

CAKE CRAFT ART OF CAKE COMPETITION 2024

Westgold™



SYDNEY 27 – 29 SEPTEMBER 2024 | ICC

ART
OF
CAKE



CAKE CRAFT



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CAKE CRAFT

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SHOW DATES & LOCATIONS

SYDNEY

27-29 SEPTEMBER 2024

ICC – International Convention &
Exhibition Centre

Westgold



CAKE CRAFT

YOUR INVITATION TO ENTER THE CAKE CRAFT ART OF CAKE COMPETITION!

This year thousands of cake decorators, home bakers, passionate foodies & professional pastry chefs will be heading to Melbourne & Sydney to witness and participate in Australia's premier cake competition. This event gives you the opportunity to showcase your cake or cookie decorating skills! Everyone is encouraged to enter, even YOU! We have a range of categories for you to choose from, and remember, it doesn't matter if you're an amateur or professional. Our celebrity judges are looking forward to seeing your wonderful creations.

The Cake Craft Art of Cake Competition aims to celebrate and showcase the skills and talents of Australia's best bakers and cake decorators in a fun contest. So, take the challenge and have a go, regardless of your skill and experience level.

THIS ENTRY COULD CHANGE YOUR LIFE!



IMPORTANT INFORMATION

HOW TO ENTER

Everyone is welcome to enter!

SYDNEY

Registration Deadline

13th September 2024

Entry Drop Details

**THU 26th September 2024
between 12pm – 7pm**

REMEMBER to register early! This gives you plenty of time to work on your creation. Our team will be there to support you every step of the way.

You can contact us on artofcake@glexhibitions.com



PRIZES

ARE YOU READY FOR THIS?
ADDITIONAL PRIZES MAY BE PROVIDED BY OUR SPONSORS

OVERALL COMPETITION
1ST PLACE

\$2500.00

OVERALL COMPETITION
2ND PLACE

\$1000.00

OVERALL COMPETITION
3RD PLACE

\$500.00

INDIVIDUAL CATEGORY
1ST PLACE WINNERS

(Except Bake Mania - The Winners of Kids Bakemania
will receive \$50 in cash + sponsored gifts)

\$150.00



ELIGIBILITY

EVERYONE is invited to participate, where you live or what your experience level is, does NOT matter!

Beginners, amateurs, professionals, and students are welcome.

You can enter multiple categories, but you may submit only one entry per category.

Each category has separate rules that need to be adhered to.



ENTRY REGISTRATIONS & DEADLINE

The deadline to register your entries and pay your fees is on June 21st 2024 for Melbourne and 13th September 2024 for Sydney.

Entry Fee:

\$30 per AOC category

\$20 per Kids Bakemia category

AOC entrants will receive 2 free Flexi tickets (\$88) to attend the show and Kids Bakemia entrants will receive a Family Ticket (\$75)

(All entrants will receive 2 free flexi tickets giving you entry to the Cake Bake & Sweets Show on any day you choose)

ENTRY PROCESS

1. The easiest way to enter the CAKE CRAFT ART OF CAKE competition is online.
2. Click [HERE](#)
3. Register and pay for your spot through our secure online payment portal, it's that easy!
4. Once the transaction is completed, you will receive an invoice/receipt via your registered email address.
5. Our Art of Cake Team will reach out to you closer to the event date with important competition information including the drop off and pick up process.
6. Free show tickets will be issued a week before the show.

IMPORTANT COMPETITION INFORMATION

Cake Delivery: All cakes **MUST** be delivered to our locations in Melbourne and Sydney at the set drop off times.

Results: Entries will be open for viewing by the public from 10am Friday until 4pm Sunday. Judges are not privy to information about who created the exhibits until after judging is completed. Judges will score each entrant in accordance to the rules of the category and there will be no feedback provided by the judging panel, their decision will be final and there is to be no contract made with the judges. All results will be announced at the live prize presentation on the Saturday of the show. Location and time will be advised.

Cake Collection: Competition Cakes must remain at the show for the full duration of three days. On the last day of the event, they will be available for collection from 4.00pm. Please note that any cake not collected by Sunday 6pm will be disposed of by the Organisers.

Photographs: By entering the competition, please understand that your work may be used by the organisers for advertising purposes online, in the media or printed in publications or magazines.



COMPETITION RULES

CATEGORIES & THEMES



**OLYMPIC THEME - GO FOR GOLD -
OPEN CATEGORY**

BUTTERCREAM – THEME: MONOCHROME



DECORATED COOKIES – THEME: COLOUR POP!



**SCULPTED CAKE –
AUSTRALIAN FLORA & FAUNA THEME**



WEDDING CAKE



**CHOCOLATE CENTREPIECE DISPLAY -
OPEN CATEGORY**



KIDS BAKEMANIA - PRIMARY

KIDS BAKEMANIA – SECONDARY



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GENERAL RULES & REGULATIONS

1. Entry must be the sole, unaided work of the individual who has entered the competition.
2. Entries which do not comply with the Schedule and Rules, may lose points, and/or be deemed ineligible for a prize.
3. Cleats of minimum 10mm or 1cm height must be attached to all presentation/base boards. (Cleats are feet placed underneath baseboard for ease of movement.)
4. No wires must penetrate icing or cake.
5. Dummy cakes are permitted unless otherwise specified. When a dummy cake is used, the design must be achievable in cake. Dummy cakes must be covered/iced.
6. Please be sure to include the Judging Information Sheet for each exhibit, to advise the use of specific techniques or construction, and/or the use of an innovative idea. Progressive photographs welcomed for Sculptured Cakes to show inclusion of real cake. Sheet/s to be delivered with exhibit.
7. Only 1 entry per person per category is allowed.
8. All entries must be completed at home. It is a DISPLAY ONLY competition.
9. The Organiser reserves the right not to exhibit any works that are deemed to be offensive to the general public. The Organisers decision on this will be final.
10. No electric point will be provided.
11. Registration fees are non-refundable. Once registered, the amount cannot be refunded under any circumstances (unless the event is postponed or cancelled by the Organiser).
12. Last minute entries: Last minute entries will be subject to availability of space and ease of arrangements.
13. Delivery of entries: All exhibits must be presented at the time and day specified in the delivery advice.
14. Set up time: Each participant will register on arrival and be allocated space to position their exhibit/s. Each participant will be given 30 minutes to arrange their exhibit and repair any damage incurred during transit to the show venue.



GENERAL RULES & REGULATIONS

15. The Competitor is responsible for delivery and set up of their exhibit. The Competitor may bring one (1) only assistant for this purpose. The assistant will not be eligible for any ticketing for the show.
16. No name of entrants will be displayed until after judging.
17. Judging will take place Friday morning.
18. Judging will be undertaken in an unbiased manner.
19. Results will be announced at the discretion of the Organiser.
20. The decision of the Judging panel is final. There will be no feedback given/available during or after the show. Competitors shall not approach or question the Judges about the competition.
21. Collection of entries will be from 4.00pm on the final day of the Show. Any entries not collected will be disposed of at the discretion of the Organisers.
22. By entering the competition and allowing works to be shown at the Cake Bake& Sweets Show, PLEASE BE AWARE that photographs or copies may be taken by any person or visitor and realise that your designs/work may be reproduced.
23. Photographs of competition entries may be used online or for marketing purposes by the Cake Bake & Sweets Show
24. The organisers will endeavour to keep all entries safe but given the event hosts large numbers of public, damage to the entry may be unavoidable. You will be notified should any damage occur to your creation.
25. Terms and conditions are subject to change.
26. These terms and conditions will be applicable to every person who registers as a participant.
28. A participant who is already registered in the competition may participate in multiple OR all categories simply by registering and paying an additional fee for each additional category.
29. Please send all queries via e-mail to artofcake@glexhibitions.com




CATEGORY RULES



OLYMPIC THEME - GO FOR GOLD

- Entries should reflect the spirit of the Olympics.
- This is an open category, allowing for cakes of any size, shape, or color, with any number of tiers.
- Your cake must consist of at least 60% real cake and be sculpted to fit the Olympic theme.
- Entries should reflect the spirit of the Olympics.
- Entrants to provide progress photos as part of their Judging Information.

BUTTERCREAM – THEME: MONOCHROME

- All entries must have two (2) tiers.
 - Entry must be of one (1) single colour of your choice and all shade variations of that ONE colour are permitted (includes buttercream and all decorations used)
 - (Below is an example of the colour range if Blue was your selected colour)
- 
- You can use one solid colour with no shading variations for the entire entry if that is your preference.
 - Entry to fit within 50cm x 50cm space.
 - Competitors may use any type of Buttercream.

DECORATED COOKIES – THEME: COLOUR POP!

- Your entry must be 100% cookie. No dummy/Styrofoam is permitted.
- Colour Pop! Make your exhibit any design you wish using lots of colour.
- You should prepare and design a minimum of 4 cookies related to this year's theme.
- Entry to fit within 30cm x 30cm space.
- The cookies may be presented as desired.

SCULPTED CAKE – THEME: AUSTRALIAN FLORA & FAUNA

- Any Australian Animal, Plant, Tree or Flower.
- The cake must be constructed of minimum 60% real cake and carved/sculpted to produce your exhibit.
- Entry must reflect this year's theme.
- Entry to fit within 100cm x 100cm space.
- Entrants to provide progress photos as part of their Judging Information.

***Good luck with your entry.
We look forward to seeing your
wonderful creations!***

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CAKE CRAFT

CATEGORY RULES



WEDDING CAKE

- This is a Show Stopper Exhibit. Give it Pizzaz! The Works!
- Entry must have a minimum of 3 tiers.
- Entry to fit within 100cm x 100cm space.

CHOCOLATE CENTREPIECE DISPLAY

- The display must be constructed entirely in Chocolate.
- The use of Rice Crispy Treats is permitted.
- Moulds may be used for decorating purposes.
- Any support used must not be visible.
- Colours and lustres are permitted to be used.
- Entry to fit within 100cm x 100cm space.
- Entrants to provide progress photos as part of their judging information.

KIDS BAKEMANIA – PRIMARY – DECORATED BISCUITS OR CUPCAKES

- All participants must currently be in Prep to Year 6.
- Entry is to consist of 4 decorated biscuits
- (Arnott's Marie or any biscuit similar in size)
- or -
- 4 decorated cupcakes.
- Decoration & design is entirely up to the entrant.
- All entries must be presented on a paper plate.

KIDS BAKEMANIA – SECONDARY

- All participants must currently be in
- Year 7 to Year 12.
- Entry is to consist of 4 decorated cupcakes
- presented on a paper plate.
- or -
- One (1) decorated cake.
- Cake size must be a maximum of 20cm and is to be presented on a 25cm board.
- Decoration & design is entirely up to the entrant.

***Good luck with your entry.
We look forward to seeing your
wonderful creations!***

