**Report of the Lt Governor Marketing**

**September 2012**

In considering my role I believe it covers the following responsibilities, new clubs, new members and retention of both within District 69.

To assist me in this role is the LGM Support Team which consists of:

Corporate Club Coordinator – Kevin Wright

Chief Coach – Coral McVean

New Members/Club Kit – Tarja Kelly

Long Services Badges and Pins – Lorraine Keelty

In addition most Divisions have a New Clubs, Club Support, Speechcraft and Social Media coordinators.

Positions still exist for New Club Coord – Metro and Northern Divisions, Club Support Coord –Northern Division and Social Media Coord – Metro and Eastern Division.

On assuming the role two main challenges faced me, and that was that at least 13 clubs had yet to submit Club Officer Lists and the other was that approximately 50 clubs that were entitled to a Coach did not have one.

Still awaiting (6) Club Officer lists from the following Dynamic, MDI, Innisfail, Yes Brisbane, Brisbane North and Gaythorne, with the real possibility that Brisbane North and Gaythorne will fold. These are now been followed up by Division and Area Governors.

Chief Club Coach Coral McVean has been dynamic in her role with club coaches appointed to Robina Sunrise, Kilcoy, Boeing, Dalby and Cairns. Jacaranda, Innisfail and Mareeba have been given a high priority.

The need for Coaches is high with articles requesting members to volunteer placed in Member Matters and Corroboree, plus an email direct to Area Governors 2011-12 to take on the role.

Since July two clubs have Chartered, those being Energex and UQ.

As of 20 August our District has gained 174 new members, congratulations to all concerned.

The District Membership Base is 7458, to achieve Distinguished (3%) the aim is 7682.

Prospective Clubs registered Beaudesert, Colliers, Prince Charles Hospital, Be Change, South Redland, Cairns, Merralls, SCYA and Ballina.

Area Governors were asked to identify a possible new club within their Area, so far approx. 20 Area Governors have responded by either identifying possible new clubs or a nil return, with 18 still outstanding.

The District Club Base is 190, to achieve Distinguished (3%) the aim is 196 which is quite possible and more. I feel that 200 clubs quite possible and a milestone for the District.

The list of possible clubs is over the page.

Ian Pinker – LGM

Possible clubs

As indicated by Area Governors

Area 3 – Caboolture (daytime), Glasshouse (evening)

4 - Emerald

9 - Advance Club Cairns, Katherine & Mt Isa

14- Nth beaches of Mackay, Marian (Pioneer Valley)

16 - Mudjimba, Nambour (lunchtime)

18 – Prince Charles Hospital

20 - South Redland

22 – SCYA, Caloundra (daytime)

24 – Nerang (daytime), Coomera (D or N), Corp Club (Bunnings)

26 – Location to be decided

30 – Ballina (morning)

33 –Chelmer

34 – Advance club Nth Gold Coast

Others previously mentioned assigned to an Area – Worley Parsons.

Total to date – 21 clubs

Area 12 (possible)

Areas 7, 25, 27 sent “nil”

Twenty (20) Area Gov’s have responded to email request to list possible clubs.