

WOW!

Having just arrived back home after a very successful marketing trip to Blackpool and Moscow, we have certainly moved into top gear in the countdown to Melbourne, 2008.

I was most impressed with the enthusiasm of the couples that I met in Blackpool. Obviously, the word is out on the Australian Championship and of course the very successful IDSF World Ten Dance Championship 2004. The general feel was that the event in December in Melbourne, Australia is in a "league of its own". (Pity we couldn't push our wonderful continent closer to the rest of the world).

In Blackpool a significant amount of literature was distributed, including DL's for the World and Australian Championships, Symposium and Congress forms, Event Travel Office flyers, athlete information forms, the schedule, programme advertising information and Gala Dinner forms.

This material was distributed to each country representative and other couples with whom I met. It was also placed on the information table. Coloured advertising for both the Australian Championship and the IDSF World Latin Championship, looked great in the Blackpool programme.

The team from Italy and Canada have indicated that they will be travelling with a group of around 10 people in addition to their athletes. Russia, Austria and Germany will travel with six people plus athletes. We will again have a team from China which will include approximately 10 people.

World Champions, Maurizio and Melinda will travel with the Hungarian couples and a team of eight people. They have entered to also compete in the Professional section at the Australian.

Stewart and I met with Paul Wilson who trains many couples in Sweden. He is working on booking a large group through Event Travel Office and will also be looking to get some Senior 1 competitors from Japan. I envisage a team of around 15 from Sweden.

We also had a very successful meeting with the IDSF Sport Director, Heinz Spaeker to discuss the scrutineering, adjudicators and various matters of interest. All adjudicators have now been confirmed.

The one thing that was evident from all quarters is that there is a great deal of interest. I received compliments on the high standard of the website and the exposure on other websites. Congratulations to our web master Eamon McGrath and also Ausregistry for sponsoring the website. The Event Manager Bryony Giusti is doing a fantastic job feeding the information from the office to the webmaster.

The contract with Bryan Watson and Carmen Vincelj has been finalised. They have confirmed their involvement with the Asia Pacific Symposium and have donated their services to the Gala Dinner. They will do an awesome show – you will not want to miss that one. It is their final show in Australia. You need to plan to be there to give them a great Aussie farewell!

We received confirmation from Andrea and Sara from Italy that they will compete in the Australian and IDSF International Open Standard. They finished second in the Open British (in excess of 400 couples). They will be here to support the Italian Latin couples.

Chao Yang and Yi Ling Tan from China can't wait! Joanne Clifton and Marco Cavello from England missed last year, they don't plan on missing this year. Their entry is in.

The following is a list of the international coaches confirmed to date. Please visit the website, www.theaustralianchampionship.com.au, or email info@theaustralianchampionship.com.au for further details and fees.

- Maurizio Vescova & Melinda Törökgyörgy (Latin)
- Alan Fletcher (Latin)
- Andrea Ghigiarelli & Sara Andracchio (Standard)
- Marco Cavallo & Joanne Clifton (Standard)

We will keep you updated as the list grows.

Moscow

We had the opportunity to present to the IDSF Presidium on Friday 13 June. They were most impressed with the DVD and were extremely pleased with the work to date. I found the Presidium were very supportive of the work to date and asked me to pass on their thanks to the Government of Victoria for their ongoing support. After all, the Government of Victoria is the State or Federal Government who are providing this level of support to dancesport.

The following morning I was invited by the Chairman of the Asian DanceSport Federation (ADSF), Keiji Ukai, to address the members from the Asian region, many of whom we had not heard from. As a direct result of this meeting the following countries confirmed; Hong Kong, Chinese Taipei, Indonesia, Kyrgyzstan, Kazakhstan, Thailand, Uzbekistan and the Philippines.

My final presentation of the trip was to the Membership of the IDSF. Given that I have presented to the members regularly since securing the World Ten Dance in 2002, the membership now look forward to the presentation and a different DVD.

With the assistance of Vince Bain (DSA President) and Tony Tilenni (DSA Director and IDSF Presidium Member and Treasurer), DL's were distributed and details on what we are providing. There was a number of one on one

meetings in the breaks which resulted in confirmation from the following countries; Poland, Slovenia, Turkey, Hungary and Israel.

Marketing / Publicity

The marketing team is working hard. This unit is headed up by Brendan Downey of Tourism Victoria.

Larissa Cavanagh of Cavanagh PR is working very hard on the publicity for this exciting week long festival.

We are working with Peter Jones Special Events on a number of important events happening around Melbourne. This will not only promote the event but the sport.

The Artistic Director for the Championships, Barbara Warren-Smith, was responsible for the choreography at a charity event for the opening of the East Link Tunnel in Melbourne. The event was called Tango in the Tunnel and it raised money for the charity group Variety.

It was an outstanding success and a special thanks to the following elite dancers for their support. Adam Blakey and Zoe Unkovich, Jared Parnell and Kelli Brogan, Andrew Nolo and Shannen Clarke and Jacob Grech and Zalie Marrett. Speak to one of the couples to hear how they incorporated Pasa Doble. Thanks to all these young people for their help.

Thanks also to Malcolm Batty from Bagheera's The Dance Place and to Granada Dance Centre for their help with this promotion.

The next promotion is planned for July 3, 2008. This will take place at Ritz Ballroom, thanks to Eamon, Anita and Finn McGrath. This is part of our partnership with the Herald Sun. So watch out in the next edition of the Australian Dance Review for the update.

In the July edition of Notebook Magazine there is a great article on one of our ambassador couples, Michael Miziner and Anastasia Belykh. This is probably the best written article on the sport I have seen.

Certainly great publicity for dancesport and what it has taken to get to the elite level.

So, "with our foot to the pedal", the World Latin office team of Margaret, Tony, Bryony and Anika will keep working to ensure the dance world is simply "blown away" come December.

Margaret Lonsdale
Event Director

**Tattersall's IDSF World Latin Championship, Melbourne 2008 &
Tattersall's Australian DanceSport Championship**

Advertising Opportunity for Souvenir Programmes

The 2008 souvenir programmes for the Tattersall's IDSF World Latin Championship (WLC) and Australian DanceSport Championship (ADSC) present a fabulous advertising opportunity not to be missed!!

The Australian DanceSport Championship will reach a potential audience of 14,000 over three days, whilst the World Latin Championship will attract an international audience, including couples from up to 50 different countries and a capacity house.

We invite you to take advantage of the following offers.

- **INSIDE COVERS:** ADSC \$1,700 WLC \$1,900
(Full page, full colour) (NOW SOLD)
- **Full page, full colour:** ADSC \$1,400 WLC \$1,600
*** Discounted rate for a full page, full colour in both programs: \$2,800**
- **Full page, black & white:** ADSC \$700 WLC \$900
*** Discounted rate for a full page, black & white in both programs: \$1,500**
- **Half page, black & white:** ADSC \$450 Not available for WLC

All prices are inclusive of GST.

Please confirm your interest by contacting Anika at the office on +61 3 9510 7770 or anika@worldlatin2008.com.au by no later than **31 July 2008**.