



DISTRICT 17 | REPORTS

DISTRICT EXECUTIVE COMMITTEE MEETING

DECM #2 | SATURDAY 23 November 2024

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REPORTS | MAJOR ITEMS

REPORTS | PROFIT AND LOSS STATEMENT

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

Month Ending 08/31/2024			07/01/2024 Through 08/31/2024		
Actual	Budget	Variance	Actual	Budget	Variance
District Revenue					
Membership Revenue					
1,860.83	1,473.00	387.83	2,724.38	1,990.00	734.38
1,860.83	1,473.00	387.83	2,724.38	1,990.00	734.38
Total Membership Revenue					
Other Revenue					
0.55	0.00	0.55	1.03	0.00	1.03
2,843.35	0.00	2,843.35	2,843.35	0.00	2,843.35
2,843.90	0.00	2,843.90	2,844.38	0.00	2,844.38
4,704.73	1,473.00	3,231.73	5,568.76	1,990.00	3,578.76
District Expenses					
Fundraising Expenses					
0.00	2,750.00	(2,750.00)	0.00	2,750.00	(2,750.00)
0.00	2,750.00	(2,750.00)	0.00	2,750.00	(2,750.00)
Recognition					
Recognition - Member					
0.00	1,500.00	(1,500.00)	0.00	1,500.00	(1,500.00)
0.00	1,500.00	(1,500.00)	0.00	1,500.00	(1,500.00)
Recognition - Club					
0.00	50.00	(50.00)	0.00	50.00	(50.00)
0.00	50.00	(50.00)	0.00	50.00	(50.00)
0.00	0.00	0.00	100.10	0.00	100.10
2,650.00	0.00	2,650.00	2,650.00	0.00	2,650.00
2,650.00	0.00	2,650.00	2,750.10	0.00	2,750.10
2,650.00	1,550.00	1,100.00	2,750.10	1,550.00	1,200.10
Club Growth					
Club Growth - Membership Growth					
0.00	250.00	(250.00)	0.00	250.00	(250.00)
0.00	250.00	(250.00)	0.00	250.00	(250.00)
Club Growth - Membership Retention					
0.00	200.00	(200.00)	0.00	200.00	(200.00)
0.00	200.00	(200.00)	0.00	200.00	(200.00)
0.00	450.00	(450.00)	0.00	450.00	(450.00)
Marketing Outside of Toastmasters Expenses					
1,500.00	1,500.00	0.00	1,500.00	1,500.00	0.00
0.00	300.00	(300.00)	0.00	300.00	(300.00)
1,500.00	1,800.00	(300.00)	1,500.00	1,800.00	(300.00)
Education & Training Expense					
Training Division & Area Governors					
0.00	0.00	0.00	19.82	20.00	(0.18)
0.00	0.00	0.00	19.82	20.00	(0.18)
0.00	0.00	0.00	19.82	20.00	(0.18)
Administration Expenses					
0.00	0.00	0.00	324.00	340.00	(16.00)
0.00	73.70	(73.70)	0.00	116.60	(116.60)
0.00	0.00	0.00	42.90	0.00	42.90
0.00	0.00	0.00	16.00	0.00	16.00
23.83	0.00	23.83	47.66	0.00	47.66

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

Month Ending 08/31/2024			07/01/2024 Through 08/31/2024		
Actual	Budget	Variance	Actual	Budget	Variance
23.83	73.70	(49.87)	430.56	456.80	(26.04)
0.00	350.00	(350.00)	0.00	350.00	(350.00)
0.00	350.00	(350.00)	0.00	350.00	(350.00)
0.00	350.00	(350.00)	0.00	350.00	(350.00)
0.00	350.00	(350.00)	0.00	350.00	(350.00)
0.00	0.00	0.00	276.96	276.96	0.00
0.00	0.00	0.00	276.96	276.96	0.00
0.00	350.00	(350.00)	0.00	350.00	(350.00)
0.00	350.00	(350.00)	0.00	350.00	(350.00)
0.00	1,050.00	(1,050.00)	276.96	1,326.96	(1,050.00)
0.00	694.23	(694.23)	0.00	694.23	(694.23)
0.00	100.00	(100.00)	0.00	100.00	(100.00)
0.00	60.00	(60.00)	0.00	60.00	(60.00)
0.00	854.23	(854.23)	0.00	854.23	(854.23)
0.00	1,530.77	(1,530.77)	0.00	1,530.77	(1,530.77)
0.00	200.00	(200.00)	0.00	200.00	(200.00)
0.00	1,730.77	(1,730.77)	0.00	1,730.77	(1,730.77)
0.00	1,530.77	(1,530.77)	0.00	1,530.77	(1,530.77)
0.00	100.00	(100.00)	0.00	100.00	(100.00)
0.00	60.00	(60.00)	0.00	60.00	(60.00)
0.00	1,690.77	(1,690.77)	0.00	1,690.77	(1,690.77)
0.00	4,275.77	(4,275.77)	0.00	4,275.77	(4,275.77)
0.00	2,469.23	(2,469.23)	0.00	2,469.23	(2,469.23)
0.00	2,469.23	(2,469.23)	0.00	2,469.23	(2,469.23)
0.00	2,469.23	(2,469.23)	0.00	2,469.23	(2,469.23)
0.00	2,469.23	(2,469.23)	0.00	2,469.23	(2,469.23)
0.00	2,469.23	(2,469.23)	0.00	2,469.23	(2,469.23)
0.00	2,469.23	(2,469.23)	0.00	2,469.23	(2,469.23)
0.00	7,407.69	(7,407.69)	0.00	7,407.69	(7,407.69)
157.68	160.00	(2.32)	321.20	320.00	1.20
157.68	160.00	(2.32)	321.20	320.00	1.20
4,331.51	19,517.16	(15,185.65)	5,298.64	20,357.02	(15,058.38)
373.22	(18,044.16)	18,417.38	270.12	(18,367.02)	18,637.14

REPORTS | DISTRICT EXECUTIVE

DISTRICT EXECUTIVE | Immediate Past District Director Report

There was no report submitted for this role

DISTRICT EXECUTIVE | PUBLIC RELATIONS MANAGER

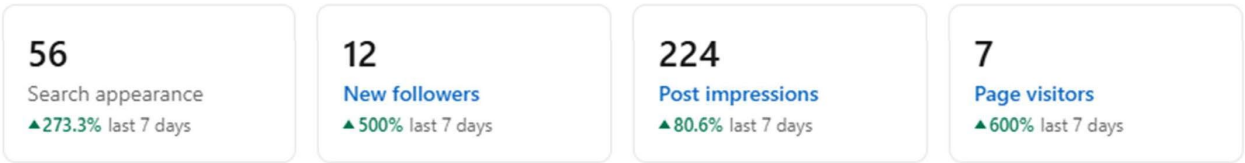
Report on District Public Relations objectives progress during this almost two Quarters (July - Nove 2024)

- **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.
 - DTMs achievers - individual posts
 - Thriatlon
 - TM World Champion
 - Mali Newsletter July & August
 - Penthatlon
 - Club Renewals
 - Pathways update
 - D17 Centennial Celebrations
 - Mali News for September Edition
 - Meet up group launch
 - Success Stories from new Toastmasters - Feedback
 - 100 years TM Anniversary
 - History of TM
 - Local 100 years celebration – Fremantle Gateways club
 - Reminder Centennial Dinner celebration
 - Trivia Night
 - Northern Division Contest
 - Corporate Forum
 - Repostings to our personal social media of all above posts and sharing them in our different whatsapp groups and digital communities
- **Measuring PR Effectiveness:** Our engagement percentages in Social Media Platforms have increased from last period.

This is an overall track performance in our LinkedIn social media platform which shows continuous increase in search appareances, new followers, post impressions and page visitors.

Track performance

Grow your page 3x faster by leveraging insights and analytics

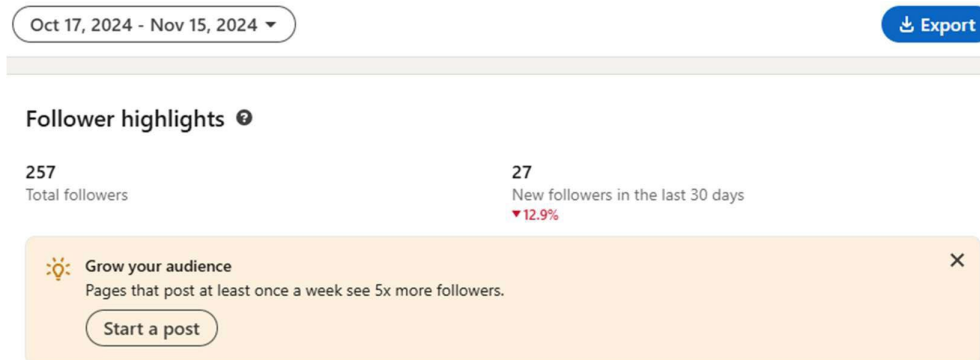


A comparison made shows that, in December 2023 we had 144 followers in

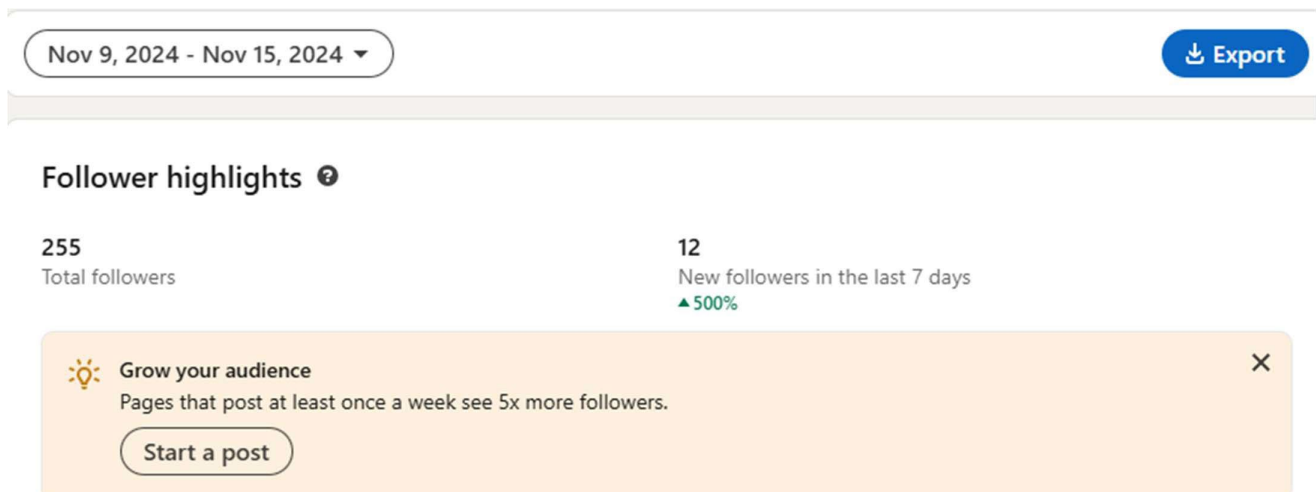
LinkedIn. We then finished our PRM 2023 – 2024 with 194 followers in

LinkedIn.

As of today we have 257 followers which shows the progress of our presence, note that the progress in the last 30 days shows 27 new followers, with a slightly decreasing pace than previous months.



However shows an increase in the last 7 days



The next graphic is a content analysis for the past 30 days which is showing more and more consistency over the months.

Oct 17, 2024 - Nov 15, 2024

Export

Highlights

Data for 10/17/2024 - 11/15/2024

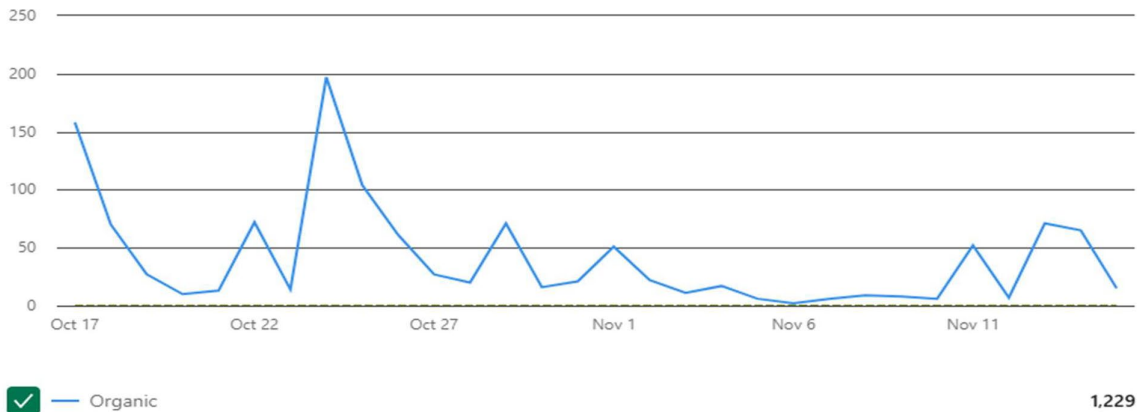
46
Reactions
▼19.3%

6
Comments
▲50%

3
Reposts
▼57.1%

Metrics

Impressions



The below is our visitors Analysis for the past 30 days

Oct 17, 2024 - Nov 15, 2024

Export

Visitor highlights

31
Page views
▼38%

17
Unique visitors
▼48.5%

0
Custom button clicks



Get noticed

Pages that post at least once a week see 5x more followers.

Start a post

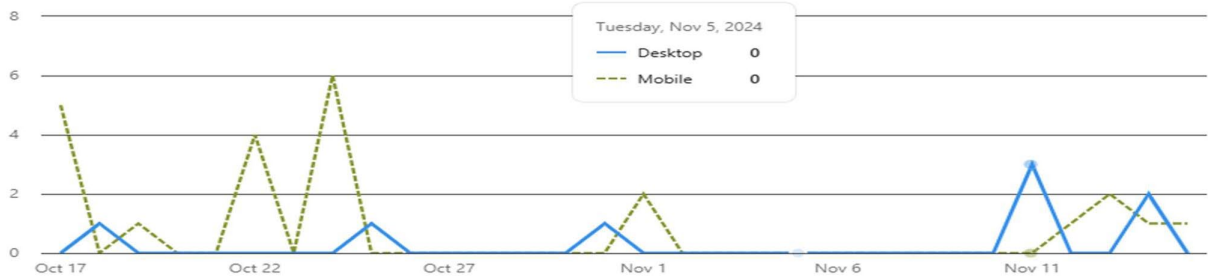


Visitor metrics

Page views

All pages

All filters



The Strategies to Fulfill the Objectives used, continue being the following:

- 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

Challenges and Issues progress:

- Lack of engagement in Social Media platforms from our own leadership teams and Members in general
- Absence of Formal Subcommittee - Pending

Proposed Solutions progress:

- Campaign Monitor Draft email created to reach D17 VPPRs
- Request for a budget to pay specific post and bump them in our social media has been done to the Trio and awaiting their response.
- Clear Goal Setting – Work in Progress
- Performance Evaluation – Work in Progress
- Continuous Enhancement – Work in progress

DISTRICT EXECUTIVE | CLUB GROWTH DIRECTOR

There was no report submitted for this role

DISTRICT EXECUTIVE | PROGRAM QUALITY DIRECTOR

Club Education Status

154 members from 37 club have lodged a total of 217 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 21 November we have 1,192 payments (on track), and 55 clubs in good standing. We need a minimum of 56 clubs in good standing to reach distinguished.

Tom Bielski

2024-2025 Program Quality Director

21/11/2024

DISTRICT EXECUTIVE | DISTRICT DIRECTOR

First of all, I would like to thank all of you, our district executive committee members, for your commitment and dedication to serving District 17 during this special centenary year in Toastmasters history.

This year, District 17 has set an ambitious yet achievable goal to attain Smedley Distinguished District status, the highest award for districts globally who have exemplarily fulfilled the district mission on building new clubs and supporting all clubs in achieving excellence. To achieve this, we need to meet the following targets:

- **Clubs in good standing:** 59 (up from 51), including 4 clubs back in good standing and 4 new clubs (Refer to the CGD report for details).
- **Membership Payments:** 2,200 (up from 2,034).
- **Distinguished Clubs:** 30 (up from 25).

After the renewal period ending on September 30th, our district achieved top ranks (no 1 and 5) in the membership payment goal and the club retention goal out of 130 districts globally.

- We have 55 paid clubs in good standing out of 57 active clubs. Notably, two clubs increased their membership base back to good standing, two clubs were successfully rebranded, and one new club, Electric Toasters, was chartered at the end of September. Several prospective new club leads are progressing well for planned formal charter in the first half of 2025.
- We have achieved 1,192 membership payments, putting us in a strong position for the April 2025 renewal. Over 80% of existing members have renewed, with 118 members renewing for a full year to September 2025. Additionally, we have welcomed 226 new members to Toastmasters.
- For the distinguished club number goals, our district has excelled in the administrative goals, including timely club officer list submissions and membership renewals. We had a great turnout for Round 1 COT, and with the upcoming Round 2 COT attendance, the majority of our clubs will have achieved at least these two goals. With the new Base Camp program launch and the prospective member management tool announcement, we expect significant boosts in the six education goals on pathway educational awards and the two membership goals on 4+4 new members.

Based on the updates on the distinguished club status by the end of 2024, dedicated district initiatives and campaigns will be developed to help our clubs achieve distinguished club status in the first half of 2025.

Summary of D17 activities and upcoming plans as of Nov 2024:

1. Held the first DECM and DCM online meetings with targeted training components delivered together.
 - **District Executive Committee Meeting (August 31st, 2024):** Conducted online with one training session by the trio sharing key learnings from District Leader Training and International Convention.
 - **District Council Meeting (September 15th, 2024):** Conducted online with two training sessions on District 17 Meetup intro and membership renewal.
2. Developed, submitted, and implemented various District Strategic Plans (District Budget, District Success Plan, District Marketing Plan, Communication Plan, etc.) after being voted on at the first DCM and sent to TI. Progress is being tracked.
3. Setup regular catch-ups with TI support and past D17 District Directors.
 - Continued fortnightly catch-ups with D17 district coach Kaylene Ledger to track progress towards the district growth plan.
 - Attended monthly Region 12 District Director peer calls, including 5 Australian and 2 New Zealand districts, organized by Region 12 Advisor Stephen Budai, with attendance by Region 12 International Director Monique Tonna.
 - Kicked off quarterly Past District Director (PDD) Committee meetings.
4. Successfully conducted Round 1 club officer training sessions with excellent feedback, led by our PQD Tom Bielski.

5. Progressed well on the upcoming District 17 conference in May 2025, led by our PQD Tom Bielski and Conference Chair Mina Cho.
 - Confirmed the conference dates and venue.
 - Progressing the overall agenda and keynote speaker invites.
6. Successfully organized and delivered multiple district events, led by our CGD Maree Pickens:
 - Centenary celebration at His Maj (organized by St George's toastmasters club).
 - Trivia Night event (organized by Aspire Toastmasters club).
 - Corporate Forum (organized by CGD with support from Leonor Ragan and other CGD team members).
7. Successfully wrapped up our Go for Gold campaign and launched our Pentathlon campaign, led by our CGD Maree.
 - Conducted trio visits to the Go for Gold campaign winning clubs in Sept 2024.
 - Launched the Pentathlon campaign for 15th Sept - 7th Dec 2024.

Upcoming activities in the next 2-3 months:

1. Monitor WHQ reports on how the clubs in your area are tracking in the DCP.
<https://dashboards.toastmasters.org/Club.aspx?id=17>
2. Reach out to clubs for end-of-year congratulations on their achievements and encouragement for achieving Distinguished Club status in the first half of 2025.
3. Encourage club officers to sign up for one of the upcoming Round 2 COT sessions.
4. Follow up with semi-annual clubs for their election and submission of updated club officer lists (currently 2 out of 9 semi-annual clubs have submitted their updated club officer lists).
5. Reflect on any lessons learned from the first 5-6 months of 2024 and plan ahead for the next 6 months in 2025. For example:
 - Take lessons learned from Round 1 AD club visits finishing up by end of November into upcoming Round 2 AD club visits (starting in late-December 2025 and finishing by end of May 2025).
 - Apply best practices from the Humorous and Table Topic speech contests finishing up by end of November to the upcoming International and Evaluation speech contests in the first half of 2025.
6. Consider your continued district leadership journey following the nomination announcement in December 2024 (led by our District Leadership Committee chair Ian Pickens IPDD and his committee members) for the next Toastmasters year 2025-2026.
7. Find and nurture aspiring leaders to shadow or delegate your role in the next 6 months in 2025 for smooth succession planning.
8. Consider taking up a club coach role for eligible clubs with no more than 12 members to receive your club coach credit before the end of June 2025. Contact our district coach coordinator Ross Wilkinson for more information.
9. Consider taking up or finding club sponsors or mentors for prospective new club leads, such as existing prospective club leads or new leads from the corporate forum.

Once again, thank you all for the great work we have achieved together in the first 5 months during this special Toastmasters centenary year. What we have accomplished so far lays a strong foundation and builds our confidence in achieving Smedley Distinguished District status by the end of June 2025.

Jeff Zhang
2024-2025 District Director, District 17
21/11/2024

REPORTS | DIVISION DIRECTORS

DIVISION | CENTRAL

Division Director:	Vijayakumar Vijayaratnam	Date:	11 th Sep 2024
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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 - Gareth Williams	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	Only 1 Division Council Meeting so far. 2 nd meeting not carried out because of availability. But regular communication via email and whatsapp chat group. So far it has worked well.

Comments:

Area Director Club Visits

	Round 1 (July to September)	
	Planned	Submitted
Area C1		West End Toastmasters Club, 8/9/2024 Central Communicators Toastmasters Club, 4/9/2024 St. Georges Toastmasters Club, 14/8/2024
Area C2		City of Perth Toastmasters 5/8/2024 Durack Club 8/8/2024 TLI Training Group 1/8/2024 Aspiring Leaders, 19/9/2024 Electric Toasters, 17/10/2024 (Incomplete)
Area C3		Banksia Speakers Toastmasters Club, 7/10/2024 Toasting Human Energy Toastmasters Club 1/10/2024 UWA 20/9/2024
Area C4		Zoom Masters, 22/8/2024
		Applecross Toastmasters 23/10/2024 (incomplete)
		Zoom-Masters 22/8/2024

Comments:

Contests

	Humorous & Table Topics	
	Date	Completed
Area C1	9 th Oct (TT)	St Georges to organise. Completed
	16 th Oct (Humorous)	CPA organised. Completed.
Area C2	11 th November	Completed
Area C3	Late October	Completed
Area C4	2 nd November	Completed
Division	30 th November	

Comments:

New Clubs

Name or Location	Status	Comments
	Early discussion	Visitors to morning club C2 enquired about starting rural clubs whilst visiting Corporate Perth office

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

Success Stories	Success Stories
Area visits completion stands at 65% (11 clubs) 2 Club reports are yet to be completed and 4 club visits not yet done.	All Areas have completed their Area Contests. Shout out to St Georges and CPA for stepping up to host the contests in the absence of the Area Director.
Electric Toastmasters has been chartered and Bonnie is looking after them. The Charter Celebration will be on 12 th December 2024.	Some of us helped out in the Contests at other Division Finals.

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

Challenges & Mitigation Strategies
Biggest challenge is dwindling membership. Clubs are trying their best to attract and retain membership.

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)

<i>All clubs have at least 12 members/ no nett loss</i> <i>Have a conversation about potential new clubs with each Area Director</i>

Goals for the year (Division and Area)

<i>No nett loss of clubs</i> <i>1 new club</i> <i>Membership growth from 284 (1/7/2024) to 310 as of 30th June 2025. As of 11/9/2024, we have 294 members.</i>

Other Information or Comments

DIVISION | NORTHERN

There was no report submitted for this role

DIVISION | SOUTHERN

Division Director:	Samantha Craig	Date:	18/11/2024
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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 – S31 Cassie Walraven	
Area Director 2 – S32 Janice Schubert	Division Mentor Robyn Richards
Area Director 3 – S33 Denise Rhodes	Division Mentor Mark Richards
Area Director 4 – S34 Morrie Goodz	

Council Meetings

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Area S31	Completed			
Area S32	Completed			
Area S33	Completed			
Area S34	Completed			
Southern Division	Completed	Completed	08/02/2025	

Comments: Reports from Area directors that most Areas had a good attendance.

Area Director Club Visits

	Round 1 (July to September)		Round 2 (January to March)	
	Planned	Submitted	Planned	Submitted
Area S31	4/5 Planned	3/5		
Area S32	All Planned	6/6		
Area S33	All Planned	6/6		
Area S34	All Planned	0/5		

Comments: Area reports have been exceptionally well written and reflect a high standard of quality. This is a testament to the dedication and professionalism of the Area Directors, who have done a fantastic job conducting thorough and insightful area visits.

Looking ahead, the challenge lies in offering targeted support to clubs that may be struggling in specific areas.

Contests

	Humorous & Table Topics		International & Evaluation	
	Planned	Completed	Planned	Completed
Clubs	All Planned	Completed		

	Humorous & Table Topics		International & Evaluation	
	Planned	Completed	Planned	Completed
Areas	All Planned	Completed		
Division	16 November 2024	Completed	5 April 2025	

Comments: All Area contests have been successfully conducted and were exceptionally well-organised, showcasing the dedication and effort of our Area Directors and members. The Southern Division Final was also a great success, with excellent attendance and numerous members stepping up to fill various roles, demonstrating great teamwork and community spirit.

To ensure smooth coordination for next years contests, all Area Directors have been informed about the Southern Division Final date. This will allow them to communicate effectively with their clubs and organise Area contests in a timely manner, ready for the Southern Division Final.

New Clubs

Name or Location	Status	Comments
Armadale	Enquiring	City of Armadale is developing a community hub format. A Toastmasters club could be a part of the programs run at a centre.

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

Success Stories	Best Practice Learnings
Rainbow Toastmasters is now a club in good standing reaching 8 members! They are also holding an open night on Wednesday the 27 th of November	Great way to attract more members and build the club base.
WA Speakers Bureau held a successful Keynote Speech event on Tuesday 29th October	Giving members valuable opportunities to grow as public speakers and encouraging them to stay with the club.
Area S31 is holding a social event on the 8 th of December	Great was to encourage social interactions between clubs and build a community in the Area
Area S31 member of CGH club participated in the Southern Division Final	Establishing communication with a club that has been hard to contact, offering them roles in contests. Can now do an Area visits
HPWTM was the first to achieve 10 DCP goals in the District	Having a sister club that they can be in a friendly competition with has helped grow the club and provide momentum in achieving goals.

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

Challenges	Mitigation Strategies
WA Speakers Bureau only had 7 members re-join and is no longer a club in good standing. They were also ineligible to participate in the Area contest.	S33 Area Director is encouraging them to attract new members to return to a club in good standing.

Challenges	Mitigation Strategies
Encouraging members to attend club officer training	New COT format has helped with encouraging attendance. Clubs seem to like the conversational aspects of COT.

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

Name	Roles / Interests
Eloise Braskic CVTM	Area Director to complete her DTM
Mariana Paliu Vic Park	Area Director
Melissa Moor Donnybrook	Area Director. Plenty of enthusiasm and ideas to grow clubs.
Cassie Walraven HPWTM	Division Director

Goals for the next 3 months (Division and Area)

Encourage club members to attend the Area and Division Contests in 2025. Also encourage members to attend the District Conference in 2025 to connect with other clubs. To have all Area clubs in good standing by June 30 2025 and to have all clubs achieve Distinguished status by June 30 2025. Areas to run another round of successful contests.

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. Have a smooth transition to the new District leaders 2025/2026

Other Information or Comments

The Southern Division is fortunate to have a strong team and several thriving clubs, forming a solid foundation for success. Our focus has been on supporting clubs that may be facing challenges, ensuring they have the resources and guidance needed to grow and succeed. It would be wonderful to pair struggling clubs with more successful clubs as sister clubs. This partnership could foster mentorship, sharing of best practices, and mutual support, giving the less experienced clubs a model to strive towards

Equally important, we've celebrated the achievements of our members and clubs, including milestones such as Triple Crown awards, meeting educational goals, and progressing in the Distinguished Club Program (DCP). Recognising these accomplishments motivates and inspires everyone to strive for excellence. Together, we continue to build a vibrant and supportive Toastmasters community.