

# NATIONAL SQUARE DANCE SOCIETY OF AUSTRALIA

Incorporated Reg No: A0058827L

## Minutes

3 Year Planning Promotions Meeting 26<sup>th</sup> of October 2020 8pm AEDT held on Zoom

Meeting Opened at: 8:07pm AEDT

Attendees: Graham Burgan, Rosalind Todd, Sasha Boon, Joanne Read, Diane Ashton

Promotions Officer Chair-Person: Rosalind Todd

Minutes taken by: Sasha Boon

Please find attached National Promotions 3 year plan for more information in relation to these topics.

1. National Square Dance Month add in October to be linked with Charity of local choice.
2. Last Sunday in February National Square Dance Day aim to promote square dancing and attract new beginners subject to Covid restrictions etc in each state/area as to what they can do. 2b. National Square Dance Day start getting people on board for the best contact in each area that would be best able to assist. Sasha and Ros to write letter and article to be used to distribute through to national organisations.
3. Kevin has set up the new page within the existing website that is accessible to everyone for use throughout Australia to promote square dancing.
4. Old flyer already listed on the website and this will be updated when new flyers approved
5. Jason has emailed the radio group in Bundaberg 3 times and had no response back from them at all. Ros will send an email to Jason to find out which company they have previous contact with.
6. Video: Sasha has sent an email but hasn't heard back. Sasha will keep following it up.
7. Facebook: Sasha doesn't have access Ros will contact Kevin/Jason and see what is happening
8. Meetups: Perth set up and seems to be doing well so far. Launceston won't be actively advertising beginners.
9. Survey wait til later in 2021 to rediscuss
10. Add: Aim at High school newsletters to advertise to empty nesters.
11. Create documents Ros/Sasha and add to the website for future use.
12. We will reconsider this in future years when income is more consistent to support such an idea. Work in collaboration with the ACF current grant program.
13. Add ideas/story of what worked in different areas on website for others to access. Di and Ros to create something to be added to website
14. Start at a smaller level and see it gain popularity and then introduce into National level
15. Forum moderator notification or approval on all posts. However Moderator needs to look at it closely to keep things in line. Our current website has this facility. Live is more engaging.

Facebook Group could also be used. Newsfeed from facebook to website and forum to facebook.

16. Add another social media platform every 6-12 months. Link up website, facebook and meetup together so that they feed into one another due by end of 2020.
17. Inclusive environment. Work on this throughout all our marketing and promotions over the next 3 years.

Meeting closed at 10:03pm