



DISTRICT 17 | REPORTS

DISTRICT COUNCIL MEETING

Sunday 18th May 2025

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REPORTS | PROFIT AND LOSS STATEMENT

District 17 Available Funds (In AUD) Month Ending 03/31/2025

Available Funds

Cash & District Reserve	
Cash	
Cash - Begdigo (8698)	51,350.89
Cash - Begdigo (3990)	1,322.92
Total Cash	52,673.81
District Reserve	39,655.88
Total Cash & District Reserve	92,329.69
Minimum District Reserve Required at Year End	(9,623.99)
Total Available Funds	82,705.70

District 17

Profit & Loss (Actual vs. Budget Summary) (In AUD)

Month Ending 03/31/2025			07/01/2024 Through 03/31/2025			
Actual	Budget	Variance		Actual	Budget	Variance
			District Revenue			
16,307.75	11,815.00	4,492.75	Membership Revenue	42,504.61	33,570.00	8,934.61
0.00	0.00	0.00	Fundraising Revenue	9,708.91	19,200.00	(9,491.09)
0.00	0.00	0.00	District Store Revenue	1,189.00	0.00	1,189.00
0.46	0.00	0.46	Other Revenue	2,847.91	0.00	2,847.91
16,308.21	11,815.00	4,493.21	Total District Revenue	56,250.43	52,770.00	3,480.43
			District Expenses			
0.00	0.00	0.00	Fundraising Expenses	4,942.73	8,450.00	(3,507.27)
0.00	0.00	0.00	District Store Expenses	2,864.03	0.00	2,864.03
0.00	1,301.44	(1,301.44)	Recognition	5,467.30	6,051.44	(584.14)
411.37	530.00	(118.63)	Club Growth	2,982.27	4,560.00	(1,577.73)
0.00	250.00	(250.00)	Marketing Outside of Toastmasters Expenses	2,752.94	3,800.00	(1,047.06)
0.00	150.00	(150.00)	Public Relations Expense	1,165.68	3,300.00	(2,134.32)
0.00	0.00	0.00	Education & Training Expense	19.82	1,220.00	(1,200.18)
998.40	610.00	388.40	Speech Contest Expenses	1,532.22	1,460.00	72.22
389.16	368.70	20.46	Administration Expenses	4,741.90	2,562.50	2,179.40
0.00	0.00	0.00	Food and Meals Expense	1,681.10	1,581.30	99.80
43.63	150.00	(106.37)	Travel Expense	4,271.32	4,825.77	(554.45)
521.23	0.00	521.23	Lodging Expense	9,705.98	8,907.69	798.29
0.00	0.00	0.00	Other Expenses	90.25	0.00	90.25
170.22	160.00	10.22	Allocation Expenses	1,482.48	1,440.00	42.48
2,534.01	3,520.14	(986.13)	Total District Expenses	43,700.02	48,158.70	(4,458.68)
13,774.20	8,294.86	5,479.34	Total Net Income	12,550.41	4,611.30	7,939.11

District 17
Profit & Loss Statement (Actual vs. Budget GL Detail) (In AUD)

Month Ending 03/31/2025			07/01/2024 Through 03/31/2025		
Actual	Budget	Variance	Actual	Budget	Variance
District Revenue					
Membership Revenue					
16,307.75	11,815.00	4,492.75	42,504.61	33,570.00	8,934.61
16,307.75	11,815.00	4,492.75	42,504.61	33,570.00	8,934.61
Fundraising Revenue					
Registration & Tickets					
0.00	0.00	0.00	7,986.25	19,200.00	(11,213.75)
0.00	0.00	0.00	7,986.25	19,200.00	(11,213.75)
Non Registration					
Other					
0.00	0.00	0.00	874.66	0.00	874.66
0.00	0.00	0.00	874.66	0.00	874.66
0.00	0.00	0.00	848.00	0.00	848.00
0.00	0.00	0.00	848.00	0.00	848.00
0.00	0.00	0.00	1,722.66	0.00	1,722.66
0.00	0.00	0.00	1,722.66	0.00	1,722.66
0.00	0.00	0.00	9,708.91	19,200.00	(9,491.09)
0.00	0.00	0.00	9,708.91	19,200.00	(9,491.09)
Total Non Registration					
Total Fundraising Revenue					
0.00	0.00	0.00	1,189.00	0.00	1,189.00
0.00	0.00	0.00	1,189.00	0.00	1,189.00
District Store Revenue					
0.00	0.00	0.00	1,189.00	0.00	1,189.00
0.00	0.00	0.00	1,189.00	0.00	1,189.00
Other Revenue					
0.46	0.00	0.46	4.56	0.00	4.56
0.00	0.00	0.00	2,843.35	0.00	2,843.35
0.46	0.00	0.46	2,843.35	0.00	2,843.35
16,308.21	11,815.00	4,493.21	2,847.91	0.00	2,847.91
16,308.21	11,815.00	4,493.21	56,250.43	52,770.00	3,480.43
District Expenses					
Fundraising Expenses					
0.00	0.00	0.00	0.00	2,200.00	(2,200.00)
0.00	0.00	0.00	3,173.63	2,750.00	423.63
0.00	0.00	0.00	0.00	500.00	(500.00)
0.00	0.00	0.00	1,237.00	3,000.00	(1,763.00)
0.00	0.00	0.00	532.10	0.00	532.10
0.00	0.00	0.00	4,942.73	8,450.00	(3,507.27)
0.00	0.00	0.00	4,942.73	8,450.00	(3,507.27)
Total Fundraising Expenses					
District Store Expenses					
0.00	0.00	0.00	2,864.03	0.00	2,864.03
0.00	0.00	0.00	2,864.03	0.00	2,864.03
Total District Store Expenses					
Recognition					
0.00	0.00	0.00	732.59	0.00	732.59
0.00	0.00	0.00	14.40	0.00	14.40
0.00	0.00	0.00	272.15	1,500.00	(1,227.85)
0.00	0.00	0.00	272.15	1,500.00	(1,227.85)
Total Recognition - Member					
0.00	0.00	0.00	1,019.14	1,500.00	(480.86)
0.00	0.00	0.00	1,019.14	1,500.00	(480.86)
Recognition - Area					
0.00	0.00	0.00	0.00	1,000.00	(1,000.00)
0.00	0.00	0.00	0.00	1,000.00	(1,000.00)
Total Recognition - Area					
0.00	0.00	0.00	324.32	1,150.00	(825.68)
0.00	0.00	0.00	324.32	1,150.00	(825.68)
Recognition - Club					
0.00	0.00	0.00	0.00	500.00	(500.00)
0.00	0.00	0.00	0.00	500.00	(500.00)
Total Recognition - Club					
Recognition - Division					

Month Ending 03/31/2025			07/01/2024 Through 03/31/2025		
Actual	Budget	Variance	Actual	Budget	Variance
0.00	0.00	0.00	0.00	600.00	(600.00)
0.00	0.00	0.00	0.00	600.00	(600.00)
0.00	0.00	0.00	1,228.31	0.00	1,228.31
0.00	1,301.44	(1,301.44)	245.53	1,301.44	(1,055.91)
0.00	0.00	0.00	2,650.00	0.00	2,650.00
0.00	1,301.44	(1,301.44)	4,123.84	1,301.44	2,822.40
0.00	1,301.44	(1,301.44)	5,467.30	6,051.44	(584.14)
0.00	0.00	0.00			
47.73	200.00	(152.27)	375.00	0.00	375.00
363.64	0.00	363.64	245.04	600.00	(354.96)
			363.64	0.00	363.64
0.00	0.00	0.00			
0.00	0.00	0.00	971.30	0.00	971.30
411.37	200.00	211.37	0.00	1,000.00	(1,000.00)
0.00	0.00	0.00	1,954.98	1,600.00	354.98
0.00	0.00	0.00	62.16	0.00	62.16
0.00	330.00	(330.00)			
0.00	330.00	(330.00)	555.23	1,260.00	(704.77)
0.00	0.00	0.00	617.39	1,260.00	(642.61)
0.00	0.00	0.00			
0.00	0.00	0.00	280.30	500.00	(219.70)
0.00	0.00	0.00	0.00	500.00	(500.00)
0.00	0.00	0.00	280.30	1,000.00	(719.70)
0.00	0.00	0.00			
0.00	0.00	0.00	129.60	0.00	129.60
0.00	0.00	0.00			
0.00	0.00	0.00	0.00	700.00	(700.00)
0.00	0.00	0.00	129.60	700.00	(570.40)
411.37	530.00	(118.63)	2,982.27	4,560.00	(1,577.73)
0.00	0.00	0.00			
0.00	0.00	0.00	438.73	0.00	438.73
0.00	0.00	0.00	1,500.00	1,500.00	0.00
0.00	0.00	0.00	451.89	1,800.00	(1,348.11)
0.00	250.00	(250.00)	362.32	500.00	(137.68)
0.00	250.00	(250.00)	2,752.94	3,800.00	(1,047.06)
0.00	0.00	0.00	235.27	250.00	(14.73)
0.00	0.00	0.00	218.90	200.00	18.90
0.00	0.00	0.00	261.60	1,800.00	(1,538.40)
0.00	150.00	(150.00)	449.91	1,050.00	(600.09)
0.00	150.00	(150.00)	1,165.68	3,300.00	(2,134.32)
0.00	0.00	0.00	0.00	1,000.00	(1,000.00)
0.00	0.00	0.00			
0.00	0.00	0.00	0.00	200.00	(200.00)
0.00	0.00	0.00	0.00	1,200.00	(1,200.00)
0.00	0.00	0.00			
0.00	0.00	0.00	19.82	20.00	(0.18)
0.00	0.00	0.00	19.82	20.00	(0.18)

Month Ending 03/31/2025			07/01/2024 Through 03/31/2025		
Actual	Budget	Variance	Actual	Budget	Variance
0.00	0.00	0.00	19.82	1,220.00	(1,200.18)
806.40	20.00	786.40	1,086.40	40.00	1,046.40
0.00	300.00	(300.00)	50.00	600.00	(550.00)
806.40	320.00	486.40	1,136.40	640.00	496.40
192.00	160.00	32.00	304.00	320.00	(16.00)
0.00	130.00	(130.00)	77.00	500.00	(423.00)
0.00	0.00	0.00	14.82	0.00	14.82
192.00	290.00	(98.00)	395.82	820.00	(424.18)
998.40	610.00	388.40	1,532.22	1,460.00	72.22
0.00	0.00	0.00	324.00	340.00	(16.00)
75.63	333.70	(258.07)	500.04	1,152.50	(652.46)
0.00	0.00	0.00	42.90	0.00	42.90
0.00	0.00	0.00	910.80	1,000.00	(89.20)
104.50	0.00	104.50	942.23	0.00	942.23
23.83	0.00	23.83	214.47	0.00	214.47
0.00	0.00	0.00	51.84	0.00	51.84
(0.80)	0.00	(0.80)	0.20	0.00	0.20
0.00	35.00	(35.00)	105.00	70.00	35.00
0.00	0.00	0.00	211.56	0.00	211.56
186.00	0.00	186.00	1,438.86	0.00	1,438.86
389.16	368.70	20.46	4,741.90	2,562.50	2,179.40
0.00	0.00	0.00	0.00	350.00	(350.00)
0.00	0.00	0.00	0.00	350.00	(350.00)
0.00	0.00	0.00	265.54	350.00	(84.46)
0.00	0.00	0.00	265.54	350.00	(84.46)
0.00	0.00	0.00	1,415.56	531.30	884.26
0.00	0.00	0.00	1,415.56	531.30	884.26
0.00	0.00	0.00	0.00	350.00	(350.00)
0.00	0.00	0.00	0.00	350.00	(350.00)
0.00	0.00	0.00	1,681.10	1,581.30	99.80
0.00	0.00	0.00	668.08	694.23	(26.15)
0.00	0.00	0.00	0.00	50.00	(50.00)
43.63	0.00	43.63	43.63	100.00	(56.37)
0.00	0.00	0.00	12.95	60.00	(47.05)

Month Ending 03/31/2025			07/01/2024 Through 03/31/2025		
Actual	Budget	Variance	Actual	Budget	Variance
0.00	0.00	0.00	14.43	0.00	14.43
43.63	0.00	43.63	739.09	904.23	(165.14)
0.00	0.00	0.00	1,473.10	1,530.77	(57.67)
0.00	50.00	(50.00)	0.00	100.00	(100.00)
0.00	0.00	0.00	92.69	200.00	(107.31)
0.00	50.00	(50.00)	1,565.79	1,830.77	(264.98)
0.00	0.00	0.00	1,473.10	1,530.77	(57.67)
0.00	0.00	0.00	0.00	100.00	(100.00)
0.00	0.00	0.00	0.00	100.00	(100.00)
0.00	0.00	0.00	0.00	60.00	(60.00)
0.00	0.00	0.00	1,473.10	1,790.77	(317.67)
0.00	100.00	(100.00)	0.00	200.00	(200.00)
0.00	100.00	(100.00)	0.00	200.00	(200.00)
0.00	0.00	0.00	493.34	100.00	393.34
0.00	0.00	0.00	493.34	100.00	393.34
43.63	150.00	(106.37)	4,271.32	4,825.77	(554.45)
0.00	0.00	0.00	726.31	2,969.23	(2,242.92)
0.00	0.00	0.00	726.31	2,969.23	(2,242.92)
521.23	0.00	521.23	521.23	2,969.23	(2,448.00)
521.23	0.00	521.23	521.23	2,969.23	(2,448.00)
0.00	0.00	0.00	7,935.46	0.00	7,935.46
0.00	0.00	0.00	7,935.46	0.00	7,935.46
0.00	0.00	0.00	522.98	2,969.23	(2,446.25)
0.00	0.00	0.00	522.98	2,969.23	(2,446.25)
521.23	0.00	521.23	9,705.98	8,907.69	798.29
0.00	0.00	0.00	18.46	0.00	18.46
0.00	0.00	0.00	71.79	0.00	71.79
0.00	0.00	0.00	90.25	0.00	90.25
170.22	160.00	10.22	1,482.48	1,440.00	42.48
170.22	160.00	10.22	1,482.48	1,440.00	42.48
2,534.01	3,520.14	(986.13)	43,700.02	48,158.70	(4,458.68)
13,774.20	8,294.86	5,479.34	12,550.41	4,611.30	7,939.11

REPORTS | AUDIT REPORT

TOASTMASTERS
INTERNATIONAL®

TOASTMASTERS INTERNATIONAL

Certification for

December
2024-2025

DISTRICT # **D17**

INSTRUCTIONS:

1. Complete all sections on the Narrative tab.
2. Fill in the white cells below with the appropriate information and print out this page.
3. Obtain related signature below. **Typed signatures are not acceptable.**
4. Distribute monthly reports per Toastmasters International protocol 8.4, to the District Director, Program Quality Director and Club Growth Director within 30 days after the end of the month.

5. Quarter reports due to World Headquarters:

- * September Report: **October 31**
- * December (Audit) Report: **February 15**
- * March Report: **April 30**
- * June (Audit) Report: **August 31**

6. Submit approved narratives and certification page to World Headquarters by email:

- * Scan and email the PDF to DistrictFinancialReports@toastmasters.org

NOTE: This certification form must be complete for the report to be accepted by World Headquarters. Reserve funds will not be released until World Headquarters receives the completed report.

In Base Currency	AUD
Monthly Net Income/(Loss)	4,597.95
Year to Date Net Income/(Loss)	(1,030.40)
Total Available Funds	84,848.25

1. We, the undersigned, certify that all District financial records have been made available to the Audit Committee for inspection and that any unpaid bills or other outstanding obligations for the 2024-2025 term have been reported to the Audit Committee and included in accruals section of this audit. We further certify that there are no other outstanding District obligations incurred for the 2024-2025 term.

Dated this 9th March day of 2025

Jeff Zhang

Digitally signed by Jeff Zhang
Date: 2025.03.09 21:54:41 +0800

District Director (for the year audited)

Banru

District Finance Manager (for the year audited)

Complete only for the Mid-year Report and Year-end Report:

2. We, the undersigned members of the Audit Committee, have examined the records of District D17 for the 2024-2025 term in accordance with the Audit Committee Guidelines* and believe that this report properly reflects the operation for that term.

Dated this 2nd day of April 2025

[Signature]
Chairman

[Signature]
Member

[Signature]
Member

* Audit Committee Guidelines are available on the District Finance Corner of the Toastmasters International Website: [HERE](#)

NOTE: Audit Committee members cannot be members of the District Executive Committee (e.g., District Director, Program Quality Director, Club Growth Director, Immediate Past District Director, Admin Manager, Finance Manager, Public Relations Manager, Division Directors, Area Directors).



Audit Committee Guidelines

District # D17

Program Year: 2024-2025

Check one: ☒ Mid-year Audit ☐ Year-end Audit

Procedures To Be Completed	Initials
A. Organization	
1. Obtain all supporting documents for the Mid-year or Year-end Profit and Loss Statements from the District Finance Manager, and sort the documents in the following manner: <ul style="list-style-type: none">▶ Stack #1: Sort Profit and Loss Statements, bank statements and district reserve statements into separate groups, organize in chronological order and place in one stack.▶ Stack #2: Sort all non-Concur supporting documents in the order they appear on the Receipt Register and Check Register. Receipt supporting documents should be placed behind the Receipt Register, and payment supporting documents should be placed behind the Check Register.	Rt Rt
2. Obtain the Audit Committee Concur logins and related training materials from the Finance Manager or District Finance at WHQ	Rt
B. Substantiating Transactions	
1. To ensure that all non-Concur transactions are adequately supported, perform the following procedures: <ul style="list-style-type: none">▶ Trace and agree all transactions on the Receipt Register and Check Register to their respective supporting documentation.▶ Place a check mark (✓) on the Receipt Register and Check Register next to each transaction that has supporting documents. The only transactions that should not be check marked are the ones missing supporting documents.▶ For the transactions missing supporting documents, contact the Finance Manager and ask if such documents exist. If they do, request copies. If they do not, make a note.	Rt Rt Rt
2. To ensure that all Concur transactions are adequately supported, perform the following procedures: <ul style="list-style-type: none">▶ Use the Concur Auditor logins to emulate the District Director and Finance Manager's profiles to access their previously approved reports.▶ Trace and agree all transactions on the Bills Register to their respective supporting documentation in Concur.▶ Place a check mark (✓) on the Bills Register next to each transaction that has supporting documents. The only transactions that should not be check marked are the ones missing supporting documents.▶ For the transactions missing supporting documents, contact the Finance Manager and ask if such documents exist. If they do, request copies. If they do not, make a note.	Rt Rt Rt Rt
***If assistance is needed with Concur, please contact the District Finance Team at districtreports@toastmasters.org or districtconcur@toastmasters.org ***	

Procedures To Be Completed	Initials
C. Policy Review	
<p>1. To ensure that transactions were executed within the company policies, perform the following procedures:</p> <ul style="list-style-type: none"> ▶ Review all cancelled checks and verify that they were signed by both the District Director and Finance Manager (checks made payable to the District Director or Finance Manager should be signed or approved in writing by the Program Quality Director or the Club Growth Director). ▶ Review all reimbursement requests and verify that they were approved by the District Director. Ensure that all expenses on the request have adequate documentation (receipts or other supporting materials). Copies of credit card and/or bank statements are not valid receipts or documentation. ▶ Identify all payments in excess of USD \$500 and verify that each expense was properly approved by the District Director and at least the Program Quality Director or the Club Growth Director. Any individual expense in excess of USD \$500 must be authorized in advance; there should be approval included in the supporting documentation and some indication of when the expense was approved (an email approving the expense is acceptable). ▶ Review all Debit Card transactions to ensure that all payments made by the District Director were authorized in advance in writing by the Finance Manager and either the Program Quality Director or the Club Growth Director. Payments made by the Finance Manager must be authorized in advance by the District Director and either the Program Quality Director or the Club Growth Director. ▶ Identify Other District Expenses (gifts, flowers, expressions of sympathy, etc.) to ensure they are not lavish or excessive and that they support the mission of the District. Tokens of appreciation are allowed up to \$25. Donations are not permitted in lieu of flowers or to any charitable fund. Cash and cash equivalents, including but not limited to non-Toastmasters gift certificates, gift cards, or any other stored-value products, are not permitted. ▶ Identify travel expenses and ensure the District is not expensing fuel costs or vehicle rentals. Instead, the District may reimburse for mileage. ▶ Review all meal expense reimbursements for District Leader August and Mid-year trainings to ensure that if the District Director, Program Quality Director, and Club Growth Director were reimbursed for their meals purchased, they only received up to \$50 a day with supporting receipts. (Meal expenses are NOT covered by a per diem.) 	<p>Rt</p> <p>Rt</p> <p>Rt</p> <p>Rt</p> <p>Rt</p> <p>Rt</p> <p>Rt</p>

	<u>2 APRIL 2025</u>
Audit Committee Member Signature	Date
	<u>2 APRIL 2025</u>
Audit Committee Member Signature	Date
	<u>2 APRIL 2025</u>
Audit Committee Member Signature	Date

REPORTS | DISTRICT LEADERSHIP REPORT



District 17

Mr District Director Zhang

It is with pleasure that I submit the District Leadership Committee report 2025 2026.

Nominations

Formal Call for Nominations was issued on 27 December 2024. Nominations Closed on 21 February 2025.

Nominations were called for all District Leadership positions to aid with filling these positions in the 2025/26 Toastmasters Year, but the focus of this Report is for the District 17 Elected Leadership positions, which are as follows:

- District Director
- Program Quality Director
- Club Growth Director
- Division Director (Central Division)
- Division Director (Northern Division)
- Division Director (Southern Division)

Outcome of Nominations

The Committee reviewed the submitted nominations for the various elected positions and have endorsed the following nominations, noting the nominations are in alphabetical order only and do not represent any ranking of the nominations:

Summary

The Committee views the Report as 'In-Complete' due to not all elected positions having met the nominations requirements and therefore some positions are 'In-Complete' making the Report overall 'In- Complete', with the results as listed in the attached report:

- District Director - Complete
- Program Quality Director - Complete
- Club Growth Director - In-Complete
- Division Director (Central Division) – In-Complete
- Division Director (Northern Division) - In-Complete
- Division Director (Southern Division) – Complete

Being an 'In-Complete' Report, this means that eligible candidates can run as Floor Candidates for the In-Complete positions. Any eligible candidates will need to meet the notification requirements to be able to stand as a Floor Candidate at the District Council Meeting.

As District Leadership Committee Chair, I thank the Committee members for their input and wish all the candidates the best.

Ian Pickens DTM IPDD PDD
DLC Chair 2025 2026



District Leadership Committee Report

Public Report

Dear District 17 Jeff Zhang,

On 27 December 2024, the District announced its call for candidates for the upcoming District elections. Members were given until 21 February 2025, to declare their intent to run for District office.

Each candidate who declared their intent to run by this deadline was contacted by the District Leadership Committee (DLC) to interview for their intended role(s).

The DLC nominates the following candidates by majority vote for each of the following offices. Offices with more than one candidate are listed in alphabetical order by last name/surname.

District Director(s)	Tom Bielski DTM
Program Quality Director(s)	Maree Pickens DTM
Club Growth Director(s)	Desmond Miranda
Division (<u>S</u>) Director(s)	Cassandra Walraven
Division (<u>N</u>) Director(s)	Nil
Division (<u>C</u>) Director(s)	Nil
Division (<u> </u>) Director(s)	
Division (<u> </u>) Director(s)	
Division (<u> </u>) Director(s)	
Division (<u> </u>) Director(s)	
Division (<u> </u>) Director(s)	
Division (<u> </u>) Director(s)	

The District Leadership Committee has verified that each of the nominated candidates meet the qualifications for the office they seek as specified in Article VII of the District Administrative Bylaws.

The District Leadership Committee,

Date: 09 March 2025

REPORTS | CLUB ALIGNMENT

Toastmasters International Rules for Club Alignment

Alignment Considerations

The District Alignment Committee considers several factors when recommending alignment changes.

- ▶ No more than nine Division in a District
- ▶ At least four Areas per Division.
- ▶ No fewer than four clubs in good standing and no more than six per Area.
- ▶ Geographic proximity to other clubs.
- ▶ Ability to participate in the Distinguished programs.
- ▶ Area Director to effectively provide service, without requiring the clubs to change how meetings are conducted to accommodate an Area Director visit.
- ▶ Potential loss of clubs in those Areas and Divisions.
- ▶ Club size and strength.
- ▶ Prospective clubs and expected growth.
- ▶ Strategy focused on the benefits for all.
- ▶ Low and ineligible clubs must be included.
- ▶ Advanced clubs may not be segregated into Areas.
- ▶ Areas cannot be segregated by club type.

D17 Alignment Committee Club Alignment Changes & Rationale

Area # Clubs Change

ALL		Aim for 5 clubs
C1	5 clubs	Brought 3 new clubs in
C2	5 clubs	Removed TLI, added city clubs
C3	5 clubs	Removed Banksia, added UWA CR & TLI
C4	4 Clubs	Moved ZM, added 2 Vic Park clubs
N21	5 Clubs	Added Sandgroppers
N22	5 Clubs	Removed Sandgroppers & Added Banksia
N23	5 Clubs	Reduced from 6 clubs, removed UWA College Row
N24	5 Clubs	Added Belmont
S31	5 Clubs	Removed Kenwick, Moved Kaya, Added Melville
S32	4 Clubs	Reduced from 6, split to form new area
S33	5 Clubs	Split from S32, Kenwick will dissolve
S34	5 Clubs	Unchanged

Rationale

Better geographic distribution over 3 divisions
 Several members in same clubs
 Easier for AD to support city only clubs
 Build strong Uni/Corp focussed area, tag TLI for new corp club
 Needed ZM in area S33, better geographic mix, room for Habla Hispanic

Sandgroper closer to most northern clubs
 Banksia also in Subiaco, like Aspire
 Easier for AD, UWA College Row better with UWA

Better geogrphic spread, all evening clubs easier for AD

Dual members in other clubs, room for Tamil club
 Too big, needed room for City of Fremantle new club in next term
 Better geography, ZM is an online club with dual member in Mandjar
 None required

CURRENT D17 CLUB ALIGNMENT 15 APRIL 2025

CENTRAL

C1	West End (14)
C1	St George's (27)
C1	Central Communicators (10)
C1	CPA Toastmasters (22)

C2	Durack Club (12)
C2	City of Perth (30)
C2	Aspiring Leaders (11)
C2	TLI Training Group (3)
C2	Electric Toasters (20)

C3	UWA (9)
C3	Banksia Speakers (8)
C3	bToasty Perth (9)
C3	Toasting Human Energy (21)

C4	Como Communicators (12)
C4	Applecross (14)
C4	Sunday Sundowners (15)
C4	Zoom-Masters (15)

NORTHERN

N21	Northern Lights (14)
N21	Northern Gourmet (10)
N21	Currambine (11)
N21	Butler (15)

N22	Talkabout Club (15)
N22	Sandgroper (14)
N22	Stirling Club (15)
N22	Aspire (26)
N22	Mount Hawthorn (23)

N23	Banyandah (14)
N23	Maylands (12)
N23	Northbridge Club (8)
N23	Young Guns (28)
N23	Highgate (8)
N23	UWA College Row (8)

N24	Swan (13)
N24	Heritage Towns (10)
N24	Noranda (16)
N24	Speak Easy Ellenbrook (22)

SOUTHERN

S31	Murdoch Southsiders (25)
S31	Canning Vale (36)
S31	Kenwick (1)
S31	CGH (10)
S31	Harrisdale Piara Waters (26)
S31	Kaya (21)

S32	Fremantle Gateway (21)
S32	Mandjar (22)
S32	Fremantle Gourmet (14)
S32	Rockingham (11)
S32	Multicultural Mandurah (9)
S32	Melville (14)

S33	Belmont (15)
S33	Victoria Park (21)
S33	Willetton (22)
S33	WA Speakers Bureau (7)
S33	Perth Rainbow (6)

S34	Bunbury Club (12)
S34	Blackwood Valley (14)
S34	Jetty (12)
S34	Touch of Gold (14)
S34	Donnybrook Gourmet (12)

PROPOSED D17 CLUB ALIGNMENT 15 APRIL 2025

CENTRAL

19 Clubs

C1	St George's (27)
C1	CPA Toastmasters (22)
C1	Aspiring Leaders (11)
C1	WA Speakers Bureau (7)
C2	Perth Rainbow (6)

C2	Durack Club (12)
C2	City of Perth (30)
C2	Electric Toasters (20)
C2	West End (14)
C2	Central Communicators (10)

C3	UWA (9)
C3	UWA College Row (8)
C3	bToasty Perth (9)
C3	Toasting Human Energy (21)
C3	TLI Training Group (3)

C4	Como Communicators (12)
C4	Sunday Sundowners (15)
C4	Kaya (21)
C4	Victoria Park (21)

NORTHERN

20 total clubs

N21	Northern Lights (14)
N21	Northern Gourmet (10)
N21	Currambine (11)
N21	Butler (15)
N22	Sandgroper (14)

N22	Talkabout Club (15)
N22	Stirling Club (15)
N22	Aspire (26)
N22	Mount Hawthorn (23)
N22	Banksia Speakers (8)

N23	Banyandah (14)
N23	Maylands (12)
N23	Northbridge Club (8)
N23	Young Guns (28)
N23	Highgate (8)

N24	Swan (13)
N24	Heritage Towns (10)
N24	Noranda (16)
N24	Speak Easy Ellenbrook (22)
N24	Belmont (15)

SOUTHERN

19 total clubs

S31	Murdoch Southsiders (25)
S31	Canning Vale (36)
S31	CGH (10)
S31	Harrisdale Piara Waters (26)
S31	Melville (14)

S32	Fremantle Gateway (21)
S32	Fremantle Gourmet (14)
S32	Willetton (22)
S32	Applecross (14)

S33	Mandjar (22)
S33	Rockingham (11)
S33	Multicultural Mandurah (9)
S33	Zoom-Masters (15)
S33	Kenwick (1)

S34	Bunbury Club (12)
S34	Blackwood Valley (14)
S34	Jetty (12)
S34	Touch of Gold (14)
S34	Donnybrook Gourmet (12)

REPORTS | DISTRICT EXECUTIVE

DISTRICT EXECUTIVE | Immediate Past District Director Report

There was no report submitted for this role

DISTRICT EXECUTIVE | PUBLIC RELATIONS MANAGER

1 April 2025

Updated Report (added last month activities) on District Public Relations objectives progress during this past 4.3 months (Nov 2024 - Mar 2025)

- **Achieving Local Visibility:** The following posts and events are and have been advertised in our different social media channels and face to face interactions:
 - Follow our FB page, FB Members group, LinkedIn page and Instagram account.
 - Promoting Toastmasters brand and programs through coordination of Speechcraft course, creating awareness and enquiries for the brand
 - Advertising – Habla Hispanic Bilingual Toastmasters Club Info, Demo and cadence meetings
 - Christmas Greetings in Social Media
 - Christmas Celebration & DEMO meeting – Habla Hispanic Bilingual Toastmasters Club
 - Reposting to our personal social media of all above posts and sharing them in our different WhatsApp groups and digital communities.
 - Actively promoting Toastmasters amongst the Latin American and Hispanic community, generating enquiries, EOI and new members joining in to this initiative
 - Leading Info, Demo, and normal cadence meetings, organizing agendas, venues, team of helpers and committee members with newcomers.
 - Promoting the 2025 D17 Annual Conference
 - Promoting the MAALI news
 - Promoting Area Contests results
 - Promoting Division Contests
 - Promoting Decathlon Event
 - Reposting Toastmaster International highlight posts
 - Reach out to D17 DECM, D17 DPQ Committee, TM clubs, Areas and Division Directors to amplify the posting effects
- **Measuring PR Effectiveness:** Our engagement percentages in Social Media Platforms have increased overall in the last 12 months, showing an increase in impression, reactions, comments and reposts. The last month the organic growth was 1,987% showing a record of 1,440 impressions.

Mar 1, 2025 - Mar 30, 2025

Export

Highlights

Data for 3/1/2025 - 3/30/2025

1,440
Impressions
▲1,987%

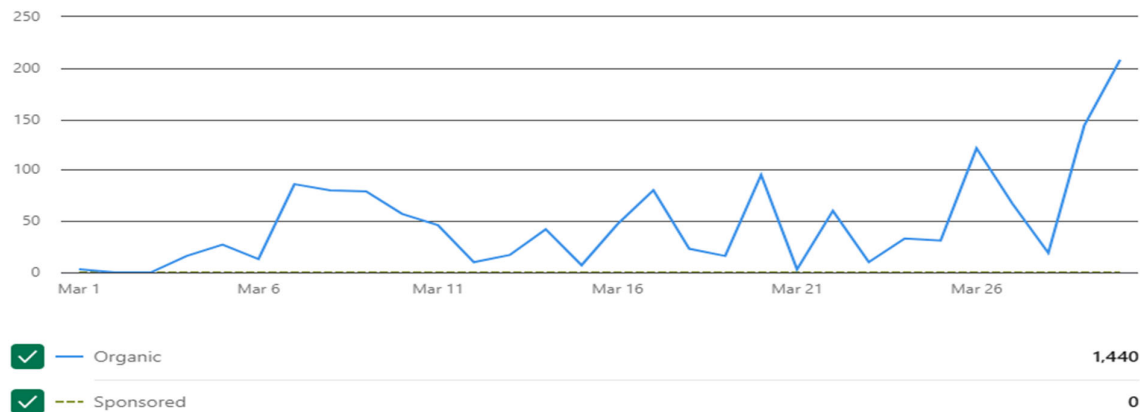
73
Reactions
●0%

4
Comments
●0%

6
Reposts
●0%

Metrics

Impressions



A comparison made shows the increase trend in followers:

December 2023 = 144 followers in LinkedIn.
End PRM 2023 – 2024 = 194 followers in Linked In.
17 November 2024 = 257 followers in Linked In
6 March 2025 = 324 followers in Linked In

As of today, we have 341 followers in Linked In and counting, which shows the progress of our presence with a net increase of 33.3% in the last 30 days. This platform has been analysed since professionals in this network can be more interested in developing this soft skill. There were also 180% increase on page views and 100% increase in unique visitors.

Follower highlights ?

341
Total followers

12
New followers in the last 30 days
▲33.3%

Mar 1, 2025 - Mar 30, 2025

Visitor highlights ?

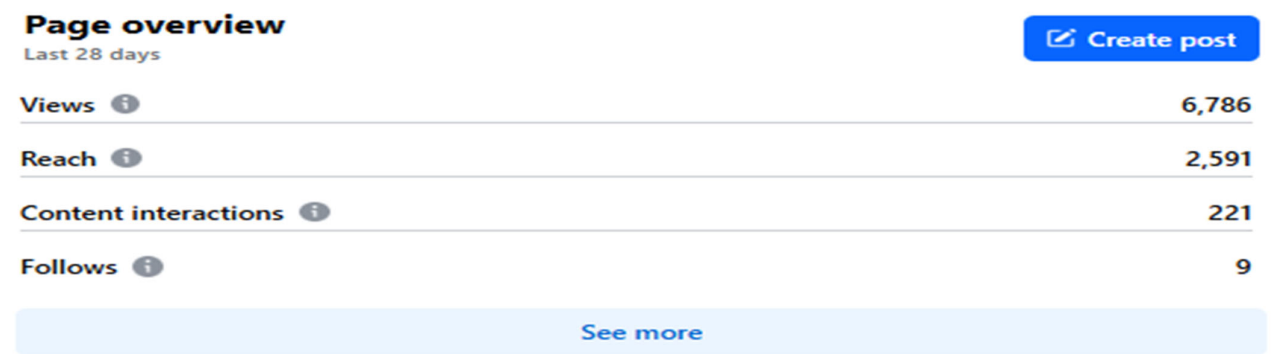
28
Page views
▲180%

12
Unique visitors
▲100%

Our Facebook Page has achieved more than 1000 Likes and more than 1100 Followers so far:



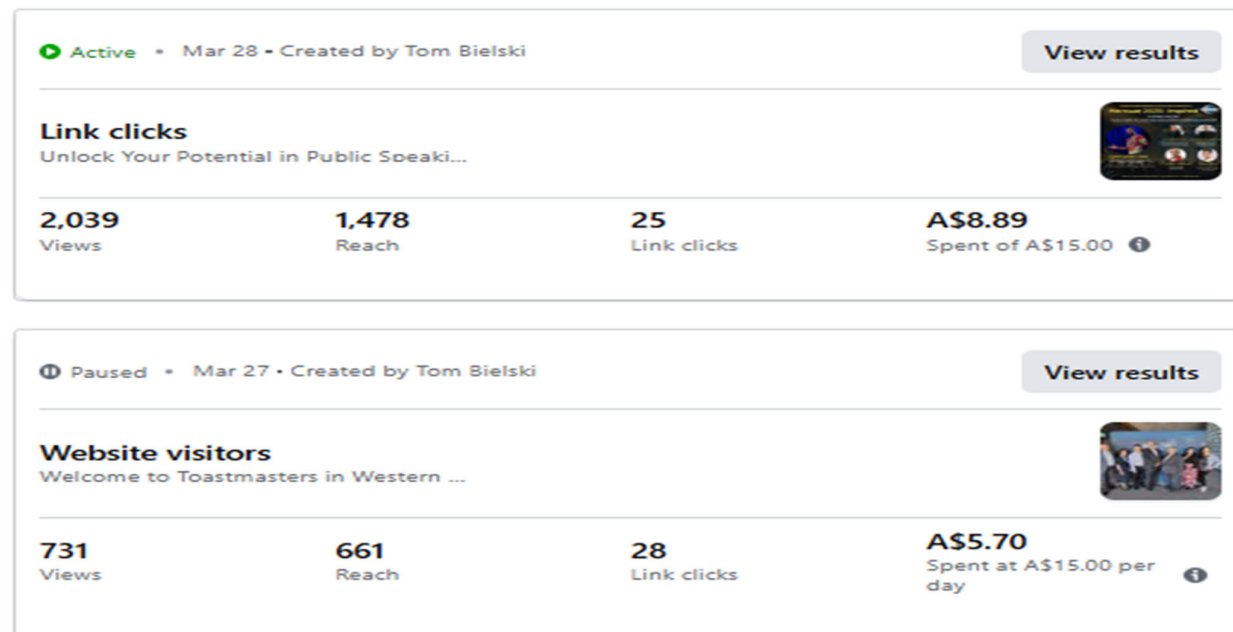
A further analysis shows a positive trend for the last 28 days and an extraordinary 6,786 page during this period. Also a fantastic 2,292 views from the paid campaign for the conference showing the difference when investing on exposing our events:



Ad report

Ads

Most recent ads















The following is an export from last week, showing how numbers can increase from 1,771 views to 2,292 views in less than one week of paid advertising. Investment done \$500 allocated to Conference Chair to monitor directly.

Content

[Create post](#)

Last 90 Days

Sort by: Reach

	Unlock Your Potential in Public Speaking at the Toastmasters District 17 Annual Conference – Marawar 2025: Inspired Perth, WA 16-18 May 2025 Step into a transformative space where world-class communicators, visionary leaders, and expert trainers unite to ignite your passion for speaking, leadership, and personal growth. ✨ Spotlight on... Link · Thu, Mar 27	Views 1,771	Reach 1,267	Interactions 13	Boost again
	Southern Division International & Evaluation Speech Contests Text · Sat, Mar 29	Views --	Reach 403	Interactions --	Boost event
	It's Renewal Time! Don't Hit Pause on Your Growth! 🔥 🏆 🎤 Public speaking is like a gym membership for your confidence—skip too many sessions, and you'll feel the rust! 🤖 You don't "lose" the skill if you stop, but you DO lose momentum—and momentum is everything! Why hit reset when you can keep leveling up? 🌟 Think about it... Photo · Sat, Mar 29	Views 98	Reach 274	Interactions 4	Boost post
	Get Ready to Be Inspired! 🔥 🏆 🎤 Join us at the 2025 District 17 Toastmasters Conference! 🌟 Connect with world-class speakers, top leaders, and professional trainers. 🌟 Experience the transformative power of communication! 🌟 Your Journey to Inspiration Starts Here! 🌟 🎤 Meet Our Keynote Speaker: The Voice of Inspiration! 🌟 🌟 Cyril... Photo · Thu, Mar 6	Views 574	Reach 181	Interactions 17	Boost unavailable
	Central Division International Speech & Evaluation Contest Finals Text · Sun, Mar 30	Views --	Reach 175	Interactions --	Boost event
	District 17 Toastmasters – It's Time to Shine! 🔥 🏆 🎤 Join the Marawar 2025 Inspired Banner Parade & Decathlon! 🌟 This is YOUR club's chance to make history as we celebrate Toastmasters' 100-Year Anniversary! Get ready to unite, inspire, and compete for incredible prizes while building stronger, more vibrant clubs! 🎉 Step 1: Capture the Moment... Photo · Sun, Mar 9	Views 210	Reach 122	Interactions 8	Boost unavailable
	Have you booked your tickets yet? Early bird prices ends today!!!! Photo · Sun, Mar 16	Views 134	Reach 65	Interactions 3	Create ad
	Don't Just Watch—Be Inspired! 🔥 🏆 🎤 Central Division International Speech & Evaluation Contest Finals 🌟 Date: Sunday, April 6, 2025 🕒 Time: 10:00 AM – 12:30 PM 📍 Venue: Hillview Intercultural Community Centre, Bentley 🌟 Witness the best speakers in action! Powerful speeches, razor-sharp evaluations, and next-level inspiration... Photo · Sun, Mar 30	Views 100	Reach 63	Interactions 3	Boost unavailable
	Are You Keeping Up with the Maali Newsletter? 🌟 🎤 Hey Toastmasters District 17 family! 🌟 🎤 Have you checked out our Maali Newsletter yet? If not, you're missing out! 🌟 Every edition is packed with exciting news, event highlights, success stories, and insights to keep you informed and inspired. Whether you're a club member, an area... Photo · Mon, Mar 17	Views 131	Reach 60	Interactions 3	Boost post
	Celebrating the Strength and Voice of Women this International Women's Day! 💖 🌟 🎤 On this International Women's Day 2025, we honour the bold, resilient, and inspiring women in Toastmasters around the world who step up, speak out, and transform fear into confidence. Whether leading a speech, mentoring others, or breaking barriers in... Photo · Sat, Mar 8	Views 105	Reach 54	Interactions 3	Boost a post
	Did You Know? A Bit of Toastmasters History! 🌟 🎤 Toastmasters has been shaping confident speakers for nearly 100 years—not 120! 🤖 While it might feel like we've been around forever, the organization was actually founded in 1924 by Dr. Ralph C. Smedley. For almost a century, Toastmasters has helped people worldwide find their voice, build... Photo · Sun, Mar 30	Views 80	Reach 42	Interactions 1	Boost a post
	Don't Just Watch—Be Inspired! 🔥 🏆 🎤 Central Division International Speech & Evaluation Contest Finals 🌟 Date: Sunday, April 6, 2025 🕒 Time: 10:00 AM – 12:30 PM 📍 Venue: Hillview Intercultural Community Centre, Bentley 🌟 Witness the best speakers in action! Powerful speeches, razor-sharp evaluations, and next-level inspiration... Photo · Sun, Mar 30	Views 58	Reach 31	Interactions 1	Boost unavailable

At the same time a small budget for 10 days was allocated to an Eventbrite Campaign to promote the Hispanic Bilingual club in the process to be chartered, the initial registration of 17 visitors was increased to a total of 22. The meeting of 29 March was a success, generating more interest at the same time 3 more members paid and 5 more to be recruited.

Ad Activity



Habla Hispanic Bilingual Toastmasters Club

Ended · \$15 a day

Clicks
25


Impressions
2,871

Ad Spend
\$120

This is the breakdown of the cost per click. A longer campaign is recommended to better measure the effectiveness

Habla Hispanic Bilingual Toastmasters Club

Create New CampaignEdit Campaign



Habla Hispanic Bilingual Toastmasters Club
Event series

Go to your event dashboard →

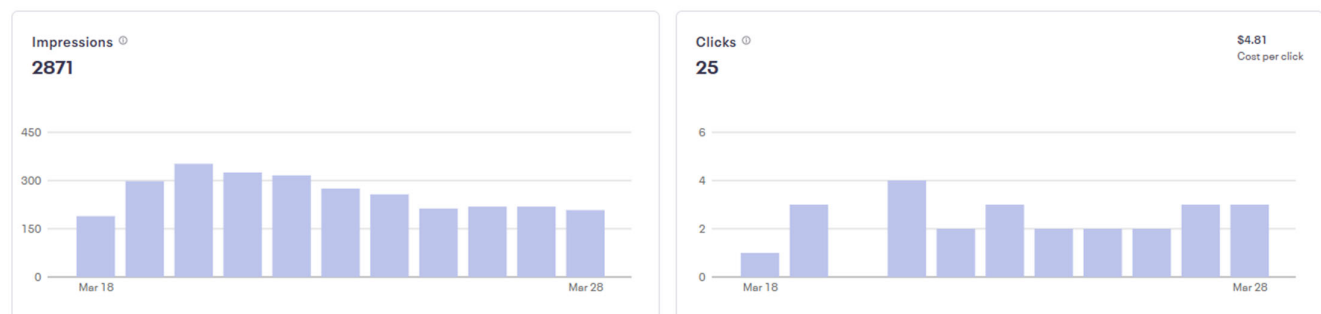
Ad spend
\$120.28

Budget
Your daily budget was set to \$15.

Duration
Your campaign was active from Mar 18 to Mar 28, 2025.
You were billed \$120.28 for this campaign.
[View your Invoice →](#)

Recommendations
Learn how to maximize your ad's results by improving your event details.
[Listing Best Practices →](#)

Activity Drive traffic



A slow but steady growth is shown in Instagram, needing more exploration for videos and audience driven content.

Account insights

Last 30 days ▾

Reach ⓘ

40

Accounts reached

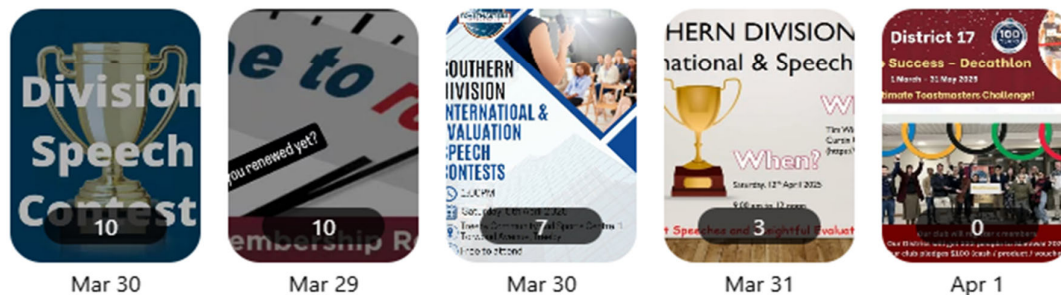
Followers	14
Non-followers	26

By content type



Top content based on reach

[See all](#)



The Strategies to Fulfill the Objectives used, continue being the following and it's been amplified in efforts:

- Elevating Social Media Presence – Work in progress
- Member and Club Engagement – Work in progress
- Showcasing Success Stories - Work in progress
- Enhancing Digital Communication Skills – Work in progress
- Community Engagement – Work in progress
- Collaborating with private Brand Amplification Strategist/Marketing & Comms Specialist paid by D17
- Email marketing to prospective members.
- Email marketing to VPMs to promote our social media channels.
- Reached out to community local newspaper to advertise Toastmasters initiatives in WA.
- Initial budget allocated to boost strategic posts

Challenges and Issues progress:

- Small amount of engagement in Social Media platforms from our own leadership teams and Members in general
- Absence of Formal Subcommittee – Pending – Still looking for succession plan

Proposed Solutions progress:

- Continue Campaign Monitor emails to reach the wider D17 members.
- Consistent budget to be allocated to different activities throughout the District/Divisions/Areas & Clubs
- Continuous Enhancement – Work in progress.

Thanks.

DISTRICT EXECUTIVE | CLUB GROWTH DIRECTOR

April 2025

Goals: Our goals are simple, challenging, and achievable. We aim to grow from 51 to 55 total clubs in good standing, with an additional net growth of 4 new clubs – a total of 59 clubs to achieve Smedley Distinguished District!! We also aim to increase our membership payments from 2043 to 2207, and register a total of 500 new members by June 30. We can achieve this if we have:

- No net loss of clubs or active clubs in good standing suspended
- 4+4 – 4 clubs back in good standing plus 4 new clubs
- 60% clubs >15 members

Growth Strategy

Incentive Campaigns – challenge our clubs to go the extra mile!

The Road to Success – Decathlon | 1 March - 31 May, 2025

The third club incentive campaign is our biggest yet and is designed to pave the road to success for our members, our clubs and our district! This time, we have 10 engaging activities, and alongside a tiered club competition, we're introducing an individual competition. Every club member has a chance to contribute, and when we work together, we achieve together—both on and off the leaderboard!

This final incentive campaign offers more interclub opportunities, with points awarded for visiting smaller clubs, attending District workshops, and supporting Division Contests. We're also excited to uncover untapped talent through writing articles, assisting at new club demos, and nominating members for District Committees. To really boost points clubs just need to conduct their elections and achieve Distinguished before 31 May.

Register with a club photo showing your commitment to **D17 Conference Marawar 2025: Inspired**

Clubs Competes in 10 events across 3 tiers based on membership

1. Keeping - Renew members
2. Supporting – Visit a Tier 3 club or host a Tier 3 club visit
3. Excelling - Explore new ideas
4. Learning – Submit Pathways Awards
5. Loving – Sign-up new members
6. Participating – Attend a District event
7. Growing – Refer leads for new clubs
8. Showing – Submit article for Maali News
9. Stretching – Join a District Committee
10. Leading – Conduct club election

See all the details at <https://toastmastersd17.org/road-to-success-decathlon/> and download a flyer to send to your club members to get them excited about what more they can do in the final weeks of the campaign to boost your club points and help your club succeed!

Corporate Forum – raise awareness and interest in organisations

Our key new club building activity was the Corporate Forum “**Empower your workforce: unlock potential with Toastmasters**” - <https://toastmastersd17.org/corporate-forum/>

Held on 22 November, 2024, this online event was a resounding success! We had 50 people attend, over 100 express interest in the recording of the event and got nearly 1000 contacts for follow-up. As the event was recorded, we now have 60mins of invaluable soundbites that we plan to edit and deliver as short reels to help us market to corporate leads. Designed to provide insights into how Toastmasters Corporate Programs can elevate communication and leadership skills, the Corporate Forum featured an inspiring keynote address by Pat Johnson, a Past President of Toastmasters International. Pat shared her extensive experience and insights on how effective communication and leadership can transform teams and organizations. She then joined a panel of Toastmasters from across Australia who

shared their corporate program experiences. Read more about it in Maali News - <https://toastmastersd17.org/corporate-forum-empower-your-workforce-unlock-potential-with-toastmasters/>

Active Clubs

Current Status – Existing Clubs

Club Status / Size	July 6	Apr 24	June 30 (goal)
20+ members	15	17	20
14-19 Members	13	14	16
10-13 Members	18	15	16
8-9 Members	5	7	2
<8 Members (Not in good standing)	4	2	0
Suspended (not paid dues for 2 renewals)	2	0	1
Total Eligible Clubs	51	55	56
Total Clubs	57	56	56

There has been significant improvement in club strength with 33 clubs with 14 or more members compared to 28 clubs at the start of the Toastmasters year. Though we still have 24 clubs with 13 or fewer members, most of them have registered one or more new members and we will provide financial and marketing support to help them attract more guests. The Decathlon program will drive experienced members to visit these clubs which will help with hosting dynamic meetings to attract and convert guests. Coaches have or are being assigned to Multicultural Mandurah, Fremantle Gourmet, Applecross, Central Communicators and Heritage Towns.

In the final two months of the TM year, we will be actively supporting the smaller and newer clubs to help them build their membership via targeted Social Media ad campaigns, FreeToast Host website support and banner signage.

New Clubs Goal and Strategy

Our goal for 2024-2025 is to have a net growth of 4 new clubs and achieve Smedley Distinguished. It will also help several Toastmasters complete a key requirement for their DTM award, several Areas achieve President's Distinguished and help all Divisions achieve Distinguished or better.

We aim to build both community and corporate clubs. Our strategy has been to build a robust pipeline of over 100 new community, corporate, and special interest leads and follow a structured process to qualify these leads, run kick-off and demo meetings and complete the charter paperwork to efficiently charter all new clubs. We are building a network of experienced members to sponsor and mentor these new clubs and will introduce a 90-day onboarding plan for success.

New Community Clubs

The new community clubs' strategy focuses on strengthening existing clubs and transferring clubs winding down to new clubs where it's hard to recruit 20+ members. This includes new regions in small communities, small business groups and start-up hubs. The goal is to build a strong pipeline of community leads in under-represented areas and remote regions for longer term development into 2025-2026.

New Corporate Clubs

Our new corporate clubs' strategy achieved two key goals - getting Western Power's Electric Toasters chartered end Sept 2024, and hosting a Corporate Forum end Oct 2024. We have another corporate club in formation, at City of Fremantle, pending the outcome of a demo on 2 May. Given the strong interest from staff, the sponsoring club,

Fremantle Gateway, is doing everything possible to get it chartered before June 30. We also have another corporate club in formation at SAP, a global ERP software company in the city.

Furthermore, we are seeing an increase in enquiries from new corporates and past corporate clubs and need to focus our efforts on hosting demo meetings, chartering and building a strong pipeline of corporate leads in key sectors and industries for long-term development into 2025-2026. Our Corporate Reconnect strategy has focused on:

- Running an open Corporate Forum to invite expression of interests to form new clubs
- Assigning new club opportunities to experienced members in that organisation/community
- Developing a 'post-pandemic' renewal pitch slide deck
- Reviewing a list of corporate clubs closed in past 5yrs
- Identifying key contact and/or make new contacts
- Reaching out to establish a pipeline of confirmed leads

New Specialty Clubs

We planned to build the first D17 bi-lingual clubs in Filipino, Indonesian, Spanish, Sikh Indian and Tamil (Sri Lankan) communities. We have renamed Cockburn to Multicultural Mandurah, which has a strong Filipino base and we were thrilled to launch Kaya Toastmasters in March 2025 with the support of the Indonesian Chamber of Commerce, our first bilingual Toastmasters club. The sponsors and mentors of Habla Hispanic Toastmasters have already recruited 11 members and are well on their way to getting the 20 needed for chartering by end June 30 or soon after. Finally, the Tamil Society of WA is supporting the formation of a Sangam Tamil Toastmasters club with a demo meeting on 21 May and given the strong interest they are very keen to also charter by June 30. Finally, a Speechcraft course is being run at the Sikh Gurdwara with a mix of temple members and external guests. Though this may not lead to a club being formed, its likely many of the participants will join another community club helping grow existing clubs.

The longer-term goal is to re-establish and seek new options for education-based clubs, such as universities, alumni, and TAFE. Additionally, we will explore creating political party clubs for support networks, conducting forums in professional societies to offer continuous learning credits, and building a strong pipeline of specialty interest groups, especially in other Chambers of Commerce, for longer-term development into 2025-2026.

Overall

In summary, our overall Club Growth Strategy includes developing a transfer program for high risk and low commitment clubs, recruiting club coaches for high risk but committed clubs, and incentivising large Tier 1 & 2 clubs to visit smaller Tier 3 committed clubs. We will also set the foundation for a Corporate Reconnect Program and Specialty Club Discovery Program from leads in the Road to Success - Decathlon.

Plan for net growth of 4+ clubs

1. Get UWA College Row unsuspended - COMPLETED
2. Transfer Cockburn to Greenbushes and rebuild – COMPLETED
3. Transfer Kwinana to Mandurah Multi-cultural – COMPLETED
4. Transfer TLI to a new club prospect – IN DISCUSSION WITH SAP
5. Get Electric Toasters chartered – COMPLETED
6. Form bi-lingual clubs – INDONESIAN- COMPLETED, HISPANIC/TAMIL in progress
7. Re-establish a past corporate club – Interest from WATER CORP and WOODSIDE
8. Form one new corporate club – City of Fremantle demo in May, others in discussion

Potential NEW club leads, all to be tracked in the Toastmasters Lead Management System (TLM):

1. Filipino bi-lingual – already formed as Mandurah Multi-cultural
2. Spanish bi-lingual – already meeting and recruiting members
3. Indonesian bi-lingual – Chartered March 31
4. City of Fremantle – demo meeting planned for 2 May
5. Sikh Gurdwara – Speechcraft started 26 April
6. Tamil bi-lingual – Demo 21 May
7. ATCO – demo meeting TBC
8. Clough Engineering - demo meeting TBC

9. Australian Energy Market Operators – very positive initial intro
10. SAP (IT) – already meeting and recruiting potential members
11. Geraldton – demo meeting TBC post-election
12. UWA Medical / Dentistry Speciality – demo meeting TBC

Membership Payments (as of 24 April)

Membership Payments						
Late	Oct	Apr	Total	New	Charter	Total
10	825	809	1,644	434	41	2,119

District 17

has already achieved 2119 membership payments, and this is well ahead of forecast for this time of year after a very successful renewal effort in March. It's exciting to see we have now achieved Select Distinguished in the global District Distinguished Program, 2nd in the world! However, with our Smedley goal of 2207 membership payments we still have 88 payments to go.

To achieve this goal, we need 1-2 new members per club (we registered 495 last year) or charter two more clubs (Habla Hispanic / City of Fremantle or Sangam Tamil) to get at least 40 more new members. The Road to Success – Decathlon has really helped drive renewals, new member registrations and new club support to achieve these goals so I know we can get there!

Marketing Support

To help promote and support the Club Growth strategy, I'd like to thank the following people:

Leonor Ragan – co-organiser of the hugely successful Corporate Forum, generating many leads

Jo Parker – inaugural newsletter editor of Maali News – an amazing resource for all clubs

Lyn Beaumont – District digital marketer responsible for our slick incentive campaigns

Juliana Kelly – indefatigable organiser of Kaya and Sikh Speechcraft programs

Diana Goh – champion negotiator, Speechcraft Coordinator and Sponsor of Kaya Toastmasters

Monica Malaga – energetic founder of Habla Hispanic and social media queen!

Ross Wilkinson – tireless mentor for Habla Hispanic & Tamil clubs, sponsor City of Fremantle club

Morrie Goodz – championed the rebirth of Cockburn club as Blackwood Valley Toastmasters

Olaf Schubert – championed the rebirth of Kwinana club as Multicultural Mandurah Toastmasters

Lynette Delane and Philippa Henderson – amazing duo behind memorable Centennial Celebration

Aspire Toastmasters – put on a hugely successful fundraiser and fun-filled Trivia Night

I'm also extremely grateful for the support I have personally received from the District Leadership including Jeff Zhang and Tom Bielski (you never knocked my ideas and gave me space to try), Wendy Farrow (you were always patient with my detailed budgeting), Monica Malaga (your creative social media posts really helped raise awareness of our club growth incentive programs, events and new clubs), District Coach Kaylene Ledger (you convinced me my stretch goals were achievable and gave up countless hours to coach me through my planning), Region Advisor Stephen Budei (you championed our incentive programs and always available to answer my many questions), and of course my darling husband and past District Director, Ian Pickens (for supporting every hour I gave to my role as Club Growth Director).

SUMMARY

It's been an amazing year of growth for existing clubs, an exciting time to welcome new clubs to our Toastmasters community, and a tremendous opportunity to build momentum for the year ahead. We've exceeded everyone's expectations, and we still have two months left to really put our turn around on the map!

In Toastmasters Centennial year, I am confident that we can achieve our stretch our club growth goals of 59 clubs and 2207 payments before 30 June as I've seen:

- very positive engagement with the Go for Gold, Pentathlon and Decathlon campaigns
- growth in membership across multiple clubs and increase in annual renewals
- increase in guests visiting many clubs and reports of more successful conversion
- introduction of TI guest support program and digital guest packs
- increase in corporate and community enquiries about starting new clubs
-

If we believe, we can achieve – I BELIEVE!!

Maree Pickens, DTM
2024-2025 Club Growth Director

24/04/2025

DISTRICT EXECUTIVE | PROGRAM QUALITY DIRECTOR

April 2025

Club Education Status

242 out of over 800 members from 45 club have lodged a total of 375 awards.

11 clubs in the district have not lodged any educational awards

Education Goals

This year, the district has been set goals to reach Smedley Distinguished status.

To achieve this, we need to reach these targets:

Membership Payments – 2,207 (up from 2,033)

Clubs in good standing – 59 (up from 51)

Distinguished Clubs – 31 (up from 25)

As at 25th of April we have 2,124 payments (Select Distinguished), and 55 clubs in good standing (1 short of Distinguished). There are also 19 Distinguished clubs; for the District to be Distinguished we need at least 4 more clubs to be Distinguished.

Club officer Training

41 clubs had the minimum number of officers trained in the second round, with 40 of those earning the Training point towards the Distinguished Club Program by qualifying for both rounds of training.

Tom Bielski

2024-2025 Program Quality Director

25/04/2025

DISTRICT EXECUTIVE | DISTRICT DIRECTOR

I want to start by thanking all our district council members for their dedication to serving our District 17 during this special centenary year in Toastmasters history.

This year, District 17 aims to achieve Smedley Distinguished District status, the highest award for districts globally that excel in building new clubs and supporting all clubs in achieving excellence.

To reach this goal, we need to meet the following targets (from last year's base numbers):

- **Clubs in good standing:** 59 (up from 51), including 4 clubs back in good standing and 4 new clubs.
- **Membership Payments:** 2,207 (up from 2,033).
- **Distinguished Clubs:** 31 (up from 25).

As of April 25th, the latest TI dashboard shows our Western Australian district D17 is ranked 1st in all three categories among the seven districts in regional 12, which covers Australia, New Zealand, and Pacific Islands. Globally, our current status is:

- **Clubs in good standing:** 55 (1 short of Distinguished), ranking 6th globally.
- **Membership Payments:** 2,124 (achieved Select Distinguished), ranking 2nd globally.
- **Distinguished Clubs:** 19 (4 short of Distinguished), ranking 18th globally.

By reviewing the latest TI dashboard, 55% of our clubs have increased membership compared to the start of this toastmaster year, and 34% have reached distinguished club or higher recognition. This outstanding result positions our district D17 well to continue working towards our Smedley Distinguished District goal by the end of June 2025. It demonstrates the value of setting aspirational goals to inspire the district with the mindset, "If we believe, we can achieve."

Based on the latest TI dashboard, I have set another aspirational goal: for all our areas and divisions to reach distinguished status or higher by the end of June 2025. I have communicated the way forward plan for each area and division through DECM #4 meeting discussions, phone calls, and follow-up emails. Our Division Directors and Area Directors will reach out to their clubs to discuss the tailored plan for each club based on their needs and wants in the coming weeks in May.

Membership remains the biggest challenge for our clubs to achieve distinguished status, despite our success in meeting the overall membership payment goal. It's encouraging to see our membership-building efforts paying off. Now, we will further strengthen our membership drives with more dedicated and tailored support for clubs in need.

We have launched dedicated district initiatives and campaigns to help clubs achieve distinguished status by the end of June 2025. By doing so, all our areas and divisions will have a strong chance to be distinguished, contributing to our Smedley Distinguished District goal.

Overall, the next two months will be critical for our district to bridge the remaining gaps in the three categories to reach our Smedley Distinguished District goal by June 30, 2025. This will also provide momentum for a seamless transition into the next Toastmasters year, 2025-26.

While preparing this May DCM report, I reflected on my toastmaster journey this year. I am incredibly grateful for our outstanding extended district leadership team. It has been a pleasure working with such committed and talented individuals. Here are some of my acknowledgments:

- **Tom Bielski**, our PQD, excelled in delivering well-received district and club officer trainings, well-participated speech contests, and well-crafted district conference program. Special thanks for securing excellent venues for our district events this year and rallying his home club, Sunday Sundowners, to host our district conference Marawa 2025: Inspired, with two outstanding conference co-chairs Mina Cho and Dorothy Chanakira.
- **Maree Pickens**, our CGD, turned our district growth plan into reality with unwavering commitment, leading a fantastic team to build new clubs, support existing ones, create innovative incentives and revive our district newsletter with the help of the excellent Malii news editor, Jo Parker.

- **Monica Malaga**, our PRM, stepped into the role for a consecutive year, proactively publishing district posts on social media and successfully trialing the boosting method to attract prospective members.
- **Wendy Farrow**, our Finance Manager, expertly supported all aspects of district financials, from budget development to revenue and expense reimbursement. Despite my limited email access during my overseas trip, Wendy prepared the mid-year audit and provided well-documented records. She worked closely with our audit team led by Raj Thethy to ensure its successful completion.
- **Darren Law** and **Michael Piotrowski**, our Admin Manager and Parliamentarian, supported all DECM and DCM meetings, providing reliable advice on district calendar dates and meeting motions. Thanks also to Allen Hahn and Gavin Hyslop for arranging the voting platform for our DCMs.
- **Diana Goh**, our Logistic Manager, set up our district asset register and storage space, ensuring smooth operations for district events and provide invaluable support for successfully chartering a new club, Kaya.
- **Ian Pickens**, our Immediate Past Director and DLC chair, stabilized a strong district foundation last year, mentored the trio team and conducted a rigorous DLC process.
- Our **division directors** and **area directors** have been exceptional in their roles, conducting council meetings, club visits, speech contests, and DECM/DCM reports. I hope to see each of you achieve distinguished status this centenary year.
- **Past District Governors/Directors** provided valuable mentoring and coaching support to our divisions and areas, and I enjoyed our conversations throughout the year.
- **Kaylene Ledger**, our district coach, encouraged us to set the Smedley Distinguished District goal and provided unwavering support.
- **Stephen Budai** and **Monique Tonna**, our Regional Advisor and Region 12 International Director, hosted monthly district director peer calls, sharing lessons learned and best practices.
- Lastly, I am grateful for the TI Headquarters staff for their excellent support in organizing the TI convention training, Mid-Year Training, TI store and finance team support.

To wrap up, thank you all for the incredible work we've accomplished together over the past 10 months during this special Toastmasters centenary year. Our progress so far lay a strong foundation and build our confidence in reaching Smedley Distinguished District status by June 2025.

Jeff Zhang

2024-2025 District Director, District 17
25th April 2025

District 17 Performance									
1.79% Growth		3.96% Growth		33.93% of Clubs					
Paid Clubs		Payments		Distinguished Clubs					
Base	To Date	Base	To Date	Base	To Date				
56	55	2,043	2,124	56	19				
Goals		Goals		Goals					
Distinguished		Distinguished		Distinguished					
56		2,064		23					
Select Distinguished		Select Distinguished		Select Distinguished					
57		2,105		26					
President's Distinguished		President's Distinguished		President's Distinguished					
58		2,146		28					
Smedley Distinguished		Smedley Distinguished		Smedley Distinguished					
59		2,207		31					

District 17

Western Australia (as of 2025-04-23)

District Goal (to be dist)	Actual to date	Year's goal	Needs more	Percent complete	Clubs	Rank in world	Percentile in world	Rank in region
Paid clubs	55	57	2	96.5%	<div><div></div></div>	6	96.2%	1
Mem payments	2119	2074	Met!	102.2%	<div><div></div></div>	2	99.2%	1
Dist. clubs	19	23	4	82.6%	<div><div></div></div>	18	87.1%	1

REPORTS | DIVISION DIRECTORS

DIVISION | CENTRAL

Division Director:	Vijayakumar Vijayaratnam	Date:	9 th April 2025
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Division Council Members (Area Directors, Assistant Division Directors – Program Quality and Club Growth, Division Mentors):

Division Director - Vijayakumar Vijayaratnam	Division Mentor Henry Yau
Area Director 1 - Vacant	Division Mentor Tim Blackburn
Area Director 2 - Bonnie Wong	Division Mentor Gavin Hyslop
Area Director 3 - Anthony Lowe	
Area Director 4 - Erin Dowley	

Council Meetings

	Quarter 1
Area 1	
Area 2	
Area 3	
Area 4	
Division	<p>Division Council Meeting completed on 16th Jan 2025.</p> <p>Attended: Vijay, Anthony, Erin, Bonnie.</p> <p>Topics:</p> <p>Current Club Strengths and Challenges.</p> <p>International Speech & Evaluation Contests</p> <p>Area Director Club Visits</p> <p>2nd COT Attendance</p> <p>EOI District Leadership</p> <p>Electric Toasters</p> <p>Expectations & Support needed</p>

Comments:

Area Director Club Visits

	Round 2 (up to 31 st May 2025)	
	Planned	Submitted
Area C1		
Area C2	<p>City of Perth Toastmasters 17/3/2025</p> <p>Durack Club 13/3/2025</p> <p>Aspiring Leaders 20/3/2025</p>	<p>TLI Training Group 6/2/2025</p> <p>Other three clubs visited. Report in Progress.</p>
Area C3		Toasting Human Energy 1/4/2025
		BToasty
	Banksia	
	UWA	

	Round 2 (up to 31 st May 2025)	
	Planned	Submitted
Area C4		

Comments:

Contests

	International Speech and Evaluation Contests	
	Planned	Completed
Area C1	12 th March 2025	St Georges TT Contest.
Area C2	24 th March 2025	Durrack Toastmasters
Area C3	2 nd April 2025	Toasting Human Energy
Area C4	15 th March 2025	Como Communicators.
Division	6 th April 2025	Hillview Intercultural Community Centre

Comments:

New Clubs

Name or Location	Status	Comments
Wa Sikhs	In Progress	Open Day organised on 1 st February. Good response. Speechcraft organised to garner interest. Scheduled to start at the end of April.

Success Stories and Best Practice Learnings (Covering any area and/or club related)

Success Stories	Best Practice Learnings
Electric Toastmasters chartered.	

Challenges and Mitigation Strategies (Covering any area and/or club related)

Challenges & Mitigation Strategies
Electric Toastmasters not having on site meetings.
Low Membership and PR for TLI and Aspiring leaders – Decided to discontinue meetings but keep club afloat until they can get a new club to take over.
Low response for speech contests
Area C2 <ul style="list-style-type: none"> Completed 80% of club visits, with three reports in draft pending final queries before submission by 11th April, and Electric Toasters due to schedule an in-person visit in early May. Strengths across the area include strong membership at City of Perth—where a cap has been placed on new members due to venue capacity—and solid progress on the DCP City of Perth, Durack, and Aspiring Leaders already achieving 6+ goals and aiming to complete more educational levels before year-end.

Challenges & Mitigation Strategies
<ul style="list-style-type: none"> A successful Area contest saw participation from all four active clubs, with one member advancing to the District Evaluation Finals. Challenges remain, including TLI not in good standing, lower attendance at Durack in recent weeks, limited officer training availability for Electric Toasters, and scheduling clashes affecting Aspiring Leaders vs District-led events. Notable initiatives include City of Perth's speakerthons to fast-track speeches and Aspiring Leaders drawing visitors through the Toastmasters Decathlon.
<p>Area C3</p> <ul style="list-style-type: none"> BToasty :Driven committee and employee appeal. Note BHP Brisbane club has offered to transfer members (6) to this club. Toasting Human Energy: Great membership and involvement. Managed to send a representative for both International Speech and Evaluation Contests Banksia: Committed Committee UWA: Location with High Potential. Well structured meeting. <p>The common challenge is new member generation and retention. UWA also has an additional challenge of long term members leaving the club.</p>

Beyond Club Opportunities (Members interested in District leader, trainer/facilitator, club sponsor/mentor & Club coach roles)

Name	Roles / Interests

Goals for the next 3 months (Division and Area)

<p><i>All Areas complete Area Contest</i></p> <p><i>Area Visits completed</i></p> <p><i>All clubs have at least 12 members/ no nett loss</i></p> <p><i>Have a conversation about potential new clubs with each Area Director</i></p>
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Goals for the year (Division and Area)

<p><i>No nett loss of clubs</i></p> <p><i>1 new club</i></p> <p><i>As of 11/9/2024, we had 294 members. As of today, we have 239 members after March renewals.</i></p>
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Other Information or Comments

DIVISION | NORTHERN

Division Director:	Desmond Miranda	Date:	25th April 2025
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Division Council Members (Area Directors, Assistant Division Directors – Program Quality and Club Growth, Division Mentors):

Division Director – Desmond Miranda	Assistant Division Director – Program Quality ***
Area Director 1 – Phuong Rooke (N21)	Assistant Division Director – Club Growth ***
Area Director 2 – Stephen Walker (N22)	Division Mentor Leonor Ragan
Area Director 3 – David Arkell (N23)	Division Mentor Sue Fallon
Area Director 4 – Gaye O’Loghlan (N24)	Division Mentor Kevin Sansome

Council Meetings

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Area 1 (N21)	Done	Done	Done	Done
Area 2 (N22)	Done	Done	Done	Done
Area 3 (N23)	Done	Done	Done	Done
Area 4 (N24)	Done	Done	Done	Done
Division (Northern)	Done	Done	Done	Scheduled for 27th April 2025 (Sun)

Comments:

Area Director Club Visits

	Round 1 (July to September)		Round 2 (January to March)	
	Planned	Submitted	Planned	Submitted
Area 1 (N21)	All Planned	1 out of 4	All Planned	In progress
Area 2 (N22)	All Planned	2 out of 5	All Planned	In progress
Area 3 (N23)	All Planned	3 out of 5	All Planned	4 of 6 completed
Area 4 (N24)	All Planned	4 out of 4	All Planned	3 of 4 completed

Comments:

Contests

	Humorous & Table Topics		International & Evaluation	
	Planned	Completed	Planned	Completed
Clubs	In Progress	Yes	All Planned	Completed
Areas	All Planned	Yes	All Planned	Completed
Division	All Planned	Yes	All Planned	Completed

Comments:

New Clubs

Name or Location	Status	Comments

Success Stories and Best Practice Learnings (Covering any area and/or club related)

Success Stories	Best Practice Learnings
Crushing a plastic cup to signify an ice-breaker speech (Young Guns)	Good recognition
Maylands created a highlight reel of how the meeting went for social media advertising	Exciting and vibrant social media presence
SAA for Young Guns was at front of venue welcoming guests.	Very welcoming and make guests feel comfortable

Challenges and Mitigation Strategies (Covering any area and/or club related)

Challenges	Mitigation Strategies
Heritage Towns needs assistance with Pathways	Have offered to do Educational on Pathways for Heritage Towns
A few clubs in the North need assistance with Pathways	Have done educational on Pathways so far for Speakeasy, Sandgroper and Currambine

Beyond Club Opportunities (Members interested in District leader, trainer/facilitator, club sponsor/mentor & Club coach roles)

Name	Roles / Interests
Daniel Calder (Talkabout)	Club Officer
Amanda Pillay (Maylands)	Club Officer
Christopher Broughton (Heritage Towns)	District Leader
Daniel Morris (Young Guns)	District Leader
Aidan P. Scanlon (Young Guns)	District Leader *Aidan is now shadowing David Arkell (Area Director), in learning to ropes for being the Area Director. He is organising the Area Contests, with guidance from David.

Goals for the next 3 months (Division and Area)

To get all Club visits done and all Area Director Reports submitted well before deadline.

To get clubs nearing distinguished status to be distinguished by end of the year.

N21 – 1 already Select distinguished, 2 more to work towards Distinguished status.

N22 – 2 clubs already in Distinguished status and working towards Select or Presidents Distinguished and 1 more club working towards Distinguished

N23 – 1 at Select Distinguished and 1 more at Select Distinguished and 1 more working towards Distinguished

N24 – 1 Presidents Distinguished and 3 working towards Distinguished

Goals for the year (Division and Area)

To ensure all relevant reports are submitted on time.

To ensure as many clubs as possible reach distinguished status. This will enable Areas to be distinguished and eventually Divisions to be distinguished

Other Information or Comments

To work on a good handover procedure for the next term of officers. To ensure smooth transition and all reports to be completed on time. To encourage more officers to take on district roles and to assist with upcoming events.

DIVISION | SOUTHERN

Division Director:	Samantha Craig	Date:	03/03/2025
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Division Council Members (Area Directors, Assistant Division Directors – Program Quality and Club Growth, Division Mentors):

Division Director – Samantha Craig	Assistant Division Director – Frank Crisafio
Area Director 1 – Cassie Walraven S31	
Area Director 2 – Janice Schubert S32	Division Mentor – Robyn Richards
Area Director 3 – Denise Rhodes S33	Division Mentor – Mark Richards
Area Director 4 – Morrie Goodz S34	

Council Meetings

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Area 1	Completed	Completed	Scheduled	
Area 2	Completed	Completed	Scheduled	
Area 3	Completed	Completed	Scheduled	
Area 4	Completed	Completed	Scheduled	
Division	Completed	Completed	Completed	

Comments: There is a lot to accomplish by the end of June. Area Directors are focused on club visits and organising Area contests.

Area Director Club Visits

	Round 1 (July to September)		Round 2 (January to March)	
	Planned	Submitted	Planned	Submitted
Area S31	Completed	Completed	4/5	
Area S32	Completed	Completed	Completed	Completed
Area S33	Completed	Completed	5/5	
Area S34	Completed	Completed	5/5	

Comments: All area directors are aware they have to visit clubs again this year. Most are planned and Area S32 have completed visits and reports.

Contests

	Humorous & Table Topics		International & Evaluation	
	Planned	Completed	Planned	Completed

Clubs	Completed	Completed	Planned	
Areas	Completed	Completed	Planned	
	Humorous & Table Topics		International & Evaluation	
	Planned	Completed	Planned	Completed
Division	Completed	Completed	Planned	

Comments: Those clubs that are eligible to compete are planned. Area directors are aware of clubs who are not in good standing and therefore unable to compete. Finding people willing to volunteer and step up to help in all contest levels is still proving to be a challenge.

New Clubs

Name or Location	Status	Comments
City of Armadale	New Club lead	City of Armadale is focused on meeting certain social priorities. A Toastmasters club would meet those social priorities will the availability to have a free room.

Success Stories and Best Practice Learnings (Covering any area and/or club related)

Success Stories	Best Practice Learnings
Canning Vale Toastmasters has celebrated their 800 th meeting.	Great to celebrate both club and member achievements. They also invited previous members of the club to celebrate.
Area S31 and S33 held social events	Engaging members in a social setting outside of Toastmasters

Challenges and Mitigation Strategies (Covering any area and/or club related)

Challenges	Mitigation Strategies
Contacting clubs with still no response	This is an ongoing challenge.
Having people volunteer in contests	Have presidents remind member of the club contest dates and times
COT attendance	Clubs are not seeing the value and would prefer in-person COT. Holding workshops so members can gain knowledge outside of their club roles.

Beyond Club Opportunities (Members interested in District leader, trainer/facilitator, club sponsor/mentor & Club coach roles)

Name	Roles / Interests
Mariana Paliu Vic Park	Area Director

Cassie Walraven	Southern Division Director

Goals for the next 3 months (Division and Area)

Successful area and division contests. To have new faces in contest roles. To hold social events to celebrate the end of the year. Continue growing and supporting struggling clubs, having them attend COT.

Goals for the year (Division and Area)

Presidents distinguished Division and areas. Have a minimum of 3 presidents distinguished clubs within each area. Work on getting clubs to 20 members. Have all clubs within the Division in good standing. Provide opportunities for leadership for members. Promote District events like the conference and trivia nights. Have a smooth handover for upcoming District leaders,

Other Information or Comments
