

# District Director's Report Kevin Lee

## Purpose, Perspective, Priorities

### Purpose

**TI Mission:** 'To empower individuals to become more effective communicators and leaders.'

**District Mission:** 'To build new clubs and support all clubs in achieving excellence.'

**Club Mission:** 'To provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth'.

### Perspective

Our perspective: **Member Success = Club Success = District Success.**

A member-focused perspective:

- **Distinguished Clubs** – a reflection of clubs achieving the Club Mission. When members achieve their priorities, their club achieves its purpose
- **Advanced Clubs** – Giving experienced members the opportunity to stretch themselves.
- **Online Webinar** – a new initiative by the Program Quality Director (PQD), Michael Collins, to provide an interactive learning experience to members.
- **Committee Chairs** – Working under the leadership of the PQD, these dedicated and experienced members are appointed to focus on specific areas, e.g. EasySpeak, Judging, Youth Leadership and Speechcraft.
- **Division Conference and Educational Events** – Enhancing the value of Division Contests as one day mini conferences. Hosting additional workshop/learning events for members to attend.
- **Club Growth** – Nurturing new clubs provides existing members with speaking and leadership opportunities to achieve your educational goals.
- **Revitalised Education Program (REP)** – Preparing Ambassadors to introduce the REP to every member.

*'Remember the Member.'* (Luanne Kent, IPDG)

### Priorities

The District Leadership agreed to aim towards achieving **Presidents Distinguished District** this Toastmaster year. To achieve this, we need:

1. **Club Growth:** A net growth of 14 clubs; Total of 188 clubs.
2. **Membership Payments:** At least 10,296 membership payments.
3. **Distinguished Clubs:** At least 87 clubs achieving Distinguished status or better

**Club Growth:** We are delighted to welcome seven new clubs to District 71. Special thanks to Red Skelton, our Club Growth Director (CGD) and his team for this excellent achievement. Some of this club growth is expected to be offset by the loss of existing clubs.

**Membership Payments:** To date, we have 4154 membership payments. The retention of existing members is as vital as the recruitment of new members. Make it your mission to invite 'graced' members back to your club. Sharing is caring. Sharing the Toastmaster experience with new members is part of the Toastmasters' "**promise**" we make.

**Distinguished Clubs:** Every week, clubs in our District and across the world fulfil the Club Mission by giving members a dynamic, fun and engaging learning environment. This is the purpose of the club's existence. We honour these Distinguished Clubs at the Hall of Fame every year.

I wish you a successful and distinguished year.

*Be Distinguished!*

**Kevin JH Lee**

**District Director | District 71 | [Toastmasters International](#) Where Leaders Are Made**