



AALARA E-NEWS

Australian Amusement, Leisure and Recreation Association Inc.

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President's Message



Robert Bradley, President

As I prepare to vacate the office of AALARA Presidency and pass the role onto my successor Tony Lines I would like to state that it has been a great honour and privilege to serve as AALARA's President over the past two years.

AALARA is a wonderful association of talented businesses, organisations and individuals dedicated to successfully and safely providing excitement, energy, entertainment and fun those very special and unique experiences. Over recent years AALARA members have faced a difficult economic climate particularly as the global financial crisis has been closely followed by natural disasters and a horrendously wet summer for much of the country.

Despite the challenges, AALARA has pushed forward with a number of initiatives and innovations which have proven most successful.

I was very pleased to hear the excited feedback from those who attended our joint AALARA/IAAPA Conference in Kuala Lumpur last July. The Board was delighted to see over 120 Australians in attendance and there was a very strong Aussie feeling of mateship and camaraderie which was certainly noticed by the international delegates.

Taking the AALARA conference overseas for the first time proved to be worthwhile but it has now focussed our attention on making the 2011 AALARA Conference on the Gold Coast an even bigger success with a superb program and some world class speakers.

Key note speakers this year will include Bob Rippy, IAAPA Chairman and owner of Jungle Rapids Family Entertainment Centre, USA; Paul Pei, Executive Director Sales & Marketing Ocean Park Hong Kong and Jim Seay of Premier Rides to name just a few.

Building on the success of the Australian Government backed Business Skills Workshops conducted during 2009-10 AALARA continued the

AALARA e-news: May 2011

AALARA Features

2011 AALARA CONFERENCE AND TRADE EXHIBITION

We invite you to attend this year's conference and trade exhibition. The event will provide inspiration and answers to many of your questions on how to increase sales, profitability and manage and motivate your team, while providing the ultimate in guest satisfaction at your park or attraction. Click [here](#) to read more about the AALARA 2011 program.

TWITTER AT AALARA 2011

For delegates, speakers and exhibitors using Twitter at AALARA 2011, include #AALARA in your tweets to be part of the conference debate.

NEW PRODUCT : AMUSEMENT RIDE STATIC AND TRANSIT INSURANCE

OAMPS Insurance Brokers has created a unique new insurance program to cover amusement rides while in transit, in storage and when being set up. [more](#)

AALARA CONFERENCE AND TRADE EXPO

Check out the profiles of Trade Exhibitors at the 2011 AALARA Conference and Trade Exhibition. [more](#)

For information on AALARA [CLICK HERE](#)

Industry News

03-05-2011 : PAUL PEI TO SHARE OCEAN PARK'S SALES STRATEGIES AT 2011 AALARA CONFERENCE

Leading theme park sales and marketing guru Paul Pei is to visit Australia next week to address the 2011 Australian Amusement, Leisure and Recreation Association conference. [more](#)



03-05-2011 : VOYAGER II LANDS IN ROTORUA

The recent landing of a UFO 'flying saucer' in Rotorua, New Zealand marked the official launch of Space Dome Technologies Ltd's 64 seat 4D simulator. [more](#)

02-05-2011 : MERLIN REVEAL ATTRACTIONS AT ASIAN LEGOLAND

Legoland's first theme park in Malaysia will feature 15,000 model structures along with over 40 interactive rides, shows and attractions. [more](#)



30-04-2011 : WHITEWATER ANNOUNCES FIRST ZOO INSTALLATION

One of the USA's most beloved zoos, the Audubon Zoo in New Orleans, has launched WhiteWater's first aquaplay installation in a North American zoo. [more](#)

29-04-2011 : FULL REOPENING OF TOKYO'S DISNEY RESORT PARKS

Tokyo's Disneyland and the DisneySea theme parks have returned to full operations for the first time since the 11th March earthquake and tsunami struck Japan. [more](#)

A WARM WELCOME TO NEW MEMBERS

Amuse Australia

8 McAnally Drive, Sunshine Beach QLD 4567

M: 0411 827 702

E: angelakwright@hotmail.com

Amuse Australia provides outstanding Prize Machines to venues throughout Australia, specialising in the Queensland Coast. Exclusive rights to highly desirable sporting prizes provide unbeatable revenues, ideal for theme parks, attractions, pubs, clubs and other high-footfall areas. Top rates of shared income and flexible partnerships make Amuse Australia first choice when you're looking to install Prize Machines and other Arcade favourites. Owned and operated by experienced theme park operators, founders of the UK's Creaky Great Adventure Parks, now living in Australia, Amuse Australia's sound understanding of the attractions industry enables top returns to you. From a footprint of just 1 metre², see how much extra profit your facility can earn this year.

Cable Ski Cairns

PO Box 44, Smithfield NSW 4878

T: 07 4038 1304

F: 07 4038 3553

M: 0403 080 500

E: clayton@cableskicairns.com.au

www.cableskidcairns.com.au

Contact: Clayton Dunn, Managing Director

Cable Ski Cairns, Tropical Queensland's one and only Cable Water Ski park and one of only four parks in Australia, opened its doors for business in the middle of 2005. Waterskiing, wakeboarding and kneeboarding - anyone can do it. Cable wakeboarding is an extremely popular sport.

Cables Wake Park

Locked Bag 8322, Penrith NSW 2750

T: 02 4722 2537

E: info@cableswakepark.com.au

www.cableswakepark.com.au

Contact: Chris Angus, Director

Cables Wake Park is Western Sydney's newest watersports activity. Located in Penrith, just 60 minutes from the centre of Sydney, Cables Wake Park offers modern cable rider everything they could ever need. Cables features two full sesitec cable systems on two different lakes and also offers a two tower mini cable system, the System2. Cables cater for every level of riding ability. Both lakes feature a variety of kickers and sliders and are designed to cater for both advanced rail rider and also riders new to hitting obstacles.

education theme in 2010 with Risk Management seminars and coverage of the new Government Award Modernisation system being the major focus. The Association believes that its members are now well placed to meet the business and regulatory challenges of the future.

Building the underpinning foundations of our industry is extremely important and it has been wonderful to see the progress of the Go Karting and Indoor Play industry sectors of AALARA moving towards finalising their specific Australian Standards. The Association believes that both standards will be completed early this year.

AALARA has been very fortunate to have an enthusiastic and experienced volunteer Board of Directors and a very talented and dedicated General Manager in Kim Hackwood. Together Kim and the Board have achieved some outstanding results building AALARA's financial future to ensure ongoing stability and leadership. I would also like to acknowledge the wonderful contribution of Steve Peet who leaves the Board after many years of dedicated and effective service. Steve will be taking up an exciting role in Malaysia and we wish him and wife Lorraine every success.

Despite the economic difficulties of recent times the AALARA Board is positive about the future and looks forward to your participation and contribution to make us even more successful and relevant for our members. Please remember that AALARA can only be as strong as our membership and your feedback and communication is very much welcomed and valued.

Thank you again for your support during my time as President. I look forward to serving AALARA in other capacities in the future.

Best wishes for a highly successful 2011 and beyond!

Robert Bradley, AALARA President

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29-04-2011 : ROYAL EASTER SHOW ATTRACTS MORE THAN 900,000 VISITORS

The 2011 Sydney Royal Easter Show, "Australia's favourite event", attracted more than 900,000 visitors. [more](#)

28-04-2011 : ZIP LINE ATTRACTION TO TRAVERSE MONSTER CROCODILE

Cairns tourism entrepreneurs Charles and Philippa Woodward have revealed details of a \$1 million flying fox attraction. [more](#)

28-04-2011 : ATEC WELCOMES CHINA TOURISM AGREEMENT

The Australian Tourism Export Council has welcomed the Memorandum of Understanding on Strengthening Tourism Cooperation with China. [more](#)

27-04-2011 : ADVENTURE TOURISM OPERATORS CONTRIBUTE TO SAFETY PLANS

Adventure tourism and outdoor commercial activity operators are being invited to contribute to new guidelines to help improve safety across the sector. [more](#)



25-04-2011 : FAMILY ENTERTAINMENT CENTRES GROW IN THE UAE

Family Entertainment Centres continue to generate high cash flows in the United Arab Emirates. [more](#)

22-04-2011 : SEA WORLD SAN DIEGO ELIMINATES PLASTIC BAGS

From June, the California park will replace gift shop plastic bags with paper and reusable sacks. The change coincides with the opening of SeaWorld's 'Turtle Reef', which houses threatened and endangered sea turtles. [more](#)



21-04-2011 : SKYCOASTER TAKES OFF AT WET'N'WILD!

Gold Coast waterpark Wet'n'Wild Water World has launched its latest attraction, Skycoaster, just in time for the Easter long weekend. [more](#)

21-04-2011 : NEWCASTLE TO UPGRADE LAMBTON SWIMMING CENTRE

Newcastle City Council has released a tender for the design and construction of an aquatic playground at the Lambton Swimming Centre. [more](#)



20-04-2011 : SUNBATHER COMPLETES 'TURNKEY' COMMERCIAL SOLAR POOL HEATING INSTALLATION

Solar pool heating experts Sunbather have completed their latest commercial solar pool heating installation at the Kensington Community Centre in Victoria. [more](#)

20-04-2011 : INDIA BANS CHILD LABOUR IN CIRCUSES

India's Supreme Court has banned travelling circuses from employing children and ordered the Government to conduct raids on all performing companies to rescue minors. [more](#)

18-04-2011 : THREDBO AND PERISHER COMBINE THEIR SKI LIFT PASSES

The longstanding rivalry between Australia's largest resort, Perisher, and

Gunnebo Australia

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Gunnebo supplies and installs a variety entrance control turnstiles and admission control systems for the entertainment and leisure industries.

Laser Skirmish CQ

PO Box 3595, Red Hill

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www.laserskirmishcq.com.au

Get ready for some adrenaline pumping action! Laser Skirmish is the coolest and most exciting non-contact combat simulation sport. There are no projectiles, no paint and no bruises. It's Safe, It's Realistic and It's Fun. Most of our missions are completed at our Seonee Park Headquarters in Rockhampton or Tondoon Botanic Gardens in Gladstone however we are fully mobile and can cater for special events such as birthdays in the backyard or fetes. We cater for all events, ages and fitness levels.

Merchantwise Pty Ltd

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Merchantwise is a brand agency providing brand insight, creative marketing and brand extension. For over 10 years, we have supported many of the world's best loved brands across sectors including entertainment, attractions, sports and leisure, retail and consumer products.

No Sense Entertainment

20 Albemarle Street, Williamstown North VIC 3016

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Contact: Peter Turnbull, Director

No Sense Entertainment provides Penny Press machines to theme parks, zoos, museums, retail stores, and tourist attractions around Australia. Our machines are quality engineered, profitable and come with the highest level of ongoing service.

Zone3 5 Dock Pty Ltd

75 Queens Road, Five Dock NSW 2046

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Contact: Guy Warren, Director

Zone 3 is a laser tag game and is a game of skill. Using state-of-the-art computer controlled equipment. the

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FOR ALL LEISURE INDUSTRY NEWS

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Entertainment FITNESS Sport
PARKS Tourism Recreation VENUES

Australia's highest vertical resort, Thredbo, is about to end. [more](#)

18-04-2011 : REGISTRATIONS OPEN FOR 47TH ARI ANNUAL CONFERENCE AND TRADE SHOW

The program and registration form for the 47th Aquatic and Recreation Institute Conference and Trade Show are now available. [more](#)



17-04-2011 : OCEAN PARK UNVEILS KOALA EXHIBIT PLANS

Hong Kong's Ocean Park has unveiled plans for the State's first and only native Australian koala exhibit. [more](#)

16-04-2011 : HARDROCK CAFE SET FOR SYDNEY REOPENING
A new Hard Rock Cafe is set to open at Sydney's Darling Harbour. [more](#)



15-04-2011 : SEA WORLD RESORT WINS 'BEST FAMILY RESORT' AWARD

Sea World Resort & Water Park has been named 'Best Australian Family Resort' in Luxury Travel Magazine's 2011 Gold List Awards. [more](#)

14-04-2011 : SYDNEY ROYAL EASTER SHOW KICKS OFF WITH NEW SHOWS, NEWS RIDES AND AN IPHONE APP!

Sydney's Royal Easter Show has opened and will feature 13,000 animals, 29,000 competitive entries and pump an estimated \$500 million into the state's economy. [more](#)



13-04-2011 : TOKYO DISNEYLAND SET FOR FRIDAY REOPENING

Tokyo Disneyland is to reopen on Friday, more than a month after Japan's 12th March earthquake caused its closure. [more](#)

12-04-2011 : ATEC CALLS FOR FORWARD ANALYSIS IN REGIONAL TOURISM

ATEC Managing Director, Felicia Mariani believes more analysis needs to be done to better understand the changing demands of regional tourism markets. [more](#)



11-04-2011 : GREAT OCEAN ROAD EARNS A SPOT ON NATIONAL HERITAGE LIST

The Commonwealth Government has announced that Victoria's iconic Great Ocean Road will be placed on Australia's National Heritage List. [more](#)

11-04-2011 : NEW WAVE OF WATER ATTRACTIONS UNVEILED AT DEAL
Water attractions look set to remain popular attractions in the Middle East as more suppliers look to enter the market. [more](#)



10-04-2011 : TUTANKHAMUN EXHIBITION OPENS AT THE MELBOURNE MUSEUM

Amid massive security, Tutankhamun and the Golden Age of the Pharaohs has opened at the Melbourne Museum. [more](#)

10-04-2011 : JUNE LONG HUNTER VALLEY WINE & FOOD MONTH ANNOUNCED

Details of the fifth annual Hunter Valley Wine and Food Month, a Tourism NSW Regional Flagship event, have been announced. [more](#)



08-04-2011 : "EVOLVING" ATE COMES TO A CLOSE

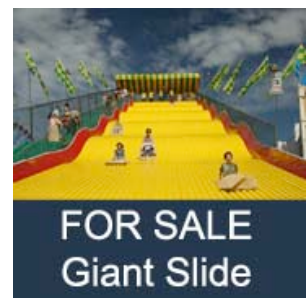
The Australian Tourism Exchange will continue to evolve from a "bricks and mortar" travel trade show to an all-encompassing "distribution show". [more](#)

computer controlled equipment and player tries to score points against their opponents using high tech lasers. Players can also de-activate other player's packs, putting them out of action for 10 seconds, and can also de-activate bases in the arena for bonus points. Zone 3 is played in our huge laser arena, filled with special lighting effects, great music and an eerie fog filled atmosphere. Games can be played either solo or as teams.

2011 AALARA
Trade Exhibition
& Conference

9-12 May, 2011
GOLD COAST

www.aalara.com.au



FOR SALE
Giant Slide

2011 Diary Dates

MAY

4-5 Splash Asia Pool and Spa Trade Show

Venue: Raffles City Convention Centre, Singapore

Contact: Interpoint Events
T: 02 9660 2113

E: melanie@intermedia.com.au
<http://www.splashasiaexpo.com>

9-12 AALARA 2011 Conference and Trade Show

Venue: Conrad Jupiters, Gold Coast

Contact: AALARA Secretariat
T: 07 3807 3508

E: info@aalara.com.au
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JUNE

22-24 Asian Attractions Show 2011

Venue: Resorts World Sentosa, Hard Rock Hotel, Singapore

Contact: IAAPA

T: 1 703 836 4800
F: 1 703 836 4801

E: convention@iaapa.org
www.iaapa.org/expos/asian

JULY

25-26 2nd Integrated Resorts & Entertainment Conference

Venue: Singapore

Contact: Esther Wong, Marcus Evans Events
T: 603 2723 6736

E: esthenw@marcusevanski.com
www.marcusevans.com

NOVEMBER

14-18 International Association of Amusement Parks and Attractions (IAAPA) Annual Convention and Trade Show

Venue: Orlando, Florida, USA

**08-04-2011 : NEW OWNERS FOR LOLLIPOPS PLAYLANDS
FRANCHISE**

Alan Grant, founder of the Lollipops franchise business of indoor play facilities and childcare centres, has sold the company. [more](#)

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www.iaapa.org

**08-04-2011 : LARGEST LIGHT & WATER SPECTACULAR IN SOUTH
EAST ASIA**

Laservision have launched a spectacular multimedia light and water spectacular 'Wonder Full' at Singapore's Marina Bay Sands Resort. [more](#)

**07-04-2011 : ZOO BECOMES HOME TO PERTH'S BIGGEST SOLAR PV
SITE**

More than 300 solar panels have been installed across eight buildings at the Perth zoo, making the attraction the city's biggest solar PV site. [more](#)



**06-04-2011 : ARTISTS BOYCOTT GUGGENHEIM
ABU DHABI PROJECT**

More than 130 artists, curators and writers have signed a petition demanding that working conditions improve at the Guggenheim Abu Dhabi project. [more](#)

**06-04-2011 : RECORD BREAKING SUPAFEST BENEFITS FROM
STRONG DOLLAR**

Organiser's of the upcoming Supafest urban music festival are expecting in excess of 100,000 fans to attend the four events. [more](#)



**06-04-2011 : STANDING SURF WAVE
SIMULATOR A REALITY**

Swimplex Aquatics are set to release the Latitube, a standing surf wave simulator that captures the rush, velocity and intensity of a barrelling wave. [more](#)

**05-04-2011 : NATIONAL MUSEUM OF KOREA TOPS ASIAN MUSEUM
ATTENDANCES**

In 2010, the National Museum of Korea recorded the largest attendance numbers in Asia and ranked ninth in the world with more than three million visitors. [more](#)

ASIAN ATTRACTIONS EXPO 2011
21-24 June, 2011 | Resorts World Sentosa
SINGAPORE



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