

BALLARAT BEGONIA FESTIVAL
EXPRESSION OF INTEREST
BEGONIA FESTIVAL SUSTAINABLE GARDEN DISPLAYS



DECEMBER 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.

EVENT VISION

To become regional Australia's nature-based festival of choice by delivering garden-based event experiences that are innovative, creative, and memorable for festival attendees. With a focus on accessibility and sustainability, the festival will attract visitors from both inter- and intrastate to experience the event and the region.

WHAT WE ARE LOOKING FOR

The City of Ballarat invites Expressions of Interest from local landscapers, from beginners to seasoned professionals, to design vibrant micro-garden displays for the upcoming 2025 Begonia Festival. We're seeking creative garden concepts centred on the theme of financial and environmental sustainability. This reimagined feature reflects Ballarat's commitment to a sustainable future and offers a unique opportunity for local businesses to showcase affordable, low-maintenance garden designs that appeal to a broad audience and attract new customers. Join us in making this year's festival a celebration of beauty and responsibility.

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.

BEGONIA DESIGN BRIEF

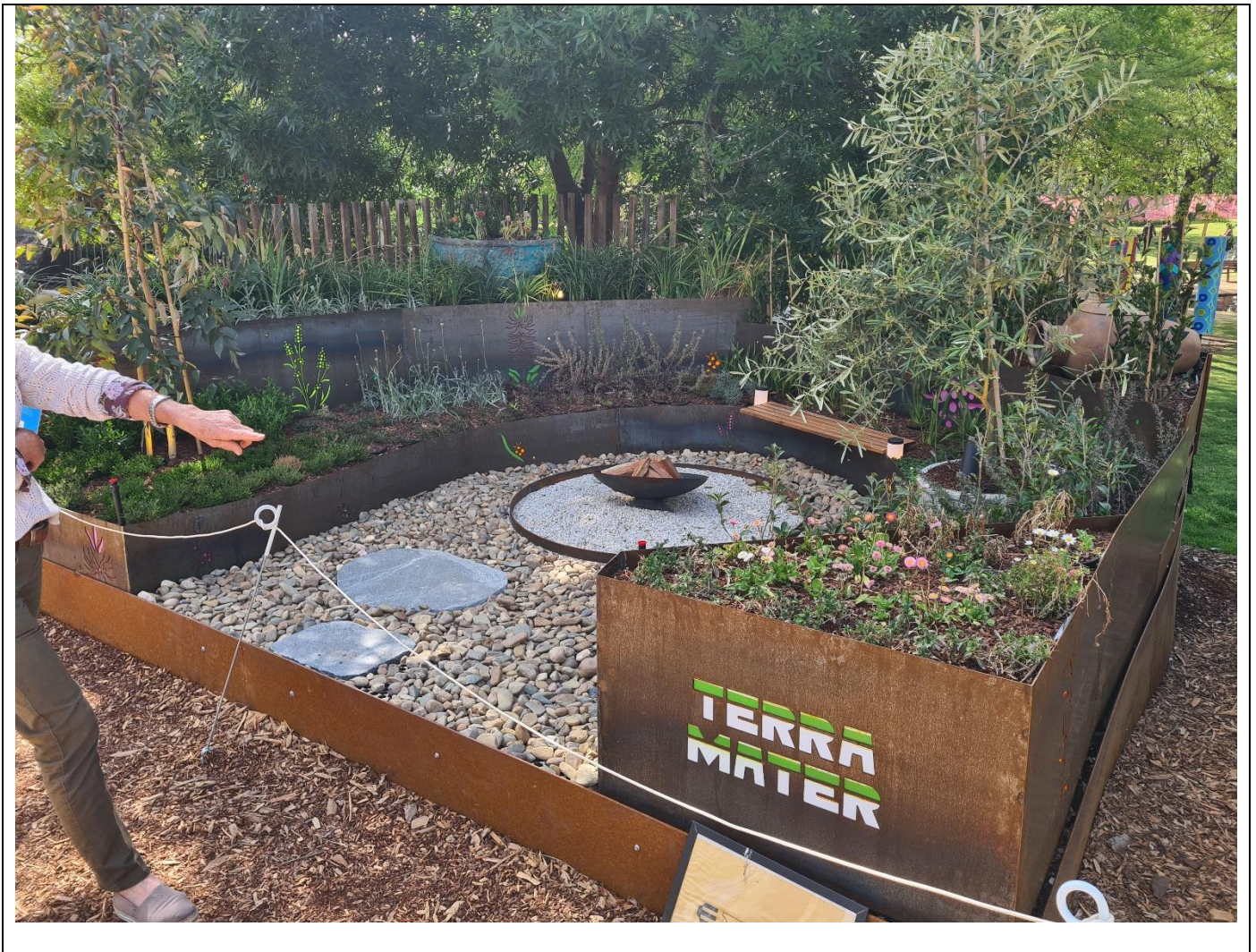
The City of Ballarat Invites local landscaping companies and trainees to apply for an opportunity to design and construct a sustainable garden display at the 2025 Begonia Festival. This initiative provides a platform to showcase your innovative ideas, environmentally conscious practices, and sustainable landscaping solutions to over 40,000 attendees during the three-day festival.

DISPLAY SPECIFICATIONS:

- Space: 2.5m x 2.5m
- Budget: A stipend of \$1500 will be provided to assist with material costs. Participants are welcome to exceed this amount, however designs demonstrating cost-effectiveness will be rated more favorably.
- Successful applicants will be required to complete a Ballarat Botanical Gardens bio-security form.

DESIGN INSPIRATION





CITY OF BALLARAT TO PROVIDE

- Stipend of \$1500 to go towards cost of materials.
- Maintenance – Watering if required
- All festival marketing opportunities relevant to garden displays – including signage to accompany the display and recorded interviews with Begonia Festival Host for promotional purposes post event.

OPERATIONAL CONSIDERATIONS:

- 3 days total available for bump in. In the first 2 days vehicle access to the display location will be available for drops offs only. 2 days allocated for Bump out.
- Access to Plant Equipment not available.

SELECTION CRITERIA

Please responded to the following requirements, your response will be assessed out of 100 marks - we have outlined the max marks per question response required.

PROJECT	/100
<p>ENVIRONMENTAL SUSTAINABILITY:</p> <ul style="list-style-type: none"> • Detailed description of concept design – Ideally in the form of concept images/drawings • Designs that incorporate native plants, waterwise features, and low-resource maintenance methods. 	30
<p>FINANCIAL SUSTAINABILITY:</p> <ul style="list-style-type: none"> • While there is no set budget cap for each design submission, selections will be based on best value for money, ensuring effective use of resources. Each proposed budget must include the provided \$1500 stipend for materials, as no additional costs will be covered by the city of Ballarat. • Preference will be given to displays that maximize value for money, emphasizing creative use of sustainably sourced resources 	30

OFFICIAL

<ul style="list-style-type: none">• Provide breakdown of projected cost of materials and works	
LOW MAINTENANCE: <ul style="list-style-type: none">• Concepts that require minimal upkeep and water, aligning with predicted drought conditions.• Provide care guide for garden design.	20
LOCAL CONTENT & SUPPLIERS <ul style="list-style-type: none">• Description of business being represented by the display.• Locality of sole trader / business to Ballarat• Use of local horticultural and Infrastructure suppliers where possible.	20
OH&S POLICIES AND PRODEDURES <ul style="list-style-type: none">• What Occupational Health and Safety policies and procedures does your business implement to provide a safe workplace?• Provide SWMS for construction of garden	Pass/Fail

The successful applicants will be selected through a panel of Council officers.

STIPEND PAYMENT

Payment of stipend will be divided into two milestones:

- Assignment of Successful submission - \$1300
- After successful event delivery \$200

TIMELINE

Expression of Interests Due	27 th December 2024
Appointment of successful submission	3 rd January 2025
Onsite Kick-off briefing session	13 th January 2025
Final Design submission	3 rd February 2025
Event Delivery Dates	March 5 th – March 12 th 2025

NEXT STEPS

Submit your response to the Expression of Interest in writing via email, along with required documents before the due date addressing the Selection Criteria and points of consideration.

SUBMISSIONS

Submissions should be sent to events@ballarat.vic.gov.au by no later than the **20th 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 **24th 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

