

Report of the Lieutenant Governor Marketing

Gaining and maintaining clubs and increasing membership is the key focus of the Lt Gov. Marketing.

As of 1 April District 69 has gained four (4) new clubs, those being Energex, UQ, TRC and BeChange with another 12 clubs registered as Prospective Clubs with Toastmasters International. Of those Colliers is not expected to proceed, on the positive side five of those are expected to Charter by 30 June. Other probable yet to register clubs are South Pacific Breweries in PNG and the unnamed corporate speechcraft club. The goal for the year was to reach 200 clubs for the first time in District and the hope is still there.

Tentative feelers and demonstration meetings highlight another possible six to eight clubs in the forthcoming year, with three of those in PNG which is very pleasing particularly for those members who have given so much in assisting in PNG.

Retaining clubs is just as important as gaining clubs and it is pleasing to note the interest in Club Coaches with eight clubs now having coaches and a few more applying. Congratulations to Coral McVean the District Chief Coach in the way she has dedicated herself to the role.

Unfortunately we have lost clubs in Brisbane North and Gaythorne last year and more recently Yong, Yes Brisbane, Hear to Achieve and MDI which has amalgamated back with Dynamic.

A number of initiatives have recently been introduced by District and Toastmasters International to assist in club and member numbers; these include 1+1, Towards 200 and Club Ambassador programme. The Smedley Award was popular although it was a shame that some clubs missed out due to administrative oversights. Talk Up Toastmasters has just finished with results yet to be notified and Beat the Clock to commence in June.

At the time of compiling this report District has 5865 membership payments with 1817 required to meet the District goal. Once all outstanding semi-annuals are paid, this means the need to sign up approximately a further 300 members prior to 1 June; in simple terms - two new members per club.

To the 20 members of the LGM team, a big thanks you for your outstanding efforts. Some of you have really been tested and have come through with flying colours, others had an easier ride. Of note were Coral McVean (Chief Coach), Lorraine Keelty (Long Service badges and patches) and Tarja Kelly (New Club kits). To my numerous Mentors who know who they are and my proof readers Sue and Hari thank you for so much guidance.

Member Matters has continued this year and the response from the members has been very pleasing, hopefully it will continue next year and keeps Club Executive informed and up to date.

To the District Executive, the journey was worth the effort, thank you.

Ian Pinker DTM

District 69 Lieutenant Governor Marketing 2012-13