



Club Growth Director Report

30 June 2024

Integrity – Respect – Service - Excellence

District Mission: to build new clubs and support all clubs in achieving excellence

Looking back at how we have been tracking:

Club Success

Final states:	2022	2023	2024
Club Numbers	97	92	88
Payments	3474	3139	3031
Distinguished Clubs	17	18	21

The reduction in club numbers is due to:

1 club – Ineligible – Minimum requirement not yet met

3 clubs – Low – Minimum requirement not yet met

Percentage of distinguished clubs relative to club numbers

2022: 17.53%

2023: 19.57%

2024: 22.34%

This is good to see in 2024; despite club closures, members are achieving their goals and progressing in the education program to meet distinguished club status.

Club Closures: Newlands

New Membership per Division:

		Total for Year
Division C	87	545
Division D	211	1,041
Division G	157	870
Division J	96	575

Well done to all Divisions; membership growth within clubs has been increasing each quarter of the year.

Prospective New Club: Online Pros Club – Christchurch (also known as Cyber5)

Marketing:

An Open Club Meeting marketing plan was run in April/May targeting clubs with 12 < memberships. Three clubs replied that they fit the category to receive a small amount of social media funding (and resources of pens, magnetic notepads, and business cards) to support advertising the club's open meeting night.

We are in the process of sending the resources to these clubs, but they are also available to all clubs in the District.

At the same time, reprints of the brochures from the previous campaign were distributed to help promote Toastmasters clubs in District 72.

A final note:

I wish to acknowledge and give a huge THANK YOU to Glen Pearce, District Director, who has been incredibly supportive of me as CGD.

A huge thank you also to Carol Mitchell for stepping into the breach as PQD to ensure a strong leadership team was maintained throughout the year.

I would also like to welcome Lisa Coppins, your new Club Growth Director, who has already started off strong with a marketing campaign using huge billboards. Look out for those in your area. I wish Lisa well in the coming year and look forward to working with her.

Kayleen Gilder

D72 Club Growth Director 2023-2024