



SQUARE AND ROUND DANCE FEDERATION OF NOVA SCOTIA *CSRDS 2014-15 Report*

As is the case throughout the Square and Round Dance community, Nova Scotia continues to experience declining numbers and limited success in recruitment/retention of new dancers. Some areas are recruiting enough new dancers to keep their clubs solvent, while others continue to decline.

While the national average decline is around 3 percent annually, the decline in Nova Scotia is closer to 9 percent. This province leads the way in percentage of its population over 60 in Canada. (StatsCan 2014).

All our major dances and this year's Nova Scotia Festival dance, have experienced significant reductions in attendance to a point where the event just breaks even or is operating at a loss. Our marketing and promotional initiatives have included community newspapers, digital advertising, PSA's and distribution of brochures and rack cards. Indications are that our message is getting out, however, we have very little in the way of new dancers to show for our work. We continue to review our Marketing strategies and promotional methods, but to date, little is working and dancer retention is poor. This year saw major disappointments with the expulsion of SRDFNS from 50+expo, and our inability to perform at the Hank Snow Tribute in August; two events which attract the target market for our activity lost.

Our website as been revamped thanks to our Webmaster who has put a great deal of time and effort making our website more accommodating to phones and tablets.

SRDFNS has entered into partnerships where links are established on partners sites and our site. This is a no-cost way to expand our visibility and we are looking to expand this in the future.

On the positive side we have one club who continues to grow. They have a very active and dedicated executive along with a very supportive membership. This club is not only recruiting, they are retaining.

Our Contra Dance community continues to expand with a new club developing in the Wolfville area. The Centennial Tour of CDSS (County Dance and Song Society) have chosen Nova Scotia as one of their stops. Our Contra Dance community has been very busy over the past two years preparing for Contra Fest to take place September 27 to October 3, 2015.

We continue to streamline our communications and at this point, our Calendar of Events and special dance notices are emailed directly to all who want this form of communication.

Our database is up and running and as time permits, additional features and functions are added.

Nine Callers (2 from PEI, 1 from NB, 4 from NS) attended the Alguire Memorial Caller School August 16-21, 2015, held at Elm River RV Campground, Masstown, NS. Two Caller-Instructors from NS developed and instructed the week long school. A 2-day Cuer's Workshop was held in nearby Onslow. Each group held reciprocating closing dances providing students the opportunity to demonstrate their newly honed calling/cuing skills.

Our clubs will soon be commencing their 2015-16 dance season; no closures anticipated at this time.

Respectfully submitted,

Paul R. Langille, President
Square and Round Dance Federation of Nova Scotia