



# 2018 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:	Dr Martyn Kibel
Executive Officer:	Meagen Alderton
Treasurer:	Shane Hocking
Government Liaison Officer:	Martyn Kibel
Accreditation Officer:	Adam Blakey
DanceSport Development Officer:	Meagen Alderton

Competitor Representatives	Coach Representatives	General Representatives
Angus Davidson Martyn Kibel	Shane Hocking Anna Longmore	Meagen Alderton Max Baker Adam Blakey Geoff Vine Anthony Pepers

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

Registrar: Norma Johnson

DSV Board Minutes Secretary: Janet Berwick

## CHAIRMAN'S REPORT

Thank you to all the members of the DSV Board for their contributions to our activities in 2018, and for their dedication to the development of DanceSport in Victoria. Without a hard-working Board of Directors very little could be achieved.

The DSV Victorian Open Championship was not run in 2018. The Board felt that this event was not needed at this time due to the large number of competitions already on the Victorian calendar. The future of this event is still under consideration.

The La Trobe City Classic festival, held in 2015 and 2016, also was cancelled this year, having been delayed from 2017. The Board did not consider that there was value in continuing this effort as the local community did not seem to be interested in becoming actively involved. Local RTFs close to this area are trying to develop ongoing classes in this region, and DSV will support these efforts where necessary.

The collaboration with the ADS (Vic Branch), Greater Bendigo City Council, and several dance studios in Bendigo continued in 2018, resulting in the second instalment of the Bendigo Classic Dancesport Competition. Next year it is planned to move this competition to October, where there will be less local and interstate events interfering with attracting competitors. As I said in last year's report, this is an example of the DanceSport Industry working together, along with an external body, to build DanceSport in Victoria. This is the only way that DanceSport will grow- collaboration!

Our ongoing relationship with the Victorian Government, through the Department of Sport and Recreation, is still extremely strong, with our regular Grant being paid to us at every reporting interval (currently \$20,000 per year). This income, together with strong financial management, has placed DSV in a very strong position to assist building DanceSport in Victoria.

Further to this, we are a member of, and have a strong working relationship, with Vicsport, who are the peak body for sport and active recreation in Victoria. Vicsport have major partnerships with the Victorian Government and VicHealth. This year Vicsport undertook a detailed Health Check of DSV's Board under their Good Governance Program, and while the outcome was very positive, some areas for improvement were identified, which the Board is currently addressing (see later). We already have planned for a detailed DSV Strategic Planning workshop, facilitated by Vicsport, to be held early in 2019, when the new DSV Board is established. We also are extremely grateful to Vicsport for allowing us to use their Board room, located in Sports House, Albert Park, for our Board meetings at no cost.

As predicted, there has been an increase in the transition of Recreational competitors into the Registered Division in Victoria, although not as much as hoped for. This was one of the major aims of the development of the Recreational Division, and over the next year or so we hope to see a growth in the C-Grade ranks of the Registered Division due to this transition. It is also important to see a similar transition occurring in the Juvenile and Junior Grades. A major focus on attracting new participants into the Recreational Division is still the best approach to facilitate this growth into the Amateur ranks.

A major initiative of DSV, commenced last year, was our involvement in the Premier's Active April campaign to attract new participants into Dance Studios. This year we became Major Partners with the PAA campaign, and as a result we were able to assist 43 RTFs to attract more than 600 new dance enthusiasts to try Beginner classes right across Victoria. DSV will continue this partnership next year with the PAA organisation and the RTFs to further attract new people into studios, and hopefully, later into DanceSport!

Another major public activity for DSV was our involvement in the Moomba weekend. We had a large group of volunteers who spent many weekends rehearsing, and many hours waiting and performing in the Moomba Parade. The actual day started before 6 am with a televised demonstration on the Channel 7 news, continued with the marching/dancing in the Parade, and later concluded with 3 hours of demonstrations and teaching in a special dance tent in the Alexandra Gardens. This was a great public showcase of DanceSport, which directly supported and enhanced our PAA campaign, and hopefully will continue in the future. We are extremely grateful to all those volunteers who donated their time and efforts in supporting this activity, and their names are listed later in this report.

As you are aware 2018 is an election year for the DSV Board, and there will likely be new members voted onto the Board. I hope that these new members bring with them much-needed skills and enthusiasm for the next two-year period, and I wish this new Board all the success that is possible.

Very Best wishes



Martyn Kibel

## INCOME AND EXPENDITURE REPORT 2017/18

### Income

Vic Sport	28600
Miscellaneous	200
<b>Total</b>	<b>28800</b>

### Expenses

Bank Fees	120
General Expenses	3108
Regional Development	5049
Professional Development	3180
Moomba Parade	1000
World Representative Assistance	1000
Vic Sport Overview	2257
GST Paid	2671
<b>Total</b>	<b>18385</b>

**Opening Balance:** \$36339

Income: \$28800

Expenditure \$18385

**\$10415**

Transfer to  
Term Deposit: \$10000

**Closing Balance**

**as at 30/06/18** \$36754

**Term Deposit:** \$77545

## **MARKETING AND COMMUNICATION COMMITTEE**

Prepared by Anthony Pepers and Geoff Vine

The DanceSport Victoria (DSV) Marketing and Communication Committee was an effective working party for 2017/2018. It was led by the Board Member and Chair of Marketing, Anthony Pepers, and Geoff Vine was seconded to the Committee from DSA Marketing to assist with PAA and Moomba activities. It included volunteers such as Tony Svasek, Janet Berwick, Loraine Fabb and Vanessa Sutherland. Together they worked as a productive team, completing many tasks and projects for DSV.

Two major projects were completed for the year:

- Premiers Active April – over 600 people take up offer
- Moomba Parade and activities – more than 50 dancers participate

### **Premier's Active April "Free 'Come & Try' dance classes"**

More than 600 Victorians participated in DanceSport thanks to the State Government's annual Active in April campaign this year – a massive increase from last year when there were 50-100 participants. This is the second consecutive year that DSV has promoted our sport within this program and it has been DSV's single most successful publicity campaign to date.

#### ***Major partner***

The annual Premier's Active April (PAA) campaign offers a variety of free activities, including tennis, yoga and DanceSport, to encourage Victorians to be healthier. We can see much benefit for our members in joining the PAA campaign to get fitter. PAA gives strong exposure to sports too, so after noticing the possibilities in 2017, DSV signed up as a major partner this year.

The RTFs (studios) that joined received free, good quality promotional material, including advertising through the Vic Government PAA site. Being a major partner means we had a higher profile in the campaign.

During April, excited participants turned up to studios and enjoyed five free group lessons. DSV funded prizes, which including dancing shoes or lessons, for a raffle, which was a hit with the RTFs. MarShere Studios have become an RTF with DSV, which is exciting for DanceSport's future.

#### ***Outstanding results***

Forty-three studios joined in and the campaign generated 600 enquiries. Even better, there have been substantial numbers returning for further lessons. DSV was thrilled to see the increase from 50-100 in 2017 to 600 in 2018. Geoff Vine said, "The number of people taking up the offer exceeded all expectations. It shows what can happen when our industry comes together to promote itself."

### **Moomba Parade and activities**

Moomba is Australia's biggest community festival and stretched for a kilometre – with representations of the state's culture. It was a fantastic event to feature DanceSport. DanceSport was viewed by big crowds at the Moomba parade on Monday, 12 March 2018.

### ***Dancing for the King and Queen of Moomba***

Prior to the parade, the King and Queen of Moomba were welcomed by a showcase performed by our very own Australian Junior Champions, Sam Brown and Berkley Wood.

### ***Channel 7 "Sunrise" telecast***

We successfully performed for Channel 7's breakfast show, "Sunrise". Our wonderful squad of dancers was ready for filming by 6am.

### ***Dancing in the Moomba Parade***

The annual parade, which travelled along Melbourne's famous Botanical Gardens, was telecast live by Channel 7. The Parade included participation by the Chinese community, which brought the colourful dragons; new and vintage emergency service vehicles, and a float carrying the Queen and King of Moomba, Chrissie Swan and Jimmy Giggle. Approximately 50 dancers from all over Victoria represented our sport on Victoria's Labour Day Weekend (10-12 March).

DanceSport seized upon the invitation to promote our sport by including Advanced through to Beginner level dancers. At the last minute, we persuaded the Melba College band – experienced Anzac parade performers – to play for us, and they kindly obliged.

"We began practising in January", Geoff Vine commented. "The training was necessary to nail the routines. As we were such a big group this year, we had to split the training over two different studios and on different days to cater for our volunteers. The crowd reaction to our routines (Samba, La Bomba and Cha Cha) was sensational; we just couldn't stop smiling, such was the applause along the Parade. At the end of the morning we were on a high, even if our feet were feeling the pressure of performing on bitumen."

Participants in the Moomba Parade were:

Adriana Oritz, Aidan Falzon, Alex Bright, Anna Svasek, Ashley Douglas, Berkley Wood, Bethany Huckell, Breda & Bryn Oakley, Chantal Marko, Danae Roy, David Adams, Ebony Falzon, Emma Bowkett, Evan Sutherland, George Lambroglou, Glenys Williams, Jacob Lepage, Janet Berwick, Jemma Lupton, Jenny Robinson, Joan V Quiros, Karen Wekwerth, Katalin Kish, Lachlan Alexander, Lorraine Tait, Lynne Concessio, Marilyn Battour, Marina Morgan, Molly Close, Monique German, Olivia O'Dempsey, Sam Brown, Samuel Joseph Fraser, Shalia Wood, Taleitha Wood, Teri Goodwin, Tessa Marshall, Trish Abernethy and Vanessa Sutherland

### ***Floorshow for Moomba***

Along with the live telecast of the Parade, Moomba asked DanceSport to put on a three-hour showcase on the afternoon of the parade. Some of our top Victorian couples gave a terrific performance. As part of the showcase, we included dance lessons for the general public.

Participants in the Floor Show in the Park were:

Aleksander Hughes, Isabella Macri-Mihai, Joshua Pickup, Ingrid Sing, Charles Xu, Jenny Kirillova, Yuri Stroungis, Jacinda Milczakowky, Timonthy Cole and Francesca Vocisano.

We thank Martyn for his work in overseeing the overall program; Jarryd Byrne and Meagen Alderton for organising the showcase team, along with Monique Savill for assisting, and Antony and Anna Svasek for assisting with training the parade team. Big thanks also to Sam Brown and Berkley Wood for being involved in all of it!

## **The Police Citizen Youth Clubs “Streetsmart HandBook”**

The DSV Board have taken a quarter page in this handbook with a view to reaching over 60,000 young people via schools (aimed at year 10/11 students). The advertisement will run over 12 months in three editions.

The Police Citizens Youth Club (PCYC) are police community groups that started in 1926 and aim to provide opportunities for young people to be involved in a variety of sports. Throughout the state there are many halls, equipped with gym facilities, rings for boxing, judo and other types of sports. These venues are traditionally set up in areas where there are limited facilities, and all branches are run as non-profit organisations. PCYC Victoria have built a strong relationship delivering the Streetsmart Handbook to young people all over Victoria. We believe this partnership is important as we work together to support the youth of today.

## **ABC ME “The Floor is Yours” Talent Showcase**

Dancesport Victoria was asked by the ABC to provide some junior couples to participate in a talent showcase at the ABC Studios Southbank on Thursday, 6 September. This gave DSV a perfect opportunity to showcase our sport. Kym and Shane from Danceworx and Meagen Alderton from Star Studios provided the junior couples. The couples demonstrated the Cha Cha and Jive. The show included interviews as well as demonstrations.

Not only was their dancing impressive, but they were beautifully presented and incredibly articulate!

The show will air on ABC ME at 5pm on Saturday, 29 September, and after that it will be available on ABC Iview. Here's the link: <https://iview.abc.net.au/show/floor-is-yours>

The producers of the show were so impressed they expressed a desire to have the dancers back on the show.

## **Goals for 2018/2019**

The main goal for the coming year is to get better and bigger results for our two flagship projects: Moomba and PAA:

- An effective social media program
- More participants for Premiers Active April
- Bigger and better Moomba Parade

The following year we should look at relaunching the Victorian Open. 😊

## **SPORTS DEVELOPMENT COMMITTEE**

Prepared by Meagen Alderton and Anna Longmore – Joint Committee Chair

As part of DSV's ongoing development of DanceSport within Victoria, the board formed the Sports Development Committee in 2015.

Over the past 2 years The Sports Development Committee have been looking for new ways to promote DanceSport in the wider community. Working with the Marketing Committee, DanceSport has been promoted in a number of new and different ways.

In March of this year, DSV were involved with the Moomba Parade. This included television coverage in the morning, taking part of the parade and in the afternoon, putting on a display for 3 hours in a designated dance tent. DanceSport's participation in Moomba was very well received by the community and the organisers. The Sports Development Committee arranged couples and music for the dance tent, which had over 30 people at any one time out on the dance floor trying out DanceSport. We also used the opportunity to hand out flyers promoting Premiers Active April Month.

Premiers Active April was also a very successful event that was run in April of this year. DSV took part in PAA in 2017 as a smaller player however we gathered a lot of interest from the general public. In 2018 the marketing committee took on the task and it was a huge success.

Premier's Active April is a 30 x 30 Challenge. All Victorians are encouraged to do 30 minutes of physical activity a day during April.

Therefore, we asked studios whether they would be interested in offering free "come and try" classes for participants of PAA. These classes could have been run however they wished, at a time that was suitable for them. They could have been a newly developed class or be part of existing class they may have already run.

Over 20 Victorian Registered Training Facilities (RTFs) took part and this allowed a great opportunity for Marketing cross promotion. We also had a number of studios become RTFs to allow them to be part of this promotional event. DanceSport was listed on the PAA website, details of participating studios were circulated in their e-newsletter and advertised through their social media. This all came at no cost to the studios.

The feedback that we received from those studios that took advantage of PAA was very positive and they are all interested in participating next year.

The Sports Development Committee had a number of the events that we wanted to run or be involved in this past year, but these required volunteers and it is always a struggle to find people willing to give up their time. An issue we are trying to resolve.

Finally, this year the Sports Development Committee has arranged for International Guest Teachers to come to Melbourne for an elite training program. We have managed to secure Angelo Madonia for Ballroom in October and Morten Lowe and Roselina Doneva for Latin

American in November. With DSV's support we can offer lessons and lectures at a very reasonable price. We are very excited with this project and feel it will add to the development of our Victorian Dancers. We would like to make this a regular yearly event, to help further Victorian couples' knowledge and develop their skills.

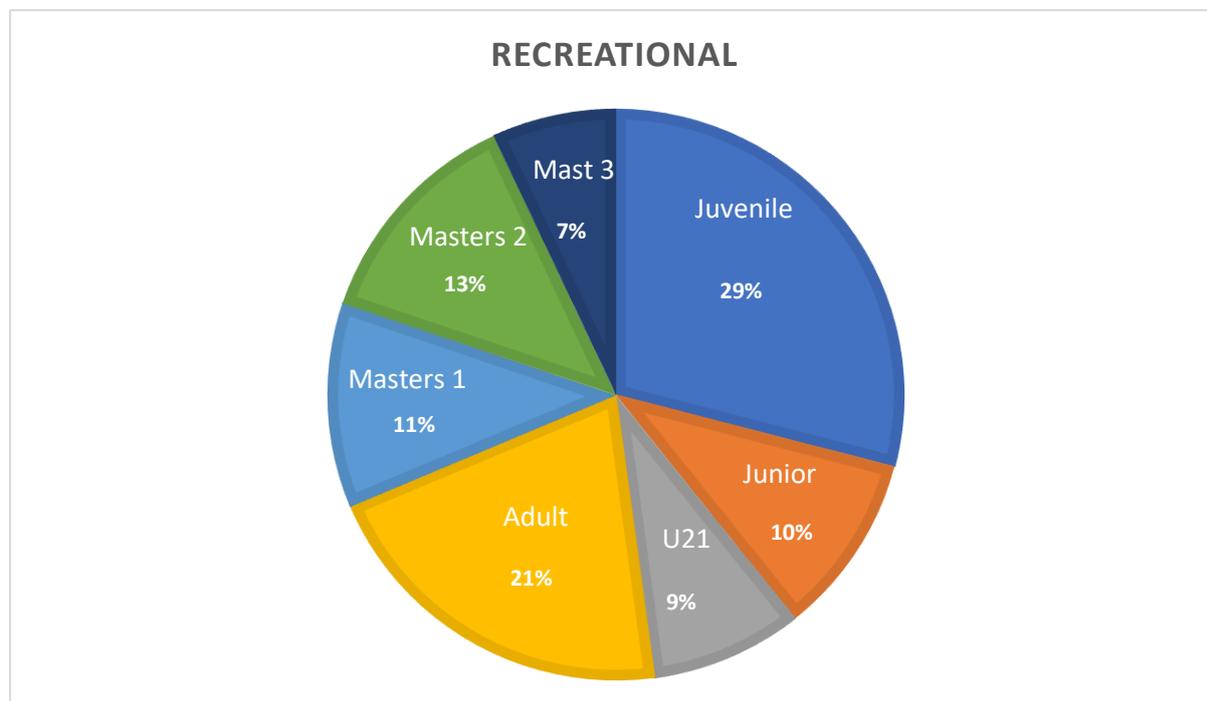
### Vicsport Recommendations (from Health Check)

Priority	Recommendation	Actions & Resources	Responsibility	Timeline	Priority H, M, L
1.1	<b>Board Structure &amp; Purpose</b> 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	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	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	<b>Election &amp; Appointment</b> 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	Formulate a Succession Plan for the DSV Board	-DSV to formulate a plan for Board succession.	DSV	September 2018	High
2.3	Develop a Board Recruitment Plan (addressing Skill Audit & gender diversity requirements)	-See <a href="#">Guidelines for the Recruitment &amp; Retention of Women in Leadership Roles</a>	DSV	October 2018	High

Priority	Recommendation	Actions & Resources	Responsibility	Timeline	Priority H, M, L
2.4	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	<b>Board Induction</b> 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	<b>Board Performance: Behaviour, Culture, Evaluation &amp; Development</b> 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	Develop a Board Recruitment Plan (addressing Skill Audit & gender diversity req's. See 2.3)	-See <a href="#">Guidelines for the Recruitment &amp; Retention of Women in Leadership Roles</a>	DSV	October 2018	High
4.3	Existing DSV Board members to undertake training on the roles & responsibilities of directors	-DSV to source qualified trainer e.g. Leadership Victoria - (Vicsport can provide quote to complete)	DSV Vicsport	December 2018	High
4.4	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	<b>Policies &amp; Procedures</b> 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	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	Introduction of electronic financial reporting	DSV to source appropriate on-line financial reporting system	DSV	September 2018	High
5.4	Introduction of electronic banking	DSV to source appropriate on-line banking arrangement	DSV	September 2018	High
5.5	Obtain access to manage & load content on the DSV website	DSV to liaise with DSA for website	DSV	March 2019	Medium

## COMPETITOR STATISTICS 2018

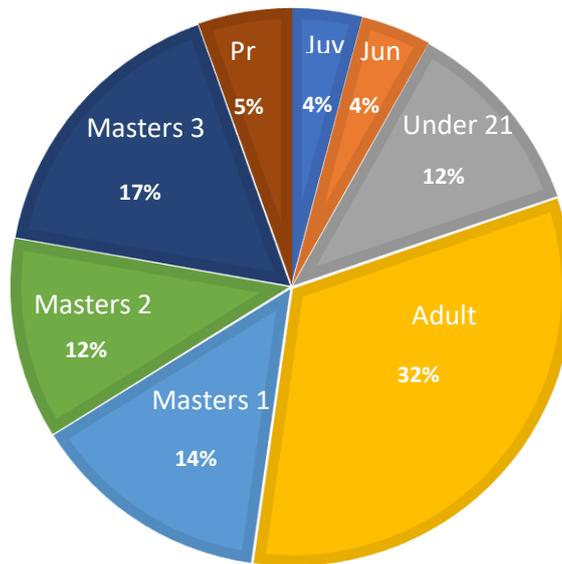


Competitor Type	2018	2017	2016	2015
Juvenile	88	81	89	124
Junior	31	28	47	70
Youth (Under 21)	26	36	22	57
Adult	63	66	91	129
Masters 1	35	39	48	59
Masters 2	39	51	39	51
Masters 3	21	19	15	29
Total	303	320	351	519

### RECREATIONAL MOVING TO AMATEUR

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

## DSV AMATEUR AND PROFESSIONAL



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

## RTF STATISTICS

2017:

Victoria: 40, National: 116

2018:

Victoria: 43, National: 122