

# *Under the Southern Cross*

## **“IN TOUCH”**

To all our Partners Under the Southern Cross, welcome to the first edition of the Region 12 newsletter. The aim of this newsletter is to keep you up to date with news and events that are happening throughout the Region. As a new kid on the block so to speak our Region has a wonderful opportunity to develop its own special identity and keep in touch with all our members in Australia, New Zealand and Papua New Guinea.

To do this we need your help. Let us know what is happening in your District so that we can create a Region Calendar of events. If you have newsworthy items submit them to our editor Joycelyn, with pictures if possible. Your chance to ask questions will be catered for in the ‘Letters to the editor’ section; even if your question is not published it will be answered.

Finally let us know what other regular features you would like to see included in future issues. Our Region covers a vast area with many remote clubs, but with the aid of this newsletter and the new Region 12 website we hope to be able to keep “In Touch”.

On the international scene the leadership trios from Districts in Regions 12,13 & 14 will be meeting in Kuala Lumpur in January for Mid Year Training. Dan Rex from World Headquarters will be in attendance as well as the three International

Directors and Region Advisers including our own Sue Haynes.

In February, the Board of Directors of Toastmasters International will meet in Portland Oregon for the first time since the International Convention in Palm Springs.

So far your board has been involved in the following:

- Interviewing the Region Adviser candidates
- Studying the imminent “New Branding” for Toastmasters International
- Looking at the new contest rule book
- Mid Year Training Programme

These items are dealt with by means of phone conferences which currently occur on a weekly basis. This of course takes up a certain amount of time which in turn affects the communication between myself and you, the members. In order to address this lack of communications I will send out a Director’s letter every four weeks to keep in contact. My commitment is to “remember the member” please help me by staying “In Touch”.

Mike Storkey  
International Director



**The First  
Region 12  
gathering  
at Palm  
Desert.  
August  
2010.**

## District 72 Division Toastmaster of the Year

Diane Isherwood DTM was awarded the District 72 Division Toastmaster of the Year by Alun Chisholm, Immediate Past District 72 Governor, at the recent District 72 Convention.



During the 2009-10 year, she has co-facilitated a number of speechcraft courses, sponsored a new club, served on committee for five clubs, mentored a number of new members, and served as Treasurer for the successful Beehive Buzz semi-annual District Convention in May 2010. As well as this, Diane is a member of 7 clubs ( 3 weekly, 2 fortnightly and 2 monthly clubs ).

During the last Toastmasters year, Diane registered 13 Educational and Leadership awards ranging from multiple Competent Communicators and Competent Leaders and culminating in her 2<sup>nd</sup> DTM.

Each role that Diane has undertaken, each project that she has undertaken has increased her skills and confidence. The more that she has put into Toastmasters, the more that she has

gained – both in skills and in confidence, and the more she wants to give back.

Diane is not the loud flashy mouthpiece but is the motivating team leader that causes people to want to strive for higher achievements. Diane is one of those people who shuns the limelight, but always gets her team to achieve at the highest level. It is this aspect of her personal development that has shone through in her career as a Financial Accountant... her ability to motivate people to achieve at the highest level.

Diane's husband, Neville Isherwood, has seen the quantum leap in skills and self confidence that she has gained since her 1<sup>st</sup> brief Toastmasters experience in 1994, which lasted four weeks, and her decision to try again in 2004.

Submitted by Nigel Powell  
District 72 PRO

### District 70 Event: Sydney Volunteers Expo – October 2010

We held a stall at the Sydney Volunteers expo, which was a terrific event. We met with many other stall holders and discussed the many services our organisation have to offer, including our speakers Bureau, and Speechcraft courses. We are also in the process of organising a debate with local Rotary Clubs.

I was amazed at how many organisations and people do not know we exist. To me it is reflective that we simply do not get out into the community often enough. I'd like to see Districts (or skilled clubs for that matter) set aside a small budget that allows them to cover the costs of books and materials so that they can run free Speechcraft courses for other Not-for profits as a means of Toastmaster Awareness and providing community services, that could potentially help increase membership.

Donna Pace  
District 70 PRO

### District 70 Governor Phillip Bendeich carries the Aussie flag (a photo from the International Convention).





## A Message from Region Advisor Marketing Region 12 Sue Haynes DTM

Fellow Members of Region 12 Toastmasters,

I am often asked what my role as Region Advisor Marketing entails and how it will help our District to achieve its goals.

The RA helps the District leaders resolve issues districts face and serves as a vital link between the district and World Headquarters. RAs are volunteers with expert knowledge about marketing-related issues and awareness of current trends in their regions. They stay well-informed of Toastmasters organizational developments and their impact on the district. In a consultant capacity, RAs help districts fulfill the district mission. Their objective is to support district leaders' efforts to enhance the quality and performance of its clubs.

- The RA is responsible for:  
Identifying strategies that enable the district to expand its marketing capacity
- Assessing district needs in consultation with district leaders
- Developing improved marketing strategies with district leaders
- Facilitating training at the International Convention and at mid-year training
- Interpreting and planning marketing goals with the district leadership team
- Supporting club-building
- Training on how to conduct effective corporate visits
- Creating marketing training programs with the district
- Understanding training materials aimed at the development and training of sponsors, mentors and club coaches
- Publishing of the region Web site which is currently being developed with our Region theme of **“Partners Under The Southern Cross”**
- These responsibilities are not inclusive and are constantly developing as this new role continues to evolve.

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### District 69 LGET John Kay carries the PNG flag at the Toastmasters International Convention



*Under the Southern Cross* will be published quarterly.

Contributions are welcome and may be sent to the Editor at any time.

Suggestions for content can be found in Mike's column on page 1 of this issue. Aim for 250 word count or less.

Publisher: Mike Storkey  
mike@storkeysteam.com

Editor: Joycelyn Brent  
jbr15084@bigpond.net.au