DISTRICT 112 NEW ZEALAND NORTH DIVISION REPORT

Division	O	Division Director Name	Nathan Piahana	Report date	12/04/2023

VERBAL UPDATES IN GREEN – as of 28/04 @ 8:50 pm from District Exec Meeting

DISTINGUISHED CLUB PERFORMANCE

This shows how each club in Div O is performing, with respect to DCP goals.

	Membership		Goals
	Base	To Date	Met
00000848 Meadowbank Toastmasters	13	8	1

Meadowbank now has 5 members

00008344 Howick Toastmasters Club	13	12	3

Howick now has 10 members

04649130 Te Papa Communicators	11	8	2

Te Papa has been renamed to Pokeno Toastmasters – same stats

02154534 Wiri Ramblers	9	7	1

Wiri Ramblers is now at 0 as it is dissolving.

Under Performing Clubs by area

Area	Club	Comments
O2	Meadowbank	Minimal DCP goals movement and loss of 5 members since last report
O3	Howick	Fewest DCP goals met but not fewest membership
O4	Te Papa	Loss of 10 members since last report
O5	Wiri Ramblers	Fewer than 8 members, filling a club dissolution form

00007664 Eastern Bays Club	18	20	6

01183434 Botany Toastmasters	20	22	8

Botany is now at 17

04256278 Pacific Toastmasters Club	20	20	8

Pacific is now at 19

07676432 Karaka Toastmasters Club	15	17	6

Karaka is now at 13

Top Performing Clubs by area

Area	Club	Comments
O2	Eastern Bays	Biggest DCP growth in area, minimal membership loss
O3	Botany Toastmasters	Highest DCP goals in area, only lost 3 members, still over 20 members
O4	Pacific Toastmasters	Only club in area to not drop below base membership
O5	Karaka	Strong DCP goals and one of the few who had a net increase since last report

See full breakdown from dashboard below – UPDATED NUMBERS IN GREEN

	Membership To Date	Goals Met	Membership Base	Membership To Date	Goals Met
Area 02					
00000848 Meadowbank Toastmasters	5	1	13	8	1
00006480 Ellerslie Sunrise Toastmasters	11	7	14	14	5
00007664 Eastern Bays Club	20	6	18	20	6
00007821 Central Park Club	11	5	10	13	5
00590130 Harrison Road	11	3	15	12	2
07615890 Magnetism Toastmasters Susp 09/30/22	0	0	0	0	0
Area 03					
00002025 Pohutukawa Coast Toastmasters Club	16	5	13	18	5
00003830 Pakuranga Club	8	4	15	11	4
00008344 Howick Toastmasters Club	10	3	13	12	3
01035744 Sylvia Park	6	5	8	10	5
01183434 Botany Toastmasters	17	8	20	22	8
Area 04					
00711054 MITe Speakers Club	10	7	20	12	7
04256278 Pacific Toastmasters Club	19	8	20	20	8
04649130 Te Papa Communicators	8	3	11	8	2
04714198 MCBC Toastmasters	15	7	30	23	7
Area 05					
00001486 Papakura Toastmasters Club	12	7	16	15	7
00003461 Manukau Toastmasters Club	5	4	7	13	4
00008871 Manurewa T.A.L.K. Toastmasters	13	5	16	18	2
00009889 Franklin Toastmasters Club	10	6	20	16	6
02154534 Wiri Ramblers	0	1	9	7	1
07676432 Karaka Toastmasters Club	13	6	15	17	6

Analysis – Status – Plan

The clubs situations listed above as ‘underperforming’ are known to the team and will be monitored. I’m not aware of any site visits since last report.

CLUB COACHES

Area	Club	Members	Status / Comments
O2	Central Park	13 **NOW 11**	No longer eligible
O2	Ellerslie Sunrise	14 **NOW 11**	Does not yet ‘need’ one but would like one in the future, who is not a District Officer, and can avail themselves to regularly attend exec meetings.
O3	Sylvia Park	10 **NOW 6**	Is an online club only and could use one to help them rebuild.
O5	Wiri Ramblers	7 **NOW 0**	Has chosen to dissolve

CLUB SUPPORT

Area Directors have been busy coordinating their Area Conference and supporting Division Conference. I'm not aware of any club visit reports being submitted.

- Area O2 – **Ashley will complete hers after District Conference.**
- Area O3 – **Mark has submitted several reports.**
- Area O4 – TBD.
- Area O5 – TBD.

NO UPDATES SINCE LAST REPORT

Area	Club	Support Area	Details
O2	Meadowbank	Membership/Rebuilding	AD visit commented they want to train more inexperienced members to take on difficult roles, including advancing to club exec. Ashley to identify what training they want.
O2	Central Park	Pathways/Membership/New Exec Support/Front Door	AD visit commented they are open to new ideas from other clubs on how they can improve their front door. They have too many online presences, they need to consolidate, pick one, and delete everything else old / outdated.
O2	Ellerslie Sunrise	Membership/Exec Promotion/Finding Successors	Recently lost their VP Ed. Needs support, and a mentor/coach who can be in-person more often and support the club more closely.
O2	Harrison Road	Membership/Front Door/Finances/Converting Guests	AD visit comments: They would like support from District around improving their Hybrid setting, or feedback on how their set up is. >>A good hybrid is important for the club, as some old members who have moved away can come back. >>This support could be someone from District coming in either via zoom or in person (possibly both) and observing how Hybrid goes. >They would also like support from, the Club Support Team on getting new guests through the door and retaining members. >>This would be in the form of a Club Coach,

			which they would be eligible for with 8 members. >>Alternatively someone from the Club Support Team sitting down with the Executive and talking about membership campaigns that do not require a lot of man power, given their small numbers
O3	Sylvia Park	Membership/Front Door	This club needs help selling themselves, or might need help walking them through the process of changing their meeting time, so it's more favorable. Being a morning club they clash with neighbors, which makes them compete with the same audience as Ellerslie, Central Park, and even Wiri who all meet on Tuesday morning.
O4	MITe Speakers	Rebuilding Club	No comment yet, waiting for AD visit.
O4	MCBC	Convincing Newer Members To Join The Exec	No comment yet, waiting for AD visit.
O5	Manukau	Membership/Rebuilding Club/Pathways/Front Door	Being closely monitored. Waiting AD visit report.
O5	Manurewa T.A.L.K	Membership	No comment yet, waiting for AD visit.
O5	Wiri	Membership/Front Door/Pathways/Rebuilding Club	Recently changed venue to a better location thanks to their AD. Needs help with gaining members.

New Clubs – prospects, leads, clubs in formation

None.

DIVISION EVENTS

Monthly Mentoring Moments
Have been too busy to continue this – on hold for now.

Round Two Of Contests Done And Dusted
The combined format was received well by all in attendance.

Area Councils
I've not heard of the second round of these being organised.

Division Councils Report
The last few Division Councils focus was largely centred on organising Area and Division Conferences and now with the rush into District Conference, we've not found time to address Division wide issues or concerns.

Area Director Reports
AD reports have begun to start flowing in.

Joint Area Council Meetings
We've not discussed this.

CHALLENGES

- Burn out.
- Several clubs need help with attracting prospective members.
- Several clubs failing to convert guests into members.
- Some club executive officers are not putting the work in.
- Other Divisions, still have not been able to fill vacant slots.
- Organising contests is a mammoth effort.

IDEAS

After reading round one club visit reports I was able to see ways to target or identify the common problem, and where we should focus our efforts.

I asked my team to collect a variety of information from all clubs but this was unsuccessful.

The general idea was to collect a range of quantitative data, and then from that draw some correlations, between clubs that are performing well and clubs that are not.

For example if clubs a, b, and c are performing and they all have in common:

- an affordable membership rate,
- up to date social media presences,
- consistent stream of guest visits,
- high conversion rate

Then we can look to them and convince the underperforming clubs to emulate what they're doing.

In practice, this is incredibly difficult to pinpoint exactly why one club performs better than another, it could be a myriad of reasons, club atmosphere, culture, meeting time or frequency, location, cost, clarity of communication, response times and follow ups on visits, club demographic, social media updates, quality of club meetings, etc.

As a further challenge, two clubs could on the surface level appear to be both doing the same things, but one could be performing well, and the other not as good, so general strokes don't necessarily work either.

Ultimately, success of a club is directly reflective of the clubs ability to generate interest from the public, motivate its members to attend regularly, have effective leaders, offer quality meetings, in a suitable location, and all backed by a strong online presence.