



The DANCE TOOLKIT - a call to action! For Advocacy and Development

*Ko taku rourou, ko tāu rourou ka ora te manuhiri ... ko taku rākau, ko tāu rākau
ka mate te hoariri
With my food basket, with your food basket we will feed the visitors ... with my
weapon, with your weapon we will conquer the enemy (challenges) together*

Introduction

The popularity of dance in New Zealand has grown immensely in recent times; this is also a global phenomenon. How can we harness this to grow our strength and opportunities?

This toolkit aims to help all dance people with this process.

Dance was first introduced into the New Zealand school curriculum in 2001. Over the last ten years there has been an explosion of dance events such as hip hop competitions, dance festivals and tango and salsa congresses. The 2008 SPARC research showed 549,000 New Zealand adults (16 years and over) regularly participate in dance compared with 350,000 who play rugby and netball combined. Dance is the 8th most popular physical activity in New Zealand, and rates even higher within some ethnic groups.

Despite this growth, there are areas where the dance industry needs to develop. The *New Zealand Dance Industry Strategy* identifies five key areas for development,

- build unity and foster a shared purpose
- establish dance focal points, hubs and spaces
- develop a sound and vibrant dance economy
- increase dance profile, understanding and participation
- educate, train, develop and support dance.

The success of the strategy and achieving these goals relies on proactive collaboration, the commitment of the whole dance industry, plus partners from the wider economic and social infrastructure including Government, local authorities and the private sector. It will involve advocacy, project and partner development and new 'out of the square' thinking.

“Dance champions are promoted in a variety of arenas; performance, recreation, education, business, tourism etc”

It is not possible within the economic and social/arts infrastructure of New Zealand for one organization or a few individuals to enable industry-wide change and growth. It requires the engagement of dance people and their wider participation at all levels of our society. This is the responsibility of all of us in dance.

“Growth relies not just on advocacy but also on success stories in the media and key publications, including outside the dance industry.”

Dance organisations and individuals will need to be confident when starting new projects, promoting and advocating for dance. The development of greater and wider community knowledge about dance depends on hearing many voices at different levels. DANZ plays an advocacy role, but runs the risk of being the only voice to be heard.

“Many diverse voices at regional level are needed to add to the volume and increase coverage for dance.”

This toolkit will provide a basic framework for communicating and advocating for dance, and developing partnerships and projects, from local to national level.

Some facts and figures on dance in New Zealand

When advocating and lobbying for dance it will strengthen your case if you are able to use statistics to illustrate the success of dance in New Zealand. Further information can be found on the DANZ website.

- 2008 SPARC research showed 549,112 adults (aged 16 years and over) regularly participate in dance. Dance is the 8th most popular physical activity for New Zealanders.
- Dance is a key component of Maori, Pacific Island and other migrant cultures, where it expresses core cultural values and identity. In the SPARC research dance is ranked the 6th most popular activity with Maori and 5th with Pacific Islanders.
- There are over 14 Tertiary institutions in New Zealand offering 27 dance courses including four dance degrees.
- There are in excess of 80,000 young people learning dance in studios across the country.
- Dance is the fastest growing subject in senior secondary schools and students in 80% of New Zealand schools have set up dance clubs, in particular for Hip Hop and cultural dance.
- 70% of the population agrees that the arts should receive public funding, that local councils should support the arts and that the arts contribute to the economy.

Dance events:

- Te Matatini National Kapa Haka Competition, in 2009, had 1440 performers and an audience of 51,000.
- The Pacifika festival now has over 210,000 New Zealanders and hundreds of performers from all over the Pacific attend this one day festival.
- In 2009 Polyfest Secondary Schools Maori and Pacific Islands Cultural Festival had 9,000 performers and 90,000+ in the audience. It involved 59 schools and 200 groups and is thought to be the largest dance festival in the world.
- Tempo, Auckland's festival of dance in 2008 had 500 dancers and an audience of 9,500.
- Dance your Socks Off festival in Wellington in 2008 had 20,000 participants and audience.
- The Body festival of dance and physical theatre in Christchurch in 2009 had 21,044 audience, 1,125 active participants and 708 performers plus crew and volunteers, a total of 22,877 involved.
- In 2007 there were over 20 performances of *Maui The Show* including school shows for 14,500 students.

- The Royal New Zealand Ballet's *Tutus on Tour 2009* went to 48 centers, performing 63 shows for an audience of 26,700. Educationally 149 activities were attended by 5,320 participants.
- *Dancing with the Stars* on television has been extremely popular. Between 2005 and 2009 it was one of the highest rating programmes on TV, with audiences averaging 700,000 plus for each episode.

Health and wellbeing:

- Dance is a wonderful activity for people of all ages, backgrounds and abilities:
 - for older adults it enables social and physical contact, improvement of core strength, balance, concentration and memory, and is fun
 - people with disabilities can work to their own capabilities
 - kinaesthetic learning, which dance strongly develops, encourages motivation in students and is generally very effective with attention deficit students.
- There is clear evidence that increasing physical activity in populations can result in health benefits particularly in:
 - maintaining a healthy weight
 - cardiovascular disease prevention
 - diabetes prevention and control
 - primary prevention of some cancers
 - injury prevention and control
 - promotion of positive mental health and well being

Dance is **fun**, so people exercising through dance are receiving many benefits, social, psychological and physical, often without realising it.

How dance meets the New Zealand Government's Key Agendas

When advocating for dance at a local or national level it is important to stress how dance can meet key local council and government agendas. Dance comes within a number of areas including recreation, the arts, education, health, and youth affairs. Here are some of the issues that dance can address:

- Healthy lifestyles
- Increasing physical activity
- Reducing obesity
- Promoting wellbeing
- Offering opportunities to people of all ages, backgrounds and abilities
- Supporting core educational values
- Celebrating cultural diversity
- Affirming identity – social and individual
- Maintaining and developing cultural traditions
- Uniting communities
- Creating jobs and contributing to the economy

“Across dance genres we cover incredible cultural diversity. By working together to be inclusive in events, development and thinking we can reach across cultures.”

How you can get involved in supporting the aims of the New Zealand Dance Industry Strategy

By communicating the major issues identified in the *New Zealand Dance Industry Strategy* you can help raise the profile of dance in New Zealand.

Who to lobby and work with

City Councils

Elected representatives have many roles, one of which is to act as an advocate for the community, to bring individual and community issues and concerns to the council. You can express your views to elected representatives, such as councillors and community board members, through committees, community boards, formal council meetings and written submissions.

Do you know who your local chair of the arts committee is? What are their views on dance?

Your local council's web page has more detailed information on: who to contact (mayor, councillors, and community board members); when council meetings are being held; how to speak at a meeting, present a deputation or prepare a petition.

Councils seek public submissions on their budget, annual plans and LTCCP (Long Term Council Community Plan). This is your opportunity to comment on the council's funding allocations and operational proposals. Dance people working together at a local level can be stronger than individual approaches.

"[We need] local and central government, venues and artists working in a collaborative way."

Council Departments and staff

Most city councils have recreation, arts, community development or events managers and officers. These people are the allies that dance needs on their side when developing dance projects locally. By getting to know them, you could develop a local project to grow dance in council facilities/events or as a recreation option for people of all ages and all abilities. Projects which use dance as a way of cultural retention are also important for community wellbeing, strength and diversity.

Do you know who the relevant managers and officers are in your local council? Are they aware of what dance is happening in their community and its importance?

Invite local authority representatives to dance events (performances, workshops, festivals and forums); ensure there are dance representatives on committees and council consultations.

"Social interaction and sense of community, dance is the bridge"

Go to public forums held by local councils, sports, trusts, community and recreation organisations to ensure there is a dance community presence and voice.

Are the recreational and community development people in your region consulting and engaging with the dance sector? Are they including dance in their activities? If the answer is no then dance people need to make contact with them.

DANZ is advocating at a national level for this to happen, but those ideas will fall on arid ground if the seeds don't also grow in the community.

For further information on how to have your say go to,
<http://www.localcouncils.govt.nz/lqip.nsf>

Member's of Parliament

You can contact your local MP to advocate for increased support for dance particularly around specific issues like adequate venues, funding, touring of dance, festivals, or government policy towards dance in the arts, recreation and education.

A list of all current MP's, with their contact details and parliamentary roles can be found at,
<http://www.parliament.nz/en-NZ/MPP/MPs/>

For information on how to contact an MP, see
<http://www.parliament.nz/en-NZ/AboutParl/GetInvolved/Contact/2/9/d/00PlibHvYrSayContact1-Contact-an-MP.htm>

"[Dance is] a key method of expressing New Zealand identity both nationally and internationally."

Ministry of Education

Dance is part of both the arts and PE curriculum in schools, and supports the educational key competencies of encouraging confidence and wellbeing, motivation, teamwork, negotiating, self management and respect.

Are people of diverse dance styles in your community linked to schools, so that they can be contacted for workshops?

The Ministry of Education CAFÉ (Community artists for education) web site is a great way to promote your dance to schools. You can register as an artist online, go to:
<http://artsonline.tki.org.nz/arts-cafe/>

As an artist working in schools are you aware of how dance can enhance curriculum work?

To find information on the New Zealand schools curriculum go to:
www.nzcurriculum.tki.org.nz.

DANZ runs workshops on understanding the school curriculum and approaches for teaching dance in schools.

Is dance being used as a tool for education in your school e.g. for key competencies, as well as a motivator for many subjects such as literacy, numeracy, social sciences? Is it included in the Arts or PE curriculum?

To advocate for dance in schools contact;
The New Zealand Principals federation, <http://www.nzpf.ac.nz/>
The Ministry of Education <http://www.minedu.govt.nz/>
Or the principal and board of your local schools

"... put dance as a thread throughout the school process, not just as a 'special time' at the school."

There are 14 Tertiary institutions offering dance courses in New Zealand, if you are interested in issues at this level of education the DANZ website has a list of these tertiary institutions,
http://www.danz.org.nz/tertiary_courses.php

Ministry of Health

The New Zealand Health Strategy objectives include, increasing physical activity and reducing obesity. There are a number of ministry initiatives to encourage greater physical activity, such as HEHA (Healthy Eating Healthy Action, www.heha.org.nz).

Are your local health organizations using dance as an option to increase people's health and wellbeing?

If you are interested in dance as a means of achieving community health, contact your local and national health promotion organisations and put dance on their agenda.

Primary Health Organizations, <http://www.moh.govt.nz/primaryhealthcare>

District Health Boards, <http://www.moh.govt.nz/districthealthboards>

Green Prescription doctors, <http://www.moh.govt.nz/greenprescription>

Maori Health, <http://www.maorihealth.govt.nz/>

Pacific Health, <http://www.moh.govt.nz/pacific>

Ministry of Social Development

The objectives of this ministry include:

- Children and young people who grow to realise their potential
- Healthy and independent senior citizens
- Empowered disabled New Zealanders
- Strong communities.

"If dance reached its full potential we would have an exciting, vibrant, healthy community"

This is of particular interest to entrepreneurial dance people who want to engage in dance for community development.

For example, the Break Away Programme aims to provide school holiday and youth development opportunities for young people. They provide a one-week camp for up to 30,000 with a range of activities. "The aim of the programme is to put these youngsters in touch with inspiring and motivational leaders".

For information on this programme go to,

<http://www.familyservices.govt.nz/working-with-us/programmes-services/youth-intervention/breakaway-school-holiday-programmes.html>

Regional Sports Trusts (RSTs)

RSTs are contracted by SPARC to increase regional levels of physical activity and to strengthen regional sport and recreation infrastructures. Dance is part of recreation. RSTs have a number of targeted initiatives including:

Kiwisport

- Aimed at increasing children's involvement in sport.

He Oranga Poutama : Stairway to wellbeing

- Aimed to support Māori well-being through sport and recreation, with a focus on traditional physical recreation at a community level.

Active Movement

- Aimed at 0-5 year olds to develop movement skills.

Active Schools

- Aimed at improving the physical activity opportunities and experience in our primary schools.

For further information on these programs go to:

<http://www.sparc.org.nz/en-nz/our-partners/Regional-Sports-Trusts>

Contact your local RSTs to ensure they are communicating with dance people and local dance networks as part of their consultation on recreation and sports provision. Creating alliances with personnel can lead to opportunities to use dance for physical well being. The key is to know which approach and dance style is relevant to the target market and success of the project.

Some Other Organisations/Resources

SPARC's aim nationally is "to get everyone, everyday, enjoying and excelling through sport and recreation". SPARC has granted DANZ NRO (National Recreation Organisation) status and since 2000 DANZ has been lobbying for the inclusion of dance in recreation programmes. Once again more voices and good project examples help build the case.

<http://www.sparc.org.nz/en-nz>

New Zealand Recreation Association's vision is "Recreation is vital to the wellbeing of all New Zealanders". Dance is a strong component of recreation in New Zealand. If this is your sector of dance then consider joining this organisation locally. NZRA provide local training opportunities and excellent annual conferences. For further information go to the website:

<http://www.nzrecreation.org.nz/>

New Zealand Disability Strategy objectives include: to promote access to recreation and cultural opportunities and to enable disabled children and youth to lead full and active lives. Dance has been very effective in this sector, but this work needs higher visibility and support. DANZ has been working with SPARC to produce the *New Zealand Disability and Dance Strategy*.

DANZ (Dance Aotearoa New Zealand) is the national organisation for dance. We provide advice and information to support all people involved in dance. If you have an idea on how you would like to advocate, or a project you want to develop, and want advice, contact DANZ, phone 04 801 9885, or email danz@danz.org.nz

Advocacy and lobbying - choose your message

If advocacy is needed in your region to make dance more visible and supported by the local community structures, then decide which aspects of the *New Zealand Dance Industry Strategy* are important to you. For example

- Lobbying local and central government for purpose built dance designated spaces
- Advocating for increased local government support for dance performance and community dance, in line with their support for sport, theatre and the visual arts
- Promoting the inclusion of dance in the schools arts and PE curriculum
- Ensuring local recreation programmes include dance as well as sport and outdoor activities

Choose your target audience

This will vary depending on the issue you want to lobby for.

Carry on communicating

Think laterally of what could be used as a lobbying opportunity:

- Performances and festivals
- Prize giving ceremonies
- Elections (write to candidates make sure they know that voters may be influenced by their arts policies)
- Submissions to Local Council (LTCCP's)
- Petitions and delegations
- Letters to editors of newspapers
- Media announcements for events

“Outside the world of dance people know very little about dance and what it can do for communities”

Do you have a broad promotions contact list for your local area? Often it is a matter of letting more people know about what you are already doing, making the most of what you have.

Effective Communication is:

Clear
Concise
Timely
Targeted
Relevant

“Many voices” is the way to visibility and change

Many voices are needed to raise the visibility and viability of dance in New Zealand. Change is only brought about by sustained pressure from a variety of sources over a period of time. Now is the time to act and create opportunities for the present and future.

We look forward to working together for the future of dance in New Zealand.

For further information contact DANZ

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Phone (04) 801 9885
Email danz@danz.org.nz

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For further professional resources see DANZ website resources page,
www.danz.org.nz/resources.php

Thank you Creative New Zealand for supporting the development of professional resources.