

Section 1	Section 2	
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District Mission

The mission of this District is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of this District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- Focusing on the critical success factors as specified by the District educational and membership goals.
- Ensuring that each club effectively fulfills its responsibilities to its members.
- Providing effective training and leadership-development opportunities for club and District officers.

District Strategies

Team Composition

Name the members of the District's core team.*

DD - Nicky Jurd
PQD - Alex Smith
CGD - Shubi Chatterjee

Name the members of the District's extended team.*

PRM - Mel Surplice
Admin - Annette Marshall
Finance - Kate Norris
Training Managers - Thomas & Deb
Extension - Zach Davis-Hancock

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the District's core values?*

In addition to Toastmasters International's core values:

- Operational efficiency
- Accountability, especially to each other
- Respect for volunteers time
- Have fun doing serious work

Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)*

Need Help?

Chat with Ora Tor

Super collaborative
 Cross-pollination of ideas across portfolios
 Supportive of each other, District leaders, and members
 Be the most awesome trio in the world!
 Generally be good people

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)*

Geography and distance, especially among team
 Disorganised people
 Overwhelm of work at bottleneck times, especially at the beginning of year
 Work schedules and availability

Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)*

Add to joint Google Chats and assign to person so we have full visibility over all tasks
 Talk about any speedhumps at fortnightly trio meetings
 Use Google Chat or phone calls for anything else
 AI summary on meetings for efficiency

Team Interactions and Behavioral Norms

How will decisions be made?*

Consensus, always

Goal 1: Membership Payments Growth	Goal 2: Club Growth	Goal 3: Distinguished Clubs	
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Membership payments base 5,915

Distinguished (Membership payments base x 1.01) 5,975

Select Distinguished (Membership payments base x 6,093

1.03)

President's Distinguished
(Membership payments base x
1.05)

6,211

Smedley Distinguished
(Membership payments base x
1.08)

6,389

Situation Analysis

What is the current situation in the District? How many members did the District add last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)*

Geography is our special challenge. In addition some clubs find making payments to WHQ is administratively burdensome and a tad frustrating because of payments made in US dollars.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)*

Lots of marketing to strengthen clubs with our Club Extension Chair Zach
Employ TikTok influencers
Experiment with Reddit advertising
Club Marketing Grants
Some membership building things but we haven't decided what; in club growth

Action 1*

Develop a new membership building incentive

Action 2*

Find TikTokers who talk about professional development

Action 3

Communicate Club Marketing Grants

Action 4

Map out expansion possibilities with Zach

Action 5

Encourage ADs to develop a marketing campaign at DLT

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and gift certificates to the Toastmasters store.) *

Marketing team;
Graphic designer
Blogger
Influencer researchers
Videographers

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

PRM in charge of the marketing team
Club Extension Chair for expansion
CGD for grants & new incentive

Action 1*

Zach to map out gaps and opportunities

Action 2*

Shubi to develop new membership building incentive

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

All projects will run continually all year on an ongoing basis
Progress will be tracked in terms of leads and interest

Action 1*

Identify suitable TikTok influencers

Action 2*

PRM to oversee Reddit ads

Action 3

Action 4

Action 5

Answer the same types of questions to reach each additional District goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the District?*

Identifying Emerging Leaders
Leadership Training and Mentoring
Promoting District Cohesion
Virtual & Physical Presence of District Leaders
DTM Mentoring

Situational Analysis

What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)*

Lots of new members are taking on leadership roles at all levels.
Many existing leaders take on multiple roles.
Leadership Training is very high quality.
Introduction of District Leaders at meetings has been ad hoc and not consistent.
There has been a dramatic drop in DTM achievement

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Increase members achieving DTM
Introduction / Acknowledgement of District Leaders - Past and Present - Protocol and Etiquette
Recognising & Nurturing Emerging Leaders
Involvement from all divisions in the District

Action 1*

DD to focus on team recognition at grassroots

Action 2*

Maintain high quality training

Action 3

Action 4

Action 5

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District leaders
District extension teams

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

All District Leaders
Full engagement from al members

Action 1*

.

Action 2*

.

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Ongoing, same as others.

Action 1*

.

Action 2*

.

Action 3

Action 4

Action 5

District Success Plan

Team Composition

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CGD - Shubi Chatterjee

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Team Interactions and Behavioral Norms

How will decisions be made?*

Consensus, always

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.

Google Chat
 Texts
 Phone calls
 Emails

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

Fortnightly trio Zoomies
 Monthly top table Zoomies
 Senior leaders 1st Sunday of every month
 DEC 4x
 Council 2x

How will the team resolve differences of opinion?

Consensus, always.

How will the team support one another?

Always checking on each other
Being actively attentive to check for signs of struggle
Donuts, and in general coffee and snacks discussions
Open and honest chats

How will the team ensure equitable participation when completing activities?

Honest conversations about time and workload
Delegating to each other
Watching each others stress levels and offering assistance

How will team members be held accountable for their responsibilities?

They won't be. We are self-managed. As everyone holds volunteer roles accountability will be part of training.
Division Directors will keep in touch with their Area Directors.
District trio will keep track of all District tasks.

How will the core team and extended teams be recognized for their efforts?

Appreciation at the time of effort.
Formal recognition at Area, Division and District events.
End of year Hall of Fame as part of changeover.

Membership Payments Growth

Situation Analysis

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 Graphic designer
 Blogger
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 Videographers

Assignments

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Action 4

Action 5

Timetable

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All projects will run continually all year on an ongoing basis
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Action 1*

Identify suitable TikTok influencers

Action 2*

PRM to oversee Reddit ads

Action 3

Action 4

Action 5

Club Growth

Situational Analysis

What is the current situation in the District? How many clubs did the District add last year? Does the District have special challenges? (One situation might be that members in the District don't know how to generate interest in new clubs.)*

We are looking to add 7 new clubs. Geography is our special challenge. Partnerships are our focus for this year.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)*

A District Extension Chair has been appointed along with a CGD in each Division.
Go aggressively into places that have previously had clubs (eg Darwin, Logan, Sunshine Club, Weipa, Springfield, Caloundra, PNG, etc)
Seek to develop Fiji into its own area
Brisbane partnerships with multi-lingual and multi-cultural groups, and universities.

Action 1

Plan suitable locations for targeted advertising

Action 2

Align with university internal social establishments to have authorised clubs

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and infokits@toastmasters.org.)*

District and Division Club Growth Teams

Demonstration Meeting Participants

Facebook lead generation

University guild association signups

Parks, Libraries , Corporate Offices, Sport Clubs, NFP function rooms

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

D69 Club Growth Director and Division CGD Team will overview all New Club activities with delegations to extension and enrichment.

Extension chair drives advertising.

Action 1*

Continuously use Facebook for targetted signup

Action 2*

Have Divisions appoint a CGD

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

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Action 1*

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Action 2*

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Action 3

Action 4

Action 5

Distinguished Clubs

Situation Analysis

What is the current situation in the District? What percent of District clubs are typically Distinguished? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that members in the District don't know how to achieve success.)*

We have very strong clubs at charter strength or better and consistently reach Distinguished or better. Educational & Admin Awards within the DCP are always sufficient to attain goals but membership numbers is the main obstacle for clubs not reaching Distinguished levels. There is good knowledge of the DCP amongst members but interest and ownership of the program is varied across the District. It really depends on a major "driver" at each club and the culture the

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as training all Area and Division governors on the Distinguished Club Program.)*

Varied Training Programs outside of the normal Club Officer Training - refer to Training Manager Schedule
Clubs understanding Members' intentions of achieving Educational Awards
Training of District Leaders
Dashboard - Awareness of Report Types

Action 1*

Appoint Lou Cervetto to chase CSPs

Action 2*

Provide specific training in COT for CSP

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and the Distinguished Club Program and Club Success Plan (Item 1111).)*

PQD and District TLI's

Area and Division Directors and the Distinguished Club Program and Club Success Plan (Item 1111).

District/Division Zoom Accounts for Training
Club Executive Officers

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

PQD and District TLI's

Area and Division Directors and the Distinguished Club Program and Club Success Plan (Item 1111).

District/Division Zoom Accounts for Training
Club Executive Officers

Action 1*

Action 2*

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

All projects will run continually all year on an ongoing basis.
There will be a special emphasis at the end of the TM year.

Action 1*

Create a calendar of District training events

Action 2*

Do extra training above and beyond COT like marketing training

Action 3

Action 4

Action 5

Additional Goals

Identifying Emerging Leaders
 Leadership Training and Mentoring
 Promoting District Cohesion
 Virtual & Physical Presence of District Leaders
 DTM Mentoring

Situational Analysis

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 Introduction / Acknowledgement of District Leaders - Past and Present - Protocol and Etiquette
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 Involvement from all divisions in the District

Action 1*

DD to focus on team recognition at grassroots

Action 2*

Maintain high quality training

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past District directors, Area and Division director, the District website, and a nomination committee.)*

District leaders

District extension teams

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

All District Leaders

Full engagement from all members

Action 1*

.

Action 2*

.

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Ongoing, same as others.

Action 1*

.

Action 2*

.

Action 3

Action 4

Action 5

Starting Numbers

Club Base

163

Membership Payments Base

5,915

Number of Division and Area
Directors

40

Qualifying Requirements

Submission of District Success Plan by September 30. Submission of Division and Area Director Training Report for 85 percent of Division and Area directors by September 30.

Number of Division and Area
Directors x 0.85

34

	Membership Payments Growth	Club Growth	Distinguished Clubs
Distinguished	Membership Payments Base x 1.01 5,975	Club Base * 1.01 165	* 0.45 74
Select Distinguished	Membership Payments Base x 1.03 6,093	Club Base * 1.03 168	* 0.5 82
President's Distinguished	Membership Payments Base x 1.05 6,211	Club Base * 1.05 172	* 0.55 90
Smedley Distinguished	Membership Payments Base x 1.08 6,389	Club Base * 1.08 177	* 0.6 98

Tracking

Use online reports, available at www.toastmasters.org/DistinguishedPerformanceReports, to keep track of the District's progress toward its goals. Create milestones throughout the year to measure your progress.*

Goals	Quarter 1			Quarter 2			Quarter 3	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Membership Payments Growth								
Club Growth								
Distinguished Growth								

Add a goal