

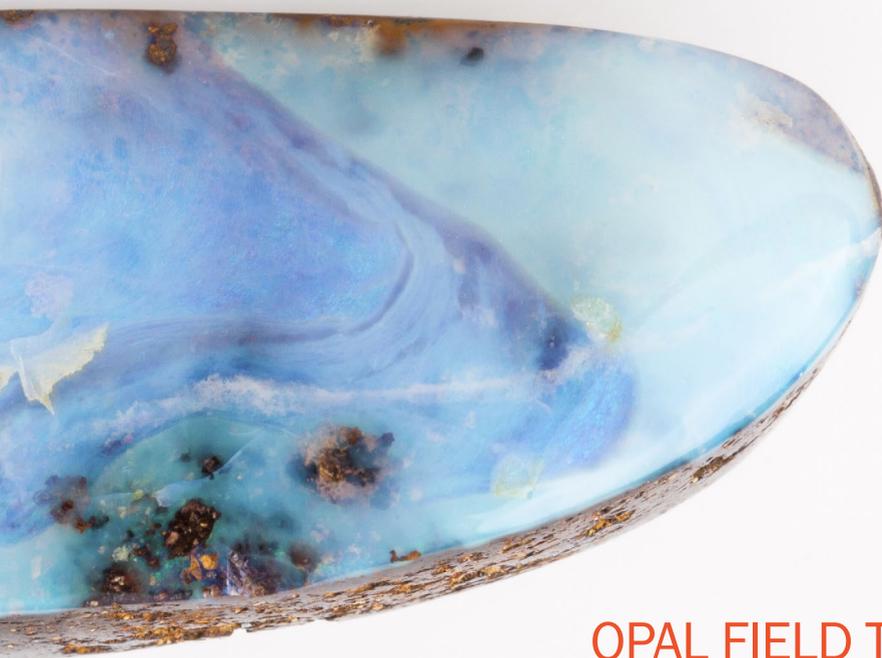


Top Education Institute

Sydney City School of Business | Sydney City School of Law

INTEGRATED MARKETING COMMUNICATIONS

Master of Marketing and Public Relations



OPAL FIELD TRIP

Week 12

Wednesday 24th May 2017

3 - 5pm

AUSTRALIAN OPALS

Every colour of the rainbow appears in opals, Australia's national gemstone. Indeed, according to Aboriginal legend, the swirling colours were created when a rainbow fell to earth. Australia produces 95% of the world's opals, making these mesmerising stones a uniquely Australian souvenir. They range from the most common white or 'milky' opals found in Coober Pedy to the rare black opals of Lightning Ridge. Tour our famous opal fields or buy opals from specialty stores across the country.

All major Australian cities and tourist hubs have specialty stores, where you can buy opals set in jewellery or as loose and uncut gemstones. Black opals are the most valuable, followed by boulder opals, crystal opals and white opals. This valuing system is based on the idea that darker stones have more vibrant colours, though individual gems vary.

Australian opal has often been cited as accounting for 95–97% of the world's supply of precious opal,[13][14] with the state of South Australia accounting for 80% of the world's supply.

The first discovery of common opals in Australia was made near Angaston (SA) by the German geologist Johannes Menge in 1849. Both the Queensland Boulder Opal and Lightning Ridge fields attracted miners in the 1880's.



THE HISTORY OF OPAL

In a cave in Kenya, Louis Leakey, the famous anthropologist, uncovered the earliest known opal artifacts. Dating back to about 4000 B.C., they most likely came from Ethiopia. Historically, opal discoveries and mining progressed similarly to the ways diamond, emerald, ruby and sapphire were produced. As early humans found various gemstones, they slowly learned to work them into decorative shapes. As communities developed, gems became symbols of wealth.

In the Old World, Hungary mined opal for Europe and the Middle East, while Mexico, Peru, and Honduras supplied their own native empires with the gemstone. Conquistadors introduced New World opal to Spain when they returned with stones in the early sixteenth century.

Since the late 1800's, Australia has dominated opal production with more than ninety per cent of the global output. Opal of differing qualities occurs in more than twenty other countries, including Zambia, Ethiopia, Guatemala, Poland, Peru, Canada, New Zealand, Indonesia, the USA, Brazil, and Mexico.

The modern name of the gem opal is derived from ancient sources: the Sanskrit Upala - which means "precious stone"; the Latin Opalus; and the Greek Opallios which both mean "to see a color change".

10 INTERESTING FACTS ABOUT OPALS

If you think you know Opal's think again!

1. Birthstone - Opal is the official birthstone for October.

2) Formed By Rain - Opal is formed from rain. There is some conjecture on how exactly this precious gemstone forms, but many believe it is formed when water from rain seeps down into crevasses in the rock. Once the water evaporates, the silica that is left behind dries out and hardens into precious opal.

3. Martian Opal - Opal has been found on Mars! It is one of only a handful of gemstones that have ever been discovered outside of our planet!

4. Ancient Opal - Opallios is the Greek word for Opals meaning To see a change of colour. The Roman word for Opal is Opalus meaning precious stone. The ancient Greeks believed that opals were formed from the tears of joy wept by Zeus when he defeated the titans, and that the opal bestowed prophetic powers.

5. The Queen Of Gemstones - The ancient Romans considered it a symbol of hope and good fortune. A roman scholar in 75AD summed up our beautiful opal. He marvelled that this kaleidoscopic gem encompassed the red of ruby, the green of emerald, the yellow of topaz, the blue of sapphire, and the purple of amethyst." This is why Opal is commonly called the Queen of Gemstones.

6. Australian Opal - Australia produces around 95% of the worlds opals. The majority of this Opal is white Opal from the fields of Coober Pedy in South Australia.

7. Opals In Aboriginal History - Australian native aborigines tell us that opal is our creator's footprint that touched the earth at the base of a rainbow to bring harmony.

8. Are Opals Lucky Or Not? Opal is a Lucky gemstone. Most civilizations see opal as a lucky stone. There have been some exceptions to this including an English writer in the 1800's and other gemstone marketers who say Opal is bad luck in their marketing. Maybe they realized opal is the best gemstone on earth and had to discredit it! But this campaign has failed and now Opal is even considered a talisman in some countries and a status symbol to own in others.

9. Royalty Loves Opals - Queen Victoria's favourite gemstone was Opal! She had Sapphires, Rubies and Diamonds from all over the British Empire but fell in love with the intoxicating colours of Opals.

10. More than Meets the Eye - The play of colour you see in Opal is due to millions of tiny silica Spheres of different sizes. These spheres refract light and cause the beautiful spectral colours you see in opal. The spheres have to be just the right size and of a uniform nature to create enough colour for our eyes to see.

OPAL LOVE STORY

Andamooka Opal Necklace & Earrings

During the Coronation tour of Queen Elizabeth, the government of southern Australia wished to give their new queen the best opal they could find in their region as a token of their love.

This Opal has been found about five years before, and was shined up and plopped in a special palladium setting (presumably Australian palladium). The Queen wore it once on the tour, after which it has not been worn.

The necklace contains the massive 203 carat opal set vertically in a palladium and diamond collar featuring delicate scroll work. The earrings feature well-matched, more traditional opals.

Something this beautiful deserves to be worn, but sadly, I understand why it is rarely seen. It's almost too big to wear, and is likely extremely heavy. I love both the setting and the opal but together they just don't mesh, but I can't imagine a better setting. Opal can be a tricky stone to set, and as large and lovely as this is, it makes for a clumsy design no matter what. It's a lovely sentiment, but appears to me to be destined to be simply a museum piece.



Disclaimer for image: <http://royalrumormonger.tumblr.com/post/130024213755/bejeweledfoundation-andamooka-opal-necklace>

NOW WHO HAS BEEN PAYING ATTENTION? QUIZ TIME!

1. Opalios is a _____ name which means Opal

- a. Greek
- b. Roman
- c. Hungarian
- d. Middle Eastern

2. Opal is the birthstone for people born in the month of:

- a. September
- b. October
- c. August
- d. July

3. The chemical name for Opal is:

- a. Hydrogen Oxide
- b. Sulphate Dioxide
- c. Hydrated Silicon Dioxide
- d. Caron Mono-Oxide

4. _____ Opals are considered as the most valuable variety.

- a. Red
- b. Pink
- c. Black
- d. White

5. _____ is famous for its Black Opals.

- a. India
- b. Austria
- c. Australia
- d. Germany

6. The water content in Opals cause them to be brittle.

- a. True
- b. False

7. The term crazing refers to the:

- a. Breakdown of Opal
- b. Process of mining Opals
- c. Water content of Opals
- d. Chemical composition of Opals

8. Black Opals are said to offer protection against the:

- a. White eye
- b. Black eye
- c. Evil eye
- d. Demon's eye

9. Nevada is known for its:

- a. Fire Opals
- b. Precious Opals
- c. Red Opals
- d. Orange Opals

10. Opal has over one hundred trade names and variety.

- a. True
- b. False

Do you have questions to ask us?

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