

Agenda Item 10 – Report of the Re-Alignment Committee

Hello Club Presidents, Area Governors and Division Governors

I want to commend the 2010/2011 District Realignment Committee led by the immediate past Lieutenant Governor of Marketing, Ross Wilkinson for the superb work in restructuring as we seceded from District 73 and became District 17. It has provided a secure foundation to build our District upon.

Please find attached the Re-alignment Committees re-alignment proposal for District 17 for 2012/2013. Club Presidents can you please circulate this email to your Club members. It is important that all members have the opportunity to view and comment on the realignment proposals.

The following changes include:

Divisions:

We will still maintain our three existing Divisions

- Central Division
- Northern Division
- Southern Division

This existing three division structure should allow the opportunity to easily transfer clubs from these three existing Divisions into our future fourth division, Eastern Division. The 2010/2011 Realignment Committee set the original goal. The current Realignment Committee has agreed to maintain this. It was agreed that the fourth Division should be created when we achieve our target of at least 64 clubs (i.e. 4 x 4 x 4 theory). Preferably these 64 clubs need to be strong and viable, as we do not want to create a new Division now with struggling clubs, then areas, then divisions.

Club Movements within the Areas and Divisions:

There are several minor changes. The Committee has tried to keep as much of our current structure of Clubs in existing Areas as District 17 prepares to enter its second year, giving our members continued stability.

The Committee have addressed the issue of several struggling clubs. These clubs are being supported whilst they rebuild themselves. As part of the rebuilding clubs have elected to change the club name.

These included;

1. Roetoric – in rebuilding stage.
2. The A Team - will cease as a club on 30th April 2012
3. East Perth – in rebuilding stage. Has relocated to Highgate and therefore renamed as Highgate.
4. Ovataalkers – in rebuilding stage. Has changed it's name to Noranda and found a new venue & location.
5. TEEM - at this stage it is undecided whether this club folds or tries to rebuild.

The following club movements are proposed in the re-alignment:

- Northbridge moves from C2 to C1.
- Guns N Roses Gourmet (new club) is added to C2 (replacing Northbridge).
- The A Team folds in C4.
- Healthy Toasters is added to C4 (replacing The A Team).

- Highgate moves from C4 to N24.
 - Ellenbrook move from N24 to N23
-
- TEEM moves to from N23 to S34.
 - Business Professional Women (BPW) is added to S33
 - Mandjar moves from S34 to S32
 - Noranda moves from N22 to N24
 - Marketers moves from N24 to N22
 - Fremantle Gourmet moves from S32 to S31

Northbridge is being transferred to C1 to allow the new advanced club, Guns N Roses Gourmet, to be placed in C2. Guns N Roses Gourmet is an advanced club formed by Young Guns members. It has been agreed by the committee to have each of these two clubs in different areas.

There was a choice of the Health Department being placed in either C3 or C4.

C3 has five existing clubs whilst C4 loses A Team (folding) and Highgate (to N24). The addition of Health Department to C4 will result in a total of five clubs for C4.

The Committee believes that this re-alignment maintains and balances out the existing strengths in WA but allows for expansion of new clubs and the easy transition into four Divisions in the near future.

Please forward any comments about the re-alignment to me as the Re-alignment Chair at toastmaster.pascale@inet.net.au

The realignment will be voted on at the District Council meeting on Saturday 26th May 2012 at the Vines Resort.

Most Sincerely

Pascale Amberville-Colby DTM

District 17 Lieutenant Governor Marketing 2011-2012

[Marketers Club](#) President 2011-2012

[Perth Justalk](#) President 2011-2012

Mobile: 0412 957 611

"Toastmasters: Where Leaders Are Made"

Current District 17 Alignment

Central Division

Area C1

6314 Durack
 9390 Terrace
 875582 Riverside
 995774 Young Guns

Area C2

1311 Perth JusTalk
 9106 Northbridge
 661834 Central Communicators
 1139179 AECOM
 1505004 Toast2FS

Area C3

5607 West End
 6428 City of Perth

 9656 Rising Stars
 1136995 Electric Toasters
 1334399 Roetic

Area C4

662304 Curtin GSB
 744698 The A Team
 1196041 Highgate
 1320317 Plain Speakers
 1583170 CPA
 1584173 Water Corporation

Northern Division

Area N21

3077 Talkabout
 3432 Sandgropers
 4416 Stirling
 8924 Northern Lights
 1569226 Desperados

Area N22

6312 St George
 9703 Subiaco Early Birds

 1155864 UWA
 1332966 Noranda
 1581612 Project Managers

Area N23

5839 Swan
 8347 Guildford Stars

 1304173 Kalamunda
 1371947 Mundaring
 1505004 TEEM

Area N24

1285 Banyandah
 2111 Maylands
 1110743 Touch of Gold
 1204793 Marketers
 1562202 Ellenbrook

Southern Division

Area S31

8670 Gosnells Foothills
 867905 Armadale
 1133609 Canning Vale
 1363463 Southern River

Area S32

5491 Fremantle Gateway
 5769 Victoria Quay

 1068213 Fremantle Gourmet
 1204806 Netmasters
 1375364 Rockingham

Area S33

2236 Belmont
 7986 Western Founders
 Cannington
 1150233 Communicators
 1437841 Victoria Park

Area S34

3065 Bunbury
 7486 Mandjar
 9773 Margaret River
 75125 Jetty

Area S35

6438 Murdoch Southsiders
 8453 Successful
 1077268 WA Governors
 1304157 Applecross
 1372829 Wescef

Proposed Club Movements - District 17 Alignment 2012-2013

Central Division		Northern Division		Southern Division	
Area C1		Area N21	Unchanged	Area S31	
6314	Durack	3077	Talkabout	8670	Gosnells Foothills
9390	Terrace	3432	Sandgropers	867905	Armadale
875582	Riverside	4416	Stirling	1133609	Canning Vale
995774	Young Guns	8924	Northern Lights	1363463	Southern River
9106	Northbridge	1569226	Desperados	1068213	Fremantle Gourmet
Area C2		Area N22		Area S32	
1311	Perth JusTalk	6312	St George	5491	Fremantle Gateway
9106	Northbridge	9703	Subiaco Early Birds	5769	Victoria Quay
661834	Communicators	1155864	UWA	1204806	Netmasters
1139179	AECOM	1204793	Marketers	7486	Mandjar
1505004	Toast2FS	1581612	Project Managers	1375364	Rockingham
Club Number	Guns N' Roses Gourmet	1332966	Noranda	1068213	Fremantle Gourmet
Area C3		Area N23		Area S33	
5607	West End	5839	Swan	2236	Belmont
6428	City of Perth	8347	Guildford Stars	7986	Western Founders
9656	Rising Stars	1304173	Kalamunda	1150233	Cannington
1136995	Electric Toasters	1371947	Mundaring	1437841	Communicators
1334399	Roetoric	1562202	Ellenbrook	Club Number	BPW Toastmasters
		1505004	TEEM		
Area C4		Area N24		Area S34	
662304	Curtin GSB	1285	Banyandah	3065	Bunbury
744698	The A Team	2111	Maylands	1505004	TEEM
1196041	Highgate	1110743	Touch of Gold	9773	Margaret River
1320317	Plain Speakers	1562202	Ellenbrook	75125	Jetty
1583170	CPA Water Corporation	1204793	Marketers	7486	Mandjar
1584173	Corporation	1196041	Highgate		
Club Number	Healthy Toasters	1332966	Noranda	Area S35	Unchanged
				6438	Murdoch Southsiders
				8453	Successful
				1077268	WA Governors
				1304157	Applecross
				1372829	Wescef

Club folding	
Club Realigned	
New alignment	
Proposed new club	

Proposed District 17 Alignment 2012-2013

Central Division

Area C1

6314 Durack
9390 Terrace
875582 Riverside

995774 Young Guns
9106 Northbridge

Area C2

1311 Perth JusTalk
Central
661834 Communicators
1139179 AECOM
1505004 Toast2FS
Club
Number Guns N' Roses
Gourmet

Area C3

5607 West End
6428 City of Perth

9656 Rising Stars
1136995 Electric Toasters

1334399 Roetic

Area C4

662304 Curtin GSB
1320317 Plain Speakers
1583170 CPA
Water
1584173 Corporation
Club
Number Healthy Toasters

Northern Division

Area N21

3077 Talkabout
3432 Sandgropers
4416 Stirling
Northern
Lights
1569226 Desperados

Area N22

6312 St George
Subiaco Early
Birds
9703 UWA
1155864 UWA
1204793 Marketers
Project
1581612 Managers

Area N23

5839 Swan
8347 Guildford Stars

1304173 Kalamunda
1371947 Mundaring

1562202 Ellenbrook

Area N24

1285 Banyandah
2111 Maylands
1110743 Touch of Gold

1332966 Noranda

1196041 Highgate

Southern Division

Area S31

8670 Gosnells Foothills
867905 Armadale
1133609 Canning Vale

1363463 Southern River
1068213 Fremantle Gourmet

Area S32

5491 Fremantle Gateway
5769 Victoria Quay
1204806 Netmasters
7486 Mandjar
1375364 Rockingham

Area S33

2236 Belmont
7986 Western Founders
Cannington
1150233 Communicators
1437841 Victoria Park
Club
Number BPW Toastmasters

Area S34

3065 Bunbury
1505004 TEEM
9773 Margaret River

75125 Jetty

Area S35

6438 Murdoch Southsiders
8453 Successful
1077268 WA Governors
1304157 Applecross
1372829 Wescef

Agenda Item 11 – Report of the Nomination Committee

Nominations were called for seven positions. The Nomination Committee, chaired by Glenis Nicholas DTM, has met and presented its report to the District Governor, Mark Richards. This is its report.

The Committee met on Saturday afternoon 7th April and completed its deliberations satisfactorily.

We dealt with all the nominations received and our report is as follows for the elections to be held at the District Council on May 26, 2012.

Position	Nomination(s)
District Governor	Ross Wilkinson DTM
Lt Governor Education & Training	Pascale Amberville-Colby DTM
Lt Governor Marketing	Robyn Richards DTM
Public Relations Officer	Ian Pickens DTM
Division Governor Central	Leonor Ragan DTM
Division Governor Northern	Peter McDonnell ACG
Division Governor Southern	David Nicholas DTM

(For this Southern Division Governor position I was not present for the discussion and did not vote .)

Agenda Item 13 – Report of the Audit Committee

This is a scanned copy of the Audit Committee report

AUDIT REPORT

FROM DISTRICT 17 AUDIT COMMITTEE

For the Period 1 July 2011 – 31 December 2011

To the District 17 Executive Committee

1. Scope of Audit

1.1 The Audit Committee, comprising of Terrence Cheong (chairman), Elizabeth Dai and Raj Thethy, audited the accounts for District 17 for the first six months of the financial year 1 July 2011 – 31 December 2011 in accordance with guidelines issued by TMI Finance.

2. Findings

2.1 The Audit Committee believes that the accounts accurately reflect the financial transactions on and the status of the District 17 accounts for the period 1 July 2011 – 31 December 2011 and has found the accounts and supporting documentation to be in order.

2.2 The Audit Committee certifies the accounts for this period without qualification. However, the Audit Committee reserves the right to re-visit the first 6 month's transactions as part of the End of Year Audit.

2.3 The Audit Committee was impressed with the manner in which the accounts and supporting documentation have been maintained and presented by the District Treasurer.

3. TMI Midyear Reports

Copies of the following reports that were submitted by District 17 to TMI accompany this report:

- District 17 Midyear Audit Report for the period 1 July -31 December 2011; and
- District 17 Monthly Certified Reports for the months between July and December 2011.

Dated: 14 February 2012



Terrence Cheong

Chairman

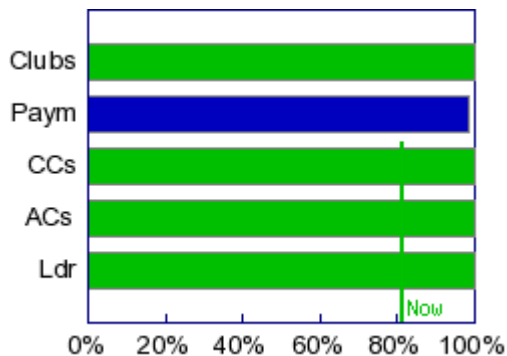
District 17 Audit Committee



District 17 District Governor Report – Western Australia

Overall performance

At the time of writing this report, May 5th, we have achieved 4 of the 5 goals set by TMI and are just 26 membership payments away from reaching Distinguished District status. We could be the 1st District in the world to reach Distinguished and that would be a magnificent achievement in our inaugural year. At the moment we are ranked 6th District in the world on the points table where points are allocated for new clubs, membership payments, CCs, ACs, Leadership awards, Distinguished Clubs & Distinguished Areas, so please ensure that your Club does all it can to reach at least Distinguished status by June 30th 2012.



Membership Dues

We have almost reached our target of 2327 membership payments for the year with 2301 received so far with only 26 more payments to go. I encourage all clubs to follow up with their members to ensure they have paid their renewals and the Treasurer has paid these renewals to TMI.

We have welcomed 497 new members into District 17 so far this year and it is very pleasing to see that 53 clubs or 86.9% have achieved the first membership goal of 4 new members. Every club has added at least 1 new member into their Toastmasters family.

Area Visits

All Area Governors have been working tirelessly to help each club reach their potential best. Each Area Governor has completed their club visit by now and will lodge their club visit form by the end of May. I would like to acknowledge the fantastic work they have all done this year to bring out the best in all of us.

District Website

The District website is now looking fantastic with the addition of the calendar and the electronic version of our District newsletter, Black Swan. If you have any ideas for improvement or new resources to add to the site, please contact myself or webmaster, David Nicholas. A big congratulations is in order for the hard work of David Nicholas and his son Glenn. The amount of hours spent getting it just right in time for our launch on July 1st, was incredible. I would also like to thank Gerry Prewett for his work on the District newsletter - Black Swan.

District 17 Convention

Everything seems to be running smoothly as we approach our District convention. There have been over 100 registrations lodged with the raffle of a free registration at

Division finals being very successful. I think we will meet our target of 150 registrations. I would like to congratulate Judith & John and their Convention team for their hard work and dedication all year to ensure we have a memorable inaugural District 17 convention.

Education Awards

We have met all educational goals for the District which is a great achievement. I must encourage those clubs who have not yet lodged a CC or AC for the year to do so. Only 6 Areas have met their CC goal & 10 Areas have met their AC goal. There have been 25 clubs or 41% that have achieved the first CC goal of 2 CCs and 24 clubs or 39% who have achieved the first AC goal. I believe we have the potential to far exceed the goals that have been set for us by TMI so keep encouraging every member to be best they can be.

Distinguished Areas

Congratulations to Areas C1, N23 S31, S32, S33 & S35 for reaching Distinguished status. I will be sending out a list of Area to-dos to all Area Governors every week so they will know where to concentrate their efforts in the next few months. I feel sure we can get every Area to Distinguished with a concerted effort. Well done to Southern Division for achieving Presidents Distinguished status.

Distinguished Clubs

At the moment we have 18 Distinguished clubs even though 31 clubs have qualified for the DCP. The additional 13 clubs need to concentrate on their membership drives to reach the magical figure of 20 members.

New Clubs

Well done to new clubs Applecross (which have attained 10 goals in their first year) and CPA Toastmasters. Healthy Toasters is about to charter in the next few weeks and we have 2 other clubs that we hope to charter before the end of this year being BPW Toastmasters and Gourmet Guns n Roses.

Speechcraft

Our Speechcraft program is the best in the country with all courses filling within a few months of advertising. Well done to Maree Pickens for her professional approach to co-ordinating this program and all facilitators that have run them.

Bob Hooey event

What a fantastic day we had with our accredited speaker from Canada, Bob Hooey. There were over 70 Toastmasters who were given hints and tips on how to "Speak for Success" and a lucky few who were given hotseat training on the day. A big thanks to Bob for making himself available for our District's members. As he put it, "I just want to give back to the organisation that has given me so much".

Summary

In the next month we will definitely reach Distinguished District status in our first year. I feel sure we can place very high in the world rankings this year, which will lay a very strong foundation for the years ahead.

Well done to all Area & Division Governors for running some fantastic contests and I think the standard of our speakers is very high indeed. Good luck to our first representative in the World Championships at the International Convention in August.

A huge part of our success this year has been the dedication of our District Management team. Our Motto is "Where Leaders are Made" and I am proud to say that we have gained several more leaders in the ranks of District 17. A big thank you to LGET Ross, LGM Pascale, PRO Robyn, Secretary Sandra, Treasurer Tim & Division Governors Robyn, Nola & Vicky. We have met every month to discuss the formation of the District and to tackle any problems we are facing. Minutes of every meeting we have had are on the District website for all members to read.

Mark Richards DTM
District 17 Governor 2011/12



District 17

LG Education & Training Report – Western Australia

It has been a very rewarding term as Lieutenant Governor of Education and Training in District 17 inaugural year. The following District Educational and Training results have been exceptional:

Educational Awards

Toastmasters International sets Educational Award Targets for each District to achieve in a Toastmaster Year based on the number of Members that a District has. As at the 4 May 2012 District 17 has achieved the following Educational Awards:

Award	No.	Target	Percentage Achieved
CC Awards	92	79	116%
AC Awards	50	22	227%
Leadership Awards 11DTM's	89	56	159% including

District 17 has achieved and exceeded all the Educational Targets that Toastmasters International has set for our District. I believe the District's outstanding achievement for a District in its inaugural year is a reflection of our District's culture of focusing on the Distinguished Club Program, with the resulting Educational Awards being achieved.

District 17 Distinguished Toastmasters

The Distinguished Toastmaster Award is the highest recognition a Toastmaster can achieve. The District 17 Toastmasters who have achieved their DTM's this year are:

Distinguished Toastmaster	Member's Club
Lynne Brighton	Guildford Stars Toastmasters Club
Ian Pickens	Electric Toasters
John Palmer	Southern River Toastmasters
Pascale Amberville-Colby	Fremantle Gourmet Toastmasters Club
Vicky Post	Belmont Toastmasters Club
Gawain Simpson	Sandgroper Toastmasters Club
Robyn Lloyd	Durack Toastmasters Club
Mark Richards	Canning Vale Toastmasters
Ross Wilkinson	Applecross Toastmasters
Gerry Prewett	Western Founders Toastmasters Club
Peter Law	Victoria Quay Club

Triple Crown Awardees

Toastmaster's Triple Crown Award recognises those Toastmasters who have achieved 3 or more Education Awards in a Toastmaster Year. The District 17 Triple Crown Awardees are:

Member	Awards	Member	Awards
Robyn Lloyd	10	Martin Lindsay	5
Ross Wilkinson	10	Glenis Nicholas	4
Peter Law	9	Gerry Prewett	4
David Nicholas	9	Robyn Richards	4
John Palmer	8	Anita Adhitya	3

Mark Richards	8	Pascale Amberville-Colby	3
Lynne Brighton	7	Allen Hahn	3
John Pawley	6	Greg Lynn	3
Vicky Post	5	Graham Macdonald	3
Nola Hadrill	5	Greg Madden	3

District Officer Training

District Officer Training for all District Governors and Area Governors was successfully conducted on 25 June 2011. The District conducted its first Mid Year District Officer Training which on the 21 January 2012. The Mid Year DOT was very effective in addressing the needs of our District Officers.

Toastmaster Leadership Institute which incorporated Club Officer Training was conducted July 2011 and February 2012.

At the July 2011 TLI a total of 278 out of 420 District 17's Club Officers were trained, resulting in 55 out of our 60 clubs achieving a minimum of 4 Club Officers trained.

At the February 2012 TLI a total of 248 out of 434 District 17's Club Officers were trained. Resulting in 47 out of our 62 clubs achieving a minimum of 4 Club Officers trained.

The three Division Governors created interactive and relevant programs for those that attended TLI. The first round concentrated on the actual Club Officer Roles and how the District can support the clubs. The second round of TLI was designed to meet the challenges that Club Officers face in their club and their roles. The sessions were structured around the Distinguished Club Program.

Convention 2012 – Vitto, Vino, Voci at the Vines

District 17's inaugural Convention on the 26 and 27 May 2012 is being co-chaired by Judith Allen and John Pawley. The co-chairs have effectively co-ordinated an exceptional team of Toastmaster members to provide us with what should be a very memorable inaugural District 17 Convention.

Competitions

All three District 17 Divisions, Central, Northern and Southern Divisions have successfully conducted their respective Division Competitions. The quality of the competitions so far has been of an exceptional standard. It is disappointing that the competitions do not attract more of our member's attendance. Competitions give us the opportunity to see our better speakers compete at a higher level. We can all learn from observing and supporting our fellow members in the Competitions.

Training

The Executive of District 17 is committed to provide extra training for our members in 2011-2012. We have conducted the following very successful Educational Workshops far this year:

Competition and Judging Workshop	Martin Lindsay
Chairmanship Workshop	David Nicholas
Evaluation Workshop	Darren Fleming
Speaking for Success Workshop	Bob Hooey
VVV Convention Workshops	5 Workshops plus the Keynote Address by Jock Elliott

There are several workshops that the District has already planned for the 2012/2013 year including the "From Speaker to Trainer", "Competition and Judging Workshop"

and a "FreeToastHost 2 Workshop". Other workshops will be announced by the 2012/2013 Executive.

Distinguished Club Program

The Distinguished Club Program is progressing exceptionally well. This reflects that our clubs and club officers are focusing on their individual members needs. If we fulfil our individual member's needs the resulting effect is that the Distinguished Club Program goals will be achieved. Results of the Distinguished Club Program as at the 4 May 2012 are:

Distinguished Clubs

Division	Clubs	Total Goals	Clubs with 5 Goals +	
	Membership OK			
Central	20	93 / 200	11	8
Northern	20	90 / 200	8	3
Southern	22	135 / 220	13	7

Distinguished Distinguished Clubs

Curtin GSB
Durack
Electric Toasters
Fremantle Gateway
Plain Speakers
Sandgropers
Victoria Park
Water Corporation

Select Distinguished Clubs

Belmont
Highgate
Stirling
Terrace
UWA

President Clubs

Applecross
Canning Vale
Vitoria Quay
WA Governors
Young Guns

Distinguished Areas

All Areas have competed the October Renewals and November Club Visit Goals. The following Areas have achieved Distinguished status:

Distinguished Distinguished Areas:

Area N23 John Pawley
Perriman
Area S31 John Palmer
Area S32 David Fox
Area S33 Allan Burt

Select Distinguished Areas:

Area C1 Greg Madden

President Areas:

Area S35 Jackie

Distinguished Divisions

Southern Division, lead by Division Governor Vicky Post has achieved Presidents Distinguished Status in the Distinguished Division Program.

District 17 "First"

The following members are the "First" to achieve the individual Educational Awards in District 17's inaugural year:

Communication Stream

Competent Communicator	Paul Reilly	Victoria Quay Club
Advanced Communicator Bronze	Michael Geisler	Southern River Toastmasters
Advanced Communicator Silver	Peter Law	Victoria Quay Club
Advanced Communicator Gold	Vicky Post	Belmont Toastmasters

Leadership Stream

Competent Leader	Michael Geisler	Southern River Toastmasters
Advanced Leader Bronze Toastmasters Club	Jackie Perriman	Fremantle Gourmet
Advanced Leader Silver Club	Lynne Brighton	Guildford Stars Toastmasters

Distinguished Toastmasters Award – both lodged on the 1 July 2011

DTM Club	Lynne Brighton	Guildford Stars Toastmasters
DTM	Ian Pickens	Electric Toasters

Triple Crown Awardee – Peter Law

First New Club Chartered in District 17 - Applecross Toastmasters

Summary

It has been a great honour to serve District 17 and its members as the District's Lieutenant Governor of Education and Training in the District's inaugural year.

District 17 has achieved all of the Educational and Training goals that Toastmasters International has set for the District. There has been a strong focus on the Distinguished Club Program during the year which results in Club Officers focusing on the individual member's progress and achievement.

We have also been able to give our members added value to their membership by providing several top class additional workshops throughout the year.

The introduction of mid-year District Officer Training and the continually revamping of the Toastmaster Leadership Institute incorporating Club Officer Training has occurred in response to our members needs and hopefully sets up a platform for the District to develop and improve in the future.

Ross Wilkinson DTM
District 17 LGET 2011-2012



District 17 LG Marketing Report – Western Australia

Membership

District 17's membership growth of **501** new members to existing clubs including 40 charter members in the 2 new clubs (Applecross & CPA) established in WA since July 1st 2011.

1st July 2011 - **1083** members in 60 Clubs with an **18.1** member average per club.
 9th October - **1216** members in 61 Clubs with a **19.9** member average per club.
 3rd May 2012- **1017** members 61 Clubs with a **16.7** member average per club.

Central Division now has the largest membership. Northern Division has had the strongest stability. Southern Division has the highest number of new memberships but suffered the most membership casualties. District 17 suffered casualties during the September and April semi annual membership renewal period. There has been a significant decrease in the number of members who belong to more than two clubs. This will provide a more realistic number of actual members within the District.

WA Division Membership Numbers and Growth are:

DIVISION AVERAGE	CLUBS	MEMBERS	NEW CHARTER		
			MEMBERS		PER
CLUB					
Central Division 18.9	(20) 19	(212) 360	(144) 178	20	(11.0)
Northern Division 15.2	(20) 20	(210) 303	(105) 127	0	(11.0)
Southern Division 16.1	(22) 22	(228) 354	(140) 196	20	(10.5)
TOTAL 16.7	(61) 61	(650) 1017	(389) 501	40	(10.6)

- October 9th, 2011, **25** of D17's's 60 clubs had under 20 members. **36** clubs were at Charter strength. **7** Clubs were critical with 12 or less members. In October we peaked at **59.01%** of clubs at charter strength in District 17.
- May 5th, 2012, **39** of D17's 61 clubs are under 20 members. **24** Clubs were on the critical list with 12 or less members. **36.06%** of clubs are at or above charter strength.

A-Team, Ovataalkers & Roetoric

A Team (C4) has now been laid to rest. Roteric (C3) is in club rescue mode. Ovataalkers has now become Noranda.

New Clubs

New Clubs that have Chartered:

Applecross (S35) & CPA (C4).

Healthy Toasters (C4) will charter within the month.

Other Clubs that are actively in development:

Central Division (NCC – Mike Helm)

- Health Department – Mike Helm has run a demonstration meeting with over 20 attendees. The Club will charter in My 2012.
- Gourmet Guns & Roses -- This is in progress and expected to charter in the next financial year. Young Guns is sponsoring this advanced club.

Northern Division (NCC – Martin Lindsay)

- IKEA – New HR Management is interested. Both Mike Helm and Peter McDonnell are interested in pursuing this due to close proximity to Mike’s work and Peter’s home.

Southern Division (NCC – David Nicholas)

- Business Professional Women (BPW) – This is in progress and expected to charter in the next financial year.

District Realignment Committee

- The Report was distributed and discussed within a forum at the April District Executive Meeting. All suggested changes have been minor with the aim to maintain as equal a balance where possible throughout all 13 Areas within the District 17.
- At this stage we are still maintaining the three current Divisions with a vision of developing a fourth Division – Eastern Division in the near future.
- The success of this rests on more clubs achieving and sustaining charter strength.
- The report will be presented during the May AGM.

Club Coaches

There are 10 Club Coaches appointed in D17 this TMI year who are proactive in their roles:

Belmont	Charles Fisher	Pending
Belmont	Gerry Prewett	Pending
HighGate	Nola Haddrill	Pending
HighGate	Ross Wilkinson	Pending
Talkabout Toastmasters	Peter McDonnell	Pending
Talkabout Toastmasters	Karen Tregenza	Pending
West End	Charles Fisher	Pending
Cannington Communicators	John Palmer	Pending
Roetic	Susan Voloczi	Pending
Banyandah	Susan Voloczi	Pending

Other club coaches are been considered. Potential club coaches are requesting to be assigned as geographically close as possible to their assigned club. There are TM’s interested in taking club sponsor/mentor roles for new clubs. The challenge is to ensure that the responsibility and work load is as widely distributed as possible with no TM on overload.

Marketing Promotions

- The Membership Renewal and Membership Retention DOT & TLI Presentation was submitted as an article for the Black Swan. I am very proud of all the clubs that have adopted and implemented these strategies. The positive results speak for themselves.
- The Beat The Clock Membership Promotions was launched in late April. It has provided an opportunity for all clubs to relaunch their membership drives.
- The flyers for our three membership target markets to assist in attracting new memberships was launched in May. The Community Club, Corporate Club

and Advanced Clubs flyers all differ in criteria and information to attract and direct guests to the club that will benefit them the most. The Trial runs were successful in generating positive results. They are available on the website and serve as support material for the Beat The Clock Promotion.

Summary

It has been a promising start for Marketing in WA, with 2 new clubs, 501 new members, 40 new Charter members, a peak membership of 1216 and 10 dedicated Toastmasters in their Club Coach roles. We are still recovering from Membership Casualties from our last two semi annual renewals period.

All clubs below charter were contacted and encouraged to finalise as many membership renewals as possible. Our membership renewals have increased and produced some positive results. The membership drive for both prospective and renewed members is starting to generate results.

My quest to achieve the original District goal of at least 60 – 65% of Clubs at Charter Strength is now extended to June 2012. It will be challenging to reach this goal but not impossible. We will encourage our current membership to continue in their pursuit of goals, commitment to excellence and service to their fellow Toastmasters.

Pascale Amberville-Colby DTM

District 17 Lieutenant Governor Marketing 2011-2012

Where Leaders Are Made



District 17 Public Relations Officer Report – Western Australia

The projects I have undertaken in 2012 include the Club Website Audit, The Positive Promotion Premiership, the Club and Area Newsletter Contests and the organisation of the Change Over Dinner and Awards Night. The Club Website Audit and the Positive Promotion Premiership have both proved highly successful and I feel confident that the Change Over Dinner and Awards Night will be also.

Club Website Audit

To fulfil my duties as District PRO, I am required to conduct an audit of all club websites to ensure they are current and easily accessed both from the TMI website and the District 17 website. I conducted this during January 2012, looking for use of the new branding as well as current details regarding meeting times, venue etc. It was pleasing to find many clubs had already embraced the new branding and Freetoasthost 2 websites. My findings regarding individual club websites were sent to Area and Division Governors. I feel sure they forwarded the information onto their respective clubs for action or congratulations. Generally, I believe we need to “personalise” our websites with photos of current members and events while still keeping the new branding and layout which Toastmasters International are wanting.

Positive Promotion Premiership:

The vying for top position was hotly contended throughout the whole year and during the last month of this contest I was inundated with claims which meant the top four positions changed several times. This made it exciting to watch and be a part of.

I am particularly excited to see many clubs actively seeking articles in local newspapers and 3 clubs have had a spot on radio. The other astounding aspect of this contest is the ingenuity and “thinking outside the box” of VPPRs as they find new ways to promote their club. The creative minds of Toastmasters in WA is to be commended.

I believe there are still clubs out there which were unaware of this contest for the whole year. I know several club VPPRs contacted me during April to find out how to claim points. This is disappointing that the word did not get out as well as I had expected but it does auger well for a very healthy contest next year. More clubs will be savvy and claim points from day one. My goal was to have at least 30 clubs claiming points by the end of this Toastmasters year but unfortunately, we fell short by a few. I am delighted to be presenting *The Successful Club Series* of manuals plus a gold premiership cup to the inaugural District 17 Positive Promotion Premiers tomorrow.

Next year I will be encouraging the incoming District Public Relations Officer to work with me in fine tuning a wonderful contest which gives clubs a blueprint for achieving “Distinguished” status in the DCP. I believe, as the contest becomes better known and understood, it will become a hotly contended prize in District 17. I urge the incoming District and Club Officers to promote this contest from July 1st. There’s no reason why 62 clubs can’t be contending for the prize in 2013.

Change Over Dinner and Awards Night:

This event will take place on Friday July 6th, 2012 and is the time to celebrate the year of hard work and welcome in the new District Officers. It is a major event on the District 17 calendar and always a triumphant night.

I have booked Tompkins on Swan for this event. Catering choices at this venue are delicious and the price will remain the same as last year. The venue is superb with stunning views of the Swan River and the city. We will need to advise final numbers closer to the event so please be diligent in promoting this event to your members. There will be no late bookings accepted. The flyer is on the District Website with all details and payment methods.

Club and Area Newsletter Contests:

This year we had only a few entrants in these contests, which proved a little disappointing considering this was one of the promotions which could have earned points in the PPP. I did receive highly professional entries in both categories and look forward to presenting the winners at our Hall of Fame tomorrow.

District Newsletter – Black Swan

It took several months for our new district newsletter to establish but with the hard work of our webmaster, David Nicholas, and our editor, Gerry Prewett, it is finally beginning to come of age. I know it will keep improving and I believe the name is so significant with Western Australia that we should all be very proud to promote this important part of public relations to every club and every potential member in Western Australia.

I encourage all clubs and members to submit articles as this is essential for the ongoing success. Black Swan belongs to us all – be a part of it!

Conclusion

The Club Website Audit highlighted many excellent websites as well as the ones needing action and all concerned were advised of the findings.

I am looking forward to presenting the Positive Promotion Premiership winning club as well as the Club and Area Newsletter Contest winners at our Hall of Fame. They have worked very hard to achieve these prizes and deserve your recognition.

Our Change Over Dinner and Awards night is set to be the most exciting ever in a brand new venue where we can all celebrate together our first year as District 17.

I encourage all members in WA to become a part of the wider Toastmasters community by engaging in the fabrication of our District Website and Newsletter.

Thank you to all of the District Executive, Club Officers and members of District 17 for the wonderfully successful year we have had in our inaugural year. Without all of your dedication, this would not have become the triumphant reality we are celebrating this weekend.

Robyn Richards DTM
District 17 Public Relations Officer 2011-2012



District 17 Treasurer's Report – Western Australia

District 17	District 17 Available Funds (in AUD) Month Ending 30/04/12	
Available Funds		
Cash & District Reserve		
Cash		
Cash - Begdigo (8698)		36,702.78
Total Cash		36,702.78
District Reserve		22,632.12
Total Cash & District Reserve		59,334.90
Minimum District Reserve Required at Year		(4,458.00)
Total Available Funds		54,876.90

District 17		District 17 Treasurer's Report (Actual vs. Budget Summary) (in AUD)		01/07/11 Through 30/04/12	
Month Ending 30/04/12					
Actual	Budget	Variance	Actual	Budget	Variance
District Revenue			District Revenue		
130.00	2,144.00	(2,014.00)	15,905.25	15,936.00	(30.75)
3,250.00	0.00	3,250.00	17,109.98	0.00	17,109.98
625.00	0.00	625.00	12,144.37	3,000.00	9,144.37
0.00	0.00	0.00	300.00	0.00	300.00
73.01	110.00	(36.99)	1,522.64	890.00	632.64
4,078.01	2,254.00	1,824.01	46,982.24	19,826.00	27,156.24
District Expenses			District Expenses		
245.40	0.00	245.40	5,909.69	0.00	5,909.69
0.00	0.00	0.00	1,755.47	1,600.00	155.47
0.00	0.00	0.00	3,229.83	0.00	3,229.83
0.00	500.00	(500.00)	34.67	4,450.00	(4,415.33)
0.00	50.00	(50.00)	13.55	850.00	(836.45)
0.00	150.00	(150.00)	1,608.88	3,370.00	(1,761.12)
100.00	0.00	100.00	100.00	500.00	(400.00)
363.00	620.00	(257.00)	1,340.31	1,610.00	(269.69)
556.60	0.00	556.60	3,814.58	4,150.00	(335.42)
0.50	0.00	0.50	750.04	0.00	750.04
1,285.50	1,320.00	(54.50)	18,557.02	16,530.00	2,027.02
2,812.51	934.00	1,878.51	28,425.22	3,296.00	25,129.22
Total Net Income			Total Net Income		