



## **DISTRICT 17 | REPORTS**

### **DISTRICT EXECUTIVE COMMITTEE MEETING**

**DECM #3 | Sunday 09 March 2025**

# CONTENTS

[REPORTS | MAJOR ITEMS](#)

[PROFIT AND LOSS STATEMENT](#)

[REPORTS | DISTRICT EXECUTIVE](#)

[DISTRICT EXECUTIVE | IMMEDIATE PAST DISTRICT DIRECTOR](#)

[DISTRICT EXECUTIVE | PUBLIC RELATIONS MANAGER](#)

[DISTRICT EXECUTIVE | CLUB GROWTH DIRECTOR](#)

[DISTRICT EXECUTIVE | PROGRAM QUALITY DIRECTOR](#)

[DISTRICT EXECUTIVE | DISTRICT DIRECTOR](#)

[DIVISION DIRECTOR | CENTRAL DIVISION](#)

[DIVISION DIRECTOR | NORTHERN DIVISION](#)

[DIVISION DIRECTOR | SOUTHERN DIVISION](#)

## **REPORTS | MAJOR ITEMS**

# REPORTS | PROFIT AND LOSS STATEMENT

## District 17 Profit & Loss (Actual vs. Budget Summary) (In AUD)

Month Ending 12/31/2024			07/01/2024 Through 12/31/2024		
Actual	Budget	Variance	Actual	Budget	Variance
618.16	569.00	49.16	Membership Revenue	24,162.15	18,764.00
7,349.00	2,000.00	5,349.00	Fundraising Revenue	9,708.91	16,200.00
850.65	0.00	850.65	District Store Revenue	1,189.00	0.00
0.46	0.00	0.46	Other Revenue	2,846.40	0.00
<b>8,818.27</b>	<b>2,569.00</b>	<b>6,249.27</b>	<b>Total District Revenue</b>	<b>37,906.46</b>	<b>34,964.00</b>
<b>District Revenue</b>			<b>District Expenses</b>		
1,474.80	0.00	1,474.80	Fundraising Expenses	4,942.73	8,450.00
0.00	0.00	0.00	District Store Expenses	2,864.03	0.00
0.00	500.00	(500.00)	Recognition	5,467.30	3,950.00
408.60	1,200.00	(791.40)	Club Growth	2,570.90	2,980.00
0.00	0.00	0.00	Marketing Outside of Toastmasters Expenses	2,752.94	3,550.00
0.00	150.00	(150.00)	Public Relations Expense	1,165.68	1,350.00
0.00	0.00	0.00	Education & Training Expense	19.82	1,220.00
14.82	0.00	14.82	Speech Contest Expenses	533.82	850.00
518.38	73.70	444.68	Administration Expenses	3,807.88	2,046.40
1,138.60	94.44	1,044.16	Food and Meals Expense	1,681.10	1,581.30
493.34	0.00	493.34	Travel Expense	4,135.00	4,625.77
0.00	0.00	0.00	Lodging Expense	7,935.46	7,407.69
0.00	0.00	0.00	Other Expenses	90.25	0.00
171.78	160.00	11.78	Allocation Expenses	969.95	960.00
<b>4,220.32</b>	<b>2,178.14</b>	<b>2,042.18</b>	<b>Total District Expenses</b>	<b>38,936.86</b>	<b>38,971.16</b>
<b>4,597.95</b>	<b>390.86</b>	<b>4,207.09</b>	<b>Total Net Income</b>	<b>(1,030.40)</b>	<b>(4,007.16)</b>
					<b>2,976.76</b>

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

Month Ending 12/31/2024			07/01/2024 Through 12/31/2024		
Actual	Budget	Variance	Actual	Budget	Variance
<b>District Revenue</b>					
618.16	569.00	49.16	24,162.15	18,764.00	5,398.15
618.16	569.00	49.16	24,162.15	18,764.00	5,398.15
5,695.00	2,000.00	3,695.00	7,986.25	16,200.00	(8,213.75)
5,695.00	2,000.00	3,695.00	7,986.25	16,200.00	(8,213.75)
806.00	0.00	806.00	874.66	0.00	874.66
848.00	0.00	848.00	848.00	0.00	848.00
1,654.00	0.00	1,654.00	1,722.66	0.00	1,722.66
1,654.00	0.00	1,654.00	1,722.66	0.00	1,722.66
7,349.00	2,000.00	5,349.00	9,708.91	16,200.00	(6,491.09)
850.65	0.00	850.65	1,189.00	0.00	1,189.00
850.65	0.00	850.65	1,189.00	0.00	1,189.00
0.46	0.00	0.46	3.05	0.00	3.05
0.00	0.00	0.00	2,843.35	0.00	2,843.35
0.46	0.00	0.46	2,846.40	0.00	2,846.40
8,818.27	2,589.00	6,249.27	37,908.46	34,964.00	2,942.46
<b>District Expenses</b>					
0.00	0.00	0.00	0.00	2,200.00	(2,200.00)
942.70	0.00	942.70	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)
532.10	0.00	532.10	532.10	0.00	532.10
1,474.80	0.00	1,474.80	4,942.73	8,450.00	(3,507.27)
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
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	1,019.14	1,500.00	(480.86)
0.00	0.00	0.00	0.00	500.00	(500.00)
0.00	0.00	0.00	0.00	500.00	(500.00)
0.00	0.00	0.00	324.32	1,150.00	(825.68)
0.00	500.00	(500.00)	0.00	500.00	(500.00)
0.00	500.00	(500.00)	324.32	1,650.00	(1,325.68)
<b>Recognition</b>					
0.00	0.00	0.00	7082-000000 - Incentives	0.00	(500.00)
0.00	0.00	0.00	Total Recognition - Area	0.00	(500.00)
0.00	0.00	0.00	7082-000000 - Incentives	0.00	(500.00)
0.00	0.00	0.00	Total Recognition - Club	0.00	(500.00)
0.00	0.00	0.00	7010-000000 - Awards Expense (Trophies, Plaques, Ribbons & Certificates)	324.32	(825.68)
0.00	500.00	(500.00)	7082-000000 - Incentives	0.00	(500.00)
0.00	500.00	(500.00)	Total Recognition - Club	324.32	(825.68)
<b>Recognition - Division</b>					

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

Month Ending 12/31/2024			07/01/2024 Through 12/31/2024		
Actual	Budget	Variance	Actual	Budget	Variance
0.00	0.00	0.00	7082-000000 - Incentives	0.00	300.00
0.00	0.00	0.00	Total Recognition - Division	0.00	(300.00)
0.00	0.00	0.00	Recognition - District	0.00	(300.00)
0.00	0.00	0.00	7004-000000 - Badges & Pins	1,228.31	0.00
0.00	0.00	0.00	7010-000000 - Awards Expense	245.53	0.00
			(Trophies, Plaques, Ribbons & Certificates)		245.53
0.00	0.00	0.00	7014-000000 - Room Rental Event	2,650.00	0.00
			Expense		2,650.00
0.00	0.00	0.00	Total Recognition - District	4,123.84	0.00
0.00	500.00	(500.00)	Total Recognition	5,467.30	3,950.00
			Club Growth		1,517.30
179.00	0.00	279.00	Club Growth - Building New Clubs		
0.00	200.00	(200.00)	7004-000000 - Badges & Pins	375.00	0.00
0.00	0.00	0.00	7008-000000 - Promotional Materials	197.31	400.00
0.00	0.00	0.00	7036-000000 - Advertising Expense	971.30	0.00
279.00	200.00	79.00	7082-000000 - Incentives	0.00	500.00
			Total Club Growth - Building New Clubs	1,543.61	900.00
0.00	0.00	0.00	Club Growth - Club Coaching		643.61
0.00	0.00	0.00	7014-000000 - Room Rental Event	62.16	0.00
			Expense		62.16
0.00	0.00	0.00	7082-000000 - Incentives	555.23	630.00
0.00	0.00	0.00	Total Club Growth - Club Coaching	617.39	630.00
0.00	0.00	0.00	Club Growth - Membership Growth		(12.61)
0.00	500.00	(500.00)	7008-000000 - Promotional Materials	280.30	250.00
0.00	500.00	(500.00)	7082-000000 - Incentives	0.00	500.00
408.80	1,200.00	(791.40)	Total Club Growth - Membership Growth	280.30	750.00
0.00	0.00	0.00	Club Growth - Membership Retention		(469.70)
129.60	0.00	129.60	7012-000000 - Supplies & Stationery	129.60	0.00
0.00	500.00	(500.00)	Expense		129.60
129.60	500.00	(370.40)	7082-000000 - Incentives	0.00	700.00
408.80	1,200.00	(791.40)	Total Club Growth - Membership Retention	129.60	(700.00)
			Total Club Growth	2,570.90	(570.40)
0.00	0.00	0.00	Marketing Outside of Toastmasters Expenses		
0.00	0.00	0.00	7008-000000 - Promotional Materials	438.73	0.00
0.00	0.00	0.00	7026-000000 - Website Expense	1,500.00	1,500.00
0.00	0.00	0.00	7036-000000 - Advertising Expense	451.89	1,800.00
0.00	0.00	0.00	7082-000000 - Incentives	362.32	250.00
0.00	0.00	0.00	Total Marketing Outside of Toastmasters Expenses	2,752.94	(1,348.11)
0.00	0.00	0.00	Public Relations Expense		112.32
0.00	0.00	0.00	7020-000000 - Printing Expense	235.27	250.00
0.00	0.00	0.00	7024-000000 - Newsletter Expense	218.90	200.00
0.00	0.00	0.00	7026-000000 - Website Expense	261.60	300.00
0.00	150.00	(150.00)	7086-000000 - Miscellaneous Expenses	449.91	600.00
0.00	150.00	(150.00)	Total Public Relations Expense	1,165.68	(150.09)
			Education & Training Expense		
0.00	0.00	0.00	Training Club Officers		
0.00	0.00	0.00	7014-000000 - Room Rental Event	0.00	1,000.00
0.00	0.00	0.00	Expense		(1,000.00)
0.00	0.00	0.00	7020-000000 - Printing Expense	0.00	200.00
0.00	0.00	0.00	Total Training Club Officers	0.00	(200.00)
0.00	0.00	0.00	Training Division & Area Governors		
0.00	0.00	0.00	7012-000000 - Supplies & Stationery	19.82	20.00
0.00	0.00	0.00	Expense		(0.18)
0.00	0.00	0.00	Total Training Division & Area Governors	19.82	20.00
0.00	0.00	0.00	Total Education & Training Expense	19.82	(0.18)
			Speech Contest Expenses		
			Speech Contest Expenses - Area		

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

Month Ending 12/31/2024			07/01/2024 Through 12/31/2024			
Actual	Budget	Variance	Actual	Budget	Variance	
0.00	0.00	0.00	7010-000000 - Awards Expense (Trophies, Plaques, Ribbons & Certificates)	280.00	20.00	260.00
0.00	0.00	0.00	7014-000000 - Room Rental Event Expense	50.00	300.00	(250.00)
0.00	0.00	0.00	Total Speech Contest Expenses - Area Speech Contest Expenses - Division	330.00	320.00	10.00
0.00	0.00	0.00	7010-000000 - Awards Expense (Trophies, Plaques, Ribbons & Certificates)	112.00	160.00	(48.00)
0.00	0.00	0.00	7014-000000 - Room Rental Event Expense	77.00	370.00	(293.00)
14.82	0.00	14.82	7020-000000 - Printing Expense	14.82	0.00	14.82
14.82	0.00	14.82	Total Speech Contest Expenses - Division	203.82	530.00	(326.18)
14.82	0.00	14.82	Total Speech Contest Expenses	533.82	850.00	(316.18)
0.00	0.00	0.00	Administration Expenses			
154.65	73.70	80.95	7004-000000 - Badges & Pins	324.00	340.00	(16.00)
0.00	0.00	0.00	7008-000000 - Promotional Materials	352.05	671.40	(319.35)
0.00	0.00	0.00	7020-000000 - Printing Expense	42.90	0.00	42.90
0.00	0.00	0.00	7026-000000 - Website Expense	910.80	1,000.00	(89.20)
23.83	0.00	23.83	7044-000000 - Postage & Shipping Expense	837.73	0.00	837.73
105.00	0.00	105.00	7050-000000 - Depreciation Expense	142.98	0.00	142.98
48.90	0.00	48.90	7084-000000 - Sympathy Expense	105.00	35.00	70.00
186.00	0.00	186.00	7086-000000 - Miscellaneous Expenses	211.56	0.00	211.56
518.38	73.70	444.68	7088-000000 - Storage Expenses	880.86	0.00	880.86
0.00	0.00	0.00	Total Administration Expenses	3,807.88	2,046.40	1,761.48
0.00	0.00	0.00	Food and Meals Expense			
0.00	0.00	0.00	CGD			
0.00	0.00	0.00	7078-000000 - Food Expense	0.00	350.00	(350.00)
0.00	0.00	0.00	Total CGD	0.00	350.00	(350.00)
0.00	0.00	0.00	District Director			
1,138.60	94.44	1,044.16	7078-000000 - Food Expense	265.54	350.00	(84.46)
1,138.60	94.44	1,044.16	Total District Director	265.54	350.00	(84.46)
0.00	0.00	0.00	Other Member			
0.00	0.00	0.00	7078-000000 - Food Expense	1,415.56	531.30	884.26
1,138.60	94.44	1,044.16	Total Other Member	1,415.56	531.30	884.26
0.00	0.00	0.00	PQD			
0.00	0.00	0.00	7078-000000 - Food Expense	0.00	350.00	(350.00)
1,138.60	94.44	1,044.16	Total PQD	0.00	350.00	(350.00)
0.00	0.00	0.00	Total Food and Meals Expense	1,681.10	1,581.30	99.80
0.00	0.00	0.00	Travel Expense			
0.00	0.00	0.00	District Director			
0.00	0.00	0.00	7056-000000 - Convention Registration Fees Expense	668.08	694.23	(26.15)
0.00	0.00	0.00	7062-000000 - Transportation - Mileage Expense	0.00	50.00	(50.00)
0.00	0.00	0.00	7064-000000 - Transportation - Taxis/Shuttle Expense	0.00	100.00	(100.00)
0.00	0.00	0.00	7066-000000 - Transportation - Rail Expense	12.95	60.00	(47.05)
0.00	0.00	0.00	7068-000000 - Transportation - Other Expense	14.43	0.00	14.43
0.00	0.00	0.00	Total District Director	695.46	904.23	(208.77)
0.00	0.00	0.00	Program Quality Director			
0.00	0.00	0.00	7056-000000 - Convention Registration Fees Expense	1,473.10	1,530.77	(57.67)

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

Month Ending 12/31/2024			07/01/2024 Through 12/31/2024		
Actual	Budget	Variance	Actual	Budget	Variance
0.00	0.00	0.00	7062-000000 - Transportation - Mileage Expense	0.00	50.00
0.00	0.00	0.00	7064-000000 - Transportation - Taxis/Shuttle Expense	0.00	200.00
0.00	0.00	0.00	Total PQD	1,473.10	1,780.77
0.00	0.00	0.00	Club Growth Director	1,473.10	1,530.77
0.00	0.00	0.00	7056-000000 - Convention Registration Fees Expense	0.00	50.00
0.00	0.00	0.00	7062-000000 - Transportation - Mileage Expense	0.00	(50.00)
0.00	0.00	0.00	7064-000000 - Transportation - Taxis/Shuttle Expense	0.00	(100.00)
0.00	0.00	0.00	7066-000000 - Transportation - Rail Expense	0.00	(60.00)
0.00	0.00	0.00	Total CGD	1,473.10	1,740.77
0.00	0.00	0.00	Division Director	0.00	100.00
0.00	0.00	0.00	7062-000000 - Transportation - Mileage Expense	0.00	(100.00)
0.00	0.00	0.00	Total Division Director	0.00	100.00
0.00	0.00	0.00	Area Director	0.00	(100.00)
493.34	0.00	493.34	7062-000000 - Transportation - Mileage Expense	0.00	(100.00)
493.34	0.00	493.34	7068-000000 - Transportation - Other Expense	493.34	0.00
493.34	0.00	493.34	Total Area Director	493.34	100.00
493.34	0.00	493.34	Total Travel Expense	4,135.00	4,625.77
0.00	0.00	0.00	Lodging Expense		
0.00	0.00	0.00	District CGD		
0.00	0.00	0.00	7058-000000 - Lodging Expense	0.00	2,469.23
0.00	0.00	0.00	Total CGD	0.00	2,469.23
0.00	0.00	0.00	District director	0.00	(2,469.23)
0.00	0.00	0.00	7058-000000 - Lodging Expense	0.00	2,469.23
0.00	0.00	0.00	Total District director	0.00	(2,469.23)
0.00	0.00	0.00	Other Member	0.00	(2,469.23)
0.00	0.00	0.00	7058-000000 - Lodging Expense	7,935.46	0.00
0.00	0.00	0.00	Total Other Member	7,935.46	0.00
0.00	0.00	0.00	District PQD	0.00	2,469.23
0.00	0.00	0.00	Total District PQD	0.00	2,469.23
0.00	0.00	0.00	Total Lodging Expense	7,935.46	7,407.69
0.00	0.00	0.00	Other Expenses		
0.00	0.00	0.00	7080-000000 - Gifts & Thank Yous	18.46	0.00
0.00	0.00	0.00	7086-000000 - Miscellaneous Expenses	71.79	0.00
0.00	0.00	0.00	Total Other Expenses	90.25	0.00
171.78	160.00	11.78	Allocation Expenses		
171.78	160.00	11.78	7092-000000 - TI Allocation	969.95	960.00
4,220.32	2,178.14	2,042.18	Total Allocation Expenses	969.95	960.00
4,597.95	390.86	4,207.09	Total District Expenses	38,938.86	38,971.16
			Total Net Income	(1,030.40)	(4,007.16)
					2,976.76

## **REPORTS | DISTRICT EXECUTIVE**

## **DISTRICT EXECUTIVE | Immediate Past District Director Report**

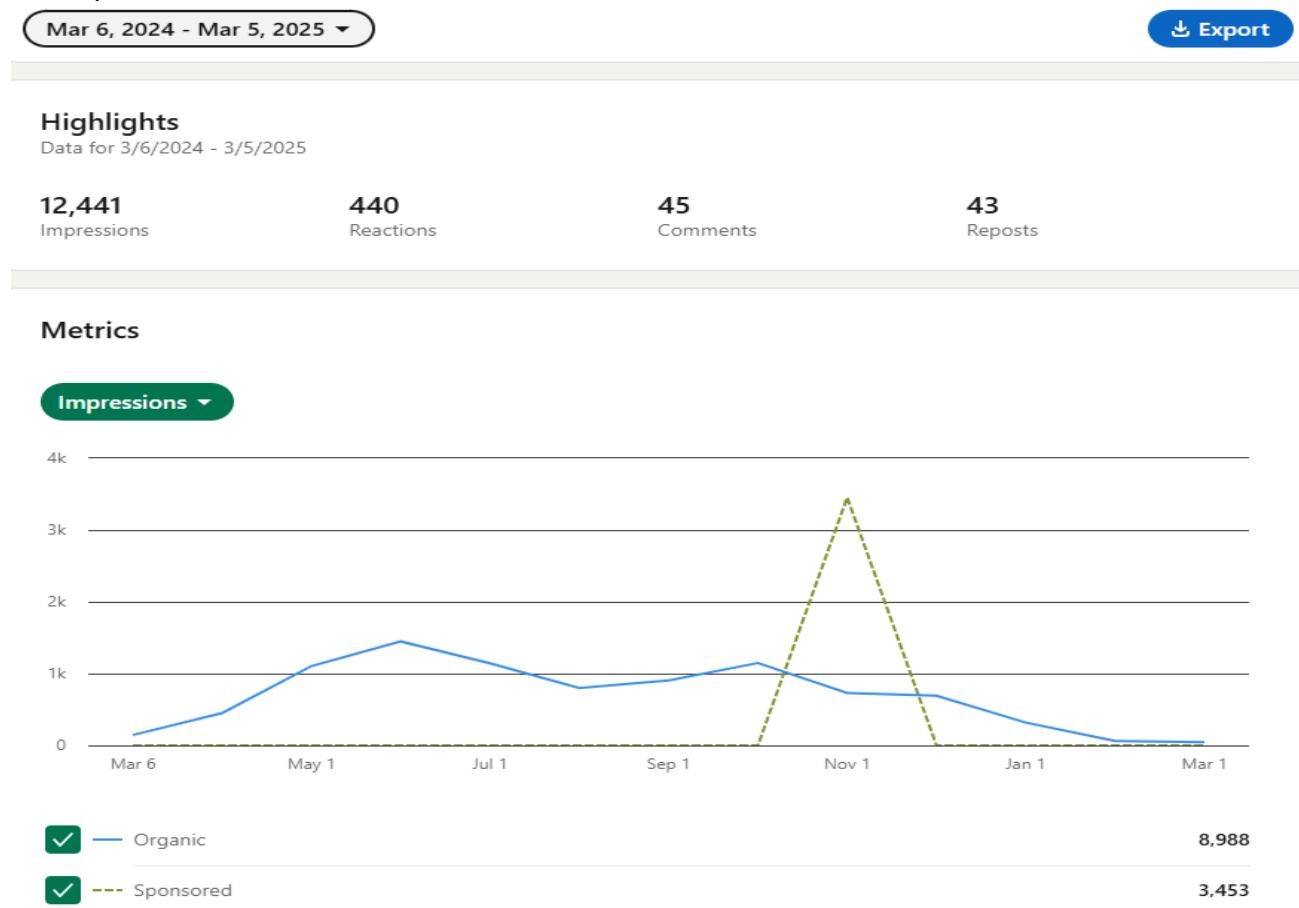
There was no report submitted for this role

# DISTRICT EXECUTIVE | PUBLIC RELATIONS MANAGER

## March 2025

Report on District Public Relations objectives progress during this past 3.5 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
  - Christmas Greetings in SM
  - 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
- **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.



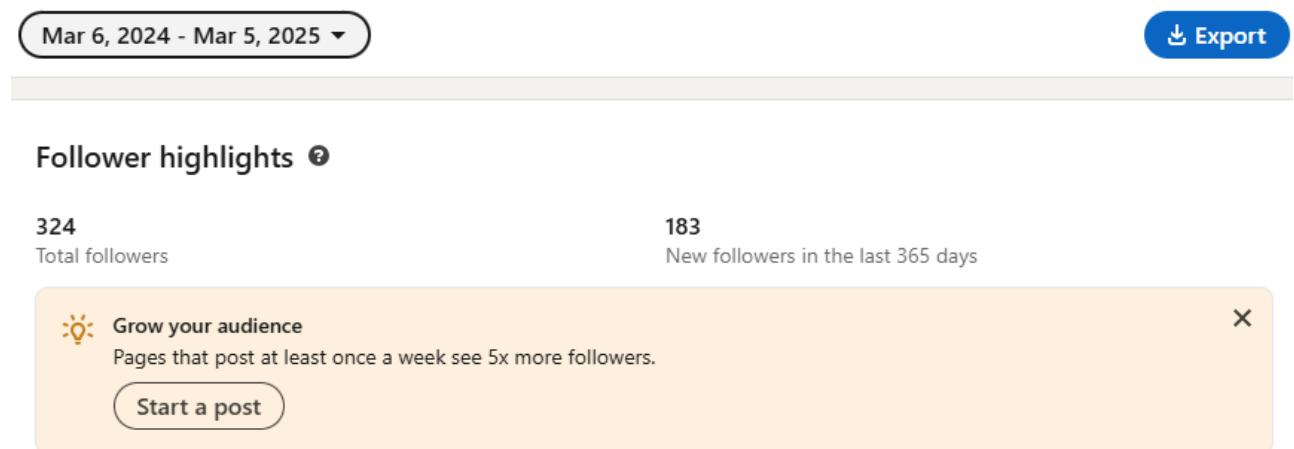
A comparison made shows the increase trend in followers:

December 2023 = 144 followers in LinkedIn.

End PRM 2023 – 2024 = 194 followers in Linked In.

17 November 2024 = 257 followers in Linked In

As of today, we have 324 followers in Linked In which shows the progress of our presence. This platform has been analysed since professionals in this network can be more interested in developing this soft skill.



Mar 6, 2024 - Mar 5, 2025 ▾ Export

**Follower highlights** ?

324	183
Total followers	New followers in the last 365 days

**Grow your audience** X  
Pages that post at least once a week see 5x more followers.

**Start a post**

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

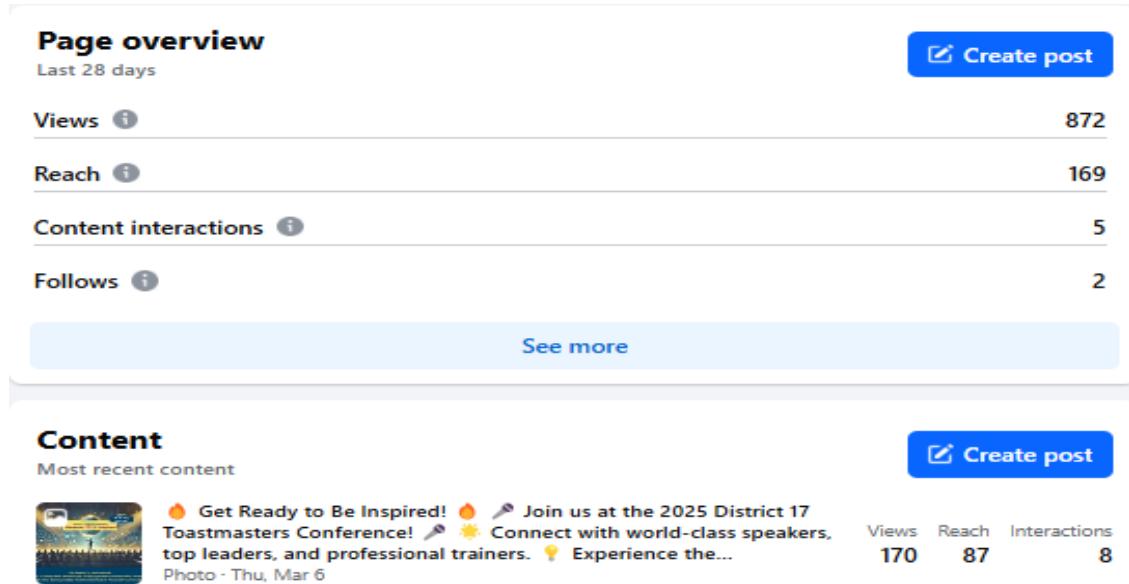


**Toastmasters District 17**

1K likes • 1.1K followers

**Professional dashboard** **Edit** **Advertise**

A further analysis shows a positive trend for the last 28 days and a reasonable 170 views from our last post regarding the conference:



**Page overview** Last 28 days Create post

Views	872
Reach	169
Content interactions	5
Follows	2

**Content** Most recent content Create 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...	Views 170	Reach 87	Interactions 8
Photo - Thu, Mar 6			

**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
- 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.

#### **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 – Still looking for succession plan
- No budget allocated to boost strategic posts

#### **Proposed Solutions progress:**

- Continue Campaign Monitor emails to reach the wider D17 members.
- Have approved a budget to pay specific post and bump them in our social media by the trio.
- Continuous Enhancement – Work in progress

# DISTRICT EXECUTIVE | CLUB GROWTH DIRECTOR

## March 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

## Mid-Year TRIO Training – 18-19 January, Jakarta

Around 100 District Trio leaders from across Asia Pacific as well as the CEO, International President and several Regional Advisors gathered for an intensive two-day training session. Maree and the other Club Growth Directors shared progress toward achieving District goals in developing new clubs, retaining existing clubs and growing membership payments. The sharing of ideas, getting feedback on our own and brainstorming new ways to tackle a problem was not only practical but truly inspirational. There's some amazing talent across Districts, many creative ideas we can use and inspiring stories of success against the odds. As a result of the connections made we will be inviting key leaders to contribute to workshops throughout the year.

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## Growth Strategy

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

Our key club growth activities are the Olympic themed incentive campaigns. Building on the success of **Go for Gold** - 22 June to 11 August, 2024 and the **Amazing Toastmasters Pentathlon** 15 September to 7 December, 2024, we are excited to launch the **Road to Success – Decathlon**! These campaigns were designed to engage all D17 clubs in spirited competitions that fostered camaraderie among members, challenged them to complete a series of activities, and encouraged them to craft their own vision.

In the **Amazing Toastmasters Pentathlon** Clubs were tasked with developing their leadership strengths, committing to learning through Pathways, renewing members for the long term, and growing their membership by attracting more guests and exploring opportunities for new clubs. These initiatives have set a course for success in the Distinguished Club Program, uniting members to deliver excellence in their unique ways. By tiering the clubs, we levelled the playing field, allowing more clubs to be recognized for their achievements.

## Amazing Toastmasters Pentathlon - Results In A Nutshell

- 56 Of 57 Eligible Clubs Completed One Or More *Amazing Toastmasters Pentathlon* Activities!! A 98% participation rate!!
- 31 clubs completed at least 3 of the 5 events – 53% - Fantastic!
  - Keeping - 153 more members were renewed than the same time last year including 118 for 12 months membership (vs 12 last year)
  - Leading - 112 club officers completed early bird training
  - Learning - 65 members completed a Pathways award
  - Loving – 176 new members registered incl 20 new charter members
  - Growing – 106 people registered for Corporate Forum, building huge pipeline

These are phenomenal results and a testament to how successful D17 can be when challenged to raise the bar! Congratulations to our podium winners!

- Tier 1 Gold – Canning Vale – 570 points
- Tier 2 Gold – West End – 540 points
- Tier 3 Gold – Central Communicators – 420 points

For full results see the website - <https://toastmastersd17.org/amazing-toastmasters-pentathlon-final-results/>

## **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!

Expect 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.

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 how they can help your club succeed!

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## **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**

<b>Club Status / Size</b>	<b>July 6</b>	<b>Feb 25</b>	<b>June 30 (goal)</b>
20+ members	15	18	20
14-19 Members	13	21	16
10-13 Members	18	8	16
8-9 Members	5	7	2
<8 Members (Not in good standing)	4	2	1

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 39 clubs with 14 or more members compared to 28 clubs at the start of the Toastmasters year. Though we still have 15 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.

### **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 President's Distinguished.

We aim to build both community and corporate clubs. Our strategy is 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 will build a network of experienced members to sponsor and mentor these new clubs following a 90day 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 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 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 plan to build the first D17 bi-lingual clubs in Filipino, Indonesian, Spanish, Sikh Indian and Tamil (Sri Lankan) communities. We also aim 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, converting correctional gavel clubs to fully fledged clubs and building a strong pipeline of specialty interest groups 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 launch a Corporate Reconnect Program and develop a 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
5. Get Electric Toasters chartered – COMPLETED
6. Form bi-lingual clubs – INDONESIAN, HISPANIC in progress, TAMIL proposal submitted
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 – already recruiting members via Speechcraft program
4. City of Fremantle – demo meeting planned for May
5. Sikh Gudawara – very successful demo meeting in Feb
6. Tamil bi-lingual – proposal submitted
7. ATCO – demo meeting TBC
8. Clough Engineering - demo meeting TBC
9. Australian Energy Market Operators – very positive initial intro
10. SAP (IT) - very positive initial intro
11. Geraldton – demo meeting TBC post-election
12. UWA Medical / Dentistry Speciality – demo meeting TBC

## Membership Payments (as of 25 Feb, latest membership payments not avail until 14 March)

Membership Payments						
Late	Oct	Apr	Total	New	Charter	Total
10	825	181	1,016	321	20	1,357

The District has 1357 membership payments and this is well ahead of forecast for this time of year. However, we can't afford to be complacent. With our Smedley goal of 2207 membership payments we still have 850 payments to go. To achieve this we must renew at least 70% of members, recruit another 150 new members during the next 4 months (~2-3 per club) - (we registered 495 last year) and charter three more clubs to get at least 60 more new members and renewal payments. The Road to Success – Decathlon really drives renewals, new member registrations and new club support to help achieve these goals.

## SUMMARY

I am confident we can achieve our stretch goals of 59 clubs and 2207 payments before 30 June as I've seen:

- very positive engagement with the Go for Gold and Pentathlon 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

8/03/2025

# **DISTRICT EXECUTIVE | PROGRAM QUALITY DIRECTOR**

**March 2025**

## **Club Education Status**

205 members from 45 club have lodged a total of 317 awards.

12 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 28<sup>th</sup> of February we have 1,357 payments (on track), and 55 clubs in good standing. We need a minimum of 56 clubs in good standing to reach distinguished.

17 clubs have already met the minimum requirements for Distinguished status, pending renewals. 9 more clubs are on track to becoming Distinguished.

Tom Bielski  
2024-2025 Program Quality Director  
08/03/2025

# DISTRICT EXECUTIVE | DISTRICT DIRECTOR

I would like to start with thanks to all 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 reach this goal, we need to meet the following targets (from last year base number):

- **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:** 2,207 (up from 2,034). (Refer to the CGD report for details).
- **Distinguished Clubs:** 31 (up from 25). (Refer to the PQD report for details).

This month is critical for supporting our clubs and members through the club membership renewal process. More dedicated district initiatives and campaigns will follow to help our clubs achieve distinguished status by the end of June 2025.

## Summary of D17 activities and upcoming plans as of early March 2025:

- Completed the DECM #2 meeting in Nov 2024 and planning for DECM #4 on 12th April and DCM #2 on 18th May. Thanks to Admin Manager Darren and Parliamentary Michael for their great support.
- Completed interviews with all nominated district leadership candidates, led by IPDD and DLC chair Ian Pickens. Eligible members can still reach out to Ian to submit nomination documents and go through the interview as a floor candidate at the May district council meeting.
- Formed our district audit committee and submitted to TI. Thanks to CPA club members Raj Thethy, Dietmar Mazanetz, and Anura Bandara, and Finance Manager Wendy for their great support.
- Successfully conducted Round 2 club officer training sessions, led by PQD Tom Bielski.
- District 17 conference tickets are currently on early bird sale on our D17 website, led by PQD Tom Bielski.
- Successfully wrapped up our Pentathlon campaign and launched our Decathlon campaign, led by CGD Maree.
- Progressed multiple new club leads with demo meetings and new club application forms submitted to TI, led by CGD Maree.

## Upcoming activities in the next month:

- Monitor WHQ reports on how the clubs in your area are tracking in the DCP. <https://dashboards.toastmasters.org/Club.aspx?id=17>
- Reach out to clubs for membership renewal, other district event promotions, and encouragement for achieving Distinguished Club status by end June 2025.
- Consider your continued district leadership journey and reach out to DLC chair Ian for floor candidate nominations for the next Toastmasters year 2025-2026.
- Find and nurture aspiring leaders to shadow or delegate your role for smooth succession planning by end June 2025.
- Consider taking up a club coach role for eligible clubs with no more than 12 members to receive your club coach credit. Contact district coach coordinator Ross Wilkinson for more information.
- Consider taking up or finding club sponsors or mentors for prospective new club leads, such as existing prospective club leads or new leads from CGD Maree.

Once again, thank you all for the great work we have achieved together over the past 8 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

6/3/2025

## **REPORTS | DIVISION DIRECTORS**

# DIVISION | CENTRAL

<b>Division Director:</b>	Vijayakumar Vijayaratnam	<b>Date:</b>	15 <sup>th</sup> Jan 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

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

Comments:

## Area Director Club Visits

	<b>Round 2 (up to 31<sup>st</sup> May 2025)</b>	
	<b>Planned</b>	<b>Submitted</b>
<i>Area C1</i>		
<i>Area C2</i>	City of Perth Toastmasters 17/3/2025 Durack Club 13/3/2025 Aspiring Leaders 20/3/2025	TLI Training Group 6/2/2025
<i>Area C3</i>		
<i>Area C4</i>		

Comments:

## Contests

	<b>Humorous &amp; Table Topics</b>	
	<b>Planned</b>	<b>Not yet Completed</b>
<i>Area C1</i>	12 <sup>th</sup> March 2025	St Georges TT Contest.
<i>Area C2</i>	24 <sup>th</sup> March 2025	Durrack Toastmasters
<i>Area C3</i>		
<i>Area C4</i>	15 <sup>th</sup> March 2025	
<i>Division</i>	6 <sup>th</sup> April 2025	

Comments:

## New Clubs

<b>Name or Location</b>	<b>Status</b>	<b>Comments</b>
Wa Sikhs	In Progress	Open Day organised on 1 <sup>st</sup> February. Speechcraft organised to garner interest.

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

<b>Success Stories</b>	<b>Best Practice Learnings</b>
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

**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)**

*All Areas complete Area Contest*  
*Area Visits completed*  
*All clubs have at least 12 members/ no nett loss*  
*Have a conversation about potential new clubs with each Area Director*

**Goals for the year (Division and Area)**

*No nett loss of clubs*  
*1 new club*  
*As of 11/9/2024, we had 294 members. As of today, we have 326 members.*

**Other Information or Comments**


## DIVISION | NORTHERN

<b>Division Director:</b>	Desmond Miranda	<b>Date:</b>	4 <sup>th</sup> March 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**

	<b>Quarter 1</b>	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>
<b>Area 1</b>	Done	Done	Done	
<b>Area 2</b>	Done	Done	Done	
<b>Area 3</b>	Done	Done	Done	
<b>Area 4</b>	Done	Done	Done	
<b>Division</b>	Done	Done	Done	

Comments:

### **Area Director Club Visits**

	<b>Round 1 (July to September)</b>		<b>Round 2 (January to March)</b>	
	<b>Planned</b>	<b>Submitted</b>	<b>Planned</b>	<b>Submitted</b>
<b>Area 1</b>	All Planned	1 out of 4	All Planned	
<b>Area 2</b>	All Planned	2 out of 5	All Planned	
<b>Area 3</b>	All Planned	3 out of 5	All Planned	
<b>Area 4</b>	All Planned	4 out of 4	All Planned	1 out of 4

Comments:

### **Contests**

	<b>Humorous &amp; Table Topics</b>		<b>International &amp; Evaluation</b>	
	<b>Planned</b>	<b>Completed</b>	<b>Planned</b>	<b>Completed</b>
<b>Clubs</b>	In Progress	Yes	All Planned	
<b>Areas</b>	All Planned	Yes	All Planned	

	Humorous & Table Topics		International & Evaluation	
	Planned	Completed	Planned	Completed
Division	All Planned	Yes	All Planned	

Comments:

#### New Clubs

Name or Location	Status	Comments
Geraldton	First Contact made.	Made contact with 2 people from Geraldton who have indicated they are keen to start the club again in Geraldton. Meeting was arranged and held, but they decided to put this off to a later date.

#### 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, Sandgropers and Currumbine

#### 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

Name	Roles / Interests
Daniel Morris (Young Guns)	District Leader
Aidan P. Scanlon (Young Guns)	<p>District Leader</p> <p>*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.</p>

#### Goals for the next 3 months (Division and Area)

*To get all Club visits done and all Area Director Reports submitted.*

*To get all Area Contest organised and completed and work together on Division Contests.*

*To work on building a club in Geraldton*

#### Goals for the year (Division and Area)

*To ensure no clubs in Northern Division close. To ensure all relevant reports are submitted on time. To work on developing more leads for new clubs.*

*To ensure that all Area and Division Contest run smoothly and working closely with other divisions to promote teamwork and collaboration.*

#### Other Information or Comments

A few members have expressed interest in achieving their DTM this year. Will work closely with these people to find good projects for them to work on. This projects could be in line with help the district gain new clubs as well.

## 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
<b>Area 1</b>	Completed	Completed	Scheduled	
<b>Area 2</b>	Completed	Completed	Scheduled	
<b>Area 3</b>	Completed	Completed	Scheduled	
<b>Area 4</b>	Completed	Completed	Scheduled	
<b>Division</b>	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
<b>Area S31</b>	Completed	Completed	4/5	
<b>Area S32</b>	Completed	Completed	Completed	Completed
<b>Area S33</b>	Completed	Completed	5/5	
<b>Area S34</b>	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
<b>Clubs</b>	Completed	Completed	Planned	
<b>Areas</b>	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 <sup>th</sup> 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**
