



Report on the  
2016 DSV  
Industry Survey

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## Summary of Survey

We thank each person that took part in the 2016 DanceSport Victoria industry survey.

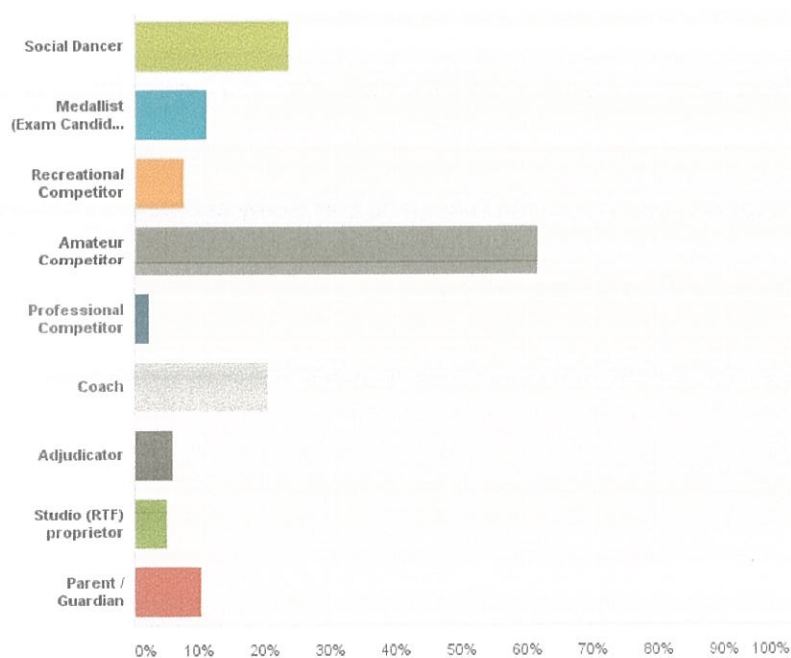
The survey was covering both the overall view of how and why people are involved in DanceSport, why they stay and why they leave. We also captured important information specific to the participation of DanceSport in Victoria for 2015.

Some of the responses were as most of us could predict, however we now have tangible information to work with, to discuss and to implement where possible. It will also go into shaping the direction of the Strategic Plan of DanceSport Victoria, a vital component of government funding.

We hope that you find the results of the survey interesting and we welcome any further feedback that you might have.

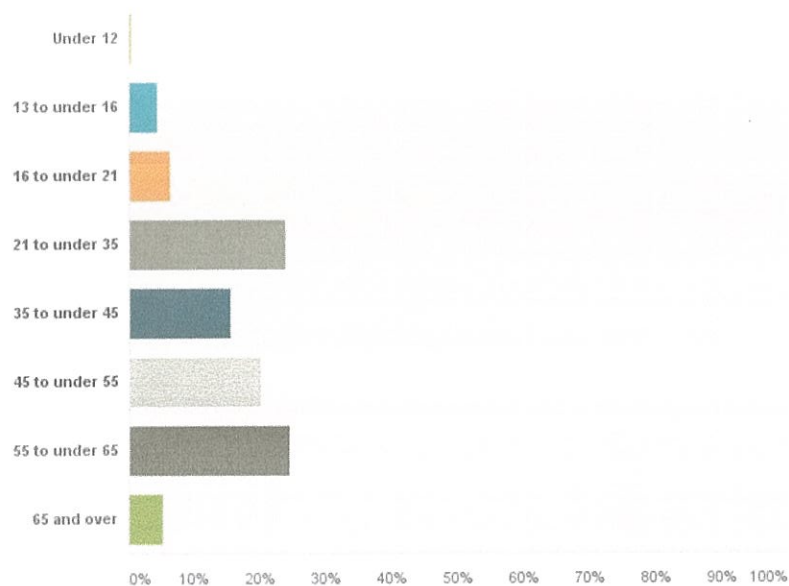
## Q2 What is your involvement?(Tick all the apply)

Answered: 255 Skipped: 35



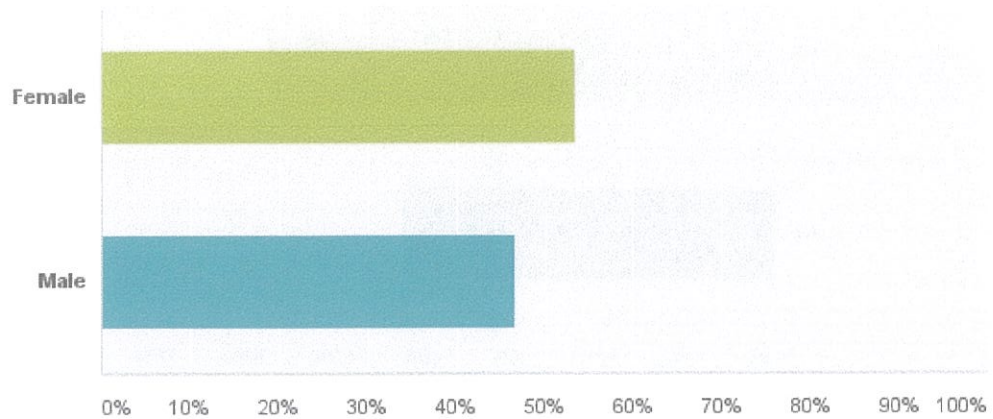
## Q3 What age group are you?

Answered: 290 Skipped: 0



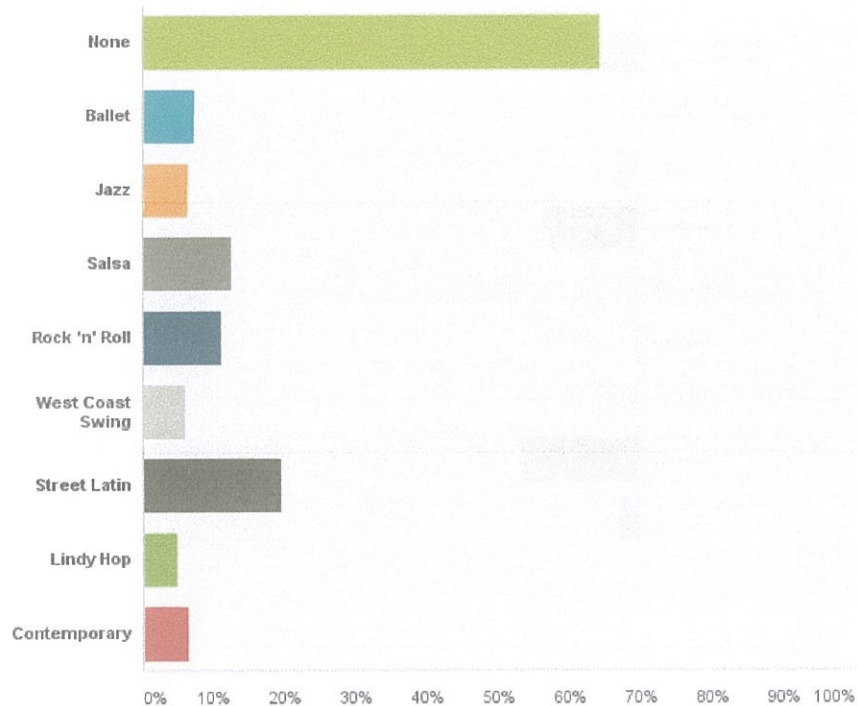
#### Q4 What is your gender?

Answered: 290 Skipped: 0



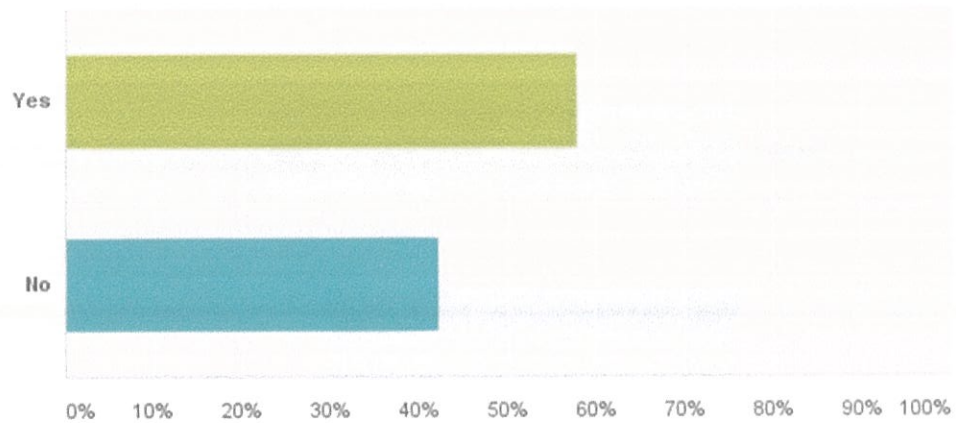
#### Q6 What other dance styles do you participate in at any level?

Answered: 246 Skipped: 44



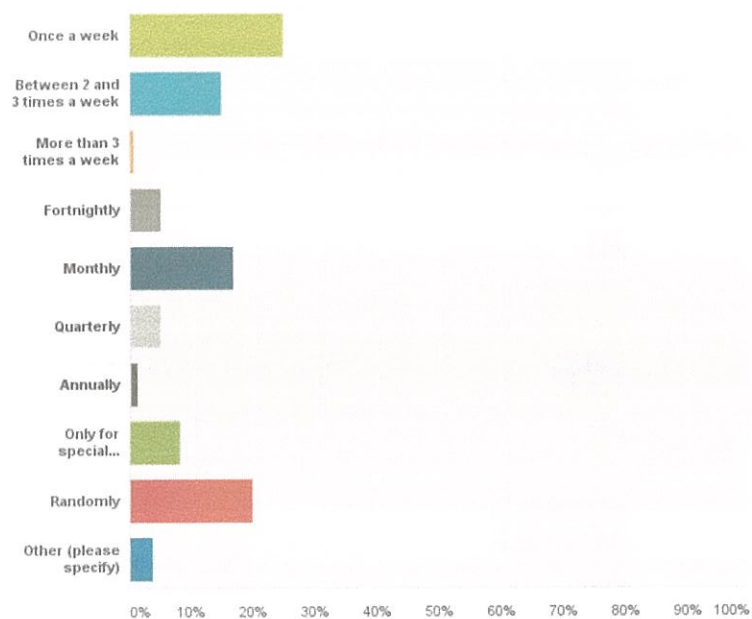
### Q8 Do you go social dancing?

Answered: 290 Skipped: 0



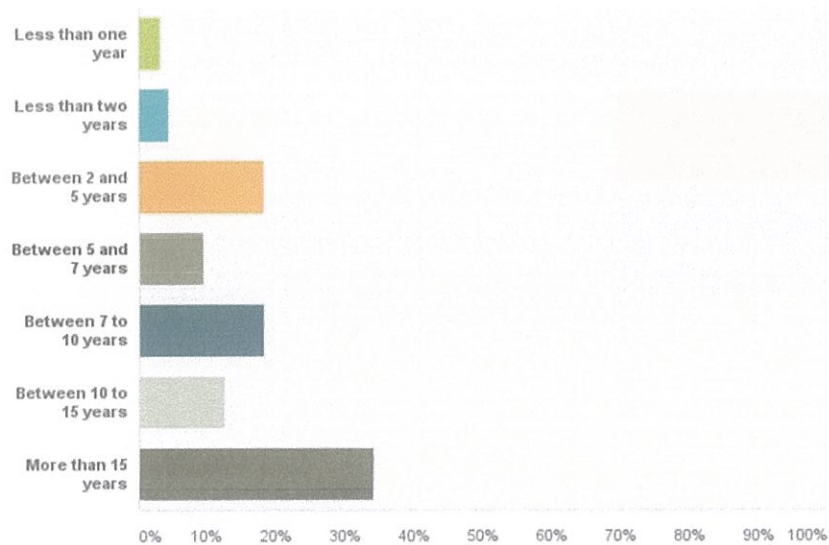
### Q9 How often do you go social dancing?

Answered: 161 Skipped: 129



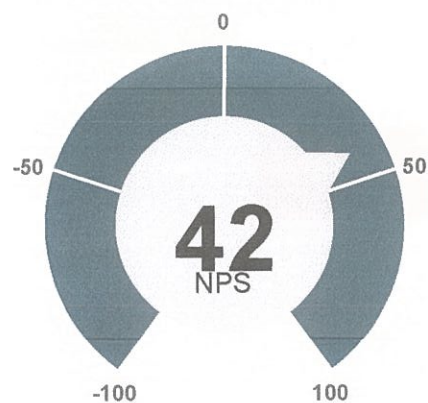
### Q10 How long have you been social dancing for?

Answered: 159 Skipped: 131



### Q14 How likely is it that you would recommend Social Dancing to a friend or colleague?

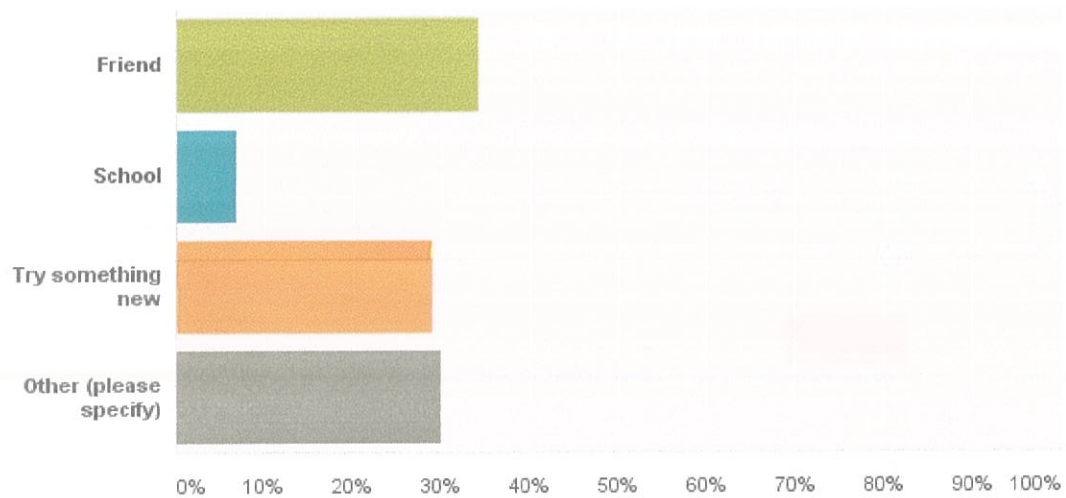
Answered: 159 Skipped: 131



Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter® Score
11% 17	36% 58	53% 84	42

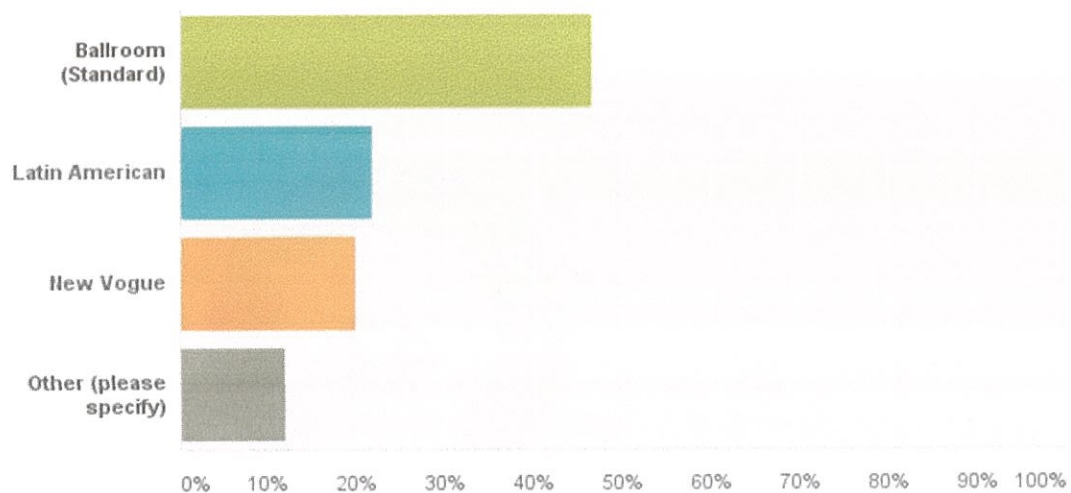
### Q7 How did you get started in dancing?

Answered: 290 Skipped: 0



### Q11 What is your favourite style?

Answered: 161 Skipped: 129

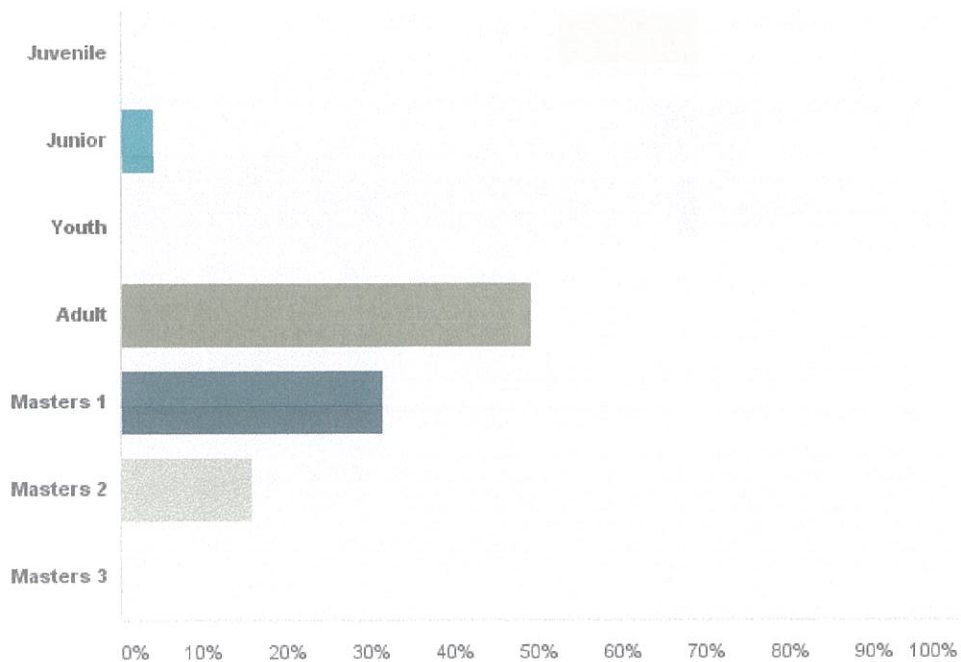




## Competition Participation

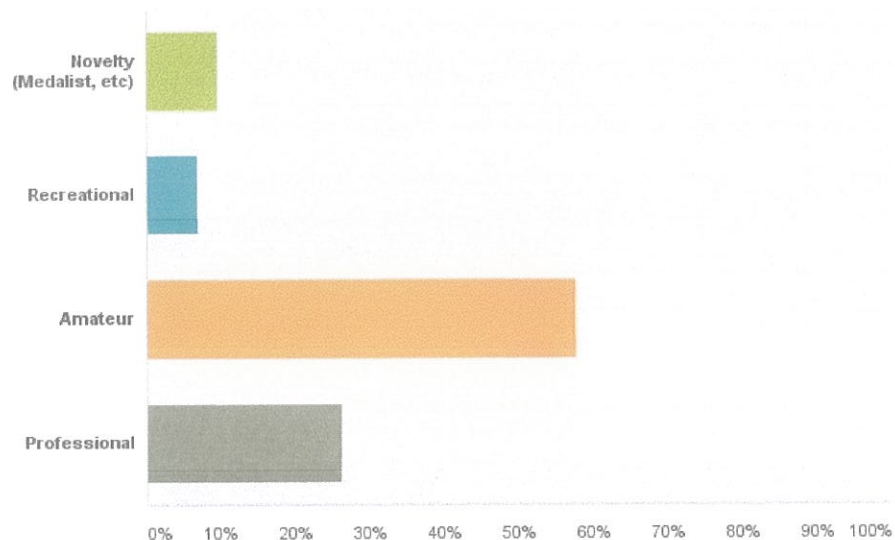
### Q22 If Recreational or Amateur, which age division did you compete in?

Answered: 51 Skipped: 239



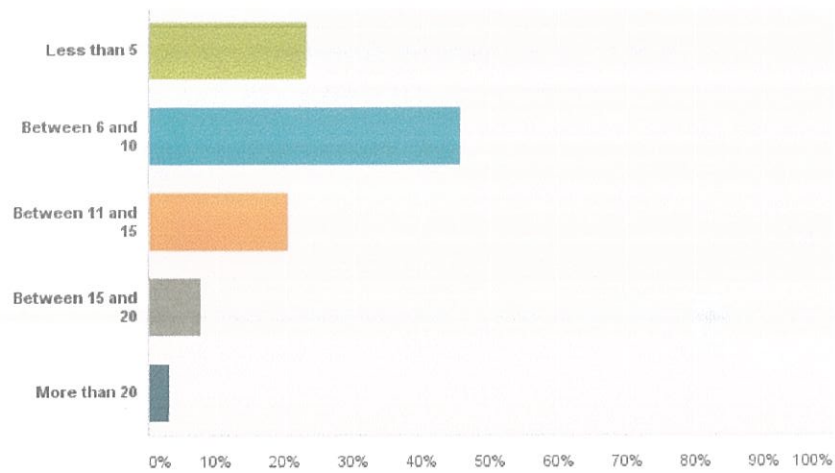
### Q21 What Division of DanceSport did you compete in?

Answered: 73 Skipped: 217



**Q26 Approximately, how often do you participate at registered competitions (including all competitions, championships and National Championships) on an annual basis?**

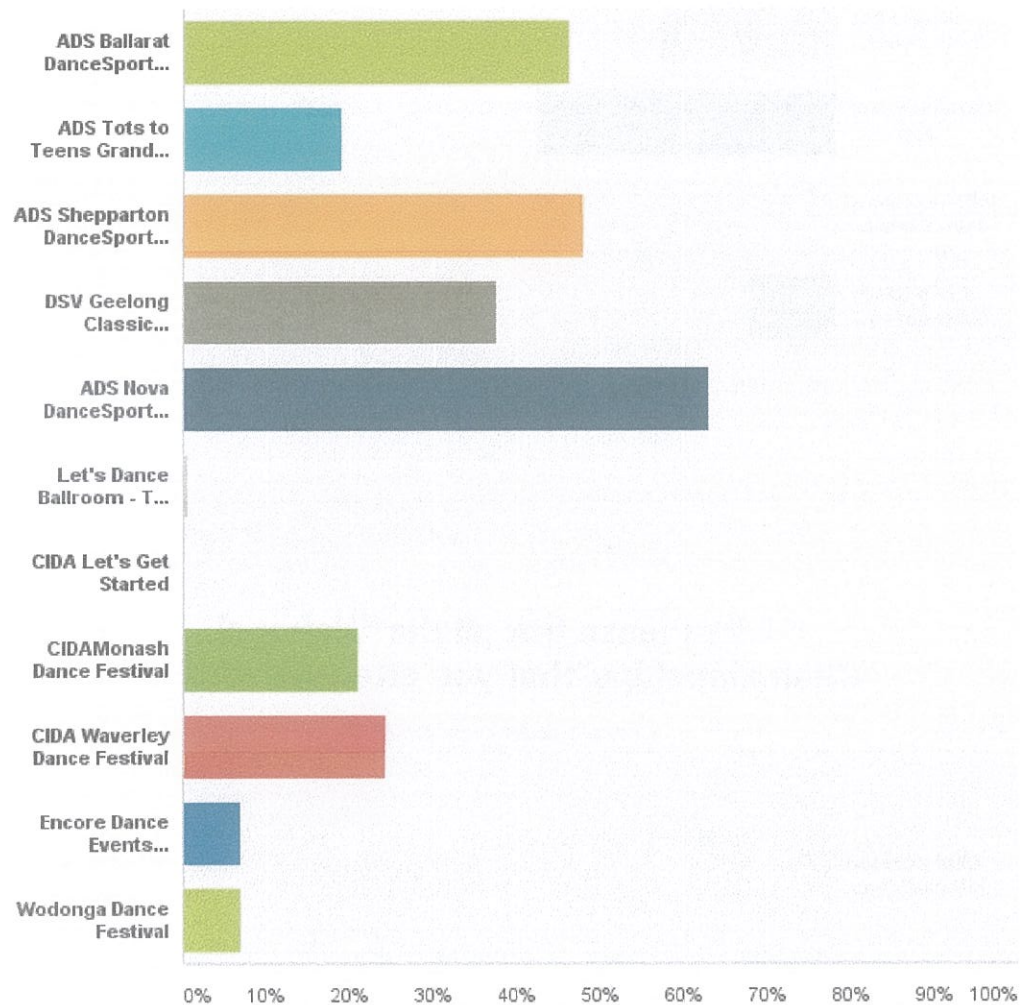
Answered: 195 Skipped: 95



## Event Participation

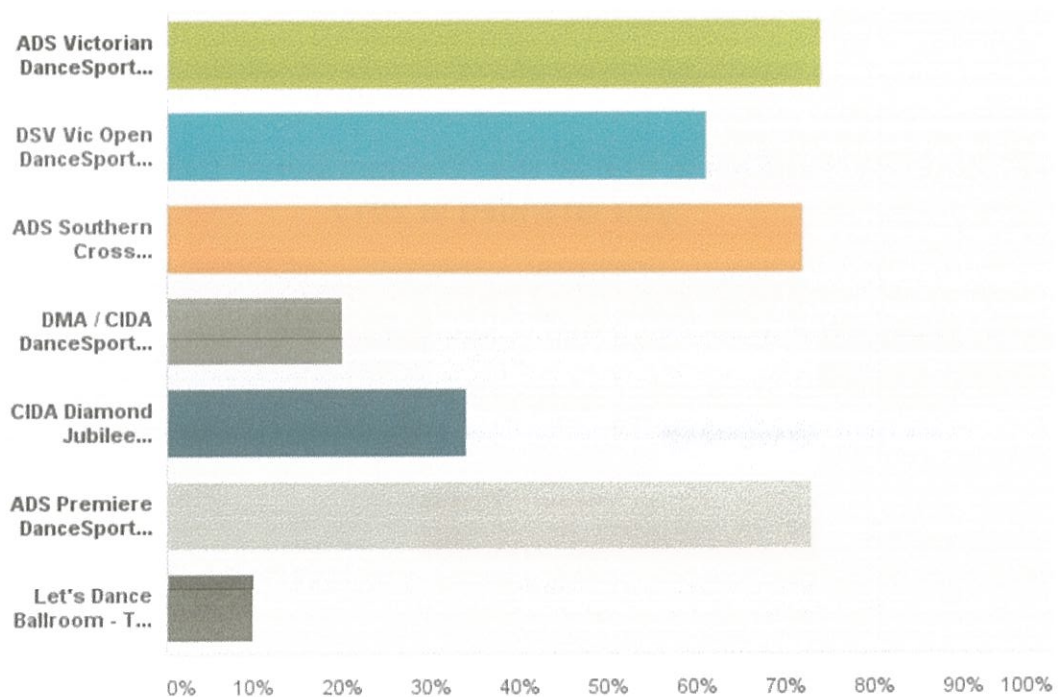
### Q27 Please tick all the "Competitions" that you attended in 2015

Answered: 173 Skipped: 117



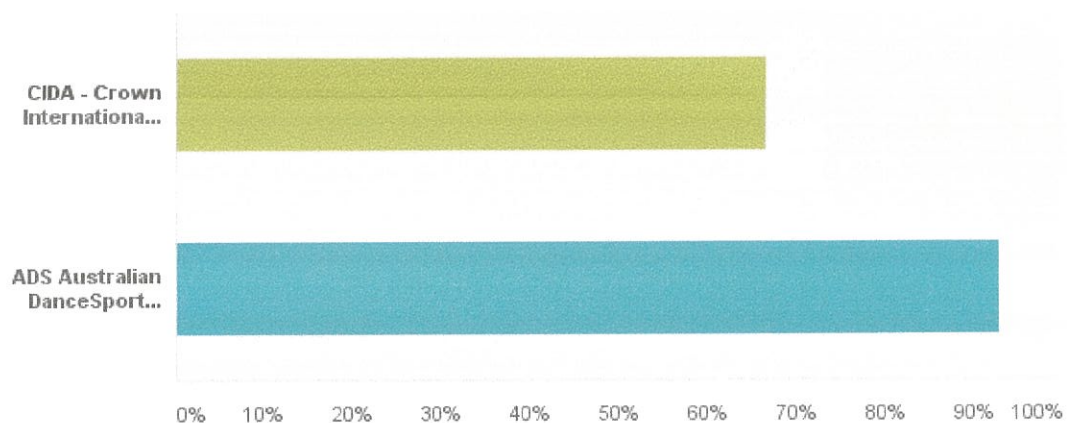
## Q28 Please tick all the "Championship" that you attended in 2015

Answered: 192 Skipped: 98



## Q29 Please tick all the "National Championships" that you attended in 2015

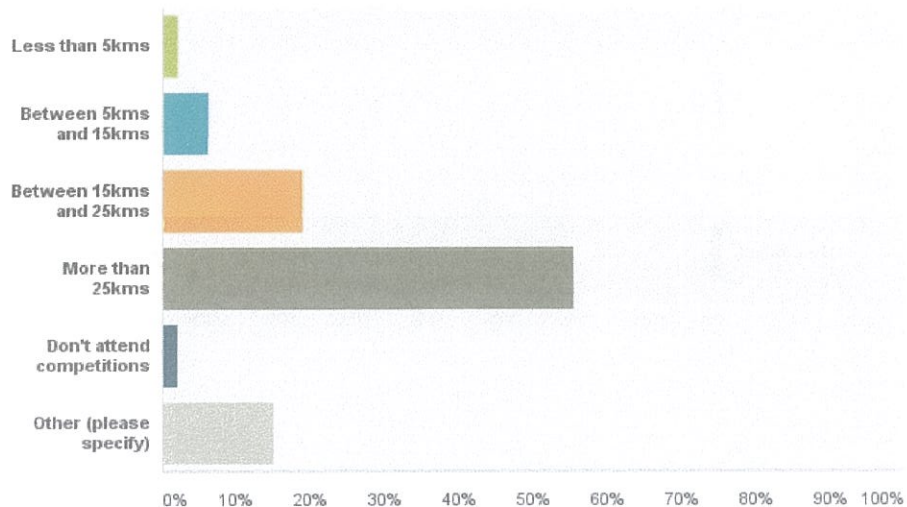
Answered: 195 Skipped: 95



## Distance travelled to competitions

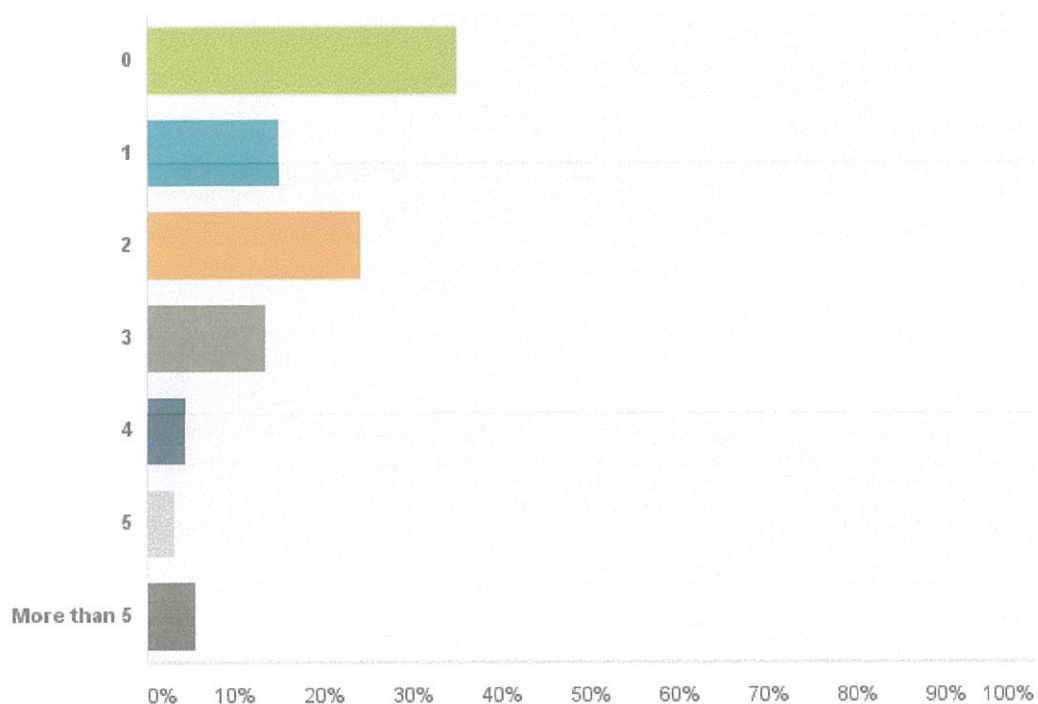
### Q30 What distance do you regularly travel for competitions, even if not competing?

Answered: 238 Skipped: 52



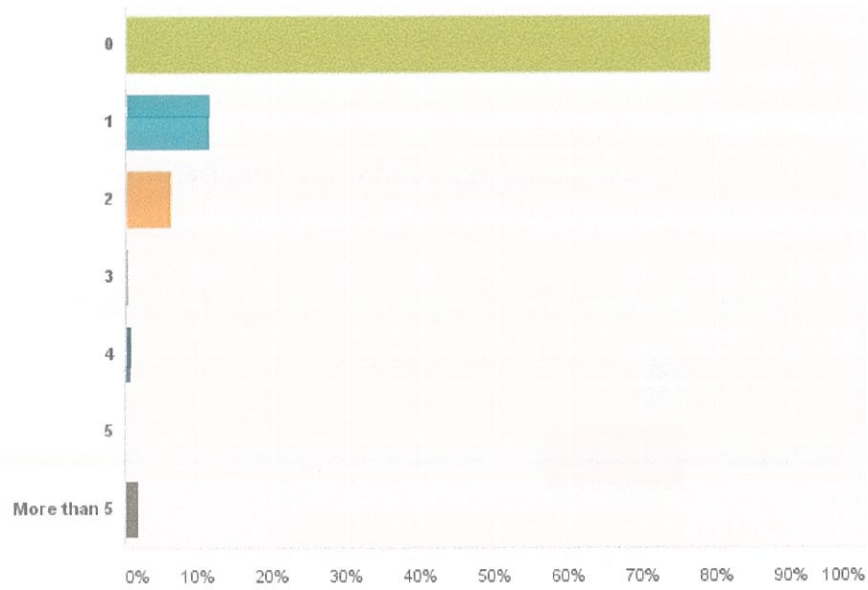
### Q31 Approximately, how many times would you compete INTERSTATE annually?

Answered: 224 Skipped: 66



**Q32 Approximately, how many times would you compete OVERSEAS annually?**

Answered: 225 Skipped: 65

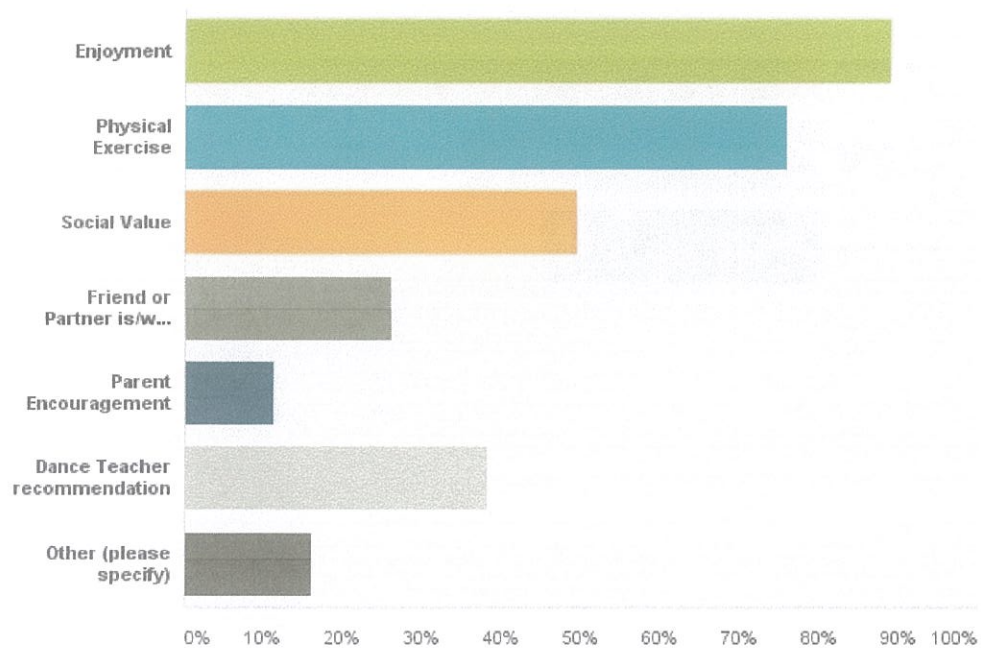




## Benefits of Competition DanceSport

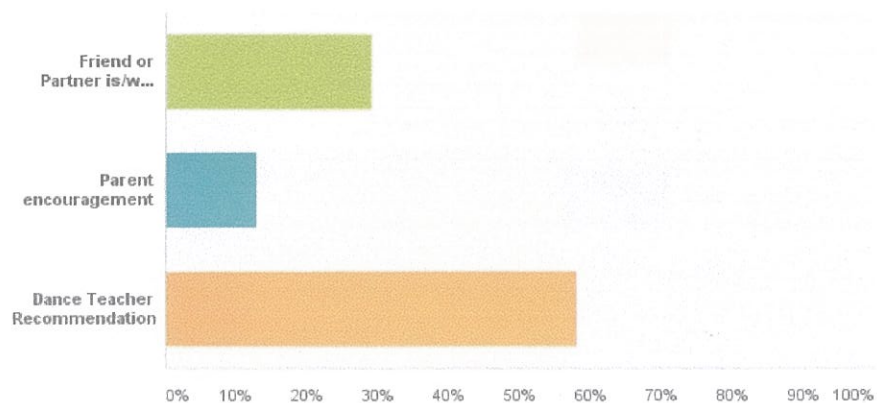
### Q34 For which other reasons do/did you compete (Tick all that apply)

Answered: 230 Skipped: 60



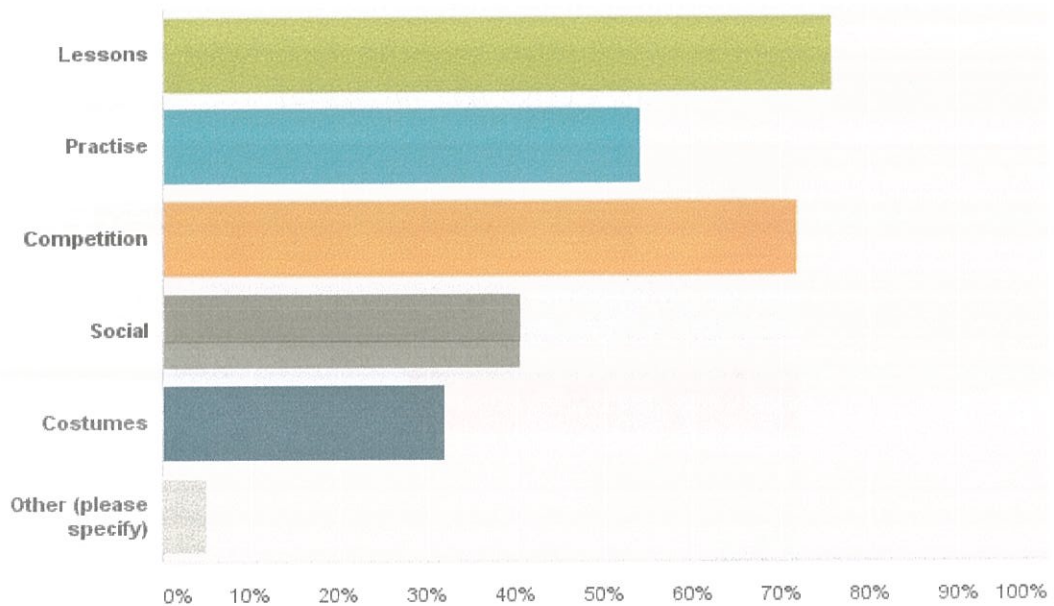
### Q33 What is main reason that became a competitive dancer?

Answered: 169 Skipped: 121



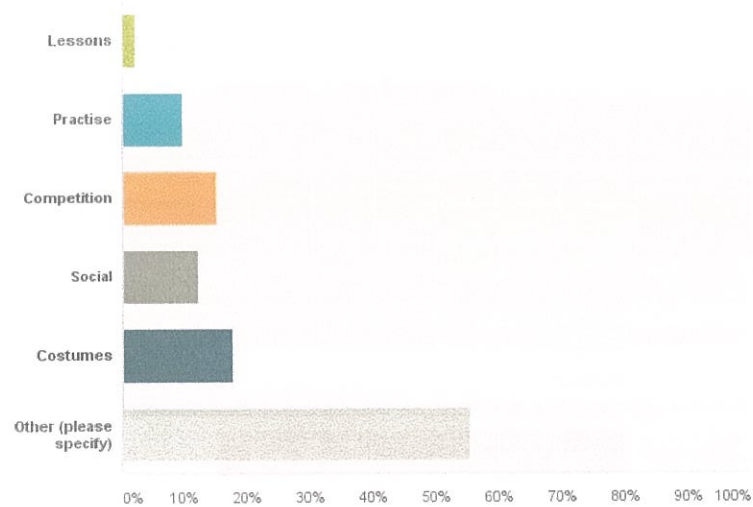
### Q35 What aspects of DanceSport do you MOST enjoy?

Answered: 235 Skipped: 55



### Q36 What aspects of DanceSport do you LEAST enjoy?

Answered: 199 Skipped: 91

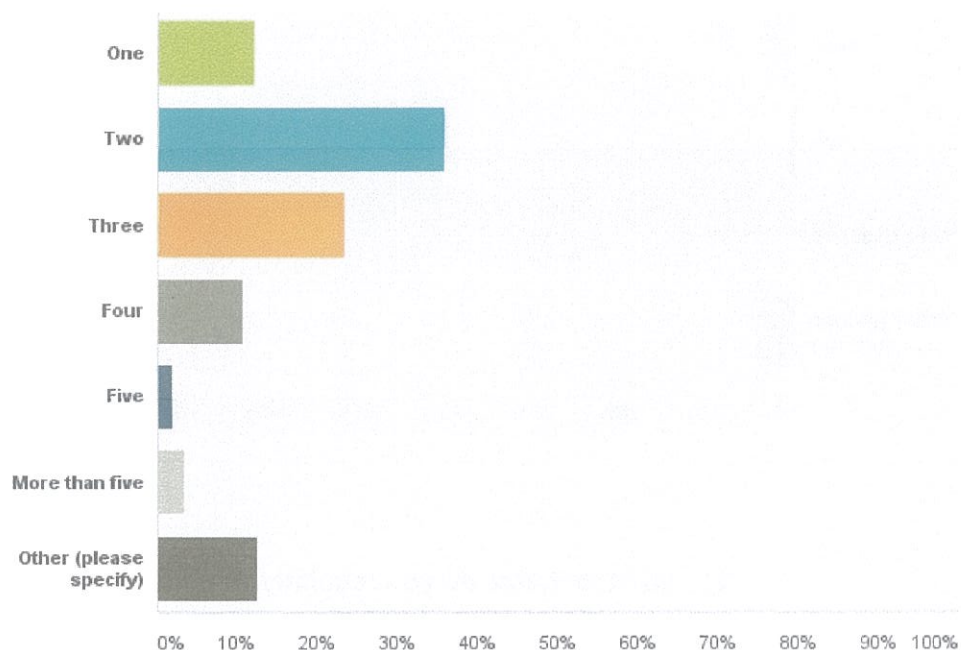




## Lesson and Practice Frequency

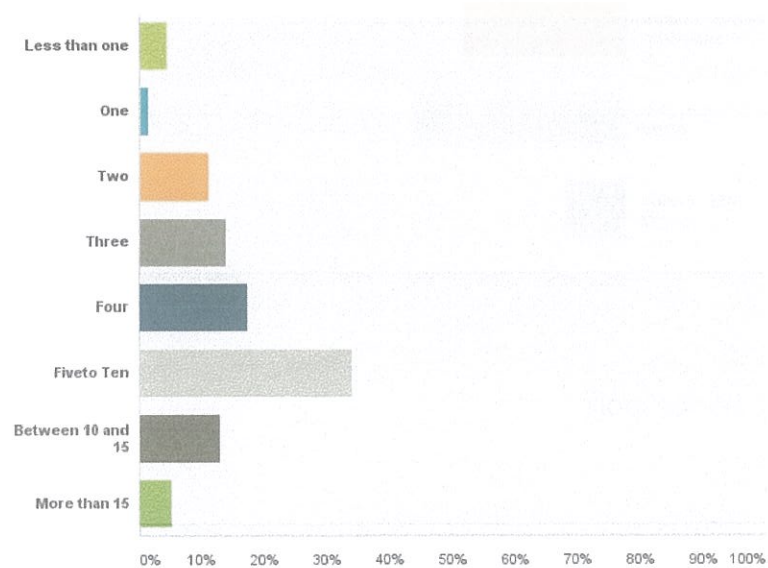
### Q39 On average, how many lessons do you have per week?

Answered: 214 Skipped: 76



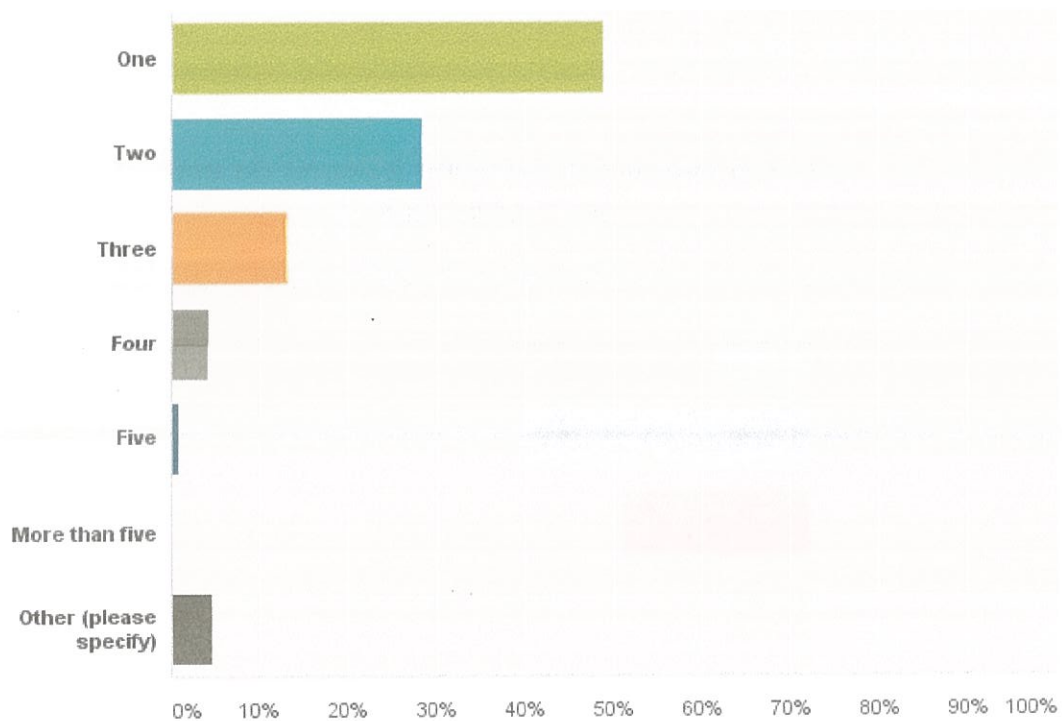
### Q40 On average, how many hours do you practise per week?

Answered: 209 Skipped: 81



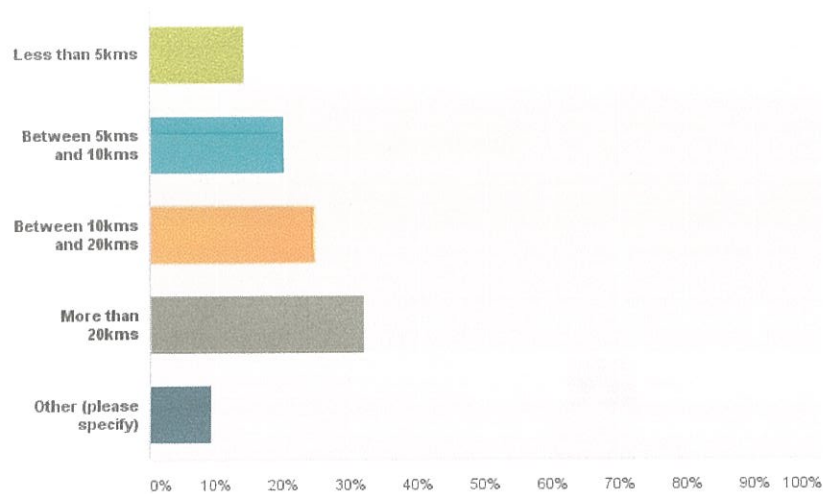
### Q41 On average, how many dance studios do you attend each week?

Answered: 219 Skipped: 71



### Q42 What distance do you regularly travel for lessons / training?

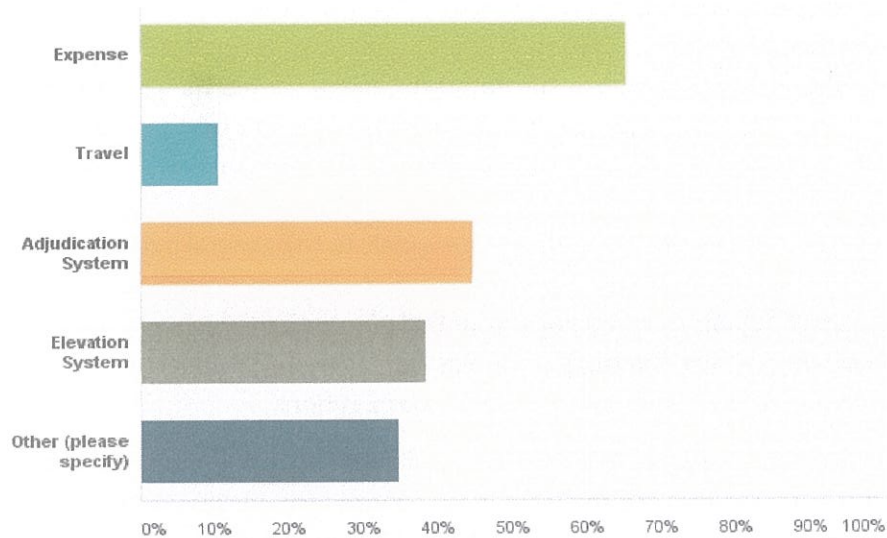
Answered: 219 Skipped: 71



Concerns about DanceSport

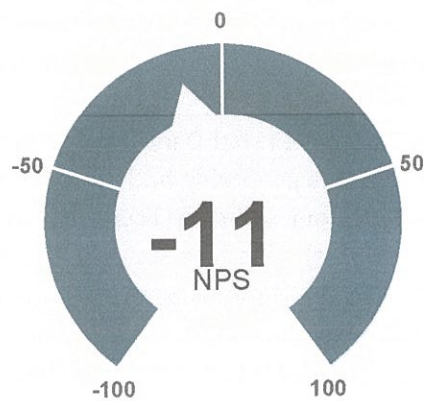
### Q43 What, if anything, concerns you about DanceSport?

Answered: 219 Skipped: 71



### Q45 How likely is it that you would recommend Competitive DanceSport to a friend or colleague?

Answered: 218 Skipped: 72



Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter® Score
36% 78	40% 87	24% 53	-11

## General Feedback

There was a considerable amount of constructive and valuable feedback provided in this survey, which provides great insight and tangible information on what can be fixed, improved and reviewed to make DanceSport better for all.

The following points were a recurring theme in feedback from the survey:

- Competition days are too long
- Competitions are too expensive to enter and to bring family and friends, especially when food, programmes, parking etc. is taken into consideration
- The time between the conclusion of events and those being presented is too long
- Competitors are being used as spectators for events, rather than purely as competitors
- The rules of Recreational Syllabus and Dress Code need to be more strictly upheld
- The DanceSport Australia website does not provide enough information for new entrants to the sport
- DanceSport needs to be promoted more widely to the general public as an activity to take up
- DanceSport Adjudicators are not accountable for their marking
- The passive or direct poaching of couples
- The possibility of a common venue for all competitions

It is also clear that not everyone understands the role that a State Sporting Association plays in a sport, what its responsibilities are and what it has control over, in conjunction with the National Sporting Organisation's (DanceSport Australia) Constitution and Rules.

We have selected some valuable and common feedback and responded to it here to provide clarity to the situation.

- DanceSport Victoria is a State Sporting Association, recognised by the Victorian Government through Sport and Recreation Victoria. It is therefore accountable to both DanceSport Australia (the National Sporting Organisation) and the Victorian Government.
  - Every three years, DanceSport Victoria is required to submit a Strategic Plan to Sport and Recreation Victoria and it is from this submission that it receives its government funding.
- DanceSport Victoria cannot interfere with the selection of an adjudicating panel. Each organiser has the right to choose their own panel from the Accredited DanceSport Australia Adjudicator list.
- It was stated numerous times that DanceSport Victoria / DanceSport Australia should not run competitions and be a governing body. It is important to note that DanceSport is only one of three sports that out-source or licence the running of its events (Ten-Pin Bowling, Triathlon and DanceSport). All other sporting events are run only by either the State Sporting Association or the National Sporting Organisation.
  - As stated above, DanceSport Victoria is accountable and funded by the Victorian Government, part of that commitment has been to introduce a division of competition that records participation at an entry level (i.e. The Recreational Division of DanceSport). Without it, it puts DanceSport Victoria at risk of reduced funding for the benefit of improvement and promotion of our sport.
  - The governance of a sport may include the running of competitions, which are an integral part of any sport.