



FLORIADE 2023

DOGS DAY OUT RETAIL VENDOR EXPRESSION OF INTEREST (EOI) INFORMATION PACK



Australia's Biggest Celebration of Spring

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ABOUT FLORIADE

Welcome to Floriade 2023! **Australia's Biggest Celebration of Spring** will return to the heart of the city in Canberra's beautiful Commonwealth Park, from **Saturday 16 September to Sunday 15 October**.

Floriade will celebrate its 36th year in 2023, and for 30 days across September and October, Canberra comes alive with beauty, colour and vibrancy. The festival will offer a diverse program of entertainment, 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.

This year's theme is **Floral Wonderland**, and visitors are encouraged to be inquisitive as they see and experience Floriade from a different perspective, escaping for a moment into their own wonderland as they explore the magical charm of over one million blooms.

The 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 **9:30am to 5:30pm daily**.

Floriade 2022 attracted attendance **427,768** visitors coming through our gates, 44% 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 **Thursday 28 September to Sunday 1 October**. The park will be illuminated with colour and filled with roving entertainment, stalls and fantastic food over the four nights from **6:30pm to 10:30pm**.

Dogs' Day Out is an annual highlight of the program, a special day when visitors can bring their pooches to Floriade and explore additional dog themed offerings. Dogs Day Out will be held on the final day of Floriade, **Sunday 15 October**.

The **Great Big Bulb Dig** will also return in 2023 on **Monday 16 October**, after being held for the first time in 2022 when it raised \$58,815 for charity. It is an opportunity for visitors to take a piece of Floriade home with them while supporting important local charities.



FLORIADE 2022 VISITATION

ATTENDANCES



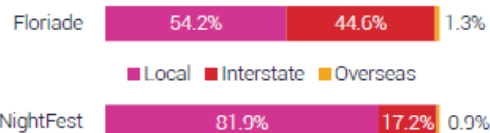
Floriade/NightFest attracted total attendances of **427,768**

	Turnstile	Non-Turnstile	Total
Floriade	388,548	9,484	398,032
NightFest	27,668	2,068	29,736
Total	416,216	11,552	427,768

ATTENDEE ORIGINS



Attendee Origin	Floriade	NightFest	Total
Local	215,647	24,365	240,012
Interstate	177,396	5,109	182,505
Overseas	4,989	262	5,251
Total	398,032	29,736	427,768



Visitors to Canberra made up more than **187,756 (44%)** of the total attendances at Floriade/NightFest

ATTENDANCES BY VISITOR ORIGINS



FLORIADE

State	No.	Country	No.
NSW	133,047	New Zealand	1,109
VIC	24,392	United Kingdom	1,109
QLD	12,196	China	554
SA	3,881	Netherlands	554
WA	2,772	Argentina	554
TAS	1,109	Denmark	554
NT	393	Germany	554

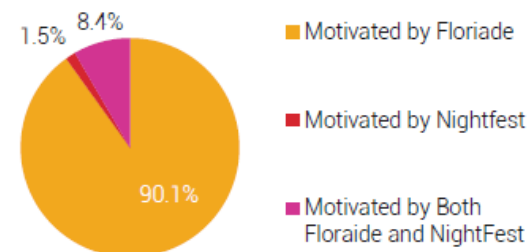
NIGHTFEST

State	No.	Country	No.
NSW	4,061	United Kingdom	131
VIC	568	Hong Kong (S.A.R.)	44
QLD	349	India	44
WA	87	Indonesia	44
SA	44		
TAS			
NT			

TOURISM GENERATION



74,702 unique visitors encouraged to come to Canberra because of Floriade/NightFest.



TRADING AT FLORIADE

Stallholders are an important part of the visitor experience, and this document aims to ensure you have everything you need to know about trading at Floriade.

We are looking for **high quality stallholders** who are passionate about their products, will add to the vibrant festival atmosphere and be part of the unique shopping experience our visitors.

The layout in 2023 will be similar to last year with a minimum of 25 trading sites located across the park which we are seeking experienced stallholders for.

The range of independent stalls will be curated to showcase a variety of original and creative products that complement the look, feel and ethos of the event.

Stallholders must be committed to providing high quality customer service and capable of handling high-volume traffic and have professional and creative presentation.

We are proud to showcase products and producers from the Canberra Region, as well as the wider Australian marketplace. Events ACT value products that are Australian designed and made, beautifully presented and sustainable.

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, a selection of 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.

We look forward to welcoming you to be a part of the Floriade family and help us to make Floriade 2023, Australia's biggest celebration of Spring.



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.

PRODUCT EXCLUSIVITY ARRANGEMENTS

Events ACT has exclusive contractual arrangements with sponsors and suppliers; therefore, the sale of some products is not possible. The below products are not permitted to be sold by vendors:

- ♦ Packaged ice cream (vendors can apply to sell gelato)
- ♦ White spirits including vodka and gin
- ♦ Beer

This list may be revised at our discretion and vendors will be notified.

TRADING VILLAGES

All market stallholders trading sites are outdoors and Dogs Day Out traders will be located at the corner of Parkes Way and Kangaroo Pond, close to several garden beds.

TRADING SITE EXAMPLES

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

12sqm sites



3m x 3m marquee



KEY MILESTONE DATES

What's happening	Date
Applications open	Tuesday 29 August 2023
Applications close	Wednesday 6 September 2023
Offer letters sent out	Wednesday 13 September 2023
Offer acceptance deadline	Wednesday 20 September 2023
Full payment due	29 September
Dogs Day Out Bump-in	Sunday 15 October 7am – 9:30am
Dogs Day Out trading hours	Sunday 15 October 9.30am – 5.30pm
Bump-out	<p>Trading sites need to be kept neat and presentable until after the Great Big Bulb Dig ends on Monday 16 October and the following bump out arrangements will apply for vendors trading from marquee.</p> <ul style="list-style-type: none"> ♦ Sunday 15 October (limited bump out, no vehicle access) ♦ Tuesday 17 October 2023 <p><i>Times to be advised</i></p>



TRADING DATES AND FEES

Trading Dates	Site Size	Dogs Day Out Location
Dogs Day Out Sunday 15 October (1 day)	3m x 3m (9m2)	\$500.00 incGST

All prices are GST inclusive. Trading fees include the basic site package.

TRADING HOURS

Dogs Day Out: 9:30am to 5:30pm (Monday to Sunday including public holidays)

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.

DOGS DAY OUT TRADER

The trading fee includes a basic site package of:

- ♦ Standard 3m x 3m Marquee (exterior walls and roof – no internal walls)
- ♦ Front Fascia signage with Floriade branding and trading name
- ♦ 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.



MARQUEES AND ADDITIONAL EQUIPMENT HIRE

- ♦ Stallholders trading out of a marquee **must use a marquee provided by Events ACT's marquee contractor** to ensure all temporary structures comply with all relevant Australian Safety standards. Stallholders are not permitted to bring their own marquee.

UNAPPROVED STRUCTURES

- ♦ Only approved structures are permitted to be used at the event including temporary marquees, back of house preparation tents, fencing or barricades, shade cloths, flags and signage stands.
- ♦ Vendors are required to submit a request in writing to Events ACT for approval prior to the event for any additional structures they wish to use. Approved structures will be included in the vendor agreement.

POWER

Power will not be available in your marquee. *If you have a necessity for power, please include this in the additional comments in your application.*



PAYMENTS

- ♦ Events ACT will issue invoices for payment of trading fees and additional charges as per the below payment structure and timeline.
- ♦ Site allocations will be considered confirmed once the signed agreement and payment have been received. If your payment is not received, your agreement will be cancelled, and your trading site may be reallocated.
- ♦ No vendor will be permitted to bump-in if any costs are outstanding.
- ♦ If such an event occurs, you will be notified in writing by Events ACT, all monies previously paid will be forfeited and the vendor shall have no claim under the vendor agreement.

Trading period	Due date	Amount
Full payment	29 September	100%



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 products and stall presentation.
- ♦ Provide links to your website or social media pages.
- ♦ Your site layout diagram has measurements and includes any product displays, branding items or signage outside your stall.
- ♦ Ensure you include any marquee, power or other site requirements.

Please read the following before submitting your application:

- ♦ Submitting an application does not a guarantee you will be accepted.
- ♦ Past stallholders are not guaranteed acceptance or the same site 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 stallholders exclusivity on products.
- ♦ Incomplete applications 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



You will need the following information to apply:

Company Profile

- ☐ Tell us who you are, your brand, achievements, experience and other events you have participated in
- ☐ Images of your stall setup and presentation
- ☐ Images of your products

Site Layout Diagram

- ☐ Site layout diagram with your stall measurements and including any product displays, branding items or signage outside your marquee

References

- ☐ Minimum two references from previous events you have participated at

Supporting Documentation

- ☐ Completed application form
- ☐ Product list including prices
- ☐ Public Liability Insurance Certificate of Currency
- ☐ Workers Compensation Insurance Certificate of Currency (unless exempt)
- ☐ Any other licences required to sell your products



WHAT HAPPENS NEXT?

1

SUBMIT APPLICATION

You will receive an email confirming your application has been received.

2

APPLICATIONS ASSESSED

Applications will be reviewed and shortlisted based overall strategic fit to the event vision, and objectives.

3

OFFERS AND NOTIFICATION

Successful and unsuccessful applicants will be notified by email.

SUCCESSFUL APPLICANTS

- ♦ Trading site offers will be sent out to successful applicants by email and asked to accept or decline.
- ♦ The trading site offer will include the site allocation.

UNSUCCESSFUL APPLICANTS

- ♦ If suitable, applicants who are not offered a site may be added to the waitlist.
- ♦ Offers may be made to those on the waitlist at a later stage pending availability.

4

OFFER ACCEPTANCE

Successful applicants will accept or decline their trading offer. Acceptance must be received in writing prior to a contract being issued.

5

CONTRACTS AND INVOICES

- ♦ Vendor agreements and invoices will be issued after offers are accepted.
- ♦ The vendor agreement will detail the contractual arrangements between the ACT Government and the successful applicant prior, during and post the event.

6

TRADING SITE CONFIRMED

Trading sites will be confirmed when the signed vendor agreement and initial deposit payment have been received.

APPLICATION OUTCOMES

Decisions regarding application approvals are at the discretion of Events ACT.



FREQUENTLY ASKED QUESTIONS

Q: When do applications close?

A: Dogs Day Out Vendor applications will close on COB Wednesday 6 September 2023.

Q: Can I apply to trade the entire event?

A: Unfortunately our vendors for Floriade are now all confirmed, and this EOI is only relating to Dogs Day Out (15 October).

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: 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 product 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



event.vendors@act.gov.au



floriadeaustralia.com

