



District 69 Club Growth Director Report for 18 April 2019

The Club Growth Director portfolio covers membership and club growth. This year district decision was to focus on member retention and rebuilding existing clubs as there has been an overall loss of members over the past few years which we want to reverse.

This Toastmasters year, District 69 started with 189 clubs and a membership base of 7,376 payments. April membership renewals are almost complete and the results show our current status as 174 paid clubs and 6624 membership payments. It is anticipated that this number will increase once all membership renewals have been lodged and processed. Our goal is 193 paid clubs and 7487 membership renewals for the year by 30 June. This is still achievable if we finish strong.

There are several potential clubs that are likely to charter before 30 June. Well done to those who have been working behind the scenes to make this happen.

A lot of work has been done by Chief Coach, Ian Pinker and myself in finding experienced members to coach clubs with low membership. Thank you to those members who have accepted these responsibilities. Your hard work and dedication is appreciated. We would like to see more experienced Toastmasters being available to support clubs with low membership. I would also like to see club members from strong clubs supporting weaker clubs by attending their club meetings to offer support. Regular zoom meetings are held with club coaches to share ideas and support each other.

Current situation in D69 as at 15 April 2019 is as follows:

- 28 clubs have achieved Distinguished status – congratulations.
- 39 paid clubs have 20 members or more.
- 74 paid clubs have more than 12 members but less than 20 members.
- 61 paid clubs have between 8 and 12 members.
- 3 paid clubs have less than 8 members and are in danger of closing.
- 11 clubs are currently showing no renewals. Some of these clubs will close this year.
- 8 clubs are currently suspended and some of these will close this year.
- There have been 5 new clubs chartered since 1 July 2018.
- There are currently 10 prospective clubs registered and I am aware that there are a few other clubs in early planning stages. It is anticipated that some of these will charter before the end of June.

- 53 clubs have achieved 5 or more DCP points but have not achieved their membership goal to earn distinguished status. Some of these clubs only require one or two more members to cross the line.

There are adverse implications for members status and club status as well as access to Pathways if fees are lodged late. It is in the interests of all clubs to make sure every member pays their renewals on time.

In the remaining 2 months until the end of the Toastmasters year, it is time to look at where your club members and clubs are in relation to goals and your club success plan. Time to focus on finishing strong.

Together with Mike Storkey and a dedicated group of experienced Toastmasters, a corporate outreach team has been formed to market the idea of corporate clubs.

Barbara Nielsen

D69 Club Growth Director 2018/19