



AREA DIRECTOR'S REPORT FOR DISTRICT COUNCIL – Oct 2026

Area Director Name & Surname | Wayne Robinson
Area | Wayne Robinson
Date Submitted | 2026-09-27

Area Director Overview (What is your vision for your area?)

To build stronger relationships with the clubs we have, assisting them to reach President status or higher and to see the area have club growth.

What do you aim to achieve ?[All ADs to submit Club Visit Reports and Clubs to submit CSP to qualify to enter the DCP]

President's Distinguished (1. Paid Clubs/Renewals = base+1) (2. 75% of clubs Distinguished)

Situational Analysis: Who have you appointed on your Area Council Team currently?

I have not appointed the area council formerly but I have been working closely with the Presidents

Does the Area have any equipment or venues at your disposal?

Not sure

1. Focus on Club Growth and Retention:

Encourage Membership Growth: Help clubs attract new members and retain existing ones by understanding their needs and challenges., Support the Distinguished Club Program: Guide clubs to achieve Distinguished, Select Distinguished, or President's Distinguished status by working towards the program goals., Promote Club Quality: Emphasize the importance of quality meetings and member experiences, as this directly impacts retention and growth., Net Club Growth: Work towards a net growth of at least one club within the area and ensure no clubs are lost., Track Progress: Utilize online reports and create milestones to monitor progress towards Distinguished goals.

2. Enhance Member Experience:

Personalized Support: Tailor support and resources to address specific club needs and challenges., Encourage Participation: Motivate members to actively participate in club activities, contests, and educational programs., Foster a Positive Environment: Create a welcoming and inclusive atmosphere where members feel supported and motivated., Celebrate Successes: Acknowledge and celebrate achievements, both big and small, to boost morale and motivation.

3. Strengthen Communication and Collaboration:

Regular Club Visits: Conduct more than the required number of club visits to build rapport and understand club dynamics., Open Communication: Maintain open and honest communication with club leaders, addressing concerns and providing feedback., Conflict Resolution: Address personality conflicts or disagreements with empathy and impartiality, facilitating constructive dialogue., Teamwork: Utilize the Area Council (including Club Presidents, VPes, VPMS, and other support members) to foster collaboration and support.

4. Promote Leadership Development:

Encourage Leadership Roles: Motivate members to take on leadership roles within the club and the district.

5. Utilize District Resources Effectively:

Attend Training: Take advantage of training opportunities provided by Toastmasters International and the district., Share Best Practices: Share successful strategies and resources with other Area Directors and clubs., Leverage Support Teams: Work with District leaders and committees to access additional support and resources.

Core Values: How would you incorporate TI Core Values of Integrity, Respect, Service and Excellence in your duties as an Area director?

By having an open and honest relationship with the clubs and their Presidents, making myself available to assist where each club is having any challenges and continuously monitoring club performance with regular updates to the clubs.

Charter Date

2026-09-27 00:00:00

Where will you charter the club?

N/A

Opportunities to charter a club

N/A

Challenges to charter a club

N/A

Clubs in your area that will renew:

Cape Town, Two Oceans, Westlake & Good hope

Is there any way that District can support renewals in your area ?

N/A

List the clubs on charter strength (20 members):

Cape Town and Two Oceans

List the clubs under charter strength(less than 20 members):

Westlake and Good Hope

List the clubs that have 12 or less members (they may need a Club Coach) Please indicate if you have appointed any Club Coaches and the date

Good Hope, no club coach appointed

Are all the club's members on pathways? If not - Please elaborate to provide clarity and understanding and state if or what assistance might be needed.

I have engaged with the club regarding their current education pathway status

Club Success Plan (Was the success plan submitted yet? List clubs with - Yes/No.)

Yes

If Club Success Plan was not submitted yet, do you have any indication by when it would be done ? Please also indicate if and where district can assist

Club success plan was submitted

Area Contest Date

2026-09-27 00:00:00

Club Contests (List clubs with their contest dates)

No dates provided yet

Club Success Stories

N/A

Brief Summary

All clubs are slowly growing their club membership and 3 of the 4 clubs are continuing to progress well as from last year. Good hope has seen a drop in their membership and are working to replace those members they lost.