



## MULTIPLE DISTRICT 410 – 2024/2025

### REPORT TO 3rd COUNCIL OF GOVERNORS MEETING and CONVENTION

### PORTFOLIO – VISION 2024-2027, INCORPORATING MISSION 1.5

BY – CLIFF HOCKING

#### Mission 1.5

Herewith a summary of Mission 1.5 details for MD 410 as reported on 8 April 2025:

	NEW CLUBS		NEW MEMBERS			TOTAL MEMBERSHIP	DROPPED MEMBERS
	GOAL	ACTUAL	GOAL	ACTUAL	NET GAIN		
410E	2	1	128	84	51	876	85
410W	3	0	137	77	-23	837	124

The overall GOAL of Mission 1.5 is to achieve 1.5 million members by 30 June 2027 and the MD 410 goal is for each District to be at 1 250 members by then!

Looking at the current numbers District 410E will need to increase by 374 and 410W by 413 which equates to 15.5 and 17.2 members per month respectively.

The forecasts as provided by Districts for the remainder of this fiscal year are:

	Net Gain Forecast	Net Gain Forecast	Net Gain Forecast	Total
	April	May	June	
410E	10	10	-5	15
410W	45	-2	-12	31
TOTAL	55	8	-17	46

It is a known and accepted fact around the world that the formation of new clubs results in instant membership growth. With only one new club in the Multiple District, against a rather bullish forecast of 10 per District in September, we cannot really lay claim to success.

Whilst the figures do not reflect what we would like to see, the GMT and GET structures in both Districts have been working tirelessly during the year for which we thank them.

We collectively need to make concerted efforts at Region, Zone and Club levels to ensure success!

Congratulations go to the Lions clubs of Tulbagh and Rehoboth for their growth.

#### Vision 2024 – 2027

The purpose of Vision 2024-2027 is to ensure that our house is in order to facilitate the membership growth and new club extension that is essential for Mission 1.5 to succeed.

The major issues still requiring urgent attention are:

- Succession Planning
- Integration of mentorship, succession planning and leadership
- Integration and cooperation between Membership, Leadership and Service functions to create a seamless structure
- Non-tolerance of mediocre leadership

We appeal to District and Club leadership structures to embrace these aspects, not only for growth but for survival.

Wishing all attendees an enjoyable convention.

**CLIFF HOCKING PCC**

**GAT AREA LEADER**