



# DANZ – Dance Aotearoa New Zealand **ANNUAL REPORT 2008**

The National Organisation for New Zealand dance

*Ko mātau te roopu tautoko i te hunga kanikani huri noa i Aotearoa*



Legacy dance Crew performing at the Dance Industry Strategy Launch

## **Chairman's Report 2008**

Last year my predecessor recorded that the year under review had been one of consolidation; in contrast 2008 was a year of significant advancement.

Much of the focus, as the Executive Director's report will record, was on the development of the Dance Industry Strategy and this will continue to be of critical importance in the year ahead. The combined efforts of many culminated in the highly successful launch in Parliament's historic Grand Hall on 9 September.

It would be remiss of me not to acknowledge the contribution of all those individuals who gave not only of their time but more importantly laid out their hopes and aspirations so willingly in order for the Dance Industry Strategy to provide a launch pad for the future.

I would like to reiterate a point I made at the launch of the Dance Industry Strategy

- The Dance Industry Strategy is not DANZ's property; it belongs to all in the community and must be a living strategy – it will need support, nurturing and investment in order for our dancers to fully realise their potential.

Whilst the Strategy was an important milestone, DANZ continued to advocate on behalf of the wider Dance community. The relationships particularly with Ministers for the Arts in both the outgoing Labour administration (Rt Hon Helen Clark and Hon Judith Tizard) and the new National Government (Hon Chris Finlayson) have been cordial and their support much appreciated. Likewise we have continued to enjoy fruitful relationships at many levels with Creative New Zealand, the Ministries of Culture and Heritage and Education and SPARC.

In November SPARC released the results of their ground breaking Active New Zealand survey and much of the subsequent media interest focussed on the extremely high participation level for dance related activities – 16.8% or nearly 550,000 adults were reported as having participated, a much higher figure than previously believed. Of particular significance are the participation levels for Maori and Pacific Island adults, both of which were in excess of 20%!

Much of the focus of the Board and the Executive Committee during the year was naturally on the development of the Dance Industry Strategy. However the wider challenges and concerns facing all sectors of the Dance Community, and DANZ itself, have been articulated and where possible addressed. DANZ Directors are uniquely placed to link the Dance Community with DANZ and through DANZ to communicate with both Central and Local Government.

During the year there were a number of changes in the composition of the Board. At the AGM we farewelled Sahra Grinham and welcomed Felicity O'Connell and subsequently Deborah Martin. Regrettably Deborah resigned after a few months to return to the United Kingdom and her place on the Board was filled by Jessica Meech. At the November Board meeting Peta Spooner and Matz Skoog were appointed.

The most significant change however was the resignation of Robyn Cockburn as Chairperson. Robyn joined the Board in 2005 and her term as Chair has been marked by not only a growth in the scope and professionalism of DANZ but equally an enhanced standing in the community. It was with considerable regret the Board accepted Robyn's resignation, tempered only by the knowledge that her professional skills and enthusiasm were not being lost. Her contribution to DANZ and particularly to the development of the Dance Industry Strategy was immense.

Notwithstanding these changes the Board has worked extremely well and provides DANZ with a high level of governance and leadership.

DANZ could not achieve anything without the ongoing support of our financial partners Creative New Zealand, the Ministry of Education, the ASB Trust, Lion Foundation, Pub Charity, Pelorus Trust, the Community Trust of Wellington and Wellington, North Shore and Auckland City Councils. Thank you for your confidence in us and your support of our efforts to enhance the service to the Dance Community.

Finally I must pay a tribute to our outstanding team of professionals motivated and led by Tania Kopytko. It is sometimes easy to forget that DANZ is not a massive organisation with staff resources to spare but a very lean and dedicated team. Thank you Tania, Susan, Celia, Annabel, Tatiana, Faye, Julie and Salena – without your constant overachievement DANZ and dance in New Zealand would be the poorer.

**Graham C Atkinson**  
Chairman

## **Executive Director's Annual report 2008**

2008 was a very active year for DANZ, dance and the dance industry.

The first major initiative was the launch of the National workshop programme. This was the result of market research, planning and an effort to improve on previous workshop provision. The workshops covered all sectors of the industry, from freelancers and studios through to those interested or engaged in dance education and recreational dance. A new approach to promotion, including a beautifully designed brochure, ensured a professional image for the workshop programme. Workshop fees were increased markedly following cost/benefit analysis. This resulted in a good response from across the industry, positive feedback and increases in revenue and DANZ membership. There was necessity for some subsidy for the freelance sector, enabled through Creative NZ support targeted at this sector.

The Dance Industry Strategy process and launch resulted in a wonderful opportunity to engage with a wide range of people across the sectors. The response to the consultative meetings and email submissions demonstrated the growing audience that DANZ is reaching. The strategy validated DANZ's own strategy and provided vital input for its 2008 revision. I believe the Strategy process encouraged and motivated dance practitioners and in particular it created opportunities for diverse groups of dance people to meet and discuss important issues together in a welcoming environment. DANZ now needs to support the on going momentum for change through a variety of strategies.

2008 saw good growth in revenue through a number of avenues from contracts to grants: a second year of one off infrastructure investment from Creative New Zealand, good use of a contracted funding advisor and high interest rates. Given the current economic climate it was advantageous to end the year with a surplus, which can be used to cushion the next two years.

There was consolidation within the education sector with the Dance Subject Association role strengthened by DANZ holding the Alignment of Curriculum contract with the Ministry of Education in its role as the hub for the Subject Association. This placed DANZ in a stronger advocacy role for dance with both the Ministry and NZQA. DANZ with dance educators was able to successfully advocate for Dance Scholarship by developing a strategy for inclusion for 2011. A new LEOTC contract with a regional focus was also significant for the DANZ education interface.

The Dance Industry Strategy and workshop programme enabled a better interface with the recreational sector. The significance of this sector was confirmed by the release of the SPARC research showing the high involvement of New Zealand adults who participate in dance as their preferred recreational activity.

The years' activities gave us a greater base and more solid confirmation of the vital role that dance plays in New Zealand culture, plus some tools and resources to use in order to make this more visible.

It is a pleasure to work with such a dedicated DANZ team who achieve well beyond their size. Thank you to all staff and contract workers for your extraordinary dedication and passion for the cause of dance and DANZ.

Thank you to the 2008 Executive for your dedicated and informed voluntary work and to Robyn and Graham for your fine Chairing. Thank you to the Board for your enthusiasm and wisdom.

Once again we all look forward to another year of DANZ, dance and development.

**Dr. Tania Kopytko**  
Executive Director

