



# ***The Dance Health Alliance of Canada***

***(operating as Healthy Dancer Canada)***

## ***ANNUAL REPORT 2015***

### ***INTRODUCTION***

The Dance Health Alliance of Canada, operating as Healthy Dancer Canada (HDC), is an organization formed in 2008 to help strengthen the national voice of dance health promotion, prevention and treatment in Canada. Our mission is to be the Canadian leader in facilitating communication and collaboration between the dance community and health professionals to enhance the health and well-being of all dancers. In 2010, the organization took on a more formal structure, hoping to create a solid foundation to grow Healthy Dancer Canada nationally.

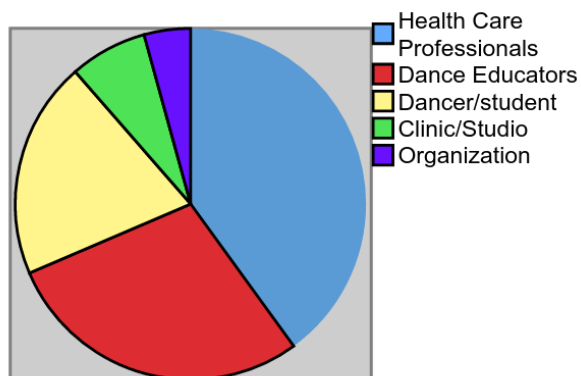
### ***Board of Directors***

The listed Board of Directors for the 2015 year included Stuart Anderson (President), Andrea Downie (Vice President), Heather Finn (Secretary), Jennifer Bezaire, Nicole Hamilton, Carolina Rotondo, and Anita Vandenberg (Past President). Chantale Lussier and Caitlin McAlpine resigned from the Board in September. The composition of the Board is in keeping with our by-laws including i) the Board will strive for representation in equal numbers by dancers, dance educators, and health care professionals, and ii) the Board has 7 to 11 members.

The Board Members serving as Officers are listed above, in parentheses. The position of Treasurer remains vacant; Past President Carolina Rotondo is acting as interim Treasurer.

### ***Membership***

2015 Membership - as of October 27, 2015



Healthy Dancer Canada has 71 members to date which is a 24% increase in membership from 2014.

Current members: 20 dance educators, 28 health care professionals, 14 dancers/student, 5 clinics/studios, 3 organizations (Ballet BC, CADA-BC, RAD).

Current members: 47% from ON, 25% from BC, 16% from QC, 4% from USA, 3% from AB, 3% from SK, 1% from NB, 1% from NS.

We had 26 new members join HDC in 2015. New members: 42% were from Ontario, 27% from Quebec, 23% from BC, 4% from Alberta, 4% from USA. New members: 46% were dancers, 31% were dance educators, 15% were health professionals, 8% were clinics/studios.

## ***OPERATIONS***

### ***Committees***

#### **Healthy Dancer Canada Conference Committee**

The 2015 Conference Committee had two official members: Andrea Downie and Sébastien Hamel. However, a local committee was created in order to reduce the amount of work for the two committee members. Four other persons in Quebec City (Claude Lavoie, HDC member Lyne Binette, Tania Jean, and Étienne Lambert) generously gave their time to the 8th Annual Conference. This team was supervised by Sébastien Hamel.

The Conference Committee endeavours to provide its' members, the dance community, and interested health professionals with a high-quality, non-biased conference annually. We strive for an equal representation of dancers, dance educators, and health professionals on the committee, as well as presenting at and attending the annual conference. The conference location alternates yearly between eastern and western Canada. The committee is responsible for selecting and presenting a \$200 Research Grant/Award at the annual conference.

This year the committee received 18 proposals (13 lectures, 5 workshops) by the deadline of April 15th. These were blind reviewed by three experts in the field (a dance educator, a health professional and a dancer). 8 presentations were deemed pertinent to the conference theme, [trans]Former la Danse/[trans]Forming Dance, HDC's mission, as well as our goal to deliver HDC's first bi-lingual conference. Dr. Roger Hobden was invited to be our keynote speaker based on his reputation and knowledge of injury management of the artists in the metropolitan region of Montreal and in the province of Quebec. This was done in order to boost the credibility of the conference and increase the number of registrations.

This year HDC hired dancers to give 2 presentations at the conference for a fee of \$500. This sum allowed us to aim for a professional presentation and allowed the dancers to receive a fair wage for their performance. Moreover, it allowed us to respect the legal context of the Union des Artistes (union for the artists in the province of Quebec). Only one submission was received after the call for proposals was sent. This was in part due to the fact that the call for proposal was sent at the beginning of August (when most dance companies are on vacation). Also, some companies replied to us that the amount paid was too low to either have time and monetary resources to create a piece that suited the conference theme or to adapt a piece to suit the conference's theme.

76 persons attended the conference held at l'École de danse de Québec, in Quebec City on October 4. Of these, 47 persons were paying registrants. The 28 complimentary registrants included presenters, sponsors, and volunteers. The majority of attendees were non-members.

			Status in Healthy Dancer Canada						Total (%)		
			Member			Non-member					
			Number	%	Sub total	Number	%	Sub total			
Title	Dancer	Paying	3	14,3%	3	18	85,7%	27	30 (39,5%)		
		Complimentary	0	0,0%		9	100,0%				
	Dance Educator	Paying	6	35,3%	7	12	66,7%	16			
		Complimentary	1	20,0%		4	80,0%				
	Health Professional	Paying	5	55,6%	8	4	44,4%	11			
		Complimentary	3	30,0%		7	70,0%				
	Other	Paying	0	0,0%	0	0	0,0%	4			
		Complimentary	0	0,0%		4	100,0%				
	Total			18 (23,7%)			58 (76,3%)			76 (100%)	

This year we offered a full day of conference, from 9h30 to 17h30. 8 presentation/lectures were presented at the conference, as well as 1 key note address and 2 dance presentations. This year's research award recipients were Johanna Bienaise and Manon Levac for their presentation on the form and content analysis of the contemporary dance technical class.

Numerous sponsors generously gave either monetary donations or services for our events:

- Groupe Danse-Partout (l'École de danse de Québec, La Rotonde) : conference venue and other material (worth approximately 500\$)
- Réseau d'enseignement de la danse : 250\$
- Musée de la Civilisation : free entries for their exhibition Corps Rebelles (35, worth 525\$)
- Zeste Détente (massage therapy clinic) : 100\$ plus rebates for conference attendants
- La boîte à Pain : break lunches, worth approximately 100\$
- Hot Yoga Prana : gift certificates 100\$
- Café Napoléon : coffee, worth approximately 50\$
- Périscope : pair of tickets for one of their pieces, worth 50\$
- Staples : materials worth approximately 75\$
- David's Tea: tea, worth approximately 75\$

The Conference Committee fulfilled the recommendation outlined in our Annual Report in 2014, to increase awareness of Healthy Dancer Canada in French-speaking Canada through the the delivery of a bi-lingual conference. Most conference attendees were French-speaking. Moreover, membership increased in the province of Quebec during the year. We also met the majority of the 2014 post-conference recommendations including to i) provide an Early-Bird option for conference fees, ii) use 3 blind-reviewers (1 dancer, 1 dance educator, 1 health professional), iii) return to a full-day conference format, and iv) increase attendance (increased

from 35 up to 76 attendees, and 21 paying registrants to 47). We decided against the recommendation to live-stream the conference as it was deemed too time-costly.

#### Conference Committee Goals for 2016:

- Develop a set of guidelines for the Conference Coordinator that includes roles and responsibilities of the title, information about finances, decision-making policies, etc.
- Develop a contract for the dancers presenting at our annual conferences.
- If possible, have the 2016 conference in a province that has not yet had an HDC Conference, thus using the conference to increase awareness of Healthy Dancer Canada.
- Depending on the context of the next HDC conference, organize the streaming of the conference directly on the Internet to improve profits and attendance,
- work in collaboration with partners in the local community to increase benefits (E.g. subsidy/donation of venue) and conference exposure. These partners should, whenever possible, be well-known and respected organizations in order to provide a mailing list and an opening to the dance community locally.

#### **Healthy Dancer Canada Newsletter Committee**

The 2015 Newsletter Committee Chair was May Sheu with Board members as newsletter editors. The mission of Newsletter Committee is to connect with dancers, dance educators, and health care professionals across the country via bi-monthly newsletter events and articles relating to the health and well-being of the dance community.

In 2015, the HDC newsletter committee accomplished the following goals via bi-monthly newsletter:

- Promote events related to the health and well-being of the dance community.
- Liaise and collaborate with HDC Board members and other committee members for newsletter content.
- Receive feedback from HDC members and non-members on newsletter content.

In addition, we have also started a column on “Member’s News” for members to communicate news such as marriage, pregnancy, studio and clinic events.

#### Newsletter Committee Goals for 2016:

- Continue to build the content on “Member’s News” by encouraging members to submit their updates.
- Promote more input from members on what they would like to read about in the article section of the newsletter and topics can be developed based on the members’ interests.
- Translate newsletter into French for our Quebec members.
- Find a new Newsletter Coordinator
- Continue to promote events related to the health and well-being of the dance community.

## **Healthy Dancer Canada Communications Committee**

The 2015 Communications Committee Chair was Stuart Anderson. The mission of the Communications Committee is to increase awareness of HDC and to provide information in dance health. In 2015, HDC's LinkedIn profile grew to 269 connections as of Nov 15/2015. 2015 Facebook statistics reveal HDC had just over 500 'fans' as of Nov 20, 80% of which are in Canada. 85% of fans are female, and 60 % of fans are between the ages of 25-44. Facebook activity with fans was significantly stronger in the months of August and October. The use of Twitter was more limited and difficult to assess, although Twitter was useful for promotion of the Conference in particular.

In 2015 the responsibilities for posting updates and information on Social media, such as Facebook and Twitter accounts, were spread throughout the Board, as it was agreed this was the best way of diversifying content and getting members familiar with Board members' involvement. The Board approved and utilized the Social Media Inclusion Policy put forward by the Chair.

Communications Committee Goals for 2016:

- Assess how HDC membership is reflective of different social media.

## **Healthy Dancer Canada Dancer Screening Committee**

In 2015 the Screening Committee continued to work on, edit, and refine the Dancer Pre-Injury Screen to be used by health care professionals. It was finished in September and is currently undergoing formatting to make it as compatible as possible for printing and use. The final version will be available in the new year. The last Screening meeting of the year was November 29, during which new member-volunteers came together to discuss the development of a Pre-Injury Screen to be used by dance educators at the start of the dance year and in the studio.

Dancer Screening Committee Goals for 2016:

- Make the Health Care Professional version of the Dancer Pre-Injury Screen available to members.
- Develop the Dance Educator version of the Dancer Pre-Injury Screen.

## **Healthy Dancer Canada Resources Committee**

The 2015 Resources Committee included Jennifer Bezaire (dancer representative), Andrea Downie (dance educator representative), Heather Finn (health care professional representative), HDC member Sebastien Hamel (health care professional representative, translator), HDC member Lisa Dickson (editor), Gisele Lamontagne (editor French resources), and HDC member Jennifer Hyndman (formatting French resources).

The Resources Committee fulfilled all the recommendations outlined in our Annual Report in 2014 including i) renaming our website "Resources" page "Dance Resources"; ii) highlighting each of our existing Dance Resources on social media, eg. one Facebook post for each of our 6 Dance Resources; therefore 6 posts over 12 months; iii) offering HDC members advanced access

to our newest Dance Resources; iv) offering free access to the remaining Dance Resources in English and French; v) mailing printed copies of our Resources to all HDC members.

#### Dance Resources:

1. Dancers and the Art of Stress Management
2. Eating for Energy and Optimal Performance
3. Providing Support to Dancers: A Resource for Dancers of All Ages and their Families (NEW for 2015)
4. Suggestions for Discussing Health Concerns with your Dance Teacher, Choreographer, or Rehearsal Director
5. The Art of Rest: Dance Your Way to Wellness (NEW for 2015)
6. Translating the Language of Dance and Science

#### Tools:

1. 10 Stress Management Tools for your Dance Bag
2. Communication Form for the Dancer, Dance Educator, and Health Care Professional

#### Resources Committee Goals for 2016:

- Continue to develop, review, disseminate, and evaluate our existing Dance Resources.
- Build our network of translators and editors for French Resources.
- Work together with the Dancer Screening Committee to edit and release the Health Care Professional version of the the Dancer Pre-Injury Screen.

### **Healthy Dancer Canada Outreach and Accreditation Committee**

This year the Outreach and Accreditation Committee continued to keep an organized excel spreadsheet, which details our past HDC events. This list is available to the Board upon request. Currently, the accreditation portion of the committee has been placed on hold until next year as per a decision by the Board. At the Annual General Meeting, the membership voted to combine the Outreach and Accreditation Committee with the Communications Committee. The name of the new committee is the Outreach and Communications Committee.

#### Outreach and Accreditation Committee Goals for 2016:

- Engage the Board with the idea of attending more dance events in 2016, by way of setting up booths in order to promote and share the vision of HDC.
- Increase the size of the committee, in order to assist in the success of the committee moving forward. Proposed 2016 roles for the new Outreach and Communication Committee:
  - Chair: Nicole Hamilton
  - Co-Chair and LinkedIn Personnel: Stuart Anderson
  - Communications Coordinator: *Position available*
  - Social Media Personnel: *Position available*

## ***Website***

Our website this year was managed by Carolina Rotondo and Heather Finn. Due to several limitations of our existing template with Homestead, Carolina and Heather recommended that we update our website, priced out several options, and presented them to the Board. Market value to transition with all the features we were looking for was around \$8,000. In the end, HDC member Avis Yang and Board member Heather Finn donated many hours to complete a new website using the Weebly template. Board members Andrea Downie, Nicole Hamilton, and Anita Vandenberg edited the new site. We have pre-paid for the Weebly Business Package at a cost of \$666.87 for 2 years (giving us the lowest cost per month for this package). Our domain name ([www.healthydancercanada.org](http://www.healthydancercanada.org)) is free for the first year, and \$19.95 for subsequent years. Our new website will launch by the end of this year. In addition to the existing content, our new website will feature:

- **New Look:** A new aesthetic with images drawn by HDC member Lisa Dickson.
- **Functionality:** Our new website is compatible with computers and mobile devices.
- **New Content:** Including information on our HDC logo, and our Board Members (bio and headshots).
- **Member Directory:** Includes a search function.
- **Member Login:** We will explore the use of this function in 2016.
- **Editing:** We can have more than one editor for the site, allowing each Committee to update their page directly.
- **Newsletter Page:** New blog format allows us to search content of past newsletters and prompts us to share blog content on social media when we make a post.

## ***Outreach and Partnerships***

**CIUT:** The Outreach and Accreditation Committee was featured on CIUT 89.5 FM radio on August 29. Board member Heather Finn discussed Healthy Dancer Canada, the 8th Annual Conference, and additional HDC initiatives.

**Guelph Dance Festival:** Healthy Dancer Canada members participated in the Guelph Dance Festival in June. Board Member Heather Finn was a Panelist for Youth Dance Day (June 5) and Teen Dance Day (June 6), where young dancers had an opportunity to ask questions of both performing and healing artists. HDC members Katie Ewald and Heather Finn conducted free mini-workshops at the Dance Market (June 7 and 8) called "Kinetic Pilates" and "Stretch Your Boundaries" respectively. HDC member, Catrina von Radecki, is the co-Artistic Director of Guelph Dance.

**RAD:** Through Board Member Heather Finn's work in 2012, Healthy Dancer Canada was approved for professional development credits for RAD's new continuing education system. As a result of this on-going relationship, RAD has invited HDC to present three workshops at their En Avant Conference in Toronto in August 2016.

**SiDI:** Board Member Andrea Downie began discussions with Safe in Dance International to articulate a partnership that would see HDC endorsing the SiDI certificates.

## ***Finances***

**Taxes:** Filings for 2014 and 2015 were submitted by Treasurer, Carolina Rotondo.

**Budget:** Healthy Dancer Canada is currently exclusively volunteer-operated with a budget of approx. \$3,000. Income comes from memberships, conference fees and sponsorship. Expenses are incurred by our annual conference, the transition from provincial to federal not-for-profit status, and website fees.

HDC Income and Expenses as of October 18, 2015.

<b>INCOME</b>		
Membership Fees	\$2,284.37	
Conference Fees	\$3,151.85	
Sponsorships	\$100.00	
<b>TOTAL REVENUE</b>		<b>\$5,536.22</b>
<b>EXPENSES</b>		
Board Members Insurance	\$303.48	
Website	\$352.45	
Banking Fees	\$29.85	
Resource Printing & Mailout	\$270.11	
NFP Annual Report	\$20.00	
Volunteer Canada Membership	\$100.00	
Conference Expenses	\$2,226.69	
<b>TOTAL EXPENSES</b>		<b>\$3302.58</b>

## **VISION**

### **2015**

In 2014 our goals for 2015 were:

- Increase awareness of Healthy Dancer Canada in French-speaking Canada and the east coast of Canada.
- Receive feedback from HDC members and non-members about conference, social media and website in order to continue to improve the organization's ability to promote health and well-being to the dance community.
- Increase the presence of HDC at outreach events.

The above goals were met in 2015.

### **2016**

Goals for 2016 are:

- Continue to increase our membership across Canada, and increase member benefits.
- Increase our bi-lingual services.
- Develop a Board Member Manual.
- Develop Studio and Clinic packages that include the new HDC poster.
- Pilot the Health Care Professional version of the HDC Dancer Screen.
- Develop a Dance Educator version of the HDC Dancer Screen.
- Increase our presence on social media and at dance events across Canada.