



All (and more) is Revealed

Australian Grand Prix launch
Venue: Vodafone Arena, Melbourne
Audience Number: 500



Top: This is the spectacular sight that greeted the assembled audience inside Vodafone Arena. A 28m high and 36m long hot-air balloon in the shape of a Formula One racing car.

Below: The "Face of Foster's" Kasia Zachwieja at the launch.



When the Australian Grand Prix Corporation (AGPC) was in the initial planning stages of their all-important launch for the 2006 Grand Prix in Melbourne they called on Haycom to deliver technical event design and services.

Tamara Gallagher, Special Events Manager at AGPC, had big plans for this all-important launch and needed someone to transform her concepts into technical reality that achieved all objectives. The main launch objective was to unveil and launch the world's first hot air balloon in the shape of a Formula One racing car.

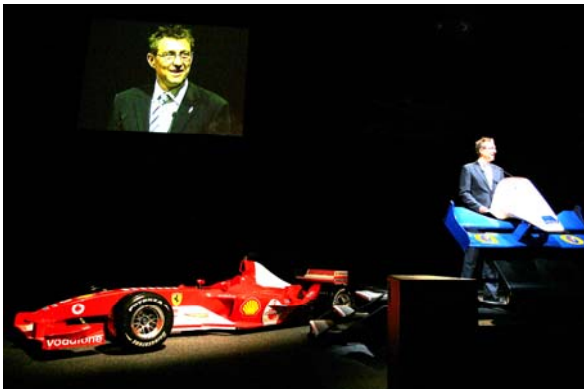
The major challenge was to get the invited audience of 500 into the centre of Vodafone Arena without them catching sight of the balloon and then unveiling it in the most impressive, spectacular and safe manner.



Enter Haycom’s Ron Cairns and John Edwards with a combined experience in delivering events of around 50 years. They set to work to create an event that met the key objectives and delivered added value.

The first step was to design then construct a room on Vodafone arena to hold all 500 guests for the pre-launch presentations. A 30m. by 15m. room was created using truss with draped walls and ceiling. It was fully rigged to house its own independent PA, lighting, projectors and screens. A stage was set in the room, backed by two big screens and flanked by two Formula One racing cars, and with a special Formula One lectern.

On launch day, the invited guests were brought into this pre-launch room through a tunnel from under the arena so that at no time could they see the balloon. A variety of performers entertained the audience before a presentation by the AGPC’s CEO, Tim Bamford.



Top: AGPC’s Tim Bamford addresses the audience in the specially created room with it’s own PA, lighting and projection. When the room ‘lifted-off’ the audience were greeted with spectacular effects and the Foster’s Australian Grand Prix balloon in its magnificence.



For the grand launch the signal was given and the entire pre-launch room was lifted up and off the audience whilst simultaneously a pink and blue cloud cover was created using smoke hazers and floor lighting to produce a spectacular 'sunrise' effect. Greeting the astounded faces of the audience, as if they were standing on top of the clouds, was the massive racing car balloon surrounded by pyrotechnic flares. Behind the special effects were carefully considered and executed designs, extensive pre-production and all-encompassing contingency plans to ensure that nothing was left to chance for this memorable launch.

The event was an outstanding success with ACGP's Tamara commenting, "The Australian Grand Prix Corporation has used Haycom for its launches for the last 4 years. They have always provided the highest level of service and professionalism and certainly assist in making my job a lot easier. They never give up on our challenging requests and always deliver on time and on budget. I look forward to working with Haycom on the next project!"

The 2006 FORMULA 1™ Foster's Australian Grand Prix takes place at Albert Park from March 30 – April 2.



Winner 2005 Victorian Tourism Award
- Major Events & Festivals



Project Manager: Ron Cairns;
Account manager: John Edwards;
Technical Crew: Simon Bilsborough, Stephen Forrester, Andy Stevens.

Ron Cairns has over 40 years experience in delivering Australia's most important and successful events. The companies that rely on Ron read like the who's who of Australian business including Rio Tinto, BHP, Telstra and many more.



John Edwards has 12 years event planning and delivery experience and is sought after for his event creativity and planning skills.

For more information regarding this event contact Ron or John in Melbourne:

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