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<b>Role &amp; Area</b>	Area Director – A6
<b>For Period</b>	2023-2024

### Goals and Status by Club in your Area

Club name ↓	Previous Year		Goal For Current		Club visit complete (Y/N) If no, date planned	Status/Comments
	Members	DCP Goals	Members	DCP Goals		
Open Society Toastmasters Club	20	10	21	3	Y	The club is a quality club and very healthy
Capital Hill Toastmasters Club	8	3	8	0	Y	Membership is a problem. It needs to be relaunched as a turnaround strategy.
Visionary Readers Club	20	1	23	2	Y	This new start requires membership. It's been implemented.
Pretoria Public Speakers	8	7	8	0	Y	Membership challenges and morale in members is very low.

### Club Health & Retention

*(How are your clubs doing? Any retention strategy?)*

Two clubs out of four are healthy and functioning very well. Their EXCOs are working very well and are holding quality meetings continuously. However, two clubs in my area are struggling to hold EXCO meetings, club meetings and to retain their members. I've made calls to various members of these clubs to encourage them and to find out their challenges. The strategy is to relaunch these clubs set up a series of open house events, generate leads and invite people to attend. This will convert people to members. All is needed is to subscribe to membership campaigns and once people start their journey, they must be mentored properly.

### Club Growth Plans and Status

*(Have you identified any potential club? Have you started? How is the progress? Any challenges? Any assistance needed?)*

Yes, I have identified a new community club that we are working hard to charter in my area. The progress is not as fast as we want it to be but we have two paid members, expecting more payments towards the end



of the month. We organize open house events every second week to attract new members. the challenge is when the prospects need to pay, they delay due to financial pressure.

## **Achievements in the Period**

*(What have you achieved so far since you took this role?)*

I've managed to visit all the clubs in my area and have engaged with their Executive members. Two clubs in my area have renewed more than 50% of their membership.

## **Plans for the Next Period**

*(Any plans for the next quarter?)*

To support the clubs to push their educational goals and support all struggling clubs to attract members to embark on Toastmaster's journey. Ideally, it would have been nice to launch the club in the first quarter, but we will work smarter to get it launched in the next quarter, so we push the DCP goals.

## **Area Council Meetings**

*(Have you started with your Area Council meetings? How is the progress? Any insights?)*

I have heard one Area Council Meeting in which I was not happy with the turnout from the clubs, but I was happy that the struggling clubs were represented by at least by one person each. I will have another Area Council meeting in the next quarter. I am promoting collaboration among the clubs in Area 6 so that they can support each other to achieve the DCP and personal goals for members

## **Issues & Concerns**

*(Any challenges, issues and concerns? How can we support?)*

Yes, there are many challenges in my Area. The common one is the retention of members within clubs and the participation of members. The support from the district and division is appreciated but I feel more is said and less is done to support the area and clubs to thrive. The support I need is for the leadership to be available and to be action-orientated.