

GUIDELINES

FOR THE OPERATION OF THE

Squares Around Victoria

FOR THE

**VICTORIAN SQUARE
DANCING ASSOCIATION
INCORPORATED**

As at 10th 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

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 14th 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.