



DanceSport Development Competition
Pilot Program

DSA Sports Development Commission

Version 1.0, January 2017

Contents

Preamble	3
Purposes of this Document.....	3
Pilot Program Summary	3
Pilot Program Details	4
Low Cost.....	4
Spectators	4
Example:.....	4
Entry fee for competitors.....	5
RTF Subsidy	5
Awards and Trophies	5
Short Competition Duration	6
Criteria Based Assessment.....	6
Eliminating the need for rounds	7
Awareness of DanceSport.....	7
Sponsors & Advertising.....	8

DRAFT

Preamble

DSA is responsible for the registration, management, conduct and development of DanceSport events in Australia. This responsibility is incumbent in the Government funding DSA state branches receive as State Sporting Associations. In accordance with their strategic plans, they are required to invest in infrastructure that promotes growth in participation.

In combination with the State branch commitment to their strategic plans, DanceSport Australia's commitment to Project 5000, and the future benefit of all in the whole DanceSport family, the DanceSport Development concept has been created. This concept will provide a user-friendly entry to DanceSport at the grass-roots level with the opportunity to develop their dancing within a nationally recognised, structurally consistent competition environment with minimal to zero cost on entry DanceSport competitions.

This concept is part of delivering the required components of the Project 5000 initiative to reach 5,000 members within five years.

Purposes of this Document

This document provides clear guidelines on the operation and management of competitions registered as DanceSport Development Competitions which when agreed upon can be incorporated into the DSA Rules of DanceSport at a future point in time.

It is possible that RTFs that have sufficient space can be involved in the running of a Development Competition. Many businesses have invested in their 'studio space' and it is entirely appropriate, as with the current DSA RTF policy, they be rewarded for supporting DSA and the development of DanceSport. This document will assist in guiding this process.

Pilot Program Summary

Competitions registered with DSA as a DanceSport Development Competition must have:

- Free admission for all spectators.
- An 'event' entry fee structure for all competitors
- Minimal cost venues; low cost, no frills operations.
- Short duration competitions (4 to 6 hours max.)
- Zero DSA registration fee, in exchange for:
 - Activities designed to promote an awareness of DanceSport
 - An agreed level of sponsorship & advertising

Pilot Program Details

Low Cost

DanceSport Development Concept Competitions must be low cost, this is the only way such a program can exist.

These competitions are registered DSA competitions that are designed to target unregistered and new competitors. DanceSport Development competitions must:

- be conducted in venues which have been obtained at minimal cost
- not have custom decorated venues
- use an online entry portal & online running order
- contain a schedule of formal Recreational events within the competition program

The above dot points contribute to keeping Development Competitions “low cost” minimising costs while maximising participation.

Spectators

In the interest of developing a greater level of public interest and awareness of DanceSport, it is a requirement that all DanceSport Development Competitions be free-admission events for all spectators and advertised accordingly. This will encourage competitive atmosphere as competitor’s friends and family can attend without the traditional and somewhat unique DanceSport approach to cost of entry.

We must remind ourselves that most other local sporting events, with which we are competing against for participants, do not have spectator costs. Football, Basketball, Cricket, etc. these local games do not require parents to pay to watch.

The benefits of Free admission include:

- no ticketing is required
- no ticketing/door staff required
- on-site such facilities such as restaurants will be utilised more
- awareness and more people being introduced to DanceSport.

Example:

A couple enters and pays competition fees online at home the week before a competition. All they tell all their friends and family to come and watch free of charge! More support equals more awareness.

It is also important for organisers to be aware that when a venue such as an RSL is sponsored for a competition, the RSL also expects that the attendees utilise all the services the facility offers such as food, beverage or any other facilities available.

Entry fee for competitors

All competitors will be required to pay an entry fee per event entered. For the pilot program this fee will be as follows;

Recreational Division

- \$5 per individual event

Amateur Division

- \$10 per event

It will be the organiser's responsibility to ensure that all entries for DanceSport Development Competitions are completed online using the DSA entry system which can be found at p5000.org, which will again minimise competition administration.

To ensure an efficient and accurate entry process the only option is entry via an online portal.

All fees are paid upfront and competitors validated.

RTF Subsidy

To further assist in the promotion and participation of DanceSport Development Competitions RTF's are to be subsidised a percentage per events entered.

Suggestion: 20% from each Entry Fee

Furthermore, competition facilities may be subsidised with a percentage per competitor entered.

Awards and Trophies

The following points outline the obligations, requirements, and limitations of awarding trophies, etc.

- All competitors must be awarded with a certificate of merit (provided by DSA)
- Competitors must not be provided with awards other than those provided by DSA which may include medals, trophies.
- Prize money must never be offered or awarded.

Short Competition Duration

DanceSport Development Competitions are designed to be conducted over a shorter duration than the traditional 'all-day / all-night' competitions/championships, which are becoming less and less popular by spectators.

This shorter duration time has the sole purpose of catering to new and recreational competitors.

Looking at our competitors (other sports and recreational activities) it is very clear that shorter sporting competitions are more family friendly and more in keeping with other activities.

Dancers new to DanceSport (and their families) would rather compete, be presented, and leave with a certificate of merit and a smile on their faces. Organisers must ensure that events run for no longer than 4 hours for any one age division. The entire day should have a duration of 6 to 8 hours, but competitors should not be required to be there for more than 1 to 2 hours between their event and presenting their awards.

Rolling results should be implemented at DanceSport Development Competitions. This saves time and keeps the competition in constant progress.

Criteria Based Assessment

A new Adjudicating System has been designed specifically for DanceSport Development Competitions based on fixed and known criteria. This new approach has huge benefits to our new dancers.

The new Adjudicating System is based on the premise of 'Individual Assessment', not ranking via comparison. Each dancer will be given a score against a pre-determined measure.

The significant benefits of this new approach include:

- Eliminating the need for "rounds"
- Shorter Competition duration
- Tangible feedback based on criteria.
- Individual assessment free from comparison

Eliminating the need for rounds

For example; If there are 24 girls in an event, rather than running the usual three rounds for that event, the event would simply comprise of three heats all of which would be finals. The girls are all assessed individually with a score, and given a certificate of along with their score result.

Such concepts unlock the potential to save a lot of time and allow for a higher number of DanceSport Development Competitions to run. Keeping DanceSport Development Competitions short keeps the participants and spectators attentive and enthusiastic meaning people go home feeling happy and wanting more.

This is a new approach to competition adjudicating and will require training of adjudicators into this new style of assessment.

Awareness of DanceSport

Growth of DanceSport is intrinsically connected to the awareness and perspective of the public. It's impossible to get into DanceSport or attend a competition if the event is simply not known to the public.

DanceSport Development Competitions organisers will be required to ensure awareness of DanceSport and registered DanceSport Development competitions, including:

- an obligatory live stream on Facebook / Social Media of the full event which may also be fed through to the DanceSport Australia and/or DanceScore web portals.
- DanceSport Development Competitions are organised and promoted in a manner which promotes DanceSport as a sport.
- using DSA-provided pamphlets and literature to promote DanceSport and Development competitions.
- have an individual in attendance who can answer any questions posed by competitors or spectators regarding the sport.
- have a desk where people can request further information or seek assistance.

Sponsors & Advertising

It is important to understand that government funding and/or sponsorship in the case of recreational level sports is hard to achieve when spectators pay a cover charge. It is always more attractive for local governments that events are more accessible to the local population which in turn may lead to 'DanceSport Awareness' support from the Local Governments.

Development Competitions by their nature should be held frequently and encourage local people involved and aware of DanceSport. It is suggested that organisers engage with local councils, schools, RTFs, dance venues, and/or any other businesses which would potentially contribute to the development of DanceSport by sponsoring a venue.

The more sponsors the better. At DanceSport Development Competitions sponsors may advertise in the form of a banner/sign. Sponsors may provide the organiser with the appropriate advertising material.

Organisers will need to promote and advertise DanceSport Development events. DanceSport Development is focused on the local population so it is advisable that organisers put emphasis on the local area where the competitions are being held. An example would be an organiser approaching a local primary school to advertise the Development Competition in its weekly newsletter. This may be a cheap or even free way of advertising a local event that benefits the local community and DanceSport.