple clubs has reduced from past years.

DATA FOR D112

Year	Payments Base	Difference
2018	New district	
2019	6510	
2020	6240	-270
2021	5575	-665
2022	4979	-596

GOAL FOR 2022



The goal for the district is to be a **Select Distinguished** District – membership payments of 5,152.

Membership Payments Growth Strategies

The district recognises that to achieve select distinguished district status, the focus needs to be on reconnecting to our members, providing value for membership and supporting club officers to run quality club meetings.

Goal 1: Membership Payments Growth - Strategies			
Strategies	**Outcome**	**People/Resources**	**Timeline**
Reconnect	▪ Sister Divisions – Area Council meetings – August and Feb/March (all officers)	Division and Area Directors	Aug & Feb/Mar
	▪ Microlearning (add to communication plan)	All with PRM	fortnightly
	▪ Presidents Two Monthly Update Newsletter for General Business	Trio and PRM	Every two months
Retain	▪ Club Support Team – work directly with Low Membership Clubs – personalise strategy for these clubs (work with AD) ▪ **Club Coach Program Workshop invites to club officers and clubs.**	Team to be formed Club Support Chair & CGD	Sep Oct/Sep
	▪ Area Director Visit report to be completed early – August/September	Division and Area Directors	Aug/Sep
	▪ Speechcraft course for each division	Division and Area Directors	Mar
	▪ District Marketing Campaign – Social Media and other methods (include micro-learning planning)	CGD & PRM & Marketing Team	Three months
Rebuild	▪ New Members welcomed to the district	Trio and PRM	weekly
	▪ Website project review	All and Webmaster	Twice a year

Comments:

- Area Council Meetings – discussed at DOT, the concept is for sister divisions to work together to share and get better uptake (make like a mini town hall).

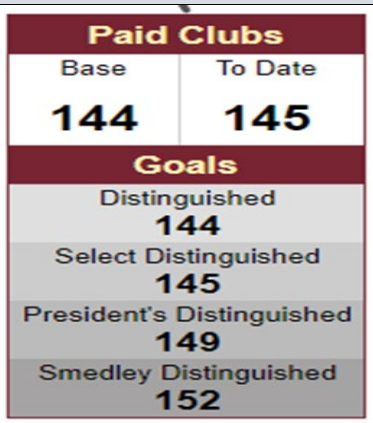
Situational Analysis – Club Growth

The impact of COVID and the loss of some corporate clubs contributed to the low number of new clubs chartered last year. 47.5% of the club base has fewer than 12 members. A few promising new club prospect leads have been received, and one new online club charted in August, Northern Impromptu.

DATA FOR D112

Year	Paid Club	Difference	New Clubs
2018- 2019	169		8
2019-2020	165	-4	4
2020-2021	157	-8	4
2021-2022	143	-14	2

GOAL FOR 2022



The goal for the district is to be a **Select Distinguished District** – paid clubs of 145 (no club losses).
Note: a change in the district recognition program for the next two years.

Club Growth Strategies

The goal of a distinguished district for a club base of 145 clubs should be achievable. It will require working together to ensure no surprises with the loss of clubs.

Strategies - retain our existing clubs by identifying what support they need to be a club in good standing. Work with suspended clubs to establish if there is an opportunity for the club to restart or for members to move to other clubs. Provide training for district officers on how to start a new club and incentives for the officer who charters and incentives for the club who charters. Identify corporate clubs that have Toastmaster clubs worldwide and businesses in New Zealand.

Goal 2: Club Growth - Strategies			
Strategies	**Outcome**	**People/Resources**	**Timeline**
Reconnect	▪ Club reinstatement offer (19 clubs) follow-up email from TI to these clubs to see if they are interested in restarting	CGD forms a team to call ex-members	31 Oct
	▪ Grow membership in community clubs – could some clubs become two clubs	CGD review club sizes – where are the opportunities	Nov & Feb
Rebuild	▪ Each Division to charter one new club – community, online or corporate club	CGD and team DOT R12 training	9 Jul

Goal 2: Club Growth - Strategies			
Strategies	**Outcome**	**People/Resources**	**Timeline**
	▪ Training and Support to be provided to Mentors and Sponsors (checklist and quarterly report)	CGD and team R12 training	
	▪ Identify clubs in other districts that have businesses in NZ North Island (how we can leverage off this)	CGD, R12 Peers and team	Oct
Retain	▪ Corporate Review/Questionnaire	Project EV	31 Dec
	▪ Promote TI promotions – 5 new members – highlight clubs who achieve this ▪ Complete case studies to share with clubs	CGD	Twice a year

Situational Analysis – Distinguished Clubs

Traditionally D112 achieves a distinguished district for distinguished clubs, but last year the district had negative membership growth like most districts.

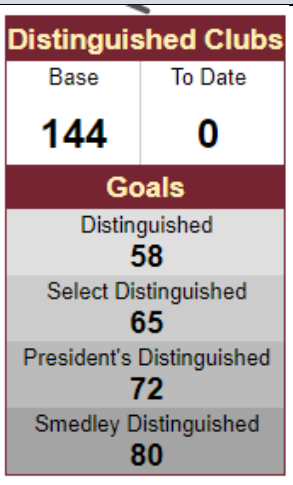
Only two DTM recipients.

Analysis of new member data who did not renew in April 2022 - 60% did not achieve a level one.

DATA FOR D112

Year	DCP Club	Status
2018-2019	75	Select
2019-2020	69	Distinguished
2020-2021	67	Distinguished
2021-2022	45	Not achieved

GOAL FOR 2022



The goal for the district is to be a **Select Distinguished** District – distinguished clubs 65.

Goal 3: Distinguished Clubs - Strategies			
Strategies	**Outcome**	**People/Resources**	**Timeline**
Reconnect	▪ Increase pathways adoption rate ○ Include in COT Round One ○ Add tracking resources to the website (how to) ○ Provide educational material for ADs (area councils, club visits) ○ Update the D112 website with resources	PQD & Division Teams (ADs)	Bi-monthly
	▪ Case study on new member level 1 completion (6 months) ▪ Recognition/incentive for level 1 completion by new members (monthly draw) ▪ Recognition/incentive for levels 4, 5, DTM completion (monthly draw)	PQD	monthly
Rebuild Education Awards	▪ Increase DTMs – including in COT training ▪ Assist district officers in achieving theirs	Trio	9 Jul
	▪ Promote and publish Triple Crowns (establish if the member would like to receive as earnt)	PQD	
Retain	▪ Increase officer uptake at COT, redesign – incentives/recognition for attendance (draw)	PQD	Round 1 Round 2 Both Rds
	▪ Translation of Presentation Mastery to Te Reo	PQD and team	12-month project 30 Jun 23
	▪ **Pathways induction workshops for new members to help VPEDs**	PQD, Pathways team, training chair & Division Teams	monthly

Additional Goals:

Goals

- Identify how to reduce the effort required in being a district officer to make it an attractive proposition.
- Templates and material can be modified and updated rather than rewritten each year for trio DSP, budget, reporting and district officers' training.
- District officers should not need to reinvent the wheel.

Actions

- Be organised – plan the upcoming calendar early
- Review and prepare DOT and COT content early
- Budget planning document learnings to help for future years
- Post Implementation Review completed for key initiatives – what worked, what did not, and what to do differently next time.

Appendix One: Club Data

Club Status – 13 Clubs Suspended or Ineligible

Division	Area	Club Number	Club Name	Club Status
K	1	948476	Top Start	Suspended
K	5	5618901	Long Bay Toastmasters	Ineligible
L	3	7860039	TWG Toastmasters	Ineligible
M	1	7254964	Rosebank Toastmasters	Ineligible
M	2	6958	First Light Club	Ineligible
M	3	593865	Speechcraft Club	Suspended
M	4	2474494	Better Together Toastmasters	Ineligible
N	5	5979591	Intergen Auckland Toastmasters	Ineligible
O	2	7615890	Magnetism Toastmasters	Ineligible
O	2	7935701	Countdown To Speech Master	Suspended
P	5	9743	Ruakura Toastmasters Club	Ineligible
Q	3	1355016	Papamoa Toastmasters	Suspended
R	2	9405	Speaking of Levin Club	Ineligible

Division	Area	Club Number	Club Name	Club Status
L	4	8787	Belmont Club	Low
M	1	1367660	M.A.R.C. Toastmasters	Low
M	4	1257671	Technically Toastmasters	Low
N	2	7035148	Toastmasters On Fanshawe	Low
O	5	3461	Manukau Toastmasters Club	Low
P	4	6996030	Wordplay On Saturday	Low
Q	3	7990	Katikati Toastmasters Club	Low
Q	3	5425453	Thames Toastmasters	Low