

DANCESPORT VICTORIA

2019 ANNUAL REPORT

DSV VISION and MISSION

Vision: To provide and grow the opportunity and framework for all Victorians to participate in and enjoy DanceSport.

Mission: DanceSport Victoria is the key body for DanceSport development in Victoria. This is achieved by attracting all Victorians to participate at a social, Recreational or competitive level throughout the State.

CURRENT BOARD MEMBERS

Chairperson: Anna Longmore

Executive Officer: Max Baker

Treasurer: Shane Hocking

Government Liaison Officer: Martyn Kibel*

Accreditation Officer: Adam Blakey

DanceSport Development Officer: Meagen Alderton

Marketing Officer: Geoff Vine

Competitor Representatives:

Lorraine Fabb, Geoff Vine

Coach Representatives:

Meagen Alderton, Anna Longmore

General Representatives:

Max Baker, Adam Blakey, Shane Hocking, Anthony Pepers, Antony Svasek, Jason Beaman, Erin Aspinall, Monica Fincham

*Not a Board member

CHAIRMAN'S REPORT 2019

This was my first year, as Chairman of DanceSport Victoria and I would like to start my report by thanking all the members of the DanceSport Victoria Board for all their dedication and contributions to our activities in 2019. It was a new role that I took on in DanceSport Victoria and without a hard-working board of Directors who give their time feely, very little would be achieved.

Through the hard work of the board and assistance from Martyn Kibel, we continue to maintain a strong relationship with the Victorian Government, through the Department of Sport and Recreation (DSR). The funding we receive from the DRS within the Department of Jobs, Precincts and Regions (State of Victoria) is \$20,000.00 per annum over 4 years under their "Together More Active program" to "build the capacity of DanceSport Australia Limited to increase participation opportunities in Victoria".

We also applied for and received an Elite Athletes grant called "Athlete Pathway Travel Grants Program" and it is \$6,000.00 (plus GST) to assist with travel and accommodation to a National Championship. This year the couples were invited to attend the ADS East Coast Championships in Sydney. We plan to secure this grant again in 2020.

We are awaiting confirmation of a Project Funding application for \$20,000.00 to increase Senior's participation and develop ParaDance in Victoria.

For the 3rd year running, Premier's Active April continues to be a major initiative for DanceSport Victoria. This year more than 557 Victorian's participated in this event and we were able to assist more than 34 RTF's in this venture. Congratulations to Geoff Vine and his marketing team on a successful project. For further details of Premier's Active April, please see the informative report from our Marketing committee.

DanceSport Victoria was approached by Government House, in conjunction with Her Excellency the Honourable Linda Dessau AC, Governor of Victoria and Mr Anthony Howard AM QC to perform as part of the Governor's Performance Series. The event will be held in the Ballroom of Government House on Thursday 31st October.

DanceSport Victoria has invited couples to preform from juvenile, junior, Adult, Master and Professional categories, and we are sure this will help expose DanceSport to over 400 invited attendees. Jason Beaman and Anna Longmore will choreograph the performance with a continuous display of Latin, New Vogue and Standard. I would personally like to thank the dancers who will be involved in this performance for their time. Without you, these events are not possible. This is a very special opportunity for DanceSport Victoria, and we hope that this exposure will help grow the numbers in DanceSport.

The Sports Development committee, along with Marketing, ran a "Come and Try Day" for ParaDance in February this year. It was well supported by both wheelchair users and able-bodied dancers. Due to the response of the DanceSport Victoria members and the wheelchair participates, it was very clear that this project needed to go further. Along with Kerry Clarke, Brent Olifent, Jason Beaman and myself, Para DanceSport Victoria was created. They established Para DanceSport Victoria based on the inspiration of recent movements within the industry to promote wheelchair dancing.

In November there will be a Training day open to all DanceSport Australia members and wheelchair users to attend and they will be taught by Internationally Acclaimed Para Dance instructor from Japan Kiyomi Yotsumoto. With the connections that Sports Development has made through Active All Play and Disability Sport and Recreation, we are hoping that this will increase the exposure of DanceSport, State-wide, to the wider community and increase our participation rates.

In 2018 DanceSport Victoria undertook a detailed Health Check of the DanceSport Victoria Board, with VicSport, under their Good Governance Program. VicSport are the peak body for sports and active recreation in Victoria. Vicsport also have major partnerships with the Victorian Government and VicHealth. It was a very positive experience, but it also identified areas for improvement for the Board. One of these areas was for DanceSport Victoria to revised and reviewed their Strategic Plan. We held a one-day detailed DanceSport Victoria Strategic Planning Workshop in February this year. From this day, it helped the board to identify what projects and activities we felt would help address the issues that affect DanceSport Victoria.

The Strategic Plan is a 'working document' that is ever changing to match the climate of the DanceSport Industry. We hope that over the year we can implement the projects and activities to further develop and grow DanceSport Victoria.

One such project was to increase the numbers of people in DanceSport. For those who have been involved in DanceSport for many years realize not this is not a new problem or concern and not just for DanceSport Victoria but also nation-wide. DanceSport Victoria will work with DanceSport Australia on retaining existing and increasing the number of new DanceSport Participants. To develop Para Dance training and plan to include it in competitions. The Para Dance project is well underway. We also plan to increase senior's involvement in social and competitive dancing. We will also be working closely with the RTF's of Victoria to help build and strengthen the relationship between RTF's and DanceSport Victoria.

Regional development is also a very important part of DanceSport Victoria and this year \$10,000 was spent on this area. We supported many DanceSport Victoria members that live and travel to metropolitan areas for their training or competition. They received \$3000 in funding. We also supported seven regional competitions and they received \$1000 each, which came to the grand total of \$7000.

The Lecture Series funding has been a very well received and appreciated service that we provide to DanceSport Members. So far this year we have given DanceSport Victoria members \$7000 towards their cost of attending lectures. We feel this is a great initiative in helping reduce the cost of DanceSport Members to attend these events.

The 2019 ADS Bendigo Classic will again run in collaboration between the ADS (Vic Branch), Greater Bendigo City Council and DanceSport Victoria. This event has been moved to October this year, so it doesn't clash with any local or interstate competitions. In previous Chairman reports, it was noted that this event is a very good example of the DanceSport Industry working together, along with external bodies, to build DanceSport in Victoria. I second these sentiments.

Once again, I would like to thank the DanceSport Victoria board members for all their support and time that they have given this year. Martyn Kibel, you provide the Board with so much knowledge on State and National Government policies and help with our funding application. I hope you know that you are very much appreciated. Special mention must go to Max Baker (Executive Officer) and Shane Hocking (Treasurer) for your tireless hours of work to keep the board running.

2020 is looking at being an exciting year for DanceSport Victoria and with the support of the Board and our members the future is looking great.

Very Best Wishes,

Anna Longmore

EXECUTIVE OFFICER REPORT 2019

As mentioned in the Chairman's Report, this has been my first year as Executive Officer and it has been a year of learning and development in this role. I would like to recognise the valuable input and assistance provided to me by Dr Martyn Kibel (Advisor to the Board), Ms Anna Longmore and the DSV Board.

DanceSport Victoria has an excellent working relationship with VicSport and through that relationship DanceSport Victoria has been able to hold our monthly meetings in the VicSport board room at no cost. Our meetings have been well attended by DanceSport Victoria board members in person and via phone linkup and have provided frank and honest discussion on matters affecting the dance industry generally.

Most matters to be included in this report have been adequately covered in the Chairman's Report as in previous year's however there are some matters which can be reported on in this Report.

Elite Athletes Award – The Chairman has covered this item in her report but through discussion with our contact at the Victorian Government we have recently learned that there may be funding available for the Elite Athletes Award twice per annum and there may also be funding available to assist Victorian couples to attend international events in 2020. Applications are invited to be submitted in September / October and we will examine these possibilities as we receive further information.

Government House Performance – Again this has been adequately covered in the Chairman's Report, but we can add that members of the DanceSport world are able to attend this presentation which will see approx. 400 invited guests plus the Governor and Mr Anthony Howard view some of Victoria's best competition dancers perform. DanceSport Victoria members are encouraged to attend this performance and should provide their details to the Executive Officer for onforwarding to Government House. It should be noted that security is naturally very high, and all attendees will need to present their official invitation and be subject to security screening on arrival.

2019 -2020 Strategic Plan – Thanks again to Dr Martyn Kibel for his invaluable guidance and assistance in completing this document to a point where it could be included with our funding Application resulting in the funding mentioned in the Chairman's Report. Strategic Plans are by their nature a working document and we, as a Board together, will constantly review and update this document and monitor our performance against the Plan.

Lecture Series Funding – We have updated this policy to better reflect the DanceSport industry in 2019 / 2020. This has included clarifying some ambiguity surrounding entitlement especially as it relates to Recreational competitors and the process involved in applying for and receiving funding. This should greatly assist the dance industry in 2020 and future years.

Gender Balance on the Board – The Victorian Government initiated a requirement that at least 40% of all Boards should be female. DanceSport Victoria was not compliant with this requirement following the 2018 AGM and undertook to seek expressions of interest from female members of the dance industry to join our Board in early 2019. This was very successful, and several applications were received. We appointed Ms Erin Aspinall and Ms Monica Fincham to our Board which took our ratio to 42% and the DanceSport Victoria Board is now compliant with this requirement.

Best Wishes for a successful 2020 dance year,

Max Baker (Executive Officer)

DANCESPORT VICTORIA ANNUAL FINANCIAL REPORT 2019

STATEMENT of INCOME and EXPENDITURE				Current Period	Previous Year
INCOME	Government Funding			30000.00	26000.00
	State Championship	2018		~	~
		2019		~	~
		2020		~	~
	Competitions - Other			~	~
	Education / Training / Development			~	~
	Fund Raising Activities			~	~
	Bank Interest			~	~
	Sundry Income			~	~
	GST on Income			3000.00	2600.00
	GST Transfers - From National			1690.00	200.00
TOTAL INCOME				34690.00	28800.00
EXPENDITURE	Branch Operating Expenses				
	Meetings			723.00	525.00
	Print / Postage / Stationary			346.00	788.00
	Bank Fees			120.00	120.00
	Website				
	Branch Activities			~	~
	State Championship	2018		~	~
		2019		~	~
		2020		~	~
	Competitions - Other			~	~
	Education / Training / Development			17351.00	10669.00
	General Expenses				
	Advertising / Promotions			818.00	~
	Subscriptions / Memberships			382.00	382.00
	Insurance			~	~
	Travel Expenses (Board)			~	~
	Travel Subsidies	Teams		6000.00	~
		World Representatives		2000.00	1000.00
	Honorariums	Officer		~	890.00
		Officer		~	~
	Certificates / Awards			~	~
	Other Expenditure			~	~
	Transfer to Term Deposit			~	10000.00
	GST Credits			2187.00	1340.00
	GST Transfers - to National			794.00	2671.00
TOTAL EXPENDITURE				30721.00	28385.00
SURPLUS (DEFICIT) INCOME over EXPENDITURE				3969.00	415.00
BALANCE SHEET				Current Period	Previous Year
LIABILITIES	Members Funds	at Commencement of Period		36754.00	36339.00
	Plus	Surplus Income over Expenditure		3969.00	415.00
	Less	Deficit			
	Members Funds	at End of Period		40723.00	36754.00
	Other			~	~
TOTAL LIABILITIES					
ASSETS	Cash at Bank - Trading Account			40723.00	36754.00
	Term Deposit			80552.00	77545.00
	Other			~	~
TOTAL ASSETS				121275.00	114299.00
SIGNATURE of TREASURER		Shane Hocking			
DATE		9/09/19			

SPORTS DEVELOPMENT COMMITTEE

Prepared by Meagen Alderton - Committee Chair

Committee Members: Jason Beaman and Anna Longmore.

INTRODUCTION

DSV established a Sport Development Committee in 2015, specifically to focus on growth and development opportunities of DanceSport in Victoria.

There have been two major projects that the Sports Development Committee has focused on this year. These are outlined below.

PARA DANCESPORT VICTORIA

DanceSport Victoria held their first "Come and Try Day" for ParaDance on Friday 22nd February at the Royal Talbot Rehabilitation Centre. This "Come and Try" day was advertised extensively by our Marketing Committee and was extremely successful.

Judy Williams from Western Australia travelled to Melbourne for the event as she had already established a Para Dance program in Western Australia. The event was supported by DanceSport Victoria members and a number of ParaDancers. After such an inspiring event, DSV decided to pursue this potential further.

Sports Development established Para DanceSport Victoria based on the inspiration-of recent movements within our industry to develop and promote wheelchair dancing.

Para DanceSport Victoria has developed a business plan that identifies a defined mission, as well as various objectives and goals.

The strategy adopted by Para DanceSport Victoria will be established in accordance with KPI's which have been identified for the next two years. These KPI's support the defined objectives and goals identified.

Para DanceSport subsequently organised for world recognised and acclaimed Para Dance instructor Kiyomi Yotsumoto to travel to Melbourne to run a two-day workshop and training day open to all DSA Accredited Members and ParaDancers on Saturday/Sunday 2nd & 3rd November, 2019.

Kiyomi will provide attendees of the workshops with information and training on the various aspects of ParaDance, including the basics of movement and choreography, and will also help in forming a syllabus.

We have applied for funding to develop the overall framework for Para DanceSport and implement programs to support participants. We are also in the process of developing our own fundraising initiatives.

None of the above would be possible without the help of the ParaDance Committee, Kerry Clarke, Brent Offilent, Jason Beaman and Anna Longmore, who have spent many hours of their own time putting this project together.

A massive thank you must also go to Stephanie and Thomas Werner from Integris Group Services Pty Ltd for all their valuable knowledge, advice, time and effort. Stephanie and Thomas have provided their assistance 'free of charge' and the Sports Development Committee cannot thank them enough.

GOVERNOR'S PERFORMANCE SERIES

Her Excellency the Honourable Linda Dessau AC, Governor of Victoria and Mr Anthony Howard AM QC have invited DanceSport Victoria to perform as part of the Governor's Performance Series. The event will be held in the Ballroom of Government House on Thursday 31 October 2019,

The event will have over 400 invited guests and the Sports Development Committee sees this as a fantastic opportunity to promote DanceSport to the wider community.

DanceSport Victoria has invited couples from all age groups and levels to perform at this event. A number of these couples have accepted and we are currently in the process of finalising music and choreography.

Jason Beaman and Anna Longmore will choreograph the performance which will involve a continuous display of Standard, New Vogue and Latin.

The Sports Development Committee and the DanceSport Victoria Board would like to thank all DanceSport Victoria members for their support during this past year. Without our volunteers, we would not have been able to showcase DanceSport as we have done, and we look forward to what we can achieve together in the coming year.

DSV MARKETING REPORT FOR AGM 2019

Prepared by Geoff Vine

The DanceSport Victoria (DSV) Marketing sub-committee was an effective working party for 2018/2019. It was led by Geoff Vine (DSV board member and sub-committee chair) and comprised Tony Svasek (DSV board member and team leader), Loraine Fabb (board member and editor-in-chief) and Janet Berwick (editor). Together they worked as a productive team, completing tasks, projects and numerous tasks for DSV including:

- First Para Dance 'Come and Try' Day - (Marketing/Sports Development)
- Premier's Active April (Marketing)
- Government House Performance - (Marketing/Sports Development)
- Registered Training Facility (RTF) Collaborative Marketing Meetings (Marketing)

Premier's Active April. More than 557 Victorians participated in DanceSport during the Victorian State Government's 2019 'Premier's Active April' (PAA) campaign. This continues to be DanceSport Victoria's single most successful publicity campaign, and figures are showing that Victoria leads the way in people wanting to take up ballroom dancing. ***Campaign offer.*** The annual PAA campaign offers a variety of free activities and prizes to encourage Victorians to be healthier. DanceSport Victoria worked closely with its RTFs to contribute the following:

- Five free group dance classes during April at participating RTFs
- Prize draw was done in May and offered:
 - Five half-hour private lessons with a studio (RTF) of winner's choice
 - Five more social classes
 - One pair of dancing shoes for women OR men.

The participating RTFs were enthusiastic supporters and serviced each of their local areas. The RTFs had their group dance class timetables published on DanceSport Victoria's PAA site, ordered alphabetically by suburb or town. There were 34 financial RTFs that participated, made up of 20 independent and 14 MarShere dance studios and schools.

Marketing Efforts. Being a major partner means DanceSport Victoria had a higher profile in the

campaign. The RTFs that joined in the campaign received free high-quality promotional material, including advertising and promotion, through the following:

- PAA website
- PAA newsletter
- DanceSport Victoria's PAA site ***Outcomes***

Of the 557 PAA participants, there have been some returning for further lessons. The overall PAA campaign had 130,000 Victorians register across all activities. For the first time, DSV was informed of which participants wanted to be followed up by DanceSport with more information. and was supplied with 192 contacts showing their age and gender.

Participants wanting follow-up from DanceSport

Gender	Amount	Percentage	PAA
Female	182	95%	62%
Male	10	5%	38%
Age	Amount	Percentage	PAA
18-24	26	13%	21%
25-34	50	26%	19%
35-44	52	27%	33%
45-55	28	14%	
55+	36	19%	11%

Analysis of data

Few men took up the offer, i.e. state average was 38%. Nearly 50% were women between 25 and 44. Nearly 20% of women were over 55 -Women under 25 are 50% less interested than the state average. Women over 25 are 40% more interested than the state average

Need to develop a follow-up process

DSV commenced a process of consulting with the RTFs to form an agreement on how to best follow up on these participants in a united and collaborative way.

DanceSport Performance at Government House

DanceSport Victoria has been invited to perform as part of the Governor's Performance Series, with 400 invited attendees. It will be held in the ballroom of Government House on Thursday 31 October 2019. The performance will be choreographed by Jason Beaman DSV Board Member and Anna Longmore – Chair of DSV with a continuous display of Standard, New Vogue and Latin American. The focus of the performance series will be the presentation of ballroom dancing from Juniors through to Masters' 3, showcasing the versatility and health benefits of ballroom dancing. The Marketing sub-committee produced a blog and several social media posts promoting that achievement and inviting members to the performance.

Para Dance First Come and Try Day

After an initial enquiry by Rocca Salcedo who runs a Para Dance program for her wheelchair participants at Royal Talbot Rehabilitation Centre in Kew, Victoria it was decided by DanceSport Victoria to run a come and try dance for Para Dance on Friday 22 February 2019.

Judy Pegus was invited to conduct this session as she initiated Para Dance in Australia through DanceSport Western Australia. An extensive social media was conducted and 30 wheelchair participants, dance coaches and interested persons attended. As a result of this successful come and try day it was decided to form Para DanceSport Victoria.

A coordinating committee was formed to facilitate all Para Dance activities in Melbourne and included Anna Longmore (chair of DSV), Jason Beaman (DSV board member), Kerry Clarke and Brent Olifent.

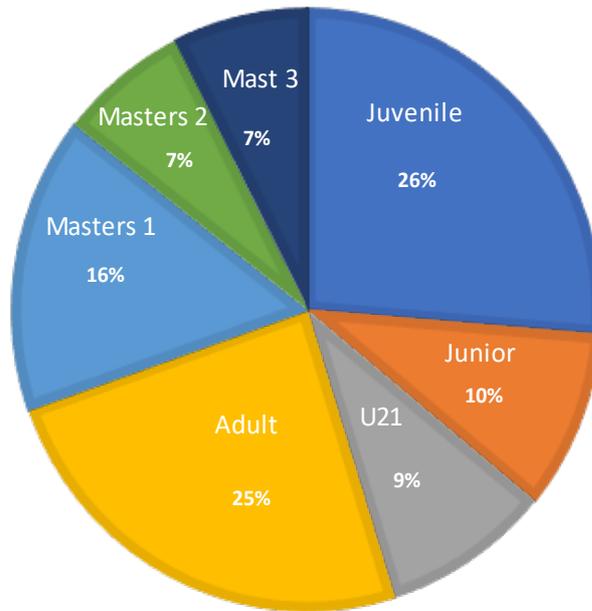
Plans for next year

Focusing our efforts on increasing the number of people competing in our sport, there are many marketing projects being planned for 2019, and we list the major ones below:

- Improve effectiveness of Premier's Active April
- Develop collaborative marketing plan with Victoria RTFs
- Improve competition promotion to competitors and spectators

COMPETITOR STATISTICS 2019

RECREATIONAL



Competitor Type	2019	2018	2017	2016	2015
Juvenile	71	88	81	89	124
Junior	26	31	28	47	70
Youth (Under 21)	25	26	36	22	57
Adult	66	63	66	91	129
Masters 1	43	35	39	48	59
Masters 2	19	39	51	39	51
Masters 3	20	21	19	15	29
Total	270	303	320	351	519

RECREATIONAL MOVING TO AMATEUR

Competitor Type	2019	2018	2017	2016	2015
Juvenile	5	10	5	3	6
Junior	9	2	2	5	3
Youth (Under 21)	3	2	5	3	3
Adult	16	8	16	6	7
Masters 1	5	2	5	2	3
Masters 2	8	6	1	4	2
Masters 3	1	3	4	2	0
Total	47	33	38	25	24

RTF STATISTICS

2017:

Victoria: 40, National: 116

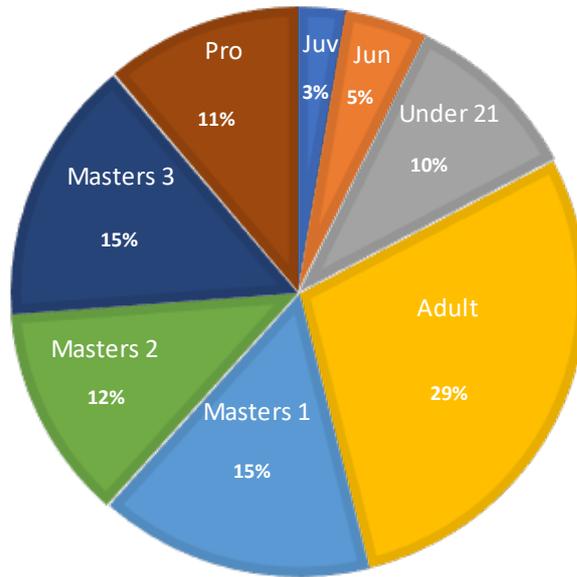
2018:

Victoria: 43, National: 122

2019:

Victoria: 50, National: 158

DSV AMATEUR AND PROFESSIONAL



Competitor Type	2019	2018	2017	2016	2015
Juvenile	12	18	15	21	28
Junior	21	18	23	31	20
Youth (Under 21)	46	52	59	48	66
Adult	132	145	155	147	167
Masters 1	71	62	76	75	87
Masters 2	56	52	61	75	72
Masters 3	69	75	66	37	11
Professionals	51	24	15	10	14
Total	458	446	470	444	465

Vicsport Recommendations (from Health Check)

Priority	Recommendation	Actions & Resources	Responsibility	Timeline	Priority H, M, L
1.1 DONE	Board Structure & Purpose Develop a new strategic plan in full consultation with the Board for 2018 and beyond.	-DSV Board can complete or engage the services of a facilitator to coordinate. (Vicsport can provide a quote if required)	DSV	December 2018	High
1.2 DONE	Development of Board Charter, Code of Conduct, Director Role Descriptions and Conflict of Interest Policy.	-Vicsport can provide templates -Board to schedule meetings to work through draft documents.	Vicsport DSV	August 2018	High
1.3 PARTIALLY DONE	Develop Terms of Reference to guide the operations of the Marketing & Sport Development Subcommittees	-Vicsport can provide templates -Board to schedule meetings to work through draft documents.	Vicsport DSV	March 2019	Medium
2.1 DONE But still to be used correctly	Election & Appointment Establish an AGM Election Kit: information on the Board Charter, Role Descriptions, Nomination Form and Code of Conduct.	- Vicsport can provide templates -Board to schedule meeting to work through draft documents.	Vicsport DSV	November 2018	High
2.2 DONE in practice, but not documented	Formulate a Succession Plan for the DSV Board	-DSV to formulate a plan for Board succession.	DSV	September 2018	High
2.3 Partially done , but	Develop a Board Recruitment Plan	-See Guidelines for the Recruitment&	DSV	October 2018	High

Priority	Recommendation	Actions & Resources	Responsibility	Timeline	Priority H, M, L
2.4 Not addressed, as involves change in DSA Constitution	Introduction of rolling terms for Directors (50% of directors due for election in Year 1 and 50% of directors are due for election in Year 2) Will need to engage with DSA to consider and implement change.	-DSV to table for discussion with the DSA Board	DSV	May 2019	Medium
3.1 Partially completed	Board Induction Introduce a formal DSV Board Induction process.	-Vicsport can provide an Induction Process Checklist. -Board to schedule meeting to work through draft document.	Vicsport DSV	November 2018	Medium
4.1 Addressed but not actioned due to cost (via Vicsport)	Board Performance: Behaviour, Culture, Evaluation & Development Complete a Board Skills Audit	-Vicsport can provide a template for a Skills Audit, or can provide a quote to complete Skills Audit Evaluation -Board to commit to completion	Vicsport DSV	September 2018	High
4.2 Partially addressed but needs more work	Develop a Board Recruitment Plan (addressing Skill Audit & gender diversity req's. See 2.3)	-See Guidelines for the Recruitment & Retention of Women in Leadership Roles	DSV	October 2018	High
4.3 Not addressed	Existing DSV Board members to undertake training on the roles & responsibilities of	-DSV to source qualified trainer e.g. Leadership Victoria - (Vicsport can provide quote to	DSV Vicsport	December 2018	High

4.4 DONE	Formalise Board Evaluation	-DSV to consider appropriate facilitator to evaluate meeting effectiveness. (Vicsport can provide quote to complete)	DSV Vicsport	July 2019	Medium
Priority	Recommendation	Actions & Resources	Responsibility	Timeline	Priority H, M, L
5.1 NOT DONE	Policies & Procedures Introduction of a Conflict of Interest Policy and associated training for directors to understand, manage and declare conflicts of interest	-Vicsport can provide template Conflict of Interest Policy and provide a quote on associated training	Vicsport DSV	December 2018	High
5.2 Partially done	Introduction of a Risk Management Policy & Risk Register	-Vicsport can provide a template Risk Management Register -DSV to conduct, assess and implement strategies to address risk	Vicsport DSV	February 2019	High
5.3 Partially done	Introduction of electronic financial reporting	DSV to source appropriate on-line financial reporting system	DSV	September 2018	High
5.4 NOT DONE	Introduction of electronic banking	DSV to source appropriate on-line banking arrangement	DSV	September 2018	High
5.5 DONE	Obtain access to manage & load content on the DSV website	DSV to liaise with DSA for website	DSV	March 2019	Medium