



**ausDANCE**  
**QLD**

# **Ausdance Qld Strategic Plan**

# Ausdance QLD

## Strategic Plan 2019-2023

### VISION

An innovative, sustainable and inclusive dance ecology for Queensland.

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### MISSION

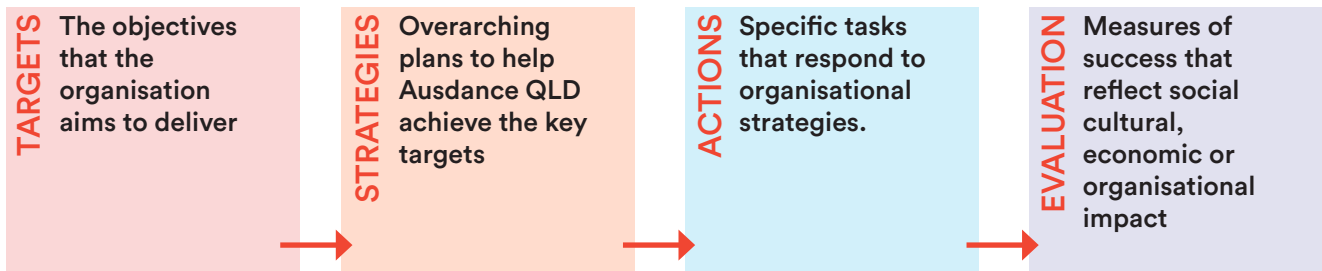
Ausdance Queensland is the peak body that advocates and leads the Queensland dance sector.

Ausdance Queensland champions innovation, creativity and diversity in dance by supporting, promoting and enabling dance practitioners, artists, educators, participants, and audiences to build the capacity of the dance sector across Queensland.

Ausdance Queensland aims to:

- provide advocacy and leadership for the sector
  - promote sector development and sustainability
  - improve dance accessibility and diversity
  - maintain strong organisational capacity and sustainability.
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### STRATEGIC FRAMEWORK OVERVIEW



# STRATEGIES

## PRIORITY 1:

### Advocacy and Leadership for the Queensland Dance Sector

#### TARGETS

- Queensland dance Sector feels supported and well represented in local, national and international spaces.
- Anyone can access up-to-date information about all aspects of Queensland dance through Ausdance Queensland.
- Ausdance Queensland has a large, diverse and active membership who are able to communicate their needs and issues.
- Ausdance Queensland is the frontline body of knowledge for the dance sector in Queensland and is active in scanning, connecting and promoting the work, efforts and contributions that dance plays in the vibrant lives of Queenslanders.

#### MEASURES OF SUCCESS

##### *Cultural, Social and Economic Impact*

- Increased reputation and recognition for Queensland dance and Ausdance Queensland.
- More demand for Queensland dance practitioners, dance works and increased participation and audience attendance.
- Increased funding, sponsorship and private giving for dance in Queensland.
- Greater connection and collaboration between regional and metropolitan dance practitioners, educators and communities.

##### *Organisational Impact*

- Existing memberships retained and 10% increase of new memberships year-to-year.
- Members feel heard and supported.
- The dance sector and general public have access to relevant and current information about Dance in Queensland.

Strategy	Actions
<b>1.1 Provide a lead voice and actively promote the Queensland dance sector by advocating at the local, state, national and international level.</b>	<ul style="list-style-type: none"> <li>• Develop a multi-channel communication strategy to promote Queensland dance, dance culture &amp; participation, dance artists and dance educators.</li> <li>• Develop the Ausdance QLD skills set in leveraging digital and online technologies to generate and maintain a vibrant and dynamic social media strategy.</li> <li>• Ausdance QLD staff and board represent and promote Queensland dance at significant industry events.</li> <li>• Advocate for dance to governments, financial partners and the wider community.</li> <li>• Advocate for the development of policy and standards for the dance sector.</li> </ul>
<b>1.2 Engage with the sector to build membership and encourage diverse sector representation.</b>	<ul style="list-style-type: none"> <li>• Strengthen marketing and sector engagement to increase the number and improve the diversity of Ausdance QLD members.</li> <li>• Ensure members have multiple channels to communicate industry issues and needs.</li> <li>• Increase engagement and collaboration with dance businesses and organisations to build sector knowledge and enhance Ausdance QLD's profile.</li> </ul>
<b>1.3 Ensure current and relevant information about the Queensland dance sector is available and accessible.</b>	<ul style="list-style-type: none"> <li>• Map the Queensland dance sector to ensure Ausdance QLD is able to provide current and accurate information about dance across the state.</li> <li>• Provide an information hub for dance in Queensland that shows the value of dance through articles and information about the sector.</li> <li>• Provide multiple platforms for Ausdance QLD members to promote and share their knowledge and practice.</li> </ul>

## PRIORITY 2:

### Promote sector development and sustainability

#### TARGETS

- Queensland dance practitioners and educators have access to a wide range of professional development opportunities.
- The Queensland dance sector is known for innovation, excellence, best practice and creative and critical thinking.
- Dance practitioners, educators and organisations in Queensland are successful and sustainable with astute entrepreneurial skills to navigate the cultural economy with ease and acumen.
- Local, national and international audiences enjoy exemplary dance including dance-led interdisciplinary and trans-disciplinary work from Queensland creators.

#### MEASURES OF SUCCESS

##### *Cultural, Social and Economic Impact*

- Sector confidence and sustainability.
- Creativity stimulated.
- Increase in quantity and quality of Queensland dance work funded, developed and presented in Queensland.
- Sector growth stimulating direct and indirect employment.
- Number of new organisations, collectives, businesses and individuals in the dance sector.

##### *Organisational Impact*

- Interdisciplinary membership increased.
- Increase in creative partnerships and collaborations..

Strategy	Actions
<b>2.1 Foster excellence and best practice through professional development and training for dance practitioners and educators.</b>	<ul style="list-style-type: none"> <li>• Provide professional development, skills training, mentorships, peer to peer, workshops and networking to empower the dance sector to continue to make, create, share and contribute to the value of dance.</li> <li>• Promote and share opportunities for members and stakeholders to access professional development opportunities outside of those generated within the Ausdance QLD program and projects.</li> <li>• Facilitate access to industry professionals and examples of best practice.</li> <li>• Support dance development in multiple contexts and communities.</li> </ul>
<b>2.2 Build capacity and sustainability by providing access to business development programs and services.</b>	<ul style="list-style-type: none"> <li>• Provide business and financial advice to encourage entrepreneurialism and help members build sustainable practices.</li> <li>• Provide and promote business skills training, leadership programs, mentorships, workshops and networking..</li> </ul>
<b>2.3 Grow the profile for Queensland dance by supporting the development and presentation of new work..</b>	<ul style="list-style-type: none"> <li>• Assist members to access resources for creation and development of projects.</li> <li>• Facilitate work-in-progress discussions for new work in development.</li> <li>• Support choreographic development.</li> <li>• Promote and celebrate dance, dance-led interdisciplinary and trans-disciplinary work that shows innovation, creativity and risk-taking.</li> <li>• Broker meaningful introductions to assist members to find collaborators, resources, partners, venues or management.</li> </ul>

## PRIORITY 3:

### Improve dance accessibility and diversity

#### TARGETS

- Local, national and international audiences value, enjoy and participate in Queensland dance.
- Dance opportunities are available to everyone.
- Queensland dance reflects the diverse identity of our state.
- Regional and metropolitan dance practitioners, educators and organisations feel supported and well represented.

#### MEASURES OF SUCCESS

##### *Cultural, Social and Economic Impact*

- Increased participation and attendance at Queensland dance experiences.
- Increased sense of belonging and shared heritage.
- Physical and mental wellbeing improved.
- Social differences bridged.
- Diversity of cultural expression appreciated.

##### *Organisational Impact*

- Increased diversity in membership.
- More input and participation from regional areas.
- Greater participation in Ausdance Queensland programs and events.

Strategy	Actions
<p><b>3.1 Improve access, engagement and participation to grow and develop new audiences for dance.</b></p>	<ul style="list-style-type: none"> <li>• Provide and promote live, digital and virtual opportunities for dance engagement and participation.</li> <li>• Support and promote projects and programs within the sector and community that encourage dance participation.</li> <li>• Develop a Members Benefit program that embraces dance specific offerings as well as cultural &amp; lifestyle, health and well-being to encourage new Ausdance QLD members outside of the dance sector.</li> <li>• Actively encourage a diverse range of participants in all Ausdance QLD projects and programs.</li> <li>• Develop, deliver and support projects and programs that engage dance outside of 'presentation' formats such as community arts, health and wellbeing, dance in specific demographics.</li> <li>• Provide both free and pay-to-attend events.</li> <li>• Align programming with existing events or opportunities to leverage Ausdance QLD's impact, reach and visibility.</li> </ul>
<p><b>3.2 Support an inclusive and diverse dance sector.</b></p>	<ul style="list-style-type: none"> <li>• Design and deliver programs to encourage, support and involve participants from diverse cultural and social backgrounds.</li> <li>• Program a range of activities across professional, community, educational and recreational dance fields.</li> <li>• Engage in projects with First Nations organisations and individuals.</li> <li>• Ensure services, projects and programs are available for metropolitan and regional members and stakeholders.</li> <li>• Engage with specialists to deliver projects and programs that respond to niche audiences, communities and stakeholders.</li> </ul>

## PRIORITY 4:

### Maintain strong organisational capacity and sustainability

#### TARGETS

- Members feel confident that the organisation is able to consistently provide high quality programs, services and advice for the dance sector.
- Ausdance Queensland is financially secure with diverse sources of revenue.
- Clear policies and procedures are in place to ensure transparency and accountability.
- Ausdance Queensland adheres to Not-for-Profit Association Rules and regulations as stipulated by state and federal legislation.

#### MEASURES OF SUCCESS

##### *Cultural, Social and Economic Impact*

- Membership confidence and satisfaction.

##### *Organisational Impact*

- Knowledgeable, skilled and confident staff and board members.
- Yearly increase in revenue through government funding corporate sponsorship, donations and private giving.
- Improved revenue from membership and activities.
- Positive and reciprocal working relationships with Ausdance National and the Ausdance State Office consortium.
- Additional projects, events and member services.

<b>Strategy</b>	<b>Actions</b>
<b>4.1 Provide best practice management and delivery of quality member services through strong governance.</b>	<ul style="list-style-type: none"><li>• Build organisation capacity and skill base of staff, board and volunteers through professional development opportunities.</li><li>• Design succession planning for board and staff to ensure continued replenishment of skills and knowledge.</li><li>• Develop and maintain best practice policies and procedures to ensure operational efficiency.</li></ul>
<b>4.2 Build fiscal resilience by securing sustainable and diverse revenue streams for the organization.</b>	<ul style="list-style-type: none"><li>• Maintain an auto-renewal system for the membership database.</li><li>• Develop and implement a comprehensive fundraising strategy.</li><li>• Seek increased support from government funding partners to grow core operations and services for members.</li><li>• Actively seek out corporate sponsorship, industry partners and private donors.</li></ul>
<b>4.3 Maintain transparency through clear communication with members.</b>	<ul style="list-style-type: none"><li>• Provide a comprehensive annual report to Ausdance QLD membership and stakeholders.</li><li>• Maintain regular communication with members.</li><li>• Utilise peer-review panels and specialist focus groups through annual call-outs to Ausdance QLD members and the sector.</li></ul>

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