



FLORIADE 2024

DOG'S DAY OUT RETAIL VENDOR EXPRESSION OF INTEREST (EOI) INFORMATION PACK



Australia's Biggest Celebration of Spring

Contents

ABOUT FLORIADE.....	3
FLORIADE 2023 VISITATION	4
TRADING AT FLORIADE	5
KEY MILESTONE DATES	7
TRADING DATES AND FEES.....	8
TRADING AT FLORIADE	8
BASIC SITE PACKAGE INCLUSIONS.....	8
DOG'S DAY OUT TRADER.....	8
MARQUEES AND ADDITIONAL EQUIPMENT HIRE.....	9
UNAPPROVED STRUCTURES	9
POWER.....	9
PAYMENTS.....	10
HOW TO APPLY.....	11
WHAT HAPPENS NEXT?	12
FREQUENTLY ASKED QUESTIONS.....	13
THANK YOU	14
CONTACT US.....	14



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**.

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**.

Dog's 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.





Australia's Biggest Celebration of Spring

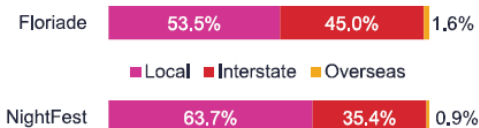
FLORIADE 2023 VISITATION

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



3144 bags sold for the
Great Big Bulb Dig



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

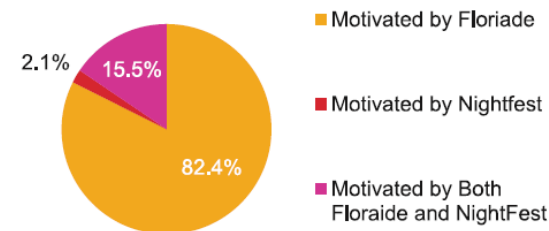
NIGHTFEST

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

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 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.

Dog's Day Out will take place on the final day of Floriade, **Sunday 13 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 are looking for a maximum of 16 vendors to fill trading sites located across the park.

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.



WHAT WE ARE LOOKING FOR

Events ACT are looking for original and creative products that patrons and their pooches will love. We are looking for 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; and
- ◆ Wine.

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 in the middle of the Stage 88 lawns.

TRADING SITE EXAMPLES

All stallholder sites are located outdoors and will incorporate the following configuration:

9m² site:



3m x 3m marquee



KEY MILESTONE DATES

What's happening	Date
Applications open	Friday 12 July 2024
Applications close	Sunday 11 August 2024
Offer letters sent out	Week starting Monday 19 August 2024
Offer acceptance deadline	Week ending Friday 30 August 2024
Full payment due	Friday 20 September 2024
Dog's Day Out Bump-in	Sunday 13 October 2024 7am – 9:30am
Dog's Day Out trading hours	Sunday 13 October 2024 9.30am – 5.30pm
Bump-out	Sunday 13 October 2024 (limited bump out, no vehicle access) Dog's Day Out Vendors only <i>Times to be advised</i>



TRADING DATES AND FEES

Trading Dates	Site Size	Trading Fee
Dog's Day Out Sunday 13 October (1 day)	3m x 3m (9m2)	\$525.00 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.

DOG'S DAY OUT TRADER

The trading fee includes a basic site package of:

- ♦ Standard 3m x 3m Marquee (exterior walls and roof – no internal walls)
- ♦ 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.



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	Friday 20 September 2024	100%



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. Please make sure all images are in .png, .jpg, .jpeg format. **Any files saved as .HEIC format will not be accessible.**
- ♦ Make sure your site layout diagram has measurements and includes any product displays, branding items or signage outside your stall.
- ♦ Ensure you include any 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 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: Dog's Day Out Vendor applications will close at 5:00pm on Sunday 11 August 2024.

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 Dog's Day Out (13 October).

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

A: Vendors are required 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

