# Rivendell Flower Show

# Inaugural Rivendell Flower Show

We welcome you to participate as an exhibitor at the inaugural Rivendell Flower Show from the 23rd to the 24th of September 2017. The Rivendell Flower Show will be the first floral event of its kind at the beautiful Thomas Walker Estate in Concord and will showcase the first large scale flower show servicing the Inner West Sydney community.

The Rivendell Flower Show will bring together displays and show gardens, with talks from gardening personalities, classes on floral artistry, marketplace for sellers and performances amidst the beautiful architecture of the estate grounds. With the onset of the spring season, the show will be a celebration of our Australian lifestyle and great outdoors.

We are inviting horticulturalists, gardeners, landscape artists, florists, nurseries, growers and agricultural enthusiasts to be part of this rare event by producing a display within our stunning grounds of Rivendell. One of Sydney's best kept secrets, the Rivendell estate was the film location for Lex Luthor's mansion in *Superman Returns* and was included in Baz Luhrmann's *The Great Gatsby,* to name a few, and is an exclusive venue that is only opened to the public once a year.

With over 12 hectares of land, there is plenty of room to set up big scale, dazzling show gardens as well as more intimate masterpiece displays. As a three day festival, there will be plenty of commercial exposure for your organisation or business, with each display having proper signage with respective information and acknowledgments.

## Saturday 23rd - 24th September 2017

**Rivendell Flower Show will be open to the Public**

### Each exhibitor will receive:

- 25sqm + for their garden display
- Acknowledgment within our program and website (www.rivendellflowershow.com.au)
- Three (3) complimentary tickets to the show
- A chance to win the Best Display Garden

# Our Patron

Professor The Hon Dame Marie Bashir AD CVO

# Proud Partners

City of Canada Bay
NSW Royal Horticultural Society
Sydney Flower School
Anchorage Media
Raine & Horne Drummoyne
Sydney Local Health District
Concord Repatriation General Hospital

# Venue: Rivendell - Thomas Walker Estate

It all began in 1822 when Thomas Walker arrived in Sydney from Leith, Scotland to work for his uncle.On the retirement of the senior partners, the business was transferred to Thomas, where he expanded the commercial interests. In 1860 Thomas married Jane Steel Hart and had one child, Eadith, in 1861. Prior to Jane's death in 1870, Yaralla House was built as a family residence. When Thomas Walker died in 1886, his will left £100,000 to be allocated for the foundation of a Convalescent House to be built at Rocky Point, west of his Yaralla estate. Building commenced under the eyes of Eadith in 1891 and in 1893 the hospital was opened. After opening, over 70,000 patients convalesced at the hospital, including servicemen from WWI and WWII.

In 1977, Rivendell Adolescent Unit led by founding director Professor Marie Bashir (later the Governor of NSW), was moved from its setting at Broughton Hall to the Thomas Walker Hospital which continues to benefit and treat 500 families every year The Thomas Walker Estate is open once a year to the public and this year we are pleased to bring the inaugural Rivendell Flower Show to our community.

# Fundraising Cause: The STRONG Program

All funds raised for this year's Rivendell Flower Show will go towards Concord Hospital's Department of Geriatric Medicine for the establishment of a gymnasium for the 'STRONG Program'. The Department of Geriatric Medicine at Concord Hospital cares for older people throughout the inner-west areas of Sydney, focusing on older people with multiple or complex medical problems and care needs.

A Centre for STRONG Medicine was established at Balmain Hospital in 1999 (part of Geriatric Medicine) dedicated to delivering individually prescribed resistance exercise programs to older people by an Exercise Physiologist, with Dietitian input, under the medical supervision of an Geriatrician. With a new gymnasium at Concord, STRONG will be able to service additional in-centre patients and expand the program to our community in the Inner West.

For more details visit: www.rivendellflowershow.com.au

# Spaces Available

## A 25sqm (5mx5m) space

A 25sqm space includes a 5m by 5m square display space and a stand bearing your company name and description of your vision. Space consists of bare floor space only. You must provide your own flooring, walls, lighting or any relevant structures. We recommend the use of professional stand designers and construction specialists if you will be erecting a structure. There is a llimited height available at 3m high.

## A 25sqm + space

A 25sqm+ is evaluated on a case by case basis. You will receive a display space of any shape and a stand bearing your company name and description of your vision. Space consists of bare floor space only. You must provide your own flooring, walls, lighting or any relevant structures. We recommend the use of professional stand designers and construction specialists if you will be erecting a structure. There is a limited height available at 5m high.

# Expected Attendance and Audience

Our audiences are: Seniors, Families and Empty Nesters
The event will be servicing the Inner West Community and City of Canada Bay - Population 88,000

## Expected Attendance: 5000 per day

# Potential benefits

- Gain exposure for your company
- Build brand awareness within new markets
- Develop a database of prospective customers
- Educate consumers about your product
- Demonstrate your abilities, features and benefits of our products

# Key Dates

## Bump in

Monday 18th September 2017

## Set up Deadline

Thursday 21st September 2017

(For VIP Cocktail Opening Night Event
on Friday 22nd September)

## Rivendell Flower Show Open to Public

Saturday 23rd & Sunday 24th September 2017

## Bump out

Sunday 24th September 2017

# For exhibition enquires


## Peta Macfarlane
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Concord Hospital
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## Eden Caceda
Marketing and Fundraising Co-ordinator
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More information available at www.rivendellflowershow.com.au

Rivendell
Thomas Walker Hospital
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# Expression of Interest Form

Concord Repatriation General Hospital
Inaugural Rivendell Flower Show 2017
Thomas Walker Estate, Rivendell

Title_____ First Name_____ Surname_____

Company_____

Adddress:_____State_____Postcode_____

Phone:_____Email: _____

**Preferred space size (please tick as appropriate)**

10sqm ☐ 20sqm ☐ 21sqm and above ☐

**When are you available for a site visit? (Please circle appropriate)**

Monday_____ Tuesday_____ Wednesday_____ Thursday_____ Friday_____

**Concept Summary:**_____

_____

_____

_____

**Power required? (Please tick)**

Yes ☐ No ☐

**Please send completed forms by 30 June 2017**
**Post:** Marketing and Community Relations
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**Email:** eden.caceda@sswahs.nsw.gov.au **Fax:** 02 9767 6180