

NATIONAL SQUARE DANCE SOCIETY OF AUSTRALIA
Strategic plan – 3 Year look ahead

The National Square Dance Society of Australia's aim is to co-ordinate the promotion of Square Dancing Australia wide.

Statement of Purpose

1. At a National level, encourage, foster and promote Square Dancing and the other dance forms recognised by the Association as related activities.
2. To stimulate general public interest in Square Dancing and the recognised dance forms through publicity and other available means.
3. To liaise and co-operate with other Incorporated and/or Non Incorporated bodies having similar objectives so as to further those mutual objectives.
4. To use the activity to support charities with fund raising efforts where the committee deems appropriate.

Item No	Statement No	Description	Status as of	2020 - 2021	2021 - 2022	2022 - 2023
1	4	Square Dance month done in collaboration with a charity of local choice to raise awareness of square dancing in October.	Presentation to the state bodies as an annual event	First year to run event October 2021		
2	1 & 2	The last Sunday in February to be the designated day when all states demonstrate square dancing. The content of the day be up to individual state societies.	Executive Secretary sent out letters to State Societies. States that are able to run an event can do so and the National will help where they can for 2022	Advertise event	Advertise and hold event Feb 2022	

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2b		Contact National TV stations and programs like Sunrise etc as well as National businesses such as Bunnings, McDonalds, RACV, Medibank to assist in Promoting National Square Dance day Magazines and Newspapers Social Media	Sasha and Ros to work together to achieve this.	Start this process of building relationships.	Have this completed January 2022	
3		Set up Promotions page on website	Kevin has set up	Completed October 2020, Add extra resources over time.		
4		Flyer to be produced at a National Level	Flyers are on website	Flyers posted on website		
5		National Radio Advertising Phil Baildon Phone 1300 842 379 Mobile +61 411 114 755 Suite 288 4 Young Street Neutral Bay NSW 2089 Web purplewax.com.au	Purple Wax completed radio ads 2 versions (Male & Female)	Produce ad. To be completed by Dec 2020.	Post radio ad on website Utilise ad Community Broadcasting Association of Australia	Utilise ad
6		Video	Videos on website Contact info on video 1 needs editing	Post videos To be completed by Dec 2020.		

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7		National Facebook page	Rosalind Todd Sasha Boon admins Square Dancing in Australia page	Set up & begin postings to be completed by Nov 2020.	Completed March 2021	
8		Meet Ups	Training for interested parties completed. Pandemic interrupted program	Meetups approved for use for further 6 months from November.		
9		Survey National Society delegates for satisfaction and suggestions on promotional activities	To be included in 2022 National Convention packs go into the draw to win a free ticket to next years national convention if you complete the survey?		Develop survey	
10		Look for National Partnerships with organisations such as Universities, TAFE's, Scouts, Girl guides, Church groups, Education departments etc to engage with quick learners programs within their groups. Aim at High school newsletters to advertise to empty nesters.	Ongoing task have a state representative to assist with this to make local contacts		Start implementation	

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11		Create documents and make available on website promotions area - such as letters for Bunnings sausage sizzle or demo, council letters etc asking for opportunities to promote at fetes, shows, school festivals etc so that it is easier for clubs to access resources if they are short on volunteers to prepare such documents	Use PDF with editable areas? Ros and Sasha to start creating this work in progress due Dec 2021.	Start creating content to share		
12		Start a grant program for new callers wanting to start a new club more than 10km from existing clubs to help with purchase of equipment, music, hall hire max of 3 grants per year of \$1000	We will reconsider this in future years when there is income to support this in collaboration with ACF			Reconsider idea
13		Use existing social media platforms and knowledge and help current year's National Convention committee promote the convention come and try session to national media and local if there are clubs near by	Add ideas/story of what worked in different areas on website for others to access.			

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14		Start a competition for square dancing knockout style hoedown last square not to break down wins - to engage and attract youth to stay in the activity	Start at a smaller level and see it gain popularity and then introduce into National level		Begin at a Club and state level	Consider popularity for national convention
15		Make the Promotions subcommittee open with communication and contactable so that clubs and states can reach out when they want to do a beginners and they can ask for help from others with more experience or knowledge. Create a forum for clubs to share ideas of promotions and what works for them or things that they have tried because what does not work in one club or city may work in another.	Forum moderator notification or approval on all posts. However Moderator needs to look at it closely to keep things in line. Our current website has this facility. Life is more engaging. Facebook Group could also be used. Newsfeed from facebook to website and forum to facebook.	January 2020		
16		Move into other social media such as twitter, Instagram, discord etc.	Add another social media platform every 6-12 months. Link up website, facebook and meetup together so that they feed into one another due by end of 2021	Start with Meetups Oct 2020		
17		Create ways to connect with different communities such as different social groups and multicultural areas.	Inclusive environment. Work on this throughout all our marketing and promotions over the next 3 years.	Ongoing	Ongoing	Ongoing

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