

NATIONAL SQUARE DANCE SOCIETY
OF
AUSTRALIA
 Incorporated
 Reg No: A0058827L

<u>President</u>	<u>Vice President</u>	<u>Treasurer</u>	<u>Secretary</u>	<u>Public Officer</u>
Steve Longwood 105 Ardleigh Crescent HAMERSLEY WA 6603 08 9243 1200	Kevin Thomas 15 Blackfish Drive KOO WEE RUP VIC 3981 03 9017 6609	Christine Lucas 48 Bayley Road PINE MOUNTAIN QLD 4306 07 3201 6331	Celia Karas 3 Longstaff Loop SOUTHERN RIVER WA 6110 08 9456 1266	Kevin Thomas 15 Blackfish Drive KOO WEE RUP VIC 3981 03 9017 6609

MINUTES

OF THE ZOOM ONLINE LINK UP MEETING OF THE NATIONAL SQUARE DANCE SOCIETY OF AUSTRALIA INC. SUNDAY 22nd SEPTEMBER 2019 AT 1000hrs WST.

Present;-

Steve Longwood	President
Kevin Thomas	Vice President
Celia Karas	Executive Secretary
Jason Nicholson	Facebook Co-ordinator

Apologies;-

Christine Lucas
Pauline Hansford

Meeting commenced 1018hrs

There being no official agenda the meeting was as follows;-

Minutes of the ZOOM meeting held 7th July 2019. Copies of these Minutes have been circulated to all members.

Steve Longwood (President) thanked Jason Nicolson for joining the meeting.

Celia Karas (Secretary) advised that the NSDSA had received a donation of \$2500.00 for the 2019 National Convention held in Deloraine, Tasmania. It was suggested that it may assist in the costs of having the special edition of the Review continued FOC in the national Convention packs. A letter of thanks to be sent.

Steve Longwood (President)

'How is the advertising networking working through the website and particularly Facebook? It seems that there has been a lot of activity and sharing on Facebook recently.

It would be ideal if we can start advertising through Facebook, how much paid advertising do we need to do or will it just happen through people logging onto the page?.

Jason Nicholson - On FB we have the 'Group' and we have the 'Page'. The Group, which is a closed group, this consists of people who are already square dancers and who are interested in local and State functions and dances etc. Then there is the Page which is for interested people who may like to join the movement or just like to peruse the information on there. Both of these are linked to the website.

Kevin Thomas (Vice President) - At this stage the website directs people to the 'Group', should the link direct people to the Page?

Jason – maybe there should be a 2 pronged button directing current dancers to the Group and non dancers to the Page. Kevin to organise this.

Ideally we need to get as many people to 'like' the 'Page' this should promote more activity.

Steve suggested that the Society delegate some funds to assist in the costs to advertise.

Kevin – we have a total of \$1000 that has already been approved for this purpose.

Jason- this can be split up over the next 10 months. We need to promote in Oct Nov Dec. which is key advertising time

We really need results by Jan, Feb 2020, to lead into March Square Dance month.

We need to advise clubs of this. They need to know we will be marketing so all clubs in all States can plan their beginners for, ideally, March next year.

Steve- maybe a 2 for 1 pass may work. It would need to be controlled at club level, the clubs would ultimately benefit through this if the people return the following week.

The callers benefit from Square Dance financially, perhaps they should have a business plan.

Theoretically the callers should really be driving this plan as ultimately they will be the ones to gain.

They should have a good marketing plan.

Kevin- unless we do something nothing will get done. With the exception of a few clubs who are proactive, nobody does a lot of marketing / advertising. If we make a start it may push them along.

Kevin- maybe we could put something on the website regarding a 2 for 1 deal.

Celia -WA recently had a meeting and Don Barba, who is the promotions officer for the Darwin National, came up with many good ideas and believes there must be a succession plan for the callers. It may be a good idea to invite him to our forthcoming NSDSA promotions meeting.

Steve- yes a good idea to invite Don and in the meantime if Jason can work on the advertising and Kevin can organise the links on the website we can move forward.

Steve- yes we do need to take the lead in this and communicate with the callers to see if they have ideas.

Maybe we should back pedal and discuss the 2 for 1 with the ACF first so they can alert their members of the idea. Perhaps look at January 2020.

Kevin – In Victoria there is also a dancer, Sasha Boon, who is very proactive with promotions, perhaps she could be invited to the promotions meeting too.
Sasha is to be invited to the meeting.

Celia- who will fund the 2 for 1.

Steve – the clubs would be responsible for that.

Kevin – this is the reason for advising the ACF.

Kevin- we should probably involve the callers in this.

Jason- ideally Steve could advertise all this on the website, this should reach many callers as they access it.

Jason – I will screenshot the numbers on the page today and then after working on it for a couple of months we should have some statistics as to how the paid advertising is working. We can then see who likes posts on the page and then invite them to 'like' the whole page.

At this stage we need to increase the 'Page' size. The more people we get on the page the better it is for marketing.

Kevin – the logo on the FB is too big, perhaps it needs reducing to fit better.

Jason – agreed, it will be changed.

Steve- can I pass on my email data base to Kevin.

Kevin- legally it can be used for 'like purposes'.

We need to set a date for the promotions meeting. Either 3rd or 10th November.

Jason was thanked for all the work he is doing.

Meeting closed 1104hrs.

Next ZOOM meeting Sunday 3rd November 2019 1000hrs WST & Noon EST. TBC