



## Welcome to the D73 Southern Cross

**Light Up the Member, Light up the Club**

District 73 Toastmasters provides a mutually supportive and positive environment in which every D73 member of has the opportunity to contribute to the growth and well-being of other district members.

This newsletter, the “Southern Cross” is here to help celebrate member, club, area, division, and district successes; and to share district-related and Toastmasters International information, news, and events. With other mediums, such as the [D73 Website](#) and the [D73 Facebook Group](#), we aim to share ideas and opinions about improvements you would like to see in the district.

### This Month in the Southern Cross:

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## Happy New Year District 73!

With the new year it brings a time of change as we embrace Pathways and tackle new challenges.

The leadership team has faced its first challenge for the new year and it is with mixed emotions that we make this announcement. Our D73 Club Growth Director, Estella Hutchinson has resigned from her roles in District 73 as she will be relocating to Canberra for family reasons. I am sure you will all agree that Estella has made a great impression on our district in the last six months and we will miss her dearly.

It is the responsibility of the District Director to recommend a successor for the elected role of Club Growth Director (CGD) which is to be approved by the District Executive Committee (DEC), followed by the District Council. A virtual vote on the recommended CGD was held in early January with the DEC members, comprising the voting members of the District Leadership Team, Area and Division Directors. A virtual vote will follow later in January with the District Council comprising of all club Presidents and VPEs.

I am pleased to announce with a DEC vote of 43 of a possible 49 votes, Catherine MacGillivray DTM has been appointed to the role of D73 Club Growth Director. It is with pleasure we welcome Catherine, who brings a wealth of experience to the leadership team having previously held all three of the Trio roles. In the interests of continuity we were able to conduct the virtual vote early in January ensuring that Catherine could attend mid year training in the second week of January.

Other roles held by Estella were the 2018 Annual Convention Chair and Pathways Guide. We have been very fortunate that Tracy Green DTM has agreed to take on the role of Convention Chair. Tracy's passion is sure to fill the void left with Estella leaving. The Pathway Guide's tasks will be absorbed by existing Pathway Guides.

I would like to send my heartfelt thank you to our wonderful District who have rallied together to make this process seamless. It is the mark of a strong District where members are prepared to step up where needed. Whether it be to take on a role or to play their part to effect change.

As the New Year unfolds and new resolutions set, stretch beyond your comfort zone to ensure you achieve your personal goals. It all starts with you. Your personal goals form part of your club goals which has a flow on effect to your Area, Division and to the District. Imagine how successful our District would be if every member set and achieved their personal goals! I look forward to a rewarding year where we will celebrate our successes.

Christine Dimitros DTM

D73 District Director

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## 2018 Midyear Training In Portugal

Each year the District Trio - District Director (DD), Program Quality Director (PQD) and Club Growth Director (CGD), attend Midyear training in January. This year I attended midyear training along with PQD Liz Allwood and newly appointed CGD Catherine MacGillivray in Portugal, in the second week of January. Midyear training is a great opportunity to network with our counterparts from other Districts where we share our similar challenges.

This year training was held with the Districts of Region 11 and the Districts of our Region 12. The two day training intensive included sessions on Conflict Management, Goal Analysis, Finances, Elections, Succession Planning and Pathways. Liz was one of

three PQDs who was privileged to give a presentation to impart her knowledge on Pathways. This was in an effort to share the learning in preparation for Region 11 who will commence their roll out in March.

With midyear training complete, we now feel invigorated and are chomping at the bit to put lessons learned into action. A fresh new year with fresh ideas - A winning combination!



Front row - District 73 Trio receiving Participation Certificates - CGD Catherine MacGillivray, DD Christine Dimitros, PQD Liz Allwood

Back Row - Region 12 Advisor - Robert Cockburn, Region 11 Advisor - Aletta Rochat, Region 11 International Director - Morag Matheson, Toastmasters International CEO - Dan Rex, Toastmasters International Trainer - Kate Reinerson, Region 12 International Director - David Fisher

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## Ways to Promote Your Club

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## **Is your New Year's Resolution to Build Your Club?**

Toastmasters clubs promote themselves in two ways – internally and externally.

- Internally is to the current members.
- Externally is to those unlucky people who haven't heard about Toastmasters—yet!

The following list will focus on both methods.

### **Internal Promotion**

It has been said that it's six to seven times more expensive to get a new customer than it is to retain an existing customer. Therefore it's vitally important to keep the people we've got!

### **External Promotion**

We need to be in a constant state of growth. If we're not growing, we're actually going backwards.

1. Create an engaging environment where there's lots of laughter and support. Make your meeting so fun and engaging that people want to attend.
2. Warmly greet guests before the meeting starts. If you don't know the person, approach them and say hello. There is yet to be a single reported case of guests biting members of Toastmasters clubs.
3. Buddy the person up with an experienced Toastmaster for the night.
4. Make the club evaluations excellent. Many people come to Toastmasters to overcome a fear of public speaking, but they stay at Toastmasters to improve their public speaking—and this happens through receiving excellent evaluations.
5. Speak to guests during the break. If they haven't bitten you before the meeting, they're unlikely to do so during the break when there's food available.
6. Have a guest pack available that includes an up-to-date membership form. Membership packs are a form of PR.
7. If your club is difficult to access, have a sign pointing visitors in the right

direction.

8. Make your club website the best looking site possible. It is a 24/7 advertisement for your club.

You can set up a club website for free through FreeToastHost ([www.toastmastersclubs.org](http://www.toastmastersclubs.org)).

9. Toastmasters International recommends having a club name that reflects the geographic location of the club

i.e. Lilydale Toastmasters is obviously in Lilydale.

10. Use a domain name for your website that also reflects the location e.g.

<https://www.lilydaletoastmasters.org.au>

Domain names are one of the cheapest and most effective forms of advertising a club can use.

The domain name can be used on all other forms of promotion.

11. Keep your website current with the date of the next meeting, or at least keep the location meeting days/times correct.

Nothing is more off putting than a guest seeing the most recent meeting was in January 2014.

12. Ask the VPPR to write a meeting report after each meeting. Put this meeting report on the club website.

13. Send the meeting report in the form of a newsletter to current members (this is an effective form of internal PR to remind people who didn't attend to come to the next meeting).

14. Have a club Facebook page—and put the meeting report on the Facebook page.

15. Tell friends, neighbours and people you meet about Toastmasters.

Personal invitations make people more likely to attend.

16. On all forms of promotion, promote the benefits the person receives by attending e.g. overcome your fear of public speaking, learn leadership skills, become a better communicator.

17. Run a Speechcraft course. Invite attendees to join your club. It may also be possible to schedule the last Speechcraft meeting so that it coincides with your regular Toastmasters meeting. This gives the attendees a chance to test their

new skills in a different environment.

18. Write your club details on copies of your Toastmaster magazines, and leave them in doctor's surgeries and similar venues.

19. Create a Meetup group at [www.meetup.com](http://www.meetup.com) These groups are generally more effective in metropolitan areas.

20. Make a poster that lists the benefits of your club, make copies and leave them at local libraries, community centres and on notice boards.

21. Write an article for your local newspaper, highlighting some special occasion at your club. Supply a high quality, fun photo of people in action.

22. Hold a fundraising sausage sizzle at Bunnings and hand out information about your club.

23. Write to your local community radio station, and see if you can get interviewed about your club.

24. Go to your local council website, find the community page, and see if you can post a notice on there about your club.

25. Contact other local community organizations e.g. Rotary, Lions Club, tell them the benefits of Toastmasters, and invite them to attend.

Promotion is everyone's role. The club's VPPR can't do it all alone.

Ask if they need help, and let's all work together to make our clubs bigger and better in 2018!

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## Seminar: Ways to Promote Your Club

### **Do you have problems finding new members?**

This three hour seminar will cover different ways of promoting your club to find new members. No matter what the state of your club – if you have three members or thirty – this seminar will help you to get new members.

Just as importantly, Ways to Promote Your Club it will cover methods of member retention. It's been said that it can cost up to five times more to get a new customer. Therefore, keeping the members you have is vitally important.

This seminar will be conducted by our District Public Relations officer,  
Darrell Pitt.

**When: Postponed - Date to be Advised**

**Where: Nurses Memorial - 431 St Kilda Rd, Melbourne  
( to be Confirmed)**

RSVP to Darrell [HERE](#)

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## Talk Up Toastmasters

### **Membership Building Program**

Toastmasters love to connect, so take advantage of it.

The "Talk Up Toastmasters" membership program is the chance to encourage your members to invite guests to a special meeting where prospective members can learn about Toastmasters' many benefits. Then add five new, dual or reinstated members with a join date between February 1 and March 31, and you'll receive a special "Talk up Toastmasters" ribbon to display on your club's banner.

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## 2018 D73 Convention

Early Bird Tickets Now Closed

*Full price tickets are \$350*

Book now at - [www.TryBooking.com/RNLH](http://www.TryBooking.com/RNLH)

For all the latest Convention info, including accommodation options refer to

[www.D73annualconvention.org.au](http://www.D73annualconvention.org.au)

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### **Farewell to Estella Hutchinson DTM**

It is with mixed emotions that Club Growth Director, Estella Hutchinson DTM has had to step down from her District 73 roles including that of Club Growth Director, due to relocating to Canberra for family reasons. Estella has done a wonderful job as Club Growth Director in the six months she has held the position and she can be very proud of her achievements. We wish her well with her future endeavours.

Estella has been a mentor and an inspiration to the production of this newsletter, her contributions have been many and her feedback has always been encouraging.

District 73 is losing a great leader.

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goodbye...?  
oh no, please. Can't  
we go back to page one  
and do it all over  
again?

-Winnie The Pooh





# TOASTMASTERS PATHWAYS

— learning experience —



## Contests

**Last month our trained monkey got it wrong  
and transcribed the days for Division contests incorrectly**

*The correct dates are....*

Division Contests are being held on;

Northern Division 2<sup>nd</sup> Sat in February (10th Feb)

Eastern Division 3<sup>rd</sup> Sat in February (17th Feb)

Southern Division 4<sup>th</sup> Sun in February (25th Feb)

Inner City Division 1<sup>st</sup> Sat in March(3rd Mar)

**Metro Division 1<sup>st</sup> Sun in March (4th Mar)**

Central Division 3<sup>rd</sup> Sat in March(17th Mar)

Bass Division 4<sup>th</sup> Sat in March (24th Mar)

Ranges Division 4<sup>th</sup> Sun in March (25th Mar)

For a full list of District 73 events see the [D73 Events Calendar](#)

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## **Toastmaster Talk**

Pathways Has started!

Who in your club is getting one of the three Pathways badges for their Pathways Icebreaker?

Contact your club's VPE and book that speech NOW!

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## **Speechcraft**

### **What is Speechcraft?**

Speechcraft is a short course run by Toastmasters that covers the basics of public speaking. It's been described as 'jet-powered learning' by participants, and typically runs for four, six or eight weeks. Group sizes are kept small – usually eight to twelve participants.

District 73 Toastmasters can also run a Speechcraft course at your work. Contact us and we can send a team of our experienced Toastmasters to your company so your employees can learn without even leaving the office.

### **What do we teach?**

Taking a Speechcraft course will help you improve your communication skills and self-confidence. You will learn how to:

- deal with nerves and anxiety
- write and deliver prepared speeches
- improve your impromptu speaking ability
- learn how to give and receive feedback

## **2018 Courses**

### **Port Melbourne**

**Dates: Tuesday 13th, 20th, 27th February & 6th March 2018 (4 week course)**

**Time: 6:30pm to 9:30pm**

**Location: Port Melbourne Trugo and Community Centre, 219 Esplanade East,  
Port Melbourne**

### **Hawthorn**

**Dates: Wednesday 31st January to Wednesday 7th March (6 week course)**

**Time: 6:00pm to 8:00pm**

**Location: Hawthorn Library, 584 Glenferrie Rd,  
Hawthorn**

### **Melbourne CBD**

**Dates: Monday 7th, 14th, 21st & 28th March 2018 (4 week course)**

**Time: 6:00pm to 9:00pm**

**Location: Melbourne Multicultural Hub, 506 Elizabeth St,  
Melbourne**

### **Narre Warren**

**Dates: Monday 5th, 12th, 19th, 26th February & 5th of March 2018 (5 week course)**

**Time: 7:30pm to 9:30pm**

**Location: Narre Warren Community Learning Centre, 1 Malcolm Street,  
Narre Warren**

For More Details on Available Speechcraft Courses.

[click here for SA](#)

[click here for Tas](#)

[click here for Vic](#)

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## A Toastmaster's Promise

**As a member of Toastmasters International and my club, I  
promise...**

- To attend club meetings regularly
- To prepare all of my projects to the best of my ability, basing them on the Toastmasters education program
- To prepare for and fulfil meeting assignments
- To provide fellow members with helpful, constructive evaluations
- To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- To serve my club as an officer when called upon to do so
- To treat my fellow club members and our guests with respect and courtesy
- To bring guests to club meetings so they can see the benefits Toastmasters membership offers
- To adhere to the guidelines and rules for all Toastmasters education and recognition programs
- To act within Toastmasters' core values of integrity, respect, service and excellence during the conduct of all Toastmasters activities

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The Southern Cross values your input. If you have a Workshop, Special Event or something wonderful to share with the other members of District 73, contact the [Southern Cross editor](#) .

Past Editions of the Southern Cross can be found here... <http://d73.toastmasters.org.au/southern-cross-archives/>



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You are an active member of D73 Toastmasters International.

**Our mailing address is:**

Toastmasters District 73

99 Faraday Street

Carlton, Vic 3053

Australia

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