

21/3/24

**NSDSA PROMOTIONS REPORT LORRAINE KEENAN 2024**

I have written to all States and Territories with regard to the Event “INTERNATIONAL DANCE DAY” to be held on the 29<sup>th</sup> April 2024. On behalf of the NSDSA I have extended Invitations to all Square Dance Societies, States and Territories to participate in this Promotion. (see attached).

This Invitation is for each State and Territory to have the Square Dance Clubs involved to allow for a broader coverage of Community Groups. This day should be a Celebration of Square Dancing for all levels from learners/beginners to high level Dancing.

We will need to involve each State and Territory Caller Associations to ensure they come on board with the Promotion.

After reading through the 3 Year Strategic Plan from 2020 which was deferred because of COVID, there are some great ideas which require further discussion. One of the ideas was NO.12 “to consider, in conjunction with the National Callers Federation, establish a Grant to encourage new Callers to come into Square Dancing Calling because the two cannot exist without each other”. In Item 15 “Promotions Sub Committee” all States and Territories Clubs should be encouraged to contact this Committee with ideas or requests for assistance with promotion of their activity and look for ways for success to happen.

In conclusion “INTERNATIONAL DANCE DAY” is a beginning to get Promotion of our great activity Square Dancing off the ground.

Kindest regards,

Lorraine Keenan – mob 0437000558  
NSDSA COMMITTEE MEMBER.PROMOTIONS

