

EVENTS **IN** FOCUS

OFFICIAL BULLETIN OF THE EVENTS DIVISION OF THE HIRE AND RENTAL INDUSTRY ASSOCIATION LTD



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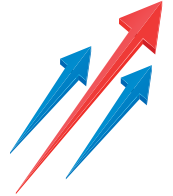
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Celebrating 50 years of great parties with a new showroom

Canberra owned and grown event hire company, Barlens, celebrated its 50th anniversary and the opening of a new showroom with one celebration.

Barlens has been servicing Canberra and the surrounding regions for 50 years, but it all started with \$1,200.

"Fifty years of operations is an important milestone for the business, having grown out of a small shop in Kennedy Street, Kingston in 1965," Barlens CEO Peter Taylor said.

"Since its inception Barlens has grown and developed along with the Canberra community to mature into the leading event hire business in the region."

In 2014, a fire that started in the neighbouring Party Shop in Fyshwick, caused significant damage to Barlens' customer service and showroom areas. Since then, Barlens' dedicated team of staff have been busy rebuilding a new and improved showroom to better meet the needs of its clients.

"I'm incredibly proud of the Barlens team and how we've pulled together to create something great out of a less than desirable situation," Peter said.

"A showroom is one of our selling points in allowing people to see, feel and experience our products. You can have a look at photos and website, but nothing beats the real thing. Barlens will strive to be big, bold and grand as we spend the next 50 years continuing to make great parties live on forever."

Barlens celebrated by hosting a party for staff and clients in their new showroom. Barlens also showcased a new range of furniture aimed at the growing demand for styling and theming at larger events.

To Barlens' credit, the evening was very much focused on the Barlens team who have carried the business from small operations to the national operator they are today. Special presentations were made to Greg Whittle who has led the team in a number of capacities over 33 years and Scott Trevenan, 30 years.



The Albury team also joined their city counterpart formally welcoming former North Melbourne Football Captain, Anthony Stevens to the team, who is joining the Barlens team as the New Business Manager for Victoria.

Contact: 02 6206 2000 or visit website: www.barlens.com.au

Axion Cube – anything but square

Stretch Marquees & Fabric Structures' new Axion Cube is the company's latest in inflatable design. The Axion Cube is available in three sizes: Cube3 (3m); Cube4 (4m) and Cube5 (5m). Made from durable, fire-retardant polyester material, each structure will take one to two people to assemble.

According to Daniel Hunt, head of Stretch Marquees' Design and Installation department, the dye sublimation printing process will make your branding pop

and, as with all Axion products, the Axion Cube does not need to be permanently attached to a power supply.

"Axion Cube is the latest in inflatable design. The power of this unique structure is in its design: it's symmetrical, sleek and streamlined. It's the unconventional that makes this structure so appealing – a new perspective for creative thinkers," Daniel said.

Contact: 02 9907 6488 or visit website: www.stretchtents.com.au



The Axion Cube is available in three sizes

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president's message

Weighting Guide and other priorities in review



The new weighting guide is now on the HRIA website. This Guide has been a work in progress for some time now and is a reflection of the dedicated input our industry has made to ensuring we meet industry safety guidelines. The new weighting guide was launched in May at HIRE16, the HRIA National Convention and has since been met with mixed reviews.

We would welcome your constructive criticism or thoughts regarding how you think the document could be improved. This process of review has been in progress for the past two months with a revised guide planned for release in August.

The first of the major Commonwealth Games tenders relating to hire items is now out (Grandstand seating) from now until the end of the first quarter in 2017. There will be many more tender packages that relate to our industry and the HRIA Events Division is well prepared with information available for anyone interested in learning more about tendering for this upcoming major sporting event.

"...The first of the major Commonwealth Games tenders relating to hire items is now out (Grandstand seating) from now until the end of the first quarter in 2017..."

In talking with some long term events industry participants, the discussion came up regarding the ever changing nature of the events landscape. In particular which priorities are now considered as paramount, building on the previous phase.

In the beginning, the client's needs and the sites were largely driven by creatives, people who had a vision of what they wanted, in some cases lacking the skills or expertise to deliver a profitable outcome. By and large it was all about the show, the more spectacular the better.

This then evolved quickly to allow the accounts to become the drivers, striving to ensure the profitability with lowest cost driven mentality. The show still went on but it was all about making a dollar and not leaving the profit aspect to chance.

The events industry now seems to have settled into the OH&S phase of its development. This is now a constant across the world as we continue to provide safer environments/workplaces and mitigate risk. It still has to be a show but the priority is OH&S first, profit a close second and creative following on. If you can pick the next stage of the industry development, then my thought is: prosperity will be yours.

Good luck with your theoretical 'quiet time'. Remember to have a break and drop me a line or call if there is something you think might be of interest to our events sector.

Regards
Tom O'Dowd



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No Fuss is now sitting down

For many years No Fuss has focused on its large range of flooring and has always been associated with turf protection, roadways and event flooring.

"You could be forgiven for thinking the company was just focused on standing up," Managing Director Geoff Tucker said.

However this all changed in late 2015 with the acquisition of Australian Seating Systems (ASS).

The ASS company was for many years the leading supplier and erector of grandstand seating for major events such as Formula 1 Grand Prix, Clipsal, Bells Beach and many other recurring Australian events.

"It made sense for us to look seriously at the Australian Seating Systems business. We believed there were some great synergies and we had a host of initiatives we thought could enhance the existing No Fuss operation," Geoff said.

The ASS business was brought in under the No Fuss umbrella and is now known as No Fuss Seating Systems (NFSS) a division of No Fuss Event Hire. The first major project for the new venture was the 2016 F1 GP contract.

"We tackled this with a new plan towards OH&S, updating the safety and also the standard of our finished product," Geoff said.

"The net result was a happier client and a great look for the product."

No Fuss is now looking to expand the NFSS arm of the business and has expansion plans to see this part of the No Fuss team become the major force in grandstand seating.

NFSS is excited to be tendering for the 2018 Commonwealth Games and within the company has expertise inherited in the acquisition, from the 2000 Olympics and 2006 Commonwealth Games.

"This makes us a strong business with a depth of knowledge and we believe this will be a winning package," Geoff said.

"Although the new venture has retained the skills of the former ASS, there is still plenty of room for improvement and new alliances.

"We have the runs on the board in terms of big projects in all of the No Fuss divisions. We know our team can deliver beyond expectations and are happy to look at jobs of any size, not just major events. We are happy to explore options of joint ventures with all members who believe we can be of assistance."

Visit the new division of No Fuss Event Hire at website:

www.nofusseatingsystems.com.au

Contact: 03 9212 2500 or visit: www.nofusseventhire.com.au



No Fuss Seating Systems (NFSS) a division of No Fuss Event Hire.



The first major project for the new venture was the 2016 F1 GP contract



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