



# Club Growth Director Report

29<sup>th</sup> August 2024

## **Integrity – Respect – Service - Excellence**

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

It has been a busy 3 months in my role as Club Growth Director, the last 3 months have gone by so quickly! I started my role with a handover meeting with Kayleen Gilder (our current PQD). This was vital in getting some insight into my role and hearing where the strengths and challenges within the district are.

### **Advertising**

One of the first things I did was organize for some advertising in the form of digital billboards in different locations around the South Island. This was through VAST Billboards, we had the advertising up for 2 weeks (including over the long weekend for Matariki), in 5 different locations (Invercargill, Timaru, Ashburton and 2 locations in Christchurch). Unfortunately, VAST didn't have any billboards in the Wellington area – I will be aiming to find a way to target this area in the coming months.

### **Working Groups**

In June I started gathering people for 2 different working groups. One to focus on how we can support the struggling clubs in our district, the other to support these struggling clubs by getting more resources up onto our District 72 website. The resources we have been focusing on are to support club officers in their roles, the next focus will be resources that help club members with meeting roles. If you have some good resources of your own that you would be willing to share, please get in touch.

Thank you to Jude Spencer and Ron Blackwell for their support in helping with the struggling club's resource. And thank you also to Sheryl Ryan, Esther Haines & Marie Fox for helping to gather club officer resources. I also want to thank Genevieve Mclachlan, and helpers who have been assessing any materials that we have been producing from an accessibility perspective, to make sure that they are useful for all members in District 72.

Please keep an eye out on the District 72 website, under the Resources, Club tab for new information. They will be loaded up here as they are ready, some resources have already been loaded up.

### **District Training & Convention**

July was a busy month, with preparation for the District Leaders Training, and Convention in Anaheim, California. There was a lot of pre-work to do before this training, as well as many candidate interviews for positions on the International Board. I realized what an important job it is, and how strategic your questions need to be for such a task. I have learned a lot from this experience, and how important it is to take the time to interview every one of these candidates.

The training in Anaheim was extremely beneficial. One of the highlights was getting to spend time with my fellow Trio members Carol Mitchell & Kayleen Gilder and forming a strong bond with them. We have gathered many ideas, and I am looking forward to putting them into practice to benefit our district and clubs.

## District 72 club numbers:

2020-21	2021-2022	2022-23	2023-24
108	97	92	88

### Club Coaches

We currently have 32 clubs eligible for coaches (34.4%) Which seems like a lot, if you are interested in being a club coach please get in touch with me. I am proud to say that I was a successful club coach for 23-24. I am happy to talk to you about my experience and answer any questions that you may have.

### New Club Welcome

I would love to welcome our newest club to District 72 – Cyber 5!

Cyber 5 is an online club, that currently meet fortnightly on a Saturday afternoon from 2-4pm. They have a diverse membership, with people from different cultures, and different countries. As well as some talented members who have represented at Division and District Contests. I look forward to seeing their members being active in our new Online Speech Contest.

### My Next Focus

Central Otago Speechcraft – A demo meeting was held online on the 29<sup>th</sup> of July focusing on people in the Central Otago area. The next step is holding an online Speechcraft for interested people with the goal of assessing if there is enough interest to start a club in this area. A huge thank you to my Central Otago Speechcraft team – Rinku Saha, Karen Squires, Fei Chen and Kian How Yoa for assisting me with this. I look forward to seeing where this goes.

Over the next month I will also be assisting with the District Success Plan and finishing the District Marketing Analysis. Keep an eye out for an incentive on getting your club membership fees paid, and our own District 72 version of the Toastmasters International plus one pledge. There are some exciting things coming and I can't wait to share them with you all!

Lisa Coppins

**Club Growth Director 2024-2025**