

PROGRAM

AUSTRALIAN FLOWER FESTIVAL

TAFE, South Bank Campus * 18 September 2017



Opening and Welcome

Registration	8.30 a.m. - 9.00 a.m.	Flower Association and TAFE Queensland	Trade Show Area
Festival opening	9.00 a.m. - 9.15 a.m.	Jason Nealon, President of Flower Association	Business Stage
Platinum sponsor welcome	9:15 a.m. - 9:30 a.m.	Rosalie Lewis, Swann Agencies	Business Stage
Instagram masterclass	9:30 a.m. - 10.30 a.m.	Jackson Dean, Social Growth Media	Business Stage

TRADE EXHIBIT VIEWING SESSION UNTIL 11.00 A.M.

Select Which Stage You'd Like to Visit

INDUSTRY ONLY

BUSINESS STAGE

SESSION ONE:
FLOWERS FOR PROFIT
CHAIR: Sonia Bitmead

Costing for profit
Shauna Larsen
Daisy's of Toowoong
11:00 a.m. - 11:45 a.m.

.....

Competing in a crowded market
Charles Lukasic
Australian Florist Network
11:50 p.m. - 12:30 p.m.

TECH STAGE

SESSION ONE:
SELLING FLOWERS ONLINE
CHAIR: Jason Nealon

Embracing online sales
Speaker TBC
Google Australia
11:00 a.m. - 11:45 a.m.

.....

All in or bust!
Nicki Christensen
nicki.theflowerpreneur
11:50 p.m. - 12:30 p.m.

TRADE EXHIBIT VIEWING SESSION UNTIL 1.30 P.M.

SESSION TWO:
TIPS, TRICKS & TRENDS
CHAIR: Andrea Caldecourt

Wedding trends 2017
Amy Gurling
Unveiling Poppy
1:30 p.m. - 2:15 p.m.

.....

40 ideas in 40 minutes
Andrea Caldecourt
Premium Greens
2:20 p.m. - 3:00 p.m.

SESSION TWO:
SOCIAL MEDIA & APPS
CHAIR: Kim Dodwell

Where is social media heading?
Tracey O'Brien
mi graphics
1:30 p.m. - 2:15 p.m.

.....

Apps for florists
Shane Holborn
Flower Association
2:20 p.m. - 3:00 p.m.

TRADE EXHIBIT VIEWING SESSION UNTIL 3.30 P.M.

SESSION THREE:
BUSINESS MODEL FORUM
CHAIR: Shane Holborn

Home-based florist: Jessica Ryall
Online florist: Speaker TBC
Postal florist: Zoe Lamont
'Bunch a day' florist: Speaker TBC

3:30 p.m. - 5:00 p.m.

SESSION THREE:
POS SOFTWARE DEMO
CHAIR: TBC

Vine Control: Leanne Jeffery
Stemcounter: Ryan O'Neil
Flower Store In A Box: Drew Wentzel
Leiffe: Melanie Ross

3:30 p.m. - 5:00 p.m.

OPEN TO THE PUBLIC

INSPIRATION STAGE

SESSION ONE:
FUN WITH FLOWERS
SPONSOR: Swann Agencies

Fresh and artificial fusion
Victor De Cello, Swann Agencies
11:00 a.m. - 11:25 a.m.

.....

Ikebana floristry
Mikiko Inoue, Kent Florist
11:30 a.m. - 11:55 a.m.

.....

Loving Roselilies
Sunny Hill Flowers
Belinda McDermott, The Road Stall
12:00 p.m. - 12:30 p.m.

COMPETITION STAGE

COMP ONE:
PROFESSIONAL SHOWDOWN
SPONSOR: Premium Greens

Ten professional florists will demonstrate their skills and compete to be voted the People's Choice winner. The competition theme is Greenery: Foliage as Focal Flower.

Competition arrangements displayed around Festival venue. People's Choice winner decided by popular vote.

11:00 a.m. - 12:30 p.m.

TRADE EXHIBIT VIEWING SESSION UNTIL 1.30 P.M.

SESSION TWO:
WORKING WITH WILDFLOWERS
COMPERE: Lodi Pameijer

Arranging native flowers
Top of the Range Flowers
Florist TBC
1:30 p.m. - 2:15 p.m.

.....

Wildflower fantasy
East Coast Wildflowers
Mel Anderson, White House Flowers
2:20 p.m. - 3:00 p.m.

COMP TWO:
STUDENT SHOWDOWN
SPONSOR: TAFE Queensland

Ten floristry students from registered training organisations (RTOs) from around Australia will go head-to-head to create a stunning cocktail party table centrepiece.

Competition arrangements displayed around Festival venue. People's Choice winner decided by popular vote.

1:30 p.m. - 3:00 p.m.

TRADE EXHIBIT VIEWING SESSION UNTIL 3.30 P.M.

SESSION THREE:
FLOWERS AS ART
SPONSOR: AFI Magazine

Festival flowers
Redlands Fresh Flowers
Julia-Rose, Flowers By Julia-Rose
3:30 p.m. - 4:15 p.m.

.....

Working with tropicals
Floral Edge
Tamika Scott, Floral Edge
4:20 p.m. - 5:00 p.m.

COMP THREE:
MYSTERY BOX
SPONSOR: Swann Agencies

Open to all students, florists, floral artists and flower lovers, this Mystery Box free-for-all will challenge the creativity of the competitors.

Competition arrangements displayed around Festival venue. People's Choice Mystery Box winner decided by popular vote.

3:30 p.m. - 5:00 p.m.

After Party

6.30 p.m. - 10.30 p.m.

SPONSORED BY LYNCH MARKET FLOWERS, BRISBANE
Champagne on arrival - Announcement of competition winners
Finger food - Music and dancing - Cash bar available

'66 On Ernest'
TAFE Queensland
restaurant and bar