

SPLASH!

The voice of the Wet Industry

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February/March 2011

KOI Ponds

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stream for
pool builders

SPLASH!
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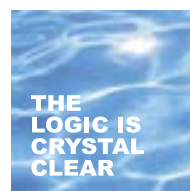


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Welcome to SPLASH!



When I mentioned in the last issue that we were in for a wet summer, I had no idea just how wet it was likely to be! Devastation and a shocking loss of life across much of Queensland; heavy flooding in Victoria; and a cyclone to top it off. And of course, very little building was going on during that time, and few people were splashing about in their swimming pools. It was disaster for large areas of Queensland, and people were also thinking it was going to be a disaster for the pool industry.

While I don't want to downplay the obvious tragic consequences of the floods, it may turn out that the Queensland industry will recover from this catastrophe without too much of a problem. This is because of the much increased demand for renovation and repairs to pools, not to mention the increased sales of chemicals, equipment and services needed to get the pools back up and working.

Good luck to everyone affected by the floods, rains and cyclone. Our thoughts at SPLASH! are with you, and we wish you the best with your recovery efforts. On an entirely different subject, SPLASH! has some news of its own this issue. We have relaunched our website. We are very proud of the new version of splashmagazine.com.au, and hope you'll like it too. If you haven't already, please add your email address to our free eNews list. Not only will you be updated with the latest news fortnightly, but you'll have the opportunity to win some prizes. Please go and have a look at the new site and let us know what you think. We hope you'll like it.

Chris Maher
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This issue's cover

Koi ponds have been popular in Asia for hundreds of years. The cover image shows a koi pond in a modern Malaysian estate (photo by Amrul Isham Ismail). There is more on koi ponds on page 38. The inset shot shows the recovery from the floods in Queensland. There is more on that story, including a swimming pool case study, on page 28.

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Royal Life Saving exports Aussie knowledge to Vietnam

AUSTRALIA TO HOST WORLD CONFERENCE ON DROWNING PREVENTION 2011 IN DA NANG

WE all know the sad state of child pool drownings in Australia, and are aware of the variety of measures that are being taken to combat it.

Last year (2009/2010) 56 children under 18 years of age drowned in Australian waterways, beaches, dams and pools.

While this is a tragic figure, bear in mind that over the same period in Asia, more than 350,000 children under 18 drowned. (Just to repeat in case you think that's a mistake – 350,000). That's nearly 1000 every day.

In Vietnam alone, 11,000 Vietnamese children drown every year – about 32 every day. Sadly, Vietnam's statistics are by no means the highest. In Bangladesh the statistics are even more staggering. More than 16,000 children drown every year – close to 50 infants, kids and teenagers every single day – the same number we lose every year in Australia.

The reasons for this are both simple and complex. Australia is a country with a strong water safety culture borne from backyard and community pools to

beaches, rivers and lakes, and reinforced by Olympians, surfers, lifesavers and iconic imagery of Australiana. Our children learn to swim early – swimming and water safety is incorporated into school curricula and basic lifesaving skills form a prerequisite for other sport and leisure activities such as sailing, canoeing and camping.

Much of the Asian population fits within a development frameset: vulnerable people earning less than a dollar a day and eking out what existence they can. Recreation, organised sport and money for children's swimming lessons – or facilities for them – are far from reality.

Yet Asian countries are crisscrossed by rivers, lakes, canals, irrigation ditches, rice paddies and ponds. And they flood. Villages are surrounded by water, and it is here, usually only metres from the home, that the majority of children drown.

Until recently, the figures have been little more than guesswork. Health statistics come from hospitals and health centres: who presents with what symptoms,

how many survive, and how many die. The thousands of children who drown in a village pond or a nearby rice paddy never see a hospital. Consequently, their deaths go unreported and the issue of child drowning never surfaces.

By choosing to host the World Conference on Drowning Prevention 2011 in Vietnam, the Royal Life Saving Society Australia will draw worldwide attention to what must be considered an epidemic and what must be addressed as a public health issue. It has moved far beyond one of water safety alone.

The World Conference on Drowning Prevention 2011 will be held in the beachside city of Da Nang, Vietnam from 10-13 May 2011 – a tourist city experiencing continual growth in pools and aquatic ventures.

The World Conference on Drowning Prevention 2011 will make a valuable addition for those already attending the Splash Asia Expo in Singapore. For more information go to www.worldconferenceondrowningprevention.org.

SPLASH! launches new website

AUSTRALASIAN swimming pool, spa and aquatics title SPLASH! has updated its website and online communications to distribute news in a more timely and engaging fashion.

"We're really excited to launch the new website and eNews," says Simon Cooper, publisher of SPLASH!

"It means members of the pool, spa and aquatics industries will be able to keep up to date with happenings relevant to their businesses. We very much believe in a three-pronged communication approach – in print through the magazine; in person at the trade shows; and online through the eNews and website."

The new website utilises an updated content management system and features a cleaner design than the previous version. It also brings the website into line with the other highly successful Intermedia online titles.

In 2008, Intermedia scooped the pool at the Publishers Australia Bell Awards, winning every online category.

"The SPLASH! Trade Show has won the Best Show in Australia, and the print version of the magazine received a place in the national Bell Awards," says Cooper. "We hope one day the website will fare equally well – after all, Intermedia has an unrivalled reputation in B2B website design and management."

To coincide with the launch of the new website, the popular SPLASH! eNews will now be published fortnightly.

"We hope our online subscribers will enjoy the new layout and the more timely supply of news," he says.





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Splash for Cash

STARS AND PUNTERS SWIM TO RAISE FUNDS FOR DEAF AND BLIND CHILDREN

PREPARATIONS are well underway at Royal Institute for Deaf and Blind Children (RIDBC) for the first of three Splash for Cash fundraising events being held in Sydney this year.

This annual swimathon event has raised half a million dollars for the Institute since the inaugural launch of the fundraiser. In 2010 nearly \$50,000 dollars in donations were received thanks to the efforts of more than 100 swimmers who swam 7341 laps – nearly 368 kilometres or roughly the distance from Sydney to Taree.

The first event this year is being held at the Institute’s North Rocks complex on March 29, followed by the Homebush Aquatic Centre on April 9. A third event is being scheduled for Macquarie University pool at a later date. Sponsored participants swim the length of an Olympic swimming pool to raise funds for the Institute. They also meet the celebrities and other swimmers taking part in this worthwhile cause that combines health and exercise with fun and fundraising.

Travel prizes provided by Qantas can be won on the day and high profile personalities lend their support. Last year Guy Leech and Susie Maroney attended to provide their encouragement. Previous events have included Olympian Lei-



Some of the stars acting up at the Homebush event

sel Jones, actor Luke Jacobs and author/model Tara Moss.

On average, at least one Australian child is identified with hearing impairment every day, while vision impairment affects more than 1 in 2500 children. The funds raised will be used to support vital Institute programs such as diagnostic, therapy and community support services that benefit more than 950 children and their families each year.

In addition to services for children and their families, RIDBC works to help reduce the worldwide shortage of highly trained teachers who work with vision and hearing impaired children

by providing more than 8000 hours of continuing education to professionals working with deaf and blind children across Australia and internationally.

More than sixty percent of Australia’s new teachers of the deaf graduate through RIDBC every year. More than 500 professionals from around the world have received qualifications in education of children who are deaf or blind through RIDBC Renwick Centre.

People wishing to donate to the Splash for Cash can register online and make payments at www.splashforcash.com.au or call (02) 9872 0329. Even small amounts can make a big difference.

Keep an eye out for business name scammers

SMALL BUSINESS TARGET OF FRAUDSTERS

NSW Fair Trading Deputy Commissioner Steve Griffin has warned small businesses about scam callers alleging to be from Fair Trading and requesting credit card details to renew a business name.

Griffin says that Fair Trading had been alerted to the scam by a small business owner in Kyogle. The business owner took a call from a woman claiming to be from Fair Trading, telling her that her business name was overdue for renewal. The scammer then asked the business owner for her credit card details and said a payment would prevent the removal of the business name.

The business owner became suspicious, checked the Business Name Certificate and found it did not expire until 2012.

“The business owner has reported that the scammer cited details of the business name registration in 2009 and claimed Fair Trading had sent them a renewal letter in November last year,” he says. “Business name registration lasts for three years.”

Griffin said scammers were operating in the hope that business people will not do the appropriate checks.

“Fair Trading does not call people in this manner. They send a renewal notice to the nominated proprietor of a business at the address provided for service of notices, prior to expiry of the registration.”

WATER TANK WARNING

Meanwhile, landscaping businesses and consumers across New South Wales, Queensland and Victoria have been warned not to deal with two companies and one individual involved in marketing water tanks: Columbus Sales Group Pty Ltd, Aqua Conscious Pty Ltd and Christopher Bruce Smith of Columbus Sales Group Pty Ltd.

“Fair Trading has received more than 90 complaints from people who have bought water tanks or paid deposits and where the tanks have not been supplied by these companies,” Griffith says. “The companies do not have a dispute resolution process in place for handling complaints or enquiries and they have not been able to demonstrate they have the capacity to fulfil orders.”

While testing a new water management system a young swimmer summed it up perfectly: “It’s amazing. The water feels so clean and pure; it’s so smooth and soft. It’s like swimming in silk.”



Puresilk™ CMS CHROMATALYZER

The pool builder’s dream is to offer clients a reliable system to automatically manage the chemical balance.

Now Puresilk’s revolutionary CMS Chromatalyzer makes that dream a reality. And it does it with total reliability because the CMS doesn’t use probes. Probes need regularly cleaning; hydrogen gas can affect them causing malfunction; they require regular re-calibration and can result in ground leakage into the water.

The Chromatalyzer’s patented Colorimetric Testing system replaces unreliable probes with a full analysis performed by a photodiode firing coloured light through a test sample containing specific reagents. Its microprocessor uses the result to easily configure the dosages to suit most domestic and commercial pool and spa sizes.

Little or no programming is required and pool/spa switching is fully automatic. No calibration is required. The test chamber rinses itself after testing. Reagent satchels hold enough reagent to automatically test chlorine and pH levels over 500 times and only need to be replaced by the pool owner every 6 months.

It’s little wonder this patented Australian invention has the whole world talking. For information on the most accurate, most reliable and most user-friendly water quality management system available call ClevaQuip on 1300 POOLS 1 or visit www.puresilk.com.au

puresilk™ 
water quality management

First pump makes the grade

The Viron P300 pool pump is the first pump in Australia to achieve a star energy rating as part of the Minimum Energy Performance Standards.

From April 2010, Australian and New Zealand energy efficiency regulatory agencies have been offering a Voluntary Energy Rating Labelling Program in relation to swimming pool pumps under the Equipment Energy Efficiency Program (E3).

The Voluntary Labelling Program aims to build energy efficiency awareness in pool owners so that they can make informed decisions when they need to purchase new pool pumps. It will also assist the swimming pool pump industry to transition to mandatory Minimum Energy Performance Standards (MEPS) and mandatory labelling in the near future – currently anticipated to be launched in October 2011.

The Star Rating Index (SRI) system provides consumers with the ability to compare similarly sized pumps and allow them to make informed decisions on what pump is suitable for their swimming pool requirements and how much it is going to cost to run.

The Viron P300 pool pump is the first pump in Australia to be approved by MEPS with an outstanding 8 star energy rating.

The Viron P300 pump utilises a state-of-the-art permanent magnet, brushless three-speed DC motor which has been developed to dramatically decrease operating costs by selecting the speed appropriate to the application. Unlike conventional single speed motors which work at maximum capacity at all time, the Viron P300 can operate at Eco, Cleaning or Turbo speeds to adapt to the task at hand, reducing electricity consumption and saving money.

The Viron P300 can have the advantage of reduced wear and tear on filtration equipment, allowing more efficient cleaning of filter media. Lower flow and lower pressure during the filtration cycle extends the life of all pool equipment and reduces the lifetime operating costs of the swimming pool.

AstralPool says the Viron P300 will also conserve up to one tonne of CO2 emissions each year when compared to a conventional pump.

International sustainable construction awards calling for entries

The 3rd International Holcim Awards competition offering a total of \$USD2 million in prize money is open to sustainable building and civil engineering works; landscape, urban design and infrastructure projects; and materials, products and construction technologies. The Awards are an initiative of the Swiss-based Holcim Foundation for Sustainable Construction.

The main category of the competition is open to architects, planners, engineers, project owners, builders and construc-

tion firms that showcase sustainable responses to technological, environmental, socioeconomic and cultural issues with contemporary building and construction. Projects are eligible for the competition if they have reached an advanced stage of design. Construction (or commercial production in the case of materials, products and construction technologies) must not have started before July 1, 2010. In addition, the Holcim Awards seeks visions and ideas for the "Next Generation" category, open to student projects created within university programs at final year bachelor level or above (including masters and PhD).

Entries must be submitted online at www.holcimawards.org by March 23, 2011. The competition celebrates innovative, future-oriented and tangible projects and visions from around the globe and is open to anyone involved with approaches that contribute towards a more sustainable built environment. The 3rd International Holcim Awards competition is comprised of five regional competitions in 2010/11 and the global phase in 2012. Step-by-step instructions on how to enter the competition are available at www.holcimawards.org/guides, or go to www.splashmagazine.com.au for a QuickLink.

Eco or insult?

Is it the final say in environment-friendly pool heating, or an insult on the dearly departed? Redditch Council in the UK has decided to warm the local public swimming pool from a most unusual source – the nearby crematorium.



AstralPool's Viron P300

The council not only believes it is environmentally conscious use of energy, but would save it £14,000 each year on heating costs at the Abbey Stadium pool. The authority says the innovative measure would help reduce carbon emissions from energy which would otherwise be exhausted into the atmosphere.

Others – including many residents and officials from the health union Unison – consider the move to be in extremely poor taste, igniting a fierce debate in the West Midlands town.

October and November numbers look good

BUT EFFECT OF RAIN AND FLOOD YET TO BE SHOWN

LOOKING at DA numbers up to November 2010, the good news has continued. However, these figures do not include application numbers over summer which have been affected by the wet weather on the East Coast, by the Queensland floods and cyclone, nor the Victorian floods.

However, the figures give an indication that demand was improving prior to the natural disasters around the country.

SPLASH! will publish more up-to-date figures on the website (www.splashmagazine.com.au) in due course. Be sure to register for the free eNews so the details can be emailed when ready.

Pool DA numbers for the Year-to-November show an increase in all states, except for Queensland and Western Australia, both of which held relatively steady.

Comparing October and November 2010 with the same period in 2009 showed an increase of 40 per cent. Comparing the Year-to-November 2010 with the prior twelve months shows an increase of 25 per cent.

State-based figures for Year-to-November comparisons are: New South Wales (+109 per cent), Victoria (+39 per cent),

South Australia (+19 per cent), Western Australia (-6 per cent) and Queensland (-4 per cent).

Taking the two months only into consideration, the biggest increase was for New South Wales (+190 per cent), while Victoria had a 47 per cent increase, and Queensland had a 22 per cent increase.

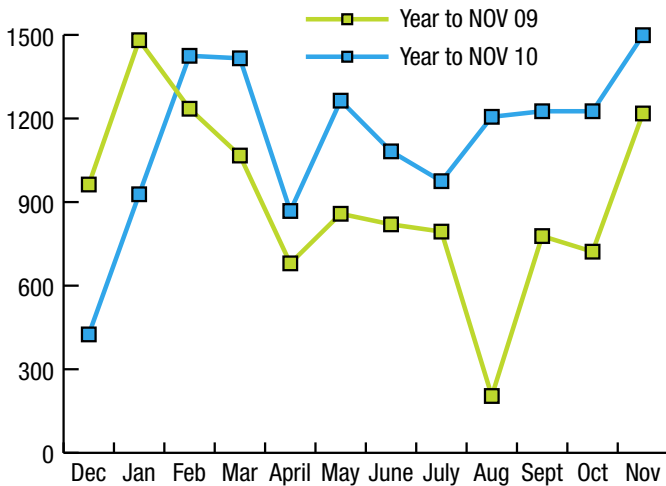
It should be taken into consideration that comparisons of DA numbers against insurance scheme numbers indicate that some figures could be considerably higher – though they would not necessarily affect the comparison percentages.

Additionally, these figures would exclude most renovations, pool projects that are included as part of a new home, or smaller projects under the cost threshold – these projects are estimated to be an additional 30 per cent, meaning total pools actually built could be considerably higher than the quoted DA figures.

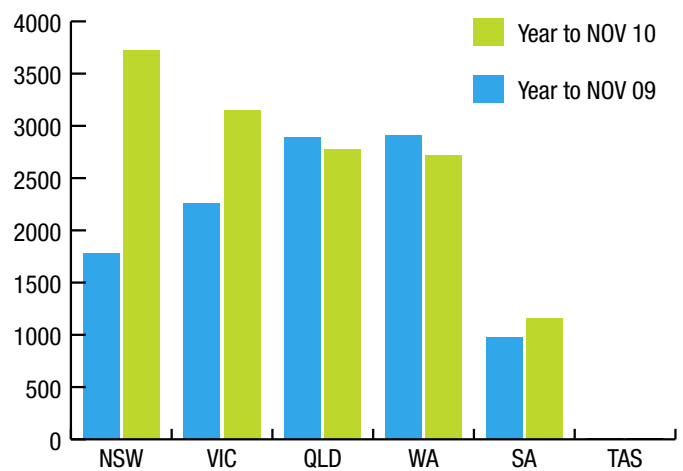
However, while these quoted figures may miss some swimming pools, spas and renovations, they do give an indication of how the market is trending.

For further information and more complete reports, contact Magdalene Miller from Cordell Information on 1800 80 60 60.

Comparison of Australian pool approvals Year-to-November 2010 with Year-to-November 2009



Pool Approvals by State Year-to-November 2010 and Year-to-November 2009



Perth and Sydney housing market to outperform other cities in 2011

HOME BUYER activity will remain restrained in most markets in early 2011 but a resumption of strong demand and price growth will emerge by mid-year, according to Australian Property Monitors' annual State of the Market Report.

Perth and Sydney are the cities likely to see a strong price growth increase, while Melbourne, Brisbane and Adelaide will see more modest growth.

The influence of the strong resources sector will see Perth experience the

highest growth in median house prices of all Australian capitals in 2011, which will push Perth closer to Sydney prices.

Despite a stagnant period of growth toward the end of 2010, Sydney median house prices grew by an annual rate of 10 per cent at the end of the September quarter.

The current market lull in Sydney evidenced by falling auction clearance rates and low buyer demand will be short-term.

In 2011 it is expected that Sydney's median house price will rise above \$650,000 and remain the most expensive property market in the country.

"While house and unit price growth in most markets slowed towards the end of 2010, the outlook for 2011 is positive," says Dr Andrew Wilson, Senior Economist for Australia Property Monitors.

"Property prices are anticipated to rise nationally for the year by a modest three per cent, with Sydney and Perth expected to record the strongest performances," he says.

"Investors will emerge in the marketplace once the floor of the current price cycle becomes apparent, recognising the potential for high relative yields and capital growth."

Industry calendar

FUTURE INDUSTRY DATES TO KEEP IN MIND

2011

| | | |
|------|-------|--|
| Mar | 3-5 | Pool & Spa & Sauna China 2011, Guangzhou |
| Mar | 4 | SPASA Victoria Golf Day |
| Mar | 12-13 | Pool, Spa and Outdoor Living Expo, Perth |
| Mar | 22 | WA Golf Classic |
| Mar | 23 | SPASA Queensland AGM |
| Apr | 13-15 | DesignEx, Melbourne Convention & Exhibition Centre |
| Apr | 14-15 | Landscape Expo, Brisbane |
| May | 4-5 | SPLASH! Asia, Raffles City Convention Centre, Singapore |
| May | 9-12 | AALARA Conference and Trade Show, Conrad Jupiters, Gold Coast |
| May | 11-13 | DesignBUILD, Sydney |
| May | 20 | Australian Institute of Architects AGM |
| May | 21-22 | Brisbane Consumer Spa & Outdoor Living Expo, RNA Showgrounds |
| May | 27 | SPASA WA AGM |
| June | 17 | SPASA NSW Trade Day |
| June | 18 | SPASA NSW Awards Night |
| June | 22-24 | Asian Attractions Show, Resorts World Sentosa, Singapore |
| July | 2-3 | SPASA SA Pool & Spa Show |
| July | 23 | SPASA Queensland Awards of Excellence Dinner |
| July | 23 | WA Awards of Excellence Dinner |
| Aug | 10-12 | Waves Pool Spa Bath International Expo, Pragati Maidan, New Delhi, India |
| Aug | 14-15 | SPASA Victoria Spa & Pool Show |
| Aug | 17-18 | SPLASH! New Zealand, Wellington Town Hall |
| Aug | 27 | SPASA Victoria Awards Night |
| Aug | TBA | SPASAC meeting |
| Sep | 7 | SPASA Queensland Golf Classic |
| Sep | 9 | SPASA SA Golf Day |
| Sep | 22 | SPASA NSW Bob Stanley Golf Day |
| Sep | 27-29 | Euro Attractions Show (EAS), London |
| Oct | 3 | World Architecture Day |
| Oct | 12-14 | World Aquatic Health Conference, Seattle |
| Oct | 18-21 | Piscina International Swimming Pool Show, Barcelona |
| Oct | 22-23 | Perth Summer Pool Spa and Outdoor Living Expo |
| Oct | 26-29 | Aquanale, Cologne, Germany |
| Nov | 14-18 | IAAPA Convention and Trade Show, Orlando, Florida |
| Nov | 18 | WA Sundowner |

More details and dates are available at www.splashmagazine.com.au. These dates are subject to change and should be checked with the relevant organisation. Please send calendar submissions to chrismaher@intermedia.com.au

MULTI CYCLONE PLUS

A revolution in pool filtration

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- ⊙ Ease of maintenance
- ⊙ Save time, water and energy

MULTI CYCLONE 12 PLUS



* 12 cyclones
* 40mm connections

* 16 cyclones
* 50mm connections



MultiCyclone Plus combines centrifugal and cartridge filtration into one streamline housing, creating an ultra compact filtration system that can be vertically installed on a pool pump.

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South Australia modifies fencing laws

South Australia has made some key changes to its legislation governing fencing around swimming pools.

The key requirements is that any person applying for building consent from December last year will not be able to use child-resistant doors as part of a required child-safety barrier for an outdoor swimming pool. They will be required to have a fence to isolate the swimming pool from the house.

Additionally, any person who sells a property with a prescribed swimming pool (pre-July 1993) will not be able to use child-resistant doors as part of a required child-safety barrier for an outdoor swimming pool. Except in certain circumstances, they will be required to have a fence to isolate the swimming pool from the house. (go to www.splashmagazine.com.au for a QuickLink to the see Minister's Specification SA 76D).

Both the SA Water Safety Committee (SAWSC) and SPASA South Australia have backed the changes, and Alistair Baird of SAWSC has flagged possible further changes to mitigate against accidental drowning in home swimming pools.

Fred Frede from SPASA South Australia says the association is very pleased with the changes.

"There are many changes within the state legislation and the implications of the new Minister's Specification SA 76D when it comes to the safety barriers around swimming pools. Once you get your head around what is being said it is very clear that safety is the driving force behind these changes," Frede says.

Frede points out that when the Act refers to swimming pools, the true definition as stated by the DPLG (SA Government's Department of Planning and Local Government) is "for the purpose of the Development Act, a spa pool is a swimming pool."

Frede says that according to 1.3.12, swimming pool is any excavation or structure containing water to a depth greater than 300mm and used primarily for swimming, wading, paddling or the like, including a bathing or wading pool, or spa.

"We also need to make the public aware that that when they purchase a pool, either in-ground or aboveground, that they need to be fully aware of the implications of these new laws relating to the safety barriers that need to be installed," he says. "This not only relates to the swimming pool but also to the spa. It has become commonplace to consider a pool fence when purchasing



an in-ground pool or a larger aboveground pool, we also need to have that some mind-set when it comes to purchasing a spa and also smaller aboveground pools."

Frede says that many people are still unclear about the issues when it comes to spas, as questions like this one below pop up often:

Q: Can I use a child-resistant hard cover as the safety barrier instead of a fence for above-ground spa pools?

A: No. The main reason for this is that there is no standard for covers on spa pools. Also, any time the cover is off the spa pool, there is no barrier. Remember, it is a legal requirement that Development Approval be obtained for the installation of an aboveground spa pool. There are important safety reasons for this.

AS 1926.3 to be referenced in 2011 BCA

The new Australian Standard AS1926.3 2010 has now been approved by the Building Code of Australia (BCA), including the referencing of the Standard in the upcoming edition of the 2011 BCA.

The referencing of the Standard will require manufacturers, builders and sellers as well as importers of equipment to use suction point covers which comply with the proposed test methods from May 2011. While there is some innovation already in this area, the new Standard will mean some manufacturers will need to test and redesign their products, and retool their manufacturing process.

It should be noted that the outlet covers that are certified as having been tested and marked in accordance with ASME A112.19.8 shall be deemed to comply under this Standard and not be subject to the testing and approval procedure within Australian Standard AS1926.3 2010.

The current BCA referenced edition of AS 1926.3 – 2003 has been considered outdated for some years when compared to contemporary international standards. It has not allowed for safer suction point covers to be utilised, given technological advances and alternatives that have been available around the world.

The changes to the newly published Australian Standard AS 1926.3 – 2010 achieve greater safety of spa and pool users by reducing the hazards associated with water recirculation systems. The adoption of standard methods of testing components will ensure that this objective can be achieved in a more efficient and effective manner compared to the current prescriptive specifications. Australian Standards AS2610.1 and AS2610.2 are currently being revised to reflect the revisions within the newly published Australian Standard AS 1926.3 – 2010.

SPASA NSW was the proponent of the new published Australian Standard and the author of the BCA Preliminary Impact Assessment.

It is important to note that the current Australian Standard AS1926.3 – 2003 is still called up by the BCA 2010 and will remain the standard for building purposes until the 2011 edition of the BCA takes effect.



AUSTRALIA'S LEADING POOL BUILDERS CHOOSE

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Image courtesy of Coastal Pools & Spas



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SPRAA calls for national safety laws

The Swimming Pool Retailers Association of Australia (SPRAA) has made a plea for the national harmonisation of pool safety laws under an agreement by the Council of Australian Governments (COAG) to help save lives and make Australian pools safer.

SPRAA President Peter Barr says drowning deaths in Australia are at their highest in more than seven years.

The call comes after the final stage of the country's toughest new swimming pool safety laws came into effect in Queensland.

The Queensland laws include:

- Mandatory inspections by local governments for immersion incidents of children under 5;
- Replacement of child resistant doors that form part of the pool barrier with a fence;
- Establishment of a state-based pool register;
- Fencing for all portable pools and spas deeper than 300 millimetres;
- The removal of local government pool safety laws where state laws now apply.

One of the initial requirements of the tough new laws includes the introduction of pool safety certificates with pool owners given five years to make sure their pool complies with the pool safety standard. From December last year anybody selling, buying or leasing a property with a pool must have a safety certificate.

Pool safety certificates can only be issued by licensed pool safety inspectors who've completed a rigorous four-day Pool Safety Council approved course.

Barr says that every Australian has the right to be protected in the same manner and the national harmonisation of pool safety laws is the most sensible way of ensuring this occurs.

"The safety of a child in Victoria or South Australia is equally important as the safety of a child in Queensland," he says.

"The public needs to be confident that all State and Territory governments are doing everything possible to reduce incidences of drowning and serious immersion injuries of young children in pools.

"Since Queensland introduced its new laws, it has highlighted weaknesses in other State and Territory laws, which some governments including South Australia have moved quickly to tighten.

"We welcome any move by other states to improve public safety but to achieve best practice we need consistent laws through-



out the country. SPRAA endorses moves to introduce standard pool safety certificates throughout Australia through a network of licensed pool safety inspectors."

Barr says that SPRAA members, who include professional Pool Technicians servicing and cleaning backyard pools everyday are well placed to take on the responsibility of becoming licensed pool safety inspectors.

"A national certificate and inspection system would certainly help to reduce the risk of drowning and serious incidents. It would send a clear message that all State and Territory governments are serious about this issue."

New video for pool safety

The Children's Hospital at Westmead with the assistance from SPASA NSW and the Samuel Morris Foundation have developed the Protect Your Pool, Protect Your Kids video to educate pool owners about pool fencing and the common faults.

The video is available on The Children's Hospital at Westmead website (www.chw.edu.au/kidshealth/pool_fencing) or it can be reached via a QuickLink at www.splash-magazine.com.au.

Posters and flyers promoting the Protect Your Pool, Protect Yours Kids video are being distributed to all local councils, community health centres and SPASA members in NSW.

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Industry moves

NEW NAME FOR POOLRITE IN REVAMP

POOLRITE Equipment Pty Ltd has changed its company name to **Intercolonial SPA Pty Ltd**. The acronym stands for *Salus Per Aquam* or “Health Through Water”. Poolrite Equipment was founded in 1978 and has since evolved from a simple business model of creating quality locally manufactured products for the Australian market to a focus on developing world leading products for environmental sustainability.

Magnapool, Poolrite, Poolrite Research and Aquarius Technologies will remain as brands under Intercolonial SPA Pty Ltd (ISPA). The Poolrite range of products will keep

its traditional green and gold logo as it has a long history in Australia and will represent the company’s traditional brands and new distribution agreements. Ownership and existing relationships are unchanged.

Intercolonial SPA operates branches in New South Wales, Victoria, Queensland, North Queensland and Western Australia with owned subsidiaries in New Zealand and France while exporting to more than 23 countries worldwide.

As part of the company restructure, Brad Richey has been appointed Intercolonial SPA’s Chief Operating Officer for Australasia. Richey’s background includes national account management of fast moving consumer goods

(FMCG) companies, and has held various positions within the Poolrite group including International Business Development Manager, Major Accounts Manager and more recently Executive Manager Magnapool.

Grant Brooks has been promoted to Executive Manager MagnaPool. Brooks joined the Poolrite group three years ago and recently held the position of NSW Manager. He will relocate to Brisbane in January.

Luke Byers has been appointed New Zealand Manager. Byers is a New Zealand national who recently relocated back to New Zealand to take up the position in the Poolrite subsidiary. He has been with the Poolrite group for 12 months.

Christian Brookhouse has been appointed Branch Manager NSW. Brookhouse joined the Poolrite group 12 months ago, and will take up his new role following the relocation of Grant Brooks to Queensland. Brookhouse has been in the industry for many years owning and operating a successful pool store in Sydney’s Inner West, before opting for a career in the industry.

Sergio Koulakov has been appointed General Manager Aquarius Technologies. Koulakov has extensive experience in commercial pools and a background in accounting and senior management. He recently joined the Poolrite group as a project manager. Koulakov is looking forward to utilising his experience and to continue the research and development of this niche manufacturer.

Also, Poolrite has signed a distribution agreement with Aquacal USA for Australia and New Zealand. The company will sell the Aquacal range under the Hummer Bird brand. Aquacal has been manufacturing heat pumps since 1981 and is a world leading heat pump supplier. Poolrite will import products across the entire range including economical domestic units in single- or three-phase with heat-only or heat-and-cool models, through to units for commercial installations.

Brad Richey



Grant Brooks



Luke Byers



Sergio Koulakov



ASTRALPOOL PICKS UP OLYMPIAN



Jon Sieben

ASTRALPOOL has announced the appointment of Olympic gold medal winner Jon Sieben as the North Queensland branch manager.

Sieben competed in three Olympic Games (1984, 1988 and 1992). He won gold in the 1984 200m butterfly and bronze in the 4x100m medley relay, training under Laurie Lawrence. He has been recognised and honoured in other ways also, being awarded an Order of Australia (OA); he was also Young Australian of the Year in 2005.

He will bring his extensive industry knowledge and skills to AstralPool, to develop relationships and support pool builders and retail outlets within the North Queensland region.

AstralPool's North Queensland branch is located at 41 Corporate Crescent, Garbutt and can be contacted on (07) 4750 3100.

MAYTRONICS LAUNCHES IN AUSTRALIA

MAYTRONICS has announced the launch of its own distribution network in Australia, under the leadership of former Poolrite General Manager, Dan Kwaczynski.

Kwaczynski has been appointed Maytronics Australia Managing Direc-

tor, with staff and premises in Brisbane, Sydney, Melbourne and Perth and major distributors in other major centres.

"This is a great opportunity to make an impact in Australia and provide our customers and end users with an exceptional pool experience," says Kwaczynski. "We have some pretty ambitious plans and going hand-in-hand with this is the introduction of ranges to suit each market sector and partnering with strong local businesses."

Maytronics and Dolphin were pioneers of the robotic pool cleaning market and have been leading the field for more than 25 years. While Dolphin has been promoted successfully for many years in Australia, Maytronics Australia will be providing a focused, product supportive approach with high levels of marketing support.

Maytronics Australia covers Australia, New Zealand, the Pacific Islands and much of Southeast Asia. Maytronics can be contacted on infoau@maytronics.com or call 1300 MYDOLPHIN.

KEVIN NICOLSON PASSES AWAY LONG-STANDING SPASA NSW

Director Kevin Nicolson sadly passed away on the 3rd January 2011 after a long battle with cancer. Kevin's contributions to the swimming pool and spa industry over the past 30 years have been immeasurable.

He was a SPASA NSW board member for 13 years, holding a number of portfolios over that time and representing the association on numerous committees. He was highly regarded amongst his peers, fellow SPASA directors and staff. Outside the swimming pool industry, he had a keen passion for surfing and poker. The energy and passion exhibited in both his professional and personal life will be sorely missed by his colleagues, friends and family.

NEW REGIONAL IAAPA EXECUTIVE

THE International Association of Amusement Parks and Attractions (IAAPA) has appointed Andrew Lee as the Executive Director for the trade association's new office in the Asia-Pacific region. As the leader of IAAPA Asia Pacific, Lee is responsible for expanding and enhancing the association's programs and services in the region and will oversee government relations, communications, member-

ship development, education and the Asian Attractions Expo. He will be based in Hong Kong.

DEL OZONE APPOINTS NEW PRESIDENT

DEL Ozone's board of directors have appointed Joel Peterson as President of the company. Peterson was promoted from his position as vice president of finance, a job he had occupied since 1992. Peterson has helped shape the company's corporate strategy and planning through his responsibilities in his previous role.

TWO US LEGENDS PASS AWAY

TWO industry legends in the United States passed away early this year. Bill Hanousek was a founding member of Master Pools Guild, and the last of the four founding builders. He died age 82 after half a century in the industry. He was also the founder of Californian builder, Master Pools and Spas.

US industry character, inventor and valve manufacturer Mark Urban, passed away age 70 from bone cancer. Some of Urban's research and inventions were considered far ahead of their time, including his interest and pursuit of energy efficiency and geothermal heat pumps.

AIA APPOINTS NEW PRESIDENT

A prominent Melbourne-based architect with a portfolio of projects stretching from Paris to Shanghai has been appointed the Australian Institute of Architects' 71st National President.

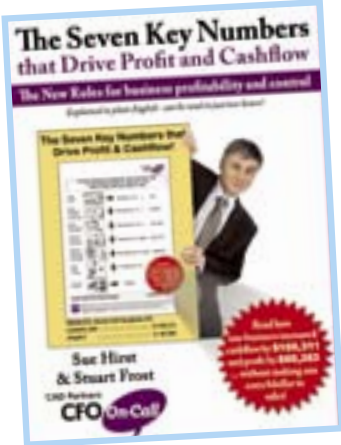
Karl Fender, founding director of award-winning architectural practice Fender Katsalidis, has been the design director of numerous major urban projects, with the most high-profile of these including Melbourne's Eureka Tower, the tallest building in Australia.

An avowed urbanist who thrives on life in the city and who is committed to sustainable, higher density residential typologies, he is currently working internationally on major projects in Kuala Lumpur, Jakarta, Shanghai, and the design of a new town and marina in Gibraltar.

Among his priorities over the coming 12 months are a focus on sustainable communities, cities and architecture, planning reform and championing an urbanist view of the future of Australian cities.

The Seven Key Numbers that Drive Profit and Cashflow

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THEY look in detail at these seven key numbers:

1. Revenue Growth Percentage: Selling more can actually make cash flow problems worse, because when you make a sale you need to "fund" that sale.

2. Price Change Percentage: Many small business owners think they can't increase prices because they will lose customers, but if you don't increase prices regularly, you will notice it when gross profit reduces.

3. Cost of Goods (COGs) Percentage: This "driver" is probably the most impactful. A small change here can have as much impact as a large increase in Revenue.

4. Overheads Percentage: Overheads can "eat away" at profitability if not kept in check. There's one word for the solution here: budget!

5. Accounts Receivable Days: There's many ways to

get customers to pay on time and regular efficient follow-ups is one.

6. Accounts Payable Days: It's common to see this number at less than the Accounts Receivable Days number – resulting in a cash squeeze!

7. Inventory and Work in Progress Days: Think of Inventory as dollar bills piled up on the stock room floor, and Work in Progress as dollar bills piled up on the work room floor!

To order a copy of The Seven Key Numbers that Drive Profit and Cash Flow, email info@CFOonCall.com.au or call 1300 36 24 36.

Win a copy of The Seven Key Numbers that Drive Profit and Cashflow

SPLASH! has a copy of The Seven Key Numbers that Drive Profit and Cashflow to give away. Details will be in an upcoming eNews. To be in with a chance, make sure you are subscribing to the free newsletter. Simply go to www.splashmagazine.com.au and click on the eNews Registration button. We'll also send the winner a handy Wise CPR kit.

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The Cove

FOR A DOCUMENTARY, THE COVE IS HIGHLY DRAMATIC AND TENSE; AND WHILE THERE IS GREAT UNDERWATER FOOTAGE, BE PREPARED TO BE SHOCKED.

HERE is another movie with some connection to swimming. A band of activists, including expert freedivers, mount a secret mission to film a dolphin massacre in Japan. They lie to the authorities, hide from the villagers, and sneak into the famous “Cove” at night to plant underwater hidden cameras.

The film is made by former National Geographic photographer and founder of the Oceanic Preservation Society, Louie Psihoyos. He follows the anti-hunt campaign being waged by Richard O’Barry. The irony is that O’Barry came to fame as the handler of Flipper – the star of the 60s TV show. He actually lived with the main starring dolphin for many years, but it was the effects of captivity on the dolphin that changed his way of thinking – and turned him against keeping any cetaceans in captivity.

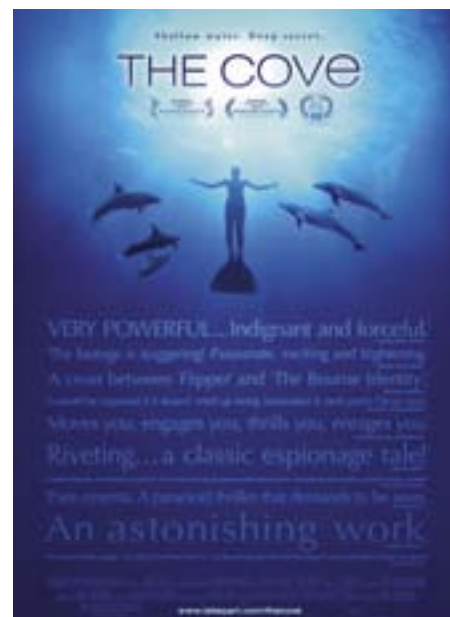
The Cove has caused more than its fair

share of controversy. In Japan, the movie has been seen as hypocritical and even racist in some quarters, with protesters asking such questions as “why is it okay to kill cows, pigs and kangaroos but not dolphins?”

However, one of the key points made by the documentary is that the dolphin meat contains toxic levels of mercury, and is being forced into school lunch programs to bolster the dolphin industry. Councillors from the town eventually rebel to stop their children being forced to eat the dangerous meat.

This is an excellently made documentary, though not for the squeamish. Its failing if any is that, because it argues one point of view, it leaves many questions unanswered – and those are the questions asked by the Japanese protesters.

The Cove can be bought online through Madman Entertainment. Go to www.madman.com.au.



Win a copy of The Cove

SPLASH! has a copy of The Cove to giveaway. Details will be in an upcoming eNews. To be in with a chance, make sure you are subscribing to the free newsletter. Simply go to www.splashmagazine.com.au and click on the eNews Registration button.

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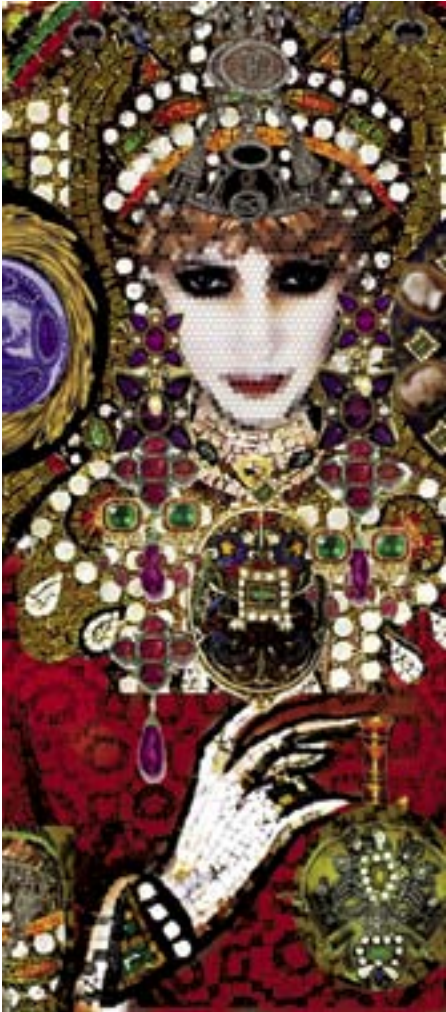
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Around the Globe



LACROIX TEAMS WITH SICIS IN MILAN

INTERNATIONALLY renowned fashion designer Christian Lacroix is collaborating with Ravenna-based mosaic manufacturer Sicis to create a furniture collection to be shown at the Salone del Mobile Milan from April 12 to 17, 2011, and later to tour Sicis's showrooms worldwide. The mosaic shown here is inspired by the illustrious history of tiled representations in Ravenna and the Byzantine Empress Theodora. While not designed for submerged situations, this Lacroix mosaic is worth considering as the high-end of complex artistic mosaic design.

BRIAN VAN BOWER JOINS INDIAN MAGAZINE

INDUSTRY legend and **SPLASH!** keynote speaker Brian Van Bower has been appointed Senior Contributing Editor of emerging Indian swimming

pool industry publication, *Waves*. The magazine's coup comes at a time when India's robust economy and middle class boom has reportedly made it the fastest growing pool and spa market in the world. However, despite the rapid growth, the industry is still in its early stages and is lacking proper guidelines, educational support and technical training. Van Bower's influence will potentially accelerate the growth of high-end design sensibilities in the Indian market. Currently, Van Bower is the president of US-based Aquatic Consultants and president and co-founder, with partners Skip Phillips and David Tisherman, of Genesis 3 Design Group.

CHANGES AT NSPF

THE US-based National Swimming Pool Foundation (NSPF) has reorganised several of its departments. Ray Perkins joins NSPF as the customer service and fulfilment director, a newly created position. Perkins holds a masters degree in organisational management and comes to the association with experience in a broad range of industries, including healthcare, communications and manufacturing. Michelle Kavanaugh has been promoted to marketing and conference manager, and will be responsible for planning the World Aquatic Health Conference and for coordinating NSPF's marketing communications efforts. Margaret Smith will now serve as assistant to the CEO.

SWIMMING POOL UP IN LIGHTS

BRIDEWELL Theatre, a former London swimming pool which is now a theatre, was in January home to *Amphibians*, a multimedia performance piece combining underwater footage and live action. English Olympic swimming medallist Cassie Patten was appointed muse for play, which is about the challenge of becoming an Olympic athlete. The story traces the lives of three 14-year-old athletes and the toll elite competition takes on them, then focuses on life after the Olympics. Audiences were seated from the shallow end of the Victorian pool up to the surrounding balcony. The production was timed to coincide with the build-up to the London games.

IPSE UP 1.5 PER CENT

FIGURES released by Hanley Wood show the Las Vegas International Pool, Spa and Patio Expo achieved an increase of 1.5 per cent of the previous year, with a total attendance of 9225 visitors. There were 1225 booths and 459 exhibiting companies, and a 12 per cent larger floorspace of 122,500 net square feet. In a good sign for the US industry, there were 110 first-time exhibitors.

PENTAIR BUYS BRAZILIAN FILTER COMPANY

Pentair has reached an agreement to acquire Hidro Filtros do Brasil, a leading manufacturer of water filters and filtering elements for residential and industrial applications operating in Brazil and neighbouring countries. Hidro Filtros will operate under the brand name Pentair Hidro Filtros and will be positioned within Pentair Residential Filtration.

RIVERINA FLOWING INTO EUROPE

AUSTRALIAN fibreglass pool manufacturer Riverina Pools is venturing into the European market, and is currently seeking distributors. Riverina Pools is a sister company to Western Australia's largest fibreglass boat manufacturing company, Leeder Marine, and builds its pool shells utilising technology learned from the marine industry.

GAVA CALLS FOR AWARD ENTRIES

THE third annual global water-inspired design competition, GAVA, is calling for entries. GAVA recognises artisans whose visions and creativity exemplify the best in AquaTecture – the discipline of designing, engineering and erecting water environments and ancillary components in a harmonious nature with consideration to function, space and aesthetics. Entries are judged on their aesthetic beauty as well as how each exemplifies the objectives of the projects; as well as originality and respect for environmental, cultural, philosophical, and/or historical components. All winners will be showcased in an international design book by Schiffer Publishing. Go to www.gavaawards.com for an easy on-line entry application.



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TEXTING GOT TO GO

THE American Lifeguard Association is running a US-wide campaign to stop lifeguards texting while on duty. The media has been focussing on images of lifeguards talking on mobile phones or texting. In 2010, three deaths were directly attributed to lifeguards texting on duty.

US STATE MANDATES SWIMMING LESSONS

SOUTH Carolina has mandated swimming lessons for all public school children whose schools are within 10 miles of a public pool. Drowning is the fourth most common cause of death amongst South Carolina under-18s, and the mandate is an attempt to curb those statistics.

PUREPLAY MOVES INTO KOREA

US waterpark restoration services company PurePlay has expanded its reach by developing a relationship with Seoh-ee Construction & Apple Tree D&I (AppleTree) of Seoul, Republic of Korea. This relationship will make available the exclusive PurePlay products and services to the Korean waterpark market.

WIKILEAKING POOL IN SAMOA

JULIAN Assange and Wikileaks have had an impact on a swimming pool built in the Pacific, with the release of classified documents revealing the former US ambassador to New Zealand and Samoa, William McCormick, was in 2008 exceedingly worried about Chinese chequebook diplomacy. One project of particular interest was the construction of a "lavish but impractical" swimming pool complex. The Samoan government heaped praise on the Chinese project; while failing to acknowledge the work the US Peace Corps had done in Samoa for the past 40 years.

CALIFORNIA TAKES ACTION AGAINST FORMER TOP BUILDER

MORE than 100 consumer complaints and nearly 20 industry complaints have been filed against Aqua Pool and Spa, the former top Californian pool builder who closed down in 2010. California's attorney general is commencing action against the builder, and another company owned by one of the directors.

SVRS RECALL IN US

CALIFORNIAN safety vacuum release system (SRVS) manufacturer, Vacless, has recalled certain Vacless SVRS10ADJ systems for repair or replacement. The faulty units may not respond to increased suction conditions associated with entrapment due to a sticking piston. The cause of the piston failure has been attributed to an improper plastic used by the piston supplier. Corrections have been made and the piston has been further reinforced to avoid any adverse response to environmental effects. For further information and relevant serial numbers go to www.vacless.com.

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The TRi chlorine generator represents the pinnacle of water management. With models designed to simply sanitise the pool right up to a system which will automatically monitor the pH and chlorine level to keep the pool in perfect balance.



Ei Series

This compact chlorine generator sets a new benchmark in ease of installation, operation and maintenance. Designed for pools up to 60,000L, Ei will provide season after season of safe healthy swimming.



Sand & Cartridge Filters

Zodiac's range of filters are available to suit all domestic sized pools. Zodiac sand filters have been designed for Australian conditions and are economical and easy to operate. Our range of cartridge filters are compact in design, extremely water efficient and very easy to maintain.



FloPro Series Pumps

Built from corrosion-resistant plastic and stainless steel hardware, the FloPro Series has been built to last. This high performance pool pump is powerful, yet extremely quiet and is perfect for all domestic pools.



Baracuda T5

The Baracuda T5 Duo is cleaning made easy. With an ergonomic design and only one moving part maintenance becomes a breeze. Utilising patented duralife diaphragm technology the Baracuda T5 Duo will quietly clean all types of inground pool surfaces in next to no time.



Heat Pumps

Zodiac heat pumps are best suited to those who want to swim all year, as they maintain water temperature extremely efficiently. They are also amongst the most energy efficient, quiet and ozone friendly heaters in the world. Get online and use our free calculator to find the best heater for your customers.



Pool Chemicals

To get the most enjoyment from a pool, you need to look after it carefully. Zodiac can help you and your customers do just that with our range of quality Pool & Spa chemicals. We have every product you need to maintain a pool and keep it healthy, clean and sparkling.

For more information visit zodiac.com.au or call Zodiac on **1800 688 552**



ZODIAC

Finding the silver lining behind the Queensland clouds

The Queensland floods caused catastrophic damage



Eastern Australia – mainly Queensland – has experienced the worst flooding in a generation. SPLASH! looks at the situation for the pool industry, and finds while it was devastating for many and tragic for some, there is hope the sunshine state will bounce back stronger than ever.

Over the New Year period, horrendous flooding covered many areas of Queensland, as well as some parts of northern New South Wales. By mid-January, the floods had moved to Victoria, covering more than a quarter of the state.

But despite the problems in other states, it was Queensland that was the most severely affected, with three quarters of the state declared a disaster zone and the city of Brisbane overrun with water. At least 35 people have died and 30,000 properties were affected.

The Federal Treasurer, Wayne Swan, has said the damage to Australia's economy will be much greater than any other natural dis-

aster, including the 1974 Queensland floods, the Victoria bush fires and Cyclone Tracy.

For the swimming pool industry, the floods and preceding rains were a giant handbrake on construction. Additionally, it has been estimated that more than 11,000 Queensland swimming pools went underwater, while many times that number were affected to a lesser extent.

However, the situation should not be seen as totally negative. While the early part of this season has been a washout, it's anticipated that there should be plenty of future work in renovation and restoration; and while many Queensland customers obviously weren't swimming in their pools during

this time, the flooded backyards and dirty water will require much assistance from pool shops, and the purchase of many chemicals.

David Close, CEO of SPASA Queensland, says that while at first glance the situation may seem dire, it's not necessarily so bad for the industry.

"The industry had not had its normal run up to the summer season anyway," says Close. "There was no hot weather driving demand – instead there was wet weather for several months.

"Effectively we haven't had the traditional seasonal demand for new pools at all in 2010, with 2011 now starting off with very low demand. However, pool shops and serv-



He says that many elements of the pool structures need to be checked, including the structural integrity of the shells, the supporting ground, the ground water drainage as well as all equipment.

Additionally, he believes there will be a need to replace pool coping and internal linings.

"I expect there will be a big demand for sub-contractors by builders in the next few months," he says.

- engaging a person to clean or to conduct a safety inspection of premises;
- paying additional wages to an employee to assist with the clean-up and restoration work.

To apply for assistance for direct damage caused by flooding in November 2010 to January 2011, you must be located in one of the following local government areas (current as at 21/01/2011): Balonne, Lockyer



Assistance for small businesses

Grants are available from QRAA to assist small businesses to pay for costs arising out of direct damage caused by the Queensland flood crisis.

Grants of up to \$25,000 are available to assist eligible small businesses as follows:

Initial claim: up to \$5000 to assist with immediate early recovery (subject to future QRAA audit).

Subsequent claim: up to \$20,000 to recover costs that you have paid in order to repair direct flood damage.

Assistance under this scheme is not intended to compensate for loss of income.

The assistance enables small businesses to cover the costs associated with cleaning and restoration activities including:

- purchasing, hiring or leasing plant, equipment or materials to clean or resume business activities (including stock replacement);
- clearing or disposing of debris and damaged goods;
- repairing buildings or fittings in buildings other than houses;
- leasing temporary premises for the purpose of resuming trading;

Valley, Banana, Maranoa, Barcaldine, Moreton Bay, Blackall Tambo, Murweh, Brisbane, North Burnett, Bundaberg, Rockhampton, Central Highlands, Scenic Rim, Cherbourg, Somerset, Fraser Coast, South Burnett, Gladstone, Southern Downs, Goondiwindi, Sunshine Coast, Gympie, Toowoomba, Ipswich, Western Downs, Isaac or Woorabinda.

Small businesses in these areas that have suffered direct damage and who have generated more than 50 per cent of their income from their businesses are eligible to apply.

Only parts of some LGAs are covered – for more information go to www.qld.gov.au/floods.

QRAA also administers low interest loans of up to \$250,000 to small businesses under the Natural Disaster Relief and Recovery Assistance scheme.

The Queensland Government also has website offering "First Aid for your Business". Go to www.business.qld.gov.au or go to the story on www.splashmagazine.com.au for a QuickLink.

The Victorian Government is also offering assistance for people and businesses affected by the floods in that state. Go to www.vic.gov.au or www.splashmagazine.com.au for a QuickLink.

ice techs are flat out doing what they can with cleaning, hygiene and health – pending the ground water subsidence," he says.

"Fortunately, not every single prospect in the state as gone underwater, and there will always be a number of consumers who will go ahead with a new pool anyway – but this would be at the off-season demand rate – once the infrastructure gets back to normal."

However, Close predicts that refurbishment and renovation of swimming pools will be in big demand over the next few months.

"We estimate up to some 300,000 existing pools may have been affected by the flood waters. Not only domestic pools, but also major public and waterplay facilities have been affected."

magnapool™

mineral water swimming pools

Poolrite Research Pty Ltd (Poolrite) is the owner of a Certified Australian Patent no. 2009101121, directed to its MagnaPool® swimming pool chemistry technology. This patent was challenged by a competitor who requested the Australian Patents Office to re-examine the patent.

Poolrite was entirely confident of this process reaffirming the validity of its patent claims. In fact, Poolrite took the opportunity to voluntarily include two other earlier publications (“prior art”) of which it had become aware, in the re-examination proceedings. This step was to ensure its MagnaPool® technology was subjected to the most rigorous review.

The Australian Patent Examiner who conducted the re-examination held in favour of the patent. The patent remains granted and in force. Poolrite takes this opportunity to thank all concerned for initiating this strengthening process of review.

Also owned are a substantial number of corresponding and related patent applications in other jurisdictions, and an additional eight Australasian and International patent applications dating from 2007 directed to the MagnaPool® technologies belonging to Poolrite Research.

These include filtration media, filtration systems and ionic mineral compositions including those of potassium and or magnesium.

Poolrite is committed to defending its intellectual property rights to the full extent of the law.

With ongoing active research and development programs, Poolrite will continue to grow its intellectual property portfolio. It will also enforce the rights provided by its intellectual property to the full extent of the law, both against challengers and infringers.

The Directors and Officers of Poolrite request those in the market place to treat its rights with respect. As always, Poolrite encourages dealers and potential dealers to approach it to discuss any proposal involving potassium and or magnesium in any ionic concentration.

Also open for discussion are filter media, filtration systems and electrolysing systems. These types of open communication avoid potentially ruinous litigation for small business.

Potential litigious problems may arise by use of the processes in conflict with the rights and potential future rights.

These rights accrue retrospectively from the original dates of lodgement. Regardless of the ultimate issuance date which often occur years later.

Similar rights apply to our trademarks and in particular MagnaPool®.

Passing off and unauthorised references to technological compatibility will or could also infringe our intellectual property.

If you are unsure of your present situation please contact our technical director Aaron Kelly by email aaron@intercolonial.com to arrange an appointment for clarification. The field of Intellectual Property Rights is quite complex especially for those not versed in its intricacies.



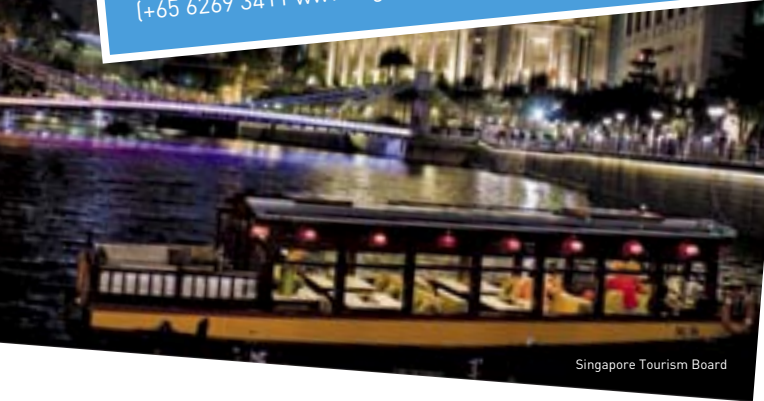
RESEARCH

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Singapore Must-Dos

Singapore Night Safari

Through the use of special lighting techniques, the highly lauded open-concept night zoo allows you to observe what 900 nocturnal animals get up to after dusk, in naturalistic habitats – and, seemingly, not behind barriers. The 45-minute narrated tram ride is the best way to see the animals – which include tigers, lions, giraffes and rhinos – from the safety of your seat. After the trip, brave the dark walking trails to get a closer look at smaller animals such as flying squirrels and dangling bats. 80 Mandai Lake Rd. [+65 6269 3411 www.nightsafari.com.sg].



Singapore Tourism Board

Singapore River Cruise

See the city from the water on a no-frills 30-minute journey aboard a bumboat. You can buy tickets and board or alight at any of the nine jetties along the Singapore River, including the Esplanade, the Fullerton, Riverside Point, Boat Quay and Grand Copthorne Waterfront Hotel. Boats run daily (9.30am–10.30pm); it's quite a sight at night when the skyscrapers are lit up. The bizarrely accented recorded commentary is uniquely irritating. (+65 6336 6111/19 www.rivercruise.com.sg).

Getting a fish pedicure at Underwater World

Don't inflict your stinky feet on some poor pedicurist. Instead, let the fish take care of them. A shoal of industrious little Turkish fish wait in a pool to nibble away dead skin and leave your toes fresh and exfoliated. Fish reflexology \$35 for 20 minutes in the pool and 20 minutes foot reflexology. Underwater World, 80 Siloso Rd, Sentosa. (www.underwaterworld.com.sg).

Walking over the Helix Bridge

The weird, DNA-like, wiggly steel pedestrian bridge at Marina Bay supports some 16,000 people at a time and stretches 280 metres across the water. Marina Bay. (www.ura.gov.sg).

Boarding the Swarovski Cable Car

Ride the brand new seven-star Swarovski Crystal Jewel Cable Car Ride from Mount Faber to Sentosa. (www.mountfaber.com.sg).

Getting a tarot card reading by a parrot in Little India

Walk around Tekka Market in Little India, and more likely than not you'll come across a weathered Indian woman with her faithful parrot, Money Money, both ready to tell the fortune of any passerby, for \$5 per reading. Near the Tekka Market steps, Serangoon Rd.

This information is thanks to

Info is correct at time of printing and is subject to change, for the latest info on Singapore visit Yoursingapore.com



SPLASH! Asia Post Show Golf Day

6 May 2011

Jack Nicklaus Sea View Course
Bintan Lagoon Resort

Join SPLASH! at the Bintan Lagoon Golf Resort, world renowned for its exceptionally designed championship 18-hole golf courses. The Jack Nicklaus Sea View Golf course and Ian Baker-Finch Woodlands Golf course both offer spectacular signature holes, fast greens, undulating fairways and scenic water hazards. The pristine courses are set amongst lush landscapes and breathtaking environs. The SPLASH! 2011 Golf Day will be played at Jack Nicklaus Sea View Golf course and promises to be a day to remember.

Cost: AUS \$160.00 includes:

- Return Ferry, Singapore-Bintan-Singapore
- Return land transfer, Ferry Terminal-Resort-Ferry Terminal
- 1 x 18 hole at Jack Nicklaus inclusive twin share buggy and caddy (golfer's only)
- 1 buffet lunch & refreshments at Haskell's Café (club house)

Hole Sponsorship available - Please email melanie@intermedia.com.au or call +61 2 8586 6115.

Due to ferry transfers a minimum of 20 players are required.

