



LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

STANDING COMMITTEE ON PLANNING, ENVIRONMENT AND TERRITORY AND MUNICIPAL SERVICES

Mr Mick Gentleman MLA (Chair), Mr Alistair Coe MLA (Deputy Chair),
Dr Chris Bourke MLA, Mr Andrew Wall ML



ANSWER TO QUESTION TAKEN ON NOTICE DURING PUBLIC HEARINGS

Asked by Mr Wall on 9 December 2013: Mr Guthrie took on notice the following question(s):

[Ref: Hansard Transcript, 9 December 2013, page 205]

In relation to : Expenditure from Floriade.

MR WALL: Page 30 of the annual report makes mention that in 2012 direct expenditure from Floriade was \$27.6 million. What is the definition of “direct expenditure”?

Mr Barr: That is expenditure into the economy of the ACT generated by those who visit the event. I will get you the universally accepted measure for assessing the economic impact of events. The same criteria have been applied to the assessment of Floriade consistently over the years of the event. Do you have anything else to elaborate on, Neale?

Mr Guthrie: No, it is as simple as that. It is the raw expenditure. There are no multipliers applied in regard to leakage out or multipliers as money goes around. That would be economic impact. This is just direct expenditure.

MR WALL: What assumptions are made to calculate that, Mr Guthrie?

Mr Guthrie: I would have to check the detail. I can give you the accurate detail, but I do understand in broad terms that there is an accepted update of average expenditure by visitors that visit it through visitor surveys. There are some assumptions used around expenditures there. The main thing that was used for this year, 2012, was face-to-face interviews during the event with different people attending the event, whether they were from Canberra and interstate, and asking them questions about how long they were staying et cetera. Based on that, with the amount that was being expended through the assumption, through the visitor expenditure—I cannot quote it exactly, but these are standard figures that are used by the tourism industry and they are achieved through other survey processes.

MR WALL: Is it possible to provide a breakdown of the expenditure, be it through hospitality or accommodation?

Mr Guthrie: I would have to go back and check that, but yes, we can.

Mr Barr: If you go to the eventsact.gov.au website, there is an annual event report on Floriade. You can get the information you require there.

MR WALL: By way of a follow-up on that: how much was actually spent by the directorate directly and indirectly on Floriade?

Mr Guthrie: I will see if I have that information with me; otherwise I will have to take that on notice.

MR WALL: In the interests of time, if you are happy to take that on notice, and then also a breakdown—

Mr Guthrie: I will take it on notice.

Mr Barr : The answer to the Member's question is as follows:-

- Please refer to answer to PETAMS 55 for assumptions made to calculate the direct expenditure. Full results for Floriade 2012 can be found in the Event Report at Attachment A. This report is publicly available at www.events.act.gov.au.
- A breakdown of the costings for Floriade 2012 is as follows:

	2012						TOTAL
	Source of revenue / location of expenditure						
	Floriade 2012	Nightfest 2012	Total	ACT	Interstate		
REVENUE							
Payment from Government	2,571,332	624,489	3,195,821	3,195,821	-		
Sub Total Government Revenue	2,571,332	624,489	3,195,821	3,195,821	-		3,195,821
Own source Revenue	753,657	302,143	1,055,800	306,182	749,618		1,055,800
• Floriade Shop	92,012	-	92,012	44,166	47,846		92,012
• Miscellaneous	1,986	-	1,986	1,986	-		1,986
• Cash Sponsorship	200,000		200,000	51,000	149,000		200,000
Sub Total Non Government Revenue	1,047,655	302,143	1,349,798	403,334	946,464		1,349,798
TOTAL REVENUE	3,618,987	926,632	4,545,619	3,599,155	946,464		4,545,619
EXPENSES							
Employee expenses*	293,401	195,600	489,001	489,001	-		
Horticultural costs	1,250,000	-	1,250,000	1,050,000	200,000		
Operational Site costs	1,200,000	409,000	1,609,000	1,592,910	16,090		
Entertainment & Activities	348,586	122,032	470,618	141,185	329,433		
Floriade Shop	81,000	-	81,000	81,000	-		
Miscellaneous	7,000	-	7,000	7,000	-		
Marketing	439,000	200,000	639,000	100,000	539,000		
TOTAL EXPENSES	3,618,987	926,632	4,545,619	3,461,096	1,084,523		4,545,619

Approved for circulation to the Standing Committee on Planning, Environment and Territory and Municipal Services

Signature: *Andrew Barr*

Date: 16.1.14

By the Minister for Tourism and Events, Andrew Barr MLA

15TH SEPTEMBER
- 14TH OCTOBER

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Floriade

Be
Spring
Inspired



2012
EVENT REPORT

Floriade 2012 Style & Design

Floriade celebrated its 25th anniversary in 2012 continuing to be an internationally recognised event and the largest festival of its kind in the Southern Hemisphere. Canberra's Commonwealth Park was transformed into a tapestry of colour with more than one million blooming bulbs and annuals creating the backdrop for 30 days of spectacular entertainment, horticultural delights and a smorgasbord of activities for the whole family from Saturday 15 September to Sunday 14 October.

The central theme for the 2012 event was *Style & Design* and was portrayed throughout the design of the garden beds, entertainment programming and the overall marketing message.

Floriade came alive after-dark when NightFest, in its fifth year, returned for five magical nights from Wednesday 26 September to Sunday 30 September. Each evening featured a variety of

bands and popular stand-up comedy acts all programmed to different themes. The park was again transformed into an illuminated wonderland as the vibrant colour of the stunning new lighting designs bathed the main vista. The new lighting feature inspired visitors with concepts for personalisation of lighting using handheld devices and cutting edge technology.

Floriade objectives/goals

- Continuing to develop a business operating culture that successfully leverages Floriade's brand, image and assets that return consistent and sustainable economic benefits to the ACT
- Developing the status of Floriade as a world-class tourism event through a robust and innovative event development program
- Building on one of the key assets of Floriade — its people — who work to provide a world-class event for the ACT and region
- Ensuring Floriade promotes and operates under best practice environmental standards



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Evaluation

The current economic climate and in particular consumer discretionary spending must be considered when reviewing the overall results in this report. As reported by Tourism Australia, the weaker economic conditions in key European economies are dampening discretionary spending as it relates to tourism in Australia[^]. While Dun & Bradstreet in their September 2012 quarterly consumer report (not specifically relating to tourism), highlight that *"based on the current economic conditions, consumers are less likely to engage in discretionary spending than 12 months ago"*. In addition and more specifically relating to the main demographic of attendees at Floriade, this report also notes that *"fifty three per cent of older Australians are less likely to spend money on non-essentials, such as entertainment, compared with a year ago"*^{**}.

[^] Quarterly Market Update (September 2012), Tourism Australia

^{*} Consumer Credit Expectations, September quarter 2012, Dun & Bradstreet (Australia) Pty Ltd

^{**} Consumer Credit Expectations, September quarter 2012, Dun & Bradstreet (Australia) Pty Ltd

Floriade delivered the second biggest result since the inception of the event both in terms of economic return to the ACT and overall attendance figures since the introduction of turnstiles in 1999. The total attendance figure (which includes multiple visits by attendees) for Floriade was **442,243** – a 7.3% increase on last year's attendance figure of 412,024. Of the total attendance, 418,937 related to Floriade day sessions and 23,306 related to Floriade NightFest. The event recorded its highest ever attendance for a single day (Sunday 30 September) as well as the highest attendance over one weekend (Saturday 29 September – Monday 1 October) with 35,200 and 87,299 visitors respectively.

Floriade continues to provide economic benefits to Canberra and the surrounding region. The staging of the 2012 event generated additional direct expenditure in the ACT totalling **\$27.6 million**. This is a decrease of 8% on last year's result however it represents the second largest economic contribution to the region as a result of the event. Whilst there was a reduction in the origin of interstate visitors (from 51% in 2011 to 47% in 2012) and the average length of stay of these

visitors (from 3.1 nights to 2.9 nights), the direct expenditure added to the overall Gross Territory Product (GTP) totalled **\$40.4 million**.

A total of **122,759** interstate and international visitors (based on individual visits) came to Canberra specifically to attend Floriade or extended their stay because of it. Of that total, approximately 56% of visitors stayed for one or more nights in the ACT and visitors stayed for an average of **2.9 nights**.

Even though interstate and international visitors declined from last year, ACT visitation increased by 11% from 45.7% in 2011 to 50.5% in 2012. This is the highest attendance result on record for the ACT.

The older demographic of 60+, whilst traditionally the most popular age group, saw a significant decline in attendance by 37% at this year's event. Interestingly, the younger age group of 20-29 saw the greatest increase within the ACT region up 25% (from 17.2% in 2011 to 21.6% in 2012) creating future marketing opportunities for the event.

Dedicated staff, enthusiastic volunteers, committed sponsors and partners, an exciting line up of entertainment and activities and, of course, the fantastic weather provided the perfect platform for another successful Floriade event in 2012.



Key findings*	2009^	2010^	2011^	2012^	% change 2012 vs 2011
Total attendance (includes multiple visits)	362,684	471,979	412,024	442,243	+7.3%
Increase in direct expenditure	\$22.7m	\$26.9m	\$30.0m	\$27.6m	-8.0%
Increase in Gross Territory Product (GTP)	\$33.3m	\$39.4m	\$44.0m	\$40.4m	-8.1%
Individual interstate or international visitors who came to Canberra specifically for Floriade	104,102	131,129	126,957	122,759	-3.3%
Average length of stay for interstate overnight visitors who came to Canberra specifically for Floriade	2.9 nights	2.5 nights	3.1 nights	2.9 nights	-6.5%
Average daily expenditure for interstate overnight visitors who came to Canberra specifically for Floriade	\$104	\$114	\$124	\$123	-0.8%

* Data source: Floriade 2012 Economic Impact and Event Research, Ernst & Young
 ^ Figures include Floriade NightFest

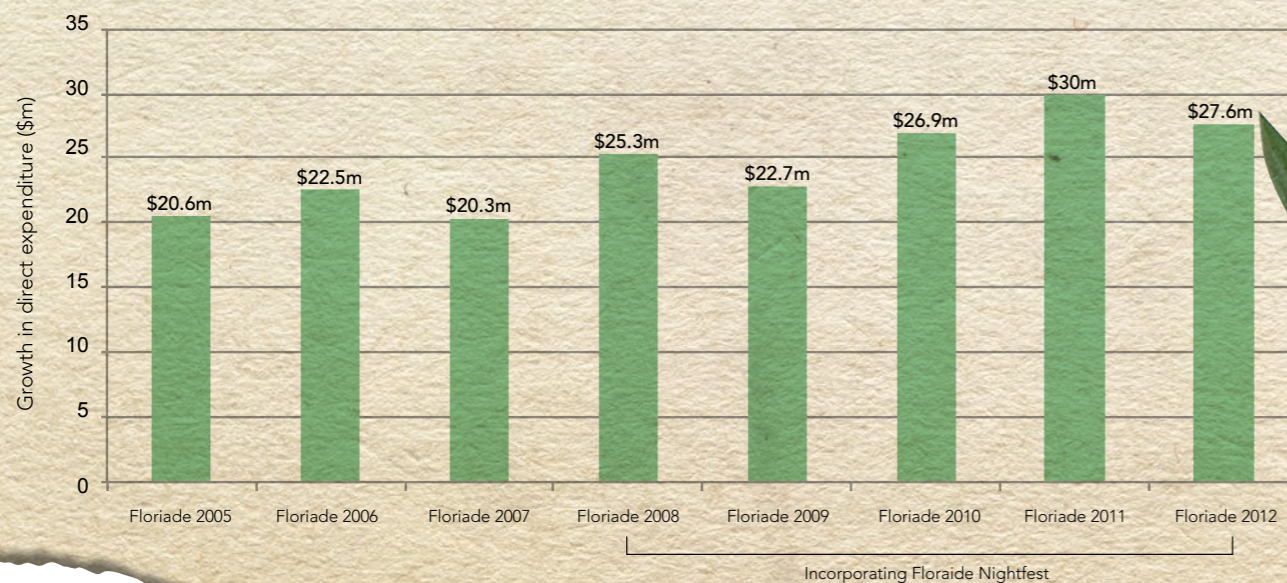
ADDITIONAL KEY ORGANISATIONAL RESULTS

Further data sources that reinforce the success of Floriade from an organisational perspective are below:

- 23,963 visitors during Floriade were welcomed and assisted by the Canberra and Region Visitors Centre
- 298,280 visits to the Floriade website, www.floriadeaustralia.com, were monitored by Google Analytics during July to mid-October. This was a slight increase on the 2011 figure of 298,122. Of these visits, a considerable 204,319 were unique visitors who viewed a total of 1,327,001 pages
- A dedicated channel of national, regional and local advertising, including press, broadcast, outdoor and ambient and digital channels, generated approximately \$5,252,818 in exposure and value received
- The Floriade Facebook page saw a total of 8,070 'likes', an increase of 134% on 2011 results

Increase in direct expenditure as a result of staging Floriade (\$ millions)

Growth in direct expenditure for period 2005 to 2012: \$7 million (34% increase)



Marketing

The 2012 event saw responsibility of the overall event management of Floriade move from Australian Capital Tourism to the newly formed Events ACT. This internal re-structure within the ACT Government created an opportunity to redefine Floriade and map out its future direction.

A new strategic direction was identified and provided an opportunity for Floriade to be reborn as 'all grown up'. Ultimately, the marketing challenge faced was to change people's perceptions of Floriade to the event being 'not just a flower show'.

Floriade moved from

A nice day out → **The ultimate spring experience**

Traditional, Community, Country feel → **Creative, Authentic, Community**
 Familiar, Safe, Traditional → **Exuberant, Engaging, Confident**

Homely, comfortable, at peace, reunion → **Feeling of invigoration, Fun**

OUR NEW HIPSTER HOMEMAKER

As well as targeting the traditional Floriade segments of socially aware, visible achievement and traditional family life, Events ACT strategically created a new segment to appeal to new markets and align with the new format. The creation of new segments will assist in securing Floriade's future as older markets are less likely to come back.

The grown up festival goer looking for an event that's as smart, fresh, friendly, cute, arty, curious and caring as they are. Creative, clever and cashed-up early adopters, forward-thinking, tech-loving, media-savvy, brand aware, stylish and independent who are emerging from hibernation, seeking their first spring outing. This new market segment provided a platform for sharing values with a more dynamic, socially organised audience.

EVENT AMBASSADOR

This year saw a change in structure for the Floriade Ambassador. The Ambassador was selected based on their alignment not only with the theme of 'Style & Design' but also relevance and connection with the programming element of Floriade. The inclusion of the programming element created an opportunity for Floriade to secure a key partnership with the Canberra Centre.

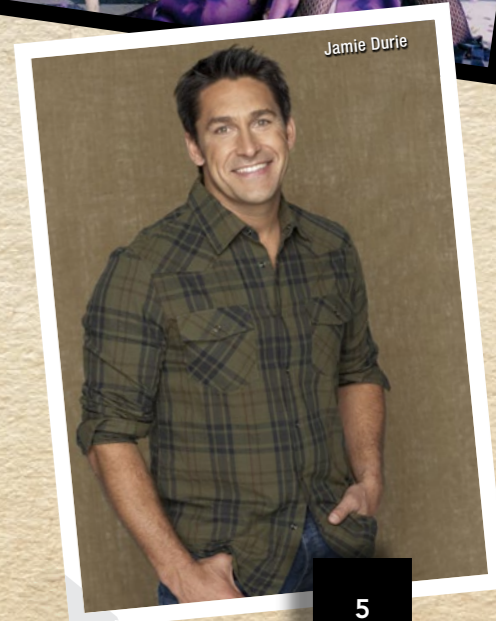
This year's Floriade Ambassador was Australian Fashion Designer, Leona Edmiston.

Just as the marketing campaign was due to commence, an additional high-profile celebrity was secured by the Events ACT public relations agency. Jamie Durie, celebrity landscape designer and icon in the horticultural industry, was added to the line up. Both his national and international presence helped to generate significant PR coverage and was beneficial to the overall event. In addition to his presence and contribution to the event, Jamie designed and created a Showcase Garden that was a key feature within the park layout.

Together the pair added a sophisticated and cosmopolitan atmosphere to the event. Having two of Australia's biggest names in their respective industries to launch Australia's celebration of spring was a coup for Floriade.

"The Floriade theme, Style & Design, fits naturally with me. Obviously my passion is fashion and design, and I find great pleasure and creative inspiration from anything in nature, but particularly in beautiful blooms"

Leona Edmiston



We recently attended Floriade & were very impressed with the displays & organisation.

WEEKLY THEMED PROGRAMMING

To enable greater awareness of Floriade and generate new stories for PR and keep media engaged in the event, a new way of marketing Australia's celebration of spring was devised. The program offering was themed into four different weeks. This structure provided visitors with something new to come back for each week.

Week One SPRING PALETTES

Headline: MasterChef 2010 finalist Courtney Roulston

Welcome in spring with colour and inspiration through a kaleidoscope of activities. Learn the art of floral design when award winning florists Richard Go and Michael Woods demonstrate how to create breathtaking floral displays. See the stunning display of style and creativity when fashion and flowers come together at the Passion for Fashion exhibition in the ActewAGL Look 'n' Learn Marquee. Join gardening expert and author Jackie French and award winning local chefs with The Yellow Van food rescue service in the Gourmet Garden, the place for learning how to grow, harvest, prepare and share fresh seasonal food. Up bright and early? Experience the health benefits of exercising in the gardens before they open to the public with the Heart Foundation Earlybird Walkers.

Week Two FASHION & DESIGN

Headline: Jayson Brunsdon and Wayne Cooper

Spring fashion and stylish design will steal the spotlight this week as Floriade joins forces with Canberra Centre to host runway

shows, style workshops and special appearances by some of Australia's most iconic fashion designers between Canberra Glassworks demonstrations at the ActewAGL Look 'n' Learn Marquee. Empress Stilt dancers will entertain from up high while in the Gourmet Garden, fresh and flavoursome food takes centre stage with passionate local chefs from The Yellow Van and local gardening expert Keith Colls demonstrating how to grow organic produce.

Week Three - HIS & HERS DIY

Headline: Polly and Waz, winners of The Block 2011; Better Homes and Gardens presenters Jason Hodges and Tara Dennis

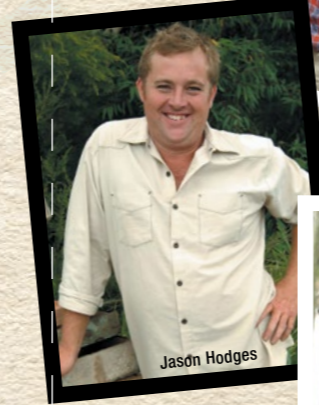
Be inspired by the infinite possibilities to transform your home into an indoor and outdoor oasis. Ask our panel of local gardening gurus, including Diana O'Brien, Merylyn Condon and Keith Colls, questions about gardening in the ActewAGL Look 'n' Learn Marquee. Learn how to transform your backyard with daily DIY presentations from Bunnings and meet chefs and gardening experts in the Gourmet Garden for tips for growing and cooking the fruits of your labour. Floriade's live music program will heat up Commonwealth Park with a range of performances on Stage 88 including world-music artists and up-and-coming musicians.

Week Four HOME GROWN LIVING

Headline: Don Burke; Janelle Bloom and Shane Delia from Ready, Steady, Cook

Floriade's final week is an ode to all things natural, from tips for sustainable living to celebrating home grown produce. Learn about water savings, composting techniques and other ways to reduce your environmental footprint at Bunnings Workshops in the ActewAGL Look 'n' Learn Marquee. Stick around and meet celebrity gardening expert and *Yates Garden Guide* Editor Judy Horton. Savour the fresh flavours of sustainably grown produce at the Gourmet Garden and watch local favourite Claude Fremy create timeless delights such as home-made jams and preserves. Don't miss Frank Madrid and *Rhythms of the World* as they light up Stage 88.

This new structure saw the introduction in the use of 'celebrities' who were engaged depending on their relevance to the themed week. This assisted in providing the media with new story angles and different snapshots to feature each week. These celebrities included: Jayson Brunsdon, Wayne Cooper, Don Burke, Jason Hodges, Tara Dennis and Courtney Roulston.



MARKETING OVERVIEW

Events ACT utilised the Roy Morgan Value Segments* of Visible Achievement, Socially Aware and Traditional Family Life as well as the new segment of Hipster Homemaker, to develop a targeted marketing campaign to promote Floriade and spring in the nation's capital. The primary geographic focus was Sydney and regional NSW, with a secondary focus on the rest of Australia, predominantly the Eastern seaboard.

The media and PR strategy was designed to attain maximum coverage across all mediums by promoting Floriade as a 'must see, must do' event. This was achieved by leveraging existing relationships and targeting specific media outlets and key influential journalists, presenters, producers and editors. A focus was made on actively engaging local media. This supported the increase in attendance by ACT residents as highlighted in the evaluation figures mentioned earlier in the report. Our media partners also found this way of packaging the 30 day program attractive to their audiences as it allowed media to tell a different story each week, thus enhancing the appeal of Floriade to a broader audience and encouraged people to get in the car and cross the border to Canberra.

MEDIA EVALUATION

Each year the Floriade media evaluation is undertaken for the period 1 March to 31 October, using qualitative analysis provided by CARMA®. The methodology is based on systematic multi-variate analysis designed to determine the likely impact and effects of media articles. It takes into consideration the media that articles/reports appeared in, position, size, prominence, topics, sources quoted and messages communicated.

Key findings of the report are:

- A total of 1,596 media reports were analysed, with this coverage reaching a cumulative potential audience/circulation of 33,953,976 and having an advertising space rate of \$5,252,818*. This represents a significant increase of 48% when compared to last years results
- Of the total media reports, 652 were television (40.9%), 352 radio (22.1%), 316 press (19.8%) and 276 internet (17.3%) alerts
- The majority of press and radio reports appeared in ACT media outlets
- 56.6% of the print media was rated favourable whilst 42.7% was neutral
- 70.7% of the internet media coverage was rated favourable whilst 29.3% was neutral
- Week two theme of Fashion & Design was the most talked about week across press, internet and broadcast
- The most frequently conveyed message was that of 'Floriade is more than just flower festival' which strongly supports the marketing challenge of changing people's perceptions of Floriade

*This figure was calculated via an Advertising Space Rate provided by Media Monitors, which assigns a value to all media coverage equal to the standard advertising space rate - this method does not take into account factors such as placement, colour loading and editorial value. Methodology details are available upon request.

We considered Floriade a great success. We have attended in previous years & have never been disappointed. I still marvel at the time & organisation it must take to plant all those bulbs.

Sponsorships & Partnerships

In 2012, Floriade welcomed a number of key sponsors, partners and friends on board in a joint effort to enhance the Floriade experience for visitors, whilst providing mutually beneficial leveraging opportunities. This year saw a reduction in the number of sponsorship categories from the previous four to two categories being Executive Sponsor/Partner and Premier Sponsor/Partner. This enabled Events ACT to clearly communicate the structure and benefits within each category.

There were again many opportunities for brand exposure and partnership building at this year's event through creative onsite activations via dedicated experiential zones provided by Lindeman's or access to/inclusion in the overall programming provided by the Canberra Centre. Over 400,000 visitors were engaged in some way by our Sponsors and Partners.

CHARITY PARTNERS

Floriade continued with its overarching Charity Partnership Program. This year, Floriade invited Expressions of Interest from charity organisations encouraging them to apply in partnership with a fellow charity. The Yellow Van (formerly OzHarvest) and St Vincent de Paul Society pitched their idea to work collaboratively and were the successful applicants. Establishing the shared marquee space for the two Charity Partners provided a more significant onsite presence, allowed for shared program staffing and security responsibilities, and most importantly assisted in reducing the overall infrastructure costs.

Feedback from the two organisations has shown the model was hugely successful for both parties. The Yellow Van donations were raised from the sale of helium balloons and for contributions for the delivery of meals to the needy. St Vincent de Paul Society created an activation space where visitors could dress up in clothes provided by their outlets and have their photo taken. They achieved their target of raising \$15,000.

Both parties valued the attraction of new volunteers, social media growth and increasing overall awareness of their brand and their year round activities, as key outcomes of 30 days on site.

Onsite Highlights

NON-STOP ENTERTAINMENT

- Live performances on Stage 88 from the likes of ANU School of Music and Telstra's Road to Discovery showcasing the very best of Canberra's blues and roots, folk, country and alt country emerging talent
- Performances from many community and school groups including dance, skipping and vocal delights
- Larger than life roving stilt acts from Empress Stiltwalkers - their tango Lillies and Butterflies impressed the crowds from above

DEMONSTRATIONS AND EXHIBITIONS

- Canberra Glassworks: The ever popular glass artist demonstrations were presented again in 2012. Their talented flame-workers Kate Herihy and Rodger Sutherland breathed life into glass flowers.
- Passion For Fashion Exhibition: Fashion is synonymous with spring and the 2012 Passion for Fashion CIT student competition brought together the two in a stunning display of creativity of and colour.

We were in total awe of the exhibition and the professional running of the event, especially the number of volunteers eager to assist wherever possible.



25TH ANNIVERSARY PHOTO COMPETITION

In 2012, Floriade celebrated its 25th year. To recognise this milestone, we invited the public to share their favourite photo of the event from the past 24 years. It was a hugely successful event and saw the best of the images displayed throughout the park on customised printed panels.

FUN FOR KIDS

- Matilda's Farmyard Nursery offered viewing and patting areas to interact with baby animals including calves, sheep and lambs, goats and kids
- Reptiles Inc offered uniquely designed habitat enclosures and a petting zoo with a difference introducing the kids to some of our countries amazing and bizarre non-venomous reptiles and amphibian species

GARDEN BED DESIGNS

- Martini Delights
- Modern Design
- All That Jazz
- Psychedelia
- Diamonds and Pearls
- Abstract Art
- Pop Top Hats
- Hair Fashion
- Stiletto Parade
- Bubble Chair
- Lipstick Kisses
- French Formal Garden
- Art Deco

First of all, congratulations for a wonderful Floriade. It was my first time to experience Floriade and I am so glad I made the trip from Sydney. The garden beds were lovely! Good job to everyone involved.



The facilities and help were first class. I would love to come back again next year - its just such a wonderful event thanks again for inviting me';

Janelle Bloom, Ready, Steady, Cook presenter

'It was again a great experience this year working with Floriade. Nice people, and beautiful kitchen. There is not much to improve for next year';

Claude Fremy, local Canberra chef and CIT teacher

'Thank you for having us and inviting me to be part of Floriade. I am so impressed by the enthusiasm you all have. Well done.';

Sibella Court, renowned Sydney based interior stylists & bestselling author

'You guys really put on a great festival. I really got a sense of what a huge undertaking it is for you guys to put together a program for the whole month - to make it enticing but not overwhelming. I think it was excellent and loved being amongst the flowers and fun';

Lish Fejer, Green It Yourself founder

We could spend a whole week at Floriade, because one could never have enough of the wonderful display of flowers. A million congratulations and thanks to all those who created Floriade 2012. Thanks for the dedication, the work, the artistry.

In its fifth year, Floriade NightFest was another huge success. For five nights, from 26 September to 30 September, Commonwealth Park came alive after dark. Each evening featured a variety of bands and popular stand-up comedy acts all programmed to different themes. The park was again transformed into an illuminated wonderland as the vibrant colour of the stunning new lighting designs bathed the main vista. The new lighting feature inspired visitors with concepts for personalisation of lighting using handheld devices and cutting edge technology.

THEMED NIGHTS

In a similar vein to Floriade weekly themeing, each night of NightFest was also themed differently to increase the talk ability of the event within the media. Themed nights included:

- Wednesday – Chill Out
- Thursday – Latino
- Friday – Supper Club
- Saturday – Party Night
- Sunday – Family Night

ATTENDANCE AND EVALUATION

The total attendance figure for Floriade NightFest was **23,306** (including complimentary, promotional and VIP entries). The total increase in direct expenditure as a result of attending NightFest was \$1.3 million. Whilst these results are down on last year's figures, Friday night of NightFest was cancelled due to extreme weather conditions. Ticket holders were given the option of transferring their ticket to either Saturday or Sunday night or receiving a full refund. The majority of ticket holders did in fact transfer their ticket whilst a minimal number requested a refund.

Survey participants at Floriade NightFest were asked to rank the importance of several key features of the event in terms of determining a reason to visit the

event. 18% of respondents said the lighting installations were the main reason they chose to visit NightFest. This was followed by garden, food, music and flowers.

In all, 24.3% of attendees were in the younger age group of 20-29. Interestingly, the second most popular age group was 40-49 with 60+ being the third most popular. Since the inception of the event, the older demographic has been declining year on year. Again, younger age groups were more prevalent among ACT residents who attended NightFest where 35.3% were aged 20-29. By comparison only 10.1% of interstate attendees were aged 20-29.

MARKETING OVERVIEW AND STRATEGY

A targeted marketing campaign was directed towards a youth audience as historically the 20-29 demographic have been the key tickets holders for the NightFest event.

The campaign focused on both online and magazine placements.

- Online
'The Vine' as produced by Fairfax
- Magazine
BMA – focuses on the music industry
FUSE – gay publication

Floriade NightFest

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Jamison Travel

Konica Minolta
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Oasis Horticulture
Over the Moon Promotions
Sold Out National Event Management
The Gema Group
Vili's Pies
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See yourself
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Mandylights

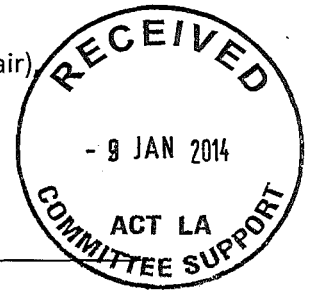


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ANSWER TO QUESTION TAKEN ON NOTICE
DURING PUBLIC HEARINGS



Asked by Mr Smyth on 9 December 2013: Mr Barr took on notice the following question(s):

[Ref: Hansard Transcript: 9 December 2013, page 207]

In relation to:

MR SMYTH: How much money is apportioned to recreation from the sport and recreation—

Mr Barr: I will take that on notice.

Mr Barr: The answer to the Member's question is as follows:—

Sport and Recreation Services (SRS) supports the provision of sport and physical recreation opportunities for the ACT community.

The Australian Bureau of Statistics (ABS) use organised and non-organised sport and physical recreation when determining participation rates through the "Participation in Sport and Physical Recreation" report, released in December 2012.

Organised sport and physical recreation is defined as:

Those sport and physical recreation activities which were organised by a club or recreation association. The club or organisation did not need to be a sporting body; it may have been a social club, church group, old scholars association or gymnasium. Persons may participate in both organised and non-organised activities.

Non-organised sport and physical recreation is defined as:

Those sport and physical recreation activities which were not organised by a club or recreation association, such as social clubs, church groups, old scholars associations or gymnasiums. Persons may participate in both non-organised and organised activities.

For consistency, SRS uses these definitions when differentiating between participation types.

Key services delivered by SRS in 2012/13 to support the delivery and opportunity for organised and non-organised physical recreation included:

- The provision and continual maintenance of ACT sportsgrounds which forms an integral part of Canberra's urban open space network.

- The introduction of the Community Recreation Irrigated Park (CRIP) within the sportsground provision model, specifically designed to encourage recreational usage by the community.
- In 2013, SRS provided administrative support for Sportenary, a Centenary initiative for the sport and recreation industry consisting of 100 community events showcasing a diversity of sport and recreation activities. Over the course of the year, nearly 65,000 people took part in Sportenary events which were promoted through a range of local media.
- SRS supports a variety of recreational activities through its Sport and Recreation Grants Program. In 2012/13 key projects included:
 - Skateboarding Australia ACT Hub - \$20,000;
 - Pedal Power Workplace Recreation Cycling Program - \$10,000;
 - Pedal Power Operational Support - \$22,000;
 - YMCA Sensory Gym Project - \$4,000; and
 - Hockey ACT – Funding to activate Lyneham Hockey Centre as a recreational hub - \$35,000.

Approved for circulation to the Standing Committee on Planning, Environment and Territory and Municipal Services

Signature: 

Date: 8.1.2014

By the Minister for Sport and Recreation, Andrew Barr MLA