

District 112

District Success Plan 2025-2026



Team Composition

Name the members of the district's core team

District Director - Marlene Krone
Program Quality Director - Mark Tweedale
Club Growth Director - Sandeep Kinge
Public Relations Manager - Tatiana Maior
Finance Manager – Warrick Brooks
Administration Manager - Dione Coleman
Logistics Manager - John O'Leary
Parliamentarian - Murray Coutts
Immediate Past District Director - Richard Perkins
Northern Division Director - George Ham
Western Division Director - Cedric Marie
Harbour Division Director - Steve Vale
Manukau Division Director - Derek Hiscoke
Central Division Director - John DiLeo
Southern Division Director - Paul Jacobs

Name the members of the district's extended team

Club Extension Chair - Aroha Heene
Club Retention Chair - Margot Burton
Club Quality Chair - Neil Stichbury
District Training Chair - Brett Dickson
Contest Consultant – Alun Chisholm
Webmaster - Mike Diggins
Zoom Master - Troy Smith
District Historian - Jonathan Darby

Value

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning and vision for the future.

What are the district's core values?

The core values of Toastmasters International are:

Integrity - acting with honesty and transparency in all dealings;

Respect - valuing each member's contributions, perspectives and personal growth;

Service - putting the needs of members first and fostering a learning environment;

Excellence - striving to do our best and continuously improve as individuals and as an organisation.

These values define the culture and character of Toastmasters. They build trust and unity among members and leaders, they encourage a safe place for learning and development, they align all activities with the organisation's mission, and they ensure the leaders and educators are not just goals, but standards.

Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)

Our team operates on principles of trust, safe learning, collaboration and transparent decision-making. We build trust by being transparent, dependable, and respectful in all our interactions. We create a safe learning environment where mistakes are seen as opportunities for growth, and every voice is valued. Through open communication and mutual support, we collaborate and recognise that we achieve more together than alone. These principles guide how we lead, support, and grow as a team, and we use our core values as a compass for making ethical, inclusive and transparent decisions.

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)

Fortunately, the trio members live within a 2-kilometre radius of each other, making it convenient to hold in-person planning and strategy meetings and enabling quick, efficient decision-making. With the guidance of Toastmasters' core values, any potential personal conflicts are addressed and resolved early, fostering a positive and respectful team dynamic.

Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)

The team has agreed to hold fortnightly trio meetings and, thanks to their proximity, can easily meet in person to address any urgent matters as they arise. All trio members are signatories on the district bank accounts and have the authority to approve payments online, enabling the efficient and timely handling of district business.

Team Interactions and Behavioural Norms

How will decisions be made?

While the District Director is responsible for making final decisions on district matters, all issues are discussed collectively, and decisions are made through mutual agreement. Throughout the process, Toastmasters' core values remain central to guiding our actions and ensuring a unified, respectful approach.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.

Our team maintains regular contact through a dedicated WhatsApp group, which enables instant and convenient communication. For discussions requiring greater detail or real-time interaction, communication is conducted via phone calls or Zoom meetings.

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often members can expect to communicate.

Our team communicates primarily through a dedicated WhatsApp group for instant and convenient updates. We meet in person fortnightly, made possible by our proximity, to discuss ongoing matters. Urgent or priority issues are first addressed via WhatsApp or text. If a matter requires detailed discussion or decision-making, a Zoom call is promptly arranged.

How will the team resolve differences of opinion?

Our team values open communication and mutual respect in all interactions. Every point of view is acknowledged and given due consideration. If a consensus cannot be reached, we agree to respectfully “agree to disagree,” and the team upholds the final decision. Above all, respect remains the foundation of our discussions, ensuring a positive and collaborative approach to teamwork.

How will the team support one another?

Our team recognises the demands of our roles and the importance of supporting one another. We actively look out for each other, and when capacity or opportunities to assist arise, they are openly discussed and acted upon. We are committed to maintaining a healthy balance and will prioritise avoiding burnout at all times.

How will the team ensure equitable participation when completing activities?

To ensure fair and active involvement in all projects and District events, our team discusses each activity in detail—clarifying what needs to be done, by whom, and by when. Responsibilities are shared based on capacity and relevance, with examples including representation at Division Conferences, which is allocated through team discussion. When necessary, We refer to our District Procedures for guidance and clarity on roles and responsibilities.

How will team members be held accountable for their responsibilities?

Team members are held accountable through regular reminders and check-ins to ensure all obligations and deadlines are met. A calendar of District events and meetings is established before the team’s term begins, allowing these dates to be added to both the district calendar and individual diaries by 1 July. This early visibility, combined with consistent follow-up ensures that responsibilities are clear and accountability is maintained throughout the year.

How will the core team and extended teams be recognized for their efforts?

The efforts of both the core team and extended teams are celebrated at the District Awards Night, traditionally held in September. During this event, Certificates of Recognition and Appreciation are presented to deserving recipients. The evening features a themed celebration with a full buffet dinner, serving as both a formal acknowledgement of contributions and a gesture of gratitude for everyone’s dedication throughout the year.

Goal 1: Membership Payments Growth

Membership payments base	4,530
Distinguished (Membership payments base x 1.01)	4,576
Select Distinguished (Membership payments base x 1.03)	4,666
President's Distinguished (Membership payments base x 1.05)	4,757
Smedley Distinguished (Membership payments base x 1.08)	4,893

Situation Analysis

What is the current situation in the district? How many members did the district add last year? Does the district have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)

The district began the year on July 1, 2025, with 2,040 members. Membership growth remained a consistent challenge last year, resulting in a 26-member shortfall in our target for membership payments. This year, with a focused and early membership drive, we aim to meet the target for Distinguished membership payments by May 2026.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)

This year, the district has partnered with Woolworths Market Media to promote Toastmasters across selected supermarkets in Auckland, Hamilton, Tauranga, and New Plymouth. This initiative is designed to target the 18–30 age demographic and will run for a whole year, starting in August. Division and Area Directors will work with clubs to record how guests heard about their meetings, helping us to measure the effectiveness of the campaign. In addition, we will continue our digital marketing efforts, including Facebook boosting for clubs, and encourage all clubs to post regularly on both the district and their own Facebook pages. The “Bring a Guest to Every Meeting” initiative will also be actively promoted to support membership growth further.

Action 1

Launch the Woolworths marketing promotion in August 2025.

Action 2

Actively promote and encourage clubs to continue Facebook boosting and posting on the district Facebook page.

Action 3

Actively promote and encourage members to bring a guest to each meeting.

Action 4

August - launch challenge to achieve 5 DCP goals by 31 December 2025, and membership numbers by May 2026.

Action 5

Motivate clubs to complete and submit their Club Success Plan (CSP) by 30 September

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects towards leadership goals? How much money has been budgeted for achieving this goal? (Resources might include area and division governors and gift certificates to the Toastmasters store).

The district has access to toastmasters who are interested in leadership roles, as well as to basic equipment, and a budget to run the contests. There are a number of members interested in the Growth Director position next year, as well as club coaching roles. Participation is promoted actively in the district to develop leadership skills. Leaders are also encouraged to complete their individual responsibilities and meet their goals. The district budget is prepared collaboratively by the trio and the finance manager.

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?

The Club Growth Director is responsible for the growth and retention of the clubs.

Aroha Heene DTM, is responsible for the new clubs as the Club Extension Chair.

Margot Burton is responsible for club retention and club coaches, and is the Club Retention Chair.

Tatiana Maior is responsible for marketing, promotions and public relations, and is the District's Manager. Tatiana is also responsible for photography and videography in the district.

Natalia Ortega is assisting the PRM and is responsible for the preparation of various flyers and posters over the Canva Pro account, and using mail merging functionality.

Action 1

Keep track of leads and prospective clubs

Action 2

Proactively contact clubs that are eligible for a club coach and assign a coach, as needed.

Action 3

Continually market toastmasters via word of mouth, LinkedIn posts, and Facebook boosting.

Action 4

Create recognition program for membership building.

Action 5

Follow up with clubs on membership building to measure the success of the Woolworths marketing campaign.

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

- The Woolworths marketing campaign starts in August and clubs will be monitored regularly to gauge the effectiveness of the campaign.
- Track leads and prospective clubs weekly – ongoing throughout the year.
- Regularly track eligible clubs who need coaches - assign a coach and provide support where needed - ongoing throughout the year.

- Marketing over LinkedIn and Facebook will run throughout the year.
- Progress will be tracked on a fortnightly basis in the trio meeting.

Action 1

Regularly monitor the effectiveness of the Woolworths marketing campaign by checking in with clubs on how members found them.

Action 2

Track leads and prospective clubs weekly - ongoing throughout the year.

Action 3

Regularly track eligible clubs who need coaches - weekly/fortnightly/monthly.

Action 4

Regularly check with clubs on their LinkedIn and Facebook boosting.

Goal 2: Club Growth

Club Base	123
Distinguished (Club Base x 1.01)	125
Select Distinguished (Club Base x 1.03)	127
President's Distinguished (Club Base x 1.05)	130
Smedley Distinguished (Club Base x 1.08)	133

Situational Analysis

What is the current situation in the district? How many clubs did the district add last year? Does the district have special challenges? (One situation might be that members in the District don't know how to generate interest in new clubs.)

Compared to last year when the district added three clubs but lost 8, the current situation in club growth is positive, with three clubs close to getting chartered and six in the initial stages.

The district has a challenge of a lack of a minimum of 20 members in clubs. This might be because the current executive team members are not well-versed in how to make meetings enjoyable, and market the clubs.

Strategy

*What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)**

- The district has started communicating more often with the Club Officers to keep them trained and updated on the incentives for the recognition program.
- Repeat incentives that have worked in the past.
- Identify aspects of club meetings that have not worked in the past and provide training where needed.
- Super 7 challenge, membership challenge, sponsors challenge.
- Existing programs will be promoted via social media and emails.

- Other districts are putting up a lot of promotional items as well as incentives. Research what could work in our district.
- The district is providing more selective training for skills improvement for members to get more value out of Toastmasters or their membership in general. These include training in club coaching, Pathways, evaluations, club success plan, FreeToastHost, as well as club officers and district officers training.

Action 1

Share the Incentives and Member Recognition Program

Action 2

Promote members more than clubs

Action 3

Schedule workshops and other training sessions required for upskills improvement

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects towards leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and infokits@toastmasters.org).

- Canva
- Emails / MailChimp
- Zoom
- Incentives will need funds
- Draft budget is being prepared

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?

- Club growth team - new clubs and club quality
- PRM - Canva skills development, emails/MailChimp/zoom
- Program Quality - incentives to drive club success, and skills development
- District Director - budget allocation, consider other funding requirements

Action 1

Allocate responsibilities to team members

Action 2

Regular follow ups with incentives in club growth and program quality

Action 3

Find more talent within district

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

- July was to get on the ground and understand
- August to attend the DLT and International Convention
- September to take action
- October onwards - keep following the action items planned for the rest of the year

Action 1

Complete the District Success Plan

Action 2

Complete the Market Analysis Plan

Action 3

Implement the Recognition Program

Action 4

Follow up on the leads

Goal 3: Distinguished Clubs

Distinguished Clubs	123
Distinguished (Distinguished clubs x 0.45)	56
Select Distinguished (Distinguished clubs x 0.50)	62
President's Distinguished (Distinguished clubs x 0.55)	68
Smedley Distinguished (Distinguished clubs x 0.60)	74

Situational Analysis

What is the current situation in the district? What percent of district clubs are typically Distinguished? Do members understand how to achieve success? Does the district have special challenges? (One situation might be that members in the district don't know how to achieve success.)

Last year we met our distinguished goal of 52 clubs - finishing on 56. That is just under half of the clubs distinguished. The strategy this year is to get the clubs to focus on their goals early – the special condition this year is the clubs needing to submit their Club Success Plan before the end of September to qualify for the Distinguished Club Program.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as training all area and division governors on the Distinguished Club Program.)

Staying connected regularly with the Area Directors & Division Directors to support the clubs that require it the most. The Super Star Challenge was successful last year getting clubs to achieve their goals earlier, so we will continue with that. Launch "The Magnificent 7 Officers" for Club Officer Training & "I love it when a plan comes together" incentive to get the Clubs to submit their Club Success Plan before 15th September.

Action 1

Super Star Challenge - first 5 goals achieved by 31st December & net 3 members to the club base.

Action 2

"The Magnificent 7 Officers" - Round 1 & 2 (All 7 Officers trained).

Action 3

"I love it when plan comes together" - Club Success Plan submitted by 15th September.

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include area and division governors and the Distinguished Club Program and Club Success Plan). Plan (Item 1111).)

District Leadership Handbook, Moments of Truth, requested workshops implemented (Pathways onboarding and development, Base Camp Manager, guidance on higher level projects [Levels 4, 5, DTM] - supported by the Training Chair and Club Growth Chairs, engagement and promotion of these sessions through the Public Relations team. Regular meetings with Area & Division Directors to support them.

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?

- Trio meets with Division Directors monthly (and Area Directors when required) to assist them, supporting the clubs meet their goals and the district mission.
- Area Directors to act as the go-between for Clubs and the District.
- Develop a range of relevant workshops around Club Quality based on interest.
- Area & Division Success plans.

Action 1

Monthly Division Director/Trio meeting to support all, and to strategise solutions.

Action 2

Area Directors to keep clubs up to date with district changes, educational workshops and completion deadlines.

Action 3

Program Quality Director to field requests for relevant educational sessions and work with the Training Chair to implement them.

Action 4

Division Success Plans created.

Action 5

Area Success Plans created.

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

Monthly Division Director/ Trio meetings for updates on progress of goals (+ additional individual phone calls where required)

Trio representative to share updates and progress at Division conferences and through social media and email.

Action 1

DivD/Trio meetings - every month.

Action 2

Trio to regularly update district on progress

Additional Goals

*Answer the same types of questions to reach each additional District goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the District?**

Throughout the year, communicate any updates and deadlines from Toastmasters International to all members of the district, as and where applicable. This may include deadlines for reporting, due payments, membership building promotions, voting and proxy instructions.

Situational Analysis

What is the current situation in the district? Do members understand how to achieve success? Does the district have special challenges? (One situation might be that areas and division directors have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)

Area directors are the soldiers on the ground, and they play a vital role in fostering high-quality clubs that operate smoothly and grow their membership. However, they are placed in a leadership role without the skills to lead effectively. They need support.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.)

A mentoring program to support area and division directors in becoming effective leaders from the start of their term has been introduced in the district. Each division has been assigned a senior experienced toastmaster as their mentor. Mentors are meeting monthly with the division and area directors. Strong area directors will contribute to quality clubs that function well and grow membership.

Action 1

Division mentors meet monthly with their division and area directors.

Action 2

District director meets quarterly (or sooner) with the mentors to provide support, where needed.

Action 3

Attend the meetings of mentors and their teams as and when able to.

Action 4

Recognise the work of the mentors at the next district awards event.

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects towards leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past district directors, area and division director, the district website, and a nomination committee.)

A recent district-wide talent survey was conducted to create a pool of members who can be called upon to support various projects. We received seven responses, which now allows us to identify available skills and approach members for assistance, as needed.

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?

Members will be approached for assistance as projects arise that require additional support. One immediate area of need is a web designer to work alongside and assist our webmaster.

Action 1

Recruit an assistant to support our webmaster.

Action 2

Determine other projects needed in the district and align support with talent available in the district.

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

Recruit an assistant to support our webmaster, starting October 2025.

Action 1

Make the approach to the member with web design expertise and engage his services from October 2025.

Action 2

Determine other projects needed in the district and align support with talent available in the district.