

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. PROMOTIONS MEETING SUNDAY 3RD NOVEMBER 2019 AT 1000hrs WST.

Present;-

Steve Longwood	President
Celia Karas	Executive Secretary
Christine Lucas	Treasurer
Sasha Boon	VSDA Vice President and Promotions
Diana Waters	SA Vice President
Anna-lee Hodalj	NSW Society Rep
Jason Nicholson	NSW FB Page
Russell Wall	QLD Society President
Helen Bates	ACT President
Barry Chandler	TAS Treasurer
Don Barba	WA, Darwin 2021 Publicity
Janice McGuire	WA Promotions Officer
Kaye Chandler	TAS President

Apologies;-

Kevin Thomas	Vice President
Pauline Hansford	Public Relations Officer

Meeting commenced 1034hrs WST

Something that worked really well in your area and failures?

Don Barba 2021 Darwin new launching App on both Android and Apple which he created

- A. Information newsletter and websites
- B. Register online via device
- C. Podcast interview callers and dancers
- D. Free of charge
- E. Publicise Square dancing and success stories

Christine Lucas worked for her Badminton group

- A. Meetup.org small cost of \$16.49
- B. Newspapers
- C. Council support with publicise
- D. Anna mentioned National group meeting and publicise help to cover the costs associated with Meetup.org or similar.
- E. Don Barba Sponsorship to cover costs don't commit until this has been addresses
- F. Janice can we target groups on meetup to offer a 1 off event to other groups

Kevin Thomas offered to link ideas such as meetup.org to website

Jason Nationa FB page <https://www.facebook.com/Square-Dancing-in-Australia-1700718163346911/>

- A. 35 enquiries in 1 week with paid boost at a cost of \$400, budget is \$1000 to advertise up til Christmas.
- B. Will continue to post content to keep interest there
- C. All enquiries will go to the State Committee and will be dispersed from there

Don Barba professional video and paid marketing person by national committee with a slick video

- A. Needs to be a mix of national committees, local clubs etc giving a mixed view of square dancing
- B. Jason believes results from any video from anywhere and encourage people to share and promote existing posts and cross post onto other groups/pages within and outside of square dancing on facebook

Sunfields Pacific Marketing Webpage run by Jason

Jason

- A. Radio Advertisement to be created by the National society before the next AGM. \$400 for the generic advertisement to be created for use by clubs to pay to have heard on their local radio when they choose to start beginners.
- B. Target age range 18-65yr olds

Russell Over 50's seminar/expo

- A. Generic handouts and videos
- B. Something available in the new year
- C. Take new people when they come don't force clubs to start at a set time

Aim of this group is to create resources for clubs to be able to use

Contact local areas to ask them for what do they have ie flyers etc so that it can be shared nationally

Diane to create flyer

Sasha to set up meetup.org

Note from NSDSA Secretary – Thanks to Sasha Boon who very kindly provided the above notes which compiled these minutes. The recording of the meeting was mainly inaudible so these are a great record

Meeting closed at 1154hrs WST.