

Save Jobs & The Environment

Balloon Industry Call for Effective Legislation to
Ban Releases, Not Balloons





The Pro Environment Balloon Alliance

The Pro Environment Balloon Alliance (PEBA) is Australia's largest balloon industry association formed in July 2017 to be an advocacy body to promote positive changes in balloon industry practices, community education, corporate governance and to be a consultative body for legislative policy relating to balloons.

PEBA is committed to self-regulation and driving proactive, environmentally responsible change within the industry. **PEBA members do NOT support, condone or facilitate the organised release of balloons.**

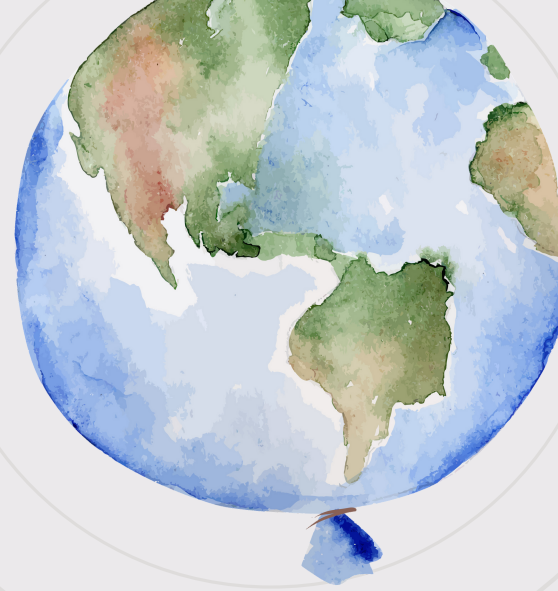
PEBA's message is extending internationally through the fraternity of global connections. Our aim is to assist in making Australia the first continent in the world to ban the deliberate release of balloons. However this outcome cannot be achieved by industry alone.

The Balloon Industry

The industry is made up of small business owners including Balloon Artists, Twisters, Entertainers and Event Decorators who are valued members of Australia's Arts & Entertainment Industry. This profession employs thousands of people across Australia and includes retailers, suppliers and manufacturers.

As Balloon Industry professionals we have an obvious vested interest in preventing further job losses. Currently, there are some campaigns calling for blanket bans on balloons. Policies are being made without consultation with the Balloon Industry. We are very concerned about the impact this is having on the livelihoods of balloon professionals and thousands of jobs are on the line.

We urge the Federal Government to consider the wider impact that regulatory and policy changes are having on employment and job losses across the country.



Supporting Industry & Legislative Change

We support effective changes to legislation that will ban the deliberate release of balloons in order to prevent littering and reduce environmental impact. **We do not support the call to ban the sale and use of all balloons.**

We need the support of all levels of government to save our industry and the environment.

PEBA has been making representations to local and state governments and corporate policy makers. We have successfully worked with the City of Kwinana in Western Australia and Brisbane City Council to include a ban on deliberate balloon releases and are in consultation with the Western Australian government.

With over 500 local government areas and different state laws, we are finding that the changes in legislation are adhoc and fragmented which is ineffective environmentally and economically damaging.

A National Approach

During discussions with environmental groups, we have reached agreement that a national approach on banning balloon releases is an important part of the solution. Through the National Threat Abatement Plan on Marine Debris, we see an opportunity for the Federal Government to provide an overarching national policy that can be underpinned by industry, environmental, local and state government regulation.

Although, statistically balloons makes up a very small proportion of marine debris, the industry is committed to reducing the impact on marine life and seeks the commitment of the federal government to help mitigate the cumulative effect and environmental risk from balloon releases.

At the local, state and corporate levels, regulation and policy is impacting on industry jobs pointing to the need for a shared responsibility through better consultation resulting in more effective action at all levels.

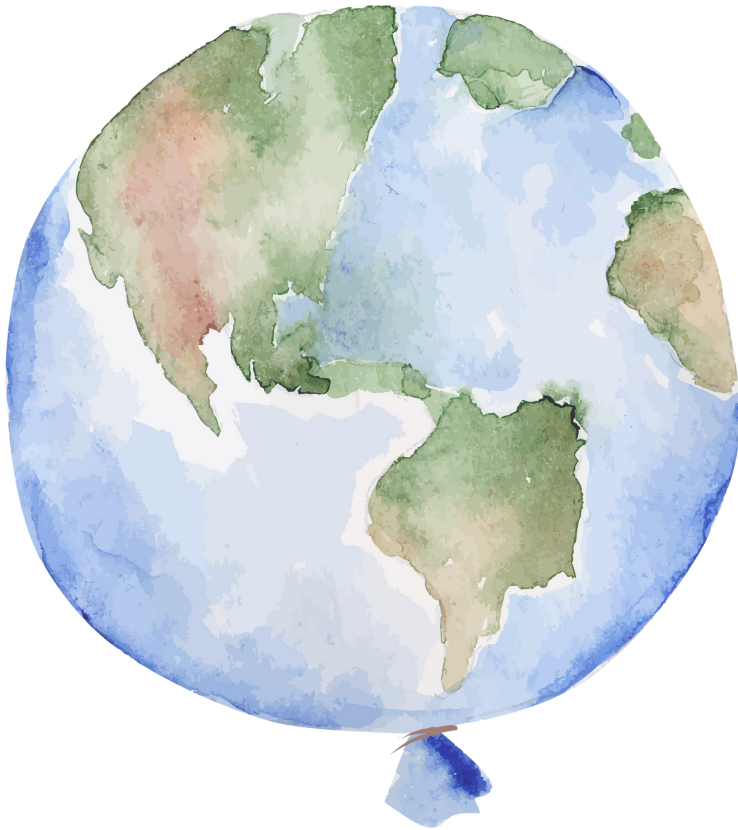
Under federal leadership, all stakeholders can proactively regulate to find a balance between effective environmental management and supporting industry. Many jobs can be saved and the environment will be protected by **BANNING RELEASES, NOT BALLOONS** as it is both environmentally and economically responsible.

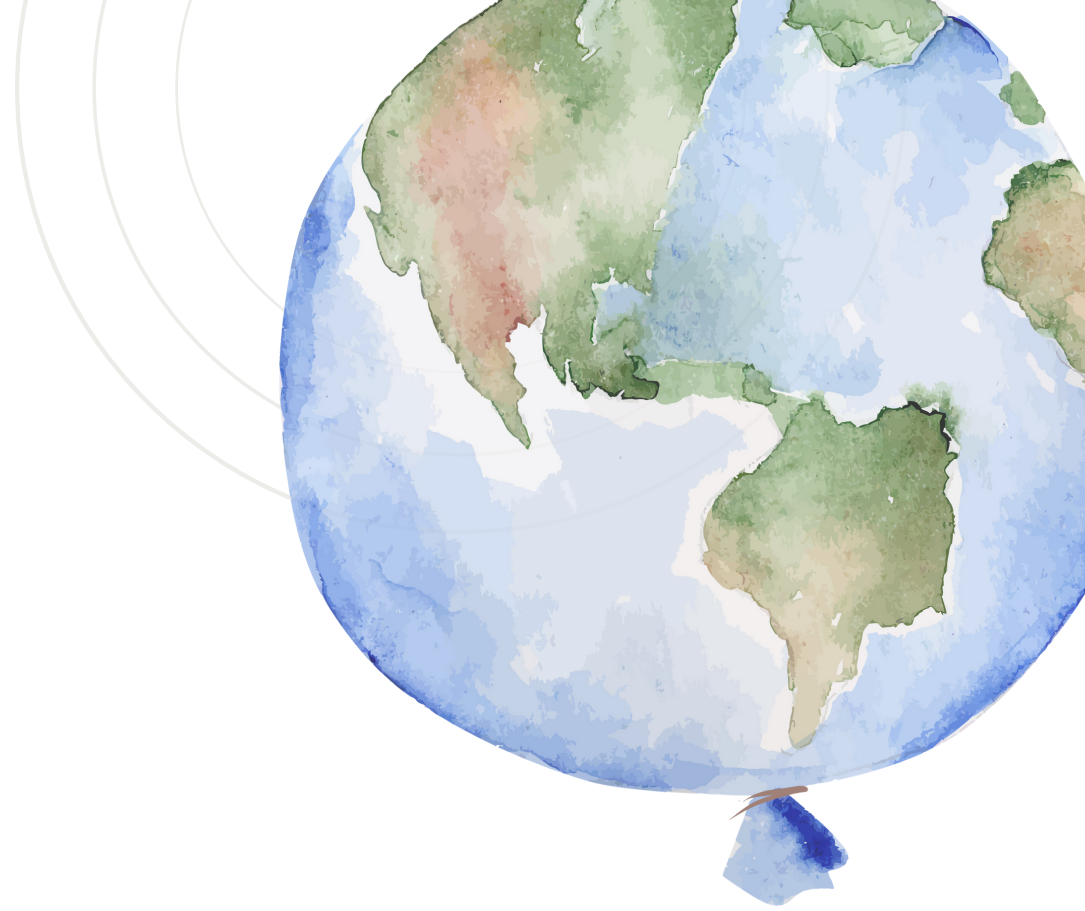
Our Future

The complexity of fragmented policy at local and state government levels and the momentum of changes is compromising our ability to effectively facilitate and manage positive change.

There is a sense of urgency as the balloon industry is losing jobs as a result of blanket balloon bans by local governments and corporate businesses.

The National Threat Abatement Plan provides a straightforward mechanism for the federal government to set a precedent for positive change. This will benefit all stakeholders both in Australia and internationally making **Australia the first continent in the world to ban the deliberate release of balloons** as part of it's National Environment Policy.





For further information,
please contact:

Zoe Adams-Jones
PEBA Representative
0421 305 303
zoe@jaztrading.com

www.peba.com.au

