

## INTRODUCTION

Enclosed is a statement from the Governing Body on Scottish Highland Dancing and the development strategy.

Miss Marjory Rowan who is administrator of our Governing Body is jointly involved in the organising of the Millennium Champions Challenge has organised the Commonwealth Championship since 1970.

My own involvement in Highland Dancing began when I started lessons in 1949. I competed from 1951 until 1991, I have been teaching since 1967, adjudicating since 1973 and organising competitions since 1975.

As a P. E. teacher, international Volleyball player, and member of the S.V.A. executive council, I have also been involved in the staging of many sporting events as well as assisting in the organisation of Dancing Championship events.

In staging this event I hope to promote the traditional dancing of Scotland through the meeting of young Scots and visitors from around the world. I want the best dancers in the world to come to the "Heart of Scotland" to show the next generation what can be achieved by hard work and dedication. This occasion is also an opportunity for officials and coaches worldwide to join in the celebration of the S.O.B.H.D's Golden Jubilee. We will have Ceilidh in the Castle at the end of the competition. I would also hope our overseas visitors would enjoy the history of Highland Perthshire.

## THE EVENT

A "Champions Challenge" has not been staged before. To qualify, dancers must have won a Championship anywhere in the World. There will be three age groups: under 13 years, 13 and under 16 years, and Adults. Each group will have six dances with 6 prizes in each event and 3 specially hand-crafted overall prizes per group. i.e. 108 prizes + 9 special awards. Each competitor and official (approximately 138) will receive a memento of the occasion.

In the evening a Ceilidh & buffet will take place with our winners giving a demonstration.

Because it is the Golden Jubilee of the SOBHD and also the year 2000, the organisation of the "Champions Challenge" will be different from a normal Championship or competition. Whilst competitors will not be invited, once they arrive in Blair Atholl all their requirements will be taken care of. I envisage that a good amount of funds will go back into the local economy.

## MARKETING

The event will be promoted through the lead organisations in each of the participating countries; newspapers and dance journals; during each Championship held in 1999; and informing all teachers by way of the teaching organisations which have members worldwide. Also nearer the event, I hope Grampian Television will do a piece on the event similar to the way the Glenfiddich Piping Championship in Blair Castle is promoted.

Not only do we expect competitors, family, friends and coaches, but also people interested in the Scottish traditions of dance. Of course, because the date is just before Easter, we hope to attract tourist visitors in the area who could view the very colourful , athletic and musical entertainment.

## KEY DATES

Information will be available from March 1999.

Entry forms available soon after.

Entries will close in December 1999.

Final arrangements made by end of January 2000.

## KEY PERSONNEL

Maureen Keillor	Castle admin.	Arrange Castle staff, buffet & Ceilidh in consultation with the SOBHD
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Jean Swanston	Challenge organiser	Receive entries & arrange timetable
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Atholl Dancing Association committee		Fundraising; organising accommodation & setting up Ballroom, and stewarding.
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Marjory Rowan	SOBHD admin.	Advise & oversee all arrangements.
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Billy Forsyth	SOBHD President	Master of ceremonies.
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Technical members of the SOBHD		Organise scrutineering.
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Judges		Members of the worldwide panel of judges.
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Pipers		Members of the panel of pipers who play for Championships
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These are the jobs which are done on a regular basis by the above people.

11 November 1998