



Toastmasters New Zealand North District 112

Club Growth Director Report – 10th April 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: The communication and marketing plan has been followed, and it is showing results. However, the market analysis plan requires significant on-the-ground dedication; a lesson learned is to have a dedicated team/committee focused solely on the plan.

Lead Management System and cold marketing: Toastmasters International’s lead management system has shared many more leads this year than in earlier years. I took quick action and sought support from the Club Extension Chair, Aroha, as and when needed to keep the leads in touch and provide them with the right information as soon as possible.

Club Coaches: The Club Retention Chair, Margot, and I worked together to send an email to all experienced Toastmasters with at least level 4 completed in pathways, inviting them to work towards their DTM by taking the club coach role and supporting the currently struggling clubs who have come forward and requested a club coach. We received a good response. The club coaches have been assigned to the relevant clubs as soon as they were requested.

April Dashboard:

To date, paid clubs have declined to 112 due to slow membership renewal payments, down by 11, and we are working closely with the Division and Area Directors to bring them back into good standing. As of 10th April 2026, there are 27 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 April 10, 2026, our member payments total 4133, comprising 3383 renewing members and 731 new members. These are good figures for April renewals; however, we must continue to build new clubs and sustain existing clubs during the next three months.

Dashboard Summary: update as of 10th April 2026:

District Goal	Year’s Goal	Actual to date	Needs more
Paid clubs	125	112	13
Member Payment	4578	4133	445



Toastmasters New Zealand North District 112

Area Visits

The second club visit report submission deadline is 31st May; however, it is not the target. Currently, 26% of club visit reports have been submitted, i.e., 32 out of 123 clubs. The target is a 100% club visit report submission rate. These reports are very useful for the district to take action to support struggling clubs and to identify volunteers who could take on leadership roles next year. To gauge the club's standing, we sent a club health snapshot survey to area directors and received 26 responses.

Training related to Club Growth:

- **Extension:** In this quarter, our club extension chair, Aroha, has come up with an initiative to run a '6 Session HPL/DTM Master Series' for members to benefit from, and it is already on the District Calendar.
- **Retention - Club Coach Peer Group meetings:** The Club Retention Chair, Margot Burton, has been conducting the club coach peer group's monthly meetings twice a month, 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.

Woolworths with a QR code: The Woolworths-based marketing poster has shown good results, with enquiries about Toastmasters and interest in joining a club. To date, 11 enquiries have come through, and those have been contacted immediately and followed up with a phone call. Most of them have visited clubs around their area.

Bus Advertisement: The back of the bus has been the talk of the town, and some clubs shared positive news: they received enquiries, some guests visited their clubs, and a few even joined.