



Club Growth Director Report – updated 19 April 2024

Executive Summary

The Toastmasters year of 2023-2024 has been characterised by growth, both in terms of membership and the establishment of new clubs. This growth can be attributed to the increasing recognition of the role communication and leadership skills play in ensuring we achieve our goals. Consequently, there has been a notable surge in individuals seeking to enhance these competencies through Toastmasters.

Membership grew by a significant uptick of 6% compared with the same period in 2022/2023, reflecting the heightened demand for skills development within our organisation. The establishment of new clubs demonstrated marked growth when juxtaposed with the figures from 2022-2023.

Following the membership renewal period commencing on 1 October 2023, clubs encountering challenges of low or ineligible statuses exhibited commendable efforts to restore their standing within the organisation. This proactive approach resulted in an increase in the overall number of clubs, underscoring a collective commitment to excellence and organisational vitality.

The commencement of the membership renewal period on 1 April 2024 showed the expected slow return to good standing for some clubs. It is anticipated that dedication to excellence will motivate underperforming and ineligible clubs to regain their good standing by 30 June 2024.

April Dashboard

The table below compares our current position with the District goals to date.

	District Goal	Actual at 1/4/24	Actual at 17/4/24	Need more	Tracking
Paid Clubs	140	133	109	31	78%
Member Payments	4626	3921	4199	427	91%
Distinguished Clubs	56	0	24	32	43%

April dues renewals status as at 19 April 2024

	No. of clubs
Clubs that have completed their dues renewals on time	109
Clubs with minimum requirement not yet met	21
Clubs with minimum requirement not yet met – ineligible	2
Clubs who have not renewed	10



Club Growth Team

The club growth team comprising Club Extension Chair - Aroha Heene, Club Retention Chair - John DiLeo, Club Quality Chair – Neil Stichbury and Club Growth Director – Marlene Krone, have worked hard during their term to build clubs and grow membership, strengthen existing clubs, and identify clubs that need coaches and/or mentors. These efforts have been supported by running monthly coaching workshops, coaching/onboarding workshops focusing on getting eligible clubs and interested Toastmasters ready to participate in the Club Coach Program. There are many clubs in the District that qualify for a club coach. Many of them were approached. The following table shows those coaches who have been appointed into clubs.

Club Coaches

From 1 July 2023 to date, the following coaches were appointed to clubs.

Coach	Club
Cameron Phillips	Howick Club
Marcus Bristol	Sunnynook Club
Neil Stichbury	Ernst & Young Achieving Potential Club
Stephen Lindsay	Milford Club
Craig Martin	MITe Speakers Club
Isabel Carter	Takapuna Toasters Club
Peter Chatteris	Pakuranga Club
Jobet Panton	Wired for Sound Club

Under the new process for the Club Coach Program, Toastmasters International considers each assignment to continue until 30 June, regardless of the date on which the club achieves distinguished status. If an assignment was successfully completed, Toastmasters International sends an email to the president of the club asking for confirmation of the successful completion of the assignment. Once the club president replies, Toastmasters International awards the completion certificate and updates the member's profile at Toastmasters International.

New Clubs

Two clubs were chartered this quarter – Waikorero (Watercare) and Verbal Voyaguers (The Warehouse Group). NZ Police has a club in formation and is expected to charter by the end of April. Efforts continue in this space to charter more clubs.

Our success is due to the arduous work of our club growth team, and I want to take this opportunity to wholeheartedly thank my team for their determined efforts to ensure we achieve our district goals of building new clubs and increasing membership.

Area Director Club Visits

We are halfway through the season for club visits. The deadline for completing and submitting club visit reports is 30 May. All area directors are encouraged to complete their club visits sooner rather than later and file their report before 30 May. It is better to file a club visit report than not at all. Where a club has become inactive, a visit report should still be filed with a note in the report that the club is inactive. Every club visit report is read by your Trio (District Director, Programme Quality Director and Club Growth Director).



Anniversaries

Congratulations to those clubs that celebrated milestone anniversaries recently. They are:

Orakei Toastmasters Club – 25 years in March

Achieve Toastmasters Club – 20 years in March

Bay of Islands Toastmasters Club – 10 years in February

In closing, my sincere thanks to all the district officers and club members for their cooperation and hard work throughout this Toastmasters year. Our achievements are a testament to your dedication and hard work. I hope each of you has found heightened leadership and communication skills through your work and in helping others to grow. A person cannot thrive without drive. Thank you.

Marlene Krone DTM
Club Growth Director 2023-2024
District D112 New Zealand