

West Coast Swing Aarhus Manifest

We are an association based in Aarhus that welcomes newcomers, beginners and experienced dancers alike. We facilitate a learning environment in English that balances the technique and patterns of the West Coast Swing dance on our various levels. Our focus is on creating a positive and transparent learning environment for all levels through an inclusive newcomer level for all and skill-based auditions for higher levels. It is important to us that our members can engage in both social and competitive dancing or concentrate on either.

Our dancers are of all ages, but our primary focus is a younger generation to drive forward the dance and grow our local community. However, we welcome any newcomers, beginners and experienced dancers in eastern Jutland with an interest in the West Coast Swing dance and our association several times throughout the year.

Outside the dance itself, we strive to be a welcoming environment for all. This is facilitated through our weekly lessons and social dances, our weekend events, as well as social outings, where our members can get to know each other. We believe that we are only as strong as our common bond and the relationships we develop.

Finally, we are a civic association run by volunteers. Our volunteers are the backbone of the association and our success depends on their work and dedication. It is therefore important to us that their efforts are recognized and valued appropriately.

Our dream and ambition is to one day be able to host an international event on Danish soil. To achieve and support this, we have defined 7 strategic goals, We want to:

1. **Secure growth and recruitment** of the association through more beginner classes, improved recruitment initiatives and increasing our local community presence in Aarhus and on social media.
2. **Build a community and increase social engagement** through social initiatives both during our dance events and outside the dance floor.
3. **Increase the level and progression of our dancers** by offering more advanced classes by experienced local instructors that require a defined level to attend.
4. Balance our offerings so that both members who wish to social dance and compete can feel welcome and engaged.
5. Have a solid core of volunteers who can help obtain our goals and feel valued as well as recognized for the work they offer to the association.
6. Ensure that we have the facilities and prime localities to keep growing and supporting our association both during our regular courses and during the off-season dance.
7. Reach out to other associations to collaborate and create a stronger dance scene in Aarhus and Jutland.