

Floriade

AUSTRALIA'S BIGGEST
CELEBRATION OF SPRING

FLORIADE ABOUT TOWN
2025



Floriade About Town

Floriade, Australia's Biggest Celebration of Spring, will return to the heart of the city in beautiful Commonwealth Park, from **Saturday 13 September to Sunday 12 October 2025**.

Floriade is Canberra's premier event, generating significant economic activity for the city and surrounding region. The Floriade About Town industry engagement program was introduced to inspire the tourism and hospitality sectors to stimulate economic activity during the event and to participate in the promotion of Floriade through leveraging the event's 2025 marketing campaign and audience reach.

Floriade About Town invites participants to develop Floriade-themed promotions and programs that align with the festival period, offering a chance to increase visibility, attract visitors, and engage with the economic activity generated by Floriade across the city.

We invite Canberra restaurants, cafes, bars, pubs, retailers, hotels, national cultural institutions, and attractions to join Floriade About Town 2025.



Floriade 2025 Theme

Science & Nature

Floriade will celebrate its 38th year with the theme Science and Nature, transforming Commonwealth Park into a dynamic space of discovery and learning.

Over one million blooms will again create a stunning backdrop for a month-long festival filled with a diverse program of entertainment, music, cultural celebrations, food and wine, horticultural workshops, market traders, artistic displays, recreational activities and more.

The garden bed designs will draw inspiration from the most recognised scientific fields of physics, chemistry, astronomy, biology and botany, embodying the excitement and adventure of experimentation and pursuit of new ideas.

But Floriade 2025 will be more than just a visual feast. It promises an immersive and interactive experience that invites visitors to swap their gardening gloves for lab coats and dive into nature's laboratory, exploring interactive exhibits, participating in workshops or listening to expert talks designed to ignite curiosity.



The Impact of Floriade

\$61.4M

Total Expenditure

Contributed to the ACT economy

\$48M

Economic Impact

From visitors to the ACT

470K⁺

Total attendance at Floriade & Nightfest

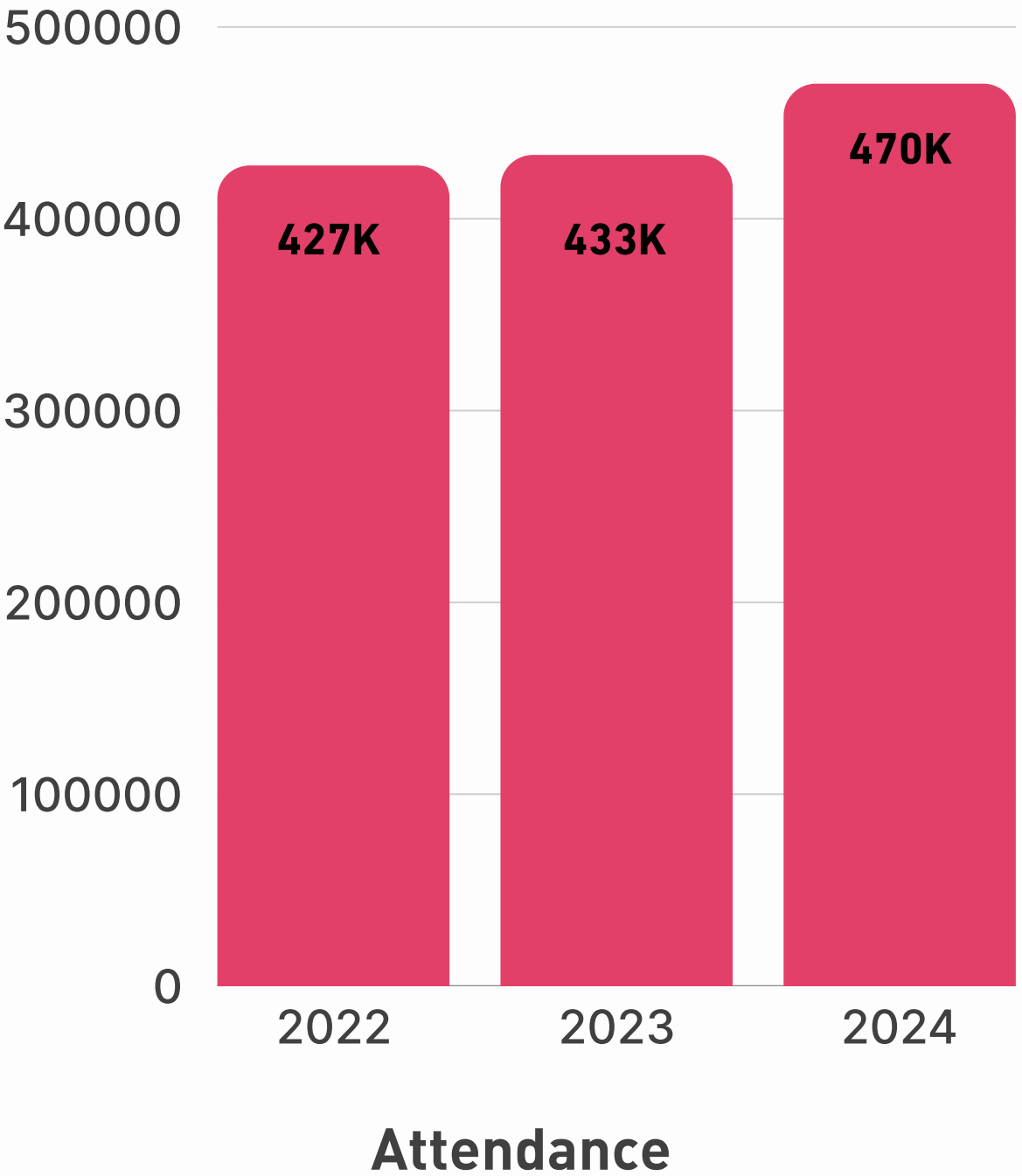
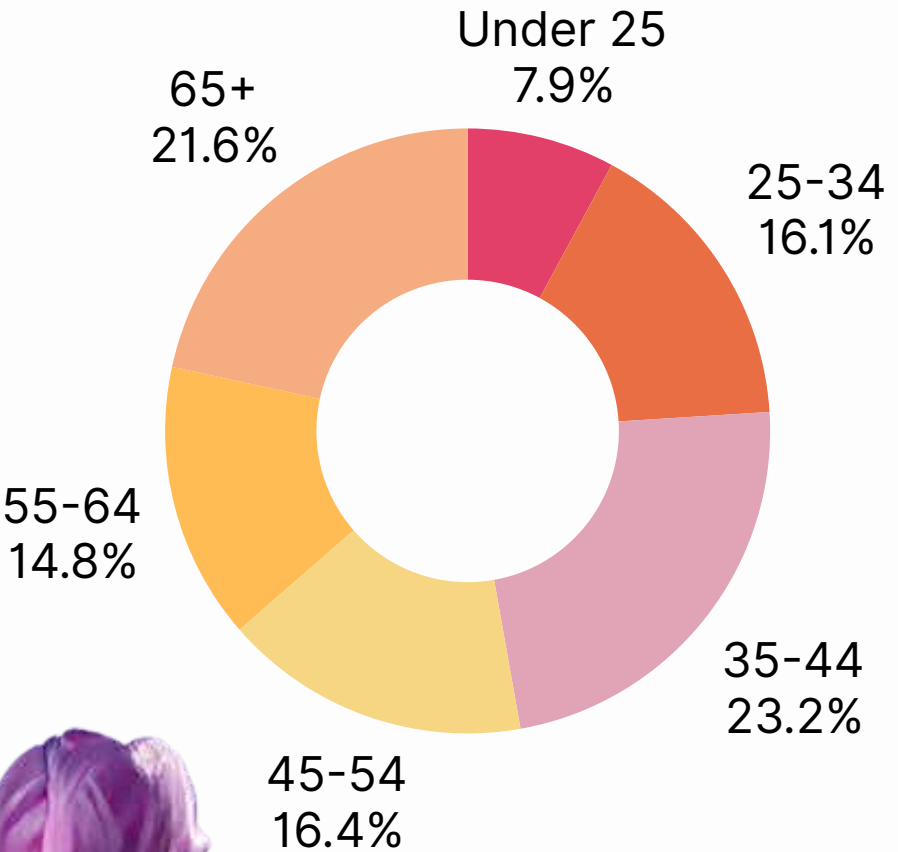
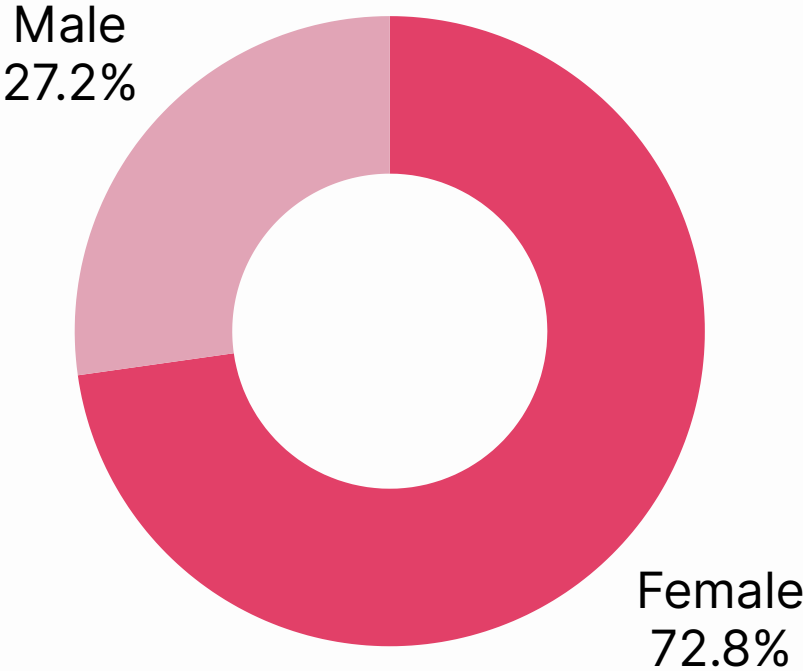
46% (over 212,000) of all attendees at Floriade and NightFest were from interstate or overseas

217K⁺

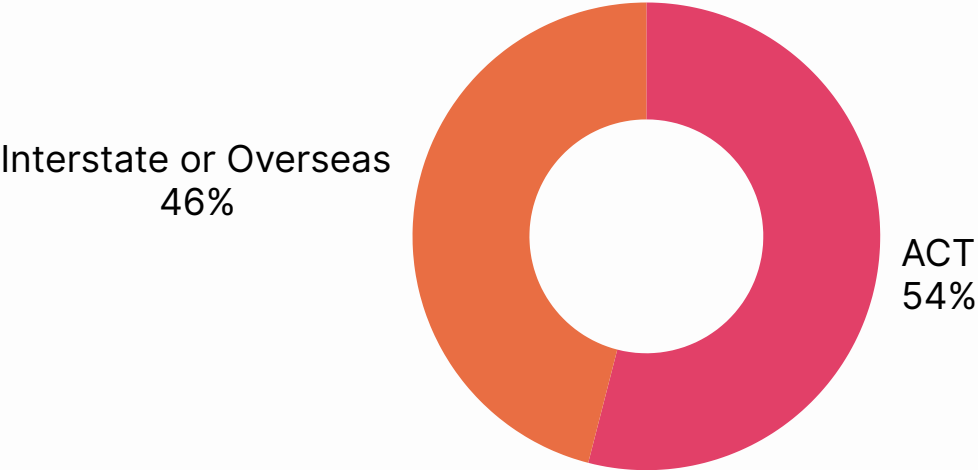
Visitor Nights

Booked in the ACT for Floriade

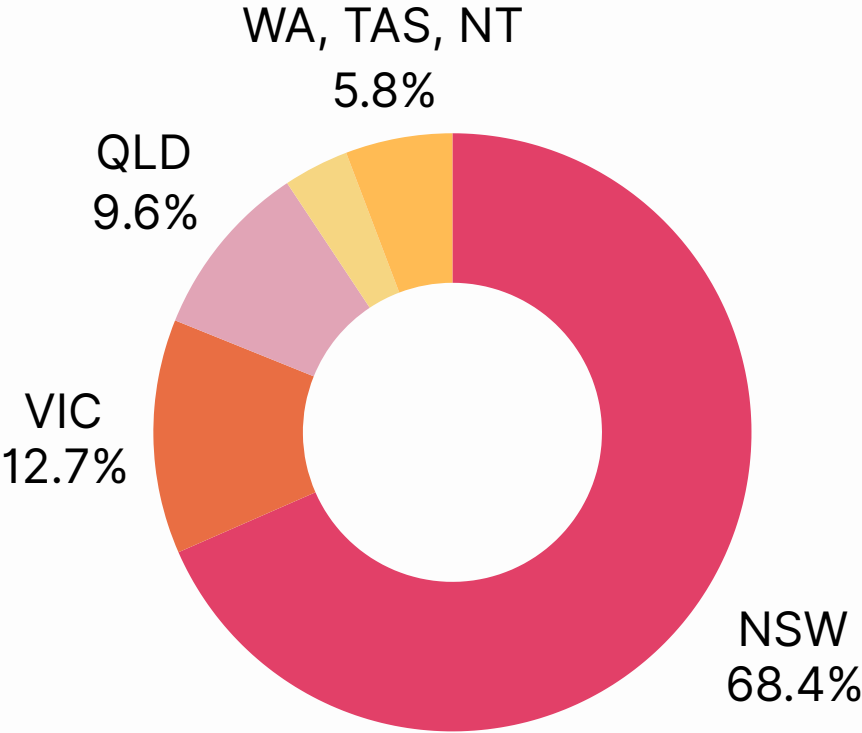
Audience Profile



Local vs Visitor Attendance



Interstate Audience



Marketing Campaign Results

The 2024 Floriade marketing campaign attracted nearly half a million visitors and one of the largest crowds in the event's history. With millions of people engaged, the campaign had a wide reaching audience.

FLORIADE ABOUT TOWN 2025

05

22M

PAID IMPRESSIONS

The number of times people have been exposed to Floriade through targeted marketing.

2M

SOCIAL REACH

How many people have been exposed to Floriade's posts, videos, and stories on social media platforms

32M

PR REACH

How many people were reached through the media, from news coverage to social media mentions.

1M+

WEBSITE VIEWS

The number of times a website is accessed or loaded in a user's browser

Benefits of Participation

Floriade About Town offers local businesses the opportunity to be part of the broader Floriade experience. Through a mix of promotional support, marketing assets, and inclusion in Floriade's communication channels, the activation helps increase visibility and encourage visitation during the festival period.

About Town Promotion via Owned Channels

Your business will be showcased as part of Floriade's About Town activation, reaching a broad and engaged audience through:

- Floriade Website Listing (1.6M+ visits in 2024)
- Social Media Promotion across Floriade's channels (100.6K+ followers; 2M+ reach)
- Regular features in Floriade EDM (19K+ subscribers) during the campaign
- Onsite Signage at Floriade promoting About Town to visitors

Paid Advertising Campaign

A dedicated advertising campaign (starting 1 Sept) will promote Floriade About Town, including:

- Radio Advertising
- Targeted Paid Social Media
- Digital Display Advertising

Campaign Assets

To help you activate your involvement and attract visitors, each participating business will receive:

- A Floriade About Town Marketing Toolkit with customisable and ready to go branded digital assets
- A2 and A3 Posters for display in your venue
- Table-top Display Cards for point-of-sale areas



How to Get Involved

To participate in Floriade About Town, businesses are required to:

1. Develop a Floriade-themed offer or service. There is no obligation to offer discounts on products or services.
2. Deliver the offer during Floriade
3. Identify themselves by displaying the Floriade About Town posters and promotional assets.

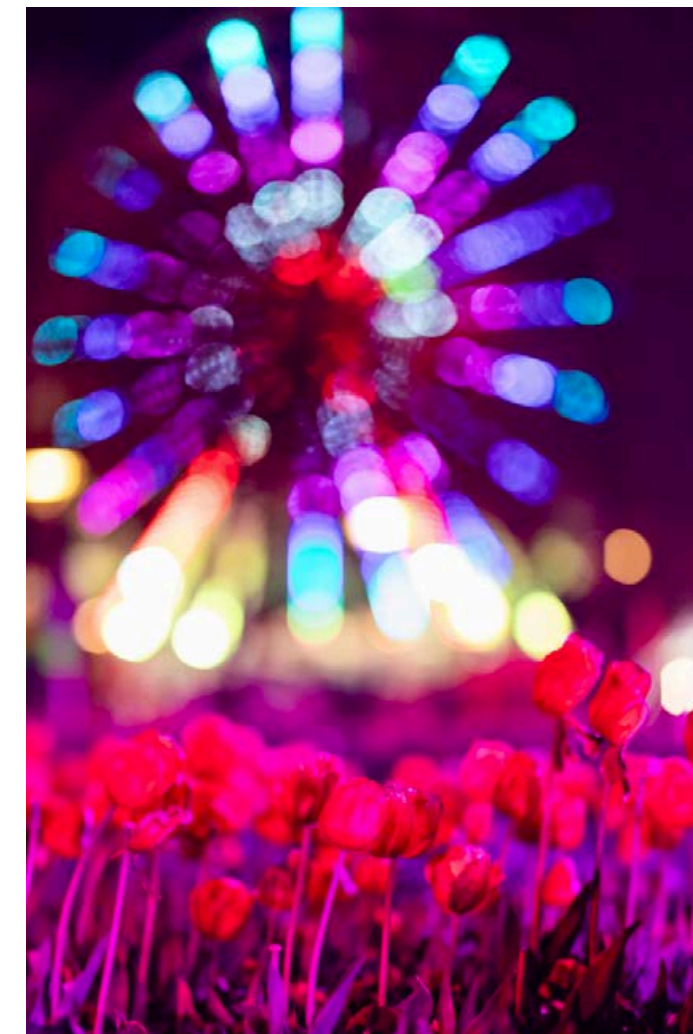
Please note – Business as Usual activities will not be featured on the Floriade About Town web page – the activities must be Floriade themed and developed specifically to leverage the Floriade audience.

Some examples are:

- Create a Floriade or Science and Nature themed food or beverage offering
- Create a Floriade package of your services
- Themed workshops or activities around Spring, Floriade or Science and Nature
- Offer packages for food or accommodation during Floriade
- Create Floriade and/or NightFest packages for in-house guests

Businesses are also invited to dress their premises with flowers or a floral theme.

Businesses who wish to use the Floriade brand on a retail product will need to enter into a commercial arrangement to use the logo.



Floriade About Town Examples

Here are a few example activations to show what's possible with About Town. These are just starting points — you're encouraged to tailor your promotion to fit your business goals and brand.

Spring Menu & Events

Bring a touch of Floriade to your seasonal offering with these simple, creative ideas:

- Introduce floral flavours to your menu — think lavender syrup, elderflower cordial, honey butter, rose petal jam or flower-infused honey.
- Feature limited-edition dishes or drinks with a spring twist, such as lavender lattes, hibiscus iced teas, floral cupcakes or rose-inspired desserts.
- Elevate everyday items by garnishing them with edible flowers for a subtle, seasonal touch.
- Offer a Floriade-themed high tea or brunch, complete with floral teas, pastries and cocktails.
- Host a Floriade-inspired 'Happy Hour' to attract both locals and visitors.

Products and Bundles

- Curate special Floriade Spring bundles featuring seasonal or floral-themed products.
- Showcase local stories — highlight growers, artisans or floral designers from the region to add authenticity and local flavour.
- Offer limited-time membership or loyalty deals while Floriade is on to encourage repeat visits and customer engagement.

Wellbeing & Movement

Offer experiences inspired by the calm and beauty of spring:

- Run dance, Pilates or barre classes inspired by the gentle flow of blooming flowers.
- Alternatively, host calming stretch or foam rolling sessions complemented by aromatherapy using floral essential oils.

Décor & Selfie Spots

Create a visually striking space that captures the essence of spring and encourages social sharing:

- Dress tables with fresh or dried flowers to add vibrant, Instagram-worthy charm.
- Set up a floral-themed photo booth or flower wall to encourage guests to take photos and tag your venue on social media.
- Curate a spring-themed window display to draw in passers-by and showcase your seasonal flair.

Guest Offers & Add-ons

- Offer accommodation packages that include a floral-themed dinner or seasonal drinks.
- Provide in-room craft kits or on-site activities — for families, consider flower-themed colouring sets or creative kits to keep children entertained during their stay.

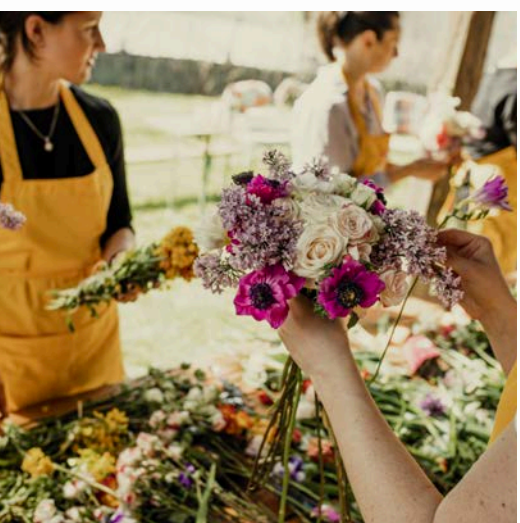
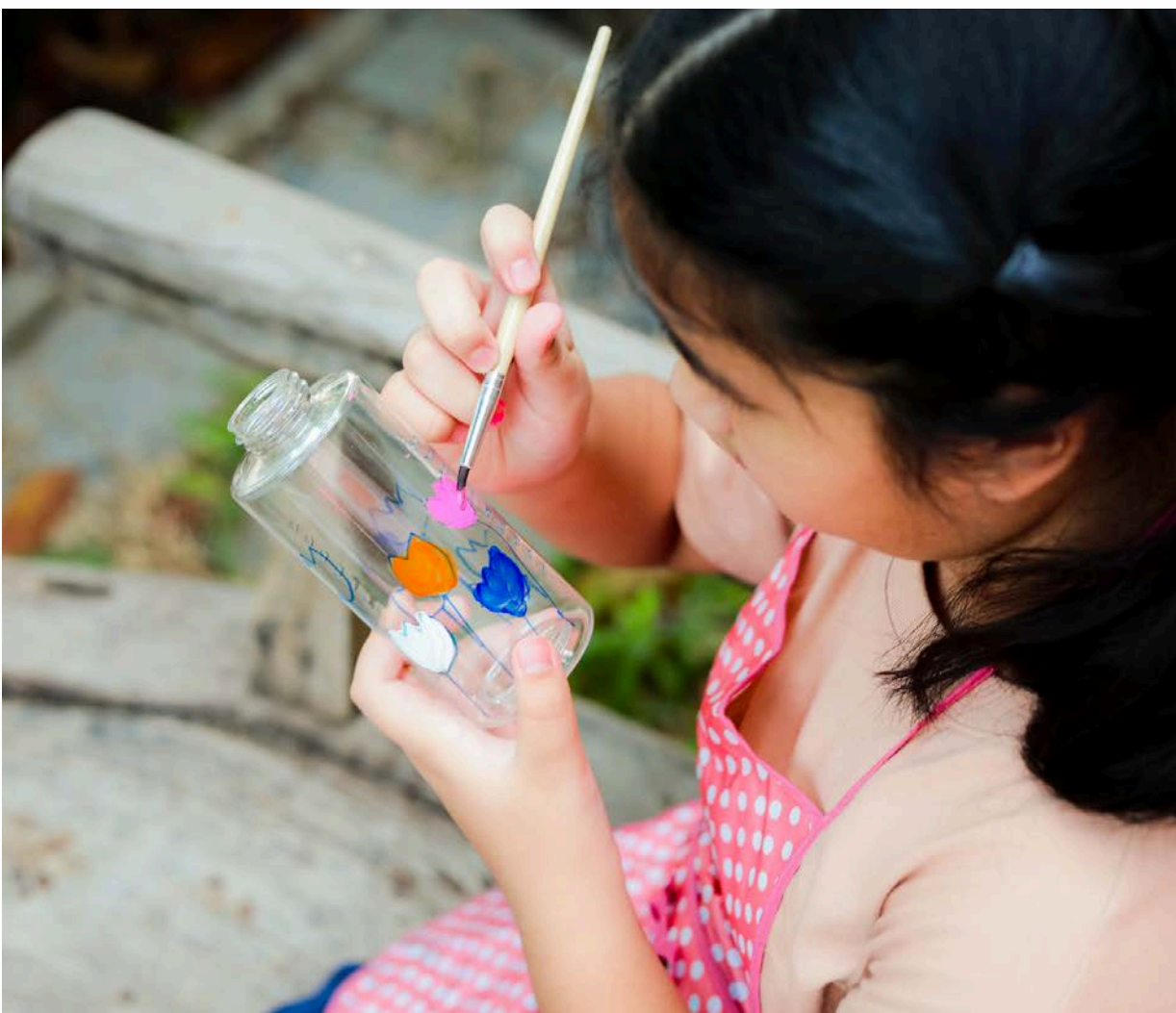
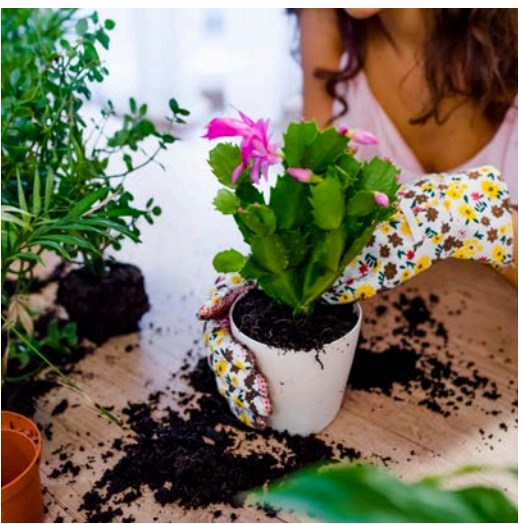
Workshops and Experiences

- Host small gatherings with activities like pressed flower art, flower arranging, herbal tea tastings, or cooking demonstrations using edible flowers.
- Run cocktail workshops that showcase floral ingredients and seasonal flavours.
- Teach participants how to press flowers and turn them into simple greeting cards or bookmarks.
- Guide guests in potting low-maintenance herbs or flowering plants they can take home.
- Lead creative sessions using basic materials to make floral-inspired prints or stamps.

Beauty & Spa Treatments

- Introduce floral-themed or flower-based treatments
- Offer specially curated spring packages to provide clients with a refreshing seasonal experience.

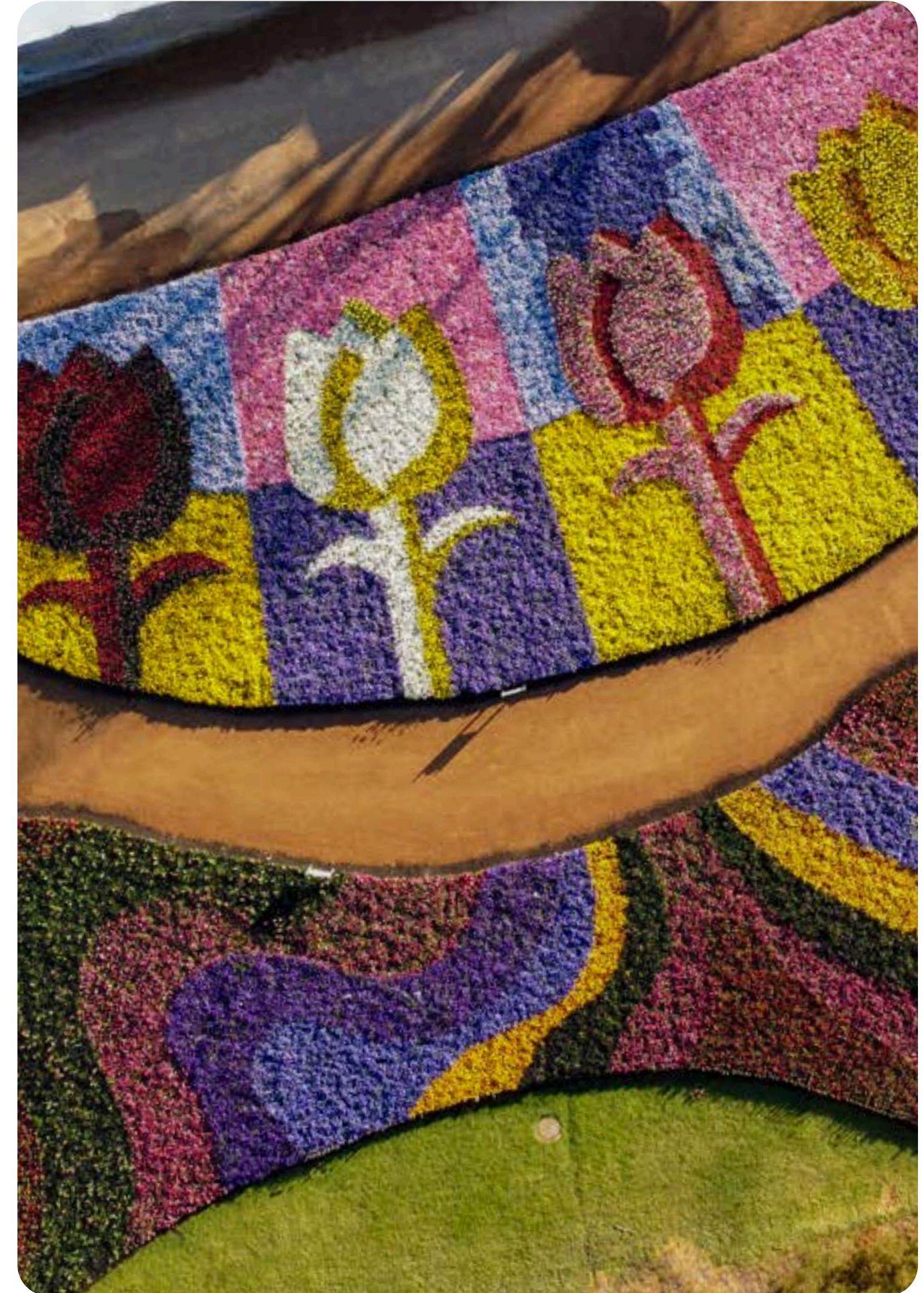
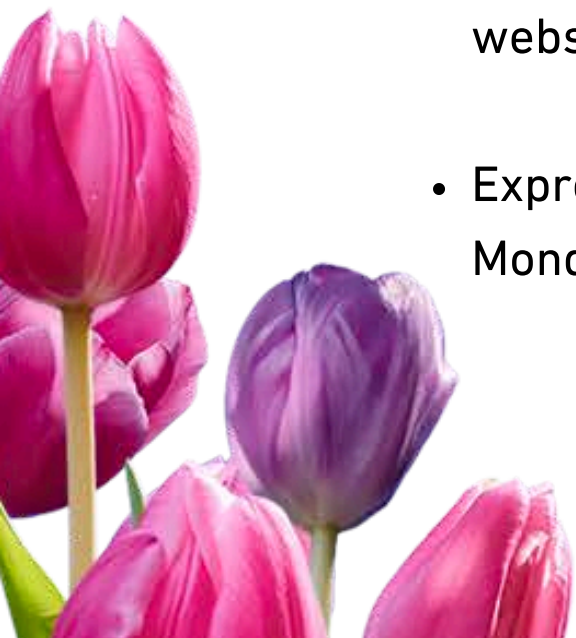




How to Apply

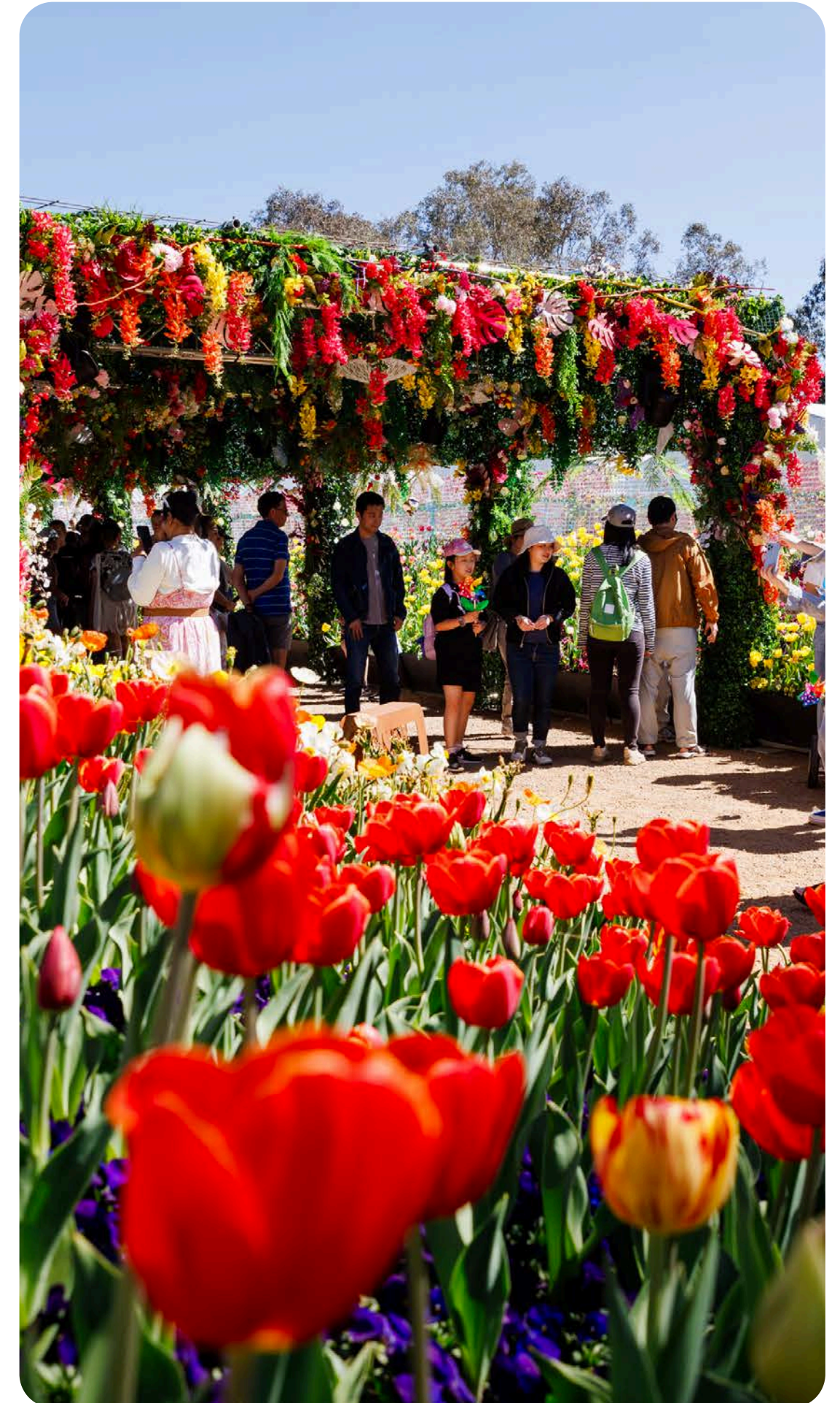
To participate, simply complete this short form <https://forms.office.com/r/yCFv45CJQY> by Monday 4 August.

- Each EOI will be reviewed and assessed according to the requirements outlined in 'How to get involved'. If any submissions do not meet the criteria, we will discuss the proposal further with the applicant to modify as necessary.
- Participating businesses will be advised that their application has been successful and will be provided with the marketing toolkit which includes digital assets, logos, messaging and a style guide.
- Businesses will also be provided with tabletop displays and posters to promote their participation in Floriade About Town.
- Businesses will be required to supply content and images for promotion on our website and social channels.
- Expressions of interest in participating in the program must be received by Monday 4 August.



Timeline

Monday 7 July	Applications open for Floriade About Town
Monday 4 August	Applications close
Wednesday 13 August	Participants confirmed + toolkit distributed
Thursday 21 August	Cut-off date for participants to provide promotional assets
Tuesday 26 August	Physical assets delivered to participants
Monday 01 September	Website live with all About Town participants
Monday 01 September	Paid digital and radio campaign begins
Saturday 13 September	🌷 Floriade Opens 🌷



Required Promotional Assets

In order to promote your About Town initiative through the Floriade channels, we kindly ask successful participants to provide the following promotional assets via email to eventsmarketing@act.gov.au **by Thursday 21 August, 2025.**

Website Images

Please supply **one image to the below specifications** to promote your About Town activation on the Floriade website. This image will serve as the **main feature image on your page**, it should be eye-catching and aligned with your About Town promotion. It will also be used as the thumbnail image on the program overview page.

- **Dimensions** 1900x670px
- **File Format** PNG or JPG, please ensure the image is high-resolution
- **No text, logos or illustrations** Any supplied images with text/logos cannot be used
- **People in image** If the image includes people please ensure they are in the centre third (horizontal) of the image as the banner will cut off the top and bottom of the image,

Links

Please provide the below links. These links will feature on your dedicated About Town webpage on the Floriade website.

- **Social Media** Please provide links to your relevant social media accounts
- **About Town URL** Primary destination URL for Floriade About Town
- **Business URL** Your business home page

Promotional Images

Please submit at least **one high-quality press-worthy image**, as well as an alternative image for promotional use.

- **Minimum Dimensions** Square 1080x1080px or Vertical 1080x1920px
- **File Format** PNG or JPG, please ensure the image is high-resolution
- **No text, logos or illustrations** Any supplied images with text/logos cannot be used
- **Alternative Image** A second, complementary image (preferably a different angle or look) is appreciated.

Please feel free to submit more high-resolution images that meet the minimum size guidelines, if available.

Promotional Text

To accompany your imagery on our website, **we require promotional text that introduces your business and describes your About Town activation.** To ensure consistency and clarity across all channels, please adhere to the following guidelines:

- **Business Biography** In 300 words or less, kindly submit a current biography about your business to introduce it to the reader
- **Activation Description** In 300 words or less, describe your Floriade About Town activation that highlights key details and what attendees can expect.

If your images or videos feature people, including children, please provide written confirmation that you have the necessary consent to use them.



Thank You!

For any inquiries, please feel free to contact us at
eventsmarketing@act.gov.au.

