

# GUIDELINES

FOR THE OPERATION OF THE

Squares Around Victoria

FOR THE

**VICTORIAN SQUARE  
DANCING ASSOCIATION  
INCORPORATED**

As at 10<sup>th</sup> February 2010.

These guidelines have been prepared by Kevin Thomas, previous Editor of Squares Around Victoria for the Victorian Square Dancing Association Inc

# Guidelines for the Operation of Squares Around Victoria

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## 1. Name:

The name of the Publication shall be "Squares Around Victoria" and has a Print post Approval No: PP342174/00001.

## 2. Ownership:

- a. The Owners of Squares Around Victoria are "Victorian Square Dancing Association Inc Reg: A0005825F.

## 3. Objective:

To produce a publication that will provide information that will be of benefit of Square Dancers and Related Activities, mainly in Victoria.

## 4. Equipment:

It is accepted that the Editor would supply the basic equipment but the VSDA may make an allowance for normal wear and tear and or Software upgrades if required.

## 5. Content:

The Publication shall where possible contain the following item:

- a. A list of VSDA Committee Members and contact Details
- b. Contact address for:
  - i. *The Membership officer*
  - ii. *SAV Editor*
  - iii. *Review Editor*
  - iv. *Victorian Callers Association*
  - v. *Round Dance Association of Victoria*
- c. VSDA Presidents Report – *No longer than 1 page*
- d. VCA Presidents Report - *No longer than ½ page*
- e. RDAV Presidents Report - *No longer than ½ page*
- f. Club Diary *Comprising a list of clubs with their contact details*
- g. Club Reports -
  - i. *News on what is happening around the clubs being submitted by a reporter from each club.*
  - ii. *Such reports are to be limited to a maximum of 150 words only.*
  - iii. *Clubs that do not submit a report for two consecutive issues will be removed from this section for the remainder of the year. (this is to keep the publication looking better without continual gaps)*
- h. Dates to Remember:
  - i. *This is a list of dates that events nominated by the clubs and Associations are to be held on.*
- i. Articles of interest that are obtained by the Editor from other bodies, members, etc.

## 6. Layout:

- a. Front Cover - At the editors Discretion but should be relevant and topical if possible.
- b. Rear Cover: - Reserved for VSDA Functions
- c. Inside Front Cover - Annual advertisers.
- d. Inside Rear Covers – Annual advertisers.
- e. If copy is not available for 6a,6b,6c & 6d the Editor may re-allocate this space on an issue by issue basis
- f. Diary: - Where possible the Diary Section should be in the middle of the publication so

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that it can be easily removed by the subscriber for quick reference.

## 7. Printing:

- a. This shall be done after competitive quotations have been obtained, bearing in mind the distance that needs to be travelled and the quality of the end result.  
*(It may be that a dearer printer, although closer may be more beneficial and economical than one further away that is cheaper)*

## 8. Distribution:

- a. This will be by post and organised by the Editor (or delegated persons).
- b. Labels for posting are provided from the Membership officer direct from the membership database.
- c. Bulk posting rates are available from Australian Post providing the correct forms are completed.
- d. The publication is posted in pre-printed C5 envelopes

## 9. Size:

- a. The size aimed for should be approx 36 pages in A5 format, to keep the postage costs to a minimum.  
As postage charges change, this should be reviewed.

## 10. Availability:

- a. Shall be to VSDA Members and by subscription only.
- b. Interstate dancers subscribing are offered honorary membership status for the purpose of obtaining the publication and shall therefore only pay the subscription part of membership.
- c. Publication to the Website:
  - i. *A copy may be placed on the website, not earlier than one month after the mailing date of each Issue*

## 11. Frequency:

- a. It is intended that there be 10 issues each year with 4 in the first half and 6 in the last half
- b. There will be a January February Issue with 1 each month, except the month that the Australian National Square Dance Convention is held. *(this month there will be no publication)*
- c. The targeted posting date is on the first Monday of the month of publication.

## 12. Advertising:

- a. Advertising shall be accepted so long as it is in line with the Objective.
- b. Advertisements
  - i. *The cost of each advertisement shall be set by the Treasurer and ratified at the first General Committee meeting of each year.*
  - ii. *All Advertising shall be costed at the current rate, however may be offset by the committee should it be deemed promotional or other reasons.*
  - iii. *In such cases, the full price of the Advert shall be credited to the SAV account. (State Convention, Dinner Dance, Annual General Meeting and other VSDA functions are given ½ page per issue free)*
  - iv. *Adverts for beginners class's are classed as promotion and are not charged for*

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- v. *All advertising should be provided in the format as in the guide out in the "SAV Reporters Booklet and accompanied by the relevant Advertising Booking Form.*
- vi. *All advertising must reach the Editor by the 14<sup>th</sup> of the month prior to the publication.*
- vii. *Should alterations to a supplied advertisement be required, an additional charge may be added.*

## **13. Financial:**

- a. The Editor and Committee shall do every thing possible to reduce costs without affecting the quality and content of the publication.
- b. The objective at all times is to aim for a break even situation.
- c. All costs associated with Compiling and Printing the publication shall be paid for by the VSDA.

Alterations to these Guidelines shall be first approved and minuted at a constituted general meeting of the VSDA.