

# CLUBLINK

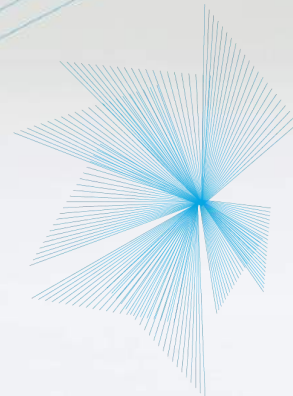
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## LIVE TO PERFORM

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**CALISTHENICS  
VICTORIA**

# A MESSAGE FROM OUR CEO

Welcome to this edition of Club Link. With our competition season nearing completion, I hope you have all enjoyed a successful campaign this far. It is such a busy time of year for everyone, where we seem to be at calisthenics more often than we are at home – but it is so lovely to see our hard work come together as performances perfect, costumes sparkle and performers grow and develop each week.

Inside this edition you will find information about the journey we took to create our fresh, new look and language for our wonderful sport and organisation, you will hear from our State Team Manager, Portia Branton about the wonderful experience our teams had in Sydney earlier this year as well as see some photos of our performance in the unique State Library. We celebrate those who have been involved in our sport for many years through our honour roll and other club events and much more.

In 2018, as part of our commitment to harnessing technology to improve the way we deliver our sport to you, we will be looking to move Club Link magazine online into an Electronic Digital Marketing format, using our database to streamline delivery. We will certainly still print some copies for those who are not on email, however we believe that an EDM format is the best way forward for our communications. We will not transition to this format until we are confident that we can reach all of our community.

In closing, I would like to congratulate all competition convenors and committees across Victoria, who have given countless hours putting on the more than 90 competition sessions we offer in Victoria. It is such an enormous task, and the opportunity you provide our clubs and performers is enormous. To our State Championships committee, I thank you for your tireless effort, including the huge task of putting on the Championship Senior section at the Palais Theatre on Sunday 24th September. This was truly a spectacular display of calisthenics in a very special place. Congratulations to everyone involved, including our talented coaches and performers. Good luck to everyone for their final competitions of the year.

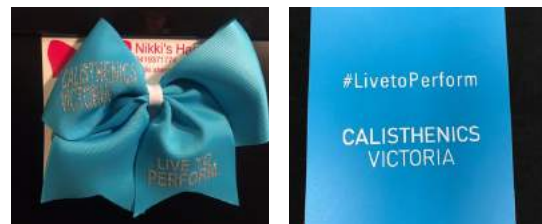
Matthew Brown, Calisthenics Victoria CEO

## NEW MERCHANDISE AVAILABLE AT BESEN

We have lots of new merchandise available for sale at all CVI State Championship competitions including:

- New Cali Bear + T shirt
- Live to Perform Lanyards
- Light Up Pens
- Badges
- Hair Bows
- Clipboards

EFTPOS available at Besen.



# OUR NEW BRAND



## What is calisthenics? Why do we love calisthenics? Who is Calisthenics Victoria?

These are some of the questions, and more, that our 9 month re-brand project aimed to answer.

Identified as one of the major projects in Calisthenics Victoria's 2016-2018 Strategic Plan, our re-brand project began in December 2016 and consulted with a range of stakeholders, as well as people outside of our sport, through survey's, competitor reviews, workshops, focus groups, informal discussions and formal presentations. We spoke with coaches through workshops with our Divisional Coaching Groups, Emerging Leaders Group and informal discussions, performers and parents through focus groups, surveys and informal discussions, board and committee members and staff, as well as girls aged 8-14 and parents of girls aged 8-14 who were not engaged with calisthenics. We looked at what other sports and activities were doing and saying and we invested in neuro testing of our final design concepts.

The project was managed by Lisa Glassborow of Hatrick Communications and engaged the team at Union Inc to deliver the research, design and identity. This enabled a fresh approach to answering the three top line questions and providing us with the language to move forward with. We had a Project Working Party who we consulted with throughout the journey, and we would like to thank Nikki Clarkson, Melinda Wood, Joy Ferguson and Peter Harding for their expertise and time.

Whilst many of our marketing campaigns in recent years resonated well with our membership, they didn't have enormous success in reaching external audiences. During our research, we listened to external people tell us that our image needed changing. We also listened to internal people in the research talk of the benefits calisthenics brings, not only from those few performances each year but from the work put into preparing for those performances throughout the year. They spoke of the class time, club events, social activities and the connection that is created for performers and their families through calisthenics – not so much about their actual performances. This helped inform our new look, which aims to capture all of this and tell the story that goes beyond the performance.

### [Our new images...](#)

help to tell the story of our performers. They aim to show confident, strong beautiful performers doing what they love, with all of the performance elements stripped back.

### [Our new logo...](#)

tells a different story too many – and that's great – but most importantly it is fresh, modern and will be part of our brand story as we promote calisthenics into the future.

### [Our new language...](#)

provides you, our community and our most important brand ambassadors, with the tools to answer those big questions you're always asked "so what is calisthenics?" and "why do you spend so much time doing it?"

Now that we have launched our new brand, our next challenge is to create a series of campaigns that help raise the profile of our sport and attract new members to your clubs. We will share our first campaign with clubs at the end of the year to support recruitment efforts in 2018.

For more information on our new brand, or to obtain a copy of our Brand Guidelines, please contact Courtney Barlow, Marketing and Communications Coordinator at [marketing@calisthenics.asn.au](mailto:marketing@calisthenics.asn.au) or on 9562 6011 ext 7



# STATE TEAM

It seems like a lifetime ago that we embarked on our 2017 state team campaign. On behalf of the Victorian state team committee I would like to acknowledge and thank our coaches, our performers, our state team families, and the CVI office staff for their commitment in representing Victoria so proudly in Sydney in July this year.

The opportunity to perform at NIDA was unique and as we showcased our work we were very proud to be represented so strongly against our interstate peers. From my own perspective the success of the state team experience can be measured in a number of ways. First and foremost do we provide a positive experience to our participants and our coaches? Do our participants gain personal confidence and elevate their level of calisthenic ability? And of course, do they make positive relationship which will last a lifetime? The evaluation we have undertaken since the end of nationals has suggested that we have been successful in all of those areas, but as with all projects there will always be room for improvement.

The 2018 campaign has officially started! Coach applications are currently being advertised and I encourage all coaches to apply by the 6th of October. From a management perspective, the wheels are in motion to ensure that our participation at the 30th Nationals competition to be held in Canberra in July 2018 builds on the success and learnings we have had in the past.

Portia Branton, 2017 State Team Manager



## Key dates for Victorian State Team 2018:

Friday 6th October- Coach applications close

Friday 6th October- Team member applications advertised through social media

Sunday November 12th-Audition 1

Sunday November 19th-Audition 1

TBC- Team Announcement

TBC- Training 1

## FAREWELL DORSET CALISTHENICS

After 60 wonderful years, Dorset Calisthenics will be closing at the end of 2017. Thank you to every single person who has contributed to our long and happy history.

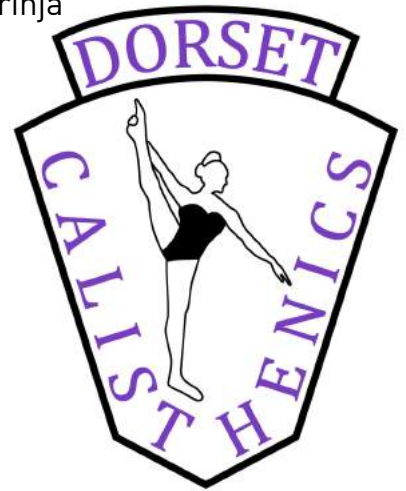
Our Final Annual Concert is on 11th November at 7pm, at Burrinja Cultural Centre in Upwey. Tickets will go on sale shortly and can be purchased from the Burrinja website.

We will be having a Farewell function on 19th November at 2pm. Details and invitations will follow - please ensure that we have your current address by contacting us on the below details.

We will also be selling costumes and various props and accessories by appointment at our warehouse. Please get in touch on the details below.

Email: [dorsetcalisthenics@gmail.com](mailto:dorsetcalisthenics@gmail.com)

Phone: Trish 9762 3694 or Kelly 0417576110



## BORONIA CALISTHENICS COLLEGE AT THE THE BELGRAVE LANTERN PARADE

"I was very proud to have Calisthenics represented at the 11th Belgrave annual winter Solstice street parade. Thousands of people flock to Belgrave to watch the parade of lanterns, which each year is growing in numbers. In the week leading up to the parade all shops in the street were happy to display our Boronia Calisthenics poster and on the night the lantern and Calisthenics banner did stir plenty of conversation.

Next year Jeanette, has been cohurst into making another lantern with the opposite side leg mount. We look forward to being involved again in 2018"

Lyn Neely, Principal of Boronia Calishenics College





Newport Calisthenics Club will be holding a major event on the 3rd of November 2017 at The Silver Room, 501 Receptions to celebrate a colossal milestone and to award all members in the presence of families and friends.

The Newport Calisthenics Club Committee would like to show their appreciation and acknowledgement to all current and past members for their dedication, commitment and loyalty to the club. The evening will be filled with lots of entertainment and celebration of the clubs history and how it has transformed over the past 85 years.

For further information about this event please email [ncc85dinner@gmail.com](mailto:ncc85dinner@gmail.com).



On February 18th at 2pm the Clifton Collegians are celebrating their 25th reunion at Jeaden Calisthenics Headquarters. They invite past pupils of Miss Hopton to help and make it's a truly memorable milestone.

Please refer to the invitation for more information.



The Street Party will be a fun packed evening with lots of activities for children, including an animal farm, jumping castle, messy play, a silent disco for teens and food vans and light entertainment for adults. There will also be gymnastics, calisthenics and cheer leading displays plus an opportunity to participate in creative art classes.

Proudly brought to you by Highett Youth Club, Highett Neighbourhood Community House, Livingston Kindergarten and Bayside Maternal Healthcare Centre.



# CALISTHENICS IN THE DOME

On Friday the 18th of August 30 calisthenic performers danced between heritage listed State Library reading room tables, creating a theatrical extravaganza. The showcase was a part of State Library's Changing Faces of Victoria exhibition which was a tribute to Miss Vera Hopton.

The group of strong, talented and versatile performers came together from some of Victoria elite clubs, as part of Manilla Street Productions 'Amazing Grace'.



Manilla Street Productions presents the premiere of

## AMAZING Grace



THIS SONG & DANCE EXTRAVAGANZA FEATURES AUSTRALIA'S TOP CALISTHENICS AND MUSICAL THEATRE PERFORMERS IN A DYNAMIC NEW SHOW

Director Karen Jemison  
Choreographer Jeanne Sorich & Lucinda Williams  
Set & Costume Design Christina Logan-Bell  
Lighting Design Tom Willis Sound Design Marcello La Ricco

Alex Bignell, Jessica Boudoukis, Olivia Boudoukis, Nikita Collins, Angel Cruz, Olivia D'Agostino, Brianna Davey, Molly Davies, Lauren Dodson, Rachel Dowling, Lauren Farrelly, Sarah Gough, Jessica Harding, Emma Holbrook, Emily Keane, Madeleine Kearnsley, Charlotte Lord, Laura Matheson, Hannah McKenna, Brigette McVeigh, Hannah Moran, Callista Reed, Tyler-Rose Shattock, Amy Smith, Emily Smith, Amelia Stutterd-Walsh, Adrie Waara, Eliza Whitford

Manilla Street Productions presents the world premiere of Amazing Grace, a calisthenics musical production. The cast consists over 30 of Australia's elite calisthenics and musical theatre performers, and is created and directed by Karen Jemison who has teamed up with renowned calisthenics choreographers Jeanne Sorich and Lucinda Williams. Amazing Grace features new arrangements of over 20 songs, ranging from classical to musical theatre favourites performed by a live orchestra.

The world premiere season of Amazing Grace will be on from Friday 9 February to Sunday 11 February 2018 at the National Theatre.

Don't miss out on this amazing secure your tickets today by visiting the below link

<http://www.nationaltheatre.org.au/amazing-grace.html>

## Skills Medal Achievements 2017

Congratulations to the following young ladies for attaining these Medals. Once again, Victoria's results were outstanding and we look forward to even more entries in our 2018 Medal Exams.

### Gold Medal

Kathryn Andrews	Ceres
Olivia Bouloukis	Jeaden
Julia Doig	Ceres
Rachel Dowling	Merinda
Emily Smith	Jeaden

All Gold Medalists are eligible to present on stage for Gold Medal Honours on Friday October 6th at CVI Junior Championship Teams Competition

### Silver Medal

Jenna Brimblecombe	Hawthorn
Jessica Harding	Merinda
Charlie Lord	Jeaden
Angeline Cray	Jeaden

### Bronze Medal

Laura Bashford	Robynmore
Alex Bignell	Jeaden
Tayla Bolzon	Laurimar
Megan Clarke	Jeaden
Georgia Emery	Jayde
Ashley Finlayson	Merinda
Monica Flynn	Jayde
Aisha Ginnaj	Avonde
Marlee Shae Holden	Jeaden
Jennifer McLaren	Robynmore
Amber McLean	Merinda
Charlotte Monaghan	Westcoast
Hilary Morgan	Jayde
Catherine Murphy	Jeaden
Stacey Price	Jayde
Annabel Smith	Jeaden

The 2017 Nov-December Skills Exam period is being held between November 19th and December 17th at various Melbourne venues plus regional centres at Sale, Ballarat, Bendigo, Geelong and Warrnambool

Online registrations at [Trybooking.com](http://trybooking.com) from Wed. August 9th (5.00pm) to Mon. October 2nd (10.00pm) late entries are accepted until October 31st (conditions apply).

Information regarding Online Entry Registration, Late Entries, Withdrawals, Replacements, Entry level alterations and Candidates' non-availability during the exam period are highlighted in the document 2017 Nov-December Skills Exams Entry Information (available on Calisthenics Victoria's website)

[Click here for more information](#)

Please address all queries to  
Elizabeth Hickey- CVI Convenor of ACF Skills Program  
email: [skills.vic@calisthenics.asn.au](mailto:skills.vic@calisthenics.asn.au)



# "THE BALLAARAT SOLO COMPETITION INC HAS BEEN SHINING BRIGHT SINCE 1993 AND CELEBRATING 25 YEARS OF COMPETITION"

The competition was started in 1993 with 63 competitors to now having over 550 in 2017 coming from all over Victoria, South Australia & this year also from Queensland..

This year the competition was held in April at the Wendouree Centre for Performing Arts, along with also being the longest running hirer of the WCPA for 10 years.

Over 25 years the competition has given \$40,000 to the local community along with the many other donations made to the Calisthenic Sport in general. As a way of giving back, the Ballaarat Solo Comp gave a monetary gift to the local girls who made it through to compete with the Victorian State Team. These girls come from Sovereign Calisthenic College & Studio Arc Dance School. Accompanied by Lucy Quinlan -One of the Assistant Coaches of the State Team from Sovereign Calisthenic College.

The Ballaarat Solo Comp celebrated their 25 years with a dinner held in the Gables Room at Miners Tavern on May 20th. Which was attended by past & present members, Adjudicators, and Staff from Royal South Street. On the night they were proud to present Lorraine Meade (Founder of the Competition) with a Life Membership.



# 2017 ACF AWARDS

Congratulations to our amazing Victorian Calisthenics community members on their recent ACF Awards. We are all so very proud of your achievements and your much deserved recognition.



Steph Bond  
Coach Of The Year



Shirley Pettit  
Official Of The Year



Barb Nickless  
ACF Life Membership

# HONOUR ROLL

Calisthenics Victoria would like to congratulate the following currently registered pupils for their continued enthusiastic dedication to our wonderful sport. The following list have been apart of our sport for 20 or more years.

Stephanie McVarnock	Chelsea	Kelly Parry	Dorset
Meg Gentner	Hawthorn	Jacqui Bayliss	Dorset
Jenna Brimblecombe	Hawthorn	Sam McDonald	Dorset
Megan Sekeres	Hawthorn	Natalie Hare	Dorset
Nicole Elsegood	Hawthorn	Wilma Nathan	Dorset
Tayla Kennedy	Blackburn	Elise Pascale	Dorset
Lauren Taylor	Blackburn	Jennifer Salomon	Dorset
Brittany Clark	Blackburn	Emily Watson	Emmanuel
Laura Masci	Diamond Creek	Christina Miracola	Emmanuel
Kayla Usher	Melton	Adrienne Brande	Emmanuel
Amy Usher	Melton	Jessica Lockhart	Chadstone

# SPONSORSHIP NEWS



Winkipop Media have been attending all of our CVI State Team Championship competitions capturing amazing photographs. Be sure to check out the images through the below link which are available for purchase.

<http://winkipopmedia.photostockplus.com/album/2644409/>

Password: VIC17

For any other photography enquiries please contact Shaun on 1300 843 664



Trybooking is now available on Apple App Store and Google Play now!

Download the TryBooking Scanning App today for faster, easier entry management during your event. Scan tickets on paper/mobile instantly and reduce queues.



*your sport.  
your reward.*



Calisthenics Victoria has partnered up with Sports Pass to enhance and optimise our membership benefits program, offering a digital membership card, making it easier for our members to connect with your business.

Our member benefits partners will receive the following benefits:

- Listing on Calisthenics Victoria's member benefits Sports Pass page (Including logo)
- Included in member benefits announcement
- Listed in every EDM for duration of 1 year- end December 2018
- Promotion opportunity at AGM roadshow
- Club Development Workshop Series

If you are interested in becoming a 2018 sponsor or member benefits partner please email Courtney Barlow at [marketing@calisthenics.asn.au](mailto:marketing@calisthenics.asn.au)



# ALPHINGTON SPORTS MEDICINE EXERCISE + REHAB

Experienced in calisthenics, gymnastics, dance and performing arts injury prevention and management.

“We are excited to have been partnering with Calisthenics Victoria in 2017 and love supporting the talented local performers who are involved in this fantastic sport”

Gaylene McKay, Managing Director, Alphington Sports Medicine Clinic

After working with the Calisthenics Victoria State team this year, the Physiotherapists and Sports Medicine Doctors from Alphington Sports Medicine Clinic look forward to working with more of the calisthenics community. Their aim is to focus on the health and well-being of all members to allow enjoyable participation and optimal performance. They have experience in treating athletes from calisthenics, ballet, dance, gymnastic and performing arts over many years so understand the specific needs involved for individuals along with the demands of the competition season.

Alphington Sports Medicine Clinic’s range of health services can help you continue performing, or return to calisthenics as quickly as possible following an injury. They have an impressive rehabilitation facility too – Alphington Exercise + Rehabilitation Centre - with two Clinical Pilates Studios and a comprehensively equipped Rehabilitation Gym. With over 30 years of excellence in Sports Medicine, Alphington Sports Medicine Clinic is committed to providing healthcare services of the highest calibre. They can help you RECOVER, PREVENT INJURIES and STAY ACTIVE!

Conveniently located on Heidelberg Road in the inner north-eastern suburbs of Melbourne, they take care of both sporting and non-sporting medical and rehabilitation elements.

They have over 30 Sports Medicine practitioners working across more than 10 health sectors offering services in:

- Sport & Exercise Medicine
- Physiotherapy
- Paediatric Sports Medicine
- Orthopaedic Surgery
- Clinical Pilates
- Exercise Rehabilitation
- Exercise Physiology
- Podiatry
- Massage
- Dietetics
- Occupational (Hand) Therapy
- Concussion follow-up, and
- Biomechanical assessments with ViMove sensor technology



To find out more go to [www.alphingtonsportsmed.com.au](http://www.alphingtonsportsmed.com.au) or phone 9481 5744 for an appointment.

## Principal Partner



## Major Partners



## Organisational Partners

GARRLEIGH



## Government Partners



# Live to Perform.

If you have news you would like to publish in Clublink please email  
Courtney Barlow [marketing@calisthenics.asn.au](mailto:marketing@calisthenics.asn.au)