

**Presentation to ISNZ Senior Staff Seminar – Jude Fawcett  
September 2011**

**Chilton Saint James School Dance Centre**

**Background**

- The Dance Centre at Chilton Saint James School – a second business outside of the Day School of Preschool to Year 13
- Fortuitous Marketing – Local Hutt New and Dom Post
- The Chilton Saint James School Dance Centre is one of the largest private Dance Schools in New Zealand
- It operates from 3.45 pm to 9.30 pm each day in 3 Dance studios on site at Chilton Saint James School – as well as most of the weekend for exam and competition preparation
- Roll of 397 students enrolled in the Dance Centre – 98 of these students are Chilton day students while 295 are not
- Nine teaching staff and one pianist – one of these Staff member is the Director of the Dance Centre and is full time based on site all day
- The Chilton Dance centre offers 16 levels of Classical Ballet, 2 levels of Contemporary Dance, 14 levels of Jazz / Modern Dance, 3 levels of Musical Theatre, 7 levels of Tap Dance, 3 levels of Hip Hop, 2 levels of Funk, Adult Ballet lessons, Pilates, Preschool Dance for Fun Classes are run during the day for non-Chilton students
- Chilton Saint James School Dance Centre works closely with the NZ School of Dance and currently we have 6 NZ School of Dance Junior Associates and 3 NZSD Regional Associates
- Dance is also an integral part of the core curriculum at Chilton from Years 1 to 8 and then becomes an elective from Years 9 – 13. Students from the Dance Centre who are day students usually do NCEA Level One Dance in Year 10. We offer NCEA Levels 1, 2, and 3 – and for the first time in 2011 Dance has become a NZ Scholarship paper and we have four students submitting portfolios for consideration – these 4 students all completed NCEA L3 Dance in Year 12 and are working on their NZ Scholarship Dance submission as a 6<sup>th</sup> subject.

**Benefits**

- The first dance studio / theatre was considered to be a community project so we were eligible for lottery funding for this project
- A benefit to the School as it provided a great facility to teach dance to the wider community but also an excellent venue to use for our day school programme
- Whilst there is a higher % of non-Chilton students in the Dance Centre we do gain new students to Chilton – mostly at Years 7 and 9
- We get large numbers from outside our School community through the gate – and the Dance Centre is certainly a positive form of marketing

**Concerns / Obstacles**

- Staffing – Old system of LAT's was easier for such programmes – however these Staff members not at NCEA level
- New LAT system required annual advertising and then a commitment to teacher training
- Chilton now staffed with University graduates with teaching qualifications – and are all registered
- Facilities – sharing with Drama – cross-over of Day School programmes requiring space after school that is used by the Dance Centre
- A concern that we are seen as a Dance School / Arts School – which could also be a positive
- Our overall goal has to be gain and keep students – issue with NZ School of Dance and age of entry to their programmes – collaboration a possibility
- Chilton multi-level NCEA programme an advantage for these students

**A Profit Centre**

- A segment of a business for which costs, revenues, and profits are separately calculated, with the manager of the segment being responsible for and judged on the performance of that segment
- Using this definition the Chilton Dance Centre could be classified as a Profit Centre.