

Balloonews

Jan 2006

ACN 080 636 282

President Ian Shuey Secretary Raymond Connett Treasurer Peter Nikolas

03 6278 1198

02 4943 8299

02 9529 2133

ABC 2007 GOLD COAST

Brace yourselves
for the most
Exhilarating
Artistic
International
Ballooning
Conference
ever to be staged.
Where?
Gold Coast
Surfers Paradise
Queensland : 24th-
28th March 2005.

“The Art of Balloons”

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! Check out our
website**

www.balloonartists.com

It is being hosted by **BASA-A**
[The Balloon Artists and
Suppliers Association of
Australasia] which is the peak
industry body in the Asian-
Pacific rim. All major balloon
manufacturers and equipment
suppliers the will be actively
participating and sharing their
expertise. The Conference
Committee has every reason to
believe this conference The Art
of Balloons will deliver your
every expectation, be it for
beginners through to seasoned
operators in retailing and
decorating in a most dramatic
manner.

Themed Displays
representing a quantum leap
over and above the restrictive
mindset and parameters of
traditional large sculpture
competitions will be
constructed by the **world’s
best designers** in the
magnificent public atrium
space of the **Holiday Inn.**

**Location: HOLIDAY INN
SURFERS PARADISE 22 VIEW
AVENUE SURFERS PARADISE,
4217**

The Holiday Inn is perfectly
located in the heart of

Australia’s most popular resort
destination. Surrounded by al
fresco dinning, lively
entertainment and just 50
meters from the magnificent
Surfers Paradise Beach.



Consider the Theme the “Art of Balloons”

Lets take our skills to a higher
level, show the world what we
can do with our humble
Balloon

Main Theme Idea’s

Ancient Art, Modern Art,
Pop Art, Future Art
**Using your creative thoughts
plan a design like a Picasso,
Rembrandt, or Whitely**
Surrealism, Expressionism,
Dadaism, Impressionism,
Cubism, Symbolism,
Distortion, Sculpting
Texturing, Perspective,
Abstraction, Realism,
Inverting.

A Fashion Design Expo with
creations like Chanel, Gucci,
Collette Dinnigin, Armani,
Christian Dior, Morrissey. We
will have Models live as well
as a static display which will
show off the latest fashion
creations made from Balloons.



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Displayed in the Holiday Inn Foyer.

This in itself will be of major national and international media interest and will set the scene for a spectacular visual in Surfers Paradise beautiful location.

Competition guidelines have been dramatically broadened to reflect the conference theme and the unique architectural features of this very popular convention destination. Hotel management are offering **unrestricted** use of their facilities, both indoors and outdoors!

Mythology and The Gods provide the historic inspiration for the **final night dinner** where you will **Journey into the Ancient Art, you will experience the Modern and Pop Art and see as the night unfolds the Future Art of Balloon Art.**

Education is the essence of "The Art of Balloons", with the Committee planning a vast array of class, Forums and workshop activities, enabling you to work along-side the very best of the best.

All the major balloon manufacturers and suppliers will be eager to impress you with a range of new products revealed in a **dynamic Trade Show.**

Full details are will be available on our website www.balloonartists.com.au

Destination Gold Coast – The perfect place to rejuvenate after an exhilarating conference!

If there is any doubt in your mind about visiting Gold Coast then check out www.VeryGC.com

Capitalise on an extended visit with beautiful Beaches, Dream World, Sea World and many other popular Tourist activities. For the many visiting overseas delegates, you will smile at the very **favorable currency exchange rate.**

Australia's Gold Coast : The region encompasses 5000 sq km with 70km of coastline. The tourism destination spans Beenleigh and South Stradbroke Island to the north; Cabarita and Kingscliff in the south; west to Beaudesert including World Heritage Listed national parks. Gold Coast City's population is more than 455,000. It is Australia's sixth largest city, larger than two other Australian capitals.

Beautiful one Day, Perfect the Next

Start planning NOW. Register EARLY and enjoy the benefits.

Raymond Connett Convenor/
Secretary

New Products for Clown Balloons, Sales Manager Chad Moodie said "We are proud to announce our appointment as exclusive distributor of the Everts range of balloons. For some 12 months we have been buying, using and testing the brand and we are delighted to form a closer relationship with this prestigious European brand that has become an international household name in our industry in recent years known for its quality and innovation in balloon products."

Everts distribute a full range of balloons, ranging from 2" water bombs to super giant balloons 140cm diameter as well as a full range of party goods, mylar balloons, and of course their many and various shaped balloons, novelty balloons and accessories.

Balloon Printing, New boundaries have been set with Clown Balloons now being able to print 3-4 colour 1 side and 2 colours 2 sides, all printed here in Australia, having been supplying the printed balloons to the industry for well over 10 years, we can print over 40 000 balloons daily with the capacity to print over 60 000 balloons. Sales Manager Chad Moodie said "we do pride ourself on our fast turnaround, with most jobs being printed in 4-5 days from approval."

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Budget Range, For those who desire to cater to the more cost conscious consumer, Clown Balloons also offer's a budget range of balloons. This high quality product is available in 13 Colours including an assorted pack, the range comes at a significant cost discount to our premium range of balloons. They come in bag sizes of 25 and 50 balloons and they are sure to satisfy the most discerning customers.

Qualatex Education for OZ



Ken Still & Ros Simpson @ ABC 2005

Coming to a City near you
Qualatex Education Seminars
Presents:

The Round and Twisting Tour
starring : Linda Bruce
Sue Bowler (MarsdenWeston)
Ken Stillman

2 Days, 6 Cities!!
Sydney June 18th & 19th
Brisbane June 20th & 21st
Perth June 22nd & 23rd
Adelaide June 25th & 26th
Melbourne June 27th & 28th
New Zealand June 30th &
July 1st.



Linda Bruce & Christine Gerogiou @ ABC 2005.

New Products & News from Contents Giftware

New Scatters in the following styles – Champagne bottles, Dragonflies, Casino mix & Butterfly pastels. In time for Valentine's Day a new 120mm Foil board heart in Gold, Red, Silver, Purple, Cerise & Holographic. Checkout our party website currently under construction with 100's of products ready for on line ordering NOW.

www.conents.com.au

Don't forget to visit us & see our exciting new product releases at the February Trade Fair at Homebush – Stand DA 17-19 just inside the Dome entrance.

BOC Team member

I am very pleased to announce **Nikki Davies** has accepted the

position of Balloon Gas Territory Manager QLD. Nikki joined the Hospitality & Leisure team on 1 Dec 2005. Nikki's prime responsibilities will be to continue to service our balloon gas business in QLD.

Nikki started her career with BOC in 1996 at the Parramatta office, NSW. Nikki has held a number of positions during this time including Customer service representative for industrial and oxycare, Customer service Team Leader for Oxycare and Special Products, and currently the Commercial Business Coordinator based in Rocklea.

Nikki's experience in customer service and commercial functions, combined with her enthusiasm will be a great asset to the balloon gas customers in QLD.

You can contact Nikki on +61 7 3212 4351 (BH), +61 7 3212 4114 (Fax Number), 0421 011 001 (Mobile).

Vesna Olles
Business - Balloon Gas

Aussie goes to USA.

Congratulations to **Sean O'Kelly of Balloon Decor** in Victoria for being asked to be a Guest presenter at the first IBA Convention. It is the first time for some years that an Aussie has got the role of presenting to the Yanks.

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Well Done Sean I'm sure you'll do us Proud.



Sean O'Kelly a soon to be International Presenter
Sean Said "Going to the USA will give him the chance to spread the word of just how much talent there is in Australia. He said it was a Thrill to share his 25 Years of experience."

IBA Convention

Excerpt From BHQ.....

It gives me great pleasure to publicly and officially announce to the balloon world some fantastic news.

The International Balloon Association (IBA) is having a balloon convention! That's right, the very first all-industry, all encompassing conference that is being planned to educate and train anyone and everyone associated with balloons and related materials.

The show will be March 9-12, 2006 at the Donald E. Stephens Convention Center in Rosemont, IL and is being run in conjunction with the 22nd Transworld International Halloween, Costume and Party Show.

Just some of our instructors are: Jan Iiams, Linda Bruce, Judy Bradt, Peggy Williams, **Sean O'Kelly**, Marvin Hardy, Sue Marston-Weston, Debra Penny, Cindy Derrick, Mark and Andrea Zettler, Wynn and Lindy Bell, Linda Berman, AND, we are thrilled to have with us Mr. Gary Wells and Mr. Christopher Horne! In fact they will be held in the same building! For more information about the Convention go to

www.ibaonline.net

Marty Fish

IBA Executive Director



Sean O'Kelly's Link O Loon Pink Ribbon for Breast Cancer.

DESERT Mums

See our web site for details

Balloonews Aug 2005

Coming to You

BASA A will be providing pink Custom Printed Balloons for this project, which is a 2500 balloon release in the Simpson desert the centre of Australia. BASA A will be also sending some of the printed balloons to all it's members to get involved on the 21st May.

All BASA members are encouraged to do in store or local shopping centre displays or even sell the balloons for fund raising for Breast Cancer. Vensa Olles Business Manager from BOC said " she has made arrangements for the Balloon Gas to be delivered to an agreed location so it can be carted out to the Desert." For further details or idea's you wish to share contact Ian Shuey President BASA A 03 6278 1198.

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.

Amscan /Anagram

David Smith from Amscan /Anagram introduced a new product at the last BASA NSW Committee meeting Stick a Tab David Said "the new product was designed to making attaching a balloons to an arrangement easy with it's self advise tab.

It comes in shapes of Flowers, Stars, Shamrocks and Easter Eggs. As yes the range will grow" said David For further details contact Australia & New Zealand Mr. David Smith

Amscan Asia Pacific



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19 Chicago Avenue
Blacktown NSW 2148
Phone: 61-2-9621 0222
Fax: 61-2-9672 7070
Email: sales@amscan.com.au

Happy New Year to everyone.
The BASA NSW committee will be re invigorating the BASA A accreditation classes with it's Education Program for 2006.

BASA NSW will be introducing a 3 step accreditation course commencing on the 12th March. This course will benefit all businesses and their staff as on going education and training as well as new people to the industry. Each course will be approximately two hours including examination, followed by a two hour hands on workshop. The class will offer a BASA Australasia Accreditation status and will be run by Peter Nikolas who won the industry recognition award for 2005.

Peter's experience in the industry can provide all members a solid grounding on balloon education. A detailed information and registration form will be sent to all members in the next week.
Diary Dates for Accreditation Program:

Step 1: Sunday 12th March,
12pm at the Peakhurst Bowling Club

Step 2: Sunday 21st May

Step 3: Sunday 23rd July.

24th September. Venue to TBA

Christmas Party 11th /12th November.

We look forward to your support and attendance.

Maureen Egan, President
BASA NSW.

02 9489 1164.

BASA A National Networking

Recently as secretary of BASA A, I received a call from a company who required a Balloon Artist to do some Balloon decorating work for Telstra across several locations across Australia. So BASA was able to provide details of the closest member for each location.

BASA Networking really does pay the bills.

Why BASA Accreditation ?

Accreditation will ensure that our members are competent in what they do and therefore our industry is reflected in the best possible light.

How will the Accreditation program function?

There will be three levels of competency our members will have the choice of progressing through,

Level 1 will ensure members have a basic knowledge of the balloon industry, including the association Code of Practice, OH & S, Product and Industry Terminologies.

Level 2 will involve the participant in fundamentals of balloon artistry, including colour theory, design and enhancements.

Level 3 will involve frames and structures, including weight loadings, rigging, "On-site" E.H&S requirements and form.

What will Accreditation do for me?

As an association we need to ensure we foster the improvement, security and well-being of our member's business interests through such programs as accreditation. These programs will assist in maintaining an acceptable standard of workmanship, design and quality which as stated in the first paragraph will assist in reflecting our industry in the best possible light to the public.

More importantly, once we have these processes in place, we as an association will be able to canvas event/function co-ordinators, club secretaries, business managers, any users of our products, skills and knowledge to only engage members accredited by our association. We will need to high-light, that by using our members on their sites they can be assured the accredited person's workmanship will be to a standard acceptable to their peers, they have an understanding of E.H&S regulations and they have at least a \$10 Million dollar personal liability cover.

If you would like to contribute to the Accreditation programme please forward to:

ray@balloonboutique.com.au

Web site update

If your membership details are incorrect on the BASA A Web

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site then contact our Web
Master on Helen Creswick
E-mail Address(es):

helenc@bigpond.net.au

Don't forget our

**For Sale Section for Balloon
Industry Now On**

www.balloonartists.com.au

Log onto the site and send your
email to Helen Creswick
(webmaster)

If you have stock or equipment
you need to dispose of, here is
an industry friendly way of
getting the message out.

For Sale

Classifieds - must give a clear
description of item for sale,
including price. Small photo
acceptable if supplied in .jpg
form. Available FREE of
charge to BASA members.

This is not to be used for a
mass inventory sell off of
products, but a contact details
can be supplied for full lists.
Time limit 1 month or until
sold

Wholesalers members can list
1-6 special items

NON members can list items
@ \$25.00 paid in advance to

Peter Nikolas

BASA A Treasurer

C/-The Party People

429 Rocky Point Rd

San Souci NSW 2219.

02 9529 2133

**From BASA A President Ian
Shuey.**

I trust you had a prosperous
first half to the financial year
and hectic Christmas trading.
For most of us activities tend to
soften a little early in the new
year, providing an opportunity
to plan for the future. Thanks
to the BASA A Secretary Ray
Connett and the BASA Qld.

Executive, GREAT THINGS
are now in place for a brilliant
ABC2007 *"The Art of
Balloons"* on the Gold Coast.

This is a "must do" activity for
all businesses in March 2007.
Note it boldly in your diary and
make sure you study the details
in this and future Balloonews
publications and our web site.

In addition to education
initiatives planned by the
BASA State branches, it is also
great that our industry suppliers
are active in complementary
programs for the 2006 year
regarding your professional
development. Please support
these initiatives in your State.

Glad to hear BASA NSW is
planning on using the BASA
accreditation education
programme.

I would encourage you to voice
your opinion on the subject
through either your State
Branch or directly to BASA A
Secretary.

In many respects our business
management skills in being an
effective service provider to the
meetings and events industry,

demand a similar level of
professionalism to the
accreditation system adopted
by Meetings and Events
Australia [MEA]. I have
undertaken this initiative and
am now reaping the rewards.
You may care to visit their
website

www.meetingsevents.com.au
and learn how participation in
education and professional
development programs is
recognized and rewarded.

Balloonews is an important
initiative for keeping posted on
industry news and events. Take
the initiative and print copies
for your staff and customers to
read and be inspired. BASA is
YOUR Association, so have
your say on these important
issues.

Would like to be part of the
creative team for ABC 2007
then give your State President a
call and they can provide you
with some information.

Ian Shuey

BASA A President



Ken Stillman & Jeff Hayes
displaying their skills @ ABC
2005