

ART OF CAKE CHALLENGE

Presented By
LOYALTM

PROFESSIONAL GRADE CAKE & BAKeware PRODUCTS

Welcome!

The team at Cake Bake & Sweets Show, in support and collaboration with the Cake Decorators Association of Victoria, welcomes you to the **Art of Cake Competition** presented by LOYAL!

Art of Cake presented by LOYAL, will feature as a major attraction to the Cake Bake & Sweets Show taking place in Sydney from the 23-25 November at ICC Sydney and in Melbourne from the 30 November-2 December at Melbourne Convention and Exhibition Centre.

The Wedding Cake category will continue to be a draw card for all the Bride's to Be walking the show floor especially those getting married in summer, looking for ideas and decorators for their big day. This gives entrants an unmatched opportunity to get in front of the buyers!

The Novelty Category, Sculpted Novelty Christmas Cake, is fun and exciting, and the cakes entered will aim to get the crowd inspired for the Christmas season!

The Floral Art Category is a new category in the competition which will allow entrants to show off their sugar crafting skills by creating a stunning floral arrangement of their choice with the flowers and the vase/container being created purely using sugar.

Art of Cake Competition would not be possible without the help and support of the Cake Decorators Association of Victoria and Loyal Bakeware.

We cannot wait to see your creations at the show and we wish you all the best – Good luck!

Warm Regards,

Cake Bake & Sweets Team

About

Cake Bake & Sweets Show is Australia's ultimate foodie experience, giving you a three-day live event devoted to the world of baking and the art of cake decorating.

Whether you are passionate about baking and decorating, or you just can't get enough of cakes, sweets and other delicious temptations, this one-of-a-kind experience, packed with celebrity demos, informative classes and interactive workshops is sure to fulfil your sweet tooth.

Art of Cake, presented by LOYAL, was established to showcase the talent and expertise of Victoria from commercial to hobby decorating.

The competition will take place within the Cake Bake & Sweets Show at the Melbourne Convention & Exhibition Centre from the 30th of November until the 2nd of December.

Entry Categories

Art of Cake will see entrants compete on an even playing field for the top prizes and recognition in the show and all will have the opportunity to be crowned the Art of Cake Champion!

Categories are:

OPEN: Open to all bakers including professionals, semi-professionals, non-professionals and hobby bakers. Entrants must be over the age of 16.

NOVICE: Open to all beginners & apprentices. Entrants must be over the age of 16 & must not have won a major cake competition.

Please choose your category carefully and accurately as entrants found to be within the wrong category will face disqualification. If disqualified, your cake will still be displayed however, you will be ineligible for any prizes or awards.

Entry Categories

You can enter a maximum of one entry for each class.

Wedding Cake for a Summer Wedding

Let your creativity take the lead for an extravagant and stunning wedding cake. Create an exhibit of your dreams to suit a summer wedding.

Sculpted Novelty Christmas Cake

A fun creative category for the sweet tooth. Embrace the spirit of Christmas and bring your favourite Christmas memories to life getting the visitors excited for the festive season!

Floral Art

Delight the crowds with your flower making skills by creating a stunning floral arrangement of your choice. This is your chance to showcase the beauty of hand crafted sugar flowers presented in a container or a vase all completely made from sugar.

OPEN SECTION

Class 1: Wedding Cake for a Summer Wedding

Maximum display size 90cm (measured along the front) x 70cm. No height restrictions.

Class 2: Sculpted Novelty Christmas Cake

Maximum display size 70cm x 70cm (measured along the front)

Class 3: Floral Art

A hand crafted sugar floral arrangement and vase/container all completely made from sugar.

Display size up to 60cm x 60cm (measured along the front)

May use a commercial container

NOVICE SECTION

Class 4: Wedding Cake for a Summer Wedding

Maximum display size 90cm (measured along the front) x 70cm. No height restriction.

Class 5: Sculpted Novelty Christmas Cake

No Commercial Tins allowed.

Maximum display size 70cm (measured along the front) x 70cm

Class 6: Floral Art

A hand crafted sugar floral arrangement and vase/container all completely made from sugar.

Display size up to 60cm x 60cm (measured along the front)

May use a commercial container

General Rules

- No wire to be inserted directly into the exhibit. All wires must be sealed or inserted into food grade containers and must be visible for the judge
- All cakes/dummies must be covered in a fondant base medium. NO Buttercreams will be allowed
- Internal supports must be of a food grade standard
- All baseboards must be able to support the exhibit
- All boards that come into contact with the display table must have cleats/supports that allow the exhibit to be picked up easily – suggested height 6mm

Items Allowed:

- Foam dummies representing the “cake”, pillars/stands to elevate the cakes
- Wire, ribbon, raffia, tulle, stamens, cotton, polenta, piping gel, gelatine, edible metallic paints and lustres and other sugar based products
- Wafer paper and edible imaging may be used in conjunction with icing work and must be enhanced
- **All decoration items must be made by the exhibitor**

Not Allowed:

- Cold porcelain, purchased lollies and sugar (or plastic/resin) products such as purchased figurines or flowers, rings or birds/animals

****PLEASE NOTE: IT IS IMPORTANT THAT YOU DO NOT SHARE YOUR CAKES ON SOCIAL MEDIA PRIOR TO THE COMPETITION. IF YOUR CAKE IS FOUND ON SOCIAL MEDIA PRIOR TO THE EVENT, THIS WILL VOID YOUR ENTRY TO THE COMPETITION.**

Prizes

The Cake Bake & Sweets Show have some scrumptious prizes on offer, which each entrant will be running for, making it the richest cake competition in the Southern Hemisphere!

State Champion: \$2,000 + ribbon + prizes + certificate

State Runner Up: \$750 + ribbon + prizes + certificate

Winner per category: \$500 + ribbon + prizes + certificate

Category Runner Up: \$250 + ribbon + prizes + certificate

All prizes are final and are non-negotiable.

Registering

The registration fee is \$35 which includes a 1-day admission to the show valued at \$28.50. Entrants may enter a maximum of once per class for their relevant category. All additional entries by a single entrant will be charged at \$25 each.

Places for each competition class are limited and will be allocated on a first come, first served basis. Once a class is full, we are unable to take further entries due to the space we have available.

Payment for your entry can be made via Direct Deposit

PAYMENT DETAILS

Bank: Commonwealth Bank of Australia

Account Name: Global Links Exhibitions & Conferences Organisers Pty Ltd

BSB: 063-587

Account Number: 106 425 06

USE YOUR FULL NAME AS THE REFERENCE (THE SAME AS YOUR ENTRY FORM)

All entry forms must be returned via email to: artofcake@glexhibitions.com

ENTRIES MUST BE RECEIVED BY CAKE BAKE & SWEETS SHOW NO LATER THAN 12 NOVEMBER 2018

Places are not confirmed until payment has been taken and you have received the confirmation from Cake Bake & Sweets Show. Should you not receive a confirmation email within 10 working day, please contact the Cake Bake & Sweets Show team.

Cancellation Policy: Cancellations with a full refund are available until the 12th of November 2018. Cancellations after this time forfeit any entry money paid. You must contact the Cake Bake & Sweets team if you wish to cancel your entry.

Timetable of Events

Entries Open	Wednesday, 8 October 2018
Entries Close	Monday, 12 November 2018
Receive Entries	Between 9:30am – 12:00pm on Thursday 29 November 2018
Judging	Thursday 29 November 2018 from 12:30pm
On Display	Friday 30 November – Sunday 2 December
Winners Notified	After the completion of judging
Collection of Entries*	Sunday 2 December by 5pm

**Please note that entries that are not collected by Sunday on 2nd December 2018 will be disposed of unless prior arrangements have been made with the Show Organisers.*

Contact Details

Rules and Regulations

Pam Archibald

Cake Decorators Association of Victoria Inc

Phone: 0418 319 858

Email: pamela.archibald1@bigpond.com

General Cake Bake & Sweets Show Inquiries

Kirsty Vierdag

GL Exhibitions

Phone: 0409 875 666

Email: artofcake@glexhibitions.com

TERMS AND CONDITIONS

1. Entry forms and fees must be sent to the Cake Bake & Sweets Show by **12 November 2018**
2. All competition entries to be in place by 12PM, Thursday 29 November 2018. Judging will commence at 12:30PM. Deliver to Melbourne Convention & Exhibition Centre, Loading Docks off Normanby Road
3. ID tag will be given for each entry when arriving at the competition. ID tag must be attached to the underside, front centre of the baseboard with the Catalogue Number left clearly visible. DO NOT attach this ID label to the surface of the Entry
4. The decision of the Chairman of the Judges is final and NO correspondence will be entered into
5. Whilst reasonable care will be taken of competition items, Organisers cannot be held responsible for any loss or damage that may occur
6. The Organisers have the right to use photographs they have had taken of Competitors items for commercial purposes. ALL PHOTOGRAPHY TAKEN BY ENTRANTS TO BE FOR PERSONAL USE ONLY. Photographs of the entries may not be published either in print or electronically, without the explicit permission of the Show Organisers
7. Entries may not be removed from the Competition Area until after 5pm of Sunday 2 December 2018
8. Entries that do not meet the requirements described for the class will be deemed 'Not As Schedule' and 20 marks will be taken off
9. The competition is open to Australian residents only
10. Entrants to refrain from posting photos of their entry on social media prior to judging

COMPETITION RULES

1. Entrants are allowed one entry per class but may enter as many classes for which they are eligible
2. ALL WORK must be that of the Entrant
3. All entries must be original.
4. No wire can be inserted directly into the exhibit. All wire must be sealed or inserted into food grade containers and must be visible by judge.
5. All cakes/dummies must be covered in a fondant base medium. NO buttercreams will be allowed.
6. Internal supports must be of a food grade standard.
7. All baseboards must be able to support the exhibit
8. All boards that come into contact with the display table must have cleats/supports that allow the exhibit to be picked up easily - suggested height 6mm
9. Items Allowed: Foam dummies representing the "cake", pillars/stands to elevate the cakes, wire, ribbon, raffia, tulle, stamens, cotton, polenta, piping gel, gelatine, edible metallic cakes/lusters/other sugar based products. Wafer paper and edible imaging may be used in conjunction with icing work.
10. All decorations must be made by the exhibitor
11. Items Not Allowed: Cold porcelain, purchased lollies and sugar (or plastic/resin) productions such as purchased figurines or flowers, rings or birds/animals.
12. Due to time constraints you will not have unlimited time to set up your exhibit. Please ensure you are able to stage your exhibit within the time we have allowed. You will only be allowed one person to accompany you due to space and OH&S.
13. Due to OH&S, no person will be permitted on-site WITHOUT enclosed footwear and a high-visibility vest.

JUDGING

The Cake Decorating Association of Victoria will be our panel of judges and experts overseeing the Art of Cake Competition at the Cake Bake & Sweets Show. Judging will take place from 12.30pm, Thursday 29 November 2018. The competition area will be closed until judging is complete.

The following is a guide to the standard the judges will be looking for and judging according to:

Visual Impact: the general appeal of the entry, balance and harmony in design, composition and colour. Possible score: 20

Presentation: Overall attention to detail and the choice of all components. Neatness of the board, cover and cleats. Possible score: 20

Cover: How well it is applied, Texture shape and finish. Overall symmetry of the cake. Possible score: 10

Creativity/ Originality: Innovative ideas or a new approach to technique. Possible score: 5

Degree of Difficulty: Relative to the category and technique Possible score: 5

Execution of Design: How well the skills have been applied (moulding, pipework, floodwork, painting, fondant work etc.) Possible score: 40

EXHIBITION ADDRESS

Art of Cake Competition entries will be showcased at Cake Bake & Sweets Show, 29 November – 2 December 2018. Please deliver your entry to:

Melbourne Convention & Exhibition Centre
Bays 4-9, Normanby Road
VIC 3006 Australia

To find out more how to get there, visit: <https://mcec.com.au/visit/visit-information>

ANNOUNCEMENT OF CHAMPION & AWARDS COLLECTION

Major prize winners will be contacted at completion of judging by Pam Archibald.

The awards ceremony will be held at inside the Cake Bake & Sweets Show at approximately 3pm on Sunday 2nd December 2018. All participants are invited to come together to celebrate each others achievements.

All ribbons and prizes can be collected on Sunday 2 December 2018 when picking up your cakes. If you're unable to make it, prizes will be posted post-show.