

SPLASH!

The voice of the Wet Industry

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June/July 2011

RENOVATION

Same place, new experience

UNDER COVER

Pool covers and enclosures

BALI HIDEWAY

An Aussie family in paradise



SPLASH! Asia review



Hayward is proof. A team of champions

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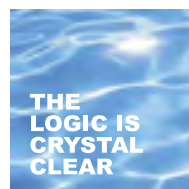


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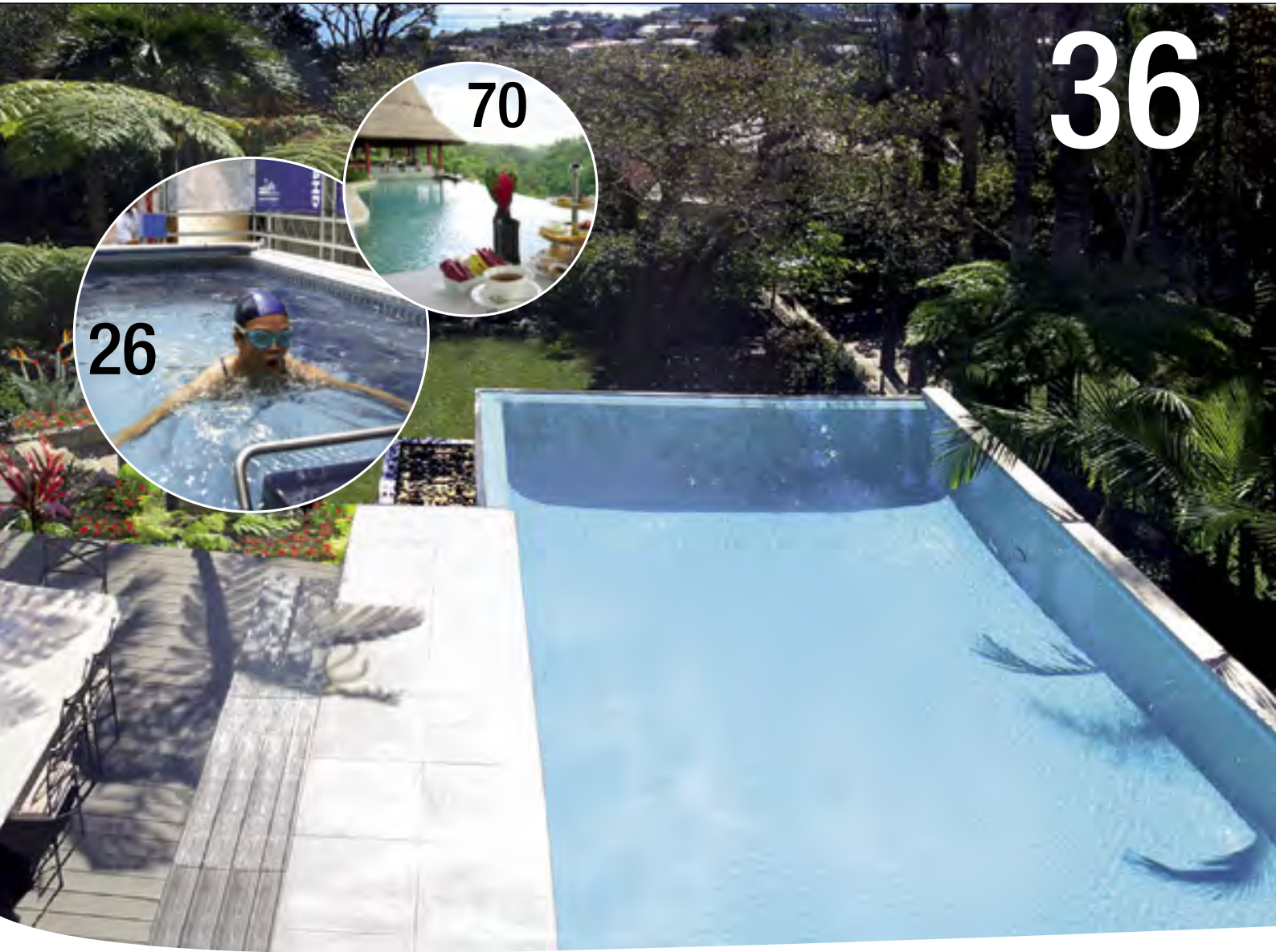
For more information on **the only complete solar package**, visit the website at www.sunbather.com.au

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Welcome to SPLASH!



And welcome back to Australia, all of you who came over to Singapore for our first venture into Asia. Everyone at SPLASH! was very pleased with the way it went, and we're sure it will be the beginning of something big. I hope those of you who attended enjoyed the show and found it useful for your business and professional development.

Not only was the trade show a great success, but it was wonderful just to visit the amazing city of Singapore – from the tropical night drive through the jungle zoo, to floating on top of the city in the Marina Bay Sands

SkyPark pool. It was something quite special.

We caught up with a lot of old friends in Singapore, and also made a lot of new ones. You'll find a full review of SPLASH! Asia on page 26.

Soon we'll be catching up with a lot of our New Zealand friends, when we head across the ditch for the third edition of SPLASH! New Zealand on August 17 and 18. This time we're going to Wellington, and the show will be running concurrently with the Just Add Water (JAWs) conference, so as well as meeting old friends, we're sure to make even more new ones.

Hope you see you there.



Chris Maher
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This issue's cover

This born-again pool has been vastly improved by a renovation designed by Peter Glass and Associates and built by BNS Landscapes. There is more on renovations on page 36. The inset shot shows the entrance to the SPLASH! Asia Pool and Spa Trade Show. There is more on the show on page 26.



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Sta-Rite gains renewed focus

THE STA-RITE BRAND IS SET TO RE-EMERGE AFTER A NATIONAL DISTRIBUTION DEAL WITH FOCUS PRODUCTS.

PENTAIR Water has appointed Focus Products as the Australian and New Zealand distributor for the Sta-Rite range of pool equipment.

The deal will see Focus exclusively handle the full range of Sta-Rite pool equipment in both markets. While the agreement is exclusive, some existing key distributors will continue to handle some Sta-Rite products for a limited time.

Focus Products will continue to supply the Noria range of pool equipment as an entry level complement to the Sta-Rite range.

Pentair has three complete lines of products: the Onga line, the Pentair line and the Sta-Rite line. Sta-Rite was acquired by Pentair in 2006 and by virtue of that acquisition, Pentair also acquired Onga. Until now, the main marketing focus by Pentair in this market has been the Onga and Pentair brands.

Hugh Smith, Director of Pentair's Asia Pacific Pool Group, says that while the Sta-Rite brand is well known globally, it had lost some presence in the Australian and New Zealand markets.

"Onga's been a traditional brand in Australia, it's direct to retail and good value and we're not changing anything within the Onga range – the Onga products will still be available in the same path," he says.

"Pentair is a distribution brand, standing for technological innovation through products like Intelliflo and the Intellitouch. The Pentair brand really caters to



Sta-Rite Silentflo pump – there is more information on the Sta-Rite range in the New Products section of SPLASH!

mid- to high-level builders.

"Sta-Rite is also a traditional brand. It stands for high performance and high quality – it's not a value line, but it represents value for performance and application. It is a complete range and also has some commercial/semi-commercial capacity.

"We didn't think we were really giving the Sta-Rite range enough attention here, even though it had a very good name and is a globally recognised brand. It just had a lower presence in Australia and New Zealand."

Smith says discussions with Focus principals Lauren and Steven Humphris began at the the SPLASH! Show on the Gold Coast last July.

"They have a strong presence there and that's when we first started to take notice of them," he says. "I absolutely think the world of Lauren and Steven, they're dynamic young folks who want to be successful, but they also want to do it right.

"They're very strong marketers and they think long term strategy. They have – par-

don the pun – a focussed sales team. And they're recognised nationally.

"In this industry deals are done by building long term relationships and developing trust – the ability to follow up, the ability to support someone. And these folks are representative of all that."

Smith says that the deal makes a lot of sense from a national point of view.

"Focus has a lot of strength in some markets and they have others they want to expand into. And we really want to support

that growth with them. We're behind them. In any relationship like this, their success is our success. I'm really confident in it.

"We're not going to disrupt our existing channel – we're going to add to it."

Focus Products' Sales Director Lauren Humphris says that Focus is committed to the development of technology, innovation and customer satisfaction.

"In anticipation of future market needs, as a company we are dedicated to technology, products and market leadership to ensure our clients' needs are met and to continue to deliver sustainable industry-leading growth," she says.

"Pentair Water are leading the world in equipment technology and partnering with them brings together world class high performance products with our intelligent practices. We look forward to the professional long term partnership between both companies."

Codes board removes portable spas from heating restrictions

IN an update to the earlier SPLASH! story regarding confusion over the Building Code of Australia (BCA) 2011, the Australian Building Codes Board (ABCB) has now clarified the spa heating issue.

The ABCB has issued a corrigendum to amend the BCA 2011 Volume One

and Volume Two to clarify the energy efficiency provisions that only spa pools that share a water recirculation system with a swimming pool are subject to restrictions on the type of heating able to be used.

These provisions do not apply to portable spa pools.

To view the affected provisions go to www.splashmagazine.com.au and click on the QuickLinks tab.

It's suggested that if you already have a copy of the BCA 2011, you should insert the new pages within your hard copy. The online version has already been updated.

BioLab Australia to diversify operations

POOL and spa water solutions company, BioLab Australia is planning to diversify its operations by launching new products for the bulk, mid-tier and professional pool technician markets.

BioLab is best known for its global research and development expertise through parent company Chemtura Corporation. It uses this expertise to develop uniquely branded product

lines across a range of international markets. These products are now being diversified into the Australian market.

BioLab Commercial Director, Lindsay McGrath says they will be launching new ranges to cover all market segments of the recreational water industry.

"We're also planning new large volume products for professional pool technicians," he says.

"Our investment and commitment to the premium BioGuard brand will remain unchanged.

"We will continue to work hard to maintain and protect BioGuard's market position and enhance the opportunities for our existing retail network."

He also says they have a number of new initiatives planned for 2011 and will announce the details in due course.

Bouquets at flower and garden shows



Bathe by Phillip Johnson Landscapes

PHILLIP Johnson Landscapes has won the Most Sustainable Garden Award at the 2011 Melbourne International Flower & Garden Show for the Bathe installation – showcasing compact urban sustainable landscaping and natural pool design, construction and maintenance.

Also awarded a Bronze Medal in the Show Garden category, Bathe demonstrates the company's unique approach to rooftop and vertical garden design, integration and maintenance; and the use of reclaimed materials including concrete rubble to create attractive waterfalls and landscape features.

The colossal sheet of granite used in the construction was rescued from Lysterfield Quarry where it was to be crushed into road base.

The pool uses simple technology including a natural filtration zone system,

while the water level is sustained using various on-site capture systems. Clusters of native rushes and sedges such as water ribbons are found in the filtration zone bordering the natural pool.

Raw materials have been sourced within a 100km radius of the site. Construction of the natural pool involves a combination of waterproof membranes and geo-fabric as protective linings.

Creative Director, Phillip Johnson, says that recent severe weather, from drought through to flooding, means our approach to landscape design needs to now consider both extremes.

"Billabongs and natural pools are the soul of each of our landscapes – they provide a reservoir of water during times of low rainfall and can assist in fire-safety; and in times of flooding, act as a catchment area," he says.

Meanwhile, Jason Hodges of Hodges Landscaping and Better Homes and Gardens fame won the Gold placing for the third year in a row. He thanked Australian Plunge Pools as a major sponsor.

"Australian Plunge Pools have enjoyed increased sales success on a national level with summer sales and distributor interest from all over the country," says director Cameron Maxwell.

On the other side of the world, an Australian design including a boomerang-shaped pool won gold at Chelsea Flower Show.

The desert-to-sea themed Australian Garden designed by Jim Fogarty and built by Landform Consultants has been given the honour of being one of only eight gardens displayed on the main avenue of the show.

The design was based on the multi award-winning Australian Garden at Melbourne's Royal Botanic Gardens. All the plants featured are Australian native plants, including the turf.

The garden tells a symbolic story of the journey of water through Australia's arid outback eastward to the urbanised coast. The dry riverbed path, outback flowering plants, salt pan and water hole represent the arid outback. Water appears, bubbling up from the artesian basin, and flows along the water feature to the coast in the culturally significant shape of a hunting boomerang. The water reappears as a cascade down the rusted steel gorge wall, finally disappearing into underground aquifers to begin the journey again.

You can take a virtual tour of the display by following a link at www.splashmagazine.com.au.

Keeping pools frog-free

WET WEATHER HAS SEEN AN INCREASE IN THE NUMBER OF FROGS FINDING THEIR WAY INTO BACKYARD SWIMMING POOLS.

IN light of the increased incidence of frogs in pools, Bill Mansfield from BioGuard has offered a few suggestions. He says frogs do not like pool water and would stay out of a clean, sanitised pool, but they are unaware of the chemicals in the water until they get into the pool.

Unfortunately, there is no easy chemical treatment to stop frogs getting into a pool. The only way is to create a barrier between them and the water or a boundary around the pool that frogs will not like to cross.

Mansfield says that barriers such as a pool blanket or a raised section around the pool (about 20cm high) will deter frogs, but make sure they cannot climb the barrier.

Another way to prevent frogs getting into the pool is to make a salt barrier deterrent. Dilute salt into a bucket of water (about 1kg of table salt per 10L bucket) and pour this salty water around the edge of the pool. When the water evaporates there will be a light coverage of salt



Tree frog photo by LiquidGhoul

over the area. The salt is uncomfortable to the frogs' feet and will deter them without harming them. Be aware, if you have grass or plants near the edge of your pool, this salt water mixture could kill nearby plants if spilt on them.

Other ways to deter frogs is to make the surrounding areas undesirable to frogs. Fill in any holes in the garden and pull up any large clumps of weeds

where frogs may like to hide. If you are a keen gardener you could purchase a fertiliser with ammonia sulphate in it which will also deter frogs in a similar way to the salt.

Finally, you could provide something for the frogs to climb out of the pool. A paddle-board left half in the pool may help the frogs get out of the pool before they drown.

New digital resource for small business

THE Federal Government has launched a new free computer-based information tool for small businesses. The Small Business Resource Kit brings together essential information and valuable tips.

According to the Minister for Small Business, Senator Nick Sherry, small business operators are generally time-poor – they are focused on develop-

ing their businesses and need access to resources in a way that suits their busy schedules.

"This kit gives small business operators instant access to resources in a variety of formats, including video files, audio recordings, as well as traditional handbooks," he says.

It includes information on obtain-

ing grants, government assistance and other useful advice to help grow a small business.

The kit is available online or on a USB pendrive. You can obtain a Small Business Resource Kit by calling 1800 77 7275, going to www.business.gov.au/resourcekit or by clicking on the Quick-Link tab at www.splashmagazine.com.au.

Waterco wins at Spatex

WATERCO has won the Best Product Award at the British water leisure expo, Spatex, for the MultiCyclone Plus pre-filtration and filtration system. It impressed judges with its water saving capabilities, its energy efficiency and streamlined sizing.

"The MultiCyclone Plus is an extremely well designed product that very much lives up to its environmental credentials," says Tony Fisher, managing director, Waterco UK. "We are delighted with this award win."

Waterco first introduced the MultiCy-

clone pre-filter in 2007, offering a major industry innovation. The MultiCyclone Plus combines the pre-filter with a built-in cartridge filter – and the streamlined design means the entire pool filtration system can be installed vertically, atop a standard pool pump.

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

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US industry in meltdown over drain cover recall

The US Consumer Product Safety Commission (CPSC) has recalled approximately one million incorrectly rated pool and spa drain covers that potentially pose an entrapment risk.

The issue of high flow rates through pool safety covers has sparked the CPSC to request a voluntary recall of up to one million previously approved drain covers.

The recalled drain covers had already passed safety tests, but the testing methods have been queried. As a consequence, the CPSC says the recalled drain covers were incorrectly rated to handle the flow of water through the cover, which could pose a possible entrapment hazard to swimmers and bathers.

The US industry had already been reeling from the costs involved in replacing drain and outlet covers in compliance with the Virginia Graham Baker (VGB) Act. It now appears many of those covers will need to be replaced again.

The CPSC says that consumers and builders should stop using recalled products immediately unless otherwise instructed, and that it is illegal to resell or attempt to resell a recalled consumer product.

The following manufacturers have assisted the CPSC by recalling the affected drain covers: A&A Manufacturing, AquaStar Pool Products, Color Match Pool Fittings, Custom Molded Products, Hayward Pool Products, Pentair Water Pool and Spa, Rising Dragon USA, and Waterway Plastics. For more information go to www.splashmagazine.com.au for a QuickLink to the dedicated CPSC web page.

There are approximately 6.2 million residential and public in-ground pools and in-ground spas in the US. This recall will affect less than five percent of these installations, but the CPSC says the total number of actual covers recalled could be as many as one million.

The National Drowning Prevention Alliance (NDPA) supports the CPSC recall.

US pool builder pleads guilty to homicide

US pool builder, David Lionetti, CEO of Shoreline Pools, has pleaded guilty to criminally negligent homicide for the 2007 death of six-year-old Zachary Cohn by entrapment in a Shoreline-built residential swimming pool.

Lionetti was sentenced to a suspended one-year prison term and a further three years of probation. He had originally been charged with the more serious charge of second-degree manslaughter. As part of a plea arrangement, Shoreline will also pay \$150,000 to the pool safety organisation, the Zac Foundation, set up by Cohn's parents. Additionally, Shoreline Pools must retrofit 100 unsafe pools gratis and supply a customer mailing list to the Zac Foundation.

The State made the case that Shoreline failed to install the required vacuum-release system in the pool and failed to design an appropriate dual-drain system that would have decreased the suction force of the drain that trapped Zachary by the arm and killed him. The court was presented with evidence that Lionetti was aware of the pool safety code changes through industry news alerts and via other members of the industry.

In a statement, Zac Cohen's parents said they hoped the result of the court case would mean a better future for pool safety.

Meanwhile, the relatives of an entrapment victim are suing the Sandals Resorts in the Bahamas for wrongful death. The case is filed in Florida due to the fact some defendants are based in the US. The case has come about following last year's entrapment drowning of 33-year-old baseball champion, John Van Hoy Junior. Also named in the case are Unique Vacations, AO Smith Corp, Hayward Industries, Pentair Water Pool and Spa, Sta-Rite, SCP and Hospitality Purveyors.

Child drowns at Darwin water park

A four year old boy drowned at the Leanyer Recreation Park in suburban Darwin.

The boy was found unconscious in the water of the main swimming pool late in the afternoon. He was reportedly pulled from the water by another young swimmer, but was not breathing and did not have a pulse. Lifeguards and paramedics performed CPR, but the boy could not be revived. He was pronounced dead on arrival at Royal Darwin Hospital.

The child was a member of the local Sudanese community. Police are investigating the cause of the death and a file is being prepared for the NT Coroner.

Revised Australian safety standard becomes law

A major pool and spa safety milestone has been achieved, with a new Australian Standard for pool and spa suction point covers becoming law on May 1, 2011.


Revisions to the Australian Standard 1926.3-1993 Swimming pool safety – Water Recirculation and Filtration Systems has taken more than two years of intensive lobbying by a number of parties including the Swimming Pool and Spa Association of NSW (SPASA NSW).

"This is a huge leap forward for consumers and the pool and spa industry as a whole," says Spiros Dassakis, CEO of SPASA NSW. "Not only will these changes make pools and spas safer, they'll also bring long-term benefits to the industry across the country.

"In particular, the new standard will have a significant impact on hydraulics and will revolutionise the way in which pool and spa hydraulics are installed, not to mention the way suction covers are independently laboratory tested.

"Following the coroner's findings into the tragic death of Shannon Rankin, who drowned in 2006 after becoming trapped by a filter drain at the bottom of a spa, the ministers started to reply to my correspondence. Now, after over two years of lobbying, the standard has been adopted," says Dassakis.

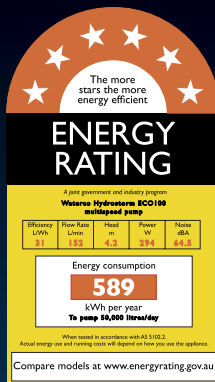
"In the past few years there have been significant technological advances and the development of alternatives, so the newly amended standard now allows for safer suction point covers to be used. Builders, retailers and technicians should check with their supplier to ensure suction covers after 1 May comply with the new standard."

The new standard will apply to swimming pools and spas built from May 1, 2011. Pools commenced prior to May 1, 2011 will fall under the previous standard. 

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The Coaches

THE WISDOM OF COACHES, FROM BENNETT TO LAWRENCE.

The Coaches features interviews with 12 of Australia's finest sports coaches including Wayne Bennett, Laurie Lawrence, Ron Barassi, Norma Plummer and Ric Charlesworth.

The book is the first of seven in the Sports Wisdom Revealed Series to be co-authored by former Melbourne Storm legend Scott Hill and physiotherapist and elite team manager David Becker.

The Coaches includes some great words of wisdom. Take for example these gems from Wayne Bennett, one of the all-time best Australian coaches.

- The difference between great players and others is their ability to acknowledge that they can learn from others, and so they listen, process and make changes if necessary.
- Skills never leave an athlete during a performance slump, what leaves you temporarily is confidence, but a positive attitude will pull you through because it is your skill and instinct that made you the player you have been.
- The only individuals who fail are those who give up. Educate your children on the fact that if they quit, they will never find out what they are capable of.

Hill and Becker are interviewing 84 of Australia's greatest sports coaches, captains and athletes for this book series, and passing their 'gold' on to parents, coaches and mentors because their wisdom has the capacity to shape the way parents and coaches prepare their children for their sport and their life ahead.

A school affiliate program has been launched alongside the Book Series to help schools and sporting organisations raise money to support young, budding sportspeople. Free to join, the program gives registered schools and clubs \$10 back from every book sold.

The other books in the Sports Wisdom Revealed series include: *The Captains*, *Great Male Athletes*, *Great Female Athletes*, *Inspirational Champions*, *Olympic Gold*, and *Indigenous Champions*.

For more information or to buy a copy of the book visit www.sportswisdomrevealed.com.au



Win a copy of The Coaches

SPLASH! has a copy of *The Coaches* 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.

Industry calendar

FUTURE INDUSTRY DATES TO KEEP IN MIND

June	17	SPASA NSW Trade Day
June	18	SPASA NSW Awards Night
June	22-24	Asian Attractions Show, Resorts World Sentosa, Singapore
July	1-3	Australian Short Course Championships, SAAC, Adelaide
July	2-3	SPASA SA Pool & Spa Show
July	15-17	National Austswim Aquatic Education Conference, Radisson Gold Coast
July	16-21	FINA World Championships (Open Water) – Shanghai, China
July	23	SPASA Queensland Awards of Excellence Dinner
July	23	WA Awards of Excellence Dinner
July	24-31	FINA World Championships (Pool), Shanghai, China
Aug	7-10	Para Pan Pacific Championships, Edmonton, Canada
Aug	9-10	Better Water Seminar Series, Brisbane
Aug	10-12	Waves Pool Spa Bath International Expo, Pragati Maidan, New Delhi, India
Aug	12 / 15	Better Water Seminar Series, Sydney, DTBC
Aug	16	Better Water Seminar Series, Canberra
Aug	14-15	SPASA Victoria Spa & Pool Show
Aug	16-20	World Junior Championships, Lima, Peru
Aug	16-19	World University Games, Shenzhe, China
Aug	17-18	SPLASH! New Zealand, Wellington Town Hall
Aug	27	SPASA Victoria Awards Night
Aug	TBA	SPASAC meeting
Sep	3-4	Perth Spring Pool Spa and Outdoor Living Expo
Sep	7	SPASA Queensland Golf Classic
Sep	9	SPASA SA Golf Day
Sep	9-12	Commonwealth Youth Games, Isle of Man
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	26-29	Aquanale, Cologne, Germany
Nov	2-4	IPSPE, Mandalay Bay, Las Vegas
Nov	14-18	IAAPA Convention and Trade Show, Orlando, Florida
Nov	18	WA Sundowner
2012		
July	25-26	SPLASH! Pool and Spa Trade Show, Jupiters Gold Coast

More details, dates and links 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



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Wet summer stunts market

EACH ISSUE SPLASH! PUBLISHES DEVELOPMENT APPLICATION (DA) NUMBERS. THESE NUMBERS TEND TO BE ON THE LOW END OF THE SCALE OF ESTIMATES, BUT PROVIDE A VALUABLE INDICATION OF THE WAY THE MARKET TRENDED DURING THE REPORTED PERIOD.

THE swimming pool DA numbers up to March 2011 show a continuation of the incline in new pools being approved over the past twelve month period.

However, there is a marked drop in the number of DAs over the past two reported months (February and March). This is highly likely to be the influence of the wet summer – showing a decrease across all states – and specifically the floods, showing a dramatic 80 per cent drop in Queensland and a 13 per cent drop in Victoria. South Australia also showed a considerable drop of 31 per cent in those months, while New South Wales dropped by 11 per cent and Western Australia by five per cent.

However, overall the annual figures are looking good. A comparison shows the 12 months to March 2011 had 19 per cent more approvals than the previous corresponding period.

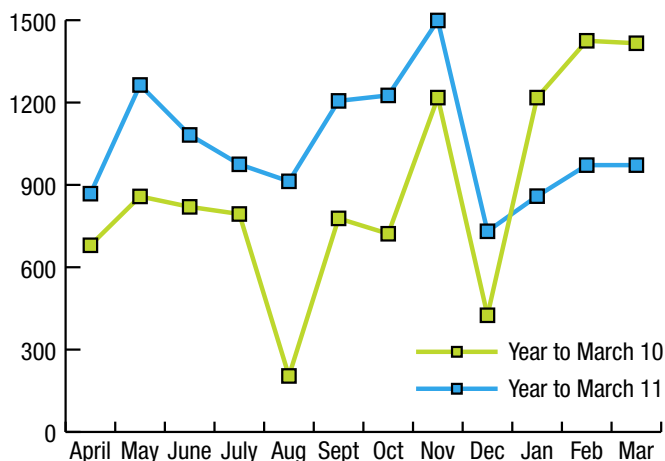
New South Wales continued to do well, with a 98 per cent increase for the 12 month figures. However, the dramatic discrepancy between the figures raises the question whether the figures may have been under-reported in the previous year. Victoria showed a 32 per cent increase, Western Australia showed a six per cent increase and South Australia a seven per cent increase. Tasmania showed a dramatic increase, but off a very small base.

The poor summer and floods showed up in the 12 month figures for Queensland, showing DA numbers down by 28 per cent overall.

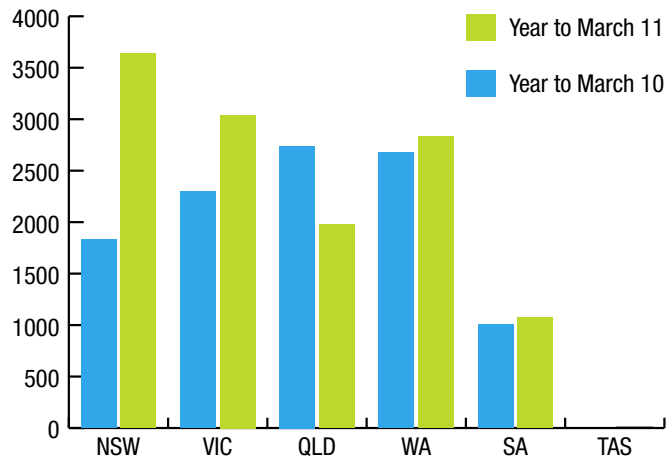
It should be taken into consideration that comparisons of DA numbers against other data indicate that some figures could be considerably higher – though they would not necessarily affect the comparison percentages.

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 num-

Comparison of Australian pool approvals Year-to-March 2011 with Year-to-March 2010



Pool Approvals by State Year-to-March 2010 and Year-to-March 2011



bers could be considerably higher than the quoted DA figures – by some estimates, they could be double.

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.

Retail up in April

RETAIL trade figures are up 1.1 per cent in April, seasonally adjusted, following a fall of 0.3 per cent the previous month, according to the Australian Bureau of Statistics (ABS).

Known to be the strongest growth for the past 15 months, the results have been warmly welcomed both the National Retail Association (NRA) and the Australian Retailers Association (ARA).

NRA executive director Gary Black said the result was particularly positive given the relatively short trading month in April.

“This result was achieved despite the fact that retailers in most states were forced to close for three or four days during April for public holidays. In that sense it is a particularly strong result,” he said.

At the same time, the ARA said Easter and Anzac Day period gave consumers more time to shop.

Year-on-year results show growth of 3.47 per cent for all retail categories.

On a state-by-state basis, the retail sales results continue to be a mixed bag as turnover rose in Victoria (2.8 per cent), Queensland (1.8 per cent), Western Australia (0.6 per cent), New South Wales (0.1 per cent) and Tasmania (0.5 per cent). Meanwhile, turnover fell in South Australia (-0.4 per cent), the Australian Capital Territory (-0.6 per cent) and the Northern Territory (-0.8 per cent).

“Victoria and Western Australia are now showing very strong results, and have been doing so for a number of months.”



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Around the globe

BETTER SIGNS FOR US MARKET

US pool magazine Aqua has conducted its annual State of the Industry survey, finding that 2010 marked a turning point with numbers going up – but only slightly. According to Aqua, the results indicate the downward trend might have turned the corner, with stability settling in and the hope of gradual growth in the future.

Two-thirds of respondents plan to maintain their current staffing levels while a quarter actually intend to raise them. Only seven percent anticipate a decrease. Ten percent more builders than last year plan to increase spending, with many planning to buy new equipment, educate employees and improve marketing and advertising efforts.

Overall, gross revenues in 2010 were up compared with 2009 by a few percentage points. The majority of respondents expect further increases in 2011.

SPA PARTS PLUS GETS BIGGER

US spa product distribution company, Spa Parts Plus, acquired Californian spa accessories wholesaler California Specialty Distributors (CSD). CSD will operate as a division of Spa Parts Plus, being consolidated into the Memphis facility.

Barry Knickerbocker, known to visitors of previous editions of the SPLASH! New Zealand Pool and Spa Trade Show, says the acquisition adds opportunities for growth, improves economies of scale and adds new products to their portfolio including new chemicals, cover lifts, filters and steps. It also improves their international reach to Europe and Israel. Knickerbocker hopes one day to extend to Australasia as well.

SMART AND POWERFUL

SMARTPOOLS International has won recognition as a Malaysian Power Brand. Malaysia Power Brand seeks to give due recognition to small and medium enterprises that have achieved excellence in their industries and are brand icons in their own right. To be eligible for consideration, brands must be registered in Malaysia and have a minimum annual sales turnover of RM1 million, amongst other criteria.

PISCINA LOOKING UP ON 2009

MORE than 200 companies from 20 countries have already confirmed their participation in Piscina BCN 2011 in Barcelona, Spain. The decade-old show is a leader in Spain and also an important international fair and industry forum. Bookings are up 14 per cent over the same period in 2009.

Piscina BCN will also provide the setting for various side events, such as the 3rd Ibero-American Congress on Sports and Recreational Facilities, CIDYR, a benchmark forum which brings together companies and experts from 23 Latin American countries. The event targets physical education graduates, managers and builders of sports facilities, clubs, consultancy companies, engineering companies, architectural offices and all professionals involved in the maintenance of sports facilities, as well as sports promoters.

The show is also hosting the Piscina BCN 2011 Awards, which are given to companies that present the most innovative initiatives in terms of sustainability in the fields of swimming pools, wellness and aquatic facilities.

According to the latest available data from the Asociación de Fabricantes de Equipos, Productos Químicos y Constructores de Piscina (ASO-FAP), the world stock of swimming pools amounts to 13 million units. Spain ranks second in Europe, with 1,112,000 family pools. Almost half (49 per cent) are more than 10 years old, which represents a clear growth opportunity in the market in terms of renovation and accessories.

There are currently 79,059 sports centres in Spain that house 31,689 swimming pools; while there are 850 wellness establishments, 680 of which are spas and hotels with spa or hydrotherapy and 189 city spas.

NSPF ENDORSES MAHC

THE US National Swimming Pool Foundation (NSPF) has endorsed the first module of the Model Aquatic Health Code (MAHC), entitled “Operator Training.”

The Model Aquatic Health Code is being created by the Centers for Disease

Control and Prevention (CDC) and dozens of volunteers. This standard is the first public-domain, scientifically-based standard that is free for all jurisdictions. The first of twelve modules entitled “Operator Training” was issued on April 8, 2011. A second module on “Ventilation/Indoor Air Quality” was released for public comment on April 13, 2011. Another half dozen modules are in final review and are being formatted. The final MAHC will consist of twelve main modules.

There is more on the MAHC and Australia’s need for a similar initiative on page 74 of this issue of SPLASH!

SWEDES JUST WANT TO BE NUDE

Another clothing controversy has erupted in Sweden. First, came the ban of veils, leading to greater use of Burquinis. Then was the Bare Breast movement, in which women appealed for equal rights by being allowed to swim topless in public pools, arguing it was prejudicial if men could swim topless and they couldn’t.

Now, a Stockholm group of men has attacked people who refused to strip down for showers and saunas. While it may seem just the normal Swedish predilection for going buff, there is a health and racial undertone to the argument.

The group argues that people with foreign backgrounds often flout the rules posted on the walls of the swimming pool changing rooms by refusing to remove their swim suits or underpants in the showers and in the saunas, or for failing to shower at all before entering the sauna or gym.

EGYPT OPENS TWO NEW WATERPARKS

Two new water park projects have opened in Egypt’s most popular tourist destinations, on opposite sides of the world-renowned Red Sea. Designed by WhiteWater West, the Coral Sea Splash Resort in Sharm El Sheikh features many rides including a Boomerango, SuperBowl and FlowRider; while the Makadi Palace in Hurghada will also feature a FlowRider as well as many rides including Egypt’s first custom pirate-themed AquaPlay RainFortress.

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