

TOOWOOMBA  
**CARNIVAL**  
of FLOWERS

**15-24 SEPT | TCOF.COM.AU**

# How it all started

- Carnival was born for business
- 1949 - local business owner Essex Tait and the Toowoomba Chamber of Commerce, decided a post war economy driver was needed.
- Based around Toowoomba's 'Garden City' label
- 28 October 1950 – first Carnival of Flowers



# First Carnival of Flowers

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- Garden Competition
  - Coordinated by local newspaper
  - Private Gardens opened to the public
  - Drew large crowds and publicity for the city
- Street Parade
  - Over 50,000 people attended
  - Led by bullock team







# Today's Carnival

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## 16 flagship experiences run by Toowoomba Regional Council

**Ergon Energy** Food & Wine Festival

**Grand Central** Floral Parade

**Heritage Bank** Live Concert Series

**QantasLink** Gala Dinner

Pictures In The Park

Mayoral Garden Party

Queens Park Floral Displays

Laurel Bank Park Floral Displays

Talking Pubs Tours

Morning Garden Tours

Progressive Dinner Tours

Afternoon Garden Tours

Walking Tours

Full Day Garden/Parade Tour

Twilight Park Tours

Parkland Entertainment





# Today's Carnival cont.

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- 52 community events/activations
  - The Chronicle Garden Competition approx. 100 entries each yr
- 54 official local tours in 10 days

## 2016 outcomes:

- 197,000 attendance achieved
- 152 inbound coach groups
- Brisbane, Gold/Sunshine Coasts, Nth NSW



# Partnerships

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## MAJOR PARTNERS



GRAND  
-  
CENTRAL



## STRATEGIC PARTNERS



# Long standing Partners

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- How we maintain partnerships
  - Understanding what sponsor wants
    - Branding or
    - Engagement/Activations
  - Active agreements - including promotional activities
  - Regular meetings
  - Servicing the partnership in an economical way
    - Know what it costs to service each partnership





# Thinking outside the square

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I would also like to mention we went to the concerts on Saturday and Sunday and the bathroom amenities were outstanding. We last visited 5 years ago and the state of the bathrooms then to the improvement this year, was no comparison. They were the cleanest outdoor bathroom I have ever been to in a very busy, concert event. Compared to Sirromet Winery - A Day on the Green/s event organising and bathroom situation - you did a fantastic job! Thank you







**TOOWOOMBA PORTABLE TOILETS**

1300 333 100

Like Following Recommend

#dalbyfestival #karaoke #seetstephenjoy

Like Comment Share

3

Write a comment...

Toowoomba Portable Toilets shared Bell Bunya Trail Bike Ride's post

August 16 at 5:11am

Weather forecast Dalby next week

	Friday 18-08	Saturday 19-08	Sunday 20-08
Min	11 °C	8 °C	3 °C
Max	24 °C	20 °C	20 °C

Home

About

Events

Photos

Videos

Posts

Community

Reviews



# TOOWOOMBA CARNIVAL of FLOWERS 2017





# Trademarking

- In 2016 we trademarked our logo, initials and name.
- This secured who and how our branding could be use.
- We have a lot of community connection and we sometimes need to harness that in a way that will enhance our brand not cause unnecessary confusion
- Avoids “Carnival of Flowers Garage Sale”



# Give away your best work

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CALL NOW *get to know us*  
07 4687 5555



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2017

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# Buy local policy

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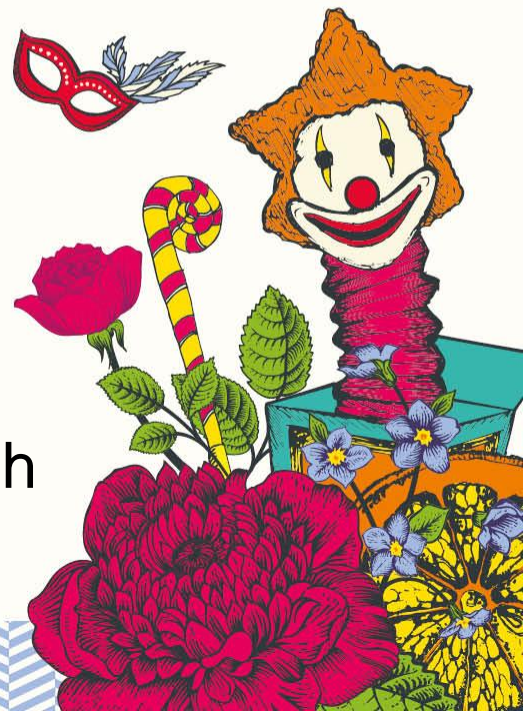
- Council has a buy local policy
- We strive to get as much locally as possible
- Approx \$1M back into Toowoomba businesses through Council spending for event



# Fostering community pride

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- Programs on counters
- Parade - Business and community categories
  - Adopt a float
  - Community grants to be spent locally
  - Entrants promoted at 15 commentary points
- Advertising community events
- Support for community events – not just cash
  - Portable toilets / marquees / traffic management



# Activations at events

- Local fitness businesses are integrated into our free Parkland Entertainment program
- BBQ demonstrations at Festival
- Tennis activations before pop up cinema in park
- Benefits
  - Involves a wider area of influence
  - Allows us to embrace trends
  - Gives confidence to make purchases locally





# Accommodation power

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## *Burke & Wills Hotel Packages*

Wake up and smell the roses with superb Carnival of Flowers packages now available from the landmark Burke & Wills Hotel. With prime CBD location, Burke & Wills Hotel gives guests the ultimate central location to enjoy all the blossoming events available at the 2016 Toowoomba Carnival of Flowers

### *Perfect Peony Package from \$269\* per room per night*

The peony package offers guests an indulgent experience, exclusively available for the Toowoomba Carnival of Flowers 2016.

#### **Inclusions**

- Spacious luxuriously appointed spa suite fitted with King bed and balcony
- Sparkling wine and your choice of sweet or savoury welcome platter
- Complimentary slippers & comprehensive spa bath toiletries kit
- A Burke's Bar & Bistro complimentary \$20 voucher to enjoy at your leisure
- Late check out at 11am

**ADD a Garden or Foodie Tour**

\*Pricing based on 2 people sharing a room for a minimum 2 night stay. Subject to availability.

**BOOK NOW** or phone 1800 633 679





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# Lucky Door Prizes

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Name one of the music acts  
shown in our video?



# Lucky Door Prizes

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What date does Toowoomba  
Carnival of Flowers officially  
start this year?



# Lucky Door Prizes

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What year was the very first  
Carnival held?





# Thanks Petals!

Don't forget to tag us!  
#tcof

