

## DANZ Strategic Plan 2008 – 2012

### Strategic goals

#### Providing professional development and support for the **professional dance sector**

The professional dance sector incorporates– companies and collectives, dancers, choreographers, producers, managers, marketers, venue and technical people, teachers of diverse genre, businesses (studios, commercial, tourist, sole traders), project development, dance health specialists, writers and researchers

Strategic priorities	Targets
<p>Develop and facilitate professional development <b>training</b> programmes for dance practitioners</p>	<p>Provide an annual training* programme with a focus on improving skills and dance product. The programme uses experts in the field, is annually evaluated and based on sector needs</p> <p>Develop national workshop programme for wider regional coverage</p> <p>Provide effective mentoring for professional companies, collectives and individuals. Extend funding, reach and promotion of mentoring</p> <p>Support and or facilitate international and national conference/hui/residencies/master classes as opportunities arise</p> <p>Areas of focus are - production and touring, audience development, dance health and safety, business skills and development, funding, promotion, writing and reviewing, career development, artistic and dance development and trends</p>
<p>Support professional practise through <b>infrastructure</b> support and development</p>	<p>Maintain and develop DANZ’s national information and advisory service</p> <p>Develop wider geographical reach of DANZ services</p> <p>Update and develop professional resources - codes of professional practise, business and production skills, funding, health and safety, history and context, audience development, career development. The resource programme uses experts in the field, is annually evaluated and based on sector needs</p>
<p>Support professional practise through <b>communication and information</b> sharing</p>	<p>Evaluate and update DANZ Communications Strategy – website, magazine, email and sector specific services</p> <p>Support audience development and sector support through DANZ communications</p> <p>Maintain and develop DANZ membership</p> <p>Foster and enable a sense of community and shared purpose within the sector and across the industry</p>

<p>Foster professional sector development through <b>partnerships</b></p>	<p>Scope and develop partnerships that provide opportunities for the sector to develop</p> <p>Scope and support the development of structures to support professionals e.g. Unions, Professional Association</p> <p>Develop and maintain relationships with key organisations and dance genres e.g. RAD, IDTA, NZAMD</p> <p>Scope, support and develop producing</p> <p>Support, develop and promote career and employment opportunities and clearer career pathways</p> <p>Scope, develop and support performance opportunities - touring circuits, audience development, festivals, in New Zealand and internationally</p> <p>Support and develop New Zealand and international opportunities for exchange, training and performance</p> <p>Support and develop sector research opportunities</p> <p>Encourage archival processes</p>
<p>Maintain and develop <b>advocacy</b> for the sector</p>	<p>Advocate and advise on policy that impacts on the sector</p> <p>Support independent initiatives which impact on and support the sector</p> <p>Advocate for clear career pathways and career sustainability</p>

\* DANZ provides training opportunities in a variety of ways including workshops, seminars, master classes, mentoring, wananga, fora, hui, fono, clinics