

A PROPOSAL TO REFORM D73

Club Executives please note: **This is a District 73 Communication.**
Please forward to all members and schedule it for discussion during business sessions

Background

Members at the 2007 District Council meeting in Fremantle authorised the formation of a committee chaired by the Immediate Past District Governor, Geoff Morrissey, to investigate the potential benefits from and the opportunity to **reform District 73 into two districts.**

The Committee, formed subsequent to the Convention, comprises Geoff Morrissey (Chair), David Nicholas (WA), Edmund Breen (Tas.), Nick Nash (SA) and Jack Fawcett (Vic.).

The following is a summary statistical overview of District 73:

District 73 services 145 clubs located in Western Australia, South Australia, Victoria and Tasmania.

State	No. of Clubs	No. of Divisions	No. of Members*	State Population	Members per 1000 population
Western Australia	35	2	512	2,081,000	0.25
South Australia	16	1	246	1,575,700	0.15
Victoria	89	6	1444	5,165,400	0.27
Tasmania	5	**	51	491,700	0.10

* Total renewals divided by 2

** Included in Metropolitan Division Victoria

Why Reformation Is Being Considered

District 73 is one of the largest geographic districts in the Toastmasters world. The capitals of the four states are separated by a return trip by air of 5380kms and more than six hours with overnight accommodation almost mandatory.

Toastmasters International sets the minimum number of clubs to form a District at 60. District 73 is two and a half times this minimum (145 Clubs in total).

Attendance at the annual convention is almost prohibitively expensive for a majority of members because of the distances involved and yet the annual convention is the only opportunity for most members to get to know their interstate colleagues and to experience the learning and developmental opportunities afforded by Toastmasters.

The key District Officers; the District Governor, Lieutenant Governor Education & Training and the Lieutenant Governor Marketing are obliged to travel vast distances and to be away from family and home frequently in order to provide the support and assistance demanded of their roles. Such travel also places an inordinate demand on District finances preventing their use for activities and innovations that would be of greater benefit to the organisation as a whole and provide greater service opportunities to members.

Leadership opportunities are limited to the few members that can afford to take on the time and expense associated with the distances that we cover.

Where to from here?

The Committee is reviewing the options available to formulate a recommendation that best meets the needs of members.

This will include an exhaustive examination of the Strengths, Weaknesses, Opportunities and Threats created by various options available (including a NO CHANGE scenario) and this analysis will be provided to all clubs and members for discussion. We invite your ideas towards completing this process.

The option(s) following this analysis will be presented at the mid term District Council meeting in November 2007; and clubs are encouraged to ask their voting representatives to vote according to the Club's consensus view.

The Options

	No. of Clubs	No. of Members	Distance between Capitals	+/- TMI Requirement of 60 clubs
WA / SA (+Vic./Tas.)	51	758	1965kms	- 9
WA/SA/Tas. (+Vic.)	56	809	3305kms	-4
Vic./Tas. (+WA/SA)	94	1495	615kms	+34
SA/Vic./Tas. (+WA)	110	1741	785kms	+50
NO CHANGE	145	2253	3305kms	+85

Why Change Anything?

Some members may feel that "if it ain't broke, don't fix it".

But if that concept had been followed in the past, we would still be part of District 70 (NSW/ACT).

Our District is growing and is quite successful and that very success is placing strains on our ability to grow and prosper still further.

We are a volunteer organisation, relying on the goodwill and effort of District Officers who must travel great distances and be away from their families and business interests to provide the level of service and support we expect of the organisation.

We are already more than double the minimum recommended size for a District and this in itself means that our District Officers and resources are spread more thinly than is desirable.

Despite the fact that we are part of the one nation, we are four different states each with its unique culture and aspirations. More importantly, each state has its unique differences in population and geography. These differences are reflected in the growth patterns of our clubs and the opportunity to form new clubs. It is not a case of one size fits all and there is a need to be able to adapt programs and services to better meet these different needs.

If a change is to occur, it won't be imposed on you or your club. It will be something that we as a whole believe can be to our advantage, which is why you are being invited to contribute your thoughts and recommendations.

If we, as a District approve a reformation proposal, it will still need to be accepted by the Toastmasters International Board of Directors.

If it occurs, it will be a progressive change, with one District Governor overseeing the change process during a transitional year and separate Lieutenant Governors Education and Training and Marketing servicing each of the two Districts in Formation.

Analysis (to date)

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Two NEW Districts will add a new energy level to both • The new districts will be better able to concentrate on their own areas of growth • More leadership opportunities will create stronger leadership • The smaller more closely knit groups will get more done • Reduced airfare costs for both District officer travel and for members to attend conventions 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Any of the new District structures will be smaller and won't have the same initial core strength from the scale of their organisation • Initially there will be smaller leadership resources in the reformed Districts • A smaller close knit group might become closed and less innovative • There will be a smaller funding base • Potential loss of interstate networks of friends
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • A fresh Start • Reduced impact of the time zone problems • Potential for more leaders to assume responsibilities • Increased incentive for WA and SA memberships to increase efforts to achieve 60 clubs • Tas. And Victoria can concentrate on reinvigorating and establishing clubs 	<p>THREATS</p> <ul style="list-style-type: none"> • TI may not accept the geography/distance argument. (Districts 79, 85, 59, and 74 are bigger and have other (cultural and language) issues • WHQ will incur additional costs for training District Officers. Most local costs are going to be proportional. The exception being travel for District Officers to attend International Conventions (This can be offset by reduced District Officer Allowances). • Setting up skilled teams to manage the split; remembering that the initial split would require one District Governor and four Lieutenant Governors in the transitional year • A drop in numbers of either or both Districts may precipitate a direction from WHQ to recombine. This membership drop could occur if there are a significant number of members who do not support the proposed reformation. • The proposed WA/SA District is 9 clubs short of the TI requirement. This is also an opportunity to achieve the necessary additional clubs. To narrow this gap can become a goal and inspiration to set in place the necessary club building activities this year and during the transitional year.

You can expect further information as it becomes available. In the meantime, please feel free to email your state committee member.

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Please provide your comments to the Committee member representing your state by 21 October 2007 and copy to Committee Chairman, Geoff Morrissey.