CRAVE ATHLETICS

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COMPETITIVE

2027 TEAMS

Coming Soon...

2027 FULL GYM TIMETABLE

Coming Soon...

IMPORTANT DATES

	TERM 1	TERM 2	TERM 3	TERM 4
STARTS	2 February	27 April	19 July	4 October
ENDS	11 April	4 July	26 September	12 December
LENGTH	10 Weeks	10 Weeks	10 Weeks	10 Weeks (Early Start)

JANUARY
- ✔ 01 - 2027 Teams Released

FEBRUARY
- ✖ 01 - Auckland Anniversary
- ✔ 02 - Term 1 Begins
- ◒ 6/7/8 - Waitangi Weekend

MARCH
- ◒ 6 / 7 - Choreography #1
- ◒ 8 / 9 - Choreo Recovery
- ◒ 13 / 14 - Choreography #2
- ◒ 15 / 16 - Choreo Recovery
- ✖ 26 - 29 - Easter Break

APRIL
- ✔ 4 - ColourWars
- ✔ 11 - Term 1 Ends
- ✖ 26 - ANZAC Observed
- ✔ 27 - Term 2 Begins

MAY

JUNE
- ◒ 7 - King's Birthday
- ✔ 13 - Routine Reveal
- ◒ 20 - Eutopia
- ✖ 25 - Matariki

JULY
- ✔ 3 - CheerFest
- ✖ 4 - Term 2 Ends
- ◒ 18 - BITB Extra Training
- ✔ 19 - Term 3 Begins
- ◒ 31 - Battle In The Bay

AUGUST
- ◒ 2 / 3 - Comp Recovery
- ◒ 22 - United Extra Training
- ◒ 28 - United Cheer
- ◒ 30 / 31 - Comp Recovery

SEPTEMBER
- ✔ 12 - Extra Training
- ◒ 19 - Spring Carnival
- ◒ 20 / 21 - Comp Recovery
- ◒ 25 / 26 - CheerFactor
- ✖ 26 - Term 3 Ends

OCTOBER
- ✔ 4 - Term 4 Begins
- ✔ 17 - Nationals Extra Training
- ✖ 23/24 - Labour Weekend
- ◒ 25 - Labour Day
- ✔ 30 / 31 - NZ Nationals

NOVEMBER
- ◒ 1 / 2 - Comp Recovery
- ✔ 7 - The Crave Awards
- ✔ 20 /21 - 2028 Tryouts

DECEMBER
- ♥ 4 - Beach Day
- ✔ 12 - Term 4 Ends

GYM CLOSED	REQUIRED BY SOME	ENCOURAGED	REQUIRED FOR ALL
✖	◒	♥	✔

COMPETITIONS

Coming Soon...

COMPETITIVE TEAM COSTS

TEAM TUITION

of Hours Per Week vs Cost Per Term

1 HOUR	$225
1.5 HOURS	$275
2 HOURS	$325
2.5 HOURS	$375
3 HOURS	$425
3.5 HOURS	$475
4 HOURS	$525

Choreography, Coaching Fees, Admin Fees, Crave Events, Gym Operation, Team Competition Bow

COMPETITION FEES

Program vs Cost Per Term

NOVICE	$125
LEVEL 1	$135

Event Producer Fee, Coaching Fees, Admin Fees

MUSIC FEES

Program vs Cost Per Term

COMPETITIVE	$30

Song Rights, Custom Voiceovers, Music Production Fee

OTHER CRAVE COSTS

SKILL CLASSES

Skill Class Type vs Cost Per Term

TUMBLING	$195
FLYT	$195

All Skill Classes Are 60 Minutes

The costs above are for CompetitiveCHEER Athletes, and do not reflect the price for Recreational Athletes.

STUNT GROUPS

Fee Type vs Cost Per Term

TUITION FEE	$225
MUSIC FEE	$15
COMPETITION FEE	$35

Optional Development Opportunity for Terms 1 - 3

UNIFORMS

Program vs Total Cost

COMPETITIVE	TBC

****NEW UNIFORM FOR 2027****

Own Your Uniform At A One Off Cost

MEMBER POLICIES

As a valued member of the Crave Family, you are a Role Model for Crave Athletics. Your behaviour at all Crave events, including practices, competitions, community events, or social gatherings, is a direct reflection of our values and reputation. We trust in your commitment to upholding the highest standards of behaviour, setting a positive example, and contributing to our team's exceptional standing within the community. Your dedication is truly valued, and we are proud to have you as a part of our family.

Please familiarise yourself with all Membership Policies including; Code of Conduct (Athlete & Supporter), Participation & Attendance, Injury & Liability Release, General Policies, Social Media & Content Usage and our Financial Obligations Policies.

ATHLETES

As an athlete at Crave Athletics, I play a vital role in embracing the core values of 'The Crave Way.' My commitment to upholding these standards contributes significantly to the positive experiences of our athletes and the overall reputation of Crave Athletics in the community.

I acknowledge that by participating in any Crave Athletics activity or team, I agree to strictly abide by the Code of Conduct and all Member Policies outlined in this Handbook. I confirm that I have thoroughly read and understand these documents and agree to follow them to the best of my ability. I understand that failure to comply with the Code of Conduct or Member Policies will result in disciplinary action, up to and including suspension or termination of my membership and participation.

SUPPORTERS - Parent/Guardian/Fan

As a supporter at Crave Athletics, I play a vital role in enabling my athlete to embrace the core values of 'The Crave Way.' My commitment to upholding these standards contributes significantly to the positive experiences of our athletes and the overall reputation of Crave Athletics in the community.

I acknowledge that by allowing my athlete to participate in any Crave Athletics activity or team, I agree to strictly abide by the Code of Conduct and all Member Policies outlined in this Handbook for both myself and on behalf of my athlete. I confirm that I have thoroughly read and understood these documents and agree to support my athlete in following them to the best of their ability.

I understand that my agreement to the terms, conditions, and policies in this Handbook is deemed by my/my child's participation in any Crave Athletics activity, regardless of a physical signature. I understand that failure to comply with the Code of Conduct or Member Policies will result in disciplinary action for both myself and my athlete, up to and including suspension or termination of their membership and participation.

MEMBERSHIP PERIOD

As a member of Crave Athletics' Competitive Program, you are required to remain involved and committed to your team and all required classes for One Full Calendar Year or Competitive Season. By committing to your competitive team, you are required to remain actively participating and attending all training sessions including regularly scheduled weekly trainings, extra trainings, mandatory events, competitions and choreography sessions. When joining a team, you are agreeing to remain on this team until the end of the competitive season as stated in the current Competitive Handbook. After the Competitive Season is over, you may choose to renew or terminate your membership in Crave's Competitive Program.
If you wish to renew your membership, we ask you to please complete our registration form for the new Competitive Season.
To no longer be a member of Crave Athletics, we ask you to please inform us of your decision to not return for the new season. This will allow us to properly plan and build teams for the new season.

COMPETITIVE REGISTRATION

By registering for Crave Athletics Competitive Program, you are agreeing to be placed on whatever level, division, or team that we have carefully selected for you. You also trust and understand that we have selected this team in the best interest of your present and future competitive journey. Please do not register for the new Competitive Season if you are looking for or wanting to be placed on a certain level, division or team.

ATHLETE CODE OF CONDUCT

WE OVER ME

I understand the paramount importance of prioritising Crave Athletics and my team's objectives over my personal interests. I will attend all trainings and events as I understand that my attendance is crucial to the success of my team. I will communicate any potential absences or scheduling conflicts to my coach or the Crave administration as far in advance as possible.

BEING KIND IS FREE

At all times, I pledge to support and uplift all athletes and coaches, both from Crave and other gyms. I respect the decisions made by judges and event staff, maintaining grace in both victory and defeat. I am committed to adhering to the rules and reminding others to do the same. I pledge to refrain from any form of physical, verbal, or emotional harassment, hazing, or bullying of any individual. On Social Media, I ensure that any content I post does not reflect poorly on Crave Athletics or its members, and I will not post negative comments or images about coaches, judges, other athletes, or other gyms.

SAFETY IS KEY

I am committed to safety, performing skills solely within the designated practice areas of the gym and encouraging others to do the same. I will never teach or assist others in learning or performing cheerleading and tumbling skills. I will refrain from attempting or encouraging others to attempt skills not yet taught or approved by our coaches in the gym. I understand that I must report any witnessed or experienced unsafe activity or injury to a coach immediately.

LOOKING THE PART IS HALF THE BATTLE

I understand the importance of wearing the appropriate training gear during sessions and wearing our uniform with pride at all events. I prioritise my appearance at trainings and events by maintaining tidy, tied-up hair (for longer hair) or a neat appearance (for shorter hair). I ensure my fingernails are kept short and will not wear jewellery to prevent harm. I will wear my cheer shoes at all trainings and events.

A CLEAN GYM = A CLEAN ROUTINE

I take responsibility for the gym, maintaining cleanliness and tidiness. I ensure to pick up any rubbish, whether mine or others', and handle all equipment and areas with respect. I organize my belongings in designated areas and cubbies. I respect other people’s belongings and will not touch or take items that do not belong to me.

NOTHING WORTH HAVING COMES EASY

I am committed to working hard at all trainings and events. I will arrive at least 15 minutes before all training, events, or meeting times to ensure I am fully warm and ready to begin on time. I understand that being prepared, focused, and working diligently at all sessions is crucial. I will be an attentive listener, take feedback positively, and maintain a high level of effort throughout the entire session.

TEAMWORK MAKES THE DREAM WORK

I pledge to be an outstanding teammate by maintaining positivity, kindness, respect, and attentiveness towards all team members and coaches. I understand that using appropriate language and engaging in suitable discussions is a must at all times. I will actively participate in all activities, follow instructions, and include everyone before, during, and after training sessions. I will encourage teammates to overcome challenges, celebrate their successes, and handle disagreements maturely and respectfully.

SUPPORTER CODE OF CONDUCT

PRIORITIZING THE PROGRAM

I recognize the significance of prioritizing Crave Athletics and my athlete's team objectives over personal interests. I will actively support my athlete's attendance at all trainings and events as I understand the importance of prioritizing the needs of their team. I commit to communicating all absences, financial issues, or medical concerns promptly to Crave administration, and not to coaches during practice time. I will also commit to checking all official team communication platforms (e.g., email, app) daily to ensure I am up-to-date on all schedules, changes, and deadlines.

RESPECT AND ADVOCACY

I pledge to foster a supportive environment, uplifting all athletes and coaches, whether from Crave or other gyms. I will uphold respect for decisions made by judges and event staff, and I agree that I will not confront, argue with, or harass any judge, coach, event staff member, or Crave representative. I encourage grace in both victory and defeat. I am committed to reinforcing the adherence to rules and conduct, both offline and on Social Media, ensuring that any content posted reflects positively on Crave Athletics and its members. I will not post negative comments, images, or rumors about any athlete, coach, judge, or competing gym, and I will not use social media to raise policy complaints or air grievances.

PROMOTING SAFE HABITS

I am devoted to promoting safety by encouraging my athlete to perform skills exclusively within the gym. I will not facilitate or encourage learning or performing cheerleading and tumbling skills outside of the Crave Gym. I understand the importance of encouraging my athlete to refrain from attempting skills not yet taught or approved by Crave coaches in the gym. I will immediately notify a Crave staff member of any witnessed unsafe activity or potential injury to any athlete. I also understand that I am responsible for providing Crave with accurate and up-to-date medical information for my athlete.

UNIFORM AND IMAGE STANDARDS

I recognize the significance of my athlete wearing appropriate training gear during sessions and proudly donning our uniform at all events. I will help my athlete care for their uniform. I will ensure my athlete maintains a neat appearance, tying up longer hair or keeping a tidy look for shorter hair. I will ensure my athlete keeps their fingernails short and ensures they remove jewellery for safety reasons. I understand the necessity for my athlete to wear cheer shoes at all trainings and events. Furthermore, I will ensure my athlete's uniform is always clean, properly fitted, and ready for competition well in advance of the event date.

MEETING FINANCIAL COMMITMENTS

I am committed to supporting my athlete's hard work during all trainings and events. I will ensure they arrive at least 15 minutes before all sessions to ensure they are ready to start on time. I understand that supporting their commitment includes ensuring all financial obligations (fees, travel, uniform costs) are met by the due date as set out in the Financial Policy. I acknowledge that failure to meet financial deadlines may result in my athlete being removed from practice or competition until the account is current.

BUILDING A POSITIVE CULTURE

I will support my athlete in being an outstanding teammate, fostering positivity, kindness, respect, and attentiveness towards all team members and coaches. I understand the importance of using appropriate language and engaging in suitable discussions. Encouraging active participation, following instructions, and ensuring inclusion for everyone before, during, and after training sessions. I will ensure I am treating all other athletes, supporters, and coaches with respect and kindness. I will remain understanding, respectful, and fully supportive of all Crave staff decisions.

SIDELINE AND COMMUNICATION PROTOCOL

To ensure all athletes, coaches, staff, teams, and other supporters are able to have an enjoyable and successful experience, I understand that it is important I remain in designated spectator areas at all times. I agree that if I need to speak to a coach, I will schedule a meeting or send an email through the official channels. I will not attempt to discuss team issues, athlete progress, choreography, or placements with a coach during or immediately before/after practice, competition, or performance. I agree to remain off of all class equipment, including but not limited to the Cheer Floors and Tumbling Equipment, unless given permission by a member of the Crave Athletics Staff. I will remain conscious of myself and my belongings while at Crave Athletics, ensuring I am not restricting anyone’s access (physical or viewing). I will ensure I do not cause interruptions or distractions to my own or other athletes at all times. I will avoid communicating with coaches and athletes actively participating in any class, activity, or training, as I understand this may result in a safety hazard or the inability for these individuals to perform their task or focus on instructions.

COMPETITIVE EXPECTATIONS

TRAINING TIMES - ARRIVAL AND DEPARTURE

Arrival

Competitive athletes should expect to arrive no later than 10 mins early to all trainings. This is to ensure athletes have ample time to prepare for training (fill water, go to the bathroom, get shoes on, review counts with team mates, etc). We ask that athletes do not arrive more than 30mins early. This is to ensure athletes are not unsupervised, remain safe and keep our spectator areas as free as possible. We understand there may be one off instances causing an athlete to be outside of these times. In this case, please email the office as promptly as possible so our staff are aware of who is in the gym in case of an emergency.

Departure

Coaches work very hard to make efficient, effective and productive lesson plans. On occassion, training session may run late as the team or individual athletes finish reps or support other teams in final reps before being dismissed. If training is suspected to run over by more than 15mins, a message will be posted on your team's band page to let families know.

ATHLETE PRESNTATION AT TRAININGS

- **Hair:** All athletes are required to have their hair tied back in a high ponytail for training. This is to be done prior to training begins.
- **Jewellery:** Align with the IASF Cheerleading safety rules, all athletes are required to remove all jewellery prior to training. This includes any watches, fitness trackers, earrings, necklaces, rings, bellyrings, etc. In instances of new piercing where they are not yet able to be removed, these must be taped over with sports tape (not baindaids). Face piercings not allowed.
- **Nails:** To ensure all athletes remain safe, finger nails must be kept short and smooth. This includes manicured and artificial nails.
- **Regular Training Gear:** Athletes must wear specific training gear to each regular training. The details of what is required will be provided in your Team Placement Annoucement. This will consistent of one 'Black on Black' day and one "Team Colour on Black" day.
- **Extra Training Gear:** Extra trainings prior to competitions will be held. At these trainings, all athletes must wear their their team coloured top, black shorts, competition bow and competition socks unless otherwise specified by staff.
- **Theme Days:** On occasion, themed attire may be requested by the team/coach. In these instances, the theme will be communicated in advance and athletes are encouraged to dress up. We do not need athletes to purchase items to match the theme, but are encouraged to get creative with items at their home or from other team mates. Theme days are used to bring some whimsy and fun to trainings. Athletes/teams may request theme days to team coaches who will decided whether it is appropriate at the time.
- **Cheerleading Shoes (Competition and Training):** Proper cheerleading shoes must be worn at all times. The shoes an athlete trains in should be the shoes they compete in. This is to ensure consistency and safety when performing skills at training and competition. This year, all athletes must wear black cheerleading shoes.

SEASONAL REQUIREMENTS

- **Summer (Term 1 & 4):** During Summer Terms, all athletes encouraged to bring personal fans, cooling towels, sweat towels and ice in their water bottles to help beat the heat will training.
- **Winter (Term 2 & 3):** During Winter Terms, all athletes are required to arrive to and depart from training in warm outer layers (top and bottom). This is to ensure athletes are not leaving training in the cold after sweating as this can cause unwanted sickness. Warm outer layers may also been worn from time to time during training where coaches deem this safe.

TERMLY TEAM MEETING

At the start of each term, we will host a meeting to provide parents/guardians to catch up with their one of their coaches, ask questions and get an insight on how the team is doing. At these meetings, the coach will review the team's progress over the previous term, provide insight on what can be expected moving forward and provide a space for families to learn more about the sport, their team, their coach and build relationships with other families. The date and time of these meetings will be supplied at the end of each term in our "Looking Forward" email. It is required that one parent/guardian is present for each athlete to ensure no athlete is left out or missing any important information.

COMPETITIVE EXPECTATIONS

SKILL CLASS REQUIREMENTS

All competitive athletes are required to be enrolled and participate in at least 1x Tumbling-based “Skill Class”. The level/type of class required by each individual athlete will be communicated to you by Crave staff to ensure your athlete is work on skills most appropriate to their current skill level/experience. Each term, coaches review the placement of each athlete in classes and will either suggest a new class to attend or recommend the athlete remains working in their current class. Regular and consistent participation in skill classes is required. We understand there may be one of instances where an athlete is unable to attend their skill class/es. In this case, please email the office as promptly as possible.

Private lessons may not be used as an alternative to a skill class.

Additional Requirement for Flyers

In addition to their “1x Tumbling-based “Skill Class”, all athletes in a Flying Position will be required to take a “FLYT” class. The specific day/time will be recommended by our staff.

HOME TRAINING

Crave Athletics encourages all athletes to safely continue their physical development outside of the gym.
To ensure safety and prevent injury, athletes must adhere to the following rules when training at home:

- **Allowed Skills:** Only practice basic body shapes, conditioning, and techniques/skills that have been successfully taught and mastered at the Crave Gym under a coach's supervision.
- **Prohibited Skills:** ***NEVER*** attempt or teach any new tumbling, advanced skills, or stunting at home or in any uncontrolled environment.
- **External Training:** You should work with a physiotherapist or approved specialist to focus on strength, flexibility, or injury recovery.

HOLIDAY / PERSONALISED HOMEWORK

Coaches may assign specific "homework" to help maintain skills and conditioning, including Holiday Homework during school breaks.

- **Completion:** Athletes are required to complete all assigned homework as communicated by their coach
- **Accountability:** Athletes (or Supporters) must share proof of homework completion on the designated Team Communication Page by the coach's deadline.

POST-COMPETITION RECOVERY

Your first team training immediately following a competition will be reserved as a ‘Post-Competition Recovery’ day. On these days, team training will not be held to provide athletes the opportunity to rest their bodies. We highly recommend these days are used to see Sport Specialists. As additional trainings and events are held throughout the season to make up for missed trainings on a ‘Post-Competition Recovery’ day, no credits/discounts will be used for these trainings.

Please be aware, Skill Classes and Development Stunt Group trainings will still be held as these classes are often filled with athletes across multiple teams, with different ‘Post-Competition Recovery’ days. It is required that Development Stunt Group athletes are present and participate in this class. For athletes with a Skill Class on their ‘Post-Competition Recovery’, we recommend attending your skill class, however, this is not required. If you do not plan on attending your Skill Class on this day, please email the office before 2:30 PM on the day.

COMPETITION ETIQUETTE

ATTENDANCE

All athletes are an important part of the whole team regardless of their participation level at competition.
Attendance at competitions is mandatory for all athletes. This includes athletes unable to physically compete (on the competition floor). These athletes are expected to be in full hair, makeup, and uniform and will be included in as much of the competition experience as possible.

COMPETITION TIMING:

Runsheets and Communication of Timing:
Event Producers typically provide *FINAL* run sheets approximately 1-2 weeks before the event. We do not provide timing to families until then to avoid changes due to updated run sheets.

Competition Arrival & Athlete Entry:
Athletes are required to arrive at the designated meeting location fully ready to go at the specified meet time communicated prior to the event (typically outside the main venue doors).

- **Arrival Readiness & Uniform Standards:** Athletes must arrive in 100% complete competition attire, including full hair, make-up, official team uniform, and cheer shoes. Hair must be a natural hair colour (no bright, non-natural dyes or temporary colours). All jewellery must be completely removed prior to arrival, and nails must be cut short, filed smooth, and completely colour-free (no polish, gel, or artificial nails).
- **Outerwear:** If outer layers are worn (jumpers, zip-ups, T-shirts), they must be Crave Athletics branded or plain black with no other visible logos, images, or colours.
- **Compulsory Footwear:** Official Cheer Shoes must be worn throughout the entire competition day. Birkenstocks, Ugg boots, street sneakers, Crocs, and slippers are strictly prohibited at all times in Crave Uniform.
- **Wristband Distribution:** Official Athlete Entry wristbands will be handed directly to each athlete at the designated meet time. Wristbands will not be distributed to parents, supporters, or teammates under any circumstances.
- **Multi-Day Events:** Event producers issue one wristband per athlete for the entire weekend. Wristbands must remain on overnight for multi-day events. Lost or removed wristbands may incur replacement fees or require a new ticket to be purchased.
- **Mandatory Attendance & Early Arrivals:** Meet time represents a mandatory team check-in. Athletes who arrive early to support or compete with another team—and already possess their entry wristband—are still strictly required to report to their team meeting spot fully ready at the scheduled time.

Pre-Warm-Up and Backstage:
During the pre-warm-up and backstage phases of competition, athletes remain under the care and direction of Crave Athletics coaches and staff.

- **Athletes & Coaches Only:** Supporters are strictly prohibited from entering or remaining in the backstage/warm-up areas. This ensures the team has the necessary space, focus, and quiet to warm up safely and effectively.
- **Belongings:** All personal items must be handed to a supporter prior to warm-up or placed in the designated team room (depending on the venue setup).
- **Supporter Seating:** When the team moves to the pre-warm-up area, all team supporters are requested to gather and sit together in the designated spectator zone. This ensures coaches and athletes can quickly locate families post-performance or if needed.

Post-Performance & Athlete Hand-Off
Following their routine, athletes will exit the stage and remain under the supervision of their coaches for immediate post-performance debriefs.

- **Coach Debrief & Video Review:** Depending on the event, the team will head to a coach-led debrief or video review area (if available). Where video review areas permit spectator access, supporters are welcome to observe; otherwise, this remains a team-only space.
- **Supporter Hand-Off:** Once formally released by their coaches, the team will be handed off directly to their supporters. Upon hand-off, supporters assume full responsibility for the supervision, care, and timeliness of their athlete until the scheduled Awards ceremony.

COMPETITION ETIQUETTE

AWARDS EXPECTATIONS:

Crave Athletics holds high standards for sportsmanship; how we conduct ourselves, represent our gym, and treat our competitors at Awards Ceremonies is paramount to our culture.

- **Mandatory Attendance & Dismissal:** All athletes are required to attend their team's designated Awards Ceremony. Athletes must remain present for the entire session and will be formally dismissed by their coaches at the conclusion of the ceremony.
- **Sportsmanship & Respect:** Athletes are expected to celebrate and applaud all competitors and teams, regardless of placement. While Awards Ceremonies evoke strong emotions, our athletes display grace, dignity, and humility at all times—remaining proud of their own efforts while staying genuinely supportive of others.
- **Full Uniform Requirements:** Athletes must remain in full uniform (including official cheer shoes), hair, and make-up throughout the entire Awards Ceremony.
- **Spectator & Family Guidelines:** Families are strongly encouraged to attend and celebrate Awards. However, supporters must remain in designated spectator seating and are not permitted in the athlete staging area, leaving athletes to share the experience with their team and coaches.

ROUTINE RECORDING AND BTS MEDIA

To protect team choreography, intellectual property, and routine security throughout the season, Crave Athletics enforces strict guidelines regarding media sharing and recording.

- **Protecting Our Competitive Advantage:** Choreography, elite skill transitions, and routine builds require months of dedication, strategic planning, and financial investment. Keeping our routines confidential prevents competing gyms from analyzing our structural builds, copying unique elements, or adapting their score sheet strategy ahead of competitions. Maintaining routine secrecy ensures our athletes hit the mat with maximum element of surprise and impact.
- **Choreography & Routine Privacy:** No videos or photos featuring routine sections, team skills, or full choreography may be posted to public social media platforms or shared with individuals outside Crave Athletics until the final competition of the season has concluded. Routines may only be sent privately to immediate family members (excluding individuals affiliated with other cheerleading clubs).
- **Official Competition Media & Behind-the-Scenes:** Our media team makes every effort to capture behind-the-scenes moments and non-stage footage at competitions. Where possible and suitable, this content will be shared on official Crave Athletics social media channels (as per our Media Release Agreement) and may be reshared by families. Please note that due to event pacing and coverage limitations, not all teams can be featured at every event.
- **Spectator Responsibilities & Live Filming:** We strongly encourage parents and supporters to put their phones down during performances and focus on loudly cheering for their athletes on stage.
- **Designated Team Videographer:** If a team wishes to assign one designated supporter to film the routine for internal team sharing, please speak with the head coach prior to competition day. Coaches can provide advice on optimal filming angles and confirm whether venue access permits special positioning.
- **Private Media Sharing:** Any video captured by a designated supporter or provided directly by event organisers is strictly for private review. It may be shared privately with friends and family, but must not be published publicly online prior to the end of the season.

SPECTATOR REPRESENTATION

Parents, families, and supporters are a direct reflection of Crave Athletics. When you sit in the stands or walk through competition venues, your words and conduct directly impact our gym's reputation, culture, and sportsmanship standing.

- **Mindful & Cautious Speech:** We ask all supporters to remain constantly aware of how and what they communicate in public spectator areas. Always remember: you never know who is listening or whom you are sitting next to. In crowd seating and mutual venue spaces, you may be sitting alongside event officials, judges, competing athletes, or parents from rival gyms.
- **Positive & Respectful Dialogue:** All commentary—whether regarding our own athletes, coaching decisions, opposing teams, or judging panels—must remain strictly positive, encouraging, and respectful. Negative remarks, loud critique, or derogatory comments reflect poorly on our entire program and will not be tolerated.
- **Representing Crave:** We highly encourage supporters to wear Crave/Team colours when at competition. We love to see and encourage supporters to get creative with accessories to represent their team and support their team/athlete.

PARTICIPATION & ATTENDANCE POLICIES

ALL **Athletes are required to be at *ALL* Team Trainings, Skill Classes, Team Events and Competitions.**
This includes, but is not limited to: Extra Trainings, Choreography Sessions, and Local Performances.

Please note that Crave Athletics Staff will, at their discretion, be able to remove, restrict, limit or alter an athlete's participation/involvement in a training, event, performance or competition based on the record of the athlete's participation.

SICKNESS

Your athlete's health is important, and we rely on parents to determine their child's level of sickness and ability to train as they know their child best. For minor colds and flus, athletes are encouraged to attend training where possible but must wear a mask to minimise the spread of illness. In these cases, please communicate directly with the gym prior to 2:30 PM on their training day. This will allow our staff to make appropriate and safe adjustments to the team's training to support athlete recovery and reduce unnecessary stress on their body. In severe sickness, please communicate this with us by emailing cheer@craveathletics.co.nz before 2:30 PM on your training day. For any sickness that requires limited / restricted pariticpation, a medical certificate must be provdied to Crave Athletics Adminstrative Staff prior to the athlete returning to participation.

CONFLICTING COMMITMENTS & PRIORITIZATION

Membership on a CompetitiveCHEER Team requires an uncompromised commitment, and full participation must take 100% priority at all times. Families and athletes are responsible for proactively managing their personal schedules to prevent clashes. This includes, but is not limited to, refraining from booking family holidays during term time and carefully evaluating elective school subjects, secondary sports teams, or recreational activities that demand commitment that may clash with their CompetitiveCHEER Team. Crave Athletics will not alter training times, or team schedules to accommodate outside commitments. Any lack of participation resulting from an external scheduling conflict, regardless of the activity, will be categorized under our Participation Chart below.

UNPLANNED ABSENCES

We understand that there may be instances where an absence is unavoidable. In emergency situations, please email cheer@craveathletics.co.nz at your earliest convience.

BLACK ABSENCES

Any lack of participation 2 weeks prior to a performance / competition will be marked as a Black Absence, regardless of the reason. Any lack of participation communicated after 2:30 PM on your training day will also be marked as a Black Absence.

Any Absence may result in changes to routine positions, full involvement in the routine for the upcoming event or removal from the team. All decisions will be at the discretion of the coaching and administrative staff.

Crave Athletics will record athlete attendance statuses as per the Participation Chart below.



INJURY POLICY

MEDICAL CERTIFICATE REQUIREMENT

For any injury or medical condition that limits an athlete's participation in training (i.e., requires Yellow or Orange attendance), we require an official Medical Clearance Certificate from a licensed practitioner (G.P., Physiotherapist, or Specialist). This certificate must clearly state: The injury diagnosis, projected recovery time, exact physical restrictions, and official recovery plan.

To ensure all needed information is gathered, please utilise our **Specialist Update Form** found under the “Forms” portion of this handbook.

For injuries with extended recovery time, the athlete must attend all trainings and events and provide a weekly written progress update to Crave’s email. This ensures we work in line with their recovery provider and understand all safe participation possibilities.

INJURY NOTIFICATION

Injury Occurring Outside The Crave Gym:

Please notify us immediately via email at cheer@craveathletics.co.nz of any injury that may affect an athlete’s full participation.

- **Deadline**: We must be notified before 2:30 PM on your training day.
- **Training Day Injuries**: If the injury occurs on the training day, please email us as soon as possible. Failure to notify us may limit our ability to provide proper care and could be considered a violation of the Participation Policy.

Injury Occurring Inside The Crave Gym:

When an injury occurs at training, our staff will follow a detailed internal protocol:

- **Assessment and Immediate Care:** Staff will perform an initial assessment (within their capability), apply first aid (where applicable), and record the injury in our log.
- **Communication:** In injuries that restrict the athlete’s participation (Yellow or Orange attendance), their parent/emergency contact will be called immediately.
- **Minor Injuries:** For minor injuries where an athlete is able to continue training (e.g., minor bumps), we will attempt to speak to the parent/guardian upon collection.

INJECTIONS / IMMUNISATION

Crave Athletics expects all athletes to maintain their training schedule following routine medical vaccinations and immunisations.

- **Full Participation Required:** Athletes are required to attend training and participate fully. Continued physical activity promotes blood circulation to the injection site, actively assisting recovery and reducing localized soreness.
- **Severe Reactions:** Should an athlete suffer an adverse or severe medical reaction following a vaccination, families must obtain immediate medical evaluation and notify gym administration prior to training.

CONCUSSION PROTOCOL

In any situation involving a knock or blow to the head where a coach or staff member suspects a concussion, the athlete will be removed from play immediately for the remainder of the session. The parent or emergency contact will be called right away. Crave Athletics enforces a non-negotiable 21-day minimum stand-down period, fully aligned with Sport NZ and ACC guidelines in the event a concussion is diagnosed. Following any suspected head injury—regardless of whether the impact appears mild or severe—families are required to seek immediate medical assessment, ideally with a concussion specialist. The athlete will not be permitted to resume training without providing formal, written medical clearance from a qualified medical professional.

FINANCIAL COMMITMENT

MEMBERSHIP COMMITMENT

All athletes are required to maintain participation and commitment for one full competitive season (calendar year).

- **Obligation to Pay**: During this commitment period, the parent/guardian is obligated to pay all fees and invoices associated with the athlete's membership. This includes, but is not limited to: team tuition fees, competition fees, music fees, uniform purchase, additional class tuition, travel fees (transport, accommodation, etc.), and additional required merchandise for traveling events.
- **No Abatement**: Crave Athletics is not obligated to abate or refund any fees due to absence, injury, withdrawal, or disciplinary action. Crave Athletics is not obligated to abate or refund any fees due to Gym Closures specified under “Other Policies.”

EARLY WITHDRAWAL

Our program operates on a full-season commitment basis to ensure team stability and effective planning.

- **Early Withdrawal Fee**: Our start of season begins from Team Placements assignments. In the event the athlete withdraws from the team before the end of the season, an Early Withdrawal Fee will be immediately invoiced to the parent/guardian.
- **Fee Amount**: This fee is equivalent to one full term's Team Tuition fees at the time of withdrawal.
- **Invoicing**: If the decision to withdraw occurs during an active term, the parent/guardian is required to pay both the current term's invoice in full AND the Early Withdrawal Fee invoice.

NON-PAYMENT

- **Refusal of Service:** In the event of any outstanding amounts, Crave Athletics reserves the right to immediately refuse to teach, train, or provide services to the athlete until such time as all outstanding amounts are paid in full.
- **No Compensation/Refunds:** Crave Athletics is not liable for any financial compensation or refunds due to any non-financial issues, including but not limited to: absences, changes to a routine, or removal from a team due to policy violation. This includes compensation for missed training sessions, limited participation, or removal from any event.
- **Late Payment Fee:** In the event any invoice becomes overdue, a $100 Late Fee will be applied, and resent to the family.

PAYMENT PLAN AND TERMS

We offer a limited amount of flexible Payment Plans for families who request this option.

- **Setup Requirements:** To utilize a Payment Plan, the parent/guardian must:
  - Contact Crave Athletics Administration prior to the designated due date. (Late requests will incur a $100 Late Fee.)
  - Confirm the Payment Plan in writing with Crave Athletics Administration, discussing payment dates and duration.
  - Setup a recurring Automatic Payment (AP) for each Term's invoice, and send a screenshot to Crave Athletics.
- **Term Limits:** Payment plans must not extend beyond the single term (9-11 weeks) for which the invoice was issued. All outstanding invoice amounts must be cleared at the end of each term.
- **Default:** Failure to stay current and consistent with the agreed-upon automatic payments will result in the immediate cancellation of the Payment Plan and the full remaining term balance becoming due immediately.

DISCOUNTS AND SPECIAL MEMBERSHIPS

- ***Sibling Discounts***

For families with more than one sibling in our Competitive Program, we offer a 30% discount on tuition fees for the second sibling.

  - **Determination:** The second sibling is determined as the athlete on the team at the earliest stage of the competitive pathway.
  - **Applicable Fees:** This discount ONLY applies to the athlete's Team Tuition Fee.
  - **Excluded Fees:** This discount DOES NOT apply to costs related to competitions, music, uniform and apparel, private lessons, Development options, or additional programs (e.g., FlexiWeek, Camps, Holiday Program and Workshops, etc.).

- ***Crossover Discounts***

Athletes competing on more than one team will be eligible for a 50% discount off their second team’s “team tuition”.

  - **Determination:** The second team is acknowledged as the team at the earliest stage of the competitive pathway.
  - **Excluded Fees:** All other costs, including competition and travel fees, are not included in this discount.

- ***Extended/Severe Injury Discount***

In the event of a severe injury resulting in an estimated recovery timeframe of eight weeks or longer, Crave Athletics offers reduced Team Tuition rates. Upon receipt of a valid medical certificate, a discount of up to 75% may be applied to the athlete's Team Tuition and Skill Class fees for the active recovery period.

- ***Foundation Memberships***

Foundation Memberships granted in our first year (2021) will continue to be honoured as per the original terms. Foundation Memberships are permanently cancelled and cannot be renewed if an athlete ceases their membership for any period of time.

OTHER POLICIES

BRANDED MERCHANDISE

All Crave Athletics members are strictly prohibited from independently utilising the company's logo, team names, or designated icons for the creation, production, or distribution of any personalised or team-branded merchandise. Crave Athletics maintains exclusive control over its intellectual property and branding to protect brand standards and quality.

- **Authorisation Required**: Any use of the Crave logo or icons on merchandise must be explicitly approved and executed by the authorised administration department or its officially appointed representatives.
- **Production and Distribution**: All merchandise featuring Crave branding will be designed, produced, and distributed exclusively by the organisation or its approved vendors.
- **Right to Decline**: Crave Athletics reserves the absolute right to decline any unauthorised use of the logo, icons, or team names on merchandise at any time.

SUBSTANCE USE

Crave Athletics enforces a strict Zero Tolerance Policy for all athletes and supporters at any training, competition, or team function (on or off-site). The following are strictly prohibited:

- **Illegal Drugs & Impairing Substances:** Possession, use, or being under the influence of any illegal or judgment-impairing substance.
- **Alcohol & Intoxication:** Possession or consumption of alcohol by any athlete (regardless of age), or attendance by any athlete or supporter while intoxicated or under the influence.

CROSS-COMPETE AND EXTERNAL PARTICIPATION

Crave Athletics requires that all competitive athletes train and participate solely with Crave Athletics. This policy is in place to ensure athlete safety, manage scheduling conflicts, protect team continuity, and maintain program loyalty.

Requirement for Approval

If an athlete wishes to participate in any class, private lesson, holiday program, team (including school teams), or specialty routine organised, run, or controlled by any external cheerleading/tumbling club, competitor or school, they must first gain written permission from Crave Athletics Administravtive Staff.

Request Protocol

1. **Written Request**: The athlete's Supporter (parent/guardian) must submit complete Crave's 'Cross-Compete Form' and submit this to Crave Athletics Administravtive Staff via email (cheer@craveathletics.co.nz).
2. **Timing**: The request must be submitted and approved before associating with the external club or beginning any training.
3. **Denial**: Crave Athletics reserves the absolute right to deny any request for external participation based on scheduling conflicts, potential for injury, or perceived impact on the athlete's commitment to their Crave team.

Violation and Consequences

Any athlete or supporter who participates in external training or competition without prior written consent from Crave Athletics Administravtive Staff will be considered in direct violation of this policy. Violation may result in immediate disciplinary action, including suspension from Crave Athletics practices and/or competitions or termination of the athlete's membership.

GYM CLOSURES & UNFORESEEN CIRCUMSTANCES

While we strive to maintain uninterrupted operation, the gym may close or alter scheduled trainings due to circumstances beyond our control. In all instances of facility closure, official communications will be issued via email.

- **Severe Weather Events:** Crave Athletics will close immediately for any MetService Orange or Red Weather Warning Alerts in our area. Internal gym temperatures are strictly monitored. Once the internal temperature reaches 30°C, training schedules will be modified (extended water breaks, reduced physical intensity, and adjusted trainings). Should the internal temperature surpass 36°C, the facility will close, and all remaining trainings for the day will be cancelled.
- **Public Holidays:** The facility is closed for all recreational and skill classes on public holidays. Competitive team trainings may still take place on or around public holidays depending on our competition schedule and timing in the season. Please refer to the official Crave Athletics Important Dates calendar for specific scheduling.
- **Unusable Facilities & Infrastructure Failure:** The facility will close if deemed unsafe or operational conditions are compromised. This includes, but is not limited to: power or electricity outages, severe roof leaks, structural damage, water supply disruptions, unoperational restroom facilities, or hazardous environmental conditions.
- **Force Majeure & Exceptional Events:** Crave Athletics shall not be held liable or responsible for the suspension, alteration, or cancellation of services resulting from acts of God, extreme natural disasters, government-mandated lockdowns, public health emergencies, pandemics, epidemics, civil unrest, or any other unforeseen event or emergency beyond reasonable facility control.

MEDIA RELEASE & CONTENT USE

MEDIA RELEASE

By signing the Handbook Agreement, all athletes and supporters give full and non-compensated consent for Crave Athletics to use all photographs and video recordings taken of the athlete and/or supporter, along with their name, likeness, and story (the Materials).

- **Use of Materials**: These Materials may be used for display, publication, marketing, and promotional purposes by Crave, including but not limited to, on any and all Social Media Platforms (Instagram, TikTok, YouTube, Facebook, etc.) and the Crave website, without further compensation or specific approval.
- **Waiver of Claims**: I/We release Crave Athletics from all claims and demands arising out of or in connection with the use of the Materials, including, but not limited to, all claims for invasion of privacy, defamation, and any other personal or property rights.

SOCIAL MEDIA CODE OF CONDUCT

It is required that all members of Crave Athletics (Coaches, Athletes and Supporters) conduct themselves in a respectful manner on all social media platforms. The content posted by members is a direct reflection of the Crave Athletics brand.

Respect and Reputation

- **Positive Reflection**: Ensure all content (photos, videos, imagery, text) reflects positively on Crave Athletics, its staff, coaches, families, athletes, and the cheer community.
- **Prohibited Content**: Do not post content, whether intentionally or unintentionally, that may damage the reputation or interests of Crave Athletics or any affiliated person. This includes:
  - Hostile, aggressive, or offensive communications.
  - Discriminatory, intimidating, demeaning, defamatory, or disparaging content.
  - Videos or comments regarding falls, "fails," accidents, physical injury, or negative posts regarding competitions, results or outcomes.

Accuracy and Compliance

- **Accuracy**: Only post accurate and truthful content.
- **Correction**: You must correct any errors or remove any offending/inaccurate posts immediately if requested to do so by Crave Athletics or its staff.
- **Network Groups**: Be mindful that participation in certain network groups with racist, criminal, extremist, or hate group connotations may offend or cause harm to the reputation or interests of Crave Athletics.

Privacy and Sharing

- **Athlete Privacy**: Do not share any content that jeopardises another athlete's privacy or reflects other athletes or the Crave Brand in a negative way.
- **Consent**: Do not post anyone else’s personal information or image without obtaining their prior written consent.
- **Sharing Crave Content**: When posting or re-sharing content that includes other athletes or the Crave Brand, be mindful of the rules outlined above.

Crave Athletics is committed to maintaining a positive and respectful presence across all media platforms. The organization takes full responsibility for the content it shares and ensures that all official posts are appropriate, respectful, and reflect the positive values of the Crave Family.

LIABILITY RELEASE

LIABILITY RELEASE AND ASSUMPTION OF RISK

I/We, the Athlete and Parent/Guardian, agree to participate in activities offered by Crave Athletics (including its directors, agents, officers, volunteers, employees, and assigns) including but not limited to cheerleading, tumbling, physical activities, events, and/or instructional classes subject to the following terms and conditions:
It is important that all athletes and their parents/guardians understand that the sport of cheerleading is physically demanding and carries inherent risks of serious injury. All athletes must be physically fit and healthy to participate. Crave Athletics follows Safe Sport Guidance from Sport New Zealand, along with Cheerleading Safety Guidelines from IASF.

Assumption of Risk

Due to the nature of the activities and the risk of severe injury or illness inherent in the activities, I understand that my/my child's participation is entirely voluntary and at my/our own risk.
I/We acknowledge that:

- Crave Athletics has encouraged me to obtain a physical examination from a medical professional before participating.
- I have advised Crave in writing of any existing physical impairment that I/my child suffers, and I will keep them advised in writing of any physical impairment that I/my child may suffer in the future.
- While Crave Athletics will take all practicable steps to reduce the risks and ensure the safety of equipment and facilities used, it is not possible for Crave to eliminate all risk.

Release and Indemnification

I/We expressly agree to RELEASE, HOLD HARMLESS, DISCHARGE, AND INDEMNIFY Crave Athletics from any and all liability, claims, demands, injuries, or causes of action and agree to voluntarily give up or waive any right that I/we may otherwise have to bring legal action against Crave Athletics for any personal or property loss or damage.
I/We agree to release Crave Athletics, our coaches and staff, and hold them harmless against, and they cannot be liable for, any and all injuries that might arise from participation in this program.

Consent to Treatment and Financial Responsibility

If I/my child is injured while participating in the activities, I give my consent to Crave Athletics to administer first aid where required (to the extent they are able to do so) and to procure medical attention if, in Crave’s sole discretion, it is deemed necessary. I/We will be solely liable for any associated costs incurred in doing so.

Severability Clause

To the extent that statute or case law does not prohibit releases for negligence, I/We understand that this release is also for negligence. If any portion of this release and waiver shall be deemed by a Court of competent jurisdiction to be invalid, then I/We agree that the remainder of this release and waiver shall remain in full force and effect and the offending provision or provisions severed here from. I/We have had the opportunity to carefully read this release and waiver and fully understand that it is a complete release of any and all liability.

CROSS-COMPETE FORM

Cross-Compete Policy for Athletes Participating in "Other CHEER" Activities.

1 Purpose: This policy is established to ensure that Crave Athletics athletes are able to participate in "Other CHEER" activities while maintaining their commitment to Crave Athletics.

2 Definition: "Other CHEER" refers to any cheerleading, tumbling, gymnastics, or similar sport-related activity, including but not limited to competitions, trainings, events, and performances, that is not hosted, sanctioned, or sponsored by Crave Athletics.

3 Commitments: Athletes who participate in "Other CHEER" activities must still fulfill any and all commitments to Crave Athletics, including but not limited to, attending practices, performances, and competitions.

4 Conflict of Interest: Athletes may not participate in "Other CHEER" activities that conflict with their commitments to Crave Athletics. This includes, but is not limited to, conflicts with practices, performances, and competitions.

5 Reporting: Athletes must ask permission from the appropriate Crave Athletics staff member of any "Other CHEER" activities they plan to participate in. This information must be provided in a timely manner to allow for any necessary adjustments to be made to their commitments to Crave Athletics.

6 Consequences: Failure to comply with this policy may result in disciplinary action, up to and including termination of the athlete's participation in Crave Athletics.

7 Review: This policy may be reviewed and revised at any time by the Crave Athletics A team.

This policy is designed to protect the integrity and interests of Crave Athletics while allowing its athletes to pursue their interests and participate in "Other CHEER" activities. It is important that athletes understand and follow this policy to ensure the continued success of Crave Athletics.

ATHLETE NAME: _____

NAME OF “OTHER CHEER” ORGANISATION: _____

TYPE OF “OTHER CHEER” ACTIVITY: _____

PARENT SIGNATURE: _____

DATE: _____

SPECIALIST UPDATE FORM

Athlete Name: _____ **Date of Session:** _____

Treating Professional: _____ **Clinic:** _____

1. Initial Diagnosis: _____

2. Recovery Progress:

Please tick the athlete’s current participation status.

[ ] Restricted Participation: _____
[ ] Light Loading: _____
[ ] Modified Participation: _____
[ ] Full Clearance: _____

3. Current Limitations

Please provide a brief outline of what activities should be avoided
(i.e., heavy lifting, weight bearing, heavy impact, strenuous activity, etc).

_____

_____

_____

4. Recovery Plan

Please provide a brief outline of the treatment plan, including a timeline to suspected Full Recovery.
If a follow-up is required, please provide the recommended frequency at which you expect to see the athlete for appointments (ie, weekly, fortnightly, monthly, or no follow-up required)

_____

_____

_____

5. Specialist Comments

Any further information that may help us support their participation and recovery.

_____

_____

_____

6. Verification

I confirm that the athlete attended their scheduled appointment today and is following the prescribed recovery plan.

Signature: _____ **Date:** _____

SIGNATURE & AGREEMENT

ATHLETE AND SUPPORTER ACKNOWLEDGEMENT

We understand that adherence to these policies is a condition of membership and that failure to comply may result in disciplinary action, including suspension or termination of participation, as outlined in the Handbook.

- ***Policy Acknowledgment***: We confirm that we have read and understand the contents of the entire 2027 Competitive Handbook.
- ***Financial Responsibility***: We acknowledge and accept full responsibility for all financial obligations, including the Early Withdrawal Fee, as detailed in the Financial Obligations Policy.

LIABILITY AND MEDIA RELEASE

We formally consent and agree to the following sections of the Handbook.

A. Liability Release

I/We acknowledge the inherent risks associated with cheerleading and related activities. I/We expressly agree to RELEASE, HOLD HARMLESS, DISCHARGE, AND INDEMNIFY Crave Athletics and its staff from any and all liability, claims, or demands for personal or property loss or damage, as detailed in the Injury and Liability Policy.

B. Media Release

I/We give full, non-compensated consent for Crave Athletics to use the athlete's name, likeness, photographs, and video recordings for promotional purposes, and waive all related claims, as detailed in the Media and Social Media Guidelines.

By signing this, the Athlete (and the Supporter (Parent/Guardian) for athletes under 18) acknowledge that they have read, understood, and agree to abide by all policies, terms, and conditions contained within the 2027 Crave Athletics Competitive Program Handbook.

ATHLETE NAME: _____

ATHLETE SIGNATURE: _____

DATE: _____

PARENT/GUARDIAN NAME: _____

PARENT/GUARDIAN SIGNATURE: _____

DATE: _____