

Find great staff™

AM2

The news & jobs magazine
from Attractions Management

AM2.jobs

6 SEPTEMBER 2017 ISSUE 86

Dreamworld deaths lead to new industrial manslaughter laws

Queensland's state government is set to introduce industrial manslaughter laws, with safety around theme park rides to also be tightened, following the deaths of four people at Dreamworld last year.

A government safety review was carried out following the tragedy, in which Cindy Low, Kate Goodchild, Luke Dorsett and Roozi Araghi were killed when two rafts on the park's Thunder River rapids ride collided.

The review, conducted by Workplace Health and Safety Queensland (WHSQ), outlined a number of public safety issues, namely the lack of training or qualifications for ride operators.

"By way of comparison, a high-risk work licence is required to operate



Four people died as a result of the accident at Dreamworld

a forklift truck and arguably the risk associated with the operation of certain large amusement devices is significantly higher than for a forklift," it said.

As a result of the review, the government will introduce industrial manslaughter laws that will hold corporations and negligent individuals responsible for any deaths. It is also creating new maintenance, operation and competency requirements for the operation of park rides.

"The maximum penalty for industrial manslaughter will be 20 years imprisonment for an individual, with a maximum fine of AU\$10m (US\$7.9m, €6.7m, £6.2m) for a corporate offender," said industrial relations minister

Grace Grace. "Importantly, companies won't be able to hide behind elaborate corporate structures to evade their responsibilities."

More: http://lei.sr?a=P5w5T_A

Dallas Zoo offers free visits to Hurricane Harvey evacuees

Dallas Zoo has reached out to those affected by Hurricane Harvey, welcoming more than 700 evacuees in the wake of the flooding and destruction, offering free entry for anyone impacted by the devastating cyclone.

The storm – which battered the state over the course of the last week – was the strongest to hit Texas since 1961. Harvey is so far responsible for at least 44 deaths. Floodwaters are finally starting to recede, but hundreds of thousands of people have been displaced from their homes.

"Over the past two days, the Dallas Zoo has welcomed more than 700 evacuees from the Houston area, free-of-charge," said a statement from the zoo, posted to social media.

"For others who are in Dallas because you've been impacted by



The zoo invited evacuees for a free trip

Harvey, please know you're welcome to visit the zoo on us, through 4 September.

"Just show your ID at the ticket gates for free admission. We're also making Zoo tickets available to evacuees in area shelters.

"We hope a visit to the zoo might help ease the pain and bring a smile to your face, even if for just a few hours."

In the city, the Dallas Convention Center has the capacity to house more than 5,000 evacuees. Other shelters have also opened up in two other Dallas locations.

Elsewhere, the World Waterpark Association has pledged its support to those affected, saying it would continue to provide updates on its members, as well as ways people can help friends and colleagues in affected areas.

More: http://lei.sr?a=G6N8y_A

GET
AM2

Magazine sign up at
AM2.jobs/subs

Job board live job updates
AM2.jobs

PDF for iPad, Kindle & smart phone
AM2.jobs/pdf

Ezine sign up for weekly updates,
AM2.jobs/ezine

Online on digital turning pages
AM2.jobs/digital

Instant sign up for instant alerts,
AM2.jobs/instant

Twitter  follow us:
[@am2jobs](https://twitter.com/am2jobs)

RSS sign up for job & news feeds
AM2.jobs/rss

Leisure Media

Tel +44 (0)1462 431385
 Fax +44 (0)1462 433909
 e-mail fullname@leisuremedia.com

Subscriptions

subs@leisuremedia.com

Editor

Liz Terry +44 (0)1462 431385

AM2 Managing editor

Tom Anstey +44 (0)1462 471916

Attractions Management

Alice Davis +44 (0)1462 471918

Journalists

Kim Megson +44 (0)1462 471915

Jane Kitchen +44 (0)1462 471929

AM2 Products editor

Lauren Heath-Jones +44 (0)1462 471927

AM2 Publisher

Julie Badrick +44 (0)1462 471919

Associate publisher

Sarah Gibbs +44 (0)1462 471908

Sales

Simon Hinksman +44 (0)1462 471905

Paul Thorman +44 (0)1462 471904

Chris Barnard +44 (0)1462 471907

Design

Ed Gallagher +44 (0)1905 20198

Web team

Michael Paramore +44 (0)1462 471926

Dean Fox +44 (0)1462 471900

Tim Nash +44 (0)1462 471917

Emma Harris +44 (0)1462 471921

Research

Joe Neary +44(0)1462 431385

Financial administrator

Denise Adams +44 (0)1462 471930

Circulation manager

Michael Emmerson +44 (0)1462 471932

Subscribe to AM2:

Online www.am2.jobs/subs

Email subs@leisuremedia.com

Tel +44 (0)1462 471913

Annual subscription rates are UK £31

Europe £41, Rest of world £62

UK Students £16

AM2 is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA POSTMASTER Send US address changes to Spa Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437. The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Preview Cromatic Ltd. ©Cybertrek Ltd 2017 ISSN Print: 2055-8171 Digital: 2055-818X



Marry Barra has led General Motors as its CEO since January 2014

GM chair Mary Barra joins Disney Board

Mary Barra, chair and CEO of General Motors (GM), has been named the newest member of Disney's Board of Directors.

Elected GM chair in January 2016 and serving as CEO since January 2014, under Barra's leadership, the company has strengthened its manufacturing business, while also working on new technologies such as electrification and autonomous vehicles.

"Mary is recognised as an agent of change with a relentless focus on quality, safety and, most importantly, consumers," Disney chair and CEO, Bob Iger.

"Her ability to adapt to a changing technological and consumer-focused landscape makes her uniquely suited for the Disney Board."

More: http://lei.sr?a=T4w6B_A

Waterpark numbers rising in the Balkans as new development comes to Kosovo

Kosovo's Ujevara Resort has opened the country's largest waterpark, with the 20,000sq m (215,300sq ft) development the latest to come to the Balkans region.

Supplied by Polin, the waterpark offers nine slides, as well as kids slides and wet play areas. The waterpark includes technology which allows visitors to collect points by touching sensors on the slide as they ride down.

The aqua park is part of a small but growing trend for such attractions the region, according to Polin, which has dedicated resources to developing new projects in countries such as Macedonia, Bulgaria, Serbia, and Slovenia.

"We've been working in the Mediterranean for many years with successful projects



The aqua park is part of a small but growing trend for the area

in Spain, Italy, France, Greece, Egypt and smaller countries," said Polin's director of sales and design, Kubilay Alpdogan.

"A number of waterparks beginning to open in the Balkans specifically. We're focusing on helping developers in these areas create oases that blend relaxation and recreation."

More: http://lei.sr?a=N8Q9E_A

Evergrande plans to build Chinese theme park empire

Billionaire Hui Ka Yan – majority owner of property developer China Evergrande Group – has announced plans to build 15 theme parks across China as the market continues to boom in the region.

Branded Children's World, the Evergrande theme parks will be built across second-tier cities in China and focus on Chinese and Western mythology.

Each park will target 15 million annual visitors and generate revenues of US\$3bn (€2.5m, £2.3bn) from tourism related services, said Evergrande. Construction will be completed by 2022, according to the developer, which added the parks would be all-season, indoor ventures.

Last month Wanda owner Wang Jianlin backed off from his ambitions to topple Disney, as the top theme park entity in China, selling the majority of the company's theme park business in order to balance its books. Previously Jianlin had taken aim at Disney, saying that "one tiger" was "no match for a pack of wolves" in regards to Shanghai Disney and his numerous Wanda developments.



Evergrande says its parks would host 33 large-scale rides, whereas Disney usually has 18 to 22

In its statement announcing the park developments, Evergrande followed suit, albeit using a much more diplomatic tone, comparing its plans directly to Disney, saying its parks would host 33 large-scale rides, whereas Disney usually has between 18 and 22.

According to China's government, the country's US\$610bn (€506.8bn, £470.1bn) tourism industry will double in value by 2020, with the theme park boom spurred on by an emerging middle class.

More: http://lei.sr?a=H8x9d_A

Engineering work starts on HMS Victory to preserve warship

The National Museum of the Royal Navy has begun essential works to support the historic HMS Victory, with the 252-year-old vessel currently at risk of collapsing under its own weight.

The ship, which first set sail in 1765 and has been dry-docked in Portsmouth since 1922, is best known for its role as Lord Nelson's flagship at the Battle of Trafalgar in 1805. Open to the public as a visitor attraction since 1928, more than 30 million people have explored the Victory, which is also the oldest commissioned warship in the world.

Taking 18 months to complete, the £3m (US\$3.8m, €3.3m) project is being carried managed by aerospace and defence company BAE Systems, who will create a better support system using a detailed laser scan of 89.25 billion measurements and computer modelling.

The new system has been designed to mimic how the ship would sit if it were floating in water. Replacing the existing steel "blades", a new system of 15-foot



The 2,000 tonne weight load of HMS Victory will be better supported once work is complete

adjustable steel props will be fitted over two levels. Each prop is telescopic – meaning it can change its length – and will feature a cell monitoring the 2,000 tonne weight load around the clock, which can be easily adjusted if necessary.

"Victory is possibly the most famous ship in the world. She remains a commissioned

ship and the flagship of the First Sea Lord," said Dominic Tweddle, director general of The National Museum of the Royal Navy.

"The dry dock, in which she sits, is also the oldest in the world, and this is the first time something like this has ever been done to a historic ship."

More: http://lei.sr?a=V5Z3x_A

THE WETA TOUCH

The Weta Workshop – famous for creating special effects and props for the silver screen – have been given ‘creative licence’ for a redevelopment of New Zealand’s National Aquarium

Weta Workshop – the special effects and prop company behind such epics as *The Lord of the Rings* and *Avatar* – have thrown their weight behind a NZ\$45m (US\$32.5m, €27.5m, £25.3m) redevelopment of the Napier National Aquarium in New Zealand.

Napier City Council (NCC) has announced the plans, which will see the aquarium on Marine Parade expanded by almost three times from 3,400sq m (36,600sq ft) to 11,100sq m (120,000sq ft). Weta Workshop will be given “creative licence” to come up with a unique design for the development.

“It puts us on the map as a conservation centre of excellence and an eco-tourism destination of major significance,” said council manager of visitor experiences, Sally Jackson.

“We couldn’t be more thrilled

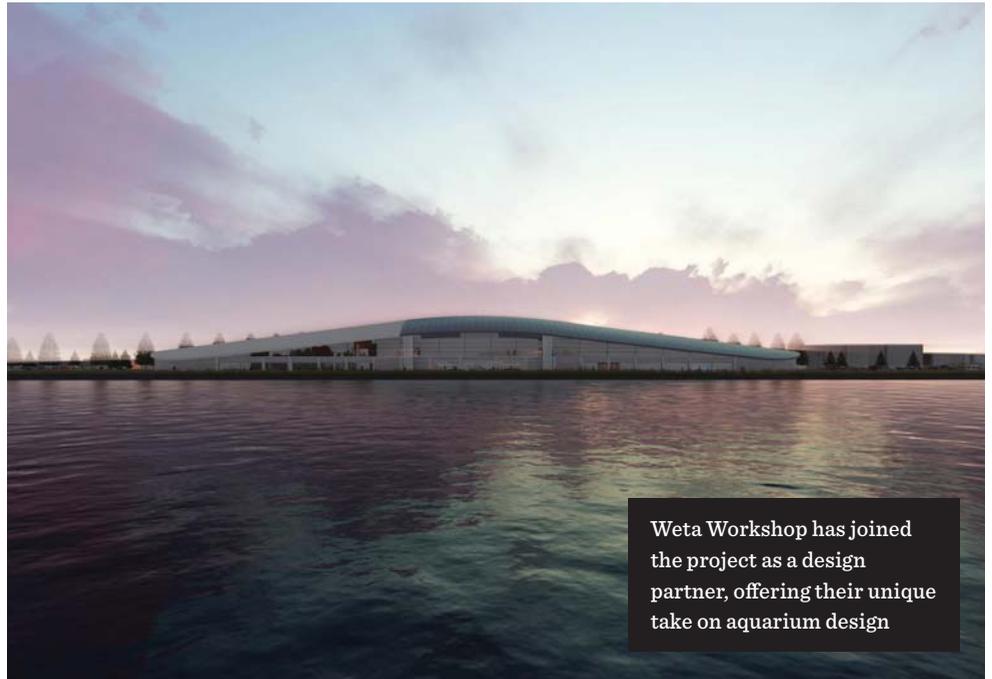


“People coming to New Zealand ‘will not be able to leave’ the country without spending time at our aquarium”
- Mayor Bill Dalton

that Weta Workshop has come on board as our design partner, to create the wow factor and help us tell our stories in an innovative, original way.”

NCC will provide NZ\$7m (US\$5m, €4.3m, £3.9m) in funding towards the development, with the remainder sought from a mix of public and private investment. In addition to Weta Workshop, key partners involved in the project include Air New Zealand, the University of Waikato, Hawke’s Bay Regional Council, Hawke’s Bay Tourism and representatives of the local Maori community.

“We’re on a mission to create an absolutely extraordinary experience so that people coming to New Zealand will not be able to leave the country without spending time at our aquarium,” said



Weta Workshop has joined the project as a design partner, offering their unique take on aquarium design

Napier mayor Bill Dalton.

“We are looking forward to sharing the excitement of our National Aquarium Expansion Project in more detail and hearing our community’s views as we work hard towards enhancing our National Aquarium of New Zealand.”

NCC will formally review the indicative business case for the aquarium at the end of the month. If supported by councillors, it will then be presented to the New Zealand government for funding consideration. Construction is scheduled to start in 2019, with an opening date of 2021.



The redeveloped centre will open in 2021

EAS

**Euro
Attractions
Show**



IAAPA



...AND LEISURE IS AT ITS BEST

THE INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS PRESENTS

EURO ATTRACTIONS SHOW 2017

Messe Berlin Exhibition Center | **BERLIN, GERMANY**

CONFERENCE: 24–28 Sept. 2017 | **TRADE SHOW:** 26–28 Sept. 2017

Join us as the leaders of the leisure, attractions, tourism, and entertainment industries come together to showcase innovative products and services. Visit with more than 500 exhibitors on the trade show floor, learn industry best practices at 20+ education seminars, and network with 11,000 industry professionals.

REGISTER EARLY AND SAVE!

www.IAAPA.org/EAS | EMEA@IAAPA.org

Telus World of Science starts work on 10k planetarium

Edmonton's Telus World of Science in Canada is about to enter the next phase of its CA\$40m (US\$31.9m, €26.7m, £24.7m) Aurora Project – the year-long construction of a new planetarium theatre with higher screen resolution than any other planetarium in the world.

The renamed Zeidler Dome Theatre, formerly the Margaret Zeidler Star Theatre planetarium, will include a projector and screens capable of 10K resolution, more than double that currently on offer by IMAX movie theatres and more than the current ultra-HD standard of 8K.

“With this new 10K resolution video projection system, the stars that we can project, the images will be incredibly sharp, highly detailed, and it will make you feel like you're right there,” said Frank Florian, director of planetarium and space sciences at Telus World of Science.

“When the theatre opens, people will come in and their jaws will drop because it's going to make them feel



The Zeidler Dome Theatre will include a projector and screens capable of 10K resolution

like they're in these environments. It's going to have that 'wow' factor.”

The centre's redevelopment expands its space by 20,000sq ft (1,850sq m), with the next phase of development starting on 5

September. In addition to the planetarium's redevelopment, the construction phase also includes a renovation of the existing Space Place gallery.

More: http://lei.sr?a=Z4R7u_A



The aquarium opens later this month

September date set for Cairns Aquarium

After suffering a number of delays, work on the AU\$50m (US\$39.6m, €33.7m, £30.7m) Cairns Aquarium is in the final stages, with 12 September being touted as the visitor attraction's official opening date.

“The water is already in the building and all hands are on deck to get the water quality to the point where we can introduce animals,” said aquarium manager Julie Cullen, speaking to *Herald Sun* “Once the fish are in it'll be fairly quick before we open the doors to visitors.”

More: http://lei.sr?a=D2Y2z_A

Dreamworld accident affects Village Roadshow as operator announces losses

Australian operator Village Roadshow is looking to bounce back after a tough 12 months, which has seen the company record full-year losses of AU\$66.7m (US\$52.8m, €44.8m, £41.2m).

The loss has been attributed to a fatal accident at Queensland's Dreamworld theme park – operated by Ardent Leisure, a rival of Village Roadshow. The impact of the tragedy – in which four people were killed on the park's Thunder River rapids ride – has been far-reaching, with operators across Australia suffering losses.

In a statement the company said Australia's theme park market may take some time to recover, but that it expected earnings to improve in the next fiscal year.

“There is no doubt with the energy and planning in place that we will turn it



Village Roadshow is hoping new investment will draw visitors

around,” said Village Roadshow co-chief executive Graham Burke, who added that the Dreamworld accident was making parents wary of sending their children to theme parks, with locations affected including places such as Sydney, Melbourne and New Zealand.

More: http://lei.sr?a=s2W7K_A

Holovis[®]
EXPERIENCE DESIGNERS



Visit us at EAS
Booth 22-1104

R3EX is a unique experience that combines real-time immersive content and gesture based interactivity, all onboard a dynamically moving robotic arm



The **R3ex** achieves new levels of interactivity, graphical quality and sustained physical forces on the rider and uses real-time, networked, guest-to-guest storytelling, game-play and interaction instead of the usual 360° pre-rendered 'look-around' content as seen on typical VR attractions. For the first time players have complete agency over all elements of their experience creating opportunities for complete customisation and personalisation.

www.r3ex.com | www.holovis.com

AM2

DIARY DATES

7-8 SEPTEMBER

BALPPA Autumn Conference Devon, UK

This year's British Association of Leisure Parks, Piers and Attractions (BALPPA) Autumn Conference features a charity golf day, a members meeting, attraction visits at Crealy Great Adventure Park and Resort and Paignton Zoo, and a dinner at Exeter Castle.
Tel: +44 207 4034455

Email: information@balppa.org
www.balppa.org

19-23 SEPTEMBER 2017

EAZA Annual Conference Wildlands Adventure Zoo, Emmen, Netherlands

The European Association of Zoos and Aquaria (EAZA) Conference is the biggest annual gathering of the European zoo and aquarium community. More than 600 delegates are expected to come together for four days of events.

Tel: +31 20 520 07 50
Email: mirko.marseille@eaza.net
www.eaza.net

24-28 SEPTEMBER 2017

Euro Attractions Show Berlin, Germany

The world's attractions leaders will descend on Berlin, when 11,000 delegates gather for this year's Euro Attractions Show (EAS). The show floor will have more than 500 exhibiting companies, as well as educational sessions.

Tel: +31 20 520 07 50
Email: iaapa@IAAPA.org
www.iaapa.org

26-29 SEPTEMBER 2017

GSCA Conference & Trade Show Chicago, Illinois, US

The Giant Screen Cinema Association (GSCA) Conference and Trade Show this year includes a marketing symposium to help theatres increase attendance.

Tel: +1 919 346 1123
Email: info@giantsscreencinema.com
www.giantsscreencinema.com



The conference will be hosted at the Indianapolis Zoo in Indiana, US

9-13 SEPTEMBER 2017

AZA Annual Conference Indianapolis Zoo, Indiana, US

The Association of Zoos & Aquariums (AZA) Annual Conference is the largest, most comprehensive zoo and aquarium professionals' event in the

world. More than 150 companies and organisations will showcase their latest products to 2,800 delegates from AZA aquariums and zoos.

Tel: +1 301 244 3347
Email: cwallen@aza.org
www.annual.aza.org

1-6 OCTOBER 2017

AZA: Principles of Aquarium Husbandry, Design and Leadership Shedd Aquarium, Chicago, Illinois, US

This course will help aquarists build their husbandry, design and leadership skills to advance both their career and institution. Students will experience lectures, group discussions and behind-the-scenes tours.

Tel: +1 301 562 0777
Email: membership@aza.org
www.aza.org

4 OCTOBER 2017

Annual National Conference of Visitor Attractions Queen Elizabeth II Conference Centre, London, UK

Located in the heart of Westminster in central London, the annual Visitor Attractions conference is run by the industry, for the industry and is firmly established as the key place to meet and network with contemporaries and to participate in an innovative and stimulating programme.

Tel: +44 207 0456921
Email: vac@zibrant.com
www.vacevents.com

10-12 OCTOBER 2017

Brand Licensing Europe Olympia, London, UK

Brand Licensing Europe (BLE) brings together more than 280 leading brand owners from across the world showcasing the leading brands, characters and images available to license. BLE offers the opportunity to network with the industry and start the conversations that could lead to your next big licensing deal.

Tel: +44 207 921 8028
Email: Sonia.Shann@ubm.com
www.brandlicensing.eu

15-19 OCTOBER 2017

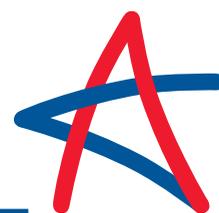
WAZA Annual Conference Berlin Zoo, Berlin, Germany

The 72nd WAZA Conference will focus on the important contribution that zoos and aquariums make to society. The event will examine how zoos and aquariums are acting as leaders in their communities, how WAZA members are working across continents to develop best practice and how they are evidencing impact both on the natural world and on society.

Tel: +41 22 999 07 90
Email: secretariat@waza.org
www.waza2017.org



VAC2017



**Wednesday
4 October 2017
The QEII
Conference
Centre, London**



THE ANNUAL NATIONAL CONFERENCE OF VISITOR ATTRACTIONS

Wednesday 4 October 2017 - The QEII Conference Centre, Westminster, London.

The essential event for owners, managers and marketers of a visitor attraction, for opinion formers and tourism or heritage professionals.

VAC is a national conference organised by the industry, for the industry where you can:

- Get involved in a unique forum for industry professionals.
- Network and share experiences.

Don't miss this opportunity to:

- Understand your business in the context of the wider visitor attractions market.
- Keep up to date and find new directions for your business.

Keynote Speaker: Dr Tristram Hunt, Director of the V&A.

Check out the conference website for the full programme and latest list of speakers now.

www.vacevents.com

Principal Sponsor:



Official Publication:



Supported by:



DO YOU NEED VR VIDEO CONTENT?

RED RAION IS THE ONLY COMPANY THAT
OFFERS YOU A COLLECTION OF CGI VIRTUAL
REALITY MOVIES DESIGNED FOR THE
ATTRACTIONS INDUSTRY!



EAS

Euro
Attractions
Show

VISIT US AT BOOTH #23-304

JUMP ON THE VR SIMULATOR TO EXPERIENCE
OUR BRAND NEW VIRTUAL REALITY MOVIES!



REDRAION[®]

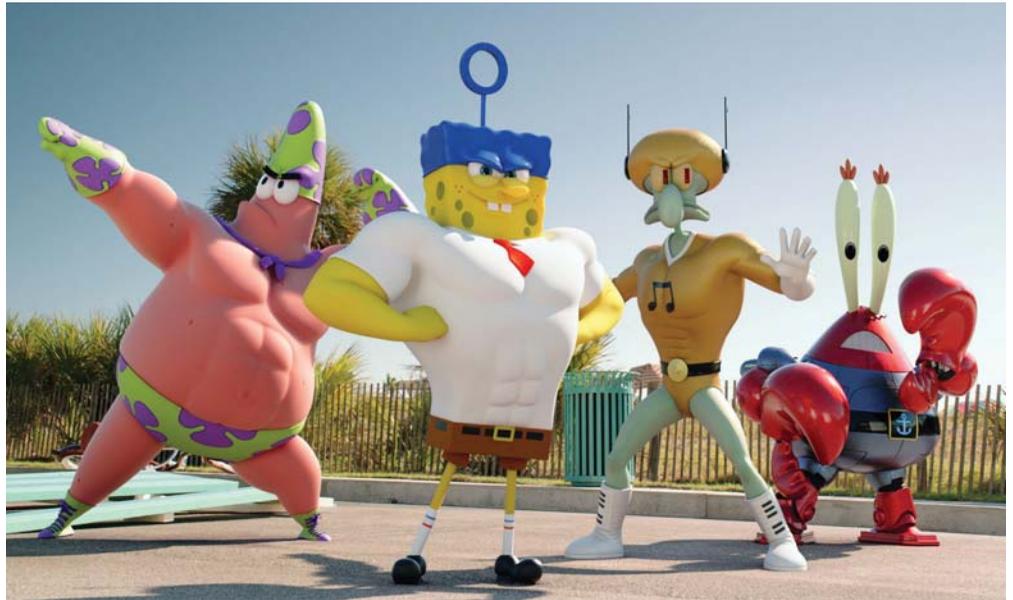
‘Sponge Out of Water’ as Viacom abandons resort and theme park plans

Viacom has abandoned its plans for an underwater Nickelodeon resort and theme park as the proposed project’s developer hits out against fake news surrounding project

Media giant Viacom has pulled out of controversial plans to create an underwater Nickelodeon resort and theme park in the Philippines, though its developer has announced its intention to push on, hitting out against fake news which has threatened to sink the project.

Palawan, which is widely recognised as the Philippines’ ‘last ecological frontier’, is the site for the planned Coral World Park. Planned to open in 2020, the resort will feature restaurants and lounges six meters below sea level. Original plans had called for 1sq km of the 4sq km development to be dedicated to a Nickelodeon park, with IPs such as *SpongeBob SquarePants*, *Dora the Explorer* and *Teenage Mutant Ninja Turtles* included to “encourage ocean protection.”

There was significant backlash following the project’s announcement in January, with an online petition calling for it to be



The attraction would have used Nickelodeon IPs such as *SpongeBob SquarePants* to promote ocean conservation

“
We will work directly with key stakeholders to protect and maintain the environment in the beautiful town of Coron

abandoned reaching more than 260,000 signatures. The widely-shared petition argued that the project would have destroyed the marine habitat it was claiming to protect.

In a statement, Viacom said it would “no longer be involved” in the proposed development, a decision which had been “mutually agreed” with its Philippine partner, Coral World Park.

Responding to criticism, Coral World spoke out against the “fake news” surrounding the project, stating that the proposed property is a former mining site with no trees and low coral cover, rather than the “pristine land” reported by many. The developer also added that the majority of the development would have been on land, with floating structures featuring a glass bottom hull. Coral World

also confirmed the split from Viacom, saying the reason was down to the local area “not being ready in terms of infrastructure to host a world class family themed development by 2020”.

The company said it will move forward with its “environment friendly masterplan” – one of eight luxury branded resorts and spas planned. It also pledged to establish an enhanced marine reserve and reef conservation programme across the 16 islands in the Philippines under its ownership.

“We will continually work directly with key stakeholders in Palawan to protect and maintain the environment in the beautiful town of Coron, Palawan as it experiences exponential population and tourism growth,” said Coral World. “It is time to take a preventive approach in the protection of the area.”



Coral World Park will continue with its eco-friendly development



Red Raion will unveil two new VR movies at EAS

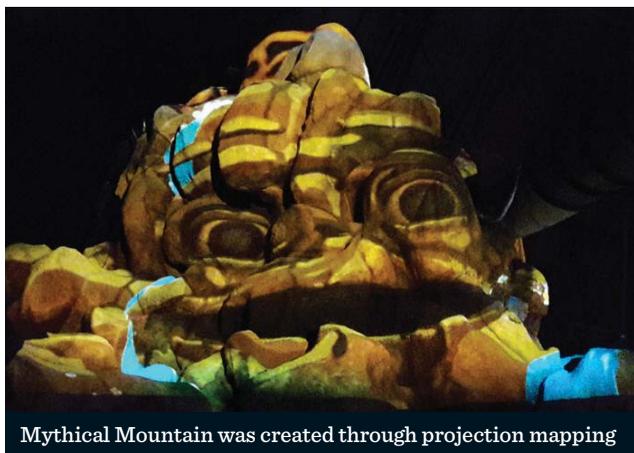
Red Raion to showcase new VR films at EAS 2017

Italian movie production company Red Raion has expanded its digital content line up with the release of two new immersive VR movies, *Aztec VR* and *Dystopia VR*.

Designed for thrill seekers and horror lovers *Aztec VR* takes viewers on a thrilling adventure through the jungle as they try to evade an Aztec tribe, who wish to offer them up as human sacrifice.

Dystopia VR is an innovative horror story that takes viewers on a terrifying journey through a war-torn, post-apocalyptic landscape, where hideous monsters are hellbent on destroying humanity.

Aztec VR and *Dystopia VR* will make their debut at the Red Raion booth at EAS between 24 and 28 September at the Messe Berlin Exhibition Centre.



Mythical Mountain was created through projection mapping

Holovis creates new attraction at Fantasy Island

Fantasy Island theme park in Lincolnshire, UK, has enlisted the help of experience design experts Holovis to create a multi-media show to keep guests engaged and staying in the park longer.

Holovis produced the entire experience, including concept, character and story development. The company utilised existing theming and projection

mapping to create the show, including the central character of the Mythical Mountain.

Projection mapping proved to be trickier than expected due to the uneven surface, designed to replicate a mountainous terrain. In order to overcome this issue Holovis carried out a lidar scan to create a 3D model so they could accurately map the projection effects across the surface.



Frontgrid unveiled the attraction with Simworx

Frontgrid and Simworx announce new VR attraction

Industry newcomer Frontgrid has partnered with Simworx to create a “world first” VR attraction that will launch at EAS 2017.

ParadropVR is an IP protected, VR attraction that is designed to provide an immersive experience that realistically simulates the feeling of flying a paraglider. It features a smooth up

and down motion, that incorporates sudden drops and smooth deceleration that is designed to make the rider feel as if they are actually soaring through the sky.

ParadropVR also features an interactive gaming element, where riders score points by flying through a series of targets as they descend back down to earth.



VisitLanarkshire has created access guides with DisabledGo

VisitLanarkshire partners with DisabledGo for guides

VisitLanarkshire has collaborated with leading access information provider DisabledGo to develop accessible tourist guides for its attractions.

The guides are designed to provide guests with detailed information before they travel, so they can make an informed decision about an attractions accessibility and suitability. Each guide shows users the

journey through the attraction, providing images and comprehensive information including ramp access, parking restrictions and facilities.

They cater for a diverse range of users, including older people with mobility issues, parents with younger children and those with permanent physical disabilities or temporary injuries.



Stoke-on-Trent City Council is advertising the opportunities to operate Pleasure Boats and Amusement Attractions at Hanley Park, Stoke-on-Trent.

Situated in the city's University Quarter midway between the City Centre and the main railway station, Hanley Park annually welcomes 1 million visitors. Thanks to a 4.6 million grant award from the Heritage Lottery Fund, the park is currently being regenerated through an exciting £6 million comprehensive restoration scheme, scheduled for completion in summer 2018.

Such significant investment is enabling Hanley Park to re-establish itself as a successful, high quality visitor attraction of regional importance, providing visitor facilities expected of such a city park. It is anticipated that the annual visitor numbers will increase by 40% once the project is complete to 1.4 million.

The City Council is offering a minimum 10 year contract for the following opportunities on a customer pay and play basis, located in the newly restored park;

Pleasure Boats
To be run for 6 months a year, and to include the lease of a wet/dry dock in the boathouse and the licence to operate on the lake, landing platform and to moor on the central island. Vessels can include rowing boats, canoes, kayaks, pedalos or electric boats.

Amusement Attractions
To operate up to five mobile and/or semi-permanent amusement attractions in the park and could include Inflatables, Children's Rides, Mini Cars, Trampolines, Mini Golf, Donkeys, Any other suitable attraction.

To apply for the above opportunities and for a detailed tender brief, contact Stoke-on Trent City Council at:
www.stoke.gov.uk/homepage/74/tender_and_quotation_opportunities

Walsall Council wishes to seek views and opinions from the marketplace on the proposal to grant a long-term leasehold interest in the town's New Art Gallery.



The council wants to gauge the level of interest and welcome innovative solutions that could meet the Council's objectives and financial challenges as well as meeting Arts Council of England's funding requirements.

The New Art Gallery is an iconic arts venue in Walsall, West Midlands. It has international significance. The Gallery is recognised by Arts Council England (ACE) as a National Portfolio Organisation, and is jointly funded by ACE and Walsall Council.

The aspiration is for the New Art Gallery Walsall to retain its status as a National Portfolio Organisation, and to continue to provide high quality cultural and education services to the people of Walsall and the West Midlands.

The Council wish to secure a viable and sustainable future for the New Art Gallery Walsall, and recognise that this will need to involve a very significant reduction on the dependency on the annual Council subsidy.

The Council and ACE wish to explore innovative new governance, funding and management structures; to develop an exciting and ambitious vision and proposition to engage the people of Walsall and beyond; to raise aspirations and civic pride through the delivery of a world class cultural offer.

The Prospectus sets out the nature of the opportunity, and details of the exhibitions and collections held at the Gallery. In the first instance interested parties should contact:
<https://in-tendhost.co.uk/walsallcouncil>
to request a copy of this prospectus and a supplementary questionnaire which we ask if you to complete and return.




Walsall Council



FAIRGROUND HERITAGE CENTRE

Operations Manager

at Dingles Fairground Heritage Centre

Salary: £28k-£35k

The Fairground Heritage Trust is a registered charity, responsible for the national collection of fairground equipment, art and ephemera, and the management of that collection in the Dingles Fairground Heritage Centre in West Devon - a working museum.

We have an exciting opening for an Operations Manager to work at Dingles Fairground Heritage Centre. This will involve taking responsibility for day-to-day running of our popular and expanding tourist attraction, and to take a lead in implementing the strategic plan of the Trustees, working in conjunction with the Curatorial and Engineering Managers.

We are looking for a proactive person who will share the vision of the Trustees in growing the potential of the centre in terms of marketing opportunities, ensuring visitors enjoy a positive experience and building a team of staff and volunteers who share a common goal.

On a day to day basis you will manage the experience of the visitors, take responsibility for bookings, and oversee marketing and event planning.

You will act as the focal point of contact to the Trustees' Management Committee, the landlord, staff, volunteers, catering licensees and members of the public.



You will need to have a proven track record of running a visitor attraction. Clear leadership skills, and a knowledge of current relevant legislation, are vital. A flair for marketing, line management of staff and volunteers, excellent communication skills and the ability to work independently as well as part of a team are all key attributes. You will also be expected to be IT literate and competent with MS Office and accounting software.

We need you to be prepared to develop an understanding of the collection and the aims of the Fairground Heritage Trust.

Driving license essential.

For a job description and to apply visit:
<http://lei.sr?a=j5l2a>



Eleven Arches is looking for talented individuals to join its Marketing and Production teams as 'Kynren – an epic tale of England' moves into its third season, and the development of a new daytime theme park begins.

Eleven Arches is the production company behind 'Kynren – an epic tale of England', the spectacular open-air live show in County Durham. A registered charity, Eleven Arches aims to establish Bishop Auckland as an international tourist destination, a new engine for economic growth, with Kynren and a future historical theme park at its heart. The roles offer successful candidates the opportunity to be involved in an inspiring, ambitious and unique project, working in a fast-moving, unpredictable, high-octane environment that accompanies the production of a world-class show.



We are recruiting for key marketing positions which will enable us to build our brand and develop opportunities and channels for ticket sales.

DIRECTOR OF MARKETING & COMMUNICATIONS

The Director of Marketing and Communications is responsible for maximising all streams of revenue, through developing B2C and B2B sales channels, merchandise and corporate opportunities, while optimising engagement and integrating Kynren within the local community. Reporting to the Chief Executive Officer, you will be responsible for orchestrating and driving the overall marketing strategy and leading the team to deliver consistent communications and collateral in line with the marketing plan as we develop new sales channels and optimise the customer booking journey. Leading a team of staff and agencies, you will also be responsible for the development and protection of the Eleven Arches and Kynren brands.

HEAD OF BUSINESS DEVELOPMENT

We are looking for an experienced marketing professional to drive the strategic development of our sales channels - trade, partnership and consumer - and deliver the marketing plan to achieve our sales objective. Reporting to the Director of Marketing and Communications, you will be responsible for the day-to-day running of all marketing operations, building the presence and profile of Kynren and Eleven Arches in the North East, nationally and internationally, building relationships with the travel industry and developing programmes and packages to help us broaden the reach and appeal of Kynren to new and growing audiences. You will also work closely with the communities, councils, organisations and businesses in Bishop Auckland, County Durham and the North East to develop their collaboration with and support for Kynren.

HEAD OF COMMUNICATIONS

We are looking for an experienced communications professional who will be instrumental in creating PR opportunities and engineering engaging content. If you have journalistic tendencies, an ear for good story and flair for great copy, this role could be ideal for you. Reporting to the Director of Marketing and Communications, you will drive Eleven Arches' communications through social media and public relations, and be closely involved in the delivery of our marketing plan, crafting compelling copy, generating ideas and content for use across traditional, digital and social media and internal communications, and shaping our Ambassadors and Outreach Programme.

In addition, we are keen to hear from individuals with a background in show production to assist with the delivery of our world-class show:

STAGE MANAGER

You will be instrumental in assisting the Creative Director and the Creative & Production Team to deliver the best possible performances of Kynren from the start to the close of each season. In addition to being involved in the technical and creative aspects of the production, this role also involves leading the cast and crew during rehearsals and throughout the performance season.

ASSOCIATE PRODUCER

Acting as a hub and support the Creative Director, the Producer and Executive Producer in co-ordinating all activities undertaken by various departments within the organisation, you will ensure that deadlines are met and that preparations for the show run smoothly. This project management role is pivotal in enabling the creative team to concentrate on the creative aspects, and head of departments to deliver on their respective mandates.

For more information and to apply with your CV and covering letter, please visit: <http://lei.sr?a=J6i4Y>

For more details on the following jobs
visit www.am2.jobs or to advertise
call Sarah on +44 (0)1462 471908



● **Stage Manager**

Kynren

Salary: Competitive

Job location: Bishop Auckland,
United Kingdom

● **Head of Communications**

Kynren

Salary: Competitive

Job location: Bishop Auckland,
United Kingdom

● **Head of Site -
RHS Garden Wisley**

Royal Horticultural Society

Salary: circa £70,000

Job location: Wisley, United Kingdom

● **Associate Producer**

Kynren

Salary: Competitive

Job location: Bishop Auckland,
United Kingdom

● **Head of Marketing and
Business Development**

Kynren

Salary: Competitive

Job location: Bishop Auckland,
United Kingdom

● **Senior Visitor
Experience Manager**

The Postal Museum

Salary: circa £36,000

Job location:

● **Operations Manager**

The Fairground Heritage Trust

Salary: £28-35K

Job location: Milford, Devon, United Kingdom

● **Director of Marketing
and Communications**

Kynren

Salary: Competitive

Job location: Bishop Auckland,
United Kingdom

● **Duty Manager
Visitor Experience**

Castle Howard

Salary: Competitive Salary

Job location: York, United Kingdom

● **Sales and Reservations
Assistant**

Castle Howard

Salary: £17,000 per annum,
plus pension and benefits

Job location: York, United Kingdom

● **Project Delivery Officer**

Hull Culture and Leisure

Salary: £17,072 - £18,070

Job location: Hull, United Kingdom

● **Leisure Marketing Manager**

Hull Culture and Leisure

Salary: 30,785 - £33,437

Job location: Hull, United Kingdom

● **Assistant Manager -
Conferencing and Events**

Derby City Council

Salary: Grade G £24,964 - £27,668 a year

Job location: Derby, United Kingdom

● **Regional Controller**

Madame Tussauds

Salary: Competitive

Job location: New York, NY, United States

For more details on the above jobs visit www.am2.jobs

New Star Wars AR app calls on users to ‘find the force’ at 20 global landmarks

The Eiffel Tower, Grand Canyon and Sydney Harbour Bridge were among 20 global landmarks tied to the *Star Wars* universe as part of the second annual Force Friday event, with AR experiences and a pop-up treasure hunt calling on fans to “find the force”.

Themed around the forthcoming *Star Wars: The Last Jedi*, anyone within a mile of the historic landmarks were able to use the *Star Wars* app to unlock an AR scene.

This was also linked with a *Star Wars* AR game, downloadable for free, in which fans had to track down holograms of their favourite characters in a VR scavenger hunt.



Special banners make an AR character appear

Taking place between 1-3 September, special banners with the Find the Force logo allowed players to make one of 15 characters appear in AR, with the ability to then film video or take pictures

of their interactions with the character using their phones. In addition to the 20 heritage sites, more than 20,000 stores worldwide participated in the event.

More: http://lei.sr?a=f9a3N_A

‘Create your own masterpiece’ with interactive editing from Disney Research

Disney’s research and development arm has come up with a new way to interact with art – creating an augmented reality application that allows users to recolour paintings.

Called AR Museum with the tag line “create your own masterpiece”, the technology is intended for museums and exhibitions, and aims to provide an entertaining way for interacting with paintings in a non-intrusive manner.

The application, which can run on any smartphone or tablet, works by utilising a set of corresponding alpha colour channels and then creating customisable colour edits by using these layers.



The technology is intended for museums and exhibitions

“To the user, the physical painting is replaced with a virtual, digitally enhanced version,” said Disney Research Zurich’s Mattia Ryffel, who worked on the project.

“The user can now click on different regions of the virtual painting to throw paint drops, which recolors regions of the virtual painting.”

More: http://lei.sr?a=8t5u5_A

American Association of Museums (AAM)

T: +1 202 289 1818 W: www.aam-us.org

Association of American Zoos & Aquariums

T: +1 301 562 0777 W: www.aza.org

Association of Art Museum Directors

T: +1 212 754 8084 W: www.aamd.org

Association of Independent Museums (AIM)

T: +44 (0)1584 878 151 W: www.aim-museums.co.uk

Association of Leading Visitor Attractions (ALVA)

T: +44 (0)20 7222 1728 W: www.alva.org.uk

Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: www.astc.org

Association of Scottish Visitor Attractions (ASVA)

T: +44 (0)141 229 0923 W: www.asva.co.uk

Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: www.aza.org

Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: www.aalara.com.au

European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: www.eaasi.org

European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: www.eaza.net

European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: www.ecsite.eu

Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: www.giantscreencinema.com

Historic Houses Association (HHA)

T: +44 (0)20 7259 5688 W: www.hha.org.uk

Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: www.iaapi.org

International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: www.iaapa.org

International Planetarium Society

T: +1 808 969 9735 W: www.ips-planetarium.org

Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: www.iscan.ie

Museums Australia

T: +61 2 6230 0346 W: www.museumsaustralia.org.au

National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: www.farmattractions.net

NAVET

T: +46 (0)33 41 00 09 W: www.navet.com

Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: www.oaba.org

The Aquarium & Zoo Facilities Association (AZFA)

E: rff@tnaqua.org W: www.azfa.org

The Canadian Museums Association

T: +1 613 567 0099 W: www.museums.ca

The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: www.canadiansciencecentres.ca

Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: www.teaconnect.org

World Waterpark Association (WWA)

T: +1 913 599 0300 W: www.waterparks.org

Zoo & Aquarium Association

T: +61 2 9978 4797 W: www.zooaquarium.org.au