



EXPRESSIONS OF INTEREST  
**2020 BALLARAT BEGONIA FESTIVAL**  
**GARDEN TRAIL**



## OVERVIEW

The City of Ballarat (Council) invites EOIs from community groups, individuals or businesses to develop, implement and manage the Garden Trail for the 2020 Ballarat Begonia Festival.

The Ballarat Begonia Festival is one of the largest and most popular regional events. The three-day festival is held over the Victorian Labour Day long weekend in March within the picturesque Ballarat Botanical Gardens. This award-winning festival attracts over 60,000 patrons annually.

## EVENT BRIEF

### Event Details

- Event: 2020 Ballarat Begonia Festival
- Date: 7, 8 and 9 March 2020
- Time: 10am – 5pm daily
- Venue: Ballarat Botanical Gardens

The 2020 festival will be held on Saturday 7, Sunday 8 and Monday 9 March. The largest market segments who attend the festival are 35 to 50-year-old couples and family groups. This encompasses horticultural enthusiasts, new home owners, and family fun-seekers. The City of Ballarat conducts an extensive marketing campaign to promote the festival that focuses on the Ballarat region, large sections of regional Victoria, extension into Melbourne as well as interstate to Adelaide.

### Background

Following the success of previous festival years, Council will again run a Garden Trail during the 2020 Begonia Festival. The trail is a family activity, intended to have groups of friends or family members explore the Botanical Gardens together and see the whole festival footprint while searching for the hidden trail items.

## KEY OBJECTIVES

- To encourage festival visitors to explore the complete festival site and the Botanical Gardens.
- To offer a free activity for locals and visitors during their festival visit.
- To offer an activity which can be undertaken by younger children with a family group or older children on their own as well as with friends.
- To create a theme aligning with one of the key objectives of the festival
- To create awareness for a community group or course.

# KEY DELIVERABLES

## City of Ballarat to provide:

- Access to the Botanical Gardens
- Assistance from events / gardens team, i.e. to hide trail items; provision of previous trail sheets as reference.
- Spot at Festival Info Marquee as base for the activity (collect and return point for trail sheets).
- Promotion of the offering via festival website and social media; festival highlights flyer which is distributed to 65,000 households with the MyBallarat publication.
- Printing of trail sheets.
- Garden Trail Price (if council decides to offer a price for this activity).

## Successful applicant to provide:

### **Stakeholder Management**

- Regular updates to Council to provide progress reports on the Garden Trail planning.

### **Garden Trail**

- Staff / volunteers to operate the activity throughout the festival (handing out trail sheets and pencils, collecting returned sheets).
- Questions / clues for trail sheet.
- Optional: story / theme for the trail.

### **Equipment**

- 10x trail items; items should be
  - creative, fun, colourful
  - sturdy and weatherproof (items stay outside for several days; possibility of rain, moisture overnight)
  - either staked, hung or stood in their hiding places (this might require a fixture point and rope i.e. to be hung from a tree branch or a stake built into i.e. to be staked into a garden bed etc.)
  - different characters to be hidden in different locations throughout the gardens (hiding spaces might include trees, roofs, water features etc.)

### **Marketing**

- All marketing will be undertaken by Council. The successful applicant will be responsible for providing timely and accurate information to assist with the promotion of the Garden Trail activity as part of the festival.
- Provide background information about applicant / community group creating the trail items for marketing and promotional purposes.
- Provide high-res images for marketing (i.e. trail items).

### **Budget**

Please supply your budget, if required.

- All components of this budget must be clear and transparent and provided in a budget spreadsheet to Council.
- The event budget is to remain confidential and not to be released.

### ***Insurances***

The successful applicant will be required to provide documentation of the following:

- A current public liability insurance policy with a minimum limit of indemnity of \$20million.
- Complete the City of Ballarat's compulsory online contractor induction prior to the festival.
- Valid Working with Children check(s)

## **CONTRACTOR OBLIGATIONS**

Provide a detailed brief outlining the proposed concept and content of your proposal, including;

- Outline of your proposed strategy for facilitating and managing all aspects of the Garden Trail.
- Operational ability to deliver and resources available to you.
- Induct all companies and persons working (paid / unpaid) at the event into Council's Occupational Health and Safety online course.
- Be familiar and comply with the City's Child Safe Policy.
- Ensure any persons working (paid / unpaid) who may encounter children have a valid Working with Children Check. This includes but is not limited to event staff and volunteers.

## **EVALUATION CRITERIA**

- Relevant experience in managing a family activity.
- Relevant experience in developing suitable items (quality, family friendly)
- Ability to actively engage with council on an on-going basis
- Capacity to meet objectives and deliver the event
- Locality of community group, individual or business to Ballarat
- Detailed budget

All correspondence to be addressed to:

Email: [events@ballarat.vic.gov.au](mailto:events@ballarat.vic.gov.au)

Mail: Community Events Unit  
City of Ballarat  
PO Box 655 Ballarat  
VIC 3353

For further enquiries regarding the Begonia Festival entertainment and the quotation process you are invited to contact the events unit on (03) 5320 5500.

**Applications close: Sunday 29 September 2019**

2019 Trail Map (for reference only):



## Begonia Festival Garden Trail Clues

Explore the gardens and fill in the name of each book title as you find them. Hand your completed clue sheet in to the information tent to go in the draw to win a \$3000 travel voucher.



<p>1. You'll need to begin with just one single tree, perhaps you should go to the Growing Friends Nursery.</p> <p>2. A cow, a donkey, a sheep, a pig and a mouse, have lost their boat and are at a crafty house.</p> <p>3. Our next character is a laughing frog, you'll probably find him on a waterside log.</p> <p>4. The next book is well hidden so off you hop, its all about washing so look near the water drop.</p> <p>5. Graceful and powerful; made of marble and stone, these big cats guard the iron gates alone.</p> <p>6. In the shade you'll find a quiet nook, for little ones to sit and read a good book.</p> <p>7. Kids love to play in this spot in the shade, just don't forget to take your bucket and spade.</p> <p>8. The next spot is somewhere that's bathed in sunshine, the flowers are placed in a circle to tell time.</p> <p>9. Two cheeky monkeys are clowning around in a tree, check near the juggling, look up and you'll see.</p> <p>10. Guitars, tambourines, drums and voices on song, search by the small stage and you can't go wrong.</p> <p>11. At the furthestmost side away from the lake, near gate 5, you'll see someone eating cake!</p> <p>12. For the very last book and the final clue, go to the glass structure and take a walk through.</p>	<p>Book Title: _____</p>
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For more information visit:

[ballaratbegoniafestival.com.au](http://ballaratbegoniafestival.com.au)





**COMPETITION ENTRY DETAILS**

Child Name: \_\_\_\_\_

Adult or Parent/Guardian Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Competition terms and conditions:  
 1. The Garden Trail Competition is conducted by City of Ballarat (RDN 31621000420). 2. Entering is deemed acceptance of these Terms and Conditions. 3. Promotion commences 10am, 8 March 2019 and ends 5pm, 11 March 2019, AEST. 4. Open to all residents of Australia. 5. City of Ballarat employees, Ballarat City Councilors, Flight Centre Travel Group employees and their immediate family, Ballarat Foundation members and their immediate family are not eligible to win the promotion. 6. The winning entry will win a Flight Centre voucher valued at \$3000. 7. In the instance that the winner drawn is under the age of 18, the prize will be awarded to the winner's Parent/Guardian. 8. The prize is non-transferable. 9. Prize may not be redeemed for any monetary value. 10. The winner will be drawn randomly from a ballot of completed entry forms on Wednesday 13 March at 1pm at the Hub/Book Clerk Centre, Ballarat Botanical Gardens. 11. The winner will be notified by phone and announced on www.ballaratbegoniafestival.com on Wednesday 13 March 2019. 12. The Prize will be awarded in person or via alternative arrangement agreed to by prize winner and City of Ballarat. 13. City of Ballarat decision is final and no correspondence will be entered into.