



SURVIVING AND THRIVING.

AN EVENTS COMPANY DURING A PANDEMIC.

As a company we have had our fair share of struggles in adapting to this new world! We, as an industry were one of the first to face restrictions and be shut down in March of 2020 and one of the last to be back up and running. This meant we really did have to use our brain power and adapt to all of these changes! We had to come up with new ways of doing things so that we could continue to operate. One of our processes in particular took a hit, face painting! Face painting means getting up close and personal with children, so we needed a new way of doing this that was safe for both employees and those enjoying being transformed into their favourite character or princess. So... our socially responsible face painting was born! Masks are worn while we are painting and extra sanitisation between participants is also ensured. The limit of visitors to houses also affected us as most of our private parties are hosted in the child's home! We overcame this by transforming our parties and taking them to local parks and ovals where more people could attend, remain socially distanced and stay within the government guidelines!

Our team remained extremely committed to us throughout lockdown, whether that was behind the scenes staff, licensees, or those Party Girls on the frontlines! We appreciate it must have been tough remaining at home with no work to keep you busy! But so many of our Party Girl's toughed it out and remained positive and are seeing the results now with bookings coming in and business beginning to look somewhat normal. We are so thankful for such loyal employees who really are so passionate about what do here at The Party Girl. It is one of the strongest foundations of this company and allowed us to see this rough patch through and come out the other side. Our employees have also been so quick to adapt to our new normal, with extra training to pick up new processes like our socially responsible face painting in order to keep everyone safe!

Communication was absolutely key to keeping positive throughout 2020 and into the new year! Whether that was head office to employees or employees communicating with head office our lines of communication were and always are crystal clear. This allowed for us to keep up to date with Party Girls and licensees in every state. Ensuring there was support available for anyone who needed it as well as allowing us to keep track of the ever-changing regulations Australia wide to ensure everyone was safe and in line with government recommendations.