

30/06/2008

Dear Coaches,



We have pleasure in introducing to you the **Australian Cheer & Dance Alliance (ACDA)** which is a not-for profit organization comprised of Australia's leading cheer and dance event producers with its founding members being **Australian All Star Cheerleading Federation (AASCF)**, **Downunder Spirit Championships (DUSC)** and **World Cup Cheer Australia-Asia-Pacific (WCC)** and coming together to form a national, unified body for the voice of cheer and dance in Australia. We have major Australasian Dance event producers confirmed on board as well as one of Australia's premier Dance Magazines which will be introduced to you all in the coming weeks.

ACDA has been formed to support and nurture all of the Australian Cheer and Dance community, including clubs, schools, dance studios, industry suppliers and anyone else interested in having a voice for Cheer and Dance in Australia.

Our primary objectives are to help grow and develop interest and participation in Cheer & Dance and to promote safety education for cheer & Dance in Australia consistent with the latest internationally recognized safety, educational, and ethical practices.

ACDA members will continue to operate their individual businesses competing for market share, but by pooling our member's resources and cooperating presents a greater opportunity to progress the Australian cheer & dance community.

In so doing ACDA seeks to maximize the number of participants benefiting from the positive life experiences of sport cheer and dance and promote unified competition rules and regulations within Australia. ACDA recognizes that there is a wide range of skill levels among cheerleaders in this country, and believes in the importance of accommodating the needs of all gyms, clubs and schools no matter their degree of technical competence or size.

ACDA supports the International All Star Federation (IASF) & the International Cheer Union (ICU) in their efforts to grow cheerleading participation globally through making the sport more legitimate, safe and inclusive of all wanting to participate.

ACDA has drawn upon a vast range of resources, both internationally and from within Australia to develop a safety, education, and credentialing program specifically tailored to cheer sport.

As a result of this exciting new initiative and collaboration the Australian cheer & dance community will see a rapid rise in both education and competition opportunities nationally.

We have assembled a founding Board of Directors which is comprehensive in its depth of corporate and cheer/dance experience that are passionate and committed to the sports progression and success.

I would like to now introduce my fellow board members-

- Sharon Winter VP Company Secretary /Marketing and Media
- Nola Muirhead VP Financial Controller.
- Edie Burgess VP Event Coordinator.
- Rosemary Sims VP International Liaison, Education and Rules, Committee
- Lynn Parker VP National Schools Program

Further contact website & contact information will be forthcoming in the next week and In the meantime please feel free to contact any of the founding members for information as to how you can be part of ACDA and we look forward to seeing you all at any of our members events in the year ahead.

Warm Regard  
Steve James  
ACDA President