

Floriade

Australia's Biggest Celebration of Spring



FLORIADE 2022

**RETAIL VENDOR
EXPRESSION OF INTEREST (EOI)
INFORMATION PACK**



Australia's Biggest Celebration of Spring

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ABOUT FLORIADE

Welcome to Floriade 2022! **Australia's Biggest Celebration of Spring** will return to the heart of the city in Canberra's beautiful Commonwealth Park, from Saturday 17 September to Sunday 16 October.

Floriade will celebrate its 35th year in 2022, and for 30 days across September and October, Canberra comes alive with beauty, colour and vibrancy. Experience a diverse and ever-expanding program of music, cultural celebrations, food and wine, horticultural workshops, market traders, artistic displays, entertainment, recreational activities and more as Floriade celebrates all things flowers, food and gardens.

The theme this year is the **Sounds of Spring**, and visitors will be treated to a stunning display of over one million blooms spread through the beautiful gardens to the soundtrack of atmospheric instrumentals, classical and contemporary tunes. Expect surprise performances set amongst the flower beds such as an opera singer, a contemporary musician, or a string quartet welcoming the arrival of spring to the capital.

This year's program will showcase the best in horticultural and garden design with workshops, demonstrations and engaging installations. Themed vendor villages and dining options will be spread across the park to enhance the visitor experience and ensure Floriade 2022 has something for everyone. Entry to Floriade is free, and the gates are open **9.00am – 5.30pm daily**.

The last full format Floriade in 2019 recorded the highest attendance ever with over **507,500** visitors coming through our gates, 49% of whom were from interstate. The event continues to attract visitors across all age groups and is popular with the young and young at heart.

NightFest also returns with a new and exciting program of after dark entertainment and horticultural illuminations as we explore Floriade's Dark Side from **29 September to 2 October**. Over **30,000 visitors** are expected to attend over the four nights, when from **6.30 – 10.30pm** the park will be illuminated with colour, fun and roving entertainment.

Please note no additional vendors will enter the site just for NightFest, preference is given to onsite traders in the first instance, curated programming excepted.



COVID-19 PUBLIC HEALTH EMERGENCY

The COVID-19 pandemic has significantly impacted the events sector at a local, national and international level – including the ability to plan for and attend event and festival activities.

While the economic and employment effects of COVID-19 are still unfolding (and the ongoing impacts and timeframes for public health directions remain unclear, supporting festivals and events activity will play a key role in driving economic recovery and a range of social and community outcomes.

However, it cannot be assumed that the events landscape will return to the way it was prior to the COVID-19 public health emergency. It is important to recognise that the pandemic may also continue to place certain event and festival activities at risk, which will need to be considered in the lead up to Floriade 2022.

Events ACT is working closely with ACT Health and the Chief Medical Office to define the operating format for 2022 and any applicable restrictions that may apply. In expressing your interest to trade at Floriade in 2022, you will be required to acknowledge this uncertain future and demonstrate your ability to be adaptable to change in the lead up to the event.

Stallholders should be aware Events ACT may be required to make changes to Floriade at any time before or during the event as a result of the COVID-19 public health emergency. This may include, but is not limited to the event capacity, format, ticketing and session times, programming site layout, stall allocations and safety requirements. Stallholders will be notified of any changes.



TRADING AT FLORIADE

Floriade 2022 is calling for operators who wish to partner with Events ACT and **deliver an unparalleled visitor experience**, this year we are paying particular attention to traders who are prepared to ensure their trading site is much more than a white marquee. We are looking for traders who wish to dress and theme their location to a **high quality standard** and Events ACT will be presenting awards for best dressed by category and best in show.

This year we have been forced to make some site adjustments to the event space and in doing so we are determined to use the changes to raise the visitor and vendor experience across the site.

We are looking for **high quality vendors** who are passionate about their product and to add to the vibrant festival atmosphere and be part of the unique shopping experience for visitors to enjoy around the park.

Floriade 2022 will incorporate curated and themed trading villages around the site and we are looking for a range of quality independent operators to help us bring this vision to life and provide visitors to the event an unparalleled experience.

Vendors must be capable of high-volume output of products with a commitment to providing high quality customer service, ideally an experiential or sensory experience within your outlet and professional and creative presentation goes without saying.

We encourage vendors to showcase the amazing local and regional produce of Canberra and surrounds wherever possible, and this year to assist traders, we have five trading site sizes to choose from, situated in one of our villages across the park and all including a component of external trading space included in your package.

Please note **sites are limited** and whilst we will endeavor to meet your request there is no guarantee of allocating your preferred site, in this instance we will discuss with you options to achieve your result.

We are also happy to customize a package for you if your concept requires something unique.

We are also keen to hear from retailers who may wish to participate in our workshop, demonstration program, providing a further opportunity to raise your brand profile, please include details in your application.

All retailers will have dedicated external space in front of their marquees based on location, providing excellent merchandising opportunities to further enhance your offer and your trading success on site.

Please note we have attempted to keep site fees low where possible as we are keen to assist our traders after two difficult years and we have also amended our payment terms to further support our partners. Please do not hesitate to reach out if you require further assistance.

We look forward to welcoming you to be a part of the Floriade family and help us to make Floriade 2022, Australia's biggest celebration of Spring.





This year we will be hosting a series of specialty days / weekends to encourage repeat and constant visitation as well as a new format NightFest and we encourage you to be a part of these exciting activities, designed to expand on the success of our annual Dogs Day Out.

DOGS DAY OUT

Dogs Day Out will take place on the final day of Floriade, **Sunday 16 October**.

In addition to our month long and casual event stall holders, we are seeking market vendors who are **passionate about their pooch products** to be part of a unique shopping experience for our visitors and their pets.

Dogs Day Out stalls will be curated to showcase a variety of original and creative pet products and services that complement the theme of the day.

WHAT WE ARE LOOKING FOR

Events ACT are looking for original and creative products. High quality merchandising and experiential shopping experiences.

Fair and equal consideration is given to all applicants, regardless of previous involvement in the event or similar events.

The final decision will be at the discretion of Events ACT based on the overall strategic fit to the event vision and objectives and to allow for a balanced range of offerings at the event. Event site logistics and availability of space and power will also be taken into consideration.



TRADING VILLAGES

All market stallholder trading sites are located outdoors and will be in one of the following villages

The Green

Consisting of larger sites and the opportunity for external trading space, perfect for nurseries, plant growers, garden equipment, tools, and garden art, situated amongst our workshop and demonstration marquees.

Sprouts Forest Corner

A dedicated corner focused on all things for our younger visitor, families and the young at heart around our largest garden bed with lots of seating, food and activities.

The Tulip Terrace

Amongst the beauty of 7 beds bursting with blooms, this village provides a selection of retailer trading spaces and sizes with a quality café at the crossroads of the park.

Pond Hill Village

Our newest addition, a fabulous trading village surrounding a bubbling water feature, pots of bulbs and situated amongst 3 large beds of blooms with pondside deck chairs and casual food.

The Kitchen Plot

Another new installation to Floriade, a space overflowing with everything for the home grower and small plot farmer, with a range of marquees, quality café, demonstration kitchen and the potting shed workshop venue.

Lakeside Markets

Our weekend markets situated lakeside and showcasing an evolving selection of curated market traders.



TRADING SITE EXAMPLES

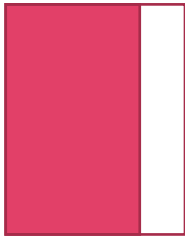
All stallholder sites are located outdoors and will incorporate one of the following configurations:

12sqm sites



3m x 3m marquee
3m x 1m external trading zone (Front)

24sqm sites



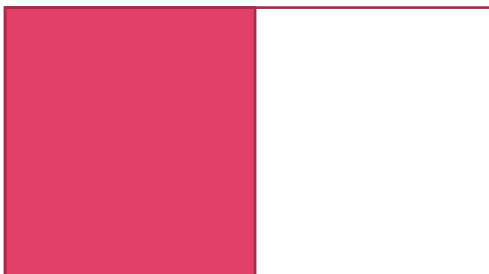
6m x 3m marquee
6m x 1m external trading zone (Front)

42sqm sites



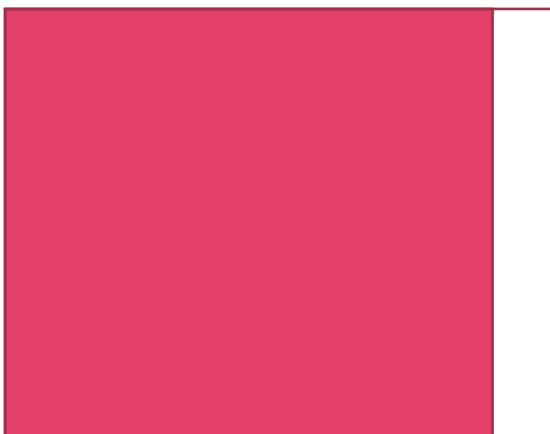
6m x 6m marquee
6m x 1m external trading zone (Front)

72sqm sites



6m x 6m marquee
6m x 6m external trading zone (Front)

99sqm sites



9m x 9m marquee
9m x 1m external trading zone (Front)



KEY MILESTONE DATES

What's happening	Date
Applications open	Friday 27 May 2022
Applications close	Friday 17 June 2022 - Midnight
Offer letters sent out	Monday 27 June 2022
Offer acceptance deadline	Thursday 30 June 2022
Holding deposit due	Monday 4 July 2022
Bump-in	Week commencing Monday 5 September 2022 <i>Times to be advised</i>
Floriade	Saturday 17 September - Sunday 16 October (30 days) 9.00am – 5.30pm daily
Second vendor payment due	Monday 23 September 2022
NightFest	Thursday 29 September - Sunday 2 October (4 Nights TBC) 6.30pm – 10.30pm
Dogs Day Out	Sunday 16 October 9.00am – 5.30pm
Bump-out	Sunday 16 October – Tuesday 18 October 2022 <i>Times to be advised</i>
Final payment due	14 days from final day of trade



TRADING AT FLORIADE

BASIC SITE PACKAGE INCLUSIONS

The site fee includes the following basic site package.

All infrastructure, equipment and stock must fit within your allocated site, including any necessary back of house area.

REGULAR TRADER

The trading fee includes a basic site package of:

- ◆ Standard Marquee (exterior walls and roof – no internal walls)
- ◆ Standard Timber Flooring - Ply and Bearer
- ◆ Stand Fluro lighting (Food grade) – 1 per 3m x 3m
- ◆ Front Fascia signage with Floriade branding and trading name
- ◆ Access Ramp (2.4m²) if applicable
- ◆ Single Power Outlet and Power Supply (1 x 10 amp)
- ◆ Access to rubbish and recycling disposal bins
- ◆ Dedicated team of cleaners to ensure the front of house (FOH) area is kept clean and all rubbish is removed off site.
- ◆ White picket fence alongside boundaries (Additional available as additional fee) for sites with larger external trading space
- ◆ Large trading sites will include a rear fenced zone.



TRADING FEES

All prices are GST inclusive.

Site Size		Full Event (inc. Nightfest)	Week One	Week Two (inc. Nightfest)	Week Three	Week Four	Dogs Day Out
		17 Sept - 16 Oct 2022 (30 days & 4 nights)	17 Sept - 25 Sept (9 days)	26 Sept – 3 Oct (8 days & 4 nights)	4 Oct - 9 Oct (6 days)	10 Oct - 16 Oct (7 days)	16 Oct (1 day)
Regular Trader (minimum trading period 6 days)	12m2 site (inc. 3m x 3m marquee + 3m x 1m front external)	\$6,450.00	\$1,860.00	\$2,035.00	\$1,355.00	\$1,530.00	\$400.00
	24m2 site (inc. 6m x 3m marquee + 6m x 1m front external)	\$7,613.00	\$2,151.00	\$2,326.00	\$1,646.00	\$1,821.00	
	42m2 site (inc. 6m x 6m marquee + 6m x 1m front external)	\$8,457.00	\$2,362.00	\$2,537.00	\$1,857.00	\$2,032.00	
	72m2 site (inc. 6m x 6m marquee + 6m x 6m front external)	\$8,953.00	\$2,486.00	\$2,661.00	\$1,981.00	\$2,156.00	
	99m2 site (inc. 9m x 9m marquee + 9m x 2m front external)	\$10,943.00	\$2,983.00	\$3,158.00	\$2,478.00	\$2,653.00	

Trading Hours: Monday to Sunday (inc. Public Holidays): 9:00am to 5:30pm

NightFest: 6:30pm to 10:00pm



ADDITIONAL POWER REQUIREMENTS

The basic site package includes access to the power outlets and supply as described above. Additional power outlets or electrical equipment will be charged at the below rates price.

Item	Per week/ up to 6 days rate		Full 30 days rate	
	10 amp	15 amp	10 amp	15 amp
Additional Outlet	\$70.00 each	\$100.00 each	\$250.00 each	\$350.00 each
10 metre extension lead	\$20.00 each	\$25.00 each	\$75.00 each	\$85.00 each
20 metre extension lead	\$30.00 each	\$35.00 each	\$85.00 each	\$120.00 each
RCD Power Block with 4 x 10 amp outlets	\$30.00 each	N/A	\$85.00 each	N/A
Late Order Fee for orders after 20 August 2022	\$50.00 each			
3 phase power outlets pending availability and site allocations	Price on request			
<i>All unit costs are inclusive of GST</i>				



HOW TO APPLY

Please submit your application online using the appropriate link below:

[Start Application](#)

TIPS FOR COMPLETING YOUR APPLICATION

- ◆ Answer all questions completely and include all the information we ask for. This is what we use to decide who is offered a spot to trade at the event.
- ◆ Include quality pictures showing off your stall design and your product presentation.
- ◆ Provide links to your website or social media pages.
- ◆ Make sure your site layout diagram has the measurements of your stall including BOH set up, cool room, trailer tow bar, doors, stairs and serving area.
- ◆ Make sure you include any marquee, power or other infrastructure requirements.

PLEASE READ THE FOLLOWING BEFORE SUBMITTING YOUR APPLICATION

- ◆ Submitting an application does not a guarantee you will be accepted.
- ◆ Returning vendors are not guaranteed acceptance or the same space as previous years.
- ◆ Events ACT has contractual arrangements with sponsors and suppliers that means the sale of some products by vendors may not be possible.
- ◆ Please be aware that even though you provide us with a list of products you wish to sell that sometimes not all of these products will be accepted or permitted. Decisions on approved products/s and price points on which you will be permitted to sell will be made by Events ACT and will be final.
- ◆ Please be aware that Events ACT does not offer vendors exclusivity on products.
- ◆ Incomplete applications or applications submitted alternatively to the online form may not be accepted or assessed.

HAVING TROUBLE SUBMITTING YOUR APPLICATION

If you require assistance in submitting your application, please contact Events ACT at event.vendors@act.gov.au



FREQUENTLY ASKED QUESTIONS

Q: When do applications close?

A: Vendor and stallholder applications will close at midnight on Friday 17 June 2022.

Q: Can I apply to trade for part of the event period not the whole event?

A: Yes, there are different trading period options available to apply for. For general trading areas a minimum commitment is 6 days

Q: I want to open and close my stall at different times?

A: Vendors are encouraged to trade for the advertised hours.

Q: Can I request a specific trading site?

A: The event layout changes each year and we cannot guarantee you a specific site. We try to accommodate the needs and requirements of all vendors onsite.

Q: Can I apply to sell alcohol at the event?

A: On site cafes will be permitted to sell alcohol within their trading site only, food trucks and carts will not be permitted to sell alcohol without prior approval.

Q: I'm having trouble with the online application form, how can I get help?

A: Please contact us at event.vendors@act.gov.au for assistance with the online application form.

Q: I want to sell different products to what I put in my application, can I do that?

A: If you wish to make changes to your products list please contact Events ACT to discuss. Only approved items are permitted to be sold at the event and we will advise how to make changes.

Q: What happens if I receive an offer to trade but I am no longer available to trade at the event?

A: You can decline an offer to trade at the event.

Q: If I decline an offer to trade at the event will it affect my applications for future events?

A: No, declining an offer to trade will not affect any of your future applications. We understand circumstances can change.



THANK YOU

We look forward to receiving your application.

Please contact us if you have any questions.

CONTACT US

Contact Officer:
Taylor Gallagher
Vendor Coordinator, Events ACT



event.vendors@act.gov.au



<https://floriadeaustralia.com/>

