

District Success Plan

Team Composition

Name the members of the district's core team.*

DD Kevin Sansome

PQD Henry Yau

CQD Tim Blackburn

IPDD Patricia D'Cruze

PRM Alicia Hitchcock

FM Peggy Leung

Name the members of the district's extended team.*

C Division Gavin Hyslop

E Division Tom Bielski

N Division Souzana Theophilopoulos

S Division Mina Cho

I Division Ian Pickens

W Division Robert Cockburn

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the district's core values?*

Respect

Integrity

Honesty

Trust

Service to all members

Excellence

Team Collaboration

Empowerment

Innovation and Creativeness

Sustainability

Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)*

Collaboration in all activities undertaken

Embracing new innovations and efficient operations

Superior Member Services
Maintaining a Strategic Outlook
Compassion for our team and all Club members
Deliver on promises and honoring our commitments

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)*

Time and effort that members and Club Officers have available.
Family commitments and alternate priorities
Respecting the volunteer nature of Toastmasters
Extensive distance to visit remote Clubs in WA
Health and Fitness of members
Financial constraints

Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)*

TRIO Meetings plan to hold zoom meetings each Friday
DMM District plan to hold mid Month except when DECM's are being held each Quarter of the Year
DCM District Council meetings Virtual meeting in September and in person late May 2020 during the annual District17 Conference

Team Interactions and Behavioral Norms

How will decisions be made?*

All TRIO members have experienced Toastmasters and have extensive commercial experience in their careers.
Each TRIO members understand their roles and are empowered and accountable to decide on all activities within their portfolio.
Typically decisions are discussed and consensus reached. Email utilised to record positive detail and phone utilised to address negative actions.
DD has the final approval of all tasks of the TRIO.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.

Email
SMS has proven effective reaching members
Phone calls as required
Personal meetings each month DMM and once each Quarter DECM

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

Email to ensure the Agenda is clear and members understand the situation under discussion.
Phone calls as required
Zoom calls weekly for TRIO and special events like the Virtual DCM.
Face to face communication at DMM, DECM and DCM and many other meeting involving the District resources.

How will the team resolve differences of opinion?

Discussion will be held to resolve differences and where necessary a vote may be undertaken to resolve a situation.

The TRIO will possess an open management style and provide an honest response to all Toastmasters issues.

We will support each other on all issues and protect our cohesive team collaboration.

How will the team support one another?

As a TRIO we will resolve natural differences during social events.

The TRIO this year is well balanced and we constantly help each other when managing events like DOT, ADT and COT.

The relationship is strong and the Division Directors are very professional helping out where they can.

How will the team ensure equitable participation when completing activities?

The scope of each role provides good understanding as the DD has performed the other two TRIO roles.

By sharing the load of each event provides a platform to equally share the event load.

The TRIO will also delegate tasks to other groups like TLI, Leading Lights and Divisions assisting COT.

How will team members be held accountable for their responsibilities?

Being responsible for the whole role assists accountability across budget, operations, set ups etc
Each TRIO team member will embrace management responsibility for a particular role and utilise Planning, Leading, Organising and Controlling skills in each role.

Regular reporting of progress and assessment of resources strengthens this aspect of accountability.

How will the core team and extended teams be recognized for their efforts?

The DD will take a lead role looking for effort by all members and within the TRIO and Extended team will regularly recognise success.

This may take the place of email recognition and awarding certificates of appreciation for effort in each others role.

District17 also has a major Awards Night each year to recognise the success of the District and the special effort given by members.

Membership Payments Growth

Situation Analysis

What is the current situation in the district? How many members did the district add last year? Does the district have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)*

District 17 will embark on its final year of the legacy or traditional Toastmasters program which finishes at the end of June 2020. Members who have not embraced Pathways are vulnerable to be considering leaving toastmasters. Retention is a major issue for D17. If members goals can be satisfied and access to Pathways be improved we have an opportunity to reduce member turnover and lift member payments.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)*

The strategy is two fold - a new Club Excellence program is being introduced to lift Quality Clubs so that members become more satisfied. Club Excellence has three platforms Pathways, Quality Clubs and Mentoring. We will strengthen every Club in the District by having a Pathway coordinator in every Club. In addition a new Pathways Ambassador for the District and atleast one Guide for each Division. We also want to appoint a Mentor Champion in every Club - a person to develop the Club Mentor program backed by a District Mentoring executive. This personal approach should significantly reduce losses and improve member payments.

Action 1

Introduce a proven Club Excellence program by end of July 2019 to raise Club Quality to a new level.

Action 2

Identify Level 3 Pathway achievers and appoint one for each Club. We have 80 members of atleast Level 3 and 90 Clubs. Train the Pathway Coordinators on 3rd August 2019.

Action 3

Identify a Mentor Champion in every Club before end of August 2019. Train Mentor champions to develop a team, coach and drive Mentoring in all clubs.

Action 4

Utilise experienced Clubs to provide support to Clubs to improve Quality ie DTM Flying Squad.

Action 5

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include area and division governors and gift certificates to the Toastmasters store.) *

District 17 is relatively small compared with the East Coast of Australia and other locations around the globe.

The incentive to be an Area Director is another strategy for this year - A Leadership Academy is being created to facilitate higher skilled Area Directors. A gradual rollout of Workshops will be provided by TLI and Leading Lights to attract any leader seeking leadership skills for the future. This program is commercially available at a value of A\$5000 per person. We are hopeful that aspiring leaders will be attracted to this new approach.

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

The District Director has created the program. Keith Cundale a professional trainer and President of several clubs is supportive of this new approach. He will work with his respective clubs and develop programs from Toastmasters education programs and several leadership courses we will develop to satisfy the course content.

Action 1*

Rollout the Club Excellence Program through Division and Area Directors in July 2019.

Action 2*

Develop new resources through the Leadership Academy- Keith Candale leads kick off 10 July and six months of workshops to follow.

Action 3

Drive the Marvellous Membership Award to recognise clubs who submit a Charter Strength 20 members on time 30 September & 31 March.

Action 4

Club Growth Director to recognise clubs at the annual Awards night in July 2020 with Marellous Membership Awards.

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

The overall strategy begins at the commencement of the new Toastmaster Year.

Action 1*

In July 2019, rollout the new Club Excellence Program.

Action 2*

Kick off the Area Director training and new Leadership Academy on 10th July 2019

Action 3

Club Growth Director to develop a Marketing Plan before August 2019 -rollout the Marvellous Membership Program.

Action 4

Club Growth Director to recognise achievers and provide Awards at Award night in July 2020.

Action 5

Club Growth

Situational Analysis

What is the current situation in the district? How many clubs did the district add last year? Does the district have special challenges? (One situation might be that members in the district don't know how to generate interest in new clubs.)*

In 2019 the district added 3 new clubs but also lost 5 clubs. Thus -2 clubs was the over result. The challenge in 2019 was the WA went through recession and negative growth in population. This effected corporate clubs in particular those companies that have restructured and this has had an effect on membership numbers. The other challenge in 2019 was the CGD did not have a predecessor and thus the momentum in establishing the seeds of new clubs was not there. The other key observation is the number of clubs that are below charter strength has increased to 58%. This has deteriorated over the last 5 years. More effort needs to be done in reducing the members leaving and also increase the amount of activity to gain new members to clubs.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)*

1. The District leadership team needs to set clear targets in establishing new clubs. Aim for 8-10 clubs
2. The District leadership team to set targets of % of charter strength club to 62%
2. The District needs to inform members and leaders at all levels the importance in establishing new Toastmasters Clubs.
3. What worked in the past is having a person appointed in each division to search and monitor new clubs in their division.
3. Update the website on how to start a new club with current information
- 4.

Action 1

There will be clear messaging through out the year at TLI training events

Action 2

Update website to publish resources with how to start new clubs

Action 3

Put together a corporate club revitalisation program and educate Divisions, Area Directors and relevant clubs

Action 4

Utilise open house, demonstration meetings and popup events to stimulate interest in clubs and new locations

Action 5

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and infokits@toastmasters.org.)*

The District is relatively small and a limited budget of \$300 is available. The club growth director looks after the strategy to achieve the club growth goal. Representatives in each Division assist the District to target new areas/ corporations and professional groups that have a need of communication and leadership training.

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

The TLI group are targeting workshops to raise interest in leadership. The District Director works closely with TLI to frame content and educate Area Directors and aspiring leaders to identify club growth initiatives.

Action 1*

District Director to work closely with the Club Growth Director to target opportunities throughout the District.

Action 2*

Training programs by Leading lights and TLI targeted to strengthen leaders within the District.

Action 3

Utilise demographics and lead management tools to develop new areas for Clubs.

Action 4

Drive Corporate programs to lift share from 12% to around 25% like the East Coast of Australia.

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Timing for 8-10 club growth is 12 months.

Each month to review progress District Director and CGD.

Training to commence August to year end with Leading Lights and TLI each month in 2020.

Demographic studies and lead management advice from August 2019

Action 1*

Strategies developed for each Division. Create a Divisional club growth chair by September.

Action 2*

Provide a monthly report each month by CGD

Action 3

Monitor training and success each month by TLI and Leading Lights.

Action 4

Utilise the Lead management system each month by CGD

Action 5

Distinguished Clubs

Situation Analysis

What is the current situation in the district? What percent of district clubs are typically Distinguished? Do members understand how to achieve success? Does the district have special challenges? (One situation might be that members in the district don't know how to achieve success.)*

The current situation is that District 17 had 47 clubs reach Distinguished Status. 34 Clubs reached a record President Distinguished a 20% lift from last year and almost double from the year before. The Path to achieve President Distinguished Status is presented during Club Officer training and the creation of the DCP Success Plan has proven to be the most successful method. Start the year with Moments of Truth and then produce the DCP Success Plan. By managing the Success Plan you can achieve President Distinguished.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as training all area and division governors on the Distinguished Club Program.)*

Present the proven path at Club Officer training in June and July 2019. Utilise the best trainer to present the message in front of 630 Club Officers.

Driving the path approach plus introduce the Club Excellence program should lift the President Distinguish Award to atleast 46 Clubs in District 17.

Action 1*

Introduce Moments of Truth to all Clubs to complete within the first two weeks of the year.

Action 2*

Develop the DCP Success Plan showing all the goals that must achieved by each Club.

Action 3

Presidents to manage each club to the Success Plan and rejoice when all the goals have been achieved. Manage contingencies as they arrive.

Action 4

PQD to make sure the DCP Success Plan and Moments of Truth are uploaded onto the District17 Website - Completed in July 2019

Action 5

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include area and division governors and the Distinguished Club Program and Club Success Plan (Item 1111).)*

As mentioned District 17 is relatively small. Training is provided early in the Toastmaster Year with DOT, COT and AGT. Venues are chosen on economic grounds and whether WIFI is required. A portable router will be designed and trialed by the District to ensure we can train in the lowest cost facilities. The whole Executive Group of TRIO, Division and Area Directors get behind the District program as a proven technique to lift Clubs to President Distinguish status.

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

The PQD Program Quality Director has the responsibility to create and run District Officer and Club Officer programs at the start and middle of each year. The District Director is responsible to encourage Division and Area Directors to embrace the proven path, attend all training and implement all new innovations in a year. Most Directors in District 17 are experienced and recognise and support the District with our initiatives. Area Directors are responsible to communicate and encourage Clubs to embrace the vision and direction of the District.

Action 1*

Utilise Facebook to advertise Club Officer training and promote District events to all members.

Action 2*

Utilise DECM to provide more training of Divisional and Area Directors.

Action 3

Utilise a new Leadership Academy for the achievement of new skills for Area Directors.

Action 4

PQD to monitor the success of the implementation of all District programs.

Action 5

PQD to introduce quality Training throughout the District

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

We have launched our new initiatives during the first and second month of the Toastmaster year during training sessions of District and Club Officers.

DECM will be 14 September 2019 and leadership academy will roll across the first 8 months of the toastmaster year.

Action 1*

Heavily promote Club Officer training and Workshops through Facebook as a proven medium to market to D17 members by August 2019

Action 2*

Prepare and develop DECM training for Area and Division Directors by end of first week September 2019

Action 3

Leading Lights and TLI to introduce Workshops to launch the leadership academy in commencing August 2019

Action 4

Introduce member surveys to check the value of new programs in District 17.

Action 5

Additional Goals

Back to basics has been a strong message to our membership base. We have scheduled back to basic workshops for Pathways (Base Camp Managers) and any other interested member and FreeToastHost aimed at VPPRs to enhance their club website. These 2 work shops are vital for our members to better understand the program and the importance of a quality club website. We do have another work shop on Social Media scheduled in a month or so to better trained our members on other avenues of promoting clubs.

Situational Analysis

What is the current situation in the district? Do members understand how to achieve success? Does the district have special challenges? (One situation might be that areas and divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)*

Knowledge of website design is relatively poor. Training Workshops are steadily rolled out through the toastmaster year.

Club excellence is a major program to focus on Pathways, Mentoring and Quality clubs. We will have a Pathways coordinator ie go to person to assist every club in District 17. This should lift Pathways adoption further than present. In addition, a Mentor champion will be appointed to every club in District 17. The champion will develop the club mentor program in every club. The chief mentor will run workshops and advanced clubs like DTM will support clubs to lift quality processes.

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as *assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.*)*

Demonstration meetings and Open houses have worked successfully in the past. Incentives for each Division to become available. The new alignment committee created two new Divisions and reduced clubs for each Area Director to look after. The strategy has been identified under situation and will be rolled out in 2019-2020.

Action 1*

Website work shop training in August 2019 and February 2020

Action 2*

Create Area Director marketing plans in addition to CGD to identify opportunities and targets.

Action 3

CGD to review Area Director plans and create greater alignment with the CGD plan.

Action 4

Pathway ambassador to run workshops for club Pathway coordinators to develop skills to assist club members

Action 5

Appoint a Chief mentor to run training workshops to teach mentor club programs

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past district directors, area and division director, the district website, and a nomination committee.)*

Resources

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

Pathways coordinator appointed August 2019

Chief Mentor appointed August 2019

DTM appointed in April 2019 to target clubs in need.

Action 1*

Rey Lacson is the new Pathway ambassador and is developing training materials.

Action 2*

Keith Cundale is the Chief Mentor and will introduce a proven mentor program across the District.

Action 3

DTM advanced club to visit existing clubs and assist quality club programs each month of 2019-2020

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Actions contain the timetable

Action 1*

Pathways goto people September 2019 in every club

Action 2*

Mentoring commences September and Workshops available October 2019.

Action 3

DTM Quality programs supporting two clubs each month.

Action 4

Action 5