What is Groove?

GROOVE is a talent and dance competition that brings together the best grassroots performers from various high schools and communities. It is an opportunity for amateur and professional dancers, students and artists to showcase their talents on stage. It provides an outlet for young people to express their energy on the dance floor. GROOVE is the ultimate event for the savvy and younger audience – funkier, edgier and in-your face, bringing together the exciting world of dance with the street-smart urban culture.

The event showcases different dance styles from the pop and jazz dancers, hip-hop crews, to the breakdancers, krumpers and freestylers. Other key performers and acts include the MC, the DEEJAY and a host of singers, rappers and beatboxers that break the monotony, change the tempo and build the atmosphere of the show.

GROOVE is at the forefront of recognising the free expression and individualism. It is a bold initiative towards gaining recognition and assimilating urban music into mainstream youth culture in the world.

GROOVE HISTORY

ROOTS
2002: GROOVE started six years ago in Australia, at suburban Parramatta. Founder Marco Selorio established the event, the first of its kind in Sydney, NSW.

Fifteen dance groups participated in the inaugural event in front of a capacity crowd of 800 people. SKB blazed a trail of glory as the first ever GROOVE champion. It is the beginning of a new era in Australian dance.

INTERSTATE PRIDE
2003: The second year saw GROOVE expand into Melbourne, Victoria. NSW champions were CARAMELL, and the first-ever State champion for Melbourne was VIKINGS. The art of breakdancing was introduced in both States.

STATE OF ORIGIN
2004: GROOVE again enjoyed great success in Sydney and Melbourne. A new rivalry has formed – street vs flair. DETOUR was crowned Victoria’s best, and the very popular CHEEKYBOMBZ won in NSW. Beatbox legend Joel Turner wowed the crowds. Both Australian States had distinct dance styles. BATTLEGROUNDS was born. It was the ultimate battle, featuring the cream of the crop from both States. Head to head. The overall winner was REWIND, Melbourne’s finest dance crew. SYDNEY outmatched a timid MELBOURNE in the State Battle.

NATIONAL
2005: GROOVE continued to grow nationally. Wollongong, Adelaide, Brisbane and Canberra were added into the mix. The Battlegrounds Championship was held in Sydney and was won by Canberra-based dance group ONE SOUL Crew, with NU SKOOL CLUB coming a close second. Figg Kidd and Israel supported the main event.

AUSTRALASIA
2006: GROOVE’s popularity has spread across the Tasman, to New Zealand, in Japan and the Philippines. The Battlegrounds International Championship, GROOVE’s grand finale, was graced by 2006 World hip-hop dance champions the ALL STARS, a Philippine-based dance group. Record crowds attended all interstate shows, sold out across the country. Japan’s very own NU SKOOL CLUB finally won after being crowned runner up the previous year. Krumping was introduced across the board. New Zealand represented with five groups. A record-breaking 260 dance groups participated in 2006.

CONSOLIDATION
2007 - 2010: GROOVE is on the move. Indonesia, Singapore, Japan, New Zealand and the Philippines on board. The Philippines (Xtatic), New Zealand (Sweet and Sour) and now Singapore's OHAYGUYS won the adult championship.

MOVING FORWARD GLOBAL EXPANSION
GROOVE is on Ten countries are earmarked to open up in Malaysia, Guam, Hawaii, Thailand, and the addition of Pacific Island countries such as Tonga, Samoa, Fiji and New Caledonia will open up the battle field more. The bigger they are the harder they fall, but Australia will be leading the way as Sydney City hosts the WORLD SUPREMACY BATTLEGROUNDS in November 2011.

Junior, Varsity and Open Divisions are set up to cater for various ages.