



Toastmasters New Zealand North District 112

Club Growth Director Report – 30th January 2026

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

Club Growth Team Activities:

Communication, Marketing Plan, Market Analysis Plan: Following the district leadership training in Philadelphia, I developed the communication, marketing, and market analysis plans, as well as the district success plan. Toastmasters has provided the tools and a step-by-step approach to help members grow and support the district in sustaining existing clubs and establishing new ones. This was a valuable exercise in planning for the entire year at the start of the year. We followed the plans and began to see results.

Lead Management System and cold marketing: Based on the marketing analysis plan and regular meetings with the Region 12 Director and the International Director, I learned techniques to identify and capitalise on opportunities to generate leads. I conducted cold outreach to 55 professional associations in New Zealand to introduce them to Toastmasters and its offerings. There was no direct positive response; however, they received a message, and whenever they need to learn more about Toastmasters or charter a club, they will contact us.

Club Coaches and Pins: The Club Retention Chair and Area Directors reminded clubs with fewer than 12 members to apply for club coaches, and we assigned coaches in real time. The club coaches were awarded Club Coach Pins, which we trio fought for at the international convention and presented to them at the division conferences.

Club Growth: 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 coaching a club, working with clubs to make their meetings more engaging and sustainable, or assisting with Demo meetings for prospective clubs. We have already chartered a club and plan to charter four more in the next 5 months.

Mid-Year District Leadership Training: The mid-year district leadership training in Kuala Lumpur was well-timed to wake district leaders and boost energy that had been affected by overwork, burnout, negativity or the recent Christmas and New Year break. This was very useful at this time of year to remind us of the Toastmasters mission, the district mission, and our near-term action items. They also reminded us of the upcoming challenges in the next renewal cycle and how to address them. My bond with the co-district leaders, international directors, board members, and region advisors around the globe has grown stronger. I seek their opinions and advice as needed and am inspired by them to aim higher.

January Dashboard:

To date, paid clubs have declined to 121 due to nonrenewal of 2 clubs, and we are working closely with the Division and Area Directors to bring them back into good standing. As of 29th January



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2026, there are 24 club leads, including 2 duplicates, one of which is for a member to join a club. All of these club leads have been contacted, including those from last year, and most have been closed. One of them has chartered a club. Three of them are going to charter a club soon, and the rest are in the pipeline. As of January 28, 2026, our member payments total 2402, comprising 1903 renewing members and 479 new members. These are good figures for mid-year; however, we must continue to build new clubs and sustain existing clubs in the upcoming renewal cycle.

Dashboard Summary: update as of 28th Jan 2026:

District Goal	Year's Goal	Actual to date	Needs more
Paid clubs	125	121	4
Member Payment	4577	2402	2175

Area Visits

The first Club visit submission deadline was 30th November, and our area directors visited 119 out of 124 clubs which is whooping 96% club visit report submission. The next period's target will be 100% club visit report submission. As usual, District will support as much as we can to smoothen this process.

Club Success Plan: I sent a couple of emails about the mandatory Club Success Plan, including a YouTube video link to follow the process step by step. Also, I scheduled two hands-on training sessions to submit the Club Success Plan online from the Club Central. Attendees raised several questions online and via email. After resolving their queries, the CSP submission rate rose to 91%, well above the expected rate. As it was made mandatory for the first time in the history of Toastmasters, it took some time as well as some extra efforts; however, I'm sure that it will be much easier from next year onwards.

District Growth Project: Based on the district growth project interest link, eight Toastmasters expressed interest in supporting the project. They have been assigned tasks aligned with their skill sets and interests.

Training related to Club Growth:

- **Extension:** In the first quarter, I had organised a brainstorming session with the Club Extension Chair, the District Quality Chair and the 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. The planned workshops were delivered successfully. Club Extension Chair Aroha has been providing tremendous support in chartering new clubs and training our members to sponsor and mentor them. Aroha has provided swift, detailed email responses to the club leads whenever they were available. Please share the club leads with your area directors and above to ensure the clubs are successfully chartered before we merge with D72.



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- **Retention - Club Coach Peer Group meetings:** In the first quarter, Margot Burton has accepted the Club Retention Chair and Club Coach Chair roles from Elizabeth. Margot successfully organised the club coach peer group's monthly meetings, which are on the D112 Calendar for the rest of the year. Please contact Margot or me if you are interested in becoming a Club Coach and working toward your Distinguished Toastmasters (DTM) Award.
- **District Officer Training (DOT – 2):** The district officer training went well and was well received by the district leaders, followed by the annual awards night.
- **Club Officer Training – 2 VPM breakout room:** I supported three out of seven Club Officer Training VPM Breakout rooms, facilitating interactions with VPMs to promote the growth of their clubs and retain the existing members. We discussed ideas from each club, and I added a few of my own.

Marketing plan: Based on the agreed plan, we began executing it on the ground.

Woolworths with a QR code: The Woolworths-based marketing poster has shown some results, with enquiries about Toastmasters and interest in joining a club; however, beyond this, it is spreading the word and building visibility for Toastmasters in the market.

Bus Advertisement: Based on District PR's marketing study, we, as the trio, decided to market Toastmasters outside digital and social media, and the outcome was to advertise on the main bus routes in key cities across North New Zealand. This will be implemented from 29th January 2026, and we anticipate a positive response to this Advertising campaign.

Communication Plan: The plan has been executed as planned and will be revisited to incorporate learnings to date and drive better results over the next 5 months of this Toastmasters term.