



Pathways to sport – Success stories

Technobeat Dance Studio

This document demonstrates the pathways to community sport and physical activity made available through the Australian Government's Active After-school Communities (AASC) program.

Physical activity: Dance

Organisation: Technobeat Dance Studio

Location: Hobart, Tasmania

Date: 2010

Participants: 150

Transitions: 8

Summary

Technobeat Dance Studio has been delivering dance to the Bridgewater and Gagebrook communities in Hobart for five years. Joanne Gallagher is a passionate dance instructor and owner of Technobeat Dance which is located in a low socio economic area. Many primary school children in this area have limited opportunities for after and out of school organised sport activities.

Gallagher has been actively involved in delivering dance sessions through the AASC program to primary schools since 2006. She has committed much of her time to working with schools in the Bridgewater and Gagebrook areas to promote her organisation and to provide quality experiences for primary school-aged boys and girls. She commits much of her own time at the conclusion of the school dance programs to ensure children have the opportunity to showcase their dance experiences at various dance eisteddfods.

Technobeat Dance Studio values the AASC program, and its easy links to primary school-aged children via the support of AASC regional coordinators. The organisation considers the program to be a great opportunity to promote Technobeat Dance within the community, with the ultimate goal of increasing participation at the dance studio.

Planning

Recognising that many children in her local area have little access to quality sport and physical activity experiences after school, Gallagher places a strong focus on local community when delivering her AASC dance sessions.

The planning involved in establishing this pathway for children into dance included:

- Registering Technobeat Dance Studio with the AASC program
- Registering Joanne Gallagher as a coach with the AASC program
- Establishing links / relationships with primary schools in the Bridgewater/Gagebrook area
- Confirming bookings for each term's program
- Planning strategies to assist with the promotion of Technobeat Dance Studio and to help increase membership numbers and registrations

Implementation

Technobeat Dance Studio concluded its yearly AASC sessions at four northern suburb sites with a dance gala event in 2010. This event was attended by school staff, parents and children and involved 150 children performing within their school groups. This event was well supported by parents with approximately 200 attending the event.

The event venue was equipped with Technobeat Dance Studio information and promotional materials and all parents received dance studio information upon arrival. At the conclusion of the event, participating children received a show bag containing dance studio details and a special rate on registration fees due to their AASC involvement.

Outcome

Gallagher said that since Technobeat Dance Studio became involved with the AASC program, the awareness of her studio within the Bridgewater and Gagebrook areas has increased dramatically. Each term, she reports of an increase in membership via her AASC involvement. From the end of year event alone, Technobeat Dance Studio reported an increase of eight new junior registrations.

Gallagher is committed to her ongoing involvement with the AASC program. She is aware that many primary school-aged children in the area have little access to quality physical and sporting activities and involvement in the AASC program is a way to combat this issue.

AASC regional coordinator Neil Connell worked to establish this pathway for Tasmanian children into dance.