



Newsletter January 2019

Brochure & Website Update

Members were notified that we experienced serious problems with the printing of the new brochure for 2019 and that the committee decided that they needed to be reprinted. We have finally heard that the reprint, at no cost to Blooming Tasmania, will be on 6th February. This is in Queensland and as soon as they reach Tasmania we will immediately get brochures to Brochure Exchange and then begin delivery to all Visitor Information Centres and members across the State. The brochure will again be distributed at the Blooming Tasmania stand at the Melbourne International Flower & Garden Show which runs from Wednesday 27th March – Sunday 31st March. We will also print some DL flyers for Melbourne that promotes Blooming Tasmania website on one side and the Festival dates on the other side.

Blooming Tasmania Website

Our new brochure has been online since November and our newly constructed 'new look' website is now live! Thank you Jeff Wessling, our wonderful webmaster and Jacob Ball from JKB Web Solutions for his technical support. Jeff would love you to send some high quality JPEG photos of your properties or products for the website. Some

of you have already done this but do check out your page and make sure it is reflecting your business!

Email: info@bloomingtasmania.com.au

Up Coming Member Events

Sat 2nd-Sun 3rd Launceston Horticultural Society Summer Show

St Albe's Hall Margaret Street Launceston on Sat 2:00pm- 5:00pm Sun 10am – 4:00pm Admission \$3.00

Will feature dahlias, gladioli and lilliums

Fri 8th – Sun 10th February - Blooming Church 2019: St David's Cathedral Hobart 51st Annual Community Floral Festival

Beautiful exhibits, music, craft, stalls and refreshments. Entry \$3.00 Fri-Sat 9:00am - 4:30pm Sun 11:30am-2:00pm There will be a Concert Sun 2:00pm \$10.00

What's NEW at the Royal Tasmanian Botanical Gardens for 2019

Commencing 5th Feb RTBG will be running a fundraising plant sale on the first Tuesday of every month in RTBG Nursery 10am – 1pm (See attached flyer)

State Trails

This year, as a result of a partnership with the Royal Australian Automobile Club of Tasmania (RACT), we opened the 2018 State Flower & Garden Event at Freycinet Lodge on the East Coast of Tasmania with the launch of a **State Wildflower Trail**. The new 2019 brochure now identifies member properties that have significant bird populations, wildflowers and autumn foliage.

Autumn Trail

We are establishing a State Autumn Trail linking to the Parks and Wildlife theme 'From Fagus to Fungi' and incorporating the wonderful deciduous shades of autumn of many of our member property gardens across the State. We will be calling for all members to send an autumn image to us and produce an A4 flyer promoting member properties at this time of the year.



Bridestowe Lavender Estate



Lalla Flower Farm

The Blooming Tasmania

Flower & Garden State Event

"Tasmania is My Garden"

The third Event was another great success and the Flower Festival in the Albert Hall & City Park is becoming an established State Festival, with people already talking

about the 2019 Festival and making plans to have a stand or to attend. We were delighted to receive \$7,500.00 grant from the City of Launceston and ongoing financial and in kind support from our major sponsor, Bridestowe Lavender Estate. Our new event manager, Mike Preece, and Administrative Officer, Anne Beckett, built on the previous work of Jeff Wessling and led a great team of volunteers in ensuring the success of the 2018 Festival, establishing new networks, and increased business involvement creating a sound foundation for both the future of the Festival and for Blooming Tasmania.

We are keeping the same dates for the Launceston Event as otherwise it will clash with other State Festivals. For 2019, however, we have decided to open the State Event with the Festival in the North on the weekend of the 21st September and organise exhibitions and Open Gardens for the two weeks after this date until 6th October.

For members who have not attended a Festival it is important to know that promotion of the Festival has led to a much greater awareness of member properties across the State and will have increased visitation to many properties.

The Festival Program is circulated across the State, Nationally and in Singapore. Extensive footage of the three Launceston Festivals has been documented by Alex Smith & Owen Preece, who have backgrounds in social media. Two videos are available now, with a third pending.

They can be viewed on computer or smart phone in a normal web browser.

2016 Festival Video:

<https://www.youtube.com/watch?v=WCe4dEj5OiY&t=965s&fbclid=IwAR0JosW96oY2PC2SySzf-vjxxVsC7tJIHfmmJcgmul2gnjilX7dqhG-xeo>

2017 Festival Video:

<https://www.youtube.com/watch?v=RcyjNZbNw50&t=10s&fbclid=IwAR1xzzF7rJAa4oiC7UMWg3c731y5SjNAJ662E2OeyUnmktprhb2nZD6LfqM>



Floral Display Competition

Total Number of Event Audience across the State totalled 4,712 with 3,200 attending the Albert Hall Festival and approximately 800 in City Park.

Three hundred & forty two participants took part with 48 stands in Albert Hall and 8 stands in City Park.



It was wonderful to see the beautiful flower gardens specifically planted in City Park to be flowering for the Festival.

Marketing for 2018 Festival

We actively marketed the Festival to interstate and international tour operators and visitors **and most of our marketing was achieved at no cost to the Festival.** **Spring into the Tamar** was a collaborative marketing campaign that received \$25,000 from Minister Peter Gutwein, through State Growth, to promote the Tamar Valley - encompassing Greater Launceston - as a “must-visit” Spring destination. The festivals were Blooming Tasmania Festival, Junction Arts Festival, Tamar Valley Writers Festival, Artentwine Sculpture Biennial & Farmgate Festival.

Tours as a result of Festival Advertising

Feedback from some tour companies have indicated that they were bringing garden tours to Tasmania as a result of either hearing about the Festival or attending the Festival. However, some were choosing to organise to bring people at a different time because they felt it was too early for peak flowering times and it was during school holidays for some states which raised the price of accommodation packages.

Some Feedback on the Festival

Well done a magnificent event.

Delighted with stall

Exceeded expectations

Looking forward to returning next year

***Came home each day with aching face
from too much smiling, happiest
weekend spent for a long time***

Fun networking with others

Enjoying the spin off already

Into profit by 10am

Planning is well underway for 2019 and expressions of interest for those wanting a stand will be going out in the next few days. Anyone new, interested in booking a space, should contact our Event Manager, Mike Preece as soon as possible as space in the Albert Hall is limited

eventmanager@bloomingtasmania.com.au

PH 0438 434 656

PO Box 536, Launceston TAS 7250

Economic Benefits of Garden Tourism for Australia

As gardeners we need to be aware that garden tourism in Australia offers huge potential as a future economic driver. However, at many levels, there is little awareness of the potential of Garden Tourism. The Australian Garden Council initiated by Graham Ross, was launched in 2015 by the Prime Minister, Malcolm Turnbull, in Parliament House Canberra. The next day when Ms. Louise Markus MP spoke of the launch she indicated **that the words “garden” and “gardening” were recorded in Hansard that day for the first time in over a quarter of a century.**

The Australian flag flying in The House that day was donated by the Speaker, to the Australian Garden Council, to acknowledge the importance of that day for gardening in the nation.

The Challenge

We are missing out on the global market of dedicated and high value garden tourists, who seek out new international gardening tours, sites, experiences and botanical wonders in predominately Northern Hemisphere destinations, because they are not aware of what the Australian experience can offer them. There is no ONE central ‘Gardening Go To’ website focusing on all Australian Garden Events that could be of interest to overseas garden travellers.

Tourism Australia has NO garden experiences or trails on their site. The closest they come is 'nature 'experiences ' with animals not plants. Tasmania is the only State to have a state wide organization to promote garden tourism.

For more information about Blooming Tasmania or any items in the newsletter contact:

Jane Tenniswood Chair, Blooming Tasmania

Email windsong@skymesh.com.au

Phone 0458 631 689

