Toastmasters New Zealand North
District 112

Club Growth Director Report – Marlene Krone – 1 July 2023

Our District mission is our focus. "To build new clubs and support all clubs in achieving excellence".

A new year has arrived, and it is going to be fast, furious, and fun. My CGD responsibilities were to look after all the aspects of Marketing, Club Growth & Public Relations within the District. We had our first Conference back in May – and the excitement was tangible. This is the same excitement and determination that will build our District going forward.

Recent Club visits

Thank you to all the Area Directors (and their Division Directors), for your efforts in completing almost 100% of club visits this year. I thank you all for your time, efforts and service. A lesson from this is that with a bit of determination and planning, we will be able to achieve 100% of all club visits next year. We did ask our Area Directors to attempt to completing the visits with a month to spare, to provide us with information needed to assist struggling clubs. I can announce that we had four Area Directors who completed this task.

Dashboard Summary – Update as at 1 July 2023

Club totals: Base is 150 and we had 142 clubs in March. Now at 124 clubs.
Membership numbers: Base is 5015 and our membership payments is at 4301 (was 3956 at end March)
We have 11 suspended clubs and one new club. Prospective new clubs are low with 7 prospective clubs in the TI leads system. Chartering a new club is unlikely this year. (But not impossible).

The worldwide drop in membership is about 18%, we in D112 experienced a 20% drop. This is a sobering reality check when the world of Toastmasters is challenged by lack of membership. Going back to our face-to-face meetings is still the best form of communication, training and leadership excellence, and it is our desire to continue with face-to-face training as much as possible for D112.

Our original target was to be a Select Distinguished District – This is highly unlikely, especially with much lower club numbers as shown in the following table. (Using current numbers as per our dashboard – 24 Apr 2023)

District Goal	Year's Goal	Actual to date	Needs more	Tracking
Paid Clubs	150	124	26	83%
Member Payments	5,066	4,429	637	87%
Distinguished Clubs	60	33	27	55%

Area Visits

97% of clubs were visited this term, and I thank the area directors with able support from their Division Directors for pushing us over the 95% mark. The exact numbers were not available at the time of writing this report. We can take some lessons from this, that we do need to submit our reports early, and I hope we can all do so with a month to spare. Take up the challenge, incoming Area Directors.

General comment, that the club visits should be scheduled online before the visit is conducted. It is good practise to complete the visit report within one week after the visit was made. I do thank all the Area Directors who completed their reports.

District Welcome Brochure

The District Welcome Brochure has been updated to include the increase in fees and this is currently at the printers. Once the new brochures are printed, delivery of these will be to the Division Directors to distribute to clubs via the Area Directors. There is also a large number of older brochures which can still be used and are available for distribution. Please contact your Club Growth Director for a supply.