Club Growth Director Report

Date: 14 September 2019

After undertaking a detailed marketing analysis we observed several key findings for the District.

* Firstly, the percentage of clubs under charter strength is nearing 58%. This means only 42% of clubs are above charter strength. 5 years ago it was at 61%
* Secondly, the number of new clubs formed over the years has been inconsistent. In 3 of the last 5 years the number of new clubs formed has been 3 or less. In 2015 and 2017 there we 8 new clubs formed in each year
* With a population of 2.6 million and 90 clubs. Each club has a population catchment of 28,95. With a goal of establishing 8 clubs in 2019-20. This will improve to 26,063. In comparison with other states NSW and NZ are the best performing from Region 12.

At the TLI training in July and workshops presented in August. We focused our training on the importance of growing the club memberships across all clubs.

We have set a goal for all clubs to focus and work towards getting back to charter strength by having a membership campaign and a membership drive. This is to include having a least one or two open house or demonstration meetings.

The district will provide financial support up to $300 for clubs under 12 members to support the membership campaigns. For clubs that are under charter strength we will provide support of $200. There is a registration process which can be downloaded from the District 17 Website.

<https://toastmastersd17.org/resource/application-funding-new-rebuilding-clubs/>

Member retention is vital for all clubs to meet this goal.

 With the mentoring program rollout from the recent TLI training and the workshop on 31 August supported the clubs to assist this process.

Another key goal for the district is to develop new clubs. The district is taking the following steps to support this:

* Establishment of new club chair and forming a committee, of which we will have a person coming from each division to form the committee
* We have established a committee to put together a “popup events”. We will be working with all clubs, area and division directors to identify opportunities to present Toastmasters at the local community events.
* District 17 will assist and provide various marketing and promotional materials to support these initiatives.