



# 2017 Annual Report

Prepared by Martyn Kibel (Acting Executive Officer)

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# CURRENT BOARD MEMBERS

Chairperson: Dr Martyn Kibel

Executive Officer: Andrew Howlett/Martyn Kibel (Acting)

Treasurer: Shane Hocking

Registrar: Norma Johnson

Government Liaison Officers: Martyn Kibel & Anthony Pepers

Accreditation Officer: Adam Blakey

DanceSport Development Officer: Meagen Alderton

Competitor Representatives	Coach Representatives	General Membership
<p>Angus Davidson</p> <p>Martyn Kibel</p>	<p>Shane Hocking</p> <p>Anna Longmore</p>	<p>Adam Blakey</p> <p>Andrew Howlett</p> <p>Anthony Pepers</p> <p>Max Baker</p> <p>Meagen Alderton</p>

**Marketing Committee:** A Pepers (Chair), L Fabb, T Svasek, J Berwick, G Vine, J Jones, V Sutherland

**Sports Development Committee:** A Longmore (Co-Chair), M Alderton (Co-Chair), D Byrnes, C Monley, T Sedawie

# PREAMBLE

2016 has been a very busy and full year for DanceSport Victoria (DSV), both administratively and competitively. DSV has enjoyed a year of considerable development and changes in various areas of DanceSport within Victoria and has been able to manage the majority of these changes successfully, with a positive outcome for its members.

DSV has continued to strengthen its relationship with the Victorian Government in the forms of its strategic **planning and the successful application for funding of \$20,000 per year for three years. A number of these initiatives are already coming to fruition.**

The continued promotion and development of the Recreational Division of DanceSport has been and must continue to be one of the primary objectives of DanceSport Victoria. As you will read later in the report, the Victorian Government has been placing great emphasis on capturing the number of people participating in Sport and Recreation at an entry and social level.

Without the Recreational Division, we would have no device in which to capture this data, create a clearer career path and continue to apply for government funding as we have in the past.

We would ask that all members of the DanceSport community need to get behind DanceSport Victoria / Australia's quest to promote and develop the Recreational Division. Detraction from this could be very costly and have a significant negative impact on our sport.

We encourage all organisers to continue to ensure events are available for Recreational Competitors and we congratulate those organisers who have already started to promote Recreational Only Competitions. We are currently looking at ways in which we can help support these events, either via promotion or funding. We are currently in the process of reviewing our Regional Competition Grant Funding policy to ensure that the Recreational Division is well supported and not compromised by other styles of events.

We look forward to a year of promotion and growth in 2017.

# CHAIRMAN'S REPORT

To the Annual General Meeting - 29 October 2017

Firstly, I would like to thank all the members of the DSV Board for their contributions to our activities, and for their dedication to the development of DanceSport in Victoria. While I believe that we achieved a substantial amount over the past year, we could have achieved more.

Another change this year was to move the DSV Victorian Open Championship to the last weekend in February, away from its normal position on the Queen's Birthday weekend in June. It was certainly successful, even though numbers were down on those at the normal event, they were still well within our predicted levels. We had more Recreational dancers than Registered, but the Masters still turned up in numbers! The feedback was totally positive. Within the next two to three years we expect this to be a fully-accepted early start to the season and again a major event.

The La Trobe City Classic festival was held again this year, moving to mid-June from early May. Apart from a chilly stadium the event was extremely successful and augurs well for our plans to expand this event into a full-blown competition and eventually be taken over by an independent organiser. Ultimately we would hope to see regular classes being developed in this Region.

The Geelong Classic is a great example of what we set out to achieve in the Regional areas. DSV initiated this some 7 years ago to provide an event where nothing existed. This year (only a couple of weeks ago) this event was run by a private organiser (Geoff Vine) and was extremely successful. This would not have been possible without the enormous work put in by Zalie Merrett, who took on the inaugural event (along with Pam Courts) while on the DSV Board, and then continued to run this event independently for DSV up until the handover this year. The Board extends a huge thank-you to Zalie for her efforts.

One of our major long-term has been the development of our Strategic Plan, working closely with the Department of Sport and Recreation. As a consequence of this Plan we received a grant of \$70,000 over a period of 3.5 years, or \$20,000 per year (up from the previous \$15,000 per year). This success is directly related to our focus on growing DanceSport in Victoria, and also to the measurable growth of Recreational numbers. We are on the right track!

Now to the future! As well as continuing the above-mentioned activities, DSV will have a major involvement in The Premiere's Active April Month, which will involve all RTFs willing to participate. We also plan to initiate an In-Schools program to attract grass-roots Victorians into DanceSport.

The future is looking very good for DanceSport in Victoria.

Very Best Wishes,

Very Best Wishes,



Martyn Kibel

DSV Chairman

# DANCESPORT VICTORIA EVENTS

## Latrobe City DanceSport Classic

2016 saw the second Latrobe City DanceSport Classic. As part of DSV's commitment to the Victorian Government, we are required to develop and promote DanceSport in new regional areas of Victoria. The Latrobe Valley within Gippsland is one such an area.



This event was an evening-only show consisting of a, 'Invitational Grand Finals' We were excited that a considerable number of Victoria's best DanceSport competitors agreed to help us promote DanceSport in the Latrobe Valley and we can't thank them enough for their efforts.

This event was a huge success with over 500 people attending the event from the local and surrounding community areas. Meagen and Anna made it a priority to include as many local businesses as possible and support the Gippsland area, in an effort to encourage new people to our industry.



As part of the promotion of the event, a specific website and Facebook page were established which received far greater exposure than expected. To date the Facebook page has **648** likes and still increasing.

We are already busy planning for the 2017 Latrobe City DanceSport Classic with continued support from the Victorian Government.

We are currently working with the local schools to bring a Dance Program to area and include a Schools DanceSport Challenge in the afternoon before another exciting Invitational Evening event. There are a number of existing Dance schools in the area, with only a small amount of DanceSport exposure. By providing this promotion and working with these local schools, we are hoping that this will create a market place for DanceSport in these existing schools with the potential to develop new DanceSport opportunities.

## Victorian Open DanceSport Championships

This annual event is another highlight on the dancing calendar in Victoria. Now firmly established at the Kingston City Hall after the move from Hoppers Crossing in 2013. This event uses an online entry system and online ticketing system which proved again very successful.



2016 saw the Vic Open move dates from the usual date on the Queen's Birthday weekend of June to the last weekend of February. As expected, numbers in 2016 were not quite as high as 2016, however this is part of a three-year plan to develop the new date.

We were pleasantly surprised at the amount of support we received regarding the move to a new date in the calendar, furthermore we were pleased that a new organiser was able to utilise the date freed up by this decision.

# INCOME AND EXPENDITURE REPORT

01/07/2015 – 30/06/2016

**Income:**

Accreditation	3,324.52
Government Funding	18,000.00
Combined DSV Competition Income (LaTrobe/Geelong/Vic Open) *	20,008.31
Other	681.81
GST:	5,026.82
<b>Total Income:</b>	<b>47,041.46</b>

**Expenses:**

Accreditation	2,058.61
Bank Fees	120.00
Branch Meeting Expenses	2,210.26
Combined Competition Expenses (LaTrobe/Geelong/Vic Open) *	28,229.36
General Expenses	2,592.98
Stationery and Printing	195.09
Telephone and Postage	1,434.27
Trophies/Medallions	3,397.17
World Assistance/Regional Development	833.33
Vic Sport	930.00
Sports Expo	4,244.97
Regional Development	2,318.18
GST	5,565.32
<b>Total Expenses:</b>	<b>54,129.54</b>

\*Competition figures are distorted due to crossover between financial years.

Income:	47,041.46
Expenses:	54,129.54
<b>Total Operating Costs 01/07/15 – 30/06/16</b>	<b>- 7,088.08</b>
Opening Balance as at 01/07/15	37,451.12
Closing Balance as at 30/06/16	30,363.04

<b>Term Deposit as at 30/06/16</b>		<b>64,530.13</b>
<b>Competition / Championship Profit / Loss</b>		
Latrobe Classic		280.61
Victorian Open	-	4,191.76
Geelong Festival		2,082.52
<b>Total:</b>	-	<b>1,828.63</b>

# COMMUNICATION TO MEMBERS

## DanceSport Australia Website

The DSV website is part of the larger DanceSport Australia website. Weekly reports are sent to each of the state web-masters giving details of traffic, pages viewed and other information regarding the site. The DSV section of the website receives an average of 800 hits per week. This does indicate that whilst the information does not change on a very regular basis, it is a valuable resource for our members. It fluctuates between the number one and number two state sites regarding maximum number of hits per week.

## DanceSport Victoria - Facebook Page

DSV has a Facebook page and is the common tool used to communicate informal messages and reminders to members. The page currently has 1,726 members, an increase from 1,504 at the same time in 2016, and has been a valuable resource to members to find out details of events and other such important information and reminders.

### Secondary Facebook Pages:

**Vic Open DanceSport Championship** - 551 followers

**Latrobe City DanceSport Classic** - 766 followers

## DanceSport Victoria - Youtube

This YouTube account contains a small number of competition and promotional videos for DanceSport.

## DanceSport Victoria - Twitter

In 2012 a Twitter account was created for DSV: **@DanceSportVic**

This account is automatically linked to the Facebook account, so that Facebook updates are automatically posted on to the Twitter account also. The account currently has just over fifty followers at the moment. This is not expected to grow significantly, however it is another avenue for communication between DanceSport Victoria and its members.

## DanceSport Victoria - Instagram

In 2016, DSV created an Instagram account: **dancesportvictoria** This account is automatically linked to Twitter and to Facebook.

## DanceSport Victoria - MailChimp (eNewsletter)

Since the beginning of 2016, DSV has endeavored to send out a monthly eNewsletter to its members, keeping them informed of what is happening in DanceSport in Victoria.

# SPORTS AND RECREATION VICTORIA

The following outlines the three main areas that all sports need to be focusing on in order of priority:

## **IMPROVED SPORTS GOVERNANCE**

As the majority of State Sporting Associations are government funded, the government needs assurance that those charged with the responsibility of managing tax payer money for each respective sport are trained properly in Sports Governance.

Sports need to ensure that their administration, policy and financial practices are working toward a best practice delivery system to both membership and the government department reporting. (Sport and Recreation Victoria)

## **IMPROVED COLLABORATION BETWEEN SPORTS**

SSAs need to work together in developing a more unified best-practice approach, sharing resources on how each sport can learn from each other.

This can be in any area of sports administration, legal, policy, financial, member management, etc.

## **INCREASED PARTICIPATION AND PARTICIPATION REPORTING**

The state Government has increased funding into various aspects of Sport and Recreation in Victoria and need to be able to measure the benefit that this funding has made. This includes:

- each SSA is actively trying to improve the professionalism of its board
- Ensuring that each respective sport is accessible to all Victorians.
- That funding is working toward increasing participation.

The State Government is requesting for as much membership participation be recorded to show exactly the increase of participation and the statistics around longevity, how often people are actively involved, do they stay at one level of membership or move through from one level to the next.

# DSV Sports Development Report

As part of our ongoing development of DanceSport, DSV established a Sport Development Committee specifically to focus on growth and development opportunities of DanceSport here in Victoria.

This committee comprises of five individuals who have donated their time towards this very important component of DanceSport.

- Anna Longmore - Committee Leader
- Meagen Alderton - Committee Leader
- David Byrnes
- Craig Monley
- Tom Sedawie



## Completed Projects:

### **DanceSport is part of the "Ultimate Sports Expo"**

The Ultimate Sport Expo (USE) is the largest multi-sport expo in the southern hemisphere. Set within a 50,000sqm venue in Melbourne, the sporting capital of Australia, this will be a one-stop shop for all things sport!

This is first time ever that DanceSport had been included in the USE. DanceSport Victoria was pleased to be promoting our sport along-side a myriad of other sports.

We were a little disappointed in the number of attendees at the event, however we were able to put together great display stall and now have a stock of promotional material for DanceSport.

### **Moomba Parade**

Moomba Festival returns to Alexandra Gardens and Birrarung Marr from 11 to 14 March 2016.

The Moomba Festival Parade was held on the Labour Day public holiday, Monday 14 March 2016.

A celebrated part of the Melbourne events calendar for 60 years, Moomba will be back with an exciting program of events and family entertainment, making Melbourne the ideal place to be for the Labour Day long weekend.

Thanks to the efforts of Anna Longmore and Adam Blakey, DSV were able to be part of this very Melbourne event.

# MARKETING AND COMMUNICATION COMMITTEE

The Marketing Committee has been working very hard on the development and implementation of marketing and communication material to promote DanceSport to the general public, and excite dancers, as well as develop a style guide for the SSA to improve the professional look of DSV communications.

## Styles Guide:

A DSV style guide has been developed for use across all DanceSport Victoria communications. This will include, but is not limited to:

- Letterhead
- Envelopes
- With Compliment Slips
- Social Media Pack
  - Facebook Cover Image
  - Social Media Logo Images
  - Etc

## Marketing Material:

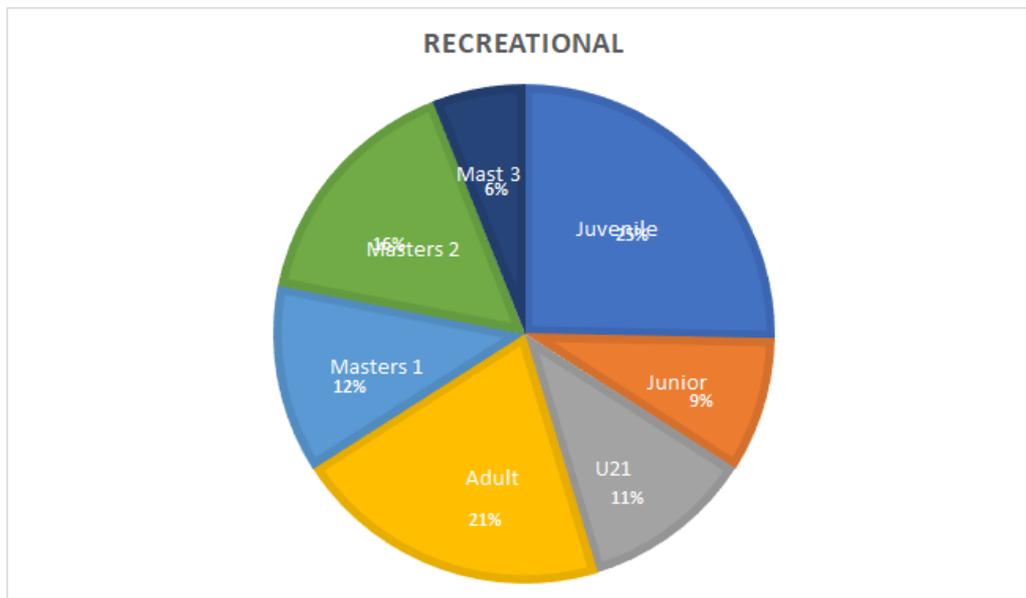
The following items have been developed to assist in promoting DanceSport:

- **Benefits of DanceSport Brochure**
  - Show casing the Physical, Mental and social benefits of DanceSport
- **Recreational DanceSport Brochure**
  - Targeting those dancers already participating in Dancesport at a social level, looking for something more. Mainly to be used in conjunction with the Victorian RTFs.
- **Promotional Pull Up Banners**
  - For use at trade stalls and other promotional events.

# DANCESPORT VICTORIA COMPETITORS

## Recreational Competitors for 2017

As at the 31 July 2017, DanceSport Victoria had a total of 320 competitors in the Recreational Division.

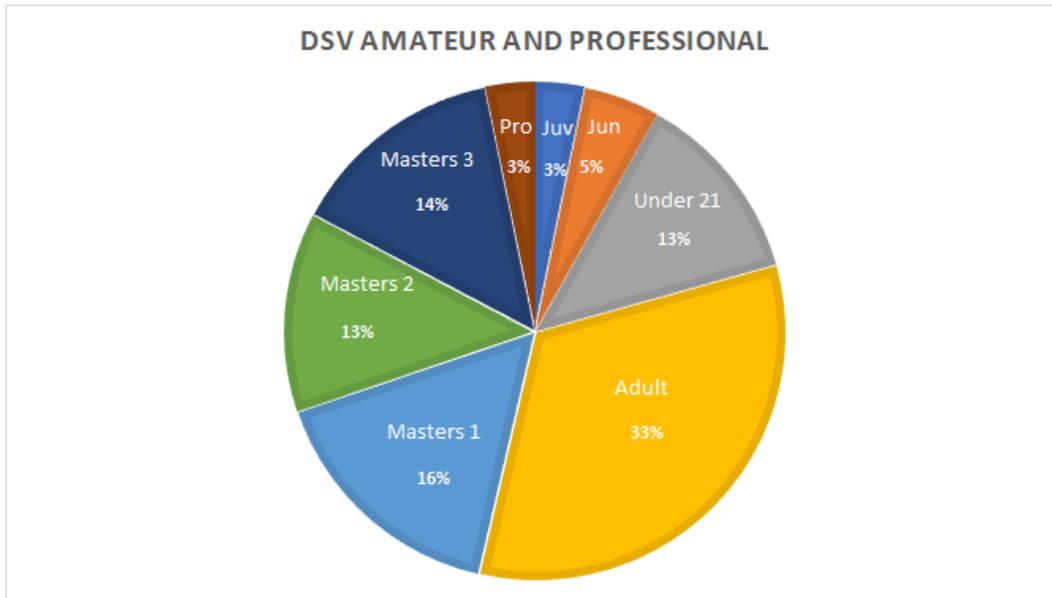


Competitor Type	Number of Competitors (2017)	Number of Competitors (2016)	Number of Competitors (2015)
Juvenile	81	89	124
Junior	28	47	70
Youth	36	22	57
Adult	66	91	129
Masters 1	39	48	59
Masters 2	51	39	51
Masters 3	19	15	29
<b>Total</b>	<b>320</b>	<b>351</b>	<b>519</b>

# DanceSport Victoria Competitors

## Amateur & Professional Competitors for 2017

As at the 3 July 2017, DanceSport Victoria had a total of 465 competitors across Amateur and Professional divisions.



Competitor Type	Number of Competitors (2017)	Number of Competitors (2016)	Number of Competitors 2015
Juvenile	15	21	28
Junior	23	31	20
Youth	59	48	-66
Adult	155	147	167
Masters 1	76	75	87
Masters 2	61	75	72
Masters 3	66	37	11
Professional	15	10	14
Total	472	444	465











# DEPARTMENT OF SPORT & RECREATION VICTORIA

## **Background**

30 June 2016 brought about the conclusion of the three-year funding agreement between Sport and Recreation Victoria and DanceSport Victoria. From 1 July 2016 to 31 December 2016 we have a transitional agreement of \$8,000.

As part of our ongoing funding arrangements, a Three-Year Strategic Plan work plan has been submitted to Sport and Recreation Victoria and has been approved with an increase in funding from \$15,000 per year to \$20,000 per year.

Our primary objective commitments include:

- Promotion of the Recreational Division of DanceSport
- Improved Sports Governance
- Education and Training Opportunities
- Funding for Regional Victoria

# DANCESPORT VICTORIA - STRATEGIC PLAN

2016 - 2019

**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.