

Notice of Motion, Cr Mayne: Melbourne International Flower and Garden Show Renewal of Licence

7 June 2016

Motion

That the Future Melbourne Committee:

1. Notes the written request (attachment 1) from the sponsors and operators of the Melbourne International Flower and Garden Show (MIFGS) for a new 3 year licence to run the event in the Carlton Gardens from 2018 to 2020 with a 3 year option to extend the licence until 2023, subject to satisfactory performance.
2. In light of exemplary performance over 21 years, requests management to enter into negotiations with MIFGS for a new 6 year licence from 2018 until 2023 and bring the essential terms of the proposed licence to a Future Melbourne Committee meeting in August 2016 for approval.

Background

The current MIFGS licence expires after the 2017 show and the organisers have requested a new licence to assist with preparations for the 2018 show given the long lead times involved in securing exhibitors, sponsors and the like.

Given the excellent track record of MIFGS and the popularity of the event, it is reasonable for Council to consider an early renewal of the licence, after appropriate negotiations between officers and the owners of the event.

MIFGS is owned by two key industry bodies being the Nursery and Garden Industry Association of Victoria (NGIV) and the Victorian Farmers Federation (VFF).

NGIV is the peak body for amenity horticulture and is one of the cornerstone owners of MIFGS. Founded in 1903, NGIV represents the interests of an industry worth \$1.6 billion and employing over 11,000 people.

VFF is the peak body which represents the Victorian farmers' 7 commodity groups. One of those key commodity groups is Flowers Victoria (FV) who is responsible along with the NGIV for ensuring MIFGS is such a great success.

The income from MIFGS assists both organisations with employment, production, marketing, promotion and accreditation initiatives while also strengthening the sales and distribution of horticultural products and services.

Over the 21 years of its existence MIFGS has become the best annual flower and garden show not only in Australia but also in the Southern Hemisphere. It is also one of the top five shows of its type in the world. Its success continues to promote and enhance Melbourne and Victoria's reputation for horticulture both nationally and internationally.

Moved: Cr Mayne



13 May 2016

Mr Stephen Mayne
Councillor – City of Melbourne
90-120 Swanston Street
MELBOURNE VIC 3000

Sent via email: xxxxxxxxxxxxxxxx

Dear Councillor Mayne

RE: Melbourne International Flower and Garden Show (MIFGS) License

Further to our conversation regarding a new license for the Melbourne International Flower and Garden Show (MIFGS).

As you are aware the 2017 show will be the last year of the current agreement. The current agreement was for a period of 2015 to 2017 and was in fact the 3 year extension on the 2012 to 2014 agreement.

While we still have one more event to run under the current agreement we would ask the City of Melbourne to consider an application for a new 3 + 3 year agreement being for a period of 2018 to 2020 and an extension option for 2021 to 2023.

The predominate reason for making an application prior to the end of the current agreement is due to the extensive planning period that is required to put on this event. The planning for each show is at least an 18 month to 2 year process. Such a period is required to allow the sourcing of overseas designers as well as the ability to attract conferences that are held in and around the event.

Further evidence of both the planning cycle and the ability for MIFGS to add real value to Melbourne is the recent signing in China of an MOU with the Shanghai Orisis Landscape Science and Technology Co Ltd to promote horticulture and tourism to MIFGS over the coming years (refer to attached media release).

By submitting our application early it provides a level of certainty for the event, and will enable us to explore opportunities with existing sponsors, but also to market and hopefully attract new sponsorships in an extremely competitive market.

In regards to 2016, as per the City of Melbourne agreement MIFGS once again fulfilled all the necessary license conditions as it has for each of the last 21 years the show has been held in the Carlton Gardens. For example, the 2016 soil compaction report prepared by Dr Robert Van de Graaff and Associates again concluded, "There are no unfavourable impacts on the soil of the Carlton Gardens following the annual MIFGS".



It should also be noted that aside from any permits and planning that the event does with the City of Melbourne, the event also has to gain a permit from Heritage Victoria. Every year since the venue was granted World Heritage listing it has not failed to gain a permit from Heritage Victoria nor failed to deliver on the license conditions.

MIFGS is regarded as one of the top flower and garden shows in the world, MIFGS ensures that the City of Melbourne and the state of Victoria is kept at the forefront of the international event market and enhances its reputation as not only a sporting event capital but an event capital of the world.

In summary, MIFGS fully intends continuing the work of promoting this event and the significance of the World Heritage listed Royal Exhibition Building and Carlton Gardens South with the City of Melbourne and Museum Victoria so that the City can continue to build and promote itself as a significant international event destination.

What better way for the City of Melbourne to show it truly is the event capital of Australia, providing a range of quality events, by hosting the only annual flower and garden show of significance to be held in a major capital city in Australia and the Asian region.

We certainly look forward to your feedback on our application.

EVENT BACKGROUND

Event Ownership

MIFGS is owned by two key industry bodies being the Nursery & Garden Industry Association of Victoria (NGIV) and the Victorian Farmers Federation (VFF).

NGIV is the peak body for amenity horticulture and is one of the cornerstone owners of MIFGS. Founded in 1903, NGIV represents the interests of an industry worth \$1.6 Billion and employing over 11,000 people.

VFF is the peak body which represents the Victorian farmers 7 commodity groups. One of those key commodity groups is Flowers Victoria (FV) who is responsible along with the NGIV for ensuring MIFGS is such a great success.

The income from MIFGS assists both organisations with employment, production, marketing, promotion and accreditation initiatives while also strengthening the sales and distribution of horticultural products and services.

Event Overview

2016 was the twenty first edition of MIFGS.

Over the 21 years of its existence MIFGS has become the best annual flower and garden show not only in Australia but also in the Southern Hemisphere. It is also one of the top five shows of its type in the world.

Its success continues to promote and enhance Melbourne and Victoria's reputation for horticulture both nationally and internationally.



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MIFGS is designated by Tourism Victoria as a 'Hallmark Event' sharing this status with other world-class events such as the Australian Open Tennis Championship, the Melbourne Comedy Festival, Victorian Spring Racing Carnival and the Australian Formula One Grand Prix.

MIFGS drives a substantial amount of economic activity into the Victorian economy. The latest economic impact study put the value of positive impact of the show at approximately \$9 million to the State, with a substantial proportion generated by interstate and overseas visitors.

MIFGS annually conducts an extensive (media and television) advertising campaign to promote Melbourne and Victoria to enhance the reputation of our state.

The City of Melbourne and the State Government have supported MIFGS over its life in the Carlton Gardens and Royal Exhibition Building and we certainly look forward to that continued support in our application. In addition to the license agreement there is further support for the event in the following manner:

The Carlton Gardens Master Plan, developed by the City in consultation with the community specifically references MIFGS under Section 3.4 Uses and Activities:

'The South Carlton Gardens and the Royal Exhibition Building has been the venue for the Melbourne International Flower and Garden Show since 1996. This event is compatible with the World Heritage listing of the Gardens and was recognized in the submission for the World Heritage listing as a modern day expression of the international exhibitions of the late nineteenth century'.

The Government legislated in February 2008 to insert a new Part 4A into the Crown Land (Reserves) Act 1978 that provides for special event management of the Carlton Gardens. This allows the Governor in Council, on recommendation from the minister, to make a special event management declaration for the Government to be granted the powers to manage the Gardens if required.

Venue

MIFGS played an integral part in the World Heritage listing of the Royal Exhibition Building and Carlton Gardens as the only event that continues to utilise the entire venue to host an exhibition/event which reflected the original purpose it was built for as part of the World Expos of the 1880's.

World Heritage sites across the world are utilised for a myriad of events, tourism and commercial use in general. MIFGS falls within a compatible use of World Heritage sites that are in Australia and around the world.

The event's location in the Royal Exhibition Building and Carlton Gardens South plays a large part in the event's success and beauty. The combined venue allows all aspects of the horticultural and garden design industry to be brought together in the one amazing venue. This aspect truly sets MIFGS apart from all other flower and garden shows around the world by allowing us to have cut flower designs and garden designs in the one unique venue. You cannot find this style of show anywhere else in the world which further enhances the uniqueness of MIFGS. Combine this aspect with a venue that is in a major City centre close to amenities, accommodation and transport and you have the ultimate flower and garden show venue.



MIFGS plays an on-going role in promoting the fact that the venue and garden is a World Heritage listed area and has delivered nearly 2.2 million people to the venue promoting the attributes of the Royal Exhibition Building and Carlton Gardens South over the life of the show.

We strongly believe that the use of the combined venue for a flower and garden show that delivers multiple community, social and economic benefits is a fitting use for such a venue and without doubt provides the best venue of any like event in the world.

Nurturing Talent and Creativity

MIFGS has established itself as the event for garden/floral designers to display their creative talents. As such the City via its hosting of MIFGS is seen as providing the backdrop for the creative design talent that we then send to overseas shows to compete and win medals at.

By nurturing that design talent the City of Melbourne best in show and gold medal winners have gone on to compete and win awards in the following international shows/markets and thus been recognised as having come from MIFGS:

- Chelsea Flower Show, UK
- Singapore Flower Show
- Japan International Flower and Garden Show
- Pacific Flora Expo, Japan
- Ellerslie Flower Show, New Zealand
- Philadelphia Flower Show, USA
- Alsmere Flower Show, Holland

Further to sending designers all round the world MIFGS has an important role in fostering young talent and providing a platform for professional development for over 12 training institutions and universities.

Each year students of horticulture, floristry, landscape design and fashion exhibit and compete at the show and many of the institutions use MIFGS as part of their core curriculum work.

MIFGS is great 'work experience' for all students taking part. It assists students with self-confidence and gives them an opportunity to show their skills to a broader audience. They gain a better understanding of teamwork and develop professional responsibility.

Most of all it's a celebration of young people and their talents.

MIFGS also leads by example in its student mentoring program. MIFGS as a leader in event management works with a number of colleges to accept students for work placements. In doing this we feel that the event is helping grow and nurture the next generation of event managers.

Positive Economic Impact

The goal of economic prosperity is not only a City of Melbourne goal but also one we have delivered to Tourism Victoria over many years for this event to remain as a Tourism Victoria Hallmark event.



The event generates positive economic benefits via the following:

Exhibitor Impact

MIFGS stimulates the local economy by hosting over one hundred and thirty small businesses as retail exhibitors at the Show. These exhibitors come from far and wide to retail their goods and services to the motivated audience at the Show. Given that the majority of businesses are from outside of Melbourne many stay within the City during the event creating a direct spend in accommodation and restaurants in the Melbourne area.

Over twenty landscape design and construction companies and more than fifty floral designers and florists take part in the show each year which impacts heavily on the horticultural economy directly with each major floral display in the Royal Exhibition Building costing between \$8,000 and \$10,000 and each of the Gardens landscape displays averaging investments between \$30,000 and \$50,000. These displays and exhibitions alone generate approximately \$3 million into the economy along with greater employment, marketing and sponsorship opportunities to the industry.

The event also provides the marketing basis for many of the small landscape companies to write business for the coming year.

Event Expenditure

The event spends approximately \$2.5million each year to stage the event. This expenditure is spent within Melbourne and Victoria. The event employs in excess of five hundred staff per day to provide all the services and set up.

Branding Benefits

Not only has the event provided direct economic benefit to the City but because of its world status has delivered untold \$millions in branding benefits both nationally and internationally to the City.

A very small example of the branding benefits for the City is:

- National TV coverage in prime time for one hour each year
- International TV coverage with MIFGS TV specials in the following markets:
 - o UK
 - o Singapore
 - o Japan
 - o New Zealand
 - o Hong Kong

Overall MIFGS drives a substantial amount of economic activity into the Victorian economy and the most recent economic impact study put the value of positive impact of the show at approximately \$9 million to the State, with a substantial proportion generated by interstate and overseas visitors.

Community/charity and special interest group participation at MIFGS

Charity and community groups are significant beneficiaries of MIFGS both from the dollars raised at the event and the branding received.



Grass roots support of the event is crucial. MIFGS is about inclusion and getting as many people as possible involved. Community groups are passionate about flowers and gardens and are passionate about this event. Many of these groups have long and proud histories and relish the opportunity to give a broader audience an insight into their skills through their MIFGS exhibits.

Importantly, these groups take a sense of ownership from participating in such an event. Community and special interest groups that participate in MIFGS each year include:

- *Royal Horticultural Society of Victoria affiliate clubs and individual members*
- *Victorian Schools' Gardens Awards*
- *Victorian Arts Societies*
- *Association of Sculptors of Victoria*
- *Bonsai Federation of Victoria*
- *Victorian Art Societies*
- *National Trust of Australia – Victoria*
- *Sustainable Gardening Australia*

For many of these groups MIFGS gives them a voice that they might not otherwise have. Organisations such as these are often made up of volunteers with incredibly limited resources and so MIFGS is the centrepiece to their yearly marketing, promotional and membership initiatives. Without the show they would not have the capacity to reach such a crowd in a concentrated manner.

Each year MIFGS works closely with charity organisations that wish to exhibit at the event to enable them to reach an audience that they might otherwise not have access to. Some of the organisations that have exhibited at MIFGS to build their profile and raise funds have included:-

- *Kids under Cover*
- *Royal Children's Hospital*
- *The Alannah and Madeline Foundation*
- *The Asthma Foundation*
- *CFA Firestar Rose – Black Friday Appeal*
- *Cystic Fibrosis*
- *Guide Dogs Victoria*
- *Beyond Blue*
- *World Vision*
- *The Jane McGrath Foundation*
- *Cancer Council of Victoria*

Environmental Messaging/Education

Exhibitors in general and in particular the NGIV use the event to educate Victorians about reducing energy consumption, reducing pollution and adapting to the impacts of climate change.

Key NGIV messaging at MIFGS in the past and being considered for the future include:



- **Cooling the Planet, One Backyard at a Time.**

The home gardener is the collective custodian of by far the largest area of urban parkland in the state. Improving our gardens can have a powerful effect on reducing energy consumption, storing carbon and reducing pollution. Grass roots environmental messages provided by the association and its members, such as composting, recycling and sensible water practices, resonate with the public, producing excellent conservation outcomes.

- **Greenspace**

By providing a strategic message/approach about planting and maintaining trees and green life this can help reduce energy use and the consequential carbon and other chemical emissions.

There is a national campaign called the '2020 Vision', which is a collaboration to make our urban areas 20% greener by 2020. As you know, plants and trees cool our cities and they reduce pollution. They get us out and about and make us healthier, happier and more productive. <http://2020vision.com.au/>

- **Climate Change**

The importance of plants, trees, shrubs and lawns in curbing greenhouse gas emissions, reducing the impact of climate change, reducing soil-erosion from salinity issues and addressing the myriad of man-made environmental issues cannot be overstated.

MIFGS will continue to play an important role in relation to the environmental debate by providing information to the public in the areas of household water usage, recycling to the garden, dry climate planting, water harvesting, design trends for dry environments and many more areas of gardening and the environment.

Garden Protection

MIFGS works closely with the City of Melbourne to develop strategies & procedures to minimise the impact of the event in the Carlton gardens. The procedures are best practice and can be used to improve the practices of other City of Melbourne events held in parks and gardens in the City precinct.

Great care is taken to ensure the Carlton Gardens are not damaged during the staging of the Show and therefore strict control measures are implemented by Show organisers. These measures include:

- No penetration of the ground surface within 4.5m of the base of any tree. This is in compliance with City of Melbourne's Tree Protection Zone (TPZ). Where any marquee falls within a tpz, they will have weights to hold them down
- Protective surfaces are laid over grassed areas where heavy foot traffic is expected
- Installation of safety barriers to protect the corners of the gardens during installation and pack up
- Where any trees are located along pathways (either side of displays) and foot traffic may look to cut across the root system, MIFGS will protect the area in one of the following manners:
 - White chain or barriers to block the path
 - Protective flooring
- Closely monitored traffic management throughout the Carlton Gardens during bump in and bump out of the event.
 - staggered exhibitor set up days
 - no parking in the gardens



- unloading/loading bay set up in the Southern Drive
- one way traffic management system to effectively reduce traffic flow of all vehicles throughout the gardens
- rotation of landscape exhibitor sites

MIFGS FUTURE

Below are selected goals we are looking to pursue over the years which we believe will not only help grow the significance of the event but also further deliver on the key goals and objectives of the City of Melbourne.

The following goals are to act as the catalyst to grow MIFGS to become the next best show in the world to the Chelsea Flower Show.

The full implementation of all goals does depend on funding be that from sponsors, increased ticketing and/or government support.

Grow the Brand

In moving forward we would like to enhance the number and quality of the garden and floral displays. Whilst we successfully attract designers from within Australia, we believe that we also need to target and attract International Designers to further brand the show.

Through attracting International designers to MIFGS, we can achieve a number of positive outcomes, particularly if linked to a proactive PR campaign. The outcomes of which will be to:

- Continue to enhance the profile of the event within the general industry
- Enhance the profile of the event within the designer community both nationally and internationally
- Gain coverage in not just the gardening magazines but broader lifestyle press

To further reinforce the above, selected journalist familiarizations could be arranged as well.

The above is all about increasing the brand awareness of MIFGS and by direct association Melbourne/Victoria and being linked to tourism and positive economic outcomes.

Over many years MIFGS has created marketing and promotional campaigns in a number of countries via key flower and garden shows in each market. These have included:

- Chelsea Flower Show, London
- Philadelphia Show, USA
- Aalsmere Show, Holland
- Singapore Show, Singapore
- Nagoya Show, Pacific Flora and Tokyo Flower Show, Japan
- Ellerslie Flower Show, New Zealand

Having established relationships with the above shows we believe we could take that relationship to the next level by creating targeted competitions that have the garden design winners from selected shows coming to Melbourne to design a display.



The targeting of shows would be linked with key territorial markets identified by Tourism Victoria.

Having established the process for the selection of a designer then the PR campaign can be linked to that designer and leverage through the relevant market's gardening forums.

To achieve the above objective would require funding be it from Government or sponsorship.

Build conference market

MIFGS provides a unique backdrop to act as the anchor event to build a conference and convention portfolio around.

The significance and uniqueness of such a strategy is to target conferences/conventions that have an environmental slant so that we can provide a direct link with the event.

The targeting of such business activity can also create a unique platform for the City of Melbourne to build its relationship with other local government bodies, State and Federal Governments as well as overseas environmental bodies.

In the pursuit of the above goal MIFGS would link back to the industry bodies who own the event. This is to ensure that any conference that may be targeted will in fact have a strong industry focus to ensure the success of holding such a conference from both a deliverable and attendees perspective.

Target international events that can be integrated within MIFGS

There is a major regional floral competition called the Asian Cup. It attracts floral designers from all countries in the region. As part of the future planning it would be desirable to make a bid to hold the cup during MIFGS in a chosen year.

To achieve the aim of attracting the Asian Cup the event organisation would work closely with the key industry bodies to:

- Establish the right year to bid for
- Work with Tourism to ensure we target selected countries to attract designers that will assist with the development and delivery of tourism packages
- Create a funding model to support the pursuit and implementation of the Cup

Yours sincerely

Glenn Fenton
Chairman
Flower & Garden Show Limited



Attachment: Media Release – MIFGS Strengthens Overseas Alliance