

Floriade

AUSTRALIA'S BIGGEST CELEBRATION OF SPRING

FLORIADE COMMUNITY 2023



Welcome to Floriade Community 2023

In 2023, **Floriade Community** will return for its fourth consecutive year, expanding Floriade's signature blooms beyond Commonwealth Park and into Canberra's suburbs.

Applications are now open for eligible Community Groups/Organisations to participate in Floriade Community and add some extra colour to our city in Spring.

The Floriade Community program will provide bulbs and annuals to successful applicants to plant and maintain in their local area.

Locations must be:

- **Visible** to a large number of Canberrans who can enjoy the blooms in their day-to-day life
- Cover an area **at least 10sqm** in total with a planting density of 40 bulbs per sqm

Consider:

- Garden beds at your **local shops, church or community centre**;
- Planting in a **garden bed, pot or wheelbarrow**;

Floriade Community will complement the spectacular floral displays in Commonwealth Park managed by the Floriade team.



Program Objectives



The objectives of the Floriade Community program are to:

- Grow the **vibrancy** and **uniqueness** of our city and communities through planting of floral displays
- Acknowledge the **diversity** and **inclusivity** of the Canberra Region through showcasing organisations that support and enhance the Canberra community year round
- **Enhance community connectedness**, pride and social wellbeing
- Foster local **creativity, innovation, participation** and **recognition**
- **Increase accessibility** of Floriade through evenly distributed plantings across the ACT
- Stimulate the local economy and **drive business** to nearby cafes, businesses and community



Eligibility to Apply

The Floriade Community program is open to community groups located and operating within the ACT, including:

- ✓ Schools and childcare centres
- ✓ Community centres
- ✓ Nursing homes and aged care facilities
- ✓ Community sheds and gardens
- ✓ Sporting clubs
- ✓ Scout and guide groups
- ✓ Churches and places of worship
- ✓ Essential service providers and medical centres
- ✓ Language and cultural groups

Applicants must be an incorporated association or have a similar formal organisation structure. Applicants can apply under an auspice agreement with a registered organisation or association who will be legally responsible for the project.

Any planting on public land (such as a roundabout or curb side) may be subject to a land use permit or approval. It is incumbent on the organisation to obtain any and all necessary approvals.

- ✗ Plants are not available for private residential use, commercial entities, for commercial purposes or to organisations that are located outside of the ACT.



Assessment Criteria

All applications for Floriade Community will be assessed by Events ACT using a three-person moderated process, against the below criteria.

Please note: lodging an application is not a guarantee of success.

1

SOCIAL AND COMMUNITY BENEFIT

- a) Demonstrated community participation and connection.
- b) Demonstrated capacity of the display to enhance community vibrancy and foster community pride and social cohesion.

2

VISIBILITY AND PUBLIC ACCESS

- a) Proposed garden bed is in a high profile location and visible to a large number of Canberrans.
- b) The size of the proposed planting must be minimum 10sqm in total.
- c) As Events ACT is not planting large garden beds around Canberra in 2023, the size of the Community garden beds must be significant for greater impact.

3

STIMULATE LOCAL ECONOMY

- a) Proven proximity to local business that may benefit from the display.
- b) Ability to identify opportunities to partner with businesses in the region as part of Floriade Community.

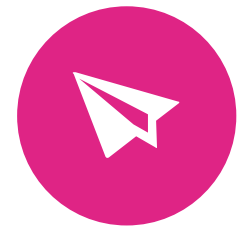
4

CAPACITY AND EXPERIENCE

- a) Demonstrated experience delivering successful community activities.
- b) Demonstrated capacity to undertake planting within required timeframe.
- c) Clear plan to maintain planting to a high standard, including watering and weeding.
- d) Willingness to work with Events ACT if successful to provide risk assessment and management plan.
- e) Ability to contribute and engage with Floriade Marketing Team and potential media opportunities.
- f) Able to provide evidence of Public Liability insurance.



Application Process



ONLINE APPLICATION COMPLETED

Make sure you answer all questions and provide as much information as possible about your group and your planting plans to enable assessment against the criteria.



APPLICATIONS ASSESSED BY EVENTS ACT

Applications will be reviewed by Events ACT for applicant eligibility and against the selection criteria.

Events ACT staff will brief executive level management for final approval of selected applicants.



SUCCESSFUL APPLICANTS NOTIFIED AND ANNOUNCED

Email notification will be sent to successful applicants. A summary of all successful applications will be published on floriadeaustralia.com



PLANTS AVAILABLE FOR COLLECTION

Bulbs and annuals will be made available for collection from the Yarralumla Nursery in May. Bookings may be required.



GET PLANTING

Bulbs and annuals must be planted by the advised date to ensure a spectacular display for Floriade in September/October.



Key Dates

WHAT'S HAPPENING

DATES

Community applications open

Wednesday 15 March 2023

Community applications close

Sunday 2 April, 2023, 5:00PM

Successful applicants notified

From Tuesday 11 April 2023

Plant collection from Yarralumla Nursery

TBA

Bulbs and annuals planted

TBA

Floriade

16 September 2023 – 15 October 2023



Floriade

Thank you

We look forward to receiving your application.

If you have any questions or require any assistance please contact Events ACT.



floriadecommunity@act.gov.au



floriadeaustralia.com

[Start Your Application](#)