



NORTHSIDE GARDEN FAIR

**Sunday
September 28, 2008**

presented by

the Rotary Club of Northbridge

as part of the

Willoughby Council Spring Festival



Information for Potential Stallholders



June 2008

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1.0 BACKGROUND

Rotary is a world fellowship of business and professional people united in the ideal of service. One of its key objectives is to apply that ideal of service to its participation in the local community.

It provides not only money for worthwhile causes but active participation, leadership and innovation in local events and on local issues.

The Rotary Club of Northbridge, founded in 1985, has long played a leading role in the community of Northbridge and throughout Willoughby; from providing Christmas lunch for its senior citizens, to providing the illumination for the Northbridge/Cammeray suspension bridge; from supporting Streetwork in their work with the disadvantaged youth on the streets of Chatswood to raising over a quarter of a million dollars to kick-start The Cord Blood Bank in Australia which now helps save the lives of kids with Leukaemia; from providing Job interview practice and counselling at local schools, to taking disabled people small-boat sailing every month. [A more extensive list of the club's charitable projects and activities are to be found in the Appendix.]

The Rotary Club of Northbridge ran this event successfully at the same time last year. Based on surveys conducted with both the public and stallholders many improvements have been incorporated into this year's event.



THE NORTHSIDE GARDEN FAIR

This provides stallholders with the opportunity to market their products and services in a community gathering atmosphere while supporting Rotary in its community service efforts.

There follows a description of the event to allow potential stallholders to evaluate its relevance to their particular operations.

2.0 THE NORTHSIDE GARDEN FAIR

2.1 Concept

The key objectives for the fair are:

- To provide a gardening focused event which will encourage community members to meet and socialise
- To develop the event into an annual fixture as a significant community event with a fund-raising element
- To participate in the annual Willoughby City Spring Festival, thus benefiting from that umbrella event's promotional coverage, prestige and community involvement.

'Gardening' of all kinds is the most popular leisure activity, that reaches more people across more socio-economic and age groups than any other activity. Prior to the NGF there were no 'gardening' type events in the total Willoughby district. Willoughby Council have already guaranteed their support including use of resources and will include it in their annual Spring Festival Programme and its promotion.

The Rotary Club of Northbridge ran a pilot scheme in 2006 of 'Open Garden visits' which with very little promotion, demonstrated the local interest in garden events as a means of bringing people together.

The Club has 55 active members and is experienced in running major events - the lighting of the Northbridge/Cammeray bridge for its centenary and the establishment of the Cord Bloodbank whose climax was a gala evening of entertainment and auctions at the Darling Harbour conference centre for over 900 guests, have already been cited. The club also runs an annual community Family Fireworks display for over 2000 at the Northbridge oval, sponsored by the Northbridge Plaza [AMP Capital], as well as an annual golf day sponsored by NRMA Insurance. In addition the Club has close contacts with the key influencers and decision makers in the community and Council.

2.2 Content

This year, there will again be two main components of the club's gardening focus:

The open garden day element will be on two days - Saturday 20 and Sunday 21 September. This will raise awareness of the Garden Fair on Sunday 28 September.

The Garden Fair will be held on the Naremburn Bi-centennial oval, situated between Willoughby road and the Willoughby Leisure centre in Small street, starting from 10am til 4.30pm.

The 'Fair' will include up to 75 stall-holders of 'horticultural-related' products, horticultural displays and prizes for flowers and vegetables, entertainment and demonstrations/seminars and rides for children, as well as food and beverage refreshments.

It is proposed that the Fair will be opened by a celebrity and the horticultural prizes presented by either local celebrities or sponsors, as appropriate.

We project up to 1500 attendees at the event based on experience at similar Garden shows and expos elsewhere in the greater Sydney area.

Activities will include:

- Stalls
- Displays
- Seminars
- Community Competitions
- Entertainment
- Children's Activities

Stalls will be limited to gardening and associated activities such as:

- Plants for sale (high quality)
- Gardening consumables - eg potting mixtures
- Gardening associated systems - eg tools
- Water conservation systems
- Gardening Services
- Horticultural linked - eg honey sales
- Local Community Groups - Scouts, Guides, Garden Clubs
- Council Groups - Streets to Creeks etc

A range of food cuisines will be provided a separate eating area. See below.

Displays and Seminars planned include:

- Displays of flowers, plants and fruit grown by Willoughby residents
- Displays of schools' produce from Trees for Survival projects
- Displays of water conserving installations in Willoughby
- Gardening demonstrations and seminars - eg
 - o Mulching, composting, fertilizing
 - o Water conservation
 - o What to plant on the balcony of a home unit

Community Competitions

Prizes are planned for Community and School based Competitions - eg

- The best flower arrangement:
- The best quality produce display
- The most imaginative produce arrangement
- The most imaginative water saving garden
- Etc

2.3 Promotion

As an official part of the Willoughby Spring Festival, the Northside Garden Fair will be included in all major Council/Festival promotional material, particularly the Festival programme brochure that is delivered to all households in the Council district [n= 23,000].

In addition the club will have its own promotional programme:-

- At the Fair, ABC 702 radio will have an OB of their morning garden show
- Briefing of local Horticultural key influencers - end June
- Briefing of local media - July
- Public awareness building stories on fair distributed to media eg calls for entries to competitions - August
- Direct 'calls to attend event' media releases - early September onwards
- Retailer poster distribution - early September
- Selective flyer distribution [direct & via third parties eg flower clubs] - early September
- Paid advertising in NST
- Banners at several strategic road junctions eg Shore oval
- Detailed programme of all day's events for all attendees - available from September 17
- Carry-bag, branded with event logo [if sponsored], for attendees to put in purchases and handouts.
- Post-event media releases and stories eg winners of competitions - w/c 24 September

2.4 Next Steps

Intending stallholders should complete the application form - provided separately - and return it, with their remittance for the type of stall requested, to The Rotary Club of Northbridge [charities account] and mail it to The Rotary Club of Northbridge, PO Box 80, Northbridge, NSW 1560.

APPENDIX

The Rotary Club of Northbridge Examples of Recent and Current Activities

Some Major Projects Completed

Establishment of Australian Cord Blood Bank
Lighting of the Northbridge Bridge
Donation of Mini Bus to Chatswood Streetwork

Community Service – Current

Annual Senior Citizens Christmas Lunch
Annual Fireworks Event
Tree of Joy - Christmas Presents for Smith Family to Distribute
Sailability - Enabling Disabled Citizens to Experience The Joys of Sailing
School Shadehouse Program - Primary Student Tree Propagation
Church Hall Lighting Project
Blood Bank – Local Collection Centre Co-ordination

Youth Service – Current

International Youth Exchange - Inbound and Outbound
Rotary Youth Leadership Summer Camp
Model United Nations Awards
High School Debating Challenge

International – Current

Rotary Australia World Community Service - Volunteers to Extend Medical Clinic in on Northern Island in Vanuatu
Supply Wheelchairs to PNG
PNG Children with Diabetes Project
Group Study Exchange – Host International Study Teams for Young Professionals

Vocational – Current

Pride of Workmanship Awards
Job Interview Skills Project – Local Schools

Direct Donations - 2005/2006

Rotary Foundation - Major International Charity Organisation - eg Polio Plus
Australian Rotary Health Research Fund
Smith Family
Warringah Volunteer Rural Bush Fire Brigade
Bone Marrow Donations Inst
Tsunami Appeal
Cancer Council
Multiple Sclerosis Society
Streetwork

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