

Square Dancing in Japan



Japanese Traditional Wind Chime

霧降の滝

International Advisory Committee
Zoom Meeting #8 on 2021-07-22

Presented by Hiroshi Nakagawa

Organization in Japan

- Japan Square Dance Association (JSDA)

- Characteristics of JSDA

- ❖ JSDA consist of Dancers and Callers

- ❖ **11,349** Members (2020 13,591 M15:F85)

- ❖ **834** Callers/**283** Cuer/**33** Instructor

- ❖ **499** Clubs (2020 533)

as of July, 05 2021

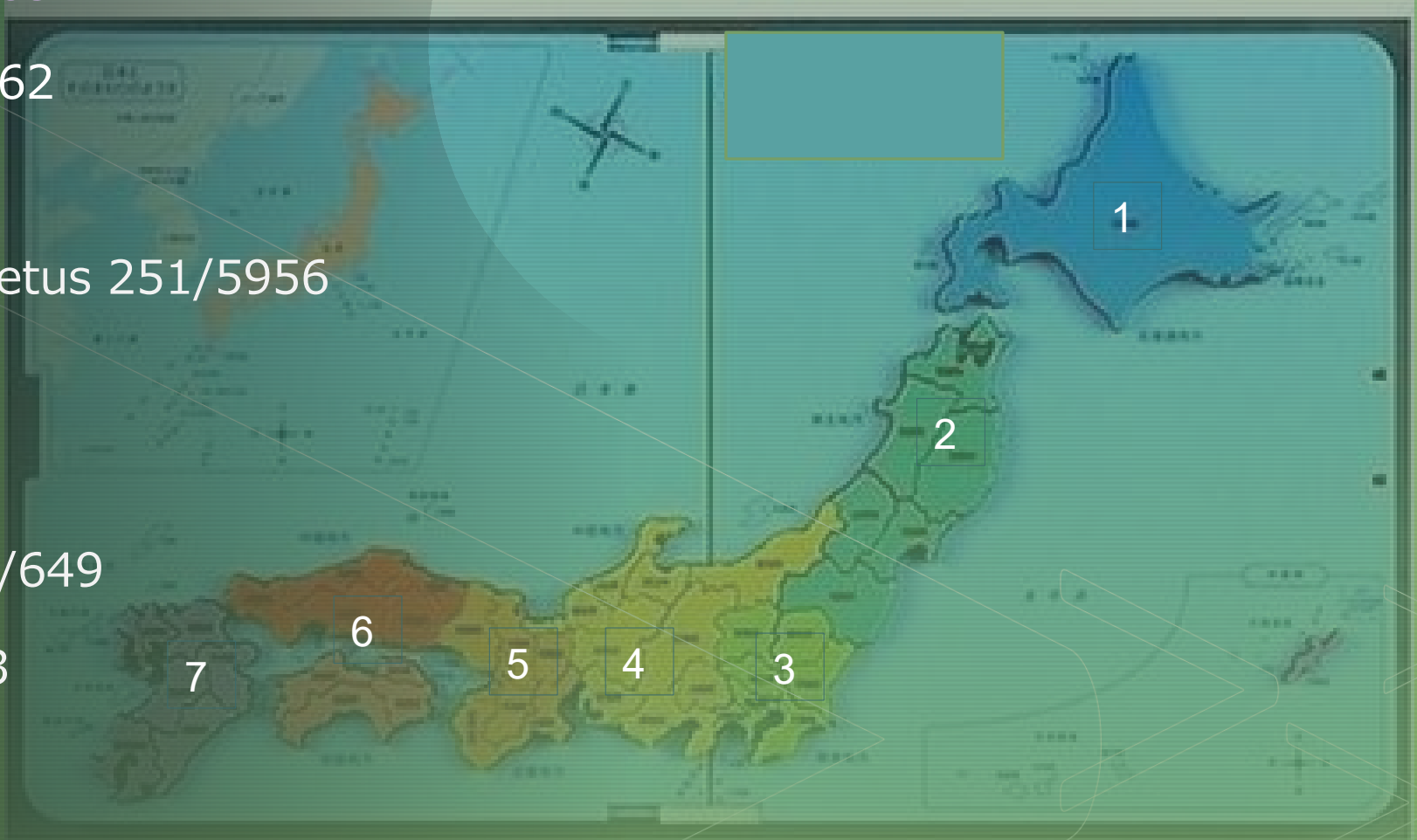
Purpose of JSDA

- The purpose of this association is to **promote square dancing** and to enhance lifelong sports and recreational activities for the people and local communities.

JSDA Organization

- 7 Branch Offices

1. Hokkaidou 29/562
2. Tohoku 34/670
3. Kantou-Koushinetus 251/5956
4. Chubu 63/1586
5. Kinki 52/1313
6. Chu-Shikoku 39/649
7. Kyuushu 31/443



JSDA Branch Activities

- Member Services
- ❖ Organizing branch Jamboree yearly
- ❖ Organizing **DoSaDo Party** for beginner dancers yearly
- ❖ Branch Seminar for callers and dancers

JSDA Activities 1

- Member Services
 - ❖ Organizing the All-Japan Square Dance Convention yearly
 - ❖ National Seminar for callers and dancers
 - ❖ Newsletter issue bi-monthly

JSDA Activities 2

- ❖ Statistics reports (members, clubs, callers etc.)
- ❖ Notification of Programs and Definitions
- ❖ Translation of CALLERLAB materials
 - ❖ Technical materials (Program List/ Definition etc.)
 - ❖ Reference Materials (Marketing Guide/Sight And Module Resolution Systems / Standard Applications etc.)

JSDA Activities 3

- ❖ SNS

- ❖ [Homepage](#)

- ❖ [Facebook](#)

- ❖ Providing Tools/Materials

- ❖ [TAIKEN Program](#)

- ❖ [Training materials for dissemination supporters](#)

- ❖ [Sample Calls](#)

- ❖ [Community 25](#)

JSDA Activities 4

- ❖ Committees

- ❖ License (From 2020)

- ❖ (until now, [National Folk Dance Federation of Japan](#))

- ❖ SD: Caller Coach / Senior Caller / Caller

- ❖ RD: Instructor Coach / Senior Instructor / Instructor Queer

- ❖ CWD: Instructor Coach / Senior Instructor / Instructor

- ❖ Technical

- ❖ International Exchange

- ❖ Public Relations

- ❖ Ways and Means

“The 3rd JSDA’s mid-term action plan”

- The purpose is increasing the membership
- ❖ The membership of our organization which had been upward all thru its history until **2013**, reached a plateau of about **14,500** and down a little at annual renewal.

Analyzation the reasons of decreasing members

- ❖ i) Aging of members (more than 50% are now older than 70, less than 15% are under 60)
- ❖ ii) Lack of publicity of square dance

Our new target was set to aim at no less than **1,400** new members every year

- Our strategy

- ❖ i) Increase the number of people who will have experienced the square dancing at entry level
- ❖ ii) “**100 thousand** is the target to let general public realize “WHAT THE SQUARE DANCE IS”

Our Wishness

- We really want to spread our beloved Square Dance, cooperating with the foreign organizations, exchanging information with the worldwide Square Dance lovers
 - ❖ Increasing member
 - ❖ Getting Young member

CALLERLAB membership in Japan

- Members of CALLERLAB in 2014-2015 membership year are: 21 (inc. Tom)
- Members of CALLERLAB in 2018-2019 membership year are: 20
- Members of CALLERLAB in 2021-2022 membership year are: 19
- We need increase CL members more

Thank you very much for your listening.

