



## **Club Growth Director Report – 16<sup>th</sup> May 2025**

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

### **Club Growth Team Activities**

I have to say these last three months have been particularly challenging and as always rewarding. Many activities have taken place, our contests and conferences being carried out, alignments being considered, clubs fighting back from the brink of closure and those accepting when it is time to concede. With many things needing support, assistance and attention – many individuals of the district, both members & officers, have been stretched and tested both in our organisation as well as in their personal lives. I would like to take this opportunity to thank all those people who have gone above and beyond, whether in a large or small capacity – all these applied efforts make the difference. We are a resilient bunch and through communication and supporting one another we thrive. Remember to support those around you and share with your peers if you are battling. Even I have experienced weeks recently where there are no free days to unwind or plan for the next activity/interaction and acknowledge the importance of inserting an afternoon/evening each week for some down time.

We have been supporting the Public Relations team with their tireless enthusiastic efforts to encourage visitors to come to our clubs by teaching the VPPR's and the like how to successfully use social media to promote their clubs. Our members at the Division conferences I have attended this year have reported more visitors attending their meetings since the commencement of these initiatives. The most recent workshop has been more focused on membership and what you can do to make your guests want to join your club. The next project in the works is around promoting our clubs that have online/hybrid capability to encourage those that are challenged to attend in person or can't attend due to distance, the opportunity to engage with our Toastmaster community and eventually increase the membership numbers in these clubs.

**Club Extension:** We currently have two to three clubs close to chartering, one will charter in May, a second in late May/early June (work in progress) and a third is only a potential club currently. Leads for new clubs haven't been coming in steadily this year – the drive for the rest of the year (potentially next year for the incoming CGD) is to use our network via the area directors to engage more with the club to see if there are opportunity to build new clubs in our members communities, workplaces and other social environments.

**Club Retention:** All the Club coaches have their individual challenges but are on track. All clubs that have requested coaches have been provided – if your club needs a coach, we still have potentials standing by, but you do need to let us know. Special mention to Sunnynook Toastmasters Club, who a year ago were down to four members, with the help of coaches Glenda George and Marcus Bristol AND a very determined team of dedicated members are now at fifteen members, currently sitting at Select Distinguished and still gaining momentum.



### Dashboard Summary – Update as at 24<sup>th</sup> April 2025

**Paid clubs:** This number is how many clubs in *Active* (or in good standing→ 8+ paid club members). There are 4 sitting at *Low* (less than 8) and we are currently working on pulling them back up, including another 2 that are at the *Ineligible* status (not quite *Suspended*) and clawing their way back. Sadly, it looks like we will lose 6 clubs this year, due to changes in corporate leadership, costs and wavering interest. My hope is that by letting go of these clubs, the members that have moved to alternate clubs will help to support and grow their new homes.

**Member Payments:** We are 90% of the way to our desired target, but still with 427 new members or renewals required. The key here is for the clubs to warmly engage with their visitors, share with them what they can learn and how they can grow themselves for their own benefit. Running warm welcoming, fun and thought-provoking meetings is the key to growing your flock.

**Distinguished Clubs:** We are not quite halfway on this goal yet (47%), for the clubs that have achieved 5 goals already, remember that you need your base membership plus 3 (or 20 paid members) to qualify for the Distinguished Club Program. Over the next two months, the other Trio members and myself will be working with the Division and Area Directors to let the clubs know how close they are and how many goals/members they are short of to achieve success in this area.

District Goal	Year's Goal	Actual to date	Needs more
Paid Clubs	130	118	12
Member Payments	4,645	4,218	427
Distinguished Clubs	59	28	31

### Area Visits

Our second round of visits is well underway, already at 76% complete, most other visits scheduled or in progress (7% & 11% respectively), only 6% not yet scheduled. I will provide an update to these numbers at the District Executive Committee meeting. There have been a few distractions, such as contests/conferences – with those completed it's now a charge to the finish line. Please reach out to the Trio with any concerns or support required for clubs and members.

