



Toastmasters New Zealand North District 112

Club Growth Director Report – 21st August 2025

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

Club Growth Team Activities:

The first month (July) of my term was overwhelming, as I had to understand the goals, action items, team building, prioritisation, international candidate interviews, and finally, organising visas and bookings for the District Leadership training and International Convention in Philadelphia, USA. From August onwards, things got clearer, and I was more productive.

In July, we reestablished our Club Growth Team to continue growing and sustaining our District. This team comprises Aroha Heene, who will continue as Club Extension Chair this year; Elizabeth Viljoen who has been amazing previously had expressed her apologies as she is working on her PhD, so I checked with a few experienced Toastmasters, and Margot Burton, immediate past Division M Director, has accepted the role to support the District. And Neil Stichbury is continuing as the Club Quality Chair. This year, we are working closely with our Public Relations Manager (PRM), Tatiana Maior, who requested that Natalia Ortega support her in her District PRM role.

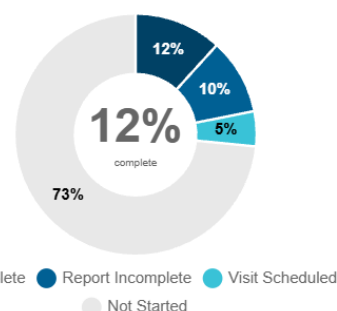
After attending the District Leadership Training and completing the pre-work and in-session workbook, I realised that there is another role that will be useful for the CGD role. Hence, I am looking to appoint a Club New Source Research Chair to help generate new leads in the district. The Club Growth Team meets every two weeks to share ideas and discuss the challenges and solutions other teams are facing.

Growing new clubs is a team effort, and we cannot do it by ourselves; we need your help to make this work. If you are interested in working with one of the Club Growth Teams, please let me know. This could involve helping to coach a club, working with clubs to make their meetings more engaging and sustainable, or assisting with Demo meetings for potential new clubs.

August Dashboard:

To this day, the paid clubs remain at 123, which is the base paid club number for the current year, 2025-26. As of July 1st, there are a total of 10 club leads, with 2 duplicates, including one for a member to join a club. Three of them are going to charter a club soon, and the rest are in the pipeline. As of today, August 21, 2025, our member payments total 296, comprising 124 renewing members and 172 new members. This is a great start to the year (as these are due end of September); however, we must continue to strive for new, sustainable opportunities.

Current Round Summary



Dashboard Summary: update as of 21st August 2025:

District Goal	Year's Goal	Actual to date	Needs more
Paid clubs	125	123	2
Member Payment	4576	296	4280



Toastmasters New Zealand North District 112

Area Visits

To date, 13 club visits and reports have been completed, and 22 are in progress. We are working with the Division and Area Directors to complete these vital indicators, establishing whether assistance is required and, if so, what form it needs to take to keep our clubs strong. The strength of the district is determined by how well our clubs are operating. To support their success in achieving excellence, we must provide the clubs with whatever assistance we can.

Anniversaries:

We are pleased to acknowledge the following clubs that are celebrating milestone anniversaries this year.

- Celebrating 50 years – Pakuranga Toastmaster Club (June), District Trio and CGD elect attended it.
- Celebrating 10 years – Sunnynook Toastmasters Club (July)

International Candidate Interviews: Marlene and Mark shared their experiences from the last year of interviewing international candidates, and they suggested that I organise these interviews well in advance over Zoom so that we don't have to worry about them at the venue during the International Convention. I organised them, and we conducted all the international candidates' interviews in July and August.

International Conference: During the Board's briefing meeting, Toastmasters International's CEO, Daniel Rex, announced that there will be no increase in membership renewal fees; however, a US\$5 fee will be added for new members joining our clubs. This will take effect from the next term, starting October 1st. Hence, it is encouraged to register new members before October 1st if any guests are willing to join our clubs.

District Success Plan: I have provided input to the District Success Plan in the Club Growth Director's sections.

Club Success Plan: In accordance with recent changes implemented by Toastmasters International, the Club Success Plan has become mandatory for qualification in Distinguished status and above.

D112 Visitor Brochure: I updated the D112 Visitor Brochure to reflect recent changes.

District Growth Project: I suggested a District Growth Project volunteers' needs form to share with all the clubs within D112, to collect and understand the skills of our Toastmasters and their willingness to support in various fields. I'm planning to establish subcommittees to share the workload and generate more ideas for the District's growth.

Training:

- **Extension:** I organised a brainstorming session with Club Extension Chair, District Quality Chair and Trio to come up with ideas for upskilling our members to get ready to charter clubs and support them during the early days of the new clubs. These workshops are now scheduled and appear on the D112 Calendar. Aroha has been providing tremendous support to charter new clubs and train our members for sponsoring and mentoring the latest clubs. If anyone has any questions or leads, please get in touch with Aroha or me.



Toastmasters New Zealand North District 112

- **Retention - Club Coach Peer Group meetings:** Margot has taken over from Elizabeth as the Club Retention Chair and Club Coach Chair and organised the club coach peer group monthly meetings, and those are on the D112 Calendar. Please get in touch with Margot or me if you are interested in becoming a Club Coach and working towards your Distinguished Toastmasters (DTM) Award.
- **Club officer training – 1: VPM breakout room:** I supported all seven Club Officer Training VPM Breakout rooms, facilitating interactions with VPMs to promote the growth of their clubs.

Marketing plan: The Marketing plan has been updated for this year based on the marketing strategy we have in mind. It has been discussed with Trio and PRM.

- **Woolworths with a QR code:** Last year's primary focus on marketing was online/social media; however, this year, we are going to focus on ground, hence Woolworths-based posters with QR codes have been planned and posted in 4 major cities of the District 112, Auckland, Tauranga, Hamilton and Palmerston North. One of the primary focuses this year is to target age group of 18 to 30 years through various marketing strategies to bring in young people to our organisation.

Communication Plan: Based on the agreed-upon changes from last year's communication plan, the plan has been updated.

Communication channel setup: VPM and VPPR WhatsApp support groups have been created for members to discuss best practices and share issues, seeking solutions from their peers.

Bank signature updates: The BNZ bank authorised signature's needs to change based on the new trio, so I completed most of the tasks in the BNZ Botany branch, and I'm now waiting to get access to the banking transactions.

Recognition Program related to Membership: We are currently working on the District Recognition Program, and I'll share verbal updates related to Membership during the District Executive Council meeting.