



Balloonews

www.balloonartists.com.au

Official Newsletter of the Balloon Artists and Suppliers Association of Australasia Ltd
ACN 080 636 282

BASA goes for Gold in 2013

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Welcome to the "WHERE IN THE WORLD" Balloon Convention On the Gold Coast

*Brace yourselves for the most Exhilarating Artistic
Balloon Convention in Australia!*

**Where: The Outrigger Hotel Gold Coast Surfers
Paradise Queensland**
When: Sunday - Tuesday 26th -28th May 2013.

*Where in the World will deliver your every expectation,
be it for beginners through to seasoned operators in
retailing and decorating in a most dramatic manner, and
of course Classes, Classes, and Classes!*

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Editorial

This summer 2013 edition of Balloonews has concentrated on the Australian Balloon Convention in May (ABC 2013) which will be held at the Outrigger Hotel at Surfers Paradise on Australia's Gold Coast.

BASA A has a fantastic line up of Australian presenters and is pleased to announce that Melissa Vinson has agreed to be our International presenter from America.

Seriously, if you want to see the best of the best, book now for a rewarding experience that will set you apart from your competitors

See you all at "Where In The World"...Surfers Paradise!



The last Edition of Balloonews has concentrated on the environmental issues surrounding Balloons and the misconceptions about litter.

We received great feedback from the industry and BASA A's members, which allowed them to demonstrate too many potential jobs the misconceptions placed on balloons in main stream media.

Bill Gray
Operations Manager BASA A



“WHERE IN THE WORLD”

The 2013 Artistic Balloon Convention “WHERE IN THE WORLD” on the Gold Coast is being hosted by **BASA-A** [The Balloon Artists and Suppliers Association of Australasia]. BASA-A is the peak industry body in the Asian-Pacific rim. The Convention Committee has every reason to believe this convention as it represents a brilliant new direction for our industry in terms of education, the spectacular, the dynamic and the innovative creativity that will embrace you in a style never experienced before.

Your visit to Surfers Paradise will indeed be a memorable journey of creativity!



Registrations close Saturday 4th May 2013

Cost per delegate \$650.00 incl gst

Outrigger Venue accommodation from \$135.00 per night.

Check out our website for more details: www.balloonartists.com.au

Convention Location

**The Outrigger Hotel SURFERS PARADISE 22 VIEW AVENUE
SURFERS PARADISE, 4217**

The Outrigger Hotel is perfectly located in the heart of Australia’s most popular resort destination. Surrounded by al fresco dining, lively entertainment and just 50 meters from the magnificent Surfers Paradise Beach.



Our Australian Presenters for ABC 2013

Gunter Blum (QLD)

Balloons Galore

www.balloonsgalore.com.au

Buffet Classics, above the cut Foam Board Gala Evenings

Gunter has been in the balloon industry for 22 years and has a background of working in film & television as well as attending art school.

In 1986 he started Balloons Galore in Brisbane and along with his team of talented co-workers have won many awards in the balloon industry. He has also been a presenter at previous balloon conventions both within Australia and internationally. As BASA QLD president and past National President for BASA A, Gunter has helped and shared his many sculpting and foam board skills with the industry.

Nicole Brusic (SA)

Nifty Entertainment

www.niftyentertainment.com.au

Decorations with a twist, Twisting design, Event innovation

Nicole at Nifty can design and create special Twisted Table Centrepieces to brighten up any table for your function, wedding, party, or engagement that are individually handcrafted, a bit more exciting than a few helium balloons on string on a weight table centrepieces. Adelaide Balloon Modelling and Twisting skills will be produced in all her exciting classes.

Margaret Campbell (QLD)

Balloons 2 U

Wedding Specials, Romanic rooms, Charity themes

When looking for a new line of retail to add to one of their Newsagencies, Margaret was attracted to a balloon display at a Newsagency Trade Fair. After speaking to the stand holder and finding out there was a convention being held in Melbourne a few weeks later, Balloon Designs and a passion for balloons was born. The first convention was a fantastic learning experience and started an appetite for learning that has seen Margaret not miss a training day in her state or an Australasian Convention since. One highlight of Margaret's career was receiving her CBA award at IBAC in Chicago surrounded by balloonies from around the world. With Margaret's philosophy of 'you do not need to make it hard or complicated' she has been teaching classes in Brisbane for many years. After helping other delegates in the past, Margaret entered and won Designer of the Year at the 2007 Balloon Arts Convention at Surfer's Paradise. Since the recent sale of Balloon Designs, Margaret is happy to teach her skills to anyone who is as passionate about balloons as she is.

offers clients a complete production package for any event, which is reflected in the high standards he sets for his business.

Natalie's style use the latest design ideas in her creative approach to the modern market.

Spending so much time behind the counter of her business she has the retail ideas to close the sale and is looking forward to sharing with all those who attend.

Our Australian Presenters for ABC 2013

Natalie Connett (NSW)

Balloon Boutique

www.balloonboutique.com.au

Retail out of the ordinary, Centrepieces Art, Event creations

As an experienced retailer decorator and educator Natalie has a passion for balloons, which she loves to share with others. She has been working & retailing with balloons for 23 years educating in Australia and New Zealand. Her fun approach shows the new techniques and designs that everyone can learn.

As an event specialist with a background in the theatre industry her business Balloon Boutique offers clients a complete production package for any event, which is reflected in the high standards she sets for her business.

Natalie's style use the latest design ideas in her creative approach to the modern market. Spending so much time behind the counter of her business she has the retail ideas to close the sale and is looking forward to sharing with all those who attend.

Maureen Egan (NSW)

Balloon Elegance

www.balloonelegance.com.au

Glamorous Table centres, Theme Parties, Ideas for decades

Maureen has jumped into the Balloon Industry with all the excitement and energy of someone with a new project. She willingly accepted the position of BASA NSW president then Took on the roll of National President of BASA A in 2011 where her enthusiasm for supporting the industry and sharing her floristry knowledge makes Maureen's work outstanding and inspiring. Spend some time with Maureen and you will understand why she enjoys the balloon industry.

Amanda Griffiths (NSW)

Top Hat Party Supplies

www.tophatpartysupplies.com.au

Deliveries with a twist, Bouquet Centrepieces', Zany designs

Amanda Griffiths CBA has owned Top Hat Party Supplies just on 10 years, a business which is situated about 2 hours south of Sydney near Wollongong NSW & from the outset, set about making it her own, along the way leaving her mark on the industry with her quirky multi-award winning deco-twisted décor & delivery pieces. In this relatively short time within our industry, she has been involved on the BASA NSW Committee for over half that time (just on 7 years) and is the current QBN Sydney Chapter President.

Amanda has successfully completed Accreditation both Nationally & Internationally earning Certified Balloon Artist status in 2009, and also teaches at state & national level, having taught at ABC 2011 Titanic Launch & ABC 2012 Titanic both in Adelaide SA and also at OzJam 2011, 2012 & just announced in the line-up for 2013!

She has won numerous National Awards including back to back Best Bouquet/Gift Delivery Titles in 2007 & 2009 along with Best Buffet Centrepiece & Best Large Sculpture also in 2009. Many customers seek her out through word of mouth & the majority of her work is generated from repeat customers due to the uniqueness of her work.

Our Australian Presenters for ABC 2013

Brendan Ord (VIC)

Balloons By Design

www.balloonsbydesign.com.au

Twisting for Fun, Theme Characters, Comes in All sizes

Brendan Loves to twist, and loves to share his skills and enthusiasm for the industry with everybody. Brendan has now instructed with BASA Victoria, Oz Jam & ABC 2012. His ability to entertain and market a business will certainly provide his classes with endless tips for their business.

David Taylor (NSW)

Mad Balloons

www.madballoons.com.au

Foil Fancy, Big game promotions, Corporate design

David has been transforming events and celebrations in Sydney for over 20 years. As well as sensational balloon décor, his passion for teaching is reinforced by his B.Ed degree (English & History Major) from Sydney University. MAD Balloons has seen many changes since its inception and the tough times of late are no exception. However David optimistically states, "current challenges provide new opportunities!"

David has taught in Australia, New Zealand and the USA, and has a big focus on pricing and profits in his classes. He taught at WBC2010 and WBC2012, and co-ordinated the world record balloon drop at ABC2012. He is looking forward to sharing more inspiring and innovative ideas for your business on the Gold Coast in May.

The class topic that focuses on using foil balloons is evidence of David's ability to adapt his décor to the economic climate. New décor ideas for the budget conscious, that will get your creative juices flowing. Deceptively simple in their construction, these long lasting designs have high perceived value and will increase your profit margins.

The Queensland Formal Experience



Sometimes you can only reminisce of what was. I'm referring to the mini junior loons which were great for identifying the occasion.

Sometimes your client only wants one or two balloons on a table which can seem underdone, but actually works when you change one of the balloons.



Another school formal bites the dust. The arches were ordered but we were unaware of the existing backdrop décor. Never the less an interesting effect.



The Queensland Formal Experience

Instead of 5 or 6 helium balloons on a table, why not use these to create a table to table arch. It takes no longer, and gives a more togetherness feel.



The table balloons are tops for not just décor effect, but to discourage the students from sucking in the helium. The hall is great for balloon drops which we encourage, and it still leaves room for a cross over arch. The décor is nothing to write home about but it is bread and butter. It is also an extremely busy day for school formals.

Biography of Melissa Vinson, CBA



In July 2000 at the age of 21, Melissa Vinson was introduced to the world of balloons and started her own décor business, MelRhea Balloon Creations. Over the years, Melissa has become recognized as a leader in the balloon industry. Her stylish and elegant event designs have been recognized world wide, and her use of mixed media with balloons has drawn critical acclaim from both industry icons and day to day decorators alike.

Melissa is a multi-award winning artist. She was named “Designer of the Year” at both Summer Balloon Camp (August 2008) and FLOAT the convention (November 2008). Her work has been featured in Images Magazine, on Betallic.com and BalloonHQ.com. She has gained the reputation as a globetrotter, designing at various events across the United States and in China, Israel and Russia. She is also a successful instructor both in the classroom and with her popular DVD decor trilogy – Darling Dance Floors, Elegant Entrances and Charming Centerpieces. She also branched out into the twisting world with her DVD Rings & Bling. Melissa loves to share her knowledge of balloons in a fun and creative setting - using all different shapes and sizes of latex and foils, rounds and non-rounds, to create memorable, long lasting designs.

Awards & Honors

Designer of the Year – 2008 FLOAT the Convention
 Designer of the Year – 2008 Summer Balloon Camp
 Final Night Gala Lead Designer - Summer Balloon Camp 2009
 Designer Awards Gala Lead Designer - FLOAT 2010
 1st Place Large Sculpture – 2008 FLOAT the Convention
 1st Place Centerpiece – 2008 FLOAT the Convention
 1st Place Entrance Decor – 2008 FLOAT the Convention
 Delegate Choice for Large Sculpture - 2008 FLOAT the Convention
 Delegate Choice for Centerpiece - 2008 FLOAT the Convention
 Delegate Choice for Entrance Décor - 2008 FLOAT the Convention
 Betallic Artistic Achievement Award for Wearable Balloon Art
 1st Place Portfolio – 2008 Summer Balloon Camp
 1st Place Centerpiece – 2008 Summer Balloon Camp
 1st Place Small Non-Round Sculpture – 2008 Summer Balloon Camp
 2nd Place Large Sculpture – 2008 Summer Balloon Camp
 2nd Place Small Sculpture - 2011 Twist & Shout
 2nd Place Medium Sculpture - 2011 Twist & Shout
 3rd Place Uninflated Sculpture - 2011 Twist & Shout
 Betallic Decorator Advisory Board Member
 2008 & 2009 AEMI Fashion Show Designer – Shanghai, China
 2009 Purim Festival Float Designer - Holon, Israel
 2010 BLOW Convention Instructor – Israel
 2011 AEMI Event Balloon Artist & Instructor - Wuhan, China
 2012 AEMI Event Balloon Artist & Instructor – Suzhou & Zhengzhou, China
 Gold Achievement Delivery Bouquet - World Balloon Convention 2012
 BRAVO International Instructor 2012 - Yekaterinburg, Russia
 BalloonHQ.com Featured Artist – October 2008
 Certified Balloon Artist since 2002



State Presidents

BASA QLD President

Gunter Blum

Work: 07 3876 0200

BASA NSW President

Maureen Egan

Work: 02 9489 1164

BASA VIC President

Lesley Heslop

Work: 03 9380 5662

BASA SA President

Lorry Perin

Work: 08 8251 3087

BASA WA President

John Newnham

Work: 08 9300 2255

