



BALLARAT BEGONIA FESTIVAL
REQUEST FOR QUOTE

Begonia Stage – Floral Arrangement & Stage Dressing

November 2024



FESTIVAL BACKGROUND

First held in 1953 the Ballarat Begonia Festival remains a culturally significant event for the community. It is a unique, distinctive, and authentic part of the Ballarat story that plays an important role in what makes us proud to be citizens of Ballarat.

For the last several years the event has consistently attracted between 40,000 to 60,000 attendees.

The festival is a nature-based event, highlighting the Ballarat Botanical Gardens and its key features as well as its namesake, the unique and valuable collection of Begonias. Delivered in a creative, fun, innovative and entertaining format, the festival drives tourism outcomes as well as being a platform to profile our community.

WHAT WE ARE LOOKING FOR

The City of Ballarat invite local florists, event designers and creative professionals to submit proposals for floral and greenery displays to decorate the main stage and music stage at the 2025 begonia festival.

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EVENT DETAILS

Event: Ballarat Begonia Festival 2025
Date: 8 to 10 March 2025
Time: 10am to 5pm, daily
Venue: Ballarat Botanical Gardens

PRIMARY AUDIENCE

TARGET MARKET	SEGMENT INFORMATION
Family Heartland	Busy working parents living in either metro or regional Victoria, looking for a holiday as a chance for everyone to catch their breath. Families with kids and/or grandparents.
Active Regional Explorers	Educated, curious and adventurous travellers who want to frequently experience all the enriching things a region has to offer in terms of nature, culture, art and history.
Local/Visiting Friends and Relatives	In addition to the identified market segments, the local community is an important target market consisting of 45% of the festival's attendance and who entice the visitor, friends, and family market. A sense of community ownership is critical to the success of council-supported events. Having locals explore their own backyard and unearth stories from their city's past evokes pride, passion and knowledge, invaluable for when peers look to social circles or social media for recommendations.

DESIGN REQUIREMENTS:

DISPLAY COMPONENTS MAIN STAGE:

- **Two Artistic Arrangements:**
Positioned on either side of the stage, enhancing the visual symmetry and aesthetic appeal.
- **Larger robust central display:**
Positioned on the ground in front of the main stage

DISPLAY COMPONENTS MUSIC STAGE:

- **Larger robust central display:**
Positioned on the ground in front of the music stage

MATERIALS –

- A mix of real and artificial flowers/greenery is acceptable, ensuring longevity for the entire 3-day event.
- Recycled Materials (Excluding Clay pottery) are highly encouraged in the design to align with the festival's sustainability focus.

DURABILITY –

All displays must be constructed to withstand outdoor conditions and maintain their appearance throughout the event.

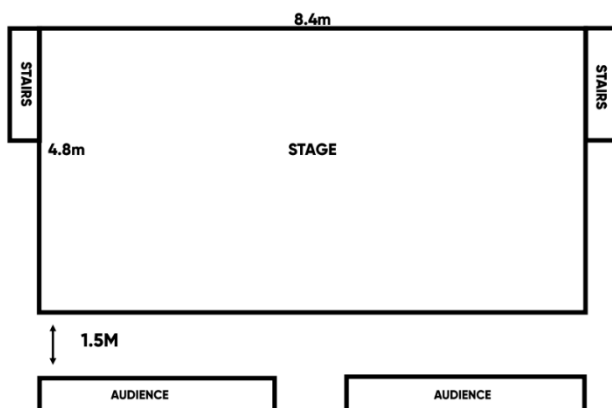
BIO-SECURITY

- Successful contractor will be required to complete the Ballarat Botanical Gardens Bio-Security form.

MAIN STAGE MEASUREMENTS:

L= 8.4m W= 4.8m H=0.54m high

BEGONIA MAIN STAGE LAYOUT



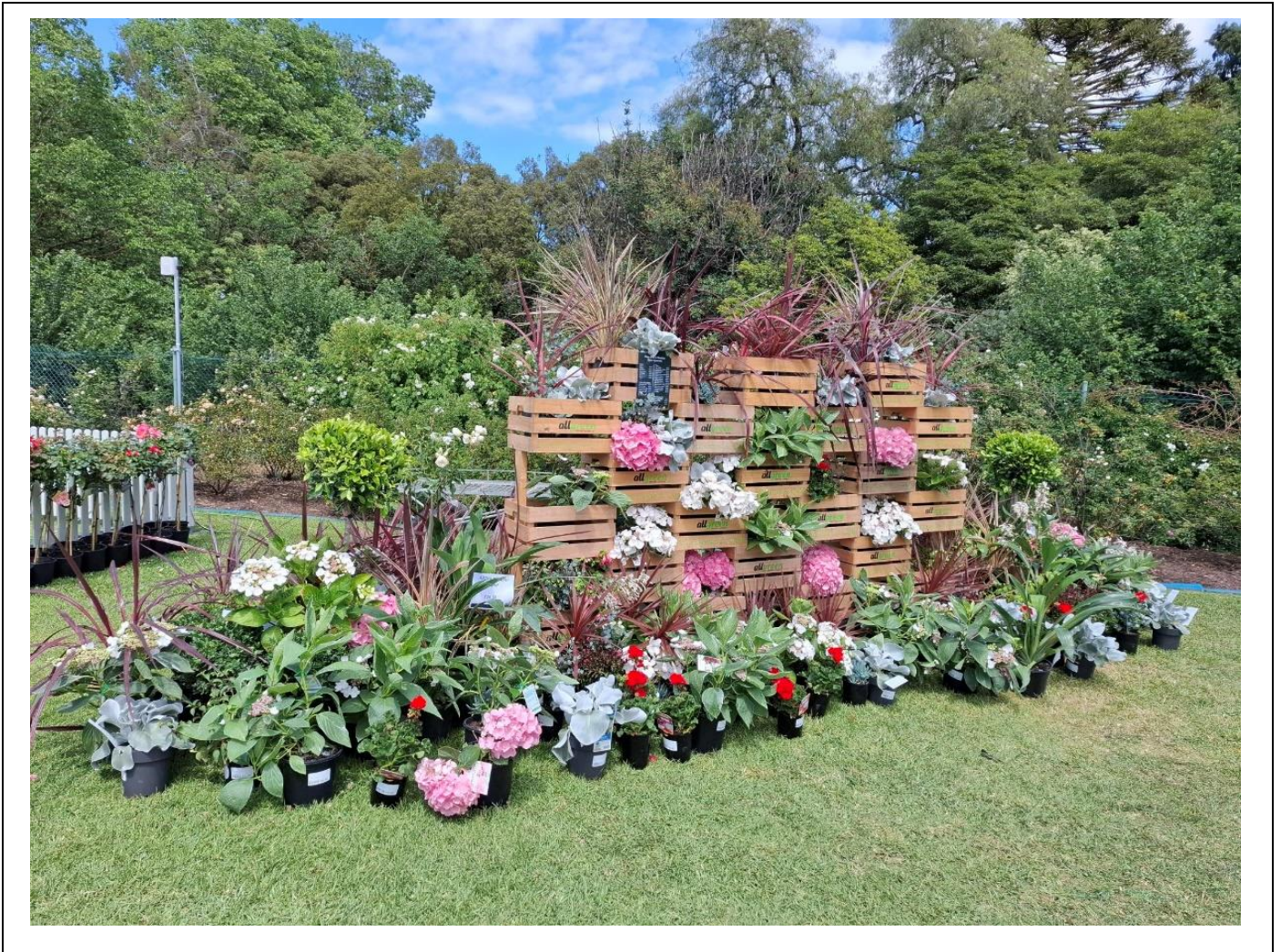
MUSIC STAGE MEASUREMENT:

W=4.5 x L=6m x H=1.2 – 1.3m

DESIGN INSPIRATION:



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SELECTION CRITERIA

Please respond to the following requirements:

PROJECT
EXPERIENCE & CAPABILITY <ul style="list-style-type: none">• Provide details of your experience in floral, set, stage designing.
DESIGN & THEMING <ul style="list-style-type: none">• Describe your vision for the main stage and how you can incorporate sustainable messaging.• Visual concept sketches are encouraged but not required.
LOCAL CONTENT & SUPPLIERS <ul style="list-style-type: none">• Locality of company to Ballarat• Use of min. 50% local suppliers• Use of local horticultural
BUDGET/QUOTATION: While the festival does not specify a strict budget, cost-effective proposals demonstration creative resource use will be considered favorable. Please include in your quotation all costs associated with: <ul style="list-style-type: none">• Materials• Labour (Installation & Removal)

NEXT STEPS

Submit your response to the Request for Quote in writing via email before the due date addressing the Selection Criteria and Design requirements. Please include your ABN in the quote.

SUBMISSIONS

Submissions should be sent to events@ballarat.vic.gov.au by no later than the **XX December 2024**.

All submissions received will be assessed by an internal panel of Council Officers and all applicants will be notified of the outcome by **the XX of December 2024**.

For further enquiries regarding this process, you are invited to contact:

City of Ballarat–Events Unit
P: 5320 5500
E: events@ballarat.vic.gov.au

