

- 1. I note that several pages of the publicly available version of the Skywhale contract are blank and marked "confidential". Is the government prepared to publish those pages? If not, why not?

Advice from Shared Services Procurement is that: "should consideration be given by the Territory to vary the existing Services Agreement with Global Ballooning Pty Ltd to release all information previously approved as "Contractor Confidential Text", then Global Ballooning will need to be consulted and provide their approval to the release of that information. This process is normally formalised under a Deed of Variation process to the Services Agreement. Depending on how amendable Global Ballooning are to the request by the Territory, this could take anywhere between a couple of days to a couple of weeks."

- 2. Several industry operators have approached us concerned that the price paid per operation of the balloon is way above the industry norm for a specialist balloon. What assurances can the government give that all efforts were made to ensure the deal for Skywhale was the best value for money for taxpayers? Industry standard rates for a flight of a specialised balloon is \$4000-\$5000.

The Centenary of Canberra Unit advertised a Request for Proposal (RFP) procurement process for the commission and operation of a hot air balloon via select tender. The RFP was sent to three Australian companies operating hot air balloons, and two submissions were received, and both included the cost per flight of the balloon. The successful tenderer submitted costs per flight of \$3,500 per flight.

The remainder of the \$166,000 tender price includes:

- o Travel and accommodation for the operators for 2013
- o The test flight(s), photography and videography including production costs and rights
- o Photography and videography for one Canberra flight
- o Website creation and maintenance, and social media operations for the remaining seven months of this year
- o Educational resources for primary and secondary students.

- 3. And to produce the balloon, about \$110,000.

The Centenary of Canberra sent a Request for Proposal (RFP) to five companies manufacturing hot air balloons (all the companies known to manufacture special-shaped hot air balloons) to work with Patricia on a feasibility study for her design. Only one company - Cameron Balloons Ltd of Bristol UK, (the acknowledged industry leader) submitted a tender, and they were subsequently chosen. It should be noted that the basic balloon requires stitching of 5 pieces of material, whereas the Skywhale included 115 pieces of material in its complex design.

We could not be happier with the level of commitment and professionalism shown by Cameron Balloons. At their own expense they flew their project manager to be present at the test flight - from the UK, travelling in Australia and accommodation for a week and a half. Also at their own expense they couriered the balloon back to the UK and carried out the repairs. That is about \$10,000 AUD each way.

- 4. Did Events ACT have a role in developing or contracting Skywhale?

Events ACT was aware of the project but had no direct role in its development.

Also of interest:

- Tourism Australia has shared a Skywhale photo library with its 4,276,876 followers on Facebook.
- Youtube first flight video: viewed 54,374 times to 4.30pm today.

**Comacchio, Teresa**

---

**From:** Hobba, Julian  
**Sent:** Monday, 3 June 2013 11:40 AM  
**To:** Comacchio, Teresa  
**Subject:** FW: Questions and Answers - Balloon

---

**From:** Hobba, Julian  
**Sent:** Thursday, 9 May 2013 3:58 PM  
**To:** Lasek, Jeremy; Stankevicius, Adam  
**Cc:** Cirson, Adina; Cronan, Patrick; Roberts, Susanne  
**Subject:** RE: Questions and Answers - Balloon

hello,  
  
I have put some answers in below.

Cheers  
Julian

---

**From:** Lasek, Jeremy  
**Sent:** Wednesday, 8 May 2013 3:20 PM  
**To:** Hobba, Julian  
**Cc:** Cirson, Adina; Cronan, Patrick; Roberts, Susanne  
**Subject:** FW: Questions and Answers - Balloon

Some questions from CM office - I think I know the answers but best to come from you Julian thanks.

Yes public welcome to see the balloon on Saturday...we will be promoting that...Sue could you ask Ian if he can add this to tomorrow or Friday's Gang-Gang please?

---

**From:** Cirson, Adina  
**Sent:** Wednesday, 8 May 2013 3:17 PM  
**To:** Lasek, Jeremy; Cronan, Patrick  
**Subject:** RE: Questions and Answers - Balloon

Jeremy

Just a couple of follow up questions on the below – in anticipation. (also Ian Warden said today Monday would be first opp to see – are public able to attend on Saturday?)

1. Was there the potential for the balloon to stay in Canberra?

Yes. A proposal for the commission/operation of the balloon was submitted by a Canberra based company, however, it was deemed in the evaluation process that the proposal from Global Ballooning offered the greater opportunity for the work to promote the Centenary of Canberra Interstate and

internationally with strong marketing and documentation support. (See below evaluation report for commissioner/operator and signed brief to approve commission).

So question is – was there an option to retain ownership of the balloon? – I am not sure why ownership transfers to the manufacturer.

Yes, that option did exist. The two ownership options on which Government Solicitors' Office advice were sought were: the Territory owning the balloon and leasing it to an operator for the duration of 2013 or the Territory transferring ownership to a qualified balloon operator. The second option was considered, and ultimately accepted based on the advice of the Government Solicitors' Office because:

- Hot air balloons have specialised storage, handling and transportation expertise that the Territory does not possess;
- Keeping the balloon operational requires specialised licences and insurances that the Territory does not possess;
- Flying the hot air balloon carries very high risk to public safety, which is greatly mitigated against by being maintained and owned by a balloon operator
- The risk to the Territory from operational risks and liabilities – which are considerable – are essentially eliminated by the balloon being owned by a qualified operator
- There are considerable whole of life costs in the maintenance and operation of the balloon that the Territory does not have an ongoing project budget to expend

Another significant reason to place the balloon in the ownership of a qualified operator was because, with a contracted obligation to make the appropriate acknowledgement of the Centenary of Canberra at all further appearances, that operator with extensive international experience and connections was most likely to continue the project into the future, making it a lasting legacy of the Centenary of Canberra.

Secondly

Is the Operation, licences & insurances, test flight, documentation and supporting website: \$166,000

Providing for only one flight on the Monday? Or does each additional flight cost the same? What is the remaining budget for additional flights in Canberra?

Each flight costs \$3,500 plus the cost of travel and accommodation for the balloon and the operators. After the Hobart flight in June, there is budget for three more flights. Discussion is underway for a flight in Melbourne (Australian Centre for Contemporary Art), which would leave two which could be used in Canberra. But I would like to revisit the conversation with ACCA in Melbourne so that they pay for that flight, thereby allowing for the possibility of three more flights in Canberra, if desired. The flight schedule is variable in writing and will be revisited after the launch.

Thirdly

When will the balloon go back to Bristol?

The balloon has been back to Bristol for minor repairs and arrived back in Melbourne on Monday 6 May.

Fourth

Why is there no Centenary or Canberra branding on the balloon? – given that it is meant to promote the Centenary of Canberra?

The balloon is a work of art; it is not designed to be, in itself, a marketing tool. The website [www.theskywhale.com](http://www.theskywhale.com) that has been created will carry the message of the Centenary of Canberra and its role as the commissioning body of the work, rather than a logo on the work itself. Branding on the work would render it valueless as a work of art.

Cheers

A

Adina Cirson | Communications Director | Office of the Chief Minister  
: 620 50384 | f: 620 53030 | m: 0435 964 454 | [adina.cirson@act.gov.au](mailto:adina.cirson@act.gov.au) | [www.chiefminister.act.gov.au](http://www.chiefminister.act.gov.au)

---

IMPORTANT: This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or of privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

---

---

**From:** Lasek, Jeremy  
**Sent:** Thursday, 2 May 2013 3:15 PM  
**To:** Cirson, Adina; Cronan, Patrick  
**Subject:** FW: Questions and Answers - Balloon

Team  
As discussed see these balloon Q and As...if you have any more Qs please let me know.  
Cheers  
Jeremy

---

**From:** Lasek, Jeremy  
**Sent:** Monday, 29 April 2013 12:56 PM  
**To:** Hobba, Julian  
**Subject:** Questions and Answers - Balloon

for the CM...can we also attach any relevant briefs around approvals for the project please.  
Thanks  
Jeremy

2. How did the balloon project originate?

In the course of scoping and developing the Centenary of Canberra program, in 2011 Creative Director Robyn Archer approached Patricia Piccinini about her interest in designing a sculpture that would be delivered as a hot air balloon. Ms Archer was keen to commission the work because it would celebrate Canberra's love of, and reputation for, hot air ballooning as well as its rich history in, and collection of sculpture.

3. How long has the project taken?

The draft Centenary of Canberra program endorsed by Cabinet on 27 April 2010 described the commission of a hot air balloon from an artist, with Patricia Piccinini identified as the preferred artist. Creative conversations with Ms Piccinini and the scoping phase of the procurement process began in July 2011. Contract negotiations with Ms Piccinini began in December 2011 and the procurement process was approved by the Director General at the same time.

4. Why was Patricia Piccinini selected?

Patricia Piccinini was selected for a number of reasons: she arrived in Canberra as a seven year old child of Italian immigrants and, after attending Red Hill Primary, Telopea Park High, Narrabundah College and Australian National University, has gone on to achieve world renown as a sculptor. She is Australia's most successful and recognisable contemporary sculptor and has been exhibited at the Venice Biennale, the Victoria and Albert Museum London, Montreal Museum of Fine Arts and Documenta in Germany.

Centenary of Canberra Creative Director Robyn Archer considered that Ms Piccinini's work, which focuses on organic forms, was particularly suited to a work of the scale and form determined by a functioning hot air balloon. She considered an artist with Ms Piccinini's proven record of delivering ambitious work of high quality and design expertise was required. It was serendipitous that the sculptor most suited to the commission is also, in Ms Piccinini's own words, a "daughter of Canberra".

Ms Archer considered that a work of the type, scale and ambition of *The Skywhale* would focus attention on Canberra's strength in bold, innovative design.

5. Were other artists considered?

No, for the unique confluence of reasons described above, Ms Archer determined that Ms Piccinini was the ideal choice for the commission.

6. What does the balloon project cost?

- Balloon purchase, freight, etc: \$172,000
- Operation, licences & insurances, test flight, documentation and supporting website: \$166,000
- Patricia Piccinini fee: \$8,000
- Patricia Piccinini travel & accommodation: \$2,000
- Contribution to CMAG exhibition freight (up to, and may not be required): \$2,000
- Total: \$350,000
- Minus, contribution from Aranday Foundation: \$50,000.

7. Where was it manufactured?

The balloon was manufactured by Cameron Balloons in Bristol, UK. See below for more detail.

8. Is the manufacturer reputable?

Cameron Balloons was founded in 1971 and has been manufacturing balloons for 40 years. The company has manufactured nearly 400 special shape hot air balloons, which is approximately 80% of all the special shape hot air balloons in the world. Thirty four balloons have been manufactured by the company for export to Australia, seven of which were special shapes.

9. Who else is involved in the project?

Global Ballooning are the Operator of the balloon and they have partnered with Blue Boat, a marketing company, who are carrying out the marketing and documentation and building and maintaining the website for the project

10. Is the balloon fully funded by the Centenary (ACT Government)?

The Aranday Foundation have provided \$50,000 in philanthropic funding towards the commission of the work.

11. What process was undertaken to select the project team?

On 18 November 2011, the Director-General approved a Procurement Plan for a Hot Air Balloon Commission Project outlining the strategic approach for the planning and delivery of the proposed hot air balloon, including single select for artist Patricia Piccinini.

On 14 December 2011, the Centenary of Canberra Unit advertised a Request for Proposal procurement process for a design and manufacturing feasibility report study (RFQ 2011.17950.110) via select tender. The RFQ was sent to five companies manufacturing hot air balloons. On 27 January 2012, the procurement process was closed with one submission received from Cameron Balloons Ltd of Bristol UK.

On 28 February 2012, the Territory executed a Letter of Agreement with Cameron Balloons Ltd to provide a feasibility report for a special shape hot air balloon based on a design by an artist selected by the Territory.

On 13 March 2012, the Territory executed a contract with artist Patricia Piccinini to design a special shape hot air balloon and to collaborate with Cameron Balloons Ltd to produce a feasibility report for the proposed balloon.

On 17 April 2012, the Territory received the feasibility report prepared by Cameron Balloons Ltd for the hot air balloon designed by Patricia Piccinini:

On 8 May 2012, the Centenary of Canberra Unit advertised a Request for Proposal procurement process for the commission and operation of a hot air balloon (RFP 2012.19698.110) via select tender. The RFP was sent to three Australian companies operating hot air balloons.

On 29 May 2012, the procurement process was closed with two submissions received. One submission was a combined proposal from the two Canberra based companies, 'Dawn Drifters' and 'Balloons Aloft Canberra'; and the other submission was a combined proposal from Melbourne based operator 'Global Ballooning' and 'BlueBoat' marketing company.

On 3 July 2012 an evaluation report was signed authorising the negotiation of a Services Agreement with the Territory's preferred tenderer to operate and market the balloon, Global Ballooning and BlueBoat marketing.

On 10 August 2012 a Services Agreement between the Territory and Global Ballooning was executed to allow Global Ballooning to commission the manufacture of the hot air balloon envelope from Cameron Balloons.

On 13 March 2013 a Deed of Variation to the Services Agreement between the Territory and Global Ballooning was executed to allow for a test flight of the balloon and to allow Global Ballooning to engage their proposal partner – Blue Boat – to provide the full scope of marketing services.

12. What influence did the ACT Government or the Centenary have over the final shape of the balloon?

The Centenary Unit provided the artist with a broad brief for the envelope design: is uniquely identifiable when flying at height and which inspires wonder, stimulates imagination and provokes conversation in the wider public. The design produced by the Artist has been discussed with the Centenary Unit, but not altered as a result of those discussions.

13. Is it a complicated design?

*The Skywhale* is a very complicated design for a special-shaped hot air balloon. In 40 years, Cameron Balloon had not worked on a balloon with as many fabrication complexities.

**Exempt s43**

That basic design would consist of five pieces of fabric and one colour. *The Skywhale* has approximately 115 pieces of fabric and 256 different colours. It was built to an exacting artistic concept and has varied remarkably little from the Artist's design. Six people stitched *The Skywhale* together with over 3.3m stitches, taking seven months and 1880 hours to design and build in total.

14. When will the balloon make its first flight?

The balloon has had a test flight in a isolated location to test its flying qualities. It will be officially launched on 11 May 2013 at the National Gallery of Australia as part of the Sculpture: Space and Place symposium that is part of the wider TOUCH: Sculpture and the Land program for the Centenary of Canberra. The flight on the 11<sup>th</sup> will be a tethered flight, but the work will fly again two days later on the morning of Monday 13 May.

15. Are there plans for additional flights?

MONA will present the work on two weekends in Hobart 15/16 June and 22/23 June and the work will be presented at the Australian Centre for Contemporary Art in Melbourne in Spring/Summer this year. An operating budget exists for two other flights in Australia in 2013, including additional flights in Canberra if desired.

16. How many times could the balloon fly?



The balloon has approximately 250 hours of flying life; this is estimated to be 70 – 100 flights depending on the length of the flight.

17. What will become of the balloon after 2013?

After 2013, it is envisaged that the Work will appear at galleries, festivals and balloon festivals throughout Australia and the world, acknowledged always as originally being a commission of the Centenary of Canberra.

18. Was there the potential for the balloon to stay in Canberra?

Yes. A proposal for the commission/operation of the balloon was submitted by a Canberra based company, however, it was deemed in the evaluation process that the proposal from Global Ballooning offered the greater opportunity for the work to promote the Centenary of Canberra interstate and internationally with strong marketing and documentation support. (See below evaluation report for commissioner/operator and signed brief to approve commission).

19. How was ownership of the balloon incorporated into the RFP for the operator?

It was a requirement of the RFP (commission and operation) that the successful tenderer would commission the balloon from Cameron Balloons in its own name, because *they*, as per GSO advice and the procurement plan, would be required to own and operate the balloon. During 2013 they would operate the balloon in agreement with the Centenary and the Artist, and beyond 2013, in agreement with the Artist. There is no direct contractual arrangement between the Territory and Cameron Balloons, though the Territory did sight correspondence and agreements between those two parties. Both tenderers had experiencing in commissioning new hot air balloons.

links to relevant documents:

ISO advice on procurement process:

[i:\Centenary\Centenary\PROCUREMENT\2011-12\Hot Air Balloon\GSO advice\Centenary of Canberra Hot Air Balloon - GSO advice.tif](#)

Single select for Patricia and agreement to sign procurement process and reassess after feasibility by DG:

[i:\Centenary\Centenary\BRIEFS & MINISTERIALS\Approved Decision Briefs\2011\2011 11 14 Hot Air Balloon.pdf](#)

Signed Procurement Plan:

[i:\Centenary\Centenary\PROCUREMENT\2011-12\Hot Air Balloon\Procurement Plan\PP - signed by all 18-11-11.pdf](#)

Signed brief to approve the commissioning of the balloon following the feasibility study and RFP to find an operator:

[i:\Centenary\Centenary\BRIEFS & MINISTERIALS\Approved Decision Briefs\2012\2012 07 30 Approved Hot Air Balloon commission.pdf](#)

evaluation report for manufacturer:

G:\Centenary\Centenary\PROCUREMENT\2011-12\Hot Air Balloon\Manufacturers\Evaluation Report\Signed Evaluation Report.pdf

Evaluation report for the commissioner/operator:

G:\Centenary\Centenary\PROCUREMENT\2011-12\Hot Air Balloon\Operators\Evaluation\Signed Evaluation Report.pdf

Signed evaluation report for DoV 2 to agreement with operator to allow for test flight/marketing/documentation:

G:\Centenary\Centenary\PROCUREMENT\CONTRACTS\Hot Air Balloon\DoV 2\2013 1 4 Signed evaluation report for DoV2.pdf

Jeremy Lasek - Executive Director  
Cyber and Communications - Centenary of Canberra  
Chairman, Minister and Treasury Directorate  
ACT Government

Ph: + 61 2 6207 9024 Mob: 0417 652771

Email: [jeremy.lasek@act.gov.au](mailto:jeremy.lasek@act.gov.au)

Level 4, Canberra Nara Centre, GPO Box 158 Canberra ACT 2601

[canberra100.com.au](http://canberra100.com.au)

**Comacchio, Teresa**

---

**From:** Hobba, Julian  
**Sent:** Monday, 3 June 2013 11:41 AM  
**To:** Comacchio, Teresa  
**Subject:** FW: Questions and Answers - Balloon

---

**From:** Hobba, Julian  
**Sent:** Thursday, 9 May 2013 4:06 PM  
**To:** Lasek, Jeremy; Stankevicius, Adam  
**Cc:** Cirson, Adina; Cronan, Patrick; Roberts, Susanne  
**Subject:** RE: Questions and Answers - Balloon

Yes that's correct.

Cheers  
Julian

---

**From:** Lasek, Jeremy  
**Sent:** Thursday, 9 May 2013 4:04 PM  
**To:** Hobba, Julian; Stankevicius, Adam  
**Cc:** Cirson, Adina; Cronan, Patrick; Roberts, Susanne  
**Subject:** RE: Questions and Answers - Balloon

Thanks Julian  
Noting that the balloon will remain permanently in Australia (not Bristol)...it has just flown (on a jet) back to Bristol for some repairs at no cost to the ACT Govt or the project.

---

**From:** Hobba, Julian  
**Sent:** Thursday, 9 May 2013 3:58 PM  
**To:** Lasek, Jeremy; Stankevicius, Adam  
**Cc:** Cirson, Adina; Cronan, Patrick; Roberts, Susanne  
**Subject:** RE: Questions and Answers - Balloon

Hello,  
I have put some answers in below.

Cheers  
Julian

---

**From:** Lasek, Jeremy  
**Sent:** Wednesday, 8 May 2013 3:20 PM  
**To:** Hobba, Julian  
**Cc:** Cirson, Adina; Cronan, Patrick; Roberts, Susanne  
**Subject:** FW: Questions and Answers - Balloon

Some questions from CM office - I think I know the answers but best to come from you Julian thanks.

Yes public welcome to see the balloon on Saturday...we will be promoting that...Sue could you ask Ian if he can add this to tomorrow or Friday's Gang-Gang please?

**From:** Cirson, Adina  
**Sent:** Wednesday, 8 May 2013 3:17 PM  
**To:** Lasek, Jeremy; Cronan, Patrick  
**Subject:** RE: Questions and Answers - Balloon

Jeremy

Just a couple of follow up questions on the below – in anticipation. (also Ian Warden said today Monday would be first opp to see – are public able to attend on Saturday?)

1. Was there the potential for the balloon to stay in Canberra?

Yes. A proposal for the commission/operation of the balloon was submitted by a Canberra based company, however, it was deemed in the evaluation process that the proposal from Global Ballooning offered the greater opportunity for the work to promote the Centenary of Canberra interstate and internationally with strong marketing and documentation support. (See below evaluation report for commissioner/operator and signed brief to approve commission).

So question is – was there an option to retain ownership of the balloon? – I am not sure why ownership transfers to the manufacturer.

Yes, that option did exist. The two ownership options on which Government Solicitors' Office advice were sought were: the Territory owning the balloon and leasing it to an operator for the duration of 2013 or the Territory transferring ownership to a qualified balloon operator. The second option was considered, and ultimately accepted based on the advice of the Government Solicitors' Office because:

- Hot air balloons have specialised storage, handling and transportation expertise that the Territory does not possess;
- Keeping the balloon operational requires specialised licences and insurances that the Territory does not possess;
- Flying the hot air balloon carries very high risk to public safety, which is greatly mitigated against by being maintained and owned by a balloon operator
- The risk to the Territory from operational risks and liabilities – which are considerable – are essentially eliminated by the balloon being owned by a qualified operator
- There are considerable whole of life costs in the maintenance and operation of the balloon that the Territory does not have an ongoing project budget to expend

Another significant reason to place the balloon in the ownership of a qualified operator was because, with a contracted obligation to make the appropriate acknowledgement of the Centenary of Canberra at all further appearances, that operator with extensive international experience and connections was most likely to continue the project into the future, making it a lasting legacy of the Centenary of Canberra.

Secondly

Is the Operation, licences & insurances, test flight, documentation and supporting website: \$166,000

Providing for only one flight on the Monday? Does each additional flight cost the same? What is the remaining budget for additional flights in Canberra?

Each flight costs \$3,500 plus the cost of travel and accommodation for the balloon and the operators. After the Hobart flight in June, there is budget for three more flights. Discussion is underway for a flight in Melbourne (Australian Centre for Contemporary Art), which would leave two which could be used in Canberra. But I would like to revisit the conversation with ACCA in Melbourne so that they pay for that flight, thereby allowing for the possibility of three more flights in Canberra, if desired. The flight schedule is variable in writing and will be revisited after the launch.

Thirdly  
When will the balloon go back to Bristol?

The balloon has been back to Bristol for minor repairs and arrived back in Melbourne on Monday 6 May.

Fourth  
Are there no Centenary or Canberra branding on the balloon? -- given that it is meant to promote the Centenary of Canberra?

The balloon is a work of art; it is not designed to be, in itself, a marketing tool. The website [www.theskywhale.com](http://www.theskywhale.com) that has been created will carry the message of the Centenary of Canberra and its role as the commissioning body of the work, rather than a logo on the work itself. Branding on the work would render it valueless as a work of art.

Cheers

Adina Cirson | Communications Director | Office of the Chief Minister  
: 620 50384 | f: 620 53030 | m: 0435 964 454 | [adina.cirson@act.gov.au](mailto:adina.cirson@act.gov.au) | [www.chiefminister.act.gov.au](http://www.chiefminister.act.gov.au)

---

**IMPORTANT:** This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

---

---

**From:** Lasek, Jeremy  
**Sent:** Thursday, 2 May 2013 3:15 PM  
**To:** Cirson, Adina; Cronan, Patrick  
**Subject:** FW: Questions and Answers - Balloon

Team  
As discussed see these balloon Q and As...if you have any more Qs please let me know.  
Cheers  
Jeremy

---

**From:** Lasek, Jeremy  
**Sent:** Monday, 29 April 2013 12:56 PM  
**To:** Hobba, Julian  
**Subject:** Questions and Answers - Balloon

For the CM...can we also attach any relevant briefs around approvals for the project please.  
Thanks  
Jeremy

2. How did the balloon project originate?

In the course of scoping and developing the Centenary of Canberra program, in 2011 Creative Director Robyn Archer approached Patricia Piccinini about her interest in designing a sculpture that would be delivered as a hot air balloon. Ms Archer was keen to commission the work because it would celebrate Canberra's love of, and reputation for, hot air ballooning as well as its rich history in, and collection of sculpture.

3. How long has the project taken?

The draft Centenary of Canberra program endorsed by Cabinet on 27 April 2010 described the commission of a hot air balloon from an artist, with Patricia Piccinini identified as the preferred artist. Creative conversations with Ms Piccinini and the scoping phase of the procurement process began in July 2011. Contract negotiations with Ms Piccinini began in December 2011 and the procurement process was approved by the Director General at the same time.

4. Why was Patricia Piccinini selected?

Patricia Piccinini was selected for a number of reasons: she arrived in Canberra as a seven year old child of Italian immigrants and, after attending Red Hill Primary, Telopea Park High, Narrabundah College and Australian National University, has gone on to achieve world renown as a sculptor. She is Australia's most successful and recognisable contemporary sculptor and has been exhibited at the Venice Bienale, the Victoria and Albert Museum London, Montreal Museum of Fine Arts and Documenta in Germany.

Centenary of Canberra Creative Director Robyn Archer considered that Ms Piccinini's work, which focuses on organic forms, was particularly suited to a work of the scale and form determined by a functioning hot air balloon. She considered an artist with Ms Piccinini's proven record of delivering ambitious work of high quality and design expertise was required. It was serendipitous that the sculptor most suited to the commission is also, in Ms Piccinini's own words, a "daughter of Canberra".

Ms Archer considered that a work of the type, scale and ambition of *The Skywhale* would focus attention on Canberra's strength in bold, innovative design..

5. Were other artists considered?

No, for the unique confluence of reasons described above, Ms Archer determined that Ms Piccinini was the ideal choice for the commission.

6. What does the balloon project cost?

Balloon purchase, freight, etc: \$172,000  
Operation, licences & insurances, test flight, documentation and supporting website: \$166,000  
Patricia Piccinini fee: \$8,000  
Patricia Piccinini travel & accommodation: \$2,000  
Contribution to CMAG exhibition freight (up to, and may not be required): \$2,000  
Total: \$350,000

Minus, contribution from Aranday Foundation: \$50,000.

Where was it manufactured?

The balloon was manufactured by Cameron Balloons in Bristol, UK. See below for more detail.

8. Is the manufacturer reputable?

Cameron Balloons was founded in 1971 and has been manufacturing balloons for 40 years. The company has manufactured nearly 400 special shape hot air balloons, which is approximately 80% of all the special shape hot air balloons in the world. Thirty four balloons have been manufactured by the company for export to Australia, seven of which were special shapes.

9. Who else is involved in the project?

Global Ballooning are the Operator of the balloon and they have partnered with Blue Boat, a marketing company, who are carrying out the marketing and documentation and building and maintaining the website for the project

10. Is the balloon fully funded by the Centenary (ACT Government)?

The Aranday Foundation have provided \$50,000 in philanthropic funding towards the commission of the work.

11. What process was undertaken to select the project team?

On 18 November 2011, the Director-General approved a Procurement Plan for a Hot Air Balloon Commission Project outlining the strategic approach for the planning and delivery of the proposed hot air balloon, including single select for artist Patricia Piccinini.

On 14 December 2011, the Centenary of Canberra Unit advertised a Request for Proposal procurement process for a design and manufacturing feasibility report study (RFQ 2011.17950.110) via select tender. The RFQ was sent to five companies manufacturing hot air balloons. On 27 January 2012, the procurement process was closed with one submission received from Cameron Balloons Ltd of Bristol UK.

On 28 February 2012, the Territory executed a Letter of Agreement with Cameron Balloons Ltd to provide a feasibility report for a special shape hot air balloon based on a design by an artist selected by the Territory.

On 13 March 2012, the Territory executed a contract with artist Patricia Piccinini to design a special shape hot air balloon and to collaborate with Cameron Balloons Ltd to produce a feasibility report for the proposed balloon.

On 17 April 2012, the Territory received the feasibility report prepared by Cameron Balloons Ltd for the hot air balloon designed by Patricia Piccinini.

On 8 May 2012, the Centenary of Canberra Unit advertised a Request for Proposal procurement process for the commission and operation of a hot air balloon (RFP 2012.19698.110) via select tender. The RFP was sent to three Australian companies operating hot air balloons.

On 29 May 2012, the procurement process was closed with two submissions received. One submission was a combined proposal from the two Canberra based companies, 'Dawn Drifters' and 'Balloons Aloft Canberra'; and the other submission was a combined proposal from Melbourne based operator 'Global Ballooning' and 'BlueBoat' marketing company.

On 3 July 2012 an evaluation report was signed authorising the negotiation of a Services Agreement with the Territory's preferred tenderer to operate and market the balloon, Global Ballooning and BlueBoat marketing.

On 10 August 2012 a Services Agreement between the Territory and Global Ballooning was executed to allow Global Ballooning to commission the manufacture of the hot air balloon envelope from Cameron Balloons.

On 13 March 2013 a Deed of Variation to the Services Agreement between the Territory and Global Ballooning was executed to allow for a test flight of the balloon and to allow Global Ballooning to engage their proposal partner - Blue Boat - to provide the full scope of marketing services.

12. What influence did the ACT Government or the Centenary have over the final shape of the balloon?

The Centenary Unit provided the artist with a broad brief for the envelope design: is uniquely identifiable when flying at height and which inspires wonder, stimulates imagination and provokes conversation in the wider public. The design produced by the Artist has been discussed with the Centenary Unit, but not altered as a result of those discussions.

13. Is it a complicated design?

*The Skywhale* is a very complicated design for a special-shaped hot air balloon. In 40 years, Cameron Balloon had not worked on a balloon with as many fabrication complexities.

**Exempt s43**

That basic design would consist of five pieces of fabric and one colour. *The Skywhale* has approximately 115 pieces of fabric and 256 different colours. It was built to an exacting artistic concept



and has varied remarkably little from the Artist's design. Six people stitched *The Skywhale* together with over 3.3m stitches, taking seven months and 1880 hours to design and build in total.

14. When will the balloon make its first flight?

The balloon has had a test flight in a isolated location to test its flying qualities. It will be officially launched on 11 May 2013 at the National Gallery of Australia as part of the Sculpture: Space and Place symposium that is part of the wider TOUCH: Sculpture and the Land program for the Centenary of Canberra. The flight on the 11<sup>th</sup> will be a tethered flight, but the work will fly again two days later on the morning of Monday 13 May.

15. Are there plans for additional flights?

MONA will present the work on two weekends in Hobart 15/16 June and 22/23 June and the work will be presented at the Australian Centre for Contemporary Art in Melbourne in Spring/Summer this year. An operating budget exists for two other flights in Australia in 2013, including additional flights in Canberra if desired.

16. How many times could the balloon fly?

The balloon has approximately 250 hours of flying life; this is estimated to be 70 – 100 flights depending on the length of the flight.

17. What will become of the balloon after 2013?

After 2013, it is envisaged that the Work will appear at galleries, festivals and balloon festivals throughout Australia and the world, acknowledged always as originally being a commission of the Centenary of Canberra.

18. Was there the potential for the balloon to stay in Canberra?

Yes. A proposal for the commission/operation of the balloon was submitted by a Canberra based company, however, it was deemed in the evaluation process that the proposal from Global Ballooning offered the greater opportunity for the work to promote the Centenary of Canberra interstate and internationally with strong marketing and documentation support. (See below evaluation report for commissioner/operator and signed brief to approve commission).

19. How was ownership of the balloon incorporated into the RFP for the operator?

It was a requirement of the RFP (commission and operation) that the successful tenderer would commission the balloon from Cameron Balloons in its own name, because *they*, as per GSO advice and the procurement plan, would be required to own and operate the balloon. During 2013 they would operate the balloon in agreement with the Centenary and the Artist, and beyond 2013, in agreement with the Artist. There is no direct contractual arrangement between the Territory and Cameron Balloons, though the Territory did sight correspondence and agreements between those two parties. Both tenderers had experiencing in commissioning new hot air balloons.

GSO advice on procurement process:

G:\Centenary\Centenary\PROCUREMENT\2011-12\Hot Air Balloon\GSO advice\Centenary of Canberra Hot Air Balloon - GSO advice.rtf

Single select for Patricia and agreement to sign procurement process and reassess after feasibility by DG:

G:\Centenary\Centenary\BRIEFS & MINISTERIALS\Approved Decision Briefs\2011\2011 11 14 Hot Air Balloon.pdf

Signed Procurement Plan:

G:\Centenary\Centenary\PROCUREMENT\2011-12\Hot Air Balloon\Procurement Plan\PP - signed by all 18-11-11.pdf

Signed brief to approve the commissioning of the balloon following the feasibility study and RFP to find an operator:

G:\Centenary\Centenary\BRIEFS & MINISTERIALS\Approved Decision Briefs\2012\2012 07 30 Approved Hot Air Balloon Commission.pdf

Evaluation report for manufacturer:

G:\Centenary\Centenary\PROCUREMENT\2011-12\Hot Air Balloon\Manufacturers\Evaluation Report\Signed Evaluation Report.pdf

Evaluation report for the commissioner/operator:

G:\Centenary\Centenary\PROCUREMENT\2011-12\Hot Air Balloon\Operators\Evaluation\Signed Evaluation Report.pdf

Signed evaluation report for DoV 2 to agreement with operator to allow for test flight/marketing/documentation:

G:\Centenary\Centenary\PROCUREMENT\CONTRACTS\Hot Air Balloon\DoV 2\2013 1 4 Signed evaluation report for DoV2.pdf

**Jeremy Lasek - Executive Director  
Culture and Communications - Centenary of Canberra  
Chief Minister and Treasury Directorate  
ACT Government**

Ph: + 61 2 6207 9024 Mob: 0417 652771  
Email: [jeremy.lasek@act.gov.au](mailto:jeremy.lasek@act.gov.au)  
Level 4, Canberra Nara Centre, GPO Box 158 Canberra ACT 2601  
[canberra100.com.au](http://canberra100.com.au)

**Comacchio, Teresa**

---

**From:** Hobba, Julian  
**Sent:** Monday, 3 June 2013 11:41 AM  
**To:** Comacchio, Teresa  
**Subject:** FW: Skywhale on the weekend

---

**From:** Hobba, Julian  
**Sent:** Thursday, 16 May 2013 1:21 PM  
**To:** Lasek, Jeremy; Roberts, Susanne  
**Cc:** Perkins, Anita; Cronan, Patrick; Cirson, Adina; Lavers, Dominic; Brennan, Bernadette  
**Subject:** RE: Skywhale on the weekend

Julian,

I have just spoken to Kiff and, as yesterday, the weather suggests a free flight on Saturday and a tether on Sunday is going to be possible.

In terms of take-off and landing locations for Saturday, it is simply too early to say. The only advisable thing to do is to make clear where and how people can get that information between now and Saturday.

Kiff sees no problem of course with balloon tether location being on the lawns between Questacon and National Portrait Gallery.

Though the weather is looking good – particularly, apparently, for Sunday – we must of course put weather dependent on everything.

Julian

---

**From:** Lasek, Jeremy  
**Sent:** Thursday, 16 May 2013 12:38 PM  
**To:** Roberts, Susanne  
**Cc:** Perkins, Anita; Cronan, Patrick; Cirson, Adina; Lavers, Dominic; Brennan, Bernadette; Hobba, Julian  
**Subject:** RE: Skywhale on the weekend

Team

Can we get an early heads up from Julian please on the likelihood of a flight Sat and Sun as I would like to get this promoted as broadly as possible starting this arvo...

Cheers

Jeremy

---

**From:** Roberts, Susanne  
**Sent:** Thursday, 16 May 2013 12:14 PM  
**To:** Cirson, Adina  
**Cc:** Perkins, Anita; Lasek, Jeremy; Cronan, Patrick  
**Subject:** Skywhale on the weekend

Adina

The current plan for The Skywhale this weekend is that she will be tethered for an hour or two and then make a short flight (weather permitting) on both Saturday and Sunday mornings. The location and time will be decided a little later this afternoon after we have spoken to the pilot, and we will keep you informed.

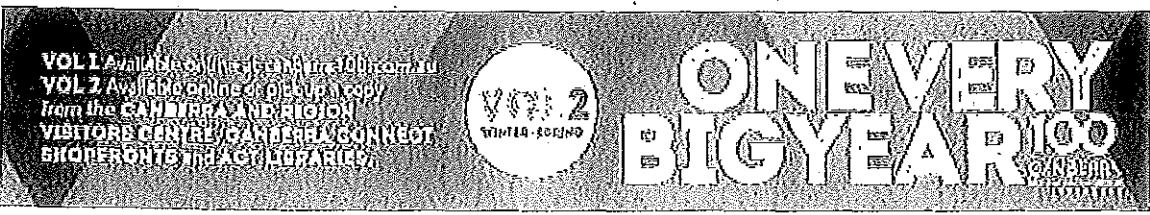
We are taking out 14x3 ads in *The Canberra Times* on Friday, Saturday and Sunday, headed *Come and see The Skywhale*, with an image of it and brief text along the lines of

**Come and see the Centenary of Canberra's latest commission, Patricia Piccinini's *The Skywhale*, on Saturday and Sunday 18 and 19 May!**  
**The huge hot-air balloon sculpture will be tethered (where) from (time) to (time), and will be making short flights (weather permitting).**  
**All welcome!**

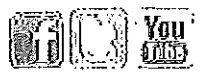
Cheers

Susanne

**Susanne Roberts | Senior Public Relations Manager**  
**Centenary of Canberra | Chief Minister and Treasury | ACT Government**  
Phone: +61 2 6207 5820 | Fax: +61 2 6207 0163 | Mobile: 0414 805 456 | Email: [susanne.roberts@act.gov.au](mailto:susanne.roberts@act.gov.au)  
Level 4, Canberra Nara Centre | GPO Box 158 Canberra ACT 2601 | [canberra100.com.au](http://canberra100.com.au)



To keep up to date with the latest Centenary news, subscribe to the Centenary of Canberra e-newsletter [here](#)



**Comacchio, Teresa**

---

**From:** Hobba, Julian  
**Sent:** Monday, 3 June 2013 11:41 AM  
**To:** Comacchio, Teresa  
**Subject:** FW: Sky Whale

---

**From:** Hobba, Julian  
**Sent:** Monday, 13 May 2013 2:59 PM  
**To:** Lasek, Jeremy; Cronan, Patrick  
**Cc:** Cirson, Adina; Roberts, Susanne; McFarlane, Scott  
**Subject:** RE: Sky Whale

On 14 December 2011, the Centenary of Canberra Unit advertised a Request for Proposal procurement process for a design and manufacturing feasibility report study (RFQ 2011.17950.110) via select tender. The RFQ was sent to five companies manufacturing hot air balloons. On 27 January 2012, the procurement process was closed with one submission received from Cameron Balloons Ltd of Bristol UK.

Yes, so, all companies known to manufacture special shaped hot air balloons were invited to work with Patricia on a feasibility study for her design. Only Cameron Balloons, who are also the acknowledged industry leader, submitted a tender.

Points:

You can always do something cheaper if you cut corners; that is true of any process. The balloon is only the detailed, amazing creature she is because they did not. For example, you could do it cheaper if the colours worked in blocks rather than being blended. But they are blended and that is why she appears naturalistic. You could use less colours if the 250+ that were used, but it is the detail of the colour that replicates animal hide.

You can always say something should be cheaper if you don't know the details of what was involved.

I do not think that we could be happier with the level of commitment and professionalism that was shown by Cameron Balloons. *At their own expense* they flew their project manager to be present at the test flight – from the UK, travelling in Australia and accommodation for a week and a half. *At their own expense* they couriered the balloon back to the UK and carried out the repairs. That is, as I understand it, about \$10,000 AUD each way. So there's \$20,000 they didn't make on their \$172,000 right there.

Cheers  
Julian

---

**From:** Lasek, Jeremy  
**Sent:** Monday, 13 May 2013 2:36 PM  
**To:** Cronan, Patrick

**Cc:** Cirson, Adina; Roberts, Susanne; McFarlane, Scott; Hobba, Julian  
**Subject:** RE: Sky Whale

I am told and awaiting confirmation only one balloon company put in a bid to carry out a feasibility study on engineering and manufacturing a balloon of the complexity of Skywhale.

That was Cameron Balloons – no other balloon operator bothered - that piece of work provided confirmation that the balloon could fly in the proposed shape (and Julian can you advise) possibly some indication of what it might cost?

JL

---

**From:** Cronan, Patrick  
**Sent:** Monday, 13 May 2013 1:47 PM  
**To:** Lasek, Jeremy  
**Cc:** Cirson, Adina; Roberts, Susanne; McFarlane, Scott  
**Subject:** FW: Sky Whale

FYI – see below for more context.

Pl

---

**From:** Noel Towell [<mailto:noel.towell@fairfaxmedia.com.au>]  
**Sent:** Monday, 13 May 2013 1:42 PM  
**To:** Cronan, Patrick  
**Subject:** Re: Sky Whale

Only that industry standard rates for a flight of a specialised balloon is \$4000-\$5000. And to produce the balloon, about \$110,000.

On 13 May 2013 13:39, Cronan, Patrick <[Patrick.Cronan@act.gov.au](mailto:Patrick.Cronan@act.gov.au)> wrote:

Hi Noel,

I'm looking into it for you.

Have these industry operators provided any meat on the bone about their cost claims? It would be helpful to know what they are saying is the normal level if you are seeking a response, rather than just that they have a difference of opinion..

Pat.

---

**From:** Noel Towell [<mailto:noel.towell@fairfaxmedia.com.au>]  
**Sent:** Monday, 13 May 2013 1:32 PM  
**To:** Cronan, Patrick  
**Subject:** Sky Whale

Hi Pat,

I have a few more questions about Skywhale, if that's OK.

I note that several pages of the publicly available version of the Skywhale contract are blank and marked "confidential".

Is the government prepared to publish those pages?

If not, why not?

Several industry operators have approached us concerned that the price paid per operation of the balloon is way above the industry norm for a specialist balloon. What assurances can the government give that all efforts were made to ensure the deal for Skywhale was the best value for money for taxpayers?

Did Events ACT have a role in developing or contracting Skywhale?

Cheers

---

Joel Towell

Public Service Reporter - The Canberra Times

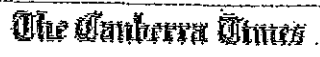
Pirra Street, Fyshwick, ACT, 2609

The information contained in this e-mail message and any accompanying files is or may be confidential. If you are not the intended recipient, any use, dissemination, reliance, forwarding, printing or copying of this e-mail or any attached files is unauthorised. This e-mail is subject to copyright. No part of it should be reproduced, adapted or communicated without the written consent of the copyright owner. If you have received this e-mail in error please advise the sender immediately by return e-mail or telephone and delete all copies. Fairfax Media does not guarantee the accuracy or completeness of any information contained in this e-mail or attached files. Internet communications are not secure, therefore Fairfax Media does not accept legal responsibility for the contents of this message or attached files.

-----  
This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.  
-----

---  
Noel Towell  
Public Service Reporter - The Canberra Times  
3 Pirie Street, Fyshwick, ACT, 2609

[canberratimes.com.au](http://canberratimes.com.au)



The information contained in this e-mail message and any accompanying files is or may be confidential. If you are not the intended recipient, any use, dissemination, reliance, forwarding, printing or copying of this e-mail or any attached files is unauthorised. This e-mail is subject to copyright. No part of it should be reproduced, adapted or communicated without the written consent of the copyright owner. If you have received this e-mail in error please advise the sender immediately by return e-mail or telephone and delete all copies. Fairfax Media does not guarantee the accuracy or completeness of any information contained in this e-mail or attached files. Internet communications are not secure, therefore Fairfax Media does not accept legal responsibility for the contents of this message or attached files.



**Comacchio, Teresa**

---

**From:** Hobba, Julian  
**Sent:** Monday, 3 June 2013 11:41 AM  
**To:** Comacchio, Teresa  
**Subject:** FW: Sky Whale

---

**From:** Hobba, Julian  
**Sent:** Monday, 13 May 2013 3:01 PM  
**To:** Lasek, Jeremy; Cronan, Patrick  
**Cc:** Cirson, Adina; Roberts, Susanne; McFarlane, Scott  
**Subject:** RE: Sky Whale

Hi,

... must say that Jo was far more involved in the early planning of the procurement and I know that Events ACT were aware of the project because it was at one stage considered for the Balloons Spectacular – but that was only very early.

Jo may have consulted them to find out about manufacturers and operators, but they had no direct role in developing or contracting the project.

Cheers  
Julian

---

**From:** Lasek, Jeremy  
**Sent:** Monday, 13 May 2013 2:36 PM  
**To:** Cronan, Patrick  
**Cc:** Cirson, Adina; Roberts, Susanne; McFarlane, Scott; Hobba, Julian  
**Subject:** RE: Sky Whale

... can told and awaiting confirmation only one balloon company put in a bid to carry out a feasibility study on engineering and manufacturing a balloon of the complexity of Skywhale.

That was Cameron Balloons – no other balloon operator bothered - that piece of work provided confirmation that the balloon could fly in the proposed shape (and Julian can you advise) possibly some indication of what it might cost?

---

**From:** Cronan, Patrick  
**Sent:** Monday, 13 May 2013 1:47 PM  
**To:** Lasek, Jeremy  
**Cc:** Cirson, Adina; Roberts, Susanne; McFarlane, Scott  
**Subject:** FW: Sky Whale

YI – see below for more context.

at.

---

**From:** Noel Towell [<mailto:noel.towell@fairfaxmedia.com.au>]  
**Sent:** Monday, 13 May 2013 1:42 PM

**To:** Cronan, Patrick  
**Subject:** Re: Sky Whale

Only that industry standard rates for a flight of a specialised balloon is \$4000-\$5000. And to produce the balloon, about \$110,000.

On 13 May 2013 13:39, Cronan, Patrick <[Patrick.Cronan@act.gov.au](mailto:Patrick.Cronan@act.gov.au)> wrote:

Hi Noel,

I'm looking into it for you.

Have these industry operators provided any meat on the bone about their cost claims? It would be helpful to know what they are saying is the normal level if you are seeking a response, rather than just that they have a difference of opinion..

Pat.

---

**From:** Noel Towell [<mailto:noel.towell@fairfaxmedia.com.au>]  
**Sent:** Monday, 13 May 2013 1:32 PM  
**To:** Cronan, Patrick  
**Subject:** Sky Whale

Hi Pat,

I have a few more questions about Skywhale, if that's OK.

I note that several pages of the publicly available version of the Skywhale contract are blank and marked 'confidential'.

Is the government prepared to publish those pages?

Comacchio, Teresa

---

**From:** Hobba, Julian  
**Sent:** Monday, 3 June 2013 11:41 AM  
**To:** Comacchio, Teresa  
**Subject:** FW: Sky Whale

### Out of Scope

---

**From:** Lasek, Jeremy  
**Sent:** Monday, 13 May 2013 3:06 PM  
**To:** Hobba, Julian; Cronan, Patrick  
**Cc:** Cirson, Adina; Roberts, Susanne; McFarlane, Scott  
**Subject:** RE: Sky Whale

Could we check with Jo please if possible...I recall suggesting we should seek Events ACT (Dianne Ireland advice specifically) because she is a balloonist and they run the local balloon spectacular. Or call Dianne Ireland.

Cheers  
Jeremy

---

**From:** Hobba, Julian  
**Sent:** Monday, 13 May 2013 3:01 PM  
**To:** Lasek, Jeremy; Cronan, Patrick  
**Cc:** Cirson, Adina; Roberts, Susanne; McFarlane, Scott  
**Subject:** RE: Sky Whale

Hi,

Must say that Jo was far more involved in the early planning of the procurement and I know that Events ACT were aware of the project because it was at one stage considered for the Balloons Spectacular – but that was only very early.

Jo may have consulted them to find out about manufacturers and operators, but they had no direct role in developing or contracting the project.

Cheers  
Julian

---

**From:** Lasek, Jeremy  
**Sent:** Monday, 13 May 2013 2:36 PM  
**To:** Cronan, Patrick  
**Cc:** Clrson, Adina; Roberts, Susanne; McFarlane, Scott; Hobba, Julian  
**Subject:** RE: Sky Whale

I am told and awaiting confirmation only one balloon company put in a bid to carry out a feasibility study on engineering and manufacturing a balloon of the complexity of Skywhale.  
 That was Cameron Balloons – no other balloon operator bothered - that piece of work provided confirmation that the balloon could fly in the proposed shape (and Julian can you advise) possibly some indication of what it might cost?  
 JL

---

**From:** Cronan, Patrick  
**Sent:** Monday, 13 May 2013 1:47 PM  
**To:** Lasek, Jeremy  
**Cc:** Clrson, Adina; Roberts, Susanne; McFarlane, Scott  
**Subject:** FW: Sky Whale

=YI – see below for more context.  
 Pat.

---

**From:** Noel Towell [<mailto:noel.towell@fairfaxmedia.com.au>]  
**Sent:** Monday, 13 May 2013 1:42 PM  
**To:** Cronan, Patrick  
**Subject:** Re: Sky Whale

Only that industry standard rates for a flight of a specialised balloon is \$4000-\$5000. And to produce the balloon, about \$110,000.

On 13 May 2013 13:39, Cronan, Patrick <[Patrick.Cronan@act.gov.au](mailto:Patrick.Cronan@act.gov.au)> wrote:

Hi Noel,  
 I'm looking into it for you.

Have these industry operators provided any meat on the bone about their cost claims? It would be helpful to know what they are saying is the normal level if you are seeking a response, rather than just that they have a difference of opinion..

it.

**Comacchio, Teresa**

---

**From:** Hobba, Julian  
**Sent:** Monday, 3 June 2013 11:41 AM  
**To:** Comacchio, Teresa  
**Subject:** FW: Media Alert

---

**From:** Hobba, Julian  
**Sent:** Wednesday, 17 April 2013 8:37 AM  
**To:** Lasek, Jeremy; Creative Director; Growden, Beverly; Roberts, Susanne; Stankevicius, Adam; Perkins, Anita  
**Cc:** Cirson, Adina  
**Subject:** RE: Media Alert

...d Blue Boat to hold off media releases until we-CMAG-NGA etc go out in early May, but am checking what the  
...ce for this is.

Global B is a fairly prominent ballooning company in Melbourne and Kiff quite connected, so it may have come from him  
speaking to someone.

In any case, will find out.

Julian

---

**From:** Lasek, Jeremy  
**Sent:** Wednesday, 17 April 2013 8:26 AM  
**To:** Creative Director; Growden, Beverly; Hobba, Julian; Roberts, Susanne; Stankevicius, Adam; Perkins, Anita  
**Cc:** Cirson, Adina  
**Subject:** FW: Media Alert

...all  
...interesting!  
...Can we check how this came to be?  
...I have no issue with it based on what's below but can we be kept in the loop if Global are speaking to the media?  
...It is always likely to generate follow up.  
...Canberra Times is eager to know if we have any images.  
...If asked, I would like us to say the final image will be 'under wraps' until the balloon is launched.  
...Cheers  
...Jeremy

---

**From:** Media Monitors Digital Service [mailto:mediaalert@mediamonitors.com.au]  
**Sent:** Wednesday, 17 April 2013 8:17 AM  
**To:** Lasek, Jeremy  
**Subject:** Media Alert

WED 17 APRIL 2013, 8:16 AM  
**Media Alert**

