

News From New Zealand
Recent Success Recruiting New Dancers
(September 2004)

The following encouraging information from New Zealand was provided to the CALLERLAB office by Canadian Member Norm Wilcox. If you have success reports to share, please send them to the office.

A number of clubs in New Zealand have had much better success than usual attracting new dancers this year. None of us are quite sure why, but we think it has a lot to do with the general theme of our advertising, which has been "If you enjoy walking for pleasure and exercise, you'll love square dancing".

(I also use phrases such as "its like walking to music", and "two left feet? No problem" in our ads, which many people seem to find reassuring).

After years of getting perhaps 20 responses to our ads (from a local community of around 50,000), and retaining half of them if we were really lucky, this year we had over 60 responses and now have a class of 30+, and with a very much wider age range than usual

As submitted by John Addison