



Balloonews

Aug 2005

ACN 080 636 282

President Ian Shuey Secretary Raymond Connett Treasurer Peter Nikolas

03 6278 1198

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ABC 2005 Harbours Brilliant Idea's.

The People's Convention ABC 2005 at the Manly Pacific Hotel.

A great event of balloon extravaganza where our industry enjoyed the sharing of new ideas, concepts and new products. Excitement was generated with our overseas presenters Linda Bruce, Judy Bradt, Ken Stillman, Sue Marston-Weston, John Martin and also our national Australian talent of Gunter Blum, Anthony Van Der Weegen, Damien Monk, Mala Salakas Raymond Connett and Cherrie Hayworth.

The entrance to the main foyer of the Manly Pacific exposed the displays of creative eye catching Large Sculptures. Then as you walked up the spiral stair case you entered a world of tropical forest canopy decor. The first floor was a public location to show off the book of knowledge created from Balloons, Gunter's display of Harbours Idea's showed the Sydney Harbour bridge with a glowing sunrise. Damien's concept of how balloons are made was a great insight for all.

Competitors table centre pieces, buffet arrangements and gift bouquets were exhibited as competitors from around Australia demonstrated, style and techniques fitting for a National Balloon Convention. Congratulations goes to the BOC Designer of the Year

2005 Robbie Murray of Pro-Quip Entertainment (NSW). Robbie's inspiring speech on her acceptance of her award will provide a goal for new attendees for the future.

The trade show on Monday night was a Hit where industry suppliers provided the latest products for the balloon industry. New products were released from several companies and the comments from all trade exhibitors was very good, lots of new contacts and \$\$\$\$\$\$.

The final night dinner décor "wowed" the attendees and special guests from the walk thru star arches to the custom designed table decorations. The award winners of the competitions were BOC Designer of the Year 2005 **Robbie Murray** (NSW) Large Sculpture **Roslyn Simpson** (Vic) Table Centrepiece **Christine Georgiou** (NSW) Buffet Arrangement **Robbie Murray** (NSW) Bouquet & Gift Delivery **Roslyn Simpson** (Vic) Corporate Image Portfolio **Roslyn Simpson** (Vic)

Being a night of awards a humorous duo presentation was made by Bruce Fraser of Qualatex Balloons and Peter Sanbrook of Sanbrook Brands. These gentlemen provided comical levity on the Balloon industry. Perhaps a new career for them.

A moment of gratitude from the duo emerged when they presented the first ever **BASA A Industry Life Time Achievement Award** to Margie Monk from "It's a Gas" in Adelaide. Her son Damien received this on behalf of Margie.

The duo continued with acclamations by presenting Peter Nikolas from "The Party People" in San Souci the **Industry Recognition Award for service to the association 2005.**

The new National President Ian Shuey from "Balloon Magic" Hobart Tasmania shared his vision for the industry, which concluded the formal part of the evening. Then it was party time, the dance floor was full.

Every night during the convention was a late night but extended networking was enjoyed each evening into the wee AM hours by attendees.

It would not be possible to provide the industry a National Convention without the 100% support of our sponsors. Gold sponsor BOC, Qualatex Balloons, Premier Brands Support sponsorship also came from Supagas, Z&S Star Conwin, Balloon Agencies, Indigo distributors, Frogie Pty Ltd. BASA NSW at their AGM 05 acknowledged the organising committee for their commitment to the ABC 2005 task.



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BASA A to support the Breast Cancer Foundation of Australia thru Desertmums.

A group of Desert Mums wishing to undertake a 2500 balloon release from the top of the BIG Red sand dune in the Simpson Dessert in central Australia in May 2006, has the support of Breast Cancer Foundation Australia.

Desert Mums contacted National President Ian Shuey from details listed on www.balloonartists.com.au.

President Ian said " This certainly is a great cause to support and be involved in with when 70% of the of our members are women".

It is proposed for all BASA members to unite and support the event during May by promoting with an in store display which coincides with the walk across the Simpson desert, details from BASA A will be provided.

President Ian Said " I believe this will be mutually beneficial to both their cause and ours."

We have had wonderful offers of stock from our industry suppliers of Balloons for the walk across the Simpson Desert.

On the 21st May 2006 we will be releasing 2,500 pink, helium filled, biodegradable latex balloons from the top of Big Red, the largest and most famous of the sand hills in the Simpson Desert. The number of balloons represents the

number of Australian women who die each year from breast cancer. The balloon launch will be a logistics challenge but a brilliant media event said Susan Bartell organizer of the event.

For more information about this epic journey that we plan to support visit the web site www.desertmums.com

Female Direction for BASA NSW and BASA Vic

President for 2005/2006. Maureen Egan of Balloon Elegance will be the first female President of BASA NSW and Jill Russell of Celebration Station moves from Vice President to President of BASA Vic. they both plan to offer that personal approach only a lady can provide.

BASA Victoria Training Day

BASA Vic ran a training day the weekend 18th 19th June at Blackburn North, touching on Beginners- Frames and Arches, and then guest presenters presenting on the subjects What makes a winner, Corporate Image/Portfolio and looking at decorating from a different angle. The presenters were Anthony & Roslyn Simpson from "Magic in the Middle" we were told they had been working hard to ensure a informative day for everyone.

More Education

Plans are now in place for a exciting education class with BASA's only Life Time Member Awardee Margie

Monk of "It's a Gas" the class is planned for 11th September at Elizabeth lodge Blackburn North for details contact Gordon Donaldson 03 9837 4147

Oz Balloons

Lonely after hours Missing that networking opportunity then you must be looking for Balloon contact so log on to **oz balloons**

E-mail Address(es):

ozballoons@yahoo.com

The Australian balloon contact site or contact David Taylor Mad Balloons 0411 234 051 for further details.

BASA Queensland holds training Day at Balloon Agencies.

Robbie Murray Designer of the Year 2005 along with Margaret Campbell & President Gunter Blum provided an industry training day the Sunday 17th July. The main aim of the day was to encourage the new members in the association with good old fashion basics, the foundation of most of work balloon artists do.

The was supported with a fine roll up of members and the close of the day came to quick for the young budding balloon artists.

QLD's AGM is on 7th September 05 at Regatta Hotel, Toowong.



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Western Australia

Mark and Carolyn Torrens from Flamingo Surprise said "Recently some BASA members enjoyed the benefits of the national network. A couple of corporate clients running national events used the BASA network and members were able to benefit from the business in a number of locations. All events ran smoothly and clients were extremely happy with the services provided."

Workcover checking up on Party shops

Cay Reick from Balloons Delivered in NSW had an inspection from the local Workcover Authority. Cay said "most things were in place cylinders straps, electrical cords tagged, signs on display etc", but she was advised of the industry being a target from the Workcover Dept. For more information as to requirements check your state Workcover web site.

Join your State BASA Association and enjoy the benefits of the industry association.

Further details
www.balloonartists.com.au

Contributions to Balloonews

Please email your stories to ray@balloonboutique.com.au
Help provide industry chat.
Keep your industry friends up to date.

South Australia

BASA SA had it's AGM on the Sunday 7th August at the Lotus Inn where all standing committee positions remained the same. "A solid committee team should never be broken" said President Lorry Perin Next meeting is planned for early October contact Lorry (08) 82513087 for more details

Balloons – Candles & Smoke

Below is a copy of a recent posting on Oz balloons from Sean O Kelly of Balloon Décor provided advise on the issue of Balloons Candles and Smoke. Some balloons build up static (we all know that) and some times when there is smoke from badly burning candles or an open fireplace that static has an affect on the carbon particles in the smoke that is covering the ceiling. The affect can be that an additional amount of smoke will build up around the area where the balloon is touching the ceiling, making a noticeable but faint ring.

This is especially noticeable because where the balloon actually touches the ceiling there is an even more noticeable absence of 'smoke stain' being because the balloon prevented the smoke from reaching the ceiling much in the same way that a picture frame would protect an area of the wall from the same staining.

Normally, (again in my experience) this obvious mark indicates that the balloons have played a roll in the process. But (as I repeat, only in my opinion) it does not mean the balloons was the cause of the stain, I believe there would be no stain at all if there was no smoke in the first place.

If anything the customer should be thanking you because your balloons more than likely kept the smoke away from a (be it very small) area on the ceiling. I have seen this and by walking around the room and viewing the ceiling from different positions. Do this yourself and you may be able to notice that the stains are spread all over the ceiling like a very faint misty clouds. It is sometimes obvious that the balloons in one area could not stain the ceiling in another.

If they could why (if this is a tell tail mark) would there not be the same little rings, that usually appear, over the entire ceiling?

Liability, as with many things will more than likely get down to who excepts or who is dumped with the blame. It is a very difficult one to accuse or deny.

I suggest you have your wits about you and be observant of the whole room and not just the marks associated with the balloons.



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NEW From the Members

Daron Pratt from Balloon Applications with a Twist has released his 2nd DVD which shows advanced techniques step by step, for those wishing to learn the skills of twisting, Daron said "he willing admits his inspiration for some designs comes from John Holmes, Ken Stillman and Professor Wonder."

Daron is a current committee member of BASA NSW and attended and meet Ken Stillman at ABC 2005. Contact Daron on 0410 665923 or email: Daron Pratt

dlpratt@bigpond.com

From Daron to Darren

Well Known Australian balloon artists Darren Airth from Mr Balloons in Sydney is releasing a *New* range of Confetti Cannons under the company name of Mr Confetti. Darren's family company Mr Balloons is know for many major events that Australia has seen on TV. Darren was Producer of the 2000 Sydney Para Olympics balloon and special effects design. Confetti Cannons are providing our Party and Balloon Industry a nice add on when dealing with a client who requires that special moment to be highlighted during a function. Call Darren @ Mr Confetti on 0414 668 922

New Release

The above two gentlemen will be releasing and demonstrating their new products at the next BASA NSW meeting Tuesday

13th September @ The Gordon Club in Chatswood call **Maureen Egan President**
M: 0415 977 650

Guinness World Record

Cay Reick of Balloons Delivered in Northmead NSW coordinated Volunteers from the Heart Foundation in a Guinness World Record attempt of Bursting 1010 balloons in 39 seconds. They were allowed to have 39 people to assist her but no professional's only amateurs. The excitement and noise all occurred in the Channel Seven Studio in Sydney . Well Done Cay.

The programme went to Air Sunday 21st August.

Tradeshaw planned for BASA Victoria.

Not only will Victoria have a great education day on Sunday 11th September with guest presenter Margie Monk, they are also including a **Trade Show** on that day. Many new products have come into the industry since ABC 2005, so here is the opportunity for everyone to take advantage of a combined display from all the major suppliers in Victoria.

www.balloonartists.com.au

Update your member details on the BASA web site. If you require an adjustment to your current details on the web site email our web person Helen Creswick from Make Believe

in QLD and she can adjust the information email: helenc@bigpond.net.au
Thanks Helen for doing a great job.

More Business for BASA Members.

BASA A President Ian Shuey has cleverly directed a national marketing company to engage BASA members throughout Australia. The marketing company was struggling to identify organisations in specific locations, who were capable of supplying and installing balloon displays. President Ian learnt of their dilemma in using both Yellow and White Pages as a solution and not knowing the capabilities of listed firms. The marketing company also had little knowledge regarding the practical logistics of their requirements [a not uncommon situation]. Ian emphasised the importance of them engaging professional BASA members. He also prepared a technical specification and necessary information requirements for the marketing company to complete the task. They then contacted each BASA State President who advised the closest qualified BASA member to the venue. Ian highlighted this as an important win-win situation for both the marketing company and BASA members – advocating members to promote this concept at every opportunity. Comments welcome on this strategy. Ian.