Dear Members, welcome to the October edition of the District 73 Marketing & Public Relations newsletter! We hope you enjoy the read!

**Membership growth** is an integral component of a Toastmasters club. It results in:
- More variety, experiences and resources to draw upon from within the club
- Depth of club leadership and support
- Greater representation of Toastmasters in the community and/or organisation
- Greater financial resources for club programs and projects
- More people helped and served by Toastmasters programs
- More enthusiasm at club meetings


**Membership Building Contests**
The *Smedley Award* membership building contest has just concluded!

Congratulations to the following clubs who achieved a Smedley Award by adding 5 new, dual or reinstated members during August & September 2014:
- Carlton Toastmasters Club
- Frankston Toastmasters Club
- Melbourne University Toastmasters
- Melbourne Club
- Docklands

Each of these clubs will receive a *Smedley Award* ribbon to display on their club banner.

The next Toastmasters International Membership Building contest is *Talk Up Toastmasters!* which will run from February 1, 2015 to March 31, 2015.

More information can be found here: http://www.toastmasters.org/membershipcontests

**Membership Awards - Distinguished Club Program (DCP)**
88% of clubs have added at least one member this year. The addition of new members contributes to goals 7 & 8 of the Distinguished Club Program.

Congratulations to the following clubs who have achieved 1 DCP goal by adding at least 4 new members this year:
- Mornington Peninsula Club
- Adelaide Toastmasters Club
- Mawson Lakes Toastmasters
- Champion Toastmasters Club
- Adelaide City
- Box Hill Central Toastmasters Club
- Glen Iris Toastmasters Club
- Northern Exposure Club
- Melbourne University Toastmasters
- The Wafflers Toastmasters Club
- Worley Parsons Melbourne Toastmasters Club
- 505 Speakers Corner Toastmasters Club
- The Gavellers Toastmasters Club
- Brimbank Toastmasters
- Geelong Toastmasters Club
- Rowville Toastmasters
- Talking Point at Docklands

Special mention and congratulations to the following clubs who have already achieved 2 DCP goals by adding at least 8 new members this year:
- Frankston Toastmasters Club
- Carlton Toastmasters Club
- Deakin University Toastmasters Club

Did you know that there are a multitude of membership building resources on the Toastmasters International website? Most of them are available for free download! [http://www.toastmasters.org/Members/MemberExperience.aspx](http://www.toastmasters.org/Members/MemberExperience.aspx) [http://www.toastmasters.org/Members/MembershipBuilding.aspx](http://www.toastmasters.org/Members/MembershipBuilding.aspx)

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**Your 2014-2015 D73 marketing team:**

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**Member contributions - invited!**
The marketing and public relations team are looking to share membership building ideas that have worked for your club.

We look forward to sharing more in the next edition of this newsletter in November 2014.

Please send your ideas and experiences to: marketing@d73.toastmasters.org.au or publicrelations@d73.toastmasters.org.au
Membership Renewal Incentives - Winners!

Last month’s newsletter included an outline of the Membership Renewal incentives for the October renewals period.

Congratulations to the following clubs who were the first 10 to achieve Incentive #1:
- Adelaide Toastmasters Club
- South Yarra Toastmasters
- Footscray Skyline Toastmasters Club
- Diamond Valley Toastmasters Club
- GE Toastmasters Club
- Champion Toastmasters Club
- Carlton Toastmasters Club

Congratulations to the following clubs who achieved Incentive #2:
- CFA District 13
- Gourmet Club
- Heidelberg Health Toastmasters
- Adelaide Hills Club
- The Gavellers Toastmasters Club
- South Coast Speakers Club

Each of these clubs will receive a $50 Toastmasters International voucher.

A big thank you to all Club Treasurers for submitting renewals for club members. To date, 91% of clubs have completed October renewals.

New Clubs
We have just chartered the first two new clubs for the 2014-2015 year! They are:
- Kiandra Pacific Hydro (KPH) Toastmasters Club &
- Thales Toastmasters Club

Congratulations to the Sponsors, Mentors and new members of these clubs - I’m sure a wonderful experience lies ahead!

Special thanks to Bruce Hill, DTM, PDG for his amazing efforts as Club Extension Chair in 2013-2014 and again this year. The Club Extension Chair is a member of the club building team and provides support for prospective and new clubs.

SMAC (Sponsor, Mentor and Coach) Workshop
In March 2014, a workshop was organised by Catherine MacGillivray, DTM, PDG for members interested in sponsoring, mentoring, coaching or providing assistance to a prospective, new or existing club. The workshop was a great success and will be run again this year.

Details are as follows:
Date: Sunday December 7, 2014
Time: 1pm-5pm
Venue: South Melbourne Town Hall - 210 Bank Street, South Melbourne
Cost: Gold coin donation - to support the 2015 District 73 Annual Convention

The SMAC workshop flyer contains further details.

Please contact Natalie Hart (natski.hart@gmail.com) to register your interest and attendance.

If you are based in South Australia or Tasmania, and would like to run a similar workshop, please contact Yoke-Ching Tan for further details.

Additionally, if you are interested in sponsoring, mentoring or coaching a club, please contact Bruce Hill or Yoke-Ching Tan so that an opportunity can be identified for you.
Public Relations

Our public relations and promotional activities are making good progress. We have had a few campaigns in the last few weeks that have performed well.

Semi-Annual Convention

We have promoted the Semi-Annual convention through direct email to all members, and also through our District 73 Toastmasters Facebook Group and Page. We will almost certainly make our minimum numbers for the venue, and it was great to have such good interest in the videos our workshop presenters made.

Southern Cross Newsletter

Very recently, we have just published our October Southern Cross newsletter, and distributed it to all members via email. While still early, the distribution via email seems well-received.

In response to the Southern Cross distribution, we received this email:

“Hurray at last I’m getting a Southern Cross. I was disappointed when they stop printing it. When I was a new member 26 years ago it was the one thing that drove me to get more involved in Toastmasters.

So a big THANK YOU for maybe encouraging a new member (or even an old one) out there to get more involved.”

We’re very pleased to receive that feedback from one of our more senior members. We trust that as we continue to evolve the Southern Cross over time we will move more people like that.

In coming months, we hope to be able to publish more news from across the District, and make a newsletter truly worthy of being picked up in your local doctor’s surgery, library or community centre.

You can find our latest Southern Cross newsletter at http://www.d73.toastmasters.org.au/southerncross#vpprnewsletter1410

We are also extending our social media channels into video.

D73TV

We have recently started using our youtube channel to provide some new, engaging content. Along with promotional videos for the Semi-Annual Convention, we are also starting our “Interview Series” of videos, where we look forward to exploring the human face of communication and leadership within – and beyond – our District.

If you look now, you will see a wonderful interview with Aaron Ng – just after his return from the World Championship of Public Speaking in Kuala Lumpur. More videos will be made available, as we go through the year.
Going forward we have plans for more education sessions – both live and recorded – to continue our focus on sharing across our District. We have already started providing some educational videos on D73TV, particularly around the use of Facebook in clubs across the District. Subscribe to the channel at http://youtube.com/user/d73tm.

We do plan to hold presentation and interactive sessions as well. The best way to keep up-to-date on that will be via our Facebook Group at http://facebook.com/group/d73toastmasters.

Many of our clubs are having great success getting visibility in local newspapers. The broad appeal of information about local clubs cannot be underestimated – so keep your phone at the ready, snap topical photos, and write an article. Your local newspaper and the District is hungry for happenings that you may take for granted.

**District 73 Toastmasters brochures**

The District 73 brochure was developed with the aim of generating positive awareness of Toastmasters to attract new members. These brochures can be provided to guests at your club meeting and/or distributed by club members in libraries, schools, community centres etc. There is a blank space on the brochure to include your club’s name and contact details.

If you would like copies of these brochures for your club, please contact your Area or Division Governor.

### TOASTMASTERS ONLINE INCLUDING MAJOR SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Public</th>
<th>Toastmasters International</th>
<th>Toastmasters District 73</th>
<th>Tips for D73 Clubs</th>
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<tbody>
<tr>
<td>Website</td>
<td>toastmasters.org</td>
<td>d73.toastmasters.org</td>
<td>List it in TI Club Central</td>
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<td>@Toastmasters #toastmasters</td>
<td>@d73tm</td>
<td>Watch @d73tm for event hashtags</td>
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<tr>
<td>Toastmasters</td>
<td>d73tm</td>
<td>Subscribe to see updates</td>
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**Members Only**

<table>
<thead>
<tr>
<th>Toastmasters International Group</th>
<th>District 73 Toastmasters Organisation Profile</th>
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<tbody>
<tr>
<td>Toastmasters International Company Profile</td>
<td>District 73 Toastmasters page</td>
</tr>
<tr>
<td>District 73 Toastmasters members group</td>
<td>A page for your club helps google searches find you.</td>
</tr>
</tbody>
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Use Groups for internal, Pages for external.