



# Kiwi News

RSCDS NZ Branch Inc.

Volume 23 No 1

April 2018



## President's Report

This year, 2018, we are celebrating the 50<sup>th</sup> Anniversary of New Zealand becoming a Branch of the Royal Scottish Country Dance Society. However there were many clubs throughout the country in the '50s and '60s, and these

were organised into a formal association – The New Zealand Scottish Country Dance Society – in 1957. I am fortunate to have started dancing in the mid-1950s and knew many of those early dancers who were instrumental in organising Scottish country dancing in New Zealand as we know it today. Through the years I have emphasised that when we join a club in New Zealand we become a member of not only our New Zealand family but also of a world-wide family.

I was recently discussing with a friend my plans for visiting clubs this year and commented that there seem to be a number of groups celebrating significant anniversaries. She pointed out that it was only natural with 2018 being the Branch's 50<sup>th</sup>.

The year started with Seatoun Club's 40<sup>th</sup> anniversary in March. In May I am planning on a visit to Timaru to join members of Strathallan Club in celebrating their 60<sup>th</sup> Birthday. While writing this article I have been trying to work out when I last danced in Timaru and remembered attending a weekend school there in the mid 1950's taught by Mildred Clancy and Mirth Smallwood.

While it is still very early in the dancing year I know that a number of clubs took part in the "Dance Scottish" initiative promoted by the Branch. Please share your activities with the members of the Branch – whether they were successful or not.

Hoping to see you on a dance floor somewhere this year.

Happy dancing

*Elaine*

## *New Zealand Branch Royal Scottish Country Dance Society Incorporated 50<sup>th</sup> Anniversary Branch Anniversary Ball*



*Government House, Wellington  
Monday 20<sup>th</sup> August 2018  
in the evening*

*with Ian and Judith Muir from  
United Kingdom*

*Entry by pre-arranged ticket  
(contact your region for details)*

Ticket allocation based on the number of  
NZ Branch RSCDS members in each region is:

Auckland	28
Canterbury	13
Hawkes Bay/East Coast	3
Nelson/Marlborough	4
Otago	4
Rangitikei	9
Southland	2
Waikato/BOP	11
Wellington	15
West Coast	2
Management/Organising Committee	9

In addition, if interested in purchasing a non-dancing ticket to the event, send expression of interest to  
[dcbradshaw@hotmail.com](mailto:dcbradshaw@hotmail.com) or  
by post to NZ Branch Secretary, PO Box 350 Wellington

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minutes was probably long enough for them). Our reasoning was that if they could get to the hall at that time, on that day (and they enjoyed the experience of the course), it was more likely that they would be able to attend club at the conclusion of the 10-week course.

We are fortunate to have eight and a half qualified teachers (Yes, Chris – our youngest “teacher” – is well on his way!), so there is plenty of resource available to work with these beginners.

Our observation is that if you can get a group of dancers starting together and work with them away from the established dancers, they begin to gel as a group and handle their introduction into the “main club” better because they don’t feel so isolated.

As the ten-week programme progressed, we began searching for additional visual resources to support our beginners. We found that there was very little available and much of it not of a quality that we were comfortable directing our beginners to. Most of the time, we had to direct them to YouTube videos of dances that included the relevant formation, but often didn’t show the formation clearly.

They were frequently recorded at balls, where:

- Too many sets on screen,
- Panning from one set to another, and
- The repeat performance of the formation not always matching the first,

caused confusion for the newer dancers.

Others are recorded at demonstrations at a variety of events across the globe, but footwork and phrasing are not always what they should be to help a new dancer.

However, our beginners (and dancers generally, as the *Dancer* has already observed) have been encouraged to access videos of dances, to give them more confidence about the sequence of formations – *our club website provides a link to the Scottish Country Dancing Dictionary*. The videos are proving to be a useful learning tool for some of them.

So, as the current teachers (sharing the role of teaching the Lower Hutt Club), we approached our President for support with arranging the videoing of some samples of individual formations and footwork to help those of our new, enthusiastic dancers’ group who learn visually. Diane backed the initiative wholeheartedly, and we were

## New tactics that have grown our club – with international interest!

*By Damon Collin*

My story begins a few years ago when the Lower Hutt Scottish Country Dance Club committee decided we were going to have a serious go at attracting a significant group of new dancers. We were lucky that our advertising’s effectiveness for the 10-week Beginners’ Course was compounded by a letter our President was able to write to our local paper, offering a couple of journalists, who had made a New Year’s resolution to lose some weight, the opportunity to join us. They didn’t, but the letter to the paper got some traction!

Our strategy was that we would find a suitable hall “close” to the hall we have danced in since we started in 1953 and that we would run the classes on the same evening and at more or less the same time that club runs for (we thought that 90

confident that we had access to a large enough pool of dancers (largely through our club, but including other dancers from the Wellington Region) to allow us to produce clips of formations and footwork that would provide good, accurate examples to help the club's new dancers with their "homework".

A separate thread to my story is that one of our club tutors (Gaye Collin) is a dance deviser and has produced (to date) two books of dances that David Hayne and the MiniCrib Team have published cribs for, and the Scottish Country Dancing Dictionary has several of these dances in the video section arranged by Reuben.

So...after an afternoon session of videoing individual formations and steps for our newer dancers, we put them up on our club website. Gaye then contacted David and Reuben (along with some other New Zealand teachers and interested dancers from outside the Wellington area) to run a professional eye over our first efforts and invited them to make any suggestions they could to help us with this new venture.

We were frankly stunned with the response we got from Reuben and David (and from the other teachers and dancers). The New Zealand teachers spoke of directing their beginners to the club website along with some suggestions on improvements, and Reuben and David wanted to be able to use them in a wider way to help new dancers anywhere learning Scottish Country Dancing.

However a concern that Reuben raised was that if they directed people from their "mega" sites to our website, our server might collapse under the load! Fortunately, we have a couple of tech-savvy club members, (Chris and Iain) who were able to convert our video clips into a form that Reuben and David could use.

So, in conclusion, "The Beginner Formations and Steps" are now starting to appear on the Scottish Country Dance Dictionary in the SCD Miscellany (and elsewhere, by following links from the Comprehensive Dictionary of Dance Terms). If you have beginners that could benefit from this programme, check out the YouTube link below.

<https://www.scottish-country-dancing-dictionary.com/scd-miscellany.html>

So, an exercise that originated as a means of helping our own club members' progress as quickly

as possible, may now be of use to other beginner groups throughout the wider SCD community.

[The videos can also be accessed on the Lower Hutt SCD Club's website:

<http://www.lowerhuttscd.org.nz/index.php/teaching-tools/>]

### *Ian and Judith Muir in the regions*

Several regions are hosting events with Ian and Judith during their stay. These events are as follows:

Saturday August 11 - Tokoroa dance  
Sunday August 12 - Auckland afternoon dance  
Friday August 17 - Glendarroch Club  
Sunday August 19 - Ashhurst afternoon dance  
Saturday August 26 - Christchurch evening dance

Contact the relevant region or group  
for more details.

### **Jean Milligan Memorial Fund (JMMF)**

The JMMF is used for:

- Scholarships to attend Summer School, Spring Fling and worldwide RSCDS events
- Supporting Branch teaching events
- Other activities which promote and develop Scottish country dancing
- The Teacher Development Fund (administered by the Education and Training Committee – see website for further information on this use of the fund).

More information can be found at:

<https://www.rscds.org/article/jean-milligan-memorial-fund-jmmf>

Applications for funds will be considered three times a year, and must be received by the following dates: 15 November, 31 May and 30 September.

## RSCDS Teaching Certificate – Unit 1 course

If you are interested in becoming a qualified Scottish country dance teacher, then beginning with the Unit 1 course is highly recommended. The Unit 1 course is an on-line correspondence course run by the Branch each year. Candidates study the relevant sections of The Manual of Scottish Country Dancing, completing a series of modules which include: analysis of steps and formations, history and structure of the RSCDS, and the use of music. The RSCDS Unit 1 exam is sat in October each year on a day set by the RSCDS.

Register for the course by completing the Teacher Training Registration form:

<http://www.rscdsnz.org.nz/stored/TeacherTrainingRegistrationForm.pdf>

**Registrations are required by 30 June 2018.**

For further information about the Unit 1 course please email: [unit1@dancescottish.org.nz](mailto:unit1@dancescottish.org.nz)

## Junior Associate Member (JAM) Committee Scholarships to Summer School

If you have junior members at your club who would enjoy attending Summer School, now is the time to consider applying for a scholarship to Summer School. The Scholarships are available to registered Junior Associate Members of the New Zealand Branch of the RSCDS. Applicants must have a minimum of one year's dancing experience and be resident in New Zealand.

Two Scholarships are awarded each year. Each Scholarship covers the Summer School costs – i.e. classes, accommodation, meals and evening functions – for the successful applicant. Transport costs from the successful applicant's home to and from the Summer School venue are the responsibility of the applicant/parent/guardian. If a successful applicant is under the age of 16 years, he/she MUST be accompanied by an adult whilst attending the Summer School.

For further information including eligibility criteria and the application form see:

<http://www.rscdsnz.org.nz/stored/JAMScholarshipToSummerSchool.pdf>

**Applications close on 30 June 2018.**

## 2017 JAM Scholarship recipient

Hi, I'm Emma Russ and I got a scholarship for the Wairarapa Summer School for 2017/18 and I was in the Senior JAMs class. I really enjoyed Summer School. If you didn't get to go this year you should try to come next year.

Some of my favourite things we did were the President's Ball, Hogmanay and the Final Night. At the President's Ball, I loved getting photos with my friends, my class, my family and everyone else who got scholarships, as well as all the fun dances. The best part about Hogmanay was staying up so late and the toast they did at midnight (they had juice for the kids) with the singing and wishing everyone Happy New Year. At the Final Night I tried to dance with all the new people I had met and all the people I already knew – there weren't enough dances. Then I got to go to the after party for hours and played cards and ate lots of food.

I would love to go again and I think Elaine Laidlaw and her group did a great job of organising Summer School. Thank you for the chance to go and try it out.

## From the Recordshop

The Easter Weekend School at Timaru was a most enjoyable gathering, very well organised, even the weather was superb! I attended with the Branch Recordshop and it was a good opportunity to showcase the latest CD arrivals from Scotland – **“The Carlingwark Collection”** – a set of 3 CDs, recorded by James Coutts, Scott Band and Ian Muir, a total of 37 tracks. This recent release was featured in the Recordshop Newsletter of February 2018. Two other recent releases (in time for Masterton S.S.), were **“Stirling at 90”**, 16 tracks, recorded by Nicol McLaren; and **“Around the World with Scotch Mist”**, by Laird (son of the famous Bobby) Brown and Scotch Mist – 14 dances by 13 devisers from around with world.

A reminder that Muriel Johnstone and Ian Robertson have recorded **“Full Circle”** – music for dances from Roy Goldring's 2005 publication “A Reel for Alice”, including the title dance. If you missed out on the CD by Marian Anderson **“Diamond Jubilee Dances”** which includes that firm favourite, **“City of Belfast”**, this CD has been re-issued as a result of public demand! **“Belfast Branch 70th Anniversary”**, a more recent production, is also in stock. If you have not yet



purchased your copy of the Society's 2017 release "**Music for Book 51**", this is still available. Full details of titles in stock, including contents, can be viewed on the NZ Branch website, where you will find an updated Recordshop catalogue and my most recent Recordshop Newsletter.

For our many musicians as well as devotees who really enjoy the string instruments, the listening CD "**Niel Gow's Fiddle**" (\$30), recorded by Pete Clark and Muriel Johnstone, has evoked appreciative comments. Pete actually plays Niel Gow's fiddle! OR, another listening CD which has been well received is "**Celebration Concert Live from Birnam**" (\$20), a wide variety of simply beautiful music, with solo tracks recorded by Muriel Johnstone, Ian Robertson, Pete Clark (and Jim Lindsay on accordion). Not in stock, but obtainable on request is a CD from the USA "**String Fire! Excited States**" (\$35) – two violins, cello, bass, piano – 13 SC dance tracks including a stunning 6x32 rendition of "*City of Belfast*", with a recorder added, which makes it even more hauntingly beautiful.

Looking ahead ... mid-year Christmas is less than two months away. Jim Lindsay's Christmas CD is no longer available BUT an equally enjoyable "**The Sunday Class Christmas**" (\$30) recorded by the Glencairg SD Band (Nicol McLaren) is in stock – 15 tracks of R, J and S, with a Waltz to finish, all to well-known and well-loved Christmas melodies.

FINALLY, it is not too soon to be looking ahead to the Society's 2018 CD release (the last annual release for a while). In order to place my Advance Order with HQ for "**Music for Book 2019**", my Advance Order List is open. If you or your club are wanting a copy, I shall require full details with name, postal address and postcode **no later than 16 June!**

[recordshop@dancescottish.org.nz](mailto:recordshop@dancescottish.org.nz) or POBox 612, Blenheim 7240.

**Dorothy**

### Cancellation

Hillpark SCD Club have cancelled their planned annual dance on Saturday 9 June 2018.

The club is still dancing on Wednesday evenings at the Hillpark Primary School, 57 Grande Vue Road, Manurewa starting at 7:30pm.



## Auckland Region

### Visiting Auckland?

You might like to know about the Auckland Region social events – dates and bands.

Region Ball:	14 July	Rose and Thistle
Afternoon dance:	12 August	Ian & Judith Muir
Spring Dance:	22 September	Glenfiddle

(Note change to Region Ball date since last Kiwi News)

**And classes**

Themed Intermediate and Above

Low Impact	August 11	with Pam Perkins
Technique	August 26	with Fiona Bullivant

Very Advanced Technique Class

September 29 <sup>th</sup>		with Esther Mackay
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Details on [aucklandscd.org.nz](http://aucklandscd.org.nz) or [northlandscd.org.nz](http://northlandscd.org.nz) or contact us on [info@aucklandscd.org.nz](mailto:info@aucklandscd.org.nz)

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## Calling all JAMS

### past and present

Save the date!

**Next JAM Camp - 12 – 14 July 2019**  
in Auckland

Maybe also a senior camp for adults 20 – 40 years?  
Possibly a reunion of past JAMS?

If you will be in that age group in 2019 and would like to be part of the planning – please let us know  
[jam@aucklandscd.org.nz](mailto:jam@aucklandscd.org.nz)

Our advance publicity, with hand-crafted tartan lettering, has been designed by one of our JAMS.



### Blenheim SCD Club

Saturday 10<sup>th</sup> March was 'Dance Scottish' night. Blenheim and Picton SCD Clubs joined together to try and encourage new members to Scottish

country dancing. Brochures were put strategically around Blenheim and Picton, and advertising was placed in the local newspaper, Facebook, and the free papers. A Ceilidh was planned with Doug Mills and Jean Manning organising the dances. Brian McNamara sang two beautiful Scottish folk songs, Heather Lamb played a medley of Scottish songs on the keyboard, and Chris McKay presented the address to the haggis. It was a thoroughly successful night with forty-nine members of the public attending. A Scottish-themed supper was served with oat cakes, Dundee Cake, Black Bun, Cloutie Dumpling, and haggis. Everyone enjoyed the night.

On the Monday following our 'Dance Scottish' event, Blenheim had twelve new members arrive. Picton also had three new members turn up. Hopefully all these new members will continue to come.

Thanks to the RSCDS NZ Branch for providing financial assistance.

Lynda Aitchison, Secretary Picton SCD Club  
Heather Lamb, Secretary Blenheim SCD Club

## St Heliers Club

To celebrate the end of daylight saving and cooler weather for dancing, St Heliers Club got together for fish and chips on our local beach. It's just a short walk from there to our hall.



## Lawrence SCD Group

Unfortunately the date we had set to open our season coincided with the peak of a heat wave, and was shortly after the official declaration of a drought. Dancing was therefore not at the top of the priorities for a rural population. A bit of a

dispiriting start. It got better though and five new dancers have now joined, all keen and committed – we can usually have two full sets. Medical and nursing students coming to Lawrence for training at the Medical Centre attend club nights (none has yet refused) which adds to the energy and flight; one student had trained in ballet and worked as a professional dancer for some years before starting at Medical School – that raised our standard a bit.

The Group is organising an SCD weekend on 18-19 May with a Community Ceilidh (a local school is going to learn *The Kingston Flyer* to demonstrate), a Beginner/Intermediate Class taken by Diane Bradshaw, and then a Dance on the Saturday evening. Live music for all!

## Scottish Society SCD Club

Scottish Society SCD Club in St Albans, Christchurch, held their annual Open Night recently. A well-prepared programme by our tutors ensured that the good number of dancers from the clubs around the Canterbury area who attended, had a great night. We look forward to our Open Night in 2019 when we will be celebrating our 70<sup>th</sup> anniversary. Following the region's 'Dance Scottish Shindig', we, the club, followed up with a 'Have a Go' evening which resulted in a number of potential dancers showing interest. Despite the ageing of our members, we still embrace the aims of dancing with a lot of fun, friendship and fitness.

## Rotorua SCD Club

On Saturday 14<sup>th</sup> April was our Annual Ball. A very enjoyable dance programme was set, with added challenges to keep us on our toes, and our small club was ready to go. Unfortunately the weather didn't play its part and we had a smaller than expected attendance. However, everyone who attended had a great time and the majority danced nearly every dance – well done!

The Rotorua club is holding "**May Month for Beginners**" on our club night. Please pass onto any family/friends etc you know in Rotorua – we would love to see them. Details:

Monday nights – 7<sup>th</sup> May to 28<sup>th</sup> May, 7pm at the Maranatha Centre (My Family Wellness Centre) on the corner of Devon Street and Old Taupo Road.

Cost is Free!

## Correction

### From North Cape to the Bluff

*"Insomnia"*, the dance devised by Joan Tuffery

Bars 9 – 16 should finish:

All chase clockwise halfway round to finish in the order 3, 1, 2, with 3<sup>rd</sup> and 2<sup>nd</sup> couples on wrong side and 1<sup>st</sup> couple on own side.

The dance was devised, one night in bed, after dancing, when I couldn't sleep. Originally I was going to name it *Counting Sheep* but after some thought I changed it to *Insomnia*.

*Ever wondered what it'd be like to try writing a Scottish Country Dance? Maybe you've written one before, but haven't taken it further? Or maybe you even fancy yourself as a John Drewry in-the-making....*

Whatever your experience writing Scottish Country Dances, why not get creative for the

## 2018 Scottish Country Dance Devisor's Competition!

Facilitated by the Scottish Country Dance Club of Canberra (SCDCC), this competition is open to anyone wishing to try devising their own Scottish country dance.

The dances will be tried and tested and a winning dance will be chosen, with the view of it being put on the program for the Canberra end-of-year social!

Please check the complete flyer of details for entry requirements, judging criteria and more.

Get writing, and remember to **submit your dances before**

**Friday, 31st August 2018**

For further details, contact Derek Synnott on 0481123800 or [synnottd@yahoo.com](mailto:synnottd@yahoo.com)



For further details about this competition – Conditions of entry, Format of entries, Assessment and Judging criteria – contact your club secretary or the NZ Branch Secretary [secretary@dancescottish.org.nz](mailto:secretary@dancescottish.org.nz)

1968 – 2018



## Burnside Scottish Dance Club

### 50<sup>th</sup> ANNIVERSARY

Please come and celebrate our special event

### 50 Years of Scottish Country Dancing At the Burnside Club

Saturday 6<sup>th</sup> October at 7.30pm

At  
The Scottish Society Hall  
136 Caledonian Rd, St Albans  
Cnr Edgeware and Caledonian Roads

**Everyone Very Welcome**

For further information contact  
Annette Maister: [cans1@xtra.co.nz](mailto:cans1@xtra.co.nz)



## 65<sup>th</sup> Anniversary

**Theme: ART DECO**

**1930's dress (optional)**

**Saturday 25 August 2018  
7:30pm**

**St Patrick's School hall,  
Riverbend Road, Napier**

**Dance to the fabulous sound of**

**WILD HEATHER**

**For further information:**

**Isabel [napier@dancescottish.org.nz](mailto:napier@dancescottish.org.nz)**



## Rangiora SCD Club

In less than a month into the dancing year the Rangiora Club chalked up a Dance Scottish Open Night to encourage new members, and demonstrations at a local farmers' market (combined with the Oxford SCD Club), a retirement home, the Rangiora Festival of Colour, and the Kaiapoi Waitangi Day celebrations. Beginners' Classes are in full swing with a pleasing number of new faces, and regular weekly dancing has resumed in a newly refurbished hall. It has been a busy and positive start to dancing in North Canterbury in 2018.



A drayload of Oxford and Rangiora dancers

## Opotiki

"As Miss Eleanor sat sewing Nottingham Lace onto her new dress, she gazed out the window at the swirling twirling autumn leaves falling softly to the ground. The wind that shakes the barley was not blowing today, but in the distance she could hear the hunting horn.

With a salute to summer, she looked forward to autumn. Her cousin in Canada had written to say she had visited Granville Market and Eleanor herself had been to the Highland Fair. She had no need to go to Langholm Fair (the wooing fair) because as they helped up on the corn rigs she had met a handsome lad, Alec, who played the fiddle in Seton's Ceilidh Band. She would see him again tonight at the Duke of Perth's ceilidh. If, as they walked beneath the harvest moon, he asked her to "come under my plaidie", she would!

After a hot toddy, how romantic to stroll through the Scotch mist. Even the frost and snow would be

fun with Alec by her side! Perhaps, she mused, I will have marigolds in my wedding posy."

Come and find out how this story relates to **Opotiki's Annual Dance** on Saturday May 12<sup>th</sup>, 1:30 pm at Waitahe hall.

Hope to see you there.

## Waikato Bay of Plenty

### Queen's Birthday Weekend School

Organisation for the Weekend School is almost complete. We are now looking forward to more dancers registering for this main midwinter event. Information and Registration Forms can be found on the website: [qbwe.waibopscd.org.nz](http://qbwe.waibopscd.org.nz). It can also be found using the NZ Branch website and using the link to the Waikato-Bay of Plenty website.



**Waikato-Bay of Plenty Region**  
**Queen's Birthday Weekend School**  
**2-3 June 2018**

To be hosted by  
Hamilton Scottish Country Dance Society  
At Diocesan School for Girls  
River Road, Hamilton

**Ceilidh Theme: "Short and Sweet"**

**Music by Glenfiddle**

Contact for more details:  
Grietje Badham – Ph: 07 856 2361  
[badhamgj@actrix.co.nz](mailto:badhamgj@actrix.co.nz)  
website: [qbwe.waibopscd.org.nz](http://qbwe.waibopscd.org.nz)





## Promoting beginners' dancing classes on Facebook

From Lorelee Hyde

For some years now, Johnsonville Club in Wellington has successfully promoted the Club's February Beginners' classes through a wide variety of media channels including printed posters (if funds allow), community newspaper ads and associated contributed articles, our website [www.johnsonvillescld.org.nz](http://www.johnsonvillescld.org.nz) and our Facebook page [www.facebook.com/JohnsonvilleDanceScottish](https://www.facebook.com/JohnsonvilleDanceScottish).

This year, one innovation we trialled (along with free community radio notices and electronic noticeboards) was a Facebook ad costing \$50, which was subsidised by the RSCDS New Zealand Branch's 'Dance Scottish' initiative. I enjoyed the opportunity to develop and implement this new strategy.

As there are a number of 'fish hooks' in advertising on Facebook, I thought I would share the process and the results so others could easily put this kind of promotion in place if desired.

For any promotion, it is essential to use a wide range of material and media channels (including any free community media available) to produce a fully 'integrated' campaign. Using just one type of promotion in isolation may not produce the results wanted.

To initially promote any Johnsonville event such as a Tartan Night or Annual Dance, we produce a colourful and engaging poster to display on our Club noticeboard and share electronically on our website, Facebook and Club e-newsletter. The design of any supporting promotional material follows the look and feel of the poster. We used similar strategies for promoting our 2018 Beginners' Classes.

### Factors to consider for Facebook advertising

For Facebook advertising, there are a number of essential factors to first consider:

1. Defining the target audience – Facebook allows you to define the audience for your promotion by age group. As this was a trial, and as Scottish Country Dancing does appeal to a range of age groups, we decided to have a wide target market aged 18 and over. However, our main aim was to appeal to younger age groups.
2. Developing your key messages – design these to appeal to the target audience by concisely describing the benefits of dancing and entice them to respond. For some time, Johnsonville's key message has been 'fun, fitness and friendship'. We use this as the basis for all the promotion we do from Club nights to special evenings.



Johnsonville Beginners' Poster

3. Using an appealing image of people dancing – to catch the eye of the target audience. Showing a diverse range of dancers (the 'fitness'), smiling (the 'fun') and engagement with others in the set (the 'friendship') works best. I highly recommend using an image taken by a camera rather than a phone, as generally cameras produce higher resolution images with a good depth of field.

4. Using short, concise text to grab attention – to ensure the target audience is engaged by the key messages and then clicks through to a website to get more information. Our text for the Facebook ad was:

*Scottish Country Dancing is a fun way to get fit and make new friends – all with toe-tapping Celtic music!*

*We welcome you to our Beginner's Classes on 5, 12, 19 and 26 February, 7.30pm on Monday nights at Johnsonville School Hall, Morgan Street, Johnsonville. Our classes suit all ages from teenagers and upwards.*

5. Having easily accessed and up-to-date information on a website about the classes – clicks on our Facebook ad went to <http://www.johnsonvillescd.org.nz/about-us/2018-events/#beginners2018> However, an ad could just as easily click through to a Region or Branch website.
6. Setting a clear budget – it is essential to insert a maximum amount you wish to spend when producing a Facebook ad, otherwise Facebook will continue to run the ad and charge you accordingly.

### How to advertise on Facebook

1. To advertise on Facebook, your Club, Region or Branch must have a Facebook organisation page
2. Only your Facebook Administrator can set up an ad and pay for it by credit card
3. Go to your Facebook page and in the left hand menu click 'Promote'
4. From the pop-up menu, click 'Promote your business locally'
5. Choose your target location – to get a sufficient 'potential people reach' to produce a measurable result, we chose a radius of Johnsonville + 10km
6. Choose your target age group – we chose aged 18 and over
7. You can include 3-5 interests to help reach the right people – however, Scottish Country Dancers come from all walks of life so we left this blank
8. Add your headline, text, image and the call to action (we chose 'Learn more' with a link to the Beginners' Classes details on our website)
9. Budget and duration – to ensure we didn't go over our budget of \$50, we chose the 'Choose when this promotion will end' option, using a duration of 7 days at \$7 a day
10. Once you have entered your credit card details to pay for the ad, click 'PROMOTE' at the bottom right of the online form
11. Your ad may take a few hours to appear, as Facebook 'approves' promotions before posting them.

### Our promotional results

We were delighted with the overall results of our integrated promotional campaign for our Beginners' Classes:

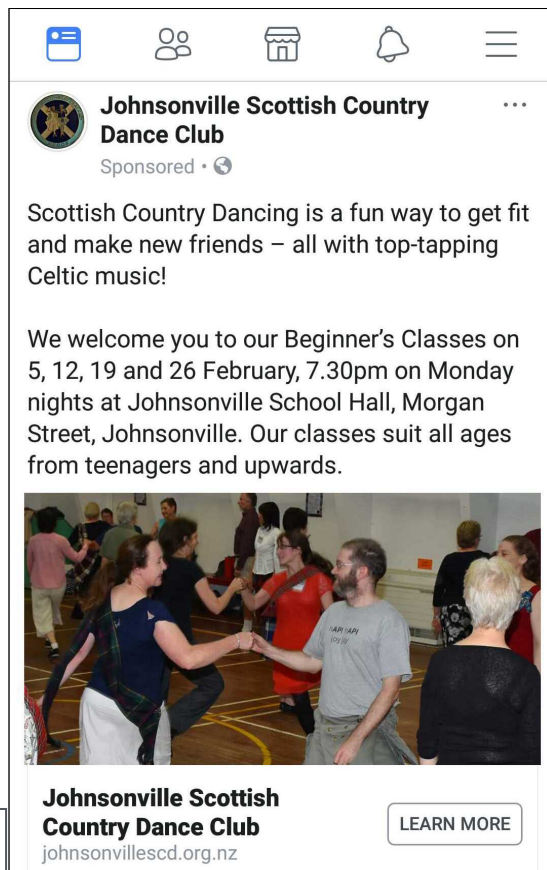
- Over seven days, our Facebook ad had a 'people reach' of 2,476, 74 click-throughs to our website and three shares (people sharing ads markedly increases people reach)
- The ad did appeal to younger age groups, with the following results for click-throughs to our website:

Age	%
18-24	5.4
25-34	4.1
35-44	5.4
45-54	21.6
55-64	39.2
65+	24.3

- The majority of click-throughs occurred in the first three days of advertising – perhaps a more effective way of allocating a spend of \$50 would be \$10 on two days, followed by \$6 on five days
- There was a 140% increase in views to our website for the seven day Facebook promotional period compared to the same period in 2017
- Our Beginner's Classes attracted 48 new dancers compared to 30 in 2017 – an increase of 60%
- 17 new dancers from the Beginners' Classes joined our Club as subscribed members
- With the selected location of a radius of Johnsonville + 10km for the reach of our Facebook ad, the promotion raised awareness of Scottish Country Dancing throughout the Wellington Region.

I am quite happy to answer any queries about Facebook advertising. Feel free to contact me at [loraleehyde@xtra.co.nz](mailto:loraleehyde@xtra.co.nz)

Johnsonville's Facebook Ad



**Johnsonville Scottish Country Dance Club**  
Sponsored • 🌐

Scottish Country Dancing is a fun way to get fit and make new friends – all with top-tapping Celtic music!

We welcome you to our Beginner's Classes on 5, 12, 19 and 26 February, 7.30pm on Monday nights at Johnsonville School Hall, Morgan Street, Johnsonville. Our classes suit all ages from teenagers and upwards.

**Johnsonville Scottish Country Dance Club**  
[johnsonvillescd.org.nz](http://johnsonvillescd.org.nz)

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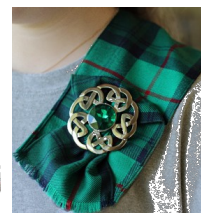
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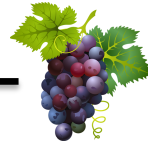
PO Box 17395, Karori, Wellington  
New Zealand Phone 04 476 0139





**RSCDS, New Zealand Branch Inc**  
**Nelson Summer School**

**2018/19**



We look forward to seeing you at Nelson Summer School from 28 December 2018 till 5 January 2019 where we have a great line-up of teachers from NZ, Australia and the UK as well as local and overseas musicians. There will be a full range of classes for all abilities, including a Teachers' Training Class for those who may be thinking of taking their teacher examination or those who currently teach at a club and want to improve but not necessarily take the exam.

Accommodation will be at Saxton Lodge in twin-share rooms with classes in nearby Stoke. For those who wish to commute, there are motels in the Stoke/Richmond area, all within an easy drive of the School.

Nelson is known for local arts and crafts stores, and art galleries. It's also a popular base for nearby vineyards and Abel Tasman National Park. Established by English settlers in 1841, the city's history is showcased at Founders Heritage Park, a living museum with a vintage railway.

Further information and details, contact the Organiser:

Doug Mills  
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New Zealand

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