

District Success Plan Summary 2019-2020 District 90

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District Success Plan

District Mission and Purpose

The district mission is to build new clubs and support all clubs in achieving excellence.

The district purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters education program by:

- Focusing on the critical success factors as specified by the district educational and membership goals.
- Ensuring that each club effectively fulfills its responsibilities to its individual members.
- Providing effective training and leadership-development opportunities for club and district officers.

District Vision

“To have a cohesive District encompassing metropolitan and regional members all working together for our District as a whole.”

Team Composition

Name the members of the district’s core team.

Senior District Management Team.

- District Director
- Program Quality Director
- Club Growth Director
- Public Relations Manager
- Finance Manager
- Administration Manager
- Past District Director.

Name the members of the district's extended team.

Other members of the District Executive:

- Division Directors
- Area Directors

Plus:

- Staff Officers, including the Logistics Manager
- Past District Governors/Directors
- Finance Committee (= SDMT + three additional members, being Past District Directors/Governors)

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?

In addition to TI core values – Transparency, Effectiveness of District Communications, Timeliness, Encourage development and growth, Inclusiveness.

Team Operating Principles

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

Don't take anything personally. Don't make assumptions. Say what you mean, do what you say. Open yet confidential communication. Be supportive. Positive attitude.

Potential Obstacles

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

Ability to support regional areas. Due to distance, climatic conditions.

Personal. Differing individual values. Varying commitment/skills. Limiting personal circumstances (e.g. financial).

Pathways takeup. Including effect of demographics to take up the program.

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.)

Meeting timetable is in the district calendar. Clear and timely notice for meetings. Relaxed but sufficient control to facilitate meaningful discussion and good decision making to meet objectives.

Trio to meet generally fortnightly in some form.

At least five meetings per year for SDMC, DMC, and DEC.

Involve Logistics Manager (however, does not have voting rights in DMC) and IPDD in DMC meetings. Invite Past District Directors/Governors and staff officers to attend DEC meetings. Note: Have an objective for each DEC.

Team Interactions and Behavioral Norms

How will decisions be made?

General agreement (consensus) where possible from clear, well thought-out options provided or discussed from suggestion/s invited/encouraged. Key aim to ensure whole team engaged/involved and "on board" with decisions. Decisions owned by team.

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

1 – text messages/WhatsApp 2 – email 3 – phone 4 – Virtual (e.g. Zoom, Skype, etc.) 5 – face to face.

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.

Communicate as needed. Phone contact to be encouraged in conjunction with text and email, rather than all email.

How will the team resolve differences of opinion?

Consultative and collaborative approach aiming to achieve consensus. Avoid personality in discussions.

How will the team support one another?

Open communication, accepting team responsibility, show unity, don't let things fester, confidential, supportive, non-judgmental.

How will the team ensure equitable participation when completing activities?

Take responsibility. Share and support. Involve Division Directors and Area Directors more and make divisions more responsible for grass roots activity and more ownership of District goals.

How will team members be held accountable for their responsibilities?

Early notification of set expectations and follow-up (as required). Work to empower leaders more (at all levels) through additional training. Understand the flow on effect of action or action by team members. Clear understanding that all officers will be held accountable. Close and regular monitoring by DMC on key tasks.

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

Regular appreciation, encouragement, and recognition at DEC and district events. DMC select Area Director of the Year. Clubs invited to submit nominations.

Starting Numbers

156	Club base
6040	Membership payment base
40	Number of division and area directors

Qualifying Requirements

Submission of DSP by 30 September		
Submission of Division and Area Directors Training report for 85 percent of division and area directors by 30 September	$40 \times 0.85 = 34$	Number of division and area directors $\times 0.85$

Goal 1: Membership Payments Growth

Distinguished	6309	Membership payments base $\times 1.015$
Select Distinguished	6402	Membership payments base $\times 1.03$
President's Distinguished	6526	Membership payments base $\times 1.05$
Smedley Distinguished	6713	Membership payments base $\times 1.08$

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.)

Net growth membership. Establishing own D90 identity, geographically vast, mature market, less experience, minimal population. Payments usually arrive close to deadline making it necessary to hurry to meet goals. Clubs holding on to payments. Clubs/Areas/Divisions will have greater stake in district goals.

1252 new members added during 2018-19.

Special challenges: Extreme climatic conditions (e.g. drought, flood); Pathways takeup; Retention rate (i.e. membership loss due to high turnover);

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.)

Confident we will achieve 3 percent for club and membership growth. Aim is to achieve goals 3 years in a row to ensure long term success of D90. Achieve minimum level of Distinguished District.

Membership goals: 6309 for Distinguished, 6402 for Select, 6526 Presidents, 6713 Smedley.

Action 1	Appoint staff officers for club growth. Club Extension Chair (i.e. New Club Chair – Corporate). Club support officers in each division. Team strategy to facilitate clubs being at charter strength. Promote continued adoption of Speechcraft.
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Action 2	Train club leaders twice per year by TLI, general education and training program, youth program, and quality conferences.
Action 3	Encourage clubs to participate in the DCP.
Action 4	Promote the values, advantages, and benefits of the TI brand and program. Including by use of social media.
Action 5	Ensure financial resources are available to support all strategies.

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 directors and gift certificates to the Toastmasters store.)

Many of our members have knowledge to help ensure District succeeds. We will review our equipment needs by 31/09/2019.

Assignments

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

Key responsibility of Club Growth Director with staff officers and team members.

Action 1	Club Growth Director with assistants.
Action 2	PQD and assistants.
Action 3	Trio and assistants.
Action 4	PRM and assistants.
Action 5	FM and assistants.

Timetable

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

Actions already underway as noted...

Action 1	CGD. Team is being appointed. Actions will be continuing until 30 June 2020. Demo team not appointed yet. Coaches being appointed. New Club Officer – Corporate – done. Club Support Team – done
Action 2	PQD. CLT twice per year, starting in June and December. General education and training program bi-monthly. Discussing sessions with Lance Miller. Youth programs TBD. Conferences in May 2020.

Action 3	Division Directors to monitor progress and provide information to Trio. Review 1st Monday each month. Introduce 'tweaks' as needed.
Action 4	PRM. Promoting the brand. A key event planned for the year is Toastmasters Week. Country shows and events (e.g. at Tamworth, Lismore, Kempsey, Orange, Dubbo, Gosford, Lithgow, Mudgee). Royal Easter Show (run by D70 this year). Three TI promotional events. Social media. Twitter. Linked In. Instagram. Outline to be presented to Trio 23 June 2019.
Action 5	FM. Start after DSP finalized and budget. Report regularly. Conclude 30 June 2019.

Goal 2: Club Growth

Situation 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.)

Average 16 members per club. Club base is 157. Added 2 and lost 4 during 2018-19.

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.)

We will continue to seek opportunities for new clubs. This includes universities by both 'face to face' and 'virtual meetings. We have the commitment of Division Directors for individual Division.

Eastern, Hawkesbury, Macquarie Divisions: Net growth of 1 club and 2% increase in club member numbers.

Oxley and Northern Divisions: Maintain current club numbers and 2% to 5% increase in club member numbers.

Western Division: Net growth of 2 clubs and 2% to 5% increase in club member numbers.

To ensure club retention, we will support weak clubs (less than 13 members) and clubs below charter strength via a club support team in each Division.

Action 1	Team to aim to have all clubs qualified for the DCP and focus on clubs with low attendance at meetings.
Action 2	Prepare a 5 Year Strategic Plan with annual review and update. Committee to be the current and past DD/DGs and other members as required (e.g. representing Millennials and other age groups).
Action 3	Continue with workshops that focus on promoting club growth. PQD responsible.
Action 4	Prepare and implement a Five-Year Strategic PlanD90 will have a club extension team to identify new club opportunities. District already developed promotional material (What's In It For You). Promote Toastmasters Week and stall at Sydney Royal Easter show (with D70) and other major agricultural shows.

Action 5	
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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.)

DEC team plus CGD staff officers. Funds as per budget. Other resources from TI.

Assignments

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

CGD drives each action, appointing officers and teams as required

Action 1	At risk clubs already identified, corrective actions in process of being determined with team members.
Action 2	Goal per Division set - responsibility to Division and Area Directors
Action 3	Potential areas for corporate club opportunities identified, including specific corporations and corporate sectors broad areas.
Action 4	Club Growth Director in process of identifying specific specialty and regional clubs with Area Directors and staff officers.
Action 5	"Early charter" incentives not necessarily required but available at the discretion of the CGD to encourage.

Timetable

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

Planning in progress. Will be tracked as per specific results.

Action 1	Process begun – DEC and appropriate club.
Action 2	Process begun - on-going Directors and their teams but aim to complete by 31 March - tracking with Division.
Action 3	This should be completed by 31 December.
Action 4	Underway and ongoing. Quarterly review.
Action 5	Underway and ongoing.

Goal 3: 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 process and philosophies of the Distinguished Club Program is not generally well understood in the District and should be continually promoted and better explained at all levels.

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 directors on the Distinguished Club Program.)

Promote the reasoning behind the DCP. Encourage the completion of the Club Success Plan and explain how it relates to individual member goals.

Action 1	Raise awareness of the DCP at CLT and via AD visits.
Action 2	AD to go through club success plan in area council meetings.
Action 3	Continue recognition scheme for clubs that achieve 10 out of 10 goals and continue to do so – 10/10 for first time achievement, at 10 years, and then every five years thereafter.
Action 4	Continue Bob Kirchner Administration Award (which is: (1) proxy specified for international conference (2) 7 exec members trained at both CLT (3) membership dues on time both periods (4) club officer list lodged on time).
Action 5	Retention award. Members at 1 July still at club at 30 June. 70% = bronze. 80% = silver. 90% = gold. Criteria: clubs with minimum of 13 members at both start and end of a Toastmasters year are eligible.

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 directors and the Distinguished Club Program and Club Success Plan (Item 1111).)

Budget allocated to cover effective delivery of CLT, CLT venues, and purchase of recognition pins/ribbons (incl Triple Crowns / Diamond Triple Crown). Most of the work and administration of these actions will be held by the PQD team.

Assignments

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

As above - activities initiated and monitored by PQD with assistance from the broader District leadership team and staff officers as required

Action 1	PQD to highlight as action needed at DEC1.
Action 2	PQD to compile annually and present at District Awards Function
Action 3	PQD to compile and update. Then and present pins at District Functions as they occur or via DivDs.
Action 4	PQD to compile annually and present at District Awards Function
Action 5	PQD to compile annually and present at District Awards Function

Timetable

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

Most items already underway under the guidance of the Program Quality Director...

Action 1	Launch at DEC1. ADs to report at DEC2
Action 2	Launch at DEC1. ADs to report at DEC2
Action 3	Compile and update each month. Performance Reports
Action 4	Immediately, at the end of the year
Action 5	Immediately, at the end of the year

Additional Goals

Answer the same types of questions to reach each additional district goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the district?

Goal 1

What specific, measurable, attainable, and relevant additional goal can the district meet? (An example of a goal is to add one new division and three new areas.

Continue the successful Winning Sunday program. It rebadged 'Winning Ways' Run 3 training sessions (in addition to CLT) in regional areas by 30 June 2020. Run Coach Workshops. Develop virtual training sessions for distribution throughout the district.

Situation 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.)

Except for Club Officer Training, most training is based in the Sydney Metro area and Newcastle. Limited training is carried out in regional areas. Expanding training will help members in regional areas.

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.)

Organize training as below.

Action 1	Determine training / trainer
Action 2	DD to continue working with the alignment committee to consider beneficial changes.
Action 3	Advertise and promote (giving a minimum of 8 weeks' notice of an event)
Action 4	Hold training
Action 5	Review training

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 governors, area and division directors, the district website and the district nominating committee.)

Budget for travel, accommodation, and printing/postage. District website to show dates. Include promotion on District Facebook page, Meetup, Eventbrite and any other resources used by District. Mailout to 'all members' or 'members in selected Divisions.

Assignments

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

PQD is responsible. Manages the process with the team. The Team is PQD, TLI Chairman, Winning Ways Coordinator.

Action 1	PQD / TLI Chairman. Contact potential trainers/facilitators.
Action 2	Logistics Manager to make bookings.
Action 3	Eventbrite Coordinator to set up Eventbrite.
Action 4	PRM to promote sessions.
Action 5	Review session (feedback forms). Consider for further planned sessions.

Timetable

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

Some commenced then on-going...

Action 1	Commenced - on-going - SDOs will monitor.
Action 2	Commenced - on-going.
Action 3	
Action 4	
Action 5	

Goal 2

What specific, measurable, attainable, and relevant additional goal can the district meet? (An example of a goal is to add one new division and three new areas.

Situation 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.)

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.)

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Action 1	
Action 2	
Action 3	
Action 4	
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 past district governors, area and division directors, the district website and the district nominating committee.)

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Assignments

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

Specific individuals and teams as noted...
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Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Timetable

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

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Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Goal 3

What specific, measurable, attainable, and relevant additional goal can the district meet? (An example of a goal is to add one new division and three new areas.

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Situation 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.)

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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.)

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Action 1	
Action 2	
Action 3	

Action 4	
Action 5	

Resources

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Assignments

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Action 2	
Action 3	
Action 4	
Action 5	

Timetable

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Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

SIGNATURES

District Director.....

Program Quality Director.....

Club Growth Director.....

Public Relations Manager.....

Administration Manager.....

Finance Manager.....

Logistics Manager.....

Immediate Past District Director.....

Eastern Division Director.....

Hawkesbury Division Director.....

Macquarie Division.....

Northern Division.....

Western Division Director.....