Toastmasters New Zealand North
District 112

District Budget FOR THE PERIOD 1 July 2024 to 30 June 2025

For approval by

the District Executive on Saturday 21 September, and

the Semi-Annual District Council on Friday 27th September

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All figures are in New Zealand Dollars.

PART 1 INTRODUCTION

Toastmasters International approach to budgeting is that a District may not budget for a loss and are to fully use the membership revenue which World Headquarters provides to the District. We have budgeted a surplus of NZD 1.00

This budget complies with the TI Governing Documents and our own District 112 Procedures.

The District Mission as defined by Toastmasters International is:

We build new clubs and support all clubs in achieving excellence.

The Districts objective for the year are to achieve (at least) Distinguished District Status (DP 1.2) and achieve a net increase in members throughout the District.

We have used a conservative USD/NZD exchange rate, and the budget assumes that this will remain generally constant for the 12 months

Expenses shall be incurred according to the following priorities: I

I. Education and Training of Club and District Officers.
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 **$ 94,122**

Q What is the District's goals for the year regarding membership payments

A To achieve 4,650. Last year's total was 4,509 (a 3% increase)

Q Since these numbers are based off 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 Supporting club VPPRs with an external communications masterclass and ongoing support. Using experienced Toastmasters in the Club Growth Team to assist with Membership growth. Using our 100th Birthday events to promote clubs.

DISTRICT CONFERENCE **$ 62**

Q At this time, what is the plan for conference? What city/state/country will they be held?

A Rotorua in the 3rd weekend of May 2025

Q T the conference is not budgeted to net zero, explain why.

A A small Surplus of $62 is budgeted.

Q How many attendees are you budgeting for and at what cost each?

A Breakeven is 130 registrations. Full registration is $185. There are some optional meals and an Early Bird option.

Q How much are the venues budgeted to cost?

A $8,500

Q Did the prior term pay any expenses or receive any revenue for these conferences?

A No

Q What are the budgeted expenses for the conference?

A $21,458.00

FUND RAISING (net) **$ 450**

District Officers will contribute $15 towards the lunch at the September DEC & DOT

DISTRICT STORE **$ 0**

District 112 does not operate a District Store.

MARKETING OUTSIDE OF TOASTMASTERS **$ 9,240**

Q What is the main focus for your District?

A Growing Membership Together supported by a Strong PR Team and social media promotions

Q What events are planned?

A District support for the TI programs: Smedley Award, Talk up Toastmasters, Beat the Clock

Q What is being done differently or the same as last year?

A 22 Oct is 100th Birthday - and we intend to celebrate with growing our membership as the main goal of those celebrations

PUBLIC RELATIONS **$ 4,750**

Q What is the main focus for your District?

A Our main focus is contributing to an effective website. Good Advertising, Costs towards Masterclass, and VPPR Support from the Marketing team. Including Club Growth Team costs.

CLUB GROWTH **$ 9,000**

Q What is the main focus for your District?

A More Members

Q What events are planned?

A Following up leads with locally focused promotion, starting October with major emphasis in the last quarter. A range of incentives to encourage activity

RECOGNITION **$ 3,338**

Q What is the main focus for your District?

A Growing members

Q What events are planned?

A Awards Evening. A range of incentives has been developed. Refer to the attached Schedule of Incentives

EDUCATION & TRAINING **$ 9,000**

Q What is the main focus for your District?

A DOT and COT as normal.

Q What events are planned?

A 1st event was in person - Most of the other training events are online. About 6 sessions in the year

Q What is being done differently or the same as last year?

A Focus on strong presenters who know their subjects. Making the learning experience as enjoyable as possible.

SPEECH CONTESTS **$ 4,700**

Q What is the main focus for your District?

A Budget constraint is an Infinitesimal Percentage of 5% which amounts to 4700.

Q What events are planned?

A All four contests per club, area, Division and District events.

Q What is being done differently or the same as last year?

A Some combining of contests to save costs, but similar to last year. The budget only covers Speech Contest Venues.

ADMINISTRATION **$ 3,712**

Q What is the main focus for your District?

A To address our Internal Communication, Bank fees and Depreciation Expenses.

FOOD & MEALS **$ 8,500**

Q What is the main focus for your District?

A Trio's meals at International Training as per TI policy. Meal components at in-person District Officer Training.

TRAVEL **$ 23,525**

Q What is the main focus for your District?

A Area Director Travel for two official visits to each of their clubs. Allowance for Division Directors for one visit to each of their areas. Trio Travel as the need arises.

LODGING **$ 14,100**

Q What is the main focus for your District?

A To cover the Trio members' lodging at International Convention and mid-year training.

PART 3 2023-2024 DISTRICT BUDGET

Break Even	Revenue	Expense	Net	TI Policy
Conference	$ 21,458	$ 21,396	$ 62	Meets Policy
Fundraising	$ 450	$ 0	$ 450	Meets Policy
District Store	$ 0	$ 0	$ 0	Meets Policy

Minimum Expense Ctg	Expense	%	TI Policy
Marketing outside of Toastmasters	$ 9,240	9.8%	5%

Maximum Expense Ctg	Expense	%	TI Policy
Education & Training	$ 9,000	9.6%	15%
Marketing outside of Toastmasters	$ 9,240	9.8%	10%
Club Growth	$ 9,000	9.6%	15%
Public Relations	$ 4,750	5.0%	10%
Recognition	$ 3,338	3.5%	20%
Travel	$ 23.525	25.0%	25%
Lodging	$ 14,100	15.0%	15%
Food & Meals	$ 8,500	9.0%	15%
Speech Contest	$ 4,700	5.0%	5.0%
Administration	$ 3,712	3.9%	10%
Total Membership Dues	**$ 94,122**	**100%**	**Meets Policy**

PART 4 2023-2024 DISTRICT BUDGET CATEGORY DETAILS

Amounts set by Toastmasters International.

6005	Membership Dues Allocation	$ 94,122
(TI base this on the previous year's District membership)		
7092	TI Allocation	$ 4,706
(The TI allocation is the charge by TI for WHQ services provided to the District)		

Amounts determined by the District.

Marketing Outside Toastmasters

7008 Marketing-Promotional Materials	$ 7,300
7036 Marketing – Advertising Expense	$ 940
7082 Marketing- Incentives Expenses	$ 1,000
TOTAL MARKETING EXPENSES	**$ 9,240**

Recognition Expenses – Individual & District

7082 Recognition – Member Incentives	$ 1,438
7010 Recognition – Division Awards	$ 1,300
7082 Recognition – District Incentives	$ 600
TOTAL RECOGNITION EXPENSES	**$ 3,338**

Club Growth Expenses

7082 Building New Club Incentives	$ 300
7008 Membership Growth promotional Materials	$ 5,800
7082 Club Growth – other Incentives	$ 2,900
TOTAL CLUB GROWTH INCENTIVES	**$ 9.000**

Public Relations Expenses

7008 PR Promotional Materials	$ 1,000
7020 PR Printing Expenses	$ 500
7026 PR Website Expenses	$ 3,250
TOTAL PUBLIC RELATIONS EXPENSES	**$ 4,750**

Education & Training Expenses

7006 Training Club Officers Educational Materials	$ 1,500
7014 Training Club Officers Room Rental Expenses	$ 4,000
7014 Training Area & Division Directors Room Rental Expenses	$ 3,000
7022 Training Area & Division Directors AV Expenses	$ 500
TOTAL EDUCATION & TRAINING EXPENSES	**$ 9,000**

Speech Contest Expenses

7014 Area Room Rental Expenses	$ 1,200
7014 Division Room Rental Expenses	$ 1,800
7010 District Trophies Expenses	$ 600
7042 District Outside Contractor (to video the Int Speech Final)	$ 1,100
TOTAL SPEECH CONTES EXPENSES	**$ 4,700**

Administration Expenses

7012 Admin Supplies	$ 549
7026 Admin Website	$ 1,260
7034 Admin Zoom	$ 1,125
7044 Admin Postage	$ 144
7070 Admin Bank Charges	$ 384
7050 Admin Depreciation Expense	$ 250
TOTAL ADMINISTRATION EXPENSES	**$ 3,712**

Food and Meal Expenses

7016 Meal Expense District Director	$ 1,684
7016 Meal Expense Program Quality Director	$1, 683
7016 Meal Expense Club Growth Director	$1, 683
7016 Meal Expense Division Directors	$1,800
7016 Meal Expense Area Directors	$ 500
7016 Meal Expense other	$ 1,150
TOTAL FOOD AND MEAL EXPENSES	**$ 8,500**

Travel Expenses

7060 District Director Airfare Expenses	$ 5,565
7062 District Director Milage	$ 780
7060 Program Quality Director Airfare Expenses	$ 1,000
7062 Program Quality Director Milage	$ 540
7060 Club Growth Director Airfare Expenses	$ 1,000
7062 Club Growth Director Milage	$ 540
7062 Finance Manager Milage	$ 540
7062 PR Manager Milage	$ 540
7062 Division Directors Milage	$ 9,915
7062 Area Directors Milage	$ 2,985
7062 Keynote Speaker milage	$ 120
TOTAL TRAVEL EXPENSES	**$ 23,525**

Lodging Expenses

7058 District Director Lodging Expenses	$ 4,700
7058 Program Quality Director Lodging Expenses	$ 4,700
7058 Club Growth Director Lodging Expenses	$ 4,700
TOTAL LODGING EXPENSES	**$ 14,100**