

Floriade

Australia's Biggest Celebration of Spring



FLORIADE 2024

**MARKET STALLHOLDER
EXPRESSION OF INTEREST (EOI)
INFORMATION PACK**



Australia's Biggest Celebration of Spring

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ABOUT FLORIADE

Welcome to Floriade 2024! **Australia's Biggest Celebration of Spring** will return to the heart of the city in Canberra's beautiful Commonwealth Park, from **Saturday 14 September to Sunday 13 October**.

Floriade will celebrate its 37th year in 2024, with the theme **Art in Bloom**, transforming Commonwealth Park into a canvas of colour and creativity. The garden bed designs will draw inspiration from major art forms and will take visitors on an artistic journey with floral displays.

The theme will transcend the garden beds and be brought to life through entertainment, workshops, and activities, offering the opportunity for visitors of all ages to immerse themselves in different art forms and create art through interactive experiences. **Entry to Floriade is free**, and the gates are open **9:30am to 5:30pm daily**.

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Floriade 2023 attracted attendance **433,271** visitors coming through our gates, of whom **45%** 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 03 October to Sunday 06 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 13 October**.

The **Great Big Bulb Dig** will also return in 2024 on **Monday 14 October**. It is an opportunity for visitors to take a piece of Floriade home with them while supporting important local charities.



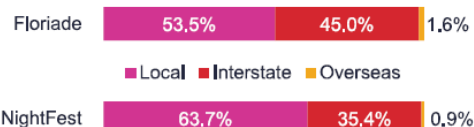
FLORIADE 2023 VISITATION

ATTENDANCES



Floriade/NightFest attracted total attendances of **433,271**

	Turnstile	Non-Turnstile	Total
Floriade	392,718	12,521	405,239
NightFest	27,166	866	28,032
Total	419,884	13,387	433,271



ATTENDEE ORIGINS

Attendee Origin	Floriade	NightFest	Total
Local	216,702	17,852	234,554
Interstate	182,214	9,922	192,136
Overseas	6,323	258	6,581
Total	405,239	28,032	433,271

Visitors to Canberra made up more than **198,717 (46%)** of the total attendances at Floriade/NightFest

ATTENDANCES BY VISITOR ORIGINS



FLORIADE

State	No.	Country	No.
NSW	133,509	New Zealand	2,299
VIC	18,336	Cambodia	575
QLD	12,606	Canada	575
SA	7,449	China	575
WA	6,303	India	575
TAS	3,438	Japan	575
NT	573	Philippines	575
		Viet Nam	575

NIGHTFEST

State	No.	Country	No.
NSW	7,156	India	65
VIC	1,107	Bangladesh	32
QLD	775	Canada	32
SA	516	Nepal	32
WA	221	New Zealand	32
TAS	148	Singapore	32
NT	0	United Kingdom	32

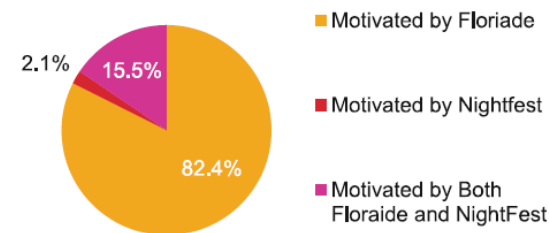
3144 bags sold for the Great Big Bulb Dig



TOURISM GENERATION



67,876 unique visitors encouraged to come to Canberra because of Floriade/NightFest.



TRADING AT FLORIADE

Vendors 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 vendors** 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 2024 will be similar to last year with a minimum of 25 trading sites located across the park which we are seeking experienced vendors 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.

Vendors must be committed to providing high quality customer service, be 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.

We are also keen to hear from vendors who may wish to participate in our workshops and demonstrations program, providing a further opportunity to raise your brand profile. To discuss, please contact our programming team at Entertainment@act.gov.au.

We look forward to welcoming you to be a part of the Floriade family and help us to make Floriade 2024, Australia's biggest celebration of Spring.



DOGS DAY OUT

Dogs Day Out will take place on the final day of Floriade, **Sunday 14 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.

A separate EOI process will open soon for vendors who are passionate about their pooch products to be part of a unique shopping experience for visitors and their pets on this single day.



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
- ◆ Wine

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



TRADING PRECINCTS

All market stallholder trading sites are outdoors and will be located in one of following precincts:

Main Vista Village

The Main Vista Village is located directly inside the Regatta Point entrance and has a village green feel about it. Coffee and snacks will be available with tables and chairs to encourage attendees to stay and shop. The Floriade Shop and Information Tent are in this precinct.

Parkes Way

The Parkes Way precinct is located at the northern end of the event site where vendors overlook several large garden beds. The Ferris Wheel and amusement rides are also located in this precinct and roving performs will add vibrancy to the area.

Kangaroo Pond

The Kangaroo Pond precinct is located near Kangaroo Pond on the northern side of Stage 88 and in proximity to the pond and a large garden bed.

The Ferry Gate precinct is located near the Ferry Gate entrance to the park, adjacent to Lake Burley Griffin. Like 2023, there will also be a Spiegel tent activation in this area, as well as outdoor seating and lawn games.

STALL CATEGORIES

We are seeking vendors who fit into the below categories:

Home and Garden

- ◆ Garden tools, sculptures, and wind chimes

Clothing and Jewellery

- ◆ Jewellery, clothes, hats, and shoes

Art and Design

- ◆ Art, photography, and design products

Lifestyle

- ◆ Sustainability products, homewares, beauty and body products, and candles

Kids

- ◆ Children's clothing, toys, and games

Cuisine

- ◆ Packaged food products to be taken home and consumed offsite

Information Stalls

- ◆ Government and private organisations raising awareness and education about their programs or services that align with Floriade or fit within this year's theme of 'Art in Bloom'. Please note that fundraising is not permitted.



WHAT WE ARE LOOKING FOR: MARKET STALLHOLDER

Events ACT will review applications and select vendors who provide a variety of original and creative products to curate a high-quality shopping experience for Floriade attendees.

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 and price points at the event.

The following factors will be considered when reviewing applications:

- ◆ Visual appeal, branding and professional presentation of the stall and staff.
- ◆ Product or offering; quality and presentation.
- ◆ Experience for patrons (something new, old favourites, branded stalls that suit the event theme and vision).
- ◆ Variety of offerings (e.g. multiple stalls with the same products).
- ◆ Product cost/affordability for attendees (to provide some lower cost options).
- ◆ Choices for attendees with dietary requirements (gluten free, vegan, vegetarian etc.).
- ◆ Environmental and sustainable products and packaging.
- ◆ Site size requirements and availability.
- ◆ Power requirements and availability.
- ◆ Experience and ability to handle high-volume of traffic.
- ◆ Business location (balance between local and interstate options).
- ◆ Aligning with the Events ACT Values.
- ◆ History with Events ACT, or other ACT Government departments, including:
 - any outstanding/unpaid invoices,
 - not complying with Work Health Safety and event requirements, and/or
 - unprofessional and disrespectful behaviour.



KEY MILESTONE DATES

What's happening	Date
Applications open	Friday 26 April 2024
Applications close	Friday 17 May 2024 - Midday
Offer letters sent out	Week ending Friday 31 May 2024
Offer acceptance deadline	Four business days from date of offer
Holding deposit due	Friday 21 June 2024 or due date listed on invoice
Final Site Requirements Due	Monday 5 August 2024
Full payment due	Friday 26 August 2024
Bump-in	Week commencing Monday 2 September 2024 <i>Times to be advised</i>
Floriade	Saturday 14 September - Sunday 13 October 2024 (30 days) 9.30am – 5.30pm daily
NightFest	Thursday 3 October to Sunday 6 October (4 Nights) 6.30pm – 10.30pm nightly
Dogs Day Out	Sunday 13 October 2024 9.30am – 5.30pm
The Great Big Bulb Dig	Monday 14 October 2024 <i>Times to be advised</i>
Bump-out	Trading sites need to be kept neat and presentable until after the Great Big Bulb Dig ends on Monday 14 October and the following bump out arrangements will apply for vendors trading from marquee. <ul style="list-style-type: none"> ◆ Sunday 13 October (limited bump out, no vehicle access) ◆ Tuesday 15 October 2024 (vehicles permitted) <i>Times to be advised</i>





Australia's Biggest Celebration of Spring

TRADING DATES AND FEES

Trading Dates	Site Size	Main Vista Village Trading Fee	Parkes Way Trading Fee	Kangaroo Pond Trading Fee
FULL EVENT Floriade: Saturday 14 September - Sunday 13 October (30 days) AND NightFest: Thursday 3 October to Sunday 6 October 2024 (4 nights)	3m x 3m (9m ²)	\$9,222.00	\$9,049.00	\$8,877.00
	6m x 3m (18m ²)	\$17,964.00	\$17,619.00	\$17,273.00
WEEK ONE Saturday 14 September - Sunday 22 September (9 days)	3m x 3m (9m ²)	\$2,833.00	\$2,784.00	\$2,736.00
	6m x 3m (18m ²)	\$5,319.00	\$5,222.00	\$5,125.00
WEEK TWO Monday 23 September - Sunday 29 September (7 days) Monday 23 September – Sunday 29 September (7 days)	3m x 3m (9m ²)	\$2,272.00	\$2,234.00	\$2,196.00
	6m x 3m (18m ²)	\$4,206.00	\$4,130.00	\$4,054.00
WEEK THREE including NightFest Monday 30 September – Monday 7 October (8 days) AND Floriade: Monday 30 September – Monday 7 October (8 days) AND NightFest: Thursday 3 October to Sunday 6 October 2024 (4 nights)	3m x 3m (9m ²)	\$3,006.00	\$2,952.00	\$2,898.00
	6m x 3m (18m ²)	\$5,670.00	\$5,562.00	\$5,454.00
WEEK FOUR including Dogs Day Out Tuesday 8 October - Sunday 13 October (6 days)	3m x 3m (9m ²)	\$2,272.00	\$2,234.00	\$2,196.00
	6m x 3m (18m ²)	\$4,206.00	\$4,130.00	\$4,054.00

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

Larger trading sites and marquees are subject to availability and additional costs will apply. Requests for a larger site and the size should be noted in your application for consideration.

TRADING HOURS

Floriade: 9:30am to 5:30pm (Monday to Sunday including public holidays)

NightFest: 6:30pm to 10:30pm

WHAT IS INCLUDED

BASIC SITE PACKAGE INCLUSIONS

The trading site fee includes the following basic site package:

- ◆ Standard white marquee (exterior walls and roof – no internal walls).
- ◆ Integrated timber flooring.
- ◆ Front fascia signage with trading name (1 x 3m sign per marquee).
- ◆ Standard Fluro lighting (1 per 3m x 3m marquee).
- ◆ One 10amp power outlet and power supply (1 x 10amp).
- ◆ Access to shared potable (fresh) water. Prior approval is required for permanent connections and subject to limited availability.
- ◆ Access to rubbish and recycling disposal infrastructure.
- ◆ Where required, an access ramp will be installed on the marquee (one side only). Each ramp is at minimum 2.4m wide.
- ◆ Dedicated team of cleaners to ensure the front of house (FOH) event area is kept clean and all rubbish is removed off-site.

All infrastructure, equipment and stock must fit within your allocated site, including any necessary back of house area. If you require space beyond the standard site size, please include this in your application.

MARQUEES AND ADDITIONAL EQUIPMENT HIRE

- ◆ Vendors 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. Vendors are not permitted to bring their own marquee.
- ◆ A marquee needs to be requested from Events ACT prior to the event.
- ◆ **Larger marquee sizes may be available for an additional cost** and subject to space availability. Your interest in a larger space (and the size) should be noted in your application. While requested, it is not guaranteed a larger size will be possible.
- ◆ Optional marquee upgrades such as clear walls need to be pre-ordered and additional costs will apply.

UNAPPROVED STRUCTURES

- ◆ Only approved structures are permitted to be used at the event including back of house equipment, 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.



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.

Item	Per week	Full 30 days
Additional 10amp power outlets and power supply	\$75.00 each	\$265.00 each
Additional 15amp power outlets and power supply	\$105.00 each	\$370.00 each
10 metre 10amp extension lead	\$21.00 each	\$80.00 each
20 metre 10amp extension lead	\$32.00 each	\$125.00 each
10 metre 15amp extension lead	\$26.00 each	\$90.00 each
20 metre 15amp extension lead	\$37.00 each	\$150.00 each
RCD Power Block with 4 x 10amp outlets	\$40.00 each	\$95.00 each
3 phase power outlets pending availability	Price on request	Price on request

All prices are GST inclusive.

Final power requirements need to be confirmed by Monday 05 August 2024. Site requirements cannot be reduced or cancelled after this date and charges may apply for additional requirements requested subject to availability, costs to be confirmed by Events ACT.

PRE-PURCHASED PARKING

Parking vouchers will be available for vendors to pre-purchase for the Regatta Point carpark. Parking passes will not be available at the event and need to be pre-purchased. Availability will be limited, and full-month traders will be prioritized.

More information and costs will be provided to successful applicants and additional conditions may apply.

SUSTAINABILITY REQUIREMENTS

- ◆ As a part of the assessment criteria, vendors are required to outline how they operate sustainably, through packaging and products. For additional information on how businesses can make meaningful climate choices, click on the following link. [Businesses - Climate Choices \(act.gov.au\)](https://www.act.gov.au/businesses-climate-choices).
- ◆ All packaging/serving material provided to the public must be made from compostable, organic, biodegradable material (e.g. cardboard, paper).
- ◆ Vendors will be required to provide details of all packaging intended to be provided to the public at the event and provide samples if requested to the ACT Government at least one-month prior to the event. The ACT Government reserves the right to request a vendor changes packaging if it is found to be unsuitable for post-processing by our waste contractors.
- ◆ Vendors found to be serving items in breach of these requirements will not be allowed to trade until suitable items can be provided
- ◆ For more information, vendors can review these requirements via the [following link](#).



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 initial deposit payment have been received. If your initial deposit 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 they haven't paid in full.
- ◆ 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	Full Month	Casual
Holding deposit	21 June 2024	30%	50%
Full payment	26 August 2024	70%	50%



TRADING GUIDELINES

Events ACT is committed to delivering high quality events and we expect a high standard of presentation, product and service from our vendors.

If you are selected to trade your **vendor agreement will detail the full terms and conditions**, but please consider the following before applying:

Trading Responsibilities

- ◆ Only approved products may be sold from the stall.
- ◆ Events ACT reserves the right to prohibit or restrict goods sold/displayed on site.
- ◆ Business sharing and/or subletting is strictly prohibited.
- ◆ Unauthorised use of the Event name and logo is prohibited.
- ◆ All vendors will be required to submit their daily Z-Reads to the vendor coordinator no later than midday the following day.

Stall Expectations

- ◆ Vendors **must operate within their allocated footprint**.
- ◆ Stalls must be kept tidy at all times, both front and back of house.
- ◆ Vendors **must not erect any extra structures** on site, without prior approval from Events ACT.
- ◆ Vendors are not permitted to display or erect any signage, banners or decorative items outside or on the exterior of their marquee or trading site unless approved.
- ◆ Securing your stall and belongings are your responsibility. Events ACT will provide licenced security for the event site.
- ◆ Cash or valuables should not be to be left onsite overnight.
- ◆ Vendors are responsible for the disposal of rubbish left onsite including but not limited to pallets, leftover packaging and boxes.
- ◆ Additional cleaning charges may apply pending the outcome of your final inspection.
- ◆ **Vendors are liable for any site damage** within the event site including damage to grass or ground and charges may apply.

Safety

- ◆ Vendors and their staff must follow any directions provided by event staff or security in the event of an emergency.
- ◆ Comply with all WHS and safety requirements for the event.
- ◆ All pedestrian pathways and roads must be kept clear.
- ◆ Comply with event rules and safety requirements for vehicle access to the event site.

Conduct

- ◆ **Professional and respectful conduct** is expected at all times.
- ◆ Events ACT has the final say on all matters relating to vendors, and vendors must adhere to all event terms and conditions.



HOW TO APPLY

Please submit your application online using the appropriate link below:

[Click here to 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.
- ◆ Make sure 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 vendors 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 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 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



WHAT HAPPENS NEXT?

1

SUBMIT APPLICATION

You will receive an email from event.vendors@eventsact.act.gov.au confirming your application has been received.

2

APPLICATIONS ASSESSED

Applications will be reviewed and shortlisted based on the assessment criteria on Page 8 and the 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 and map.

UNSUCCESSFUL APPLICANTS

- ◆ If unsuccessful, a letter will be sent via email.
- ◆ 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: Vendor applications will close at midday on Friday 17 May 2024.

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 required to trade for the advertised event opening 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: Vendors will not be permitted to sell alcohol.

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 at event.vendors@act.gov.au 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

