

# District 69 Finance Manager's Report

08 March 2026

With 8 months behind us this year, our district spending is broadly tracking within the overall approved budget. For reference, the total budget is \$129,479, and we've spent \$74,198. Most operational categories remain within the allocated budget, with travel, training and administration accounting for the majority of spend to date.

## Current Expenditure

The budget is broken into 10 broad categories. This is the summary of all categories.

These categories have exhausted the year's allocation, and largely reflect leadership development activities, district officer travel, and training events:

Category	Budget	Actual	Utilisation
Travel	\$32,370	\$31,008	96%
Lodging	\$13,100	\$14,180	109%
Food & Meals	\$9,000	\$10,298	114%

These categories remain well within budget:

Category	Budget	Actual	Utilisation
Recognition	\$12,345	\$7,424	60%
Education & Training	\$10,000	\$6,449	64%
Administration	\$4,242	\$2,186	52%

These categories have very low utilisation so far this year:

Category	Budget	Actual	Utilisation
Club Growth	\$15,000	\$945	6%
Public Relations	\$11,948	\$627	5%
Marketing Outside Toastmasters	\$10,000	\$938	9%
Speech Contests	\$5,000	\$143	<1%

## Analysis

Overall spend shows that district activity has primarily focused on leadership operations and training delivery, which is consistent with the district's responsibility to support district leaders.

At the same time, the data highlights that club and membership growth-oriented budget lines remain largely unused. Categories intended to support marketing, public relations and club growth still hold the majority of unused funds.

The district has a lot of unallocated funds that could be used to support the broader membership health of clubs in the next few months

With the district having a projected net loss of clubs this year, supporting member growth and club sustainability is becoming urgently important. The remaining balances in marketing, PR and club growth provide the district with the ability to invest in activities designed to strengthen marketing outside of Toastmasters and boost club membership.

## Opportunities

The district should consider how remaining funds are used to support growth initiatives consistently throughout the entire year, such as:

- Targeted district-level marketing campaigns (digital campaigns)
- Public relations efforts to increase awareness of Toastmasters in local communities
- District-wide initiatives aimed at onboarding and retaining new members for longer

## Recommendations For Future Budget Planning

### ***1. Marketing Throughout The Year***

Marketing spend has mostly been planned for the last quarter this year, and there would be value in supporting initiatives that provide ongoing visibility for Toastmasters across the year, rather than a short campaign period.

Marketing initiatives are most effective when they are sustained over time rather than concentrated in a single period. Awareness and interest build gradually, and while concentrated plans can create short-term visibility, a more consistent approach throughout the year would help maintain a steady flow of prospective members discovering local clubs.

### ***2. Trophies***

Trophies are an area where there is an opportunity to improve consistency and efficiency across the district. At present, areas and divisions organise trophies independently. This has resulted in noticeable variation in both the type and especially cost of awards presented at otherwise similar

conferences. Some areas and divisions spend significantly above the agreed allowance, while others spend well below it. The outcome is that contestants across the district receive awards that vary considerably in presentation and perceived value.

A more streamlined approach would be for the District Finance Manager to coordinate trophy orders centrally with the district's preferred supplier. Consolidating orders would allow trophies for area, division and district conferences to be arranged at the same time, reducing administrative load on the trophy supplier, District Finance Manager, Area and Division Directors, District Conference Convenor, and likely lowering overall costs through bulk ordering and reduced postage.

This approach would also help ensure greater consistency in the awards presented across the district while keeping spending aligned with the agreed allowances.

### ***3. Travel and Lodging Allowances***

Current travel reimbursements are calculated using a per-kilometre rate (currently 70c/km). In some cases this results in reimbursements that far exceed the typical fuel cost of the journey. For example, longer trips can generate reimbursements of several hundred dollars (in one case, >\$950) for a single car journey.

At the same time, accommodation costs have increased in recent years and the current lodging allowance is often insufficient to cover typical hotel rates for district events.

One option for future budgets would be to rebalance these two categories by slightly reducing the per-kilometre reimbursement rate while increasing the lodging allowance. This would better reflect the actual cost structure of district travel, where accommodation is often the more significant expense.

Adjusting the balance between these categories will help ensure district funds are allocated in a way that more closely aligns with current travel and accommodation costs, while still supporting district leaders who travel to serve clubs.

## **Summary**

The district remains in a stable financial position overall. The remaining months of the year present an opportunity to consider how unutilised budget allocations can best support membership growth and club sustainability.

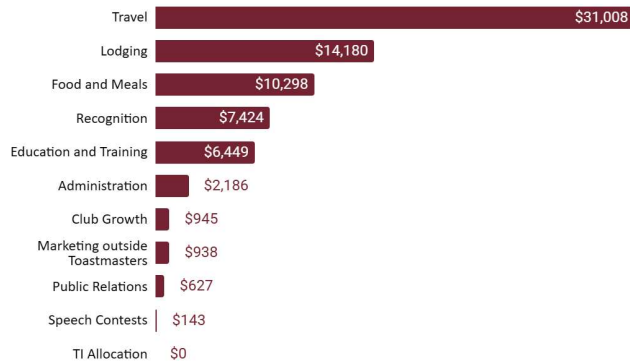
Opportunities also exist in the future to improve efficiency through centralised trophy procurement and to review travel and lodging allowances to better reflect current cost structures.

## Detail

<b>Total Budget</b>	\$129,479
<b>Total Spent</b>	\$74,198
<b>\$ Left</b>	\$55,281
<b>% Spent</b>	57.31%

Category	Budget Total	Total Expenses	Variance
Travel	\$32,370	\$31,008	\$1,362
Lodging	\$13,100	\$14,180	-\$1,080
Food and Meals	\$9,000	\$10,298	-\$1,298
Recognition	\$12,345	\$7,424	\$4,921
Education and Training	\$10,000	\$6,449	\$3,551
Administration	\$4,242	\$2,186	\$2,056
Club Growth	\$15,000	\$945	\$14,055
Marketing outside Toastmasters	\$10,000	\$938	\$9,062
Public Relations	\$11,948	\$627	\$11,321
Speech Contests	\$5,000	\$143	\$4,857
TI Allocation	\$6,474	\$0	\$6,474

Total Expenses as at 8 Mar 26



**Kate Norris, DTM**

*District 69 Finance Manager*

*finance@toastmastersd69.org*