



BOC's Kathy Hocker & Designer of the Year 2005 Robbie Murray
What is Designer of the Year 2005 up to?

After returning to my new home in Qld with the award "Designer of the Year" I set too and let my new surroundings know of my achievements. If anyone of you lives in the country as I do now, you will know that the local press love a good local story. So I put pen to paper and wrote a press release. (Everyone that went to Sydney had the right to write a press release informing your market that you have participated in a national balloon conference. Maybe at the next convention we could cover this topic as it is important to put your face and your balloon art work into the local paper, never miss an opportunity.)

From the press release I was on radio twice and had two articles in the local paper. I also had 6 enquires about my work and ended up out of the six enquires with 5 new clients.

New Clients

I am currently preparing for my first big formal event up in the land of Gympie. My clients

(Year 12's from Gympie High) and I have decided to make the event a night of stars since all the year 12's are leaving their school days behind and entering into the next stage of life. I suggested that they get all the students i.d. pictures and place them in the middle of cardboard stars and cascade them down from the mezzanine level as part of the decoration and at the end of the night the students will have their very own memento. The whole of the auditorium will be moving all through the night. We have decided to add movement by using rotators, so side columns and centrepieces will be alive through the event. Pictures will be taken so stay tuned.

I have also believe it or not decorated my first Wedding (thank you Cherrie and Sue for inspiring me, just loved your classes at the conference).

At the end of the wedding when the bride and groom said their goodbye's in the wedding circle I had suspended a 3ft floral diamond clear stuffed with helium hearts floating in the middle of the circle, the grooms men and bridesmaids each had a piece of tulle connected to the balloon and underneath was the bride and groom. They were given a marriage stick with a sharp end on it and together they popped the balloon and all the hearts floated to the ceiling and one by one came floating back down. All I heard was wow. The locals are still talking

about it and the wedding was six weeks ago.

I thank all my teachers in the balloon art world, for without your sharing of knowledge I would not be who I am today, a student of life who will never stop learning and sharing the knowledge that I have gained so that someone will grow just as I have.

Regards to you all
Robbie Murray

Education for Members

The new state Presidents are planning along with there committees a series of education programmes for the next twelve months.

For details contact your state:

Queensland

Gunter Blum 07 3876 0200

New South Wales

Maureen Egan 02 9489 1164

Victoria

Jill Russell 03 5977 6483

South Australia

Lorry Perin 08 8251 3087

Western Australia

Mark Torrens 08 9361 2993

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,



Balloonews

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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

New Products & Releases Available from Qualatex

Save Time, Save Money
Available In 14 Colours
1.5m Long Ribbons, 50 per Pack. Simply Inflate, Twist & wrap. No more sore fingers from tying Balloons
ONLY \$3.30 per pack.

Spread the Joy of Christmas with new prints and Foils for the festive season. Make New Years Eve special with all the excitement of The one Night of the Year. Checkout the new Valentine's Catalogue for great idea's

Have you met the new Sales Manger from **Z & S Star**, Welcome to Maree Beanshaw Call 1800 999 559 an set up an appointment.

Z & S Star have a new and improved colour range in

Plastic Tablecloths, clearer packaging and Improved Quality. November special Rect. \$0.85 Round \$0.98 Rolls \$ 8.13.

Have you tried there Custom Banner 170cm X 40cm "Let your customers personalise their occasion with photo's and text."

Look for a new range of Glo products release date December 2005.

Great work Ziad!

Available from BOC

Great New Combination Latex/Mylar Regulator Includes Gauge, Unique Nozzle swivel action, adjusts to your personal settings
Introductory offer Normally \$199.95 incl gst
NOW \$179.95 incl gst
Or purchase with Gaspo Reward points
Call customer service 1300363109
Offer ends 31.12.05

New Releases from Premier Party! Kaleidoscope Foil Balloon Range

Premier Party are proud to announce that they are now the master distributor for a new foil range of balloons – Kaleidoscope!

Kaleidoscope foils are full of colour and sparkle with unique designs in the range such as Baby Twins, Happy Retirement
Licensed Candles

Premiers party range keeps on expanding and now includes

licensed candles! With designs such as Bratz, Spiderman, The Simpsons .

Christmas Foil and Party Range

Premier have also released their Christmas 2005 range of foils, from Betallic, CTI & Kaleidoscope This year they have also added party products such as Christmas designed foam sprays and scatters.

Plain Coloured Napkins

Premier NOW has a plain coloured napkin range available in 15 different colours. Pack size of 50, the napkins co-ordinate with our latex balloon colours – so any function can be perfectly matching!

It's A Fairy Party Enticing Icing

The ever popular It's A Fairy Party range of decorated party products is now available in enticing icing! The fairy image has been transformed onto edible icing images perfect for co-ordinating birthday cakes to a Fairy themed party.

For any further information – contact Premiers customer service team on 1800 335 917.

SUPPORT THE DESERT MUMS:

For all you seasoned and hardened outdoor decorators, spare a thought for the mighty **Desert Mums** in May next year and **PUT YOUR THINKING CAPS ON for a logistics challenge**. As you are aware the finale to their walk across the Simpson Desert (west of

Birdsville and near the corner of QLD, SA and Northern Territory borders) is the release of 2500 pink BASA printed balloons, as a fundraising initiative for breast cancer and symbolizing the number of breast cancer deaths each year in Australia.

Their task - to firstly walk the length of the longest parallel dunes in the world [over a three week period] and to then prepare and release 2500 pink BASA helium-filled printed balloons on top of "Big Red" – the most challenging and infamous 20 metre high sand dune in the desert.

Big Red Launch Site



The four *Desert Mums* plus a support crew of a further four people must have the balloons ready for release by 11.00am on 21st May 06 for a national media gathering ON TOP OF BIG RED.

The Mums will have a 4WD vehicle and a sturdy trailer plus all their ballooning equipment positioned on the crest of Big Red! This is no ordinary release, as the Mums need to accommodate the projected hot and turbulent conditions on the

crest – a situation few of us would cherish!

You will note on their website www.desertmums.com they are very accomplished people, however as BASA and its supplier members are sponsoring the release we should COLLECTIVELY RALLY TO DESIGN A FAIL-SAFE TECHNIQUE. For members who shudder at the thought of the release, be involved in the promotion during the week of the launch by proudly displaying our BASA printed pink balloons [which we will distribute] in your stores and businesses and promote your involvement to your customers, for Australians will hear all about this event leading up to and during the release. This is a wonderful opportunity for all members to collectively support a national community event. BASA has the opportunity to stand proud and be recognised.

For NSW members suffering under the recent draconian legislation re balloon releases, you will be pleased to note the *Desert Mums* are very conscious re environmental issues and are fully informed to address any queries.

Send in your suggestions to Ian Shuey, BASA A President at 3 Auvergne Ave. Mount Stuart TAS 7000. or email events@balloonmagic.com.au and we will make sure the

Desert Mums receive your advice.

Around the Football Season An experience from across the Ditch in New Zealand.

The Event.

The 400th Test match of the All Blacks which coincided with the Bledisloe Cup match against Australia 2 September 2005 at Eden Park Auckland.

The Request or Opportunity,
The event coordinator required a balloon thing which had to fit the following criteria.

Had to have a surprise effect,
Had to leave no mess.

Had to be thematic with the 400th concept.

Had to be big enough yet simple enough to fit in the tight programme schedule of pre match entertainment.

Had to be a dress rehearsal on the Friday evening.

The Balloons Funtastic suggestion.

To construct 3 x large numbers approximately 3 metres in height in black which could be brought on individually and together would make for a larger effect. Storage and setup of the effect was a factor as the only suitable space was a fairly small garage. In the centre of the 2 zeros a large 8 foot diameter cloud buster balloon from Qualatex in white. This was filled with 200 x 9 inch black and white helium balloons. The 8 footer also had

to be inflated with helium as the whole effect had to be prepared on the Friday. With a dress rehearsal using air filled empty 8 footers so the guys popping them had some idea of the effect close up. From a safety point of view we ensured that all holders of the numbers had safety glasses just in case, being so close to a large balloon going bang.



The effect as seen by the audience, a large 400 which was walked out to the centre of the side field this provided a static display and connection that this was the 400th All Black Test. The surprise effect was as the All Blacks ran on to the field both large white balloons were popped manually on cue releasing 400 x 9 inch balloons as a symbolic gesture.

The idea was accepted so we did it.

Doing the job.

The Numbers were constructed from 16 mm aluminium tube and rigged so they each stood upright on steel base plates. Balloons were attached as required using 4 cluster combination. We suggested one solid colour so if any

popped in transit to the field as they had to be walked through a crowded area prior to going on the field, then they would not be noticed. Oxidation was a mild problem which we pre warned the client about so this was not an issue.

The exploders helium filled were constructed using the insider tool and the dual split second sizer from Conwin. It was a little fiddly getting the neck of the giant balloon on the insider, which was eventually trimmed !!

The balloons were dually inflated into the balloon and then all the free air sucked out via a special method and then the balloon filled with helium to provide that helium barrier. A weight calculation was done before hand to ensure the lift of the balloon did not take the whole effect up and away !!

The balloon was rigged from the bottom of each zero in the centre and held in place in case of wind by a cross over of nylon line on both sides. The air filled dress rehearsal balloon was tied from the top of the zero.

We had never done anything as large as this before however we thought about the job and any issues, which might arise from creating to transporting to the field, we also used the very best products and equipment, with this in mind we convinced the client it would work and it worked very well. The client

was very happy, we were very happy not only because it all worked with so many factors to take into account, but because we took ourselves out of the comfort zone and pushed to do something, which we hadn't seen before. Having faith in your products and equipment is the key and belief that the effect will "fit the bill".

The job was a team effort not only with the balloons Funtastic staff but also our suppliers, Hanna Match, who helped enormously in providing the products at short notice, and ongoing technical advice.

John Martin

Balloons Funtastic.

Matamata Rd, TIRAU
New Zealand

From Our Life Member Margie Monk



Madly trying to get o'seas and running a mile behind!!!! (as per usual!....crazy time to go away but offer came and life's to.....short!)

As you know BASA-Victoria's class was 11th September they had a reasonable response.....and I surprised and impressed at the number of

new keen members (and familiar faces!)....I tried to introduce some new concepts ie: parcan lights, polystyrene (love it for thousands of concepts!), backdrops & themeing

Back in South Australia We just themed the Premier's Commonwealth Dinner using animals from each of the 6 Commonwealth areas (some banners are on our web site www.itsagas.com.au) they got a great response and as they are silk, when lit look stunning - they are easy to transport (we are looking at a range of banners & backdrops to hire). Must run, good luck, Cheers, Margie

ABC 2005 Success The People's Choice Convention

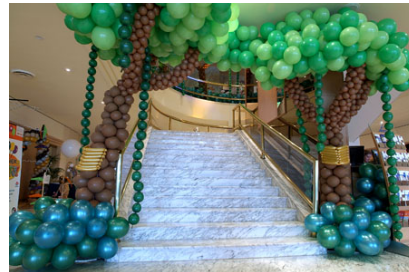


Final Night Dinner.

The committee of ABC 2005 should be congratulated as they have put the final capping on details for the convention.

As one expects there is always a few minor details to follow to close "The Book of Knowledge",

The life time experiences of organising such an event has been an experience for those involved and as an industry we thank them.



Stairway Entrance At ABC 2005 Manly Pacific.

From the President

Fellow ballooning colleagues:

I trust you all did handsomely business-wise and on the betting circuit re the Melbourne Cup. In talking to various members around Australia I think the benefits are nation-wide and not just in Melbourne. Also, end of year celebrations and promotions are well underway and I trust you are all prospering accordingly.

Congratulations to the BASA VIC committee and all Victorian members with your recent very successful education programs. I believe Maggie Monk was very favourably received. In speaking to her recently I can confirm she gained a great deal of pleasure in presenting her workshop.

I'm very much looking forward to participation in the BASA NSW end of year Christmas Party and Education Seminar on 13-14th November in Sydney, followed by the BASA QLD workshop in Brisbane on

the evening of Tuesday 15th November.

The Desert Mums story is extremely interesting and I would encourage you all to participate in that event and the community spirit in May 2006. Don't forget to send in your ideas about the balloon release techniques.

Some of you would be aware we are attempting to conduct a national education program with the help of a prominent overseas speaker for 2006. Our challenge is to offer equal exposure and opportunity to all members throughout Australia, so please bear with us during this complex planning process. We are also endeavouring to resolve the ABC2007 destination and will advise you as soon as possible. Seasons Greetings to one and all.

Ian Shuey BASA A
National President

BASA NSW Competition

We are conducting a competition for the BASA NSW 2006 Calendar. Send a picture of your best work in an identifiable location for your chance to be featured in the calendar as well as free entry to our Trade Fair and Seminar in March and 10% discount off next years BASA fees. Entries close November 30th. Email pictures to maureen@balloonelegance.com.au



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Are you proud of your Balloon Artistry?

Then send photo's of your best work with a short story of how you did it, for inclusion in the next issue of **BASA A Balloonews**. Send details to ray@balloonboutique.com.au

Jobs' with profile

Balloons Galore Gunter Blum Said "they have recently done balloon releases in accordance with CASA regulations one was a 500 balloon release for the Dept. of QLD Tourism for the Opening of Walk the Story Bridge in Brisbane. Number two was for Ten Years of the Queensland Fertility group also released 500 Blue and Yellow balloons to celebrate a decade of Fertility"?

Balloons & The Environment

How many times have you heard the general public say they didn't know balloons were environmentally friendly. At a recent networking meeting this subject came up and the variations of what balloons are made of was unbelievable.

So for that point of difference in you balloon business start promoting just how earth friendly our product is. If you have environmental artwork you wish to share with the industry. contact Balloonews. Or contact your State President for information

on Balloons & the Environment



For the use of this artwork and others we say thanks to Sean O'Kelly of Balloon Décor Vic.

Queensland

President Gunter Blum, Vice President Margaret Campbell, Secretary Vivian Lindup, Treasurer John Robinson President Gunter said "Education is differently the key to new membership, as soon as we promote an education class we get requests for application forms. Good support is expected to the Ian Shuey class on Tuesday 15th November 2005."

Call Gunter for Details
03 3876 0200

What are the benefits of being a member of BASA.

Code of Conduct & Ethics
Trade education along with safety and product information.
Environmental Policy
The Australasian Balloon Convention
Provided communication channels for members to keep up-to-date with new products and industry developments.
Organized social activities for members and the annual industry Christmas party.

Provided members with marketing assistance and advice.

Now is the time to Join call your State President for information.

A Call to Arms.

Recent training and education days in Victoria has seen a flood of new faces to the industry yearning to develop their skills and knowledge. Following on from recent lifetime industry award inductee Margie Monk's artful training day on breathtaking theming. Abily assisted by Damian "Damage" Monk a wizard in the industry in his own right. If the follow up questions to the training day such as where does Margie get this or how do they do that is a representation of how much participants took away from the day then the event was a huge success.

A big thank-you to both for sharing!





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Beginners skills was the name of the game at the most recent training evening conducted by BASA Victoria's own Robyn Scholes.

Another well attended event designed and conducted to help teach those new to the industry concepts that those 'old salts' take for granted. The night showed of the evolution of the profession Balloon Industry in Victoria and possibly a representation of Australia, with an influx of new people into the industry. All approaching their new vocation with a professional attitude that can only benefit the industry as a whole if it continues and is nurtured.

Thank-you once again to Robyn for letting us be 'sponges' and absorb so much of her knowledge from her. The training day calendar for BASA Victoria 2006 is well under way to confirming a few events however if anybody has a topic they would like covered in a training session the BASA Vic skill development subcommittee would love to here from you. contact anthony@magicinthemiddle.com.au

A Chain is only as strong as its weakest link.

A true story....

Recently something happened that made me think this profession is Australia is growing collectively into a

co-hesive professional body supported by professionals that are the best at what they do! Ever sell a concept to a client? Then find the materials/equipment required to complete the job is out of stock/unavailable from the wholesaler/supplier? Happened to us recently. For those who know me I don't like having to put my tail between my legs and limp back to the client and say "Guess what you know the concept I sold you and you really liked? Well you can't have it!" and that's what I thought I would need to be done on this occasion.

However and as a great representation of how we as representatives of the industry can work together to achieve amazing things another balloonie from another state (!!!) offered their equipment to make us look good in front of our client and delivered what was required to make the function a fabulous success.

The winners is this instance : us because we got paid! the client as they got an amazing looking function.

the balloon industry because of the level of co-operation and mateship coming to the fore. Big thanks to our mate in Canberra!!

Love the Team at Magic in the Middle.

Review of BASA Logo

It has come to our attention that our BASA logo needs a

change and a lift to provide a new image for the 2000's. It is difficult (impossible) to reproduce as a colour image on a balloon.

It is also difficult for the general public to identify just what BASA actually means without associated text. It doesn't express what our businesses are about.

We are launching a **Competition for BASA members and their staff**, to submit new designs and concepts, which will reflect the happy and emotive image that our Balloon & Party businesses represent.

500 DOLLARS

As an there will be a **cash prize of \$500.00** to the winner. We proposed to promote the competition, with the closing date for design applications set for **15th January 2006.**

Submissions to be sent to the Secretary,

ray@balloonboutique.com.au

The State Presidents will make the judging panel and should it be necessary our National President will make a final decision.

Requirements:

The design should be submitted in a suitable J peg form and art programme available.

The design should be in 3 colours, allowing for a minimum 3mm separation.

The design should be suitable in Black and White as well as colour.



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The name "Balloon Artists and Suppliers Association of Australasia" should be included, with provision for each State name adjustment eg. "Balloon Artists and Suppliers Association of Queensland".

The New logo will be used on letter heads, convention promotions, web site, suitable for Members to use in their business and associated merchandising for BASA A and States.

Ownership of all competition submissions will be transferred to BASA A.

The winner will be acknowledged for their entry.

We believe this will also bring our States together with a new and exciting image for our Association to look forward to. Ian Shuey.

Register your Interest

If you would like to be included on our email contact list for BASA A send your details to :

ray@balloonboutique.com.au

As the Crow's

Balloons Fly

September in Melbourne signals the beginning of Aussie Rules 'end of season' celebrations. Unfortunately for local decorators the last few years have not seen a large number of Victorian teams contending for the AFL Grand Final Trophy.

Disappointingly it appears that dominance by interstate teams has dampened the enthusiasm

of many local 'football' supporters when it comes to 'flying the colours'.

In turn, the interstate competitors take every chance to 'fly their colours' wherever and whenever they can.

One particular team, regardless of their Finals position always finds the opportunity to promote and celebrate their year in football by way of a *Grand Final Breakfast* is the Adelaide Crows.

We started decorating their Melbourne functions back in the early 1990s, when their *GFB* was a fragmented affair spread over three different locations. A difficult delivery at 5.00am, on Grand Final morning to say the least. Finally when they presented themselves as serious contenders for the Finals, their obvious fan base multiplied and the need for one central 'celebration location' for the whole flock was essential. For the past eight years their *GFB* has been at a 100 table venue in Melbourne which has required some large scale décor. We've done bunches, columns, swags and flags, garlands sculptures, centerpieces and arches and more sculptures.

Imagine this:

All 100 tables require décor that looks impressive and will not obscure view of the stage and overhead screens

The stage needs teams colours, as does the room (no dancing at

this breakfast) Classic Décor provides the most versatility with extendable columns, arches and bunches all easily moved to suit any change in plans.

If the team is in the Finals then everything *will* certainly get 'pinched' and you will have to repeat the décor (usually something different anyway) for the 'after game' dinner, which this time will include the dance floor.

If the team does make it to the Finals and ends up winning you should have (just in case) a 'reserve design' for when the marketing dept suddenly finds that extended budget .

BUT sadly if they end up losing they might decide to down scale and slash your budget, as did St Kilda the year they lost against The Crows. We decorated for both clubs that year and the Saints were in no mood for additional festivities.

This year for the Crows we provided an upgraded (12cm) Ball Topiary for the tables and bunches of 15 x 40cm balloons as the room décor.

The table décor was stylish enough to be pilfered as souvenirs and the bunches made a bold statement marking the boundaries of the room. Doing 'team' décor is not always about fancy sculptures sometimes it simply about 'flying the colours'.

Sean J. O'Kelly

Balloon Décor, Vic. Australia.