



Promotions Sub Committee Report to December 31 2020 AGM 26th September 2021

During 2020 the Promotions committee with ratification from the National Society completed the following tasks:

National Square Dance Day

The last Sunday in February to be the designated day when all states demonstrate square dancing. The content of the day be up to individual state societies/clubs. Unfortunately as a result of the Covid pandemic states have been unable to proceed with this event.

A designated space on the National website has been set up for promotional resources which can be utilised by square dancers and can be found at <https://www.squaredanceaustralia.org/promotion-resources/>. Some of the resources available include:

Flyers

There are four flyers available on the website available for download that can be personalised with contact details of the user.

There are also some advertising flyers submitted by Don Barba WA as an ideas resource.

Radio Advertising

After a lot of persistence from Brenda Cockburn two radio ads were produced by Purple Wax which are now on the website for usage. These ads are available to use on radio stations and are not suitable for television. Individual radio stations may charge for air play. There was an additional \$60+ GST charge as a result of changing the ad from .com to .org on the male version ad. These ads were produced at a cost of \$300 + GST.

Video

There are currently three videos on the website of varying lengths. Some have Australian content these were supplied courtesy of Greg Fawell WA.

Meet-Ups

Sasha Boon conducted a training session to set up Meet Ups for state & territory delegates. Events had been set up for Perth and Launceston. There can only be three events running at a time on the Meet Ups platform. Sasha completed additional training for the Perth delegates.

Perth Group -133 members Society November Beginners Group

Event	RSVP	Attended ?
First	13	
Second	5	
Third	4	
Total	22	

Melbourne Group 139 members

This platform relies on someone attending the new dancer event to welcome new dancers and check on the people who actually attend the event as a result of Meetup.

Three Year Plan

Four volunteers from the sub-committee have been discussing and working on a three year plan for promotions which is ongoing.

Update 2021

As a result of the continuing Covid- 19 pandemic progress on the Promotions committee has slowed.

In May 2021 I emailed all states to assess their interest in working together to utilise the radio ads on community radio through the Community Broadcasting Association of Australia. New South Wales, Victoria and South Australia came on board and a promotion was planned for June and July 2021. Whilst the timing was not ideal due to the Delta strain outbreak in NSW it put the word out about square dancing. We were provided with two interviews along with the playing of the two radio ads. The first interview was done with Kevin Walsh from Good Morning Country and David Todd, President SARDA NSW. The second interview with Sasha Boon, Secretary VSDA, and Julie from Saturday Breakfast.

These ads were broadcasted across thirty-eight radio stations (6 in Victoria, 3 in Tasmania, 4 in South Australia, 4 in Queensland and 21 in NSW) and reached an estimated audience of 348,000 listeners each week. The ads were played 1134 times with a preference to the female version of the ad. The 1800 number received one call as a direct result of this promotion.

Our next project is to work on an app for square dancing. This project is in its early stages so there is nothing further to report.

Rosalind Todd

VP National

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