

about experiencing a bit of the Dead Sea at home – all about the minerals and the water quality. We've got 100 per cent Dead Sea minerals, exclusively – we're the only company licensed to bring them in. People have travelled to the Dead Sea for thousands of years for the health and wellness benefits, bathing in the mineral water. So people who have skin conditions like psoriasis and eczema can get relief, and it's a very relaxing place. The water is very rich in minerals, especially magnesium which is a muscle relaxant and is good for moisturising the skin, and it also helps reduce tangles in hair. People who have these pools say they don't need to shower afterwards. We've partnered with Bauer industries and Ozone Swim – ozone is 3500 times more effective in reducing chemicals than chlorine, and it's all about reducing the chemicals you put into the pool. We have a male kit and a female kit of Ahava skincare products to go with it. Something a little bit different, that helps with the sale process as well. We got about ten new retailer dealers just yesterday."

31. There were a number of media outlets in attendance at the show, including of course SPLASH! magazine. Interviews taken at the show will appear in the magazine and online over the coming months.

32. Alex Johnstone, Swimart's franchise development manager for Australia and New Zealand (left, with Bruce Everett) was at the show looking to add another 10 to 15 franchisees to their current 78 locations. "We're definitely focussing on the east coast, moreso New South Wales and Victoria, and getting across to New Zealand. There's so many spots. Even Queensland, which is our most populated state, there's still a lot of areas where we aren't. We want to grow our business and give our customers more options to use our services. We've done franchising expos and things before, but having so many independent pool shop owners here is great, it's who we want to speak to. Made a lot of good contacts. We'll be back, bigger and better next year."

33. Zodiac had a large and varied range of products on display, with the stand constantly busy. Jonas Ryberg, Fluidra marketing manager handling both Zodiac and AstralPool brands (not in picture), says the show was very positive. "We had lots of good meetings and conversations with customers and there was a fair amount of interest in our new products. On the Zodiac side the new chlorinator that we will be launching early in 2019 generated the most interest; on the AstralPool side the BlueConnect product was a major talking point."

34. Elena Gosse, CEO of AIS, is seen here demonstrating the new app that interacts with their brochure to bring up testimonials and other relevant information about AIS and its products. She says that the SPLASH! show was the busiest three days she'd had in a while. "I delivered three presentations, attended a SPASA board meeting of which I am a very proud member now, and to be a sponsor at certain events and of course to lead the stand at the trade show. I can tell you we have already won a few customers back and there are prospective new customers. I think about 85 per cent of people who attended my talk on diffusing the ticking time bomb came to visit me on the stand. So we defused the ticking time bomb by using simpler safer technology." She also spoke at the Women in Leadership seminar and sponsored the Australian Swim School Association inclusive swimming program. "These are people who help make a difference in the world and turn dreams into reality, by teaching people with limited ability." Gosse says she is proud to be on a new member of the SPASA Australia board. "I believe that if you want to change something you need to lead the change. I wasn't happy with a lot of stuff in our industry. Not being women inclusive for example. Now being a board member I have the opportunity. I was sold on Lindsay's vision on where he wants to take SPASA and I thought I will be there helping him bring it forward. I like this board – I like the diversity and the balance of different skills and different sectors and a difference in age which means we all have different perspectives. We're all looking for the industry to be more inclusive and to remind the rest of the world about the successes in Australia. I'm proud to be part of the change."

