

Safedance for Kids

An initiative of Ausdance Qld
Supporting Children's Health and Well-Being



About Ausdance QLD

Ausdance QLD promotes and supports dance as a vital art form, encouraging participation, education, and professional development.

With over 1600 individual, business and organisation members, Since 1992, Ausdance QLD (peak body for dance) has represented the breadth and depth of dance across the state and prioritises First Nations Culture and People throughout all operations and programs.

Ausdance QLD's ***Safedance for Kids*** program focuses on safer children, safer spaces, safer workplaces and safer bodies and minds in all dance activities.



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73k

73,694 children dance each week in Queensland

\$253M

\$253M is spent nationally each year on children's dance activities

18%

18% of girls aged 9-11 and 13% of girls aged 12-14 dance regularly

More kids dance in Australia each week, than play AFL!



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Why is Safedance needed?

1. To empower children to learn how to build strong bodies, nurture their mental health, have a positive body image and speak up - knowing they'll be heard by their dance community.
2. To teach dance teachers how to keep children Culturally, physically, mentally and socially safe in line with global best practice.
3. To financially strengthen dance businesses and organisations.

About *Safedance* for Kids

This is a brand new, world-first, fully sustainable initiative for dance organisations, groups and studios working with children.

Safedance is a six-session education program teaching children aged 8-10 yrs old about physical, cultural, social and mental health safety in their dance activities with a foundation of First Nations Cultural safety across all modules.

Safedance for Kids is delivered by dance teachers in communities all around the state generating additional revenue for predominantly female-led small businesses and community groups.



Safedance for Kids students receive a **goodie bag**, meet a **dancer** and watch a professional **dance performance**

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Impact

When the 3-year pilot is complete, **young children, teachers and families** will, *for the very first time* be comprehensively educated about safety in the dance class.

Safedance changes the game. Instead of check-box compliance, communities take meaningful responsibility for their children.

Our goal is that ***Safedance for kids*** *will* be taught to more than 25,000 children in Queensland each year.



Sponsorship Opportunities

Support the physical, emotional, cultural and psychological development of children by sponsoring the PILOT of *Safedance for Kids*.

The *Safedance* PILOT program includes:

- content design and development
- building digital infrastructure
- testing in dance studios across Queensland

Partner with us to reach a key audience and make a difference to the long term health and safety of children.



Sponsorship Opportunities

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| Sponsor a safety education module; including specialist content development and design across subjects of First Nations Cultural, physical, mental health, cyber and social safety. | \$20,000 each Six modules |
| Digital distribution and platform development for program training and delivery. | \$27,000 |
| First Nations Cultural consulting and coaching throughout program development and delivery. | \$8,400 |
| Local/regional sponsorship of program delivery including teacher training in 2024, 60 children's enrolment fees, goodie bags and tickets to live performances. | \$20,520 each Eight locations |
| Safedance for Kids naming rights partnership exclusive branded partnership opportunity | Contact Us |

Sponsor benefits

Sponsor ***Safedance for Kids*** and promote your brand to families, small businesses and communities. Tailoring the benefits to your specific interests and needs can further enhance our partnership and yield more significant results.

Benefits include:

1. Brand Exposure and Visibility
2. Cross Promotion and Co-Branding
3. Targeted Marketing
4. Community Engagement
5. Social Media Exposure
6. Public Relations Opportunities
7. Brand Association with child safety and mental health
8. Exclusive Sponsorship Recognition
9. Data and Insights
10. Long-Term Impact



Safedance for Kids

PILOT Development Partners

- ★ John Villiers Trust - funding partner
- ★ Australian Society of Performing Arts health - medical specialist content
- ★ Jody Currie, Rita Pryce - First Nations Cultural and child safety consultants.
- ★ Australian Teachers of Dance - syllabus association of dance studios



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PILOT Delivery Partners

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Be our dance partner!

Support our mission to provide a 'safedance' education to kids across Queensland. Become a sponsor and make a positive impact in their lives today!

We look forward to creating a tailor-made sponsorship package for you to support this game-changing program for young dancers and their communities.

To take the first step today, contact our ***Safedance for Kids*** Project Manager Jodi Curnow-Baker
email: safedance@ausdanceqld.org.au or
phone 0414 629 643