

**Subject: Flower Industry Promotion – Industry Calendar**

**To: Australian Flower Industry Associations and Groups**

Last year Flowers Victoria produced an industry-based calendar for its members which was a tremendous success. The aim of the calendar was to promote flowers year round in a unique and informative manner. The calendar was a cooperative venture between Flowers Victoria and the Melbourne Market Authority which has produced a database of over 500 professionally produced high resolution images of flowers and foliage sold in Australia. The calendars were made available to FV members at cost and proved popular with members, florists and the public alike. It had a print run of over 2000, with individual members purchasing between 5-200 calendars each.

Earlier this year I attended a FAQI hosted flower industry meeting in Brisbane, along with others from QLD, NSW and VIC. All industry representatives at the meeting agreed that closer interstate and national co-operation and promotion would be of benefit to everyone within the flowers industry. The result of this meeting was agreement for the future formation of a National Flowers Working Group (NFWG) and includes the participation of HAL and other bodies. This process is progressing, with the main contact being Denyse Corner of FAQI.

To further this goodwill and cooperation, Flowers Victoria will be producing the 2010 Flower Industry Calendar with a national focus, national information and invites participation from and distribution to all state peak bodies and other relevant organisations. We consider that such a venture falls within the scope of a National Marketing Campaign, as discussed in recent NFWG meetings. If other organizations feel that the calendar is of benefit to them or their members then Flowers Victoria will undertake to produce the calendar and organize its publication.

Details of the calendar are:

- The calendar will be made available at around \$7, which covers the design, printing and production costs.
- Industry organisations ordering a minimum quantity (say 200+ units) can have their logo etc on the drop down.
- Bulk orders from industry organisation, or their members, are able to have the drop down personalized.
- Preferably that FV invoice each participating organization for the cost of their involvement
- If some organisations are not able to take advantage of FV's offer FV will consider accepting orders from their members directly providing that they are prepaid (as FV has only budgeted for a print run of 2000 units)
- The Calendars will be distributed directly by each organisation
- Organisations could then make it available to their members at cost and non-members at say \$10

The calendar is unashamedly an industry specific product. Its purpose is

- to promote flowers
- to educate florists and public
- help identify flowers and foliage
- give some indication of the availability/seasonal
- to reminder florists of days with some significance to the industry

The 2010 calendar design will incorporate many images of flowers, within the limits of creative good taste.

- This is so as many flower growers (wholesalers, traders) have as much of their product represented in the calendar as possible.
- This will also give the florist an overview of the diversity of product available to be used as part of their creative palette
- By highlighting the calendars comprehensive/ reference qualities, in a uniquely industry specific way, It is more likely that the calendar will end up on a wall instead of a rubbish bin. Also since it is highly likely that some florist might receive multiple copies of the calendar these features would make it likely that the extra calendar would circulated further, to the customers, public, staff etc. This was our experience from last year's calendar; in fact some florists purchased the calendar (30 units or less each) to pass on to their customers.
- The reference/educational nature of the calendar also means that it will have a longer shelf-life than one year, as the floral information does not go out of date and can be passed on to others (primary schools etc etc) who have an appetite for such giveaways.

FV wishes to respect each State organisations wish to remain autonomous, but hopes that all State organisations will have some involvement in the proposed Australian Flower Industry Calendar which we feel will be of benefit to all concerned.

If you wish to participate in this project please give me a call on 03 5964 3555 or 0407 349 020.

Kind Regards,



Max Lynam  
Vice President  
Flowers Victoria

24 September 2009