



## COMPANY PROFILE

### Pole Divas rise to the top

The creation of Pole Divas was a natural progression for Kennetta Hutchens. Involved with the exotic dance industry for over ten years, she started as a dancer, had her own agency, then held the role of Entertainment Manager and partner of one of Melbourne's leading dance clubs. This extensive knowledge of the industry, and her development of a customised professional fitness and training program specific to the pole dancing discipline led to the first Pole Divas being created in Prahran, in inner Melbourne, Australia. She easily harnessed her savvy business skills to become the market leader in this relatively new pole dancing, fitness industry, and has successfully started franchising, with her first offshoot studio being set up on the Mornington Peninsula in Victoria.

Kennetta first entertained the idea of opening a pole and exotic dance school back in 2000. Her vision came from years of watching and training dancers to perform in clubs and seeing the transformation in their levels of confidence and self esteem as well as body shape and fitness. She recognized this style of dance as a stand alone art form and sexy type of exercise that should be shared and promoted as a positive mental and physical activity to be enjoyed.

After years of research Pole Divas has devised their own syllabus, ensuring that all class structures are professional, high quality and with graded levels of difficulty to challenge all participants from total beginners to advanced professionals. All teachers are highly trained and adhere to course guidelines, this means that any of the Pole Divas studios you attend will be guaranteed to have a high level of service, fun and safety. Combined in the Pole Divas fitness training are the techniques of gymnastics, yoga and dance, perfected by the sensual movement of traditional stripping moves, for that extra bit of spice – creating the latest health and fitness training.

Pole Divas is leading the pack again as the first in Australia to have a designated 'Spin' studio, with all spinning x poles. These exciting poles lift the level of difficulty as well as the types of tricks able to be performed.

At Pole Divas we enable women to unleash their inner sex goddess without any inhibitions in a female only, relaxed and comfortable environment.

**UNLEASH YOUR INHIBITIONS AND RELEASE YOUR INNER DIVA,  
AT POLE DIVAS!**

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