



District 69
Strategic Plan
2015 - 2020

Table of Contents

DISTRICT 69 STRATEGIC PLAN 2015 - 2020	1
GROWTH and RETENTION	2
EDUCATION and TRAINING	8
DISTRICT WIDE IMPACT.....	12
REVENUE and FUNDING	16

DISTRICT 69 STRATEGIC PLAN

2015 - 2020

TOASTMASTERS INTERNATIONAL

Mission

We empower individuals to become more effective communicators and leaders.

Core Values

Respect
Integrity
Service
Excellence

DISTRICT 69

Mission

We build new clubs and support all clubs in achieving excellence.

Strategic Goal

To maintain Distinguished District status.

OBJECTIVES

1. Growth and Retention
2. Education and Training
3. District Wide Impact
4. Revenue and Funding



OBJECTIVE 1

GROWTH and RETENTION

“Intelligently planned membership and club growth are fundamental to Toastmasters’ future. At the same time, continually engaging members and helping them achieve their personal and professional goals will result in increased retention, and will further solidify the foundation of the organization.

1. Increase membership payments/ members by 5.5% annually
2. Increase clubs by 5.5% annually
3. Create measurement mechanisms to gauge retention and reasons for non-renewal.”

(Toastmasters International Strategic Plan 2010)

GENERAL GOAL

To increase membership payments by 3% annually and club growth by 3%.

Goal 1. Increase Target Market Focus

Definition

A target market is a specific group of consumers at which a company aims its products and services. Specifically for Toastmasters, our target market is everyone interested in developing their communication and leadership skills while increasing self-confidence.

Actions	Timeline
Club Growth Director to focus on Papua New Guinea Division, Eastern Division and Metropolitan Division as they offer the most growth potential.	Ongoing
Club Growth Director to work towards Papua New Guinea having 20 clubs.	June 2016
Club Growth Director to encourage Papua New Guinea to work towards being their own District.	June 2020
Club Growth Director to identify any locality with a population of 20,000 or more that can sustain a Toastmasters club.	Ongoing
Club Growth Director to identify any locality with Major chain stores.	Ongoing
Club Growth Director to formulate a plan to increase by 20% annually the number of speciality (e.g. humorous, advanced, speechcraft and corporate clubs) with an emphasis on community clubs.	June 2017 & Ongoing
Club Growth Director, via Area Directors, to encourage and support all clubs to organise and facilitate speechcraft courses.	Ongoing
District Director to investigate the purchase of domain names with Toastmasters key words (e.g.: confidence, public speaking, practice speaking skills, English as a second language, like-minded people) to attract visitors who Google these words (cost approx \$30/ year).	Ongoing
Club Growth Director to actively assist all prospective clubs to charter within 6 months by developing a new club support policy.	Ongoing
District Directory Editor to ensure that all club entries are complete and have user-friendly locations.	Ongoing

Goal 2. Reinvigorate Mature Markets

Definition

A mature market is one that has reached a state of equilibrium marked by the absence of significant growth or innovation.

Actions	Timeline
Webmaster to facilitate and manage updates to the District 69 website.	Ongoing
Program Quality Director to develop strategies to increase the average length of membership by 100% (ie from 18 months to 3 years).	June 2016
Webmaster to provide members of District 69 website training as necessary.	June 2017
All Division Directors and Area Directors to embrace and assist in the delivery of the new educational programs.	June 2017
Club Growth Director to focus on how current membership retention rates can be maintained at 100% by ensuring retention options are provided at semi annuals.	Annually
Program Quality Director to lead a process supporting the Vice President Membership that encourages new members to aspire to achieving Distinguished Toastmaster status.	Annually
Club Growth Director to liaise with District Chief Coach to ensure the development and recognition of all club coaches.	Ongoing

Goal 3. Support Emerging Markets

Definition

To provide practical help to emerging markets.

Actions:	Timeline
Division Director to establish a Division Social Media Coordinator responsible for the support and promotion of the Division via social media.	June 2016
Club Growth Director to be responsible for chartering at least one new club in identified areas of growth each Toastmaster year.	Ongoing
Club Growth Director to establish a support network, consisting of long-term members, to act as a 'tribal elders' for prospective clubs.	June 2016

Goal 4. Strengthen Organisational Relationships

Definition

To support and strengthen relationships with organisations sponsoring Toastmasters clubs through increased communication.

Actions	Timeline
Corporate Club Coordinator to produce a toolkit, available on District 69 website, specifically for organisations to learn about the benefits of having a Toastmasters club.	Dec 2016
Corporate Club Coordinator to recommend Toastmasters of corporate clubs, through the most appropriate means, request their membership form a part of their Professional Development Plan.	Ongoing

Goal 5. Tertiary Organisations

Definition

To promote the benefits of being a member of Toastmasters International at Colleges, TAFEs Universities and Universities of the Third Age.

Actions	Timeline
New Club Coordinator to promote the benefits of Toastmasters for the faculty and students via University Deans or equivalent, and University Student Services Coordinators.	Ongoing (June 2016)

Goal 6. Promote Youth Leadership Program

Definition

To promote the development of Youth Leadership courses.

Actions	Timeline
Program Quality Director through Division Directors and Area Directors to encourage all clubs to organise and facilitate Youth Leadership Programs.	June 2016
Youth Leadership Coordinator to provide support for clubs that organise and facilitate Youth Leadership Programs.	Ongoing

Goal 7. Strengthen Recognition Processes

Definition

To improve the knowledge and use of Toastmasters International range of resources for member and club achievements.

Actions	Timeline
Program Quality Director to suggest that Division Directors implement a recognition process to recognise all member achievements.	Ongoing
Program Quality Director to manage the publishing of a monthly list of recipients of Communication and Leadership awards on the District 69 web site.	Ongoing
District Director to recognise a recipient of the Distinguished Toastmaster award at an event of the recipient's choosing.	Ongoing
Club Growth Director to manage the extended long service awards through clubs and Areas Directors. Recognition to be acknowledged from 15 years onwards.	Ongoing
Club Growth Director, through the District Webmaster, to publish a list of recipients of long service awards on the District 69 website.	Ongoing
District Trio to recognise clubs that retain charter strength.	At SAC
District Director to recognise clubs which achieve Distinguished Club status.	At SAC

Goal 8. Use New Brand Image

Definition

To ensure compliance with Toastmasters International requirements.

Action	Timeline
District Director to ensure all members of the district are informed about and compliant with Toastmasters International brand requirements.	June 2016

Goal 9. Improve Club Quality and Consistency

Definition

To continuously improve the quality that is offered by all Toastmasters clubs.

Actions	Timeline
All Directors at all levels in the district are to encourage members to visit at least one other club per year.	Ongoing
Club Growth Director to introduce incentives to encourage members to visit other clubs. (e.g. Travelling Gavel Award)	Ongoing
Club Growth Director to promote the maintenance of charter strength and continued growth of all clubs.	Ongoing

Goal 10. Strengthen Orientation Processes

Definition

To provide new members with an explanation of the Toastmasters journey, how to use the manuals and what can be achieved as a member.

Actions	Timeline
Club Growth Director to provide, via the District 69 Website, a consistent orientation program for use by all clubs.	Ongoing

Goal 11. Strengthen Mentoring Programs

Definition

To develop the relationship between a new member and a more experienced member for the passing on of skills, information and advice.

Actions	Timeline
Program Quality Director to support consistent mentoring programs for clubs and encourage the use of educational materials available through Toastmasters International.	Ongoing
Program Quality Director to encourage all clubs to implement new member mentoring programs.	June 2016



OBJECTIVE 2

EDUCATION and TRAINING

“Toastmasters’ programs provide invaluable opportunities for achievement in a consistently structured, high-quality, supportive environment. Frequent evaluation and adjustment based on market needs ensure continued value.”

(Toastmasters International Strategic Plan 2010)

GENERAL GOAL

To increase the number of distinguished clubs specifically through the achievement of educational awards.

Goal 1. Educational Achievements

Definition

To increase educational achievements in clubs

Actions	Timeline
Program Quality Director to manage the development of a package of five to seven minute educational sessions on the value of the Distinguished Club Program and the associated goals. These are to include the value of transferring these skills to situations outside of Toastmasters.	Dec 2015
Program Quality Director to organise the delivery of a package of five to seven minute educational sessions on the value of the DCP goals at each Area and Division Conference.	July 2016
Program Quality Director to design and implement an incentive program for the achievement of DCP goals.	July 2016

Goal 2. Modernise Communication Programs

Definition

To “correlate the Toastmasters program to meet continually evolving market demands.” (Toastmasters International Strategic Plan 2010) by focussing on key areas of the program.

Actions	Timeline
Program Quality Director to support Division TLI Coordinators in the delivery of educational modules covering effective evaluation, mentoring and orientation.	Ongoing
Program Quality Director to co-ordinate, via Area Directors, the annual completion of the Moments of Truth session by each club.	Ongoing
Program Quality Director to co-ordinate, via Area Directors, the annual submission of the Moments of Truth report for each club.	Ongoing

Expect a new Educational Program from Toastmasters International by early 2016. Addends to be included.

Goal 3. Renew Focus On Leadership

Definition

To “increase relevance of Toastmasters-learned leadership in alignment with global professional needs.” (Toastmasters International Strategic Plan 2010) by focussing on the leadership benefits of club executive roles and by providing leadership skills training through the delivery of Presidents-Elect Training Sessions (PETS).

Actions	Timeline
Program Quality Director to manage the development of 5 - 10 minute educational sessions on the value of the Club Executive roles including at least one appropriate for distance delivery.	Dec 2015
District Trio to support and promote, via Division Directors, the PETS program.	Ongoing
Program Quality Director to ensure availability of webinars training sessions for Club Officers in remote locations.	Ongoing

Goal 4. Training

Definition

To “integrate leadership with Training programs.” (Toastmasters International Strategic Plan 2010) by increasing the involvement of club executives in Club Leader Training and by providing leadership skills training.

Actions	Timeline
PETS Chairman to create a formal leader-evaluation program to be included in the PETS program.	Dec 2015
Program Quality Director to support club leaders by providing the opportunity to develop an awareness of their own leadership style through the use of the Johari Window	Ongoing
Program Quality Director to ensure the continued marketing of the PETS program.	Ongoing
Program Quality Director to ensure PETS action sheets are completed and forwarded to the Area Director.	Ongoing
Program Quality Director to ensure annual training is provided to Division Webinar Distance Trainers.	Dec 2015

Goal 5. Initiate Accreditation Recognition

Definition

*To “establish affiliations and partnerships with professionally recognized organizations.”
(Toastmasters International Strategic Plan 2010)*

Actions	Timeline
Program Quality Director to establish relationships with professionals and professional organisations, to ensure the Toastmasters program is officially recognised as part of Professional Development Programs.	June 2017



OBJECTIVE 3

DISTRICT WIDE IMPACT

To provide a consistent experience for members and leaders regardless of locality, and to improve efficiency in providing resources across the District. With representation in Qld, NT, northern NSW and PNG, District 69 is affected by a diversity of cultures and unique needs.

GENERAL GOAL

Every member, regardless of where they live, to have equal opportunity to develop and learn through their membership in Toastmasters International.

Goal 1. Club Websites

Definition

The club website and social media are the shop fronts, the sales machines and the doorway to the clubs.

Actions	Timeline
Public Relations Manager to develop a standard checklist for all clubs to refer to when developing and maintaining their clubs' website.	Dec 2015
Club Growth Director to investigate the benefits of establishing a dedicated Information Technology Team to support the District.	June 2016
Club Growth Director to encourage and inspire club Vice President Public Relations to use social media networks to promote their club.	Dec 2015
Club Secretaries to ensure club information is promptly updated online.	July 2016
Area Directors to ensure club and social media sites are current.	July 2016
Club Growth Director with Public Relations Manager to work with the IT Team to ensure valid Social Media Integration on websites.	July 2017

Goal 2. District Website

Definition

To represent a single personality for District 69 for members and non-members, where information and resources are readily available.

Actions	Timeline
District Director, via the District Webmaster, to lead and manage the process required to update and maintain the District 69 Website.	Ongoing
Club Growth Director to manage the process by which Division and Area Directors coordinate information updates with District Webmaster.	Dec 2015
Club Growth Director to establish a team of Webmasters responsible for site maintenance.	Jun 2016
Club Growth Director and Public Relations Manager to establish a process of ensuring site validity.	Dec 2015

Goal 3. Knowledge Gathering, Storage and Retrieval

Definition

To create an information management system for Toastmasters in District 69.

Actions	Timeline
District Director with Public Relations Manager to lead and manage the use of Dropbox by the various roles within the District Executive.	Ongoing
Club Growth Director to continue the use of generic email addresses for annual events.	Ongoing

Goal 4. Brain Storming, Club and District Public Activities

Definition

To encourage a continual flow of new ideas.

Actions	Timeline
Club Growth Director and Public Relations Manager to work with Division and Area Directors at the training sessions to pursue opportunities for joint public activities.	Ongoing
Club Growth Director with Public Relations Manager to lead a process to develop a set of protocols on how new ideas are to be broadcast for maximum effect.	Jun 2016

Goal 5. Communication

Definition

To ensure that communication within the District is efficient, effective and appropriate.

Actions	Timeline
District Director, via the District Administrations Manager, to ensure all communication documents, as necessary, are current and disseminated for use.	Ongoing
District Webmaster to ensure information and links are current, accurate and of good quality on the D69 website.	Ongoing

Goal 6. Process Management

Definition

To manage District processes as one complete unit, by instigating an overarching central system complying with identified protocols.

Actions	Timeline
District Director with Club Growth Director to investigate ways in which the District systems comply with the protocols of ISO9000 and ISO DIS 9001 2015 (due for release at the end of 2015).	Jun 2017
District Director to oversee the development of a District process-based quality management system (QMS) in line with the above protocols.	Jun 2017
District Parliamentarian and District Webmaster to establish a process to ensure that all reference documents on the District 69 Website are current, accurate, of good quality and in line with the above protocols.	Jun 2017
District Parliamentarian, via District Webmaster, to ensure that the link to all reference material such as the District Leadership Handbook from Toastmasters International, is updated yearly on the District 69 Website.	Ongoing



OBJECTIVE 4

REVENUE and FUNDING

To “create additional revenue sources” (Toastmasters International Strategic Plan 2010)

GENERAL GOAL

To reduce registration costs for Annual Convention.

Goal 1. Revenue and Funding

Definition

Raise funding to reduce member out of pocket expenses related with attending District events.

Actions	Timeline
Program Quality Director to explore opportunities in a timely manner for sponsorship towards District Conferences.	Ongoing
Public Relations Manager to publicise information widely within District and to support Convention Committees.	Ongoing
Convention Committees to advertise early and publicise widely within District.	Ongoing
Convention Committees to seek sponsorship from local companies, particularly those who offer grant programs.	Ongoing
Convention Committees to ensure timely advertising of the Annual Convention to wider areas of the community.	Ongoing
District Trio to investigate the benefit of including a School Speech Contest at the annual convention.	Ongoing

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