

District Success Plan Summary**2016-2017****District 17****District Success Plan****Team Composition**

Name the members of the district's core team.

DD Leonor Ragan
 PQD Sue Fallon
 CGD Patricia D'Cruze
 IPDD Ian Pickens
 PRM Almarie Meyer
 FM Martin Pearce
 AM Tracey Hudson

Name the members of the district's extended team.

C Div Director Allen Hahn
 E Div Director Judith Allen
 N Div Director Catherine O'Brien
 S Div Director Kevin Sansome
 Logistic Manager Fredrick Glisson
 District Parliamentarian Mike Helm
 Web Master David Nicholas
 Newsletter Editor Lisa Martin
 Co-Web Master Helen Thistlewaite
 Facebook Administrator Mark Richards

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?

Respect
 Integrity
 Service to Members
 Excellence
 Trust
 Honesty
 Co-operative team effort
 Timely response
 Sustainability
 Empowerment across all leadership roles
 Innovation
 Creativeness

Team Operating Principles

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

Open fearless communication maintaining respect for others
 Do What You Say You Are Going To Do
 Punctuality not only in time but completing deliverables
 Respect for Cultural diversity
 Honor commitments
 Commitment to educational outcomes
 Collaborative communication and decision making as required
 Compassion for our team and club members
 Flexibility

Potential Obstacles

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

Outside commitments work/family
 Misinterpretation of intent
 Time restraints
 Volunteer organization
 Tyranny of distance
 Health and emergencies
 Awareness of responsibility
 Financial constraints due Western Australian economic conditions

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.)

Six weekly meeting District Management Meeting(DMM) Division Director and above on Saturdays to allow District offers time with their families.
Trio meeting every two weeks to deal with emerging issues as they arise and act on it immediately.
Two District Executive Council Meetings in November and May.
Two District Executive Committee Meetings(DECM) Area Directors and above in October and April each year to hear the successes and challenges of the clubs in their areas and divisions.
DMM and DECM meetings in person.
Agendas and previous minutes sent out by the District Administration Manager one week prior to the meeting.
DD has final approval of all tasks.

Team Interactions and Behavioral Norms

How will decisions be made?

Management team are empowered to make decisions relating to their portfolio.
Decisions are preferred to be actioned after collaborative face to face discussions, email confirmations, telephone/conference calls and online clarifications as required.
Task general assigned as to role.
All Emails to be CC to District trio
Trio to discuss decision prior to any action being taken.
Each team member is held accountable for their responsibilities required to perform their roles.
DD has final approval of all tasks.

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

Email
SMS's
Phone calls when necessary
Meetings every six weeks in person

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.

Email, including all in order for everyone to understand situation as necessary
Phone calls only when necessary bearing in mind time constrains due to family and work commitments.
Everyone to attend the schedule meetings for DMM DECM and trio and any other meetings that involved District committees.

How will the team resolve differences of opinion?

Differences in opinion will be resolved by discussion followed by a vote. Majority vote is followed
The team will support each other by being honest with each other and helping with duties if required and will ensure equitable participation when completing activities and each.

How will the team support one another?

The team will support each other by being honest with each other and helping with duties if required
Do What You Say You Are Going To Do
By having respect for each other taking into consideration the cultural differences, personality traits, family and work commitments.

How will the team ensure equitable participation when completing activities?

Attend to role specific duties first. Unless urgent help is required or unavailable.
Share all decisions and support the final decision made by the team.
Learn to delegate appropriately to get the task completed on time.

How will team members be held accountable for their responsibilities?

Reporting to member of Trio accountable to when necessary
Verbal and written reports at monthly meetings.

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

All members of the team will be praised at every opportunity. Monthly District Newsletter, important achievements important to be acknowledged at Area, Division and District events, Annual Awards Night at the Year End with certificates/plaques deemed necessary by DD

Goal 1: Membership Payments Growth

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.)

The base membership was -4.2% at the end of the 2015-16 year. The loss of members was attributed to losing 2 clubs, chartering 2 clubs (thereby replacement value only) and severe financial downturn in mining industry during the year in the state of Western Australia.

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.)

Maintain Marvellous Membership Award which recognises clubs who submit 20 member dues on time at both renewals and achieves both membership building DCP goals 7 and 8.
District officers visits all clubs in the District on a roster basis to promote membership building activities.
Publicise membership building promotions/incentives at all district events including District Officer Training, TLI training, club officer training, workshops and Black Swan (District newsletter).

Action 1 Pay renewals for 20 members by 30 September 2016 and 31 March 2017 and add 8 new members during the contest period.

Action 2 Club Growth Director to encourage District officers to visit clubs to reconnect with members and encourage membership building.

Action 3 Club Growth Director to encourage renewals via email to Division Directors, Area Directors, Club Presidents, VPMS & Treasurers & newsletter article.

Action 4 Publicise membership building promotions/incentives at all district events, district newsletter and website and Facebook.

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 directors and gift certificates to the Toastmasters store.)

Club Growth Director to lead team of district officers and members who will promote and encourage all clubs in membership building efforts both attraction and retention.
Marvellous Membership Award ribbons
Budget includes promotion incentives for membership building (attraction and retention), club leads, clubs chartering etc.

Assignments

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

Club Growth Director to lead team to follow up and support clubs in formation, coaches, sponsors and mentors.

Action 1 Club Growth Director to send follow up email to all Club Presidents and Treasurers

Action 2 Club Growth Director

Action 3 Club Growth Director, Division Directors, Area Directors

Action 4 Monitor progress to award incentives when targets/actions have been completed.

Timetable

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

Renewal promotions will commence before the September and March membership renewals.
All other incentives/promotions from 1 July

Action 1 Monitor dashboard and reports and provide update/reminders to divisional directors and area directors.

Action 2 Regular contact with coaches, sponsors and mentors on the progress of their clubs by Club Growth Director.

Action 3 Provide update to District Trio and district team.

Action 4 CGD to send emails or phone Club Treasurers, Area Director and Division Directors to follow up renewals payments.

Goal 2: Club Growth

Situation 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.)

Two clubs NAB Perth and Competitive Speakers were chartered during 2015-16. The net growth was zero as we lost two clubs PWC Toastmasters and Margaret River Toastmasters Club. Clubs in formation include Verbivores, Butler and Ranford. Recruiting Sponsor, Mentor and Coaches for new clubs and struggling clubs will be a challenge 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.)

The District team will work with the clubs in formation to help them charter. The District team will also work with clubs and help them achieve Distinguished status, whilst aiming to have fun and engaging meetings and hence retaining existing members. The District Trio intend to visit as many clubs in the district as we can in coming months especially on special occasions like milestone meetings to actively engage with members and encourage their membership building and retention efforts. Incentives will be announced in the next issue of the Black Swan (District newsletter) and Facebook. Since 1 July we have held demo meetings for the following clubs – Persuasive Speakers and Fremantle Quaynote Speakers and more scheduled in the coming months (UWA College Row in October). Sponsor, Mentor and Coaches workshop was held in September to generate additional support in the District and to generate interest in helping new clubs and supporting and revitalising struggling existing clubs.

- | | |
|----------|--|
| Action 1 | Club Growth Director and extended team continue to work and support the sponsors to help clubs in formation charter. |
| Action 2 | The District team works with struggling clubs in their efforts to retain existing members. High performance leadership project to commence to encourage/support and offer strategies to coaches to help reinvigorate struggling clubs. |
| Action 3 | A campaign to promote short term mentors and coaches for members who can only commit for short duration but would like to help struggling clubs. |
| Action 4 | The District Trio and extended team visit clubs in the District to boost morale and offer support. |
| Action 5 | Club Growth Director and extended team provide support/assistance mentors and sponsors to develop clubs in progress. |

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.)

Incentives to clubs, area directors and members who offer leads or start new clubs e.g. The club will receive Toastmasters Gift Certificate. Public Relation Manager as a resource to promote Toastmasters in Western Australia.

Assignments

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

Overall Club Growth Director in charge and team includes the Division Director, Area Director, sponsors, mentors, coaches.

- | | |
|----------|---|
| Action 1 | District Director, Club Growth Director with support from the District team especially Area Directors, sponsoring club, sponsors and mentors. |
| Action 2 | Club Growth Director with support from the District team including DD, PQD, Division Directors, Area Directors and club coaches |
| Action 3 | Club Growth Director with support from PRM |
| Action 4 | The District Trio and extended team |

Action 5 Club Growth Director and extended team

Timetable

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

In progress from 1 July 2016

Action 1 Club Growth Director and district team to follow up charter and membership growth.

Action 2 Membership renewals by 1 October and 1 April deadlines

Goal 3: 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.)

In 2015-16, forty Clubs (48.78%) achieved Distinguished status. Ever since 2012-13 District 17 has achieved Presidents/Select Distinguished status. Last year the economic situation in Western Australia reached one of the lowest. The mining downturn has sent Western Australia tumbling down and this downturn has affected our club membership. A very high percentage of our club members have been retrenched.

In our district a high percentage our club members understand how to achieve success. This year we will continue to promote the benefits of Education and Training to attract new members and keep current members engaged. Our PQD has included innovative workshops such as social media at the TLI/COT and in October there will be an exclusive workshop in Facebook, Meetup, Twitter and the management of membership in FreeHostToast. This initiative hopefully will bring economical way of promoting our clubs.

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 directors on the Distinguished Club Program.)

Whilst we consider most club officers know how to achieve Distinguished status, as a District we are encouraging all members/clubs to actively work towards personal goals, which in turn should achieve Club/Area/Division/District goals.

We are championing success across the board:

DCP to be presented as a session at all TLI/COT sessions throughout out the year
 District Club Program results to be shared at all events
 Encourage Clubs to present Moments of Truth
 Each Area Director is asking all Clubs to undertake Moments of Truth twice a year.

Action 1 Talk up Successful Members = Successful Clubs in Newsletter

Action 2 Congratulate achievers in the Newsletter and on District website and in the future District Director will personal acknowledge their achievements via an email/letter

Action 3 Present DCP Achievements relating to Members/Clubs at each TLI/COT and Award Triple Crown Awards

Action 4 Present DCP achievements relating to Areas/Division/District at DMMS and DECM and Award Triple Crown Awards

Action 5 ADs to encourage the Moments of Truth presentation at all clubs, twice a year if possible

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 directors and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

The District Team and other supporting members will be progressing the actions listed above

Assignments

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

Program Quality Director, District Director, Division Directors, Area Directors

- Action 1 Monthly Newsletter will be used to highlight the achievements of our members
- Action 2 District 17 Website will also be a catalyst for promotion along with Social Media
- Action 3 Promote a banner approach top highlighting District Accomplishments. PQD to present Triple Crown Awards as appropriate
- Action 4 Presentation for District Officers at DECM in line with DCP Requirements and How to manage
- Action 5 Area Directors to encourage Clubs to present the Moments of Truth educational at all clubs

Timetable

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

Actions will begin at all TLI/COT sessions.
The actions will be completed as we complete the official training session this year
The progress will be tracked via the Dashboard and number of clubs who achieve Distinguished status

- Action 1 PQD to assign presenters at all sessions
- Action 2 PQD to offer opportunities for trainers of the Membership and Club Officers for TLI/COT and other relevant sessions
- Action 3 Maintain a constant look at the dashboard and keep up the encouragement throughout the year
- Action 4 Next District Executive Committee Meeting will take place early October and additional training and presentation for Area Directors is included as part of the program for the four hours meeting.
- Action 5 The presentation will remind and/or demonstrate the requirements for Division and Area Directors to achieve success in the DCP and how the Area Success contributes to the Division Success which in turn will contribute to the District Success to help our club members to achieve their goals.

Additional Goals

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?

Goal

What specific, measurable, attainable, and relevant additional goal can the district meet? (An example of a goal is to add one new division and three new areas.

District 17 will create a functional Speakers Bureau with at least 20 Toastmasters participating and delivering speeches promoting the benefits of Toastmasters membership in the local community on 4 or more occasions by May 2017.

Situation 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.)

An initial survey done through club VPRs indicated that approximately 30 members are interested in participating in a Speaker's bureau. Some members are looking for opportunities to speak outside of their clubs, other are looking for new challenges. Currently individual members or clubs are contacted by local communities and asked to provide a speaker. These opportunities are not always taken up and even when a club sends a speaker there is no consistency in the message delivered due to a lack of guidelines.

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 assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.)

Currently experienced members complain regularly that there is not much in the way of challenges and educational offered at TLI/COT. This initiative will create opportunities for our members beyond the club but also will promote Toastmasters and provide opportunities for other members of the community to become members of clubs and learn the art of public speaking. New members in our clubs will provide more future leaders which in turn will provide

further club support for our club members to enhance the Club experience.

- Action 1 Continue to survey clubs to gauge the level of interest in a Speakers Bureau
- Action 2 Research Speakers Bureaus in other Districts
- Action 3 Set up the structure and guidelines
- Action 4 Internal Promotion: Invite and approve Speaker Bureau members
- Action 5 External Promotion: Promote the new Speakers Bureau in the local Community

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 governors, area and division directors, the district website and the district nominating committee.)

District Leaders are interested in setting up an advanced toastmasters club to support this initiative. DD will be appointing a Committee for this project. A very experience Toastmaster has volunteered to be the committee chair. This volunteer is Tim Blackburn. He has researched the creation of the speaker bureau for quite some time now. The DD has discussed with Tim the project and has recommended that he do this project for his HPL this will be a very good incentive for TIM to complete the last requirement of this DTM. It is a win/win situation for the District and Tim.

Our PRM, Almarie Meyer will work with TIM and help to lead the efforts with support from previous and current District leadership. The district Website will play a major part. Area Directors will be involved to promote internally.

Assignments

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

We initiated the discussion of this initiative since July 2016
All actions are described in the action plan below:

- Action 1 PRM to contact the clubs
VPPRs to continue to give feedback
PRM to report to District Trio
- Action 2 HPL project leader and PRM to work together to do research
District leadership to advise and guide
- Action 3 HPL project leader to set up speaker guidelines
PRM and CGD to assist in the structure
Webmaster to update website
DD to approve
- Action 4 HPL project leader and CGD to plan a demo meeting for an advanced club
PRM to invite interested parties to a demo meeting
Webmaster to set up the speakers on the district website
PRM to promote the establishment of the Speakers Bureau to all District17 club members
- Action 5 HPL project leader to chair the initial Speakers bureau
PRM to send news releases and promote on Social media

Timetable

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

First 2 actions have begun and are being summarised by the PRM with Trio support.
Action 3 to begin in October 2016. Proposed timetable described below:

- Action 1 August 2016 - September 2016.
PRM to receive email feedback and summarise results for the District Trio.
- Action 2 August 2016 - October 2016
Summarise and share by email
- Action 3 October 2016 - December 2016
Report plan and set date for Demo meeting. Report to District trio on progress, vision and mission of the proposed club at the DMM of 5 November 2016.

Action 4 December 2016 - March 2017 and ongoing assess the date for chartering speakers bureau advanced club and have to formalise the objectives of the speakers bureau
Report to District trio on progress before 1 February DMM.

Action 5 April 2017 and ongoing promotion and marketing of the speakers bureau and celebrate success

PRINT

SUBMIT PLAN