

**Strategic Plan: DanceSport Victoria
June 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.

Objective	Tasks/Strategies	Resources – Human	Resources – Financial	KPIs / Assessment
Current planned activities- to be submitted for 2019 – 2022 round of SRV funding:				
<p>1. Education & Training</p> <ul style="list-style-type: none"> Assist DSA National to develop and conduct training courses for Coaches and Adjudicators Provide general training for DSV members 	<ul style="list-style-type: none"> Contribute to Professional Development Program. Subsidise leading local, interstate and international elite coaches to run specialised workshops and training sessions for registered DSV competitors and teachers Organise specific training for officials in Regional areas. Contribute to the development of an accreditation pathway Contribute to developing training to assist RTF principals and coaches 	<ul style="list-style-type: none"> Responsible Board members involved Work with National DSA Accreditation Committee Sports Development Committee Work with professional training specialists Work with key Dance organisations to share costs/jointly sponsor 	<ul style="list-style-type: none"> Funding from SRV Fees for courses Some shared sponsorship 	<ul style="list-style-type: none"> Agreed criteria for CPD program Long term: At least 3 coaches/sessions per year Short term: Identify/reconfirm a list of relevant coaches. At least one appropriate coach sponsored/ session occurring Long term: 10 newly Accredited Coaches per year; 5 newly Accredited adjudicators per year Short term: At least one new Accredited adjudicator and two Accredited Coaches Finalised training program for Regional areas
<p>2. Regional Development</p> <ul style="list-style-type: none"> Work to develop and support new and existing Regional competitions and provide financial support to regional competitors to offset travel costs 	<ul style="list-style-type: none"> Provide subsidies to Regional competitors who travel regularly to Melbourne to compete and/or for special coaching sessions. Provide subsidies to workshops / lectures in Regional areas and investigate opportunities for workshops and lectures in new regional areas of Victoria. Identify appropriate provincial competitions/festivals <ul style="list-style-type: none"> Upgrade/improve competitions with local DSV practitioners. Provide better statistical information to 	<ul style="list-style-type: none"> Responsible Board members and Committees involved (develop criteria, publicise, monitor) 	<ul style="list-style-type: none"> Funding from SRV Local (provincial) sponsors Competition entry fees Several sponsors Contributions from Studio Proprietors Some internal DSV funding 	<ul style="list-style-type: none"> Long term: Data base of regular Provincial competitors complying Short term: at least 5 competitors receiving subsidies. (Note: Process and criteria established & published) Long term: Regular increase in Regional subsidies provided Short term: Upgraded provisional competition in 1 year Feedback from all previous recipients Regular events in 2 new Regional areas within 3 years or upgraded events in established Regional areas

	<p>competition organisers regarding the demographics of the current competitors.</p> <ul style="list-style-type: none"> - Provide better IT support for competition entry and competition information distribution. - Work with regional competition organisers on better community involvement and promotion. <ul style="list-style-type: none"> • Develop process for Provincial event organisers to apply for DSV support <ul style="list-style-type: none"> - Seek feedback on previous use of funds - Request proposal for intended use of funds as part of application - Set detailed criteria for funding • Develop more activities in provincial areas • Develop promotions in provincial areas 			
<p>3. Increase participation in DanceSport</p> <ul style="list-style-type: none"> • Work with DSA towards retention of existing, and increasing the number of new, DanceSport participants in Victoria • Develop Para Dance training and include in competitions • Develop a plan to support and increase Seniors involvement in social and competitive ballroom dancing 	<ol style="list-style-type: none"> 1. Build and strengthen RTF program <ul style="list-style-type: none"> • Increase the number of RTFs in Victoria • Provide better promotion service to RTFs <ul style="list-style-type: none"> - Develop and provide comms packs to new RTFs - Develop brochure on Recreational Division - Develop Promotions & Marketing Plan - Provide better statistics on participation and demographics. 2. Develop promotions throughout Victoria 3. Expand current in-school's programs: <ul style="list-style-type: none"> - Work with current practitioners to further develop and expand 	<ul style="list-style-type: none"> • Sport Development committee within DSV • Marketing/Communications committee within DSV • Sport Development committee • Involve key qualified DanceSport practitioners/Studios throughout Victoria • Marketing/Communications committee within DSV • Sport Development and Promotions/Communications committee within DSV • Responsible Board members involved • Partner with key Dance Societies/organisers • Involve key DS practitioners throughout Victoria 	<ul style="list-style-type: none"> • Funding from SRV • Several sponsors • Support from Studio Proprietors • Funding from SRV • State-wide sponsors • Contributions from major Dance Societies • Prize money from existing funds! 	<ul style="list-style-type: none"> • Long term: Triple number of new dancers and new registrants – all social dancers to be recognised as members of DSA • Short term: Substantially increase the number of new ballroom dancers in 2 years • First year: Survey of studio proprietors/social dance organisers • Long term: All registered competitions/festivals to have Recreational events within 5 years • Produce a list of social dances operating throughout Victoria • Short term: All major competitions to include Recreational events within 2 years <ul style="list-style-type: none"> - Appropriate promotional material available • Update policy from existing medallist policy (3 months) • Development and deploying of training

	<p>programs</p> <ul style="list-style-type: none"> - Assist qualified coaches to fill need for schools' classes - Work with current providers to determine whether a state DanceSport Challenge event would help promote DanceSport. <ul style="list-style-type: none"> • Advertising campaign (media and competition programs) • Develop a ParaDance program for Victoria based on the WA model and international ParaDance programs • Work with Senior competitors and Studio operators (RTF studios) to assist participation in international Seniors events, produce a marketing campaign to encourage participation at all levels and promote studio functions targeted at Senior members of the public 				<p>regime for establishing a base of qualified Para DanceSport teachers and assistants</p> <ul style="list-style-type: none"> - Develop a Para DanceSport Victoria syllabus - Establish and increase Wheelchair User participation in Para DanceSport in Victoria - Commence weekly Para Dance lessons by end of 2019 - Engagement of Partner Organisations for promotion and continual improvement of Para DanceSport in Victoria - Inclusion of Para DanceSport events in major Victorian competitions • Senior competitors subsidised to attend, and represent Australia at, international events <ul style="list-style-type: none"> - Studios encouraged to provide classes, functions and opportunities for introduce Seniors to all aspects of ballroom dancing - Produce marketing designed to attract Seniors to ballroom dancing
<p>4. Develop Members communication channels including Social Media</p>	<ul style="list-style-type: none"> • Set up a Members' web page. <ul style="list-style-type: none"> - Provide a Members' feedback page. • Develop targeted and general information gathering from: <ul style="list-style-type: none"> - Current members - Recent, currently unregistered members - Coaches/adjudicators - Studio Principals 	<ul style="list-style-type: none"> • Sports Development Committee • Chairman • Marketing and Communications Committee 	<ul style="list-style-type: none"> • DSV funding for costs of online survey tool 	<ul style="list-style-type: none"> • Long term: all information gathered from interested parties completed and analysed; web page completed and used. • Short term: members and past members information reports completed and analysed. 	
<p>5. DanceSport Promotion</p> <ul style="list-style-type: none"> • Develop a DanceSport plan to incorporate events and activities 	<ul style="list-style-type: none"> • Develop DanceSport promotional Events <ul style="list-style-type: none"> - Attend relevant sports/dance Expos • Participate in State Sport Promotion events <ul style="list-style-type: none"> - E.g. Premier's Active April 	<ul style="list-style-type: none"> • Sports Development • Marketing & Communications • RTFs • VicSport • SRV 	<ul style="list-style-type: none"> • DSV and SRV Funding 	<ul style="list-style-type: none"> • Have at least 30 RTFs that teach beginners group classes to participate in PAA with at least 300 people responding to special offer <p>Increase Facebook followers from 1845 by 350 people per year</p>	

	<p>Month</p> <ul style="list-style-type: none"> • Use other media platforms for promotions: <ul style="list-style-type: none"> - Google Ad words - Facebook - Twitter - Local Newspapers - DanceSport displays at other cultural events - Moomba 			<p>Set up Twitter profile to tweet Facebook posts that grows by 100 followers per year</p> <p>Sustain a quarterly Facebook and Twitter posting schedule that socialises the news items in the DSA quarterly newsletter</p> <p>Support development and sustain dance competition video service where every dance would be made available online at the DSA website and socialised through Facebook and Twitter</p> <p>Develop an annual promotional campaign that uses Google Ad Words, Facebook, Twitter, Local Newspapers to get 100 new competitors from beginner and social dancing</p> <p>Ensure expressions of interest to participant in Moomba is submitted in a timely fashion each year</p> <p>Ensure that DanceSport Victoria organises a display in at least one cultural event not including Moomba</p>
<p>6. Improve the standard and ability of the DSV Board</p> <ul style="list-style-type: none"> • Ensure the structure of the Board meets Victorian Government guidelines in relation to gender 	<ul style="list-style-type: none"> • Develop training programs <ul style="list-style-type: none"> - General for all Board Members - Specific for individual Board Members • Source available training / experts <ul style="list-style-type: none"> - Initially through SRV and Vic Sports • Consult with SRV <ul style="list-style-type: none"> - e.g. develop position descriptions for Board members • Use recruitment to committees to source future skilled Board Members and train in advance • Include representation of our diversity and equity 	<ul style="list-style-type: none"> • All Board Members • SRV consultant • Appropriate business experts • Vicsport consultants • Current Board Members 	<ul style="list-style-type: none"> • Funding from SRV 	<ul style="list-style-type: none"> • Long term: All training to be completed within 3 years • Short term: All DSV Board Members to have a training program developed within 1 year.