



PROPOSAL FOR BLOOM FESTIVAL 2026

1. Executive Summary

Since 2010, Bloom Festival has grown into an annual regional tourism event celebrating the towns, communities, wildflowers, culture and visitor experiences of the Great Southern Treasures region. The festival supports increased visitation, community participation and regional economic outcomes, with its estimated economic impact growing from \$1.9 million in 2022 to \$2.3 million in 2025. Tourism Western Australia has committed three years of Regional Event Scheme funding to the event, with 2026 being the second year.

Following confirmation that no further Service Level Agreement will be signed by participating Great Southern Treasures local governments, this proposal outlines a model for Australia's South West to continue delivering Bloom Festival in 2026, subject to Australia's South West Board approval and sufficient local government financial commitment.

The proposed model would utilise the Bloom Festival brand, using the existing GST marketing assets (website and social media accounts) preserving more than 22 years of regional investment while providing participating local governments with continued community participation, marketing visibility, and visitation outcomes.

This proposal outlines a model for Australia's South West to continue delivering Bloom Festival in 2026, subject to Australia's South West Board approval, sufficient local government financial commitment, continued access to required GST/Bloom assets, and confirmation that the final delivery budget is financially viable.

2. Purpose of the Proposal

The purpose of this proposal is to:

- Outline a model for the continued delivery of Bloom Festival in 2026.
- Clarify Australia's South West's proposed role in coordinating, auspicing and delivering the festival.
- Identify the expected benefits, risks and implementation steps.
- Define and seek written financial commitment from participating local governments to allow planning and delivery of Bloom Festival 2026 to recommence.

3. Background

3.1. Great Southern Treasures

- **Legal Status:** Great Southern Treasures is not a standalone legal entity. It is a partnership of financially participating local governments defined by a MOU. Australia's

South West is the legal entity that undertakes all financial, HR and WHS obligations through a Service Level Agreement. Great Southern Treasures and Bloom Festival are registered business names under Australia's South West's ABN.

- **Purpose & Functions:** It is an established tourism partnership covering multiple local government areas, known for initiatives like the Bloom Festival. The GST has a well-defined strategic plan that Australia's South West, on behalf of the member councils has delivered since 2021.
- **Governance Structure:** Its current governance structure is a 3-year MOU between 8 member councils which concludes on 30 June 2026.
- **Assets:** GST assets are owned by the member councils and custodianship is currently with Australia's South West. Assets include:
 - GST and Bloom brands
 - Website and hosting
 - Domains (Great Southern Treasures, Hidden Treasures, Bloom)
 - Microsoft email accounts (Great Southern Treasures, Bloom)
 - Social Platform Accounts (Instagram & Facebook)
 - Mailchimp Accounts for newsletters etc (EDM's)
 - Image Library
 - Tourist Guide & Map (inc distribution)
 - Hard and soft collateral such as banners, social media tiles, postcards and coreflute signs

3.2. Bloom Festival

- **Legal status:** The Bloom Festival is the signature annual event for the Great Southern Treasures. Bloom Festival is a registered business name under Australia's South West's ABN. All grants and funding are auspiced by Australia's South West.
- **Purpose and functions:** To increase tourism and visitation to the region and provide opportunities for the GST communities to come together, expanding their social and economic futures.
- **Governance structure:** As one of the key pillars of the GST Strategic Plan, Bloom Festival is currently delivered by the Great Southern Treasures as per the above governance structure.
- **Key programs or services:** Deliver a flagship Spring wildflower regional event across member Shires that drives visitation and length of stay.
- **Stakeholders:**

<ul style="list-style-type: none"> Local government owners State government funding Regional development agencies Tourism bodies Corporate and community sponsors Event managers Marketing and PR contractors Ticketing providers Project Working Group members Event holders Community groups 	<ul style="list-style-type: none"> Local businesses Visitor centres and CRCs Media outlets Cultural leaders and First Nations representatives Artists, performers and facilitators Residents, visitors and attendees Volunteers and local venues Future cultural, trail, nature-based and tourism collaborators
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4. Strategic Rationale for the Continuation of Bloom Festival

Bloom Festival is a proven regional tourism and community event platform that supports visitation, destination awareness and local participation across the Great Southern Treasures region. Its continuation provides an opportunity to retain the value of past local government investment while transitioning to a delivery model led by Australia's South West.

The strategic rationale for continuing Bloom Festival is based on the following objectives:

4.1 Financial sustainability for Bloom Festival

The proposed model provides a more sustainable basis for delivering Bloom Festival by reducing the governance, administration, reporting and operational costs associated with the former Great Southern Treasures structure. A collective local government contribution, combined with confirmed and prospective grant and sponsorship income, will support continued delivery of the festival in 2026.

4.2 Retention of GST and Bloom marketing assets

Over more than two decades, participating local governments have invested in the Great Southern Treasures and Bloom Festival brands, digital platforms, marketing channels, visitor content, collateral, event networks and regional awareness. Utilising relevant GST assets into a Bloom Festival-focused model will help preserve this investment and avoid the loss of established marketing value, audience reach and community recognition.

4.3 Driving visitation and regional marketing outcomes

Bloom Festival provides local governments with a recognised platform to promote towns, trails, events, businesses, visitor centres, community groups, wildflower experiences and cultural stories during the spring visitation period. The 2025 festival demonstrated strong community participation, tourism marketing performance and regional exposure through paid advertising, organic social media, media relations, website content, printed collateral, event listings, community support and partner storytelling.

A 2026 partnership gives participating local governments the opportunity to:

- increase visitation during the spring wildflower season;
- promote local events, attractions, trails, businesses and visitor experiences;
- build awareness of the Great Southern as a destination of choice;
- support local event holders with greater marketing visibility;
- contribute to regional economic impact through tourism and event attendance; and
- align with a recognised festival platform already supported by local governments, tourism bodies and regional stakeholders.

4.4 Retention of Tourism WA funding for the GST region

Tourism WA has committed funding to Bloom Festival, with 2026 representing the second year of a three-year funding agreement. Continuing the festival ensures this funding remains directed toward the Great Southern Treasures region and supports the delivery of a recognised regional event with demonstrated tourism and community outcomes.

5. Proposed Governance

Subject to Australia's South West Board approval and agreement by participating local governments, Australia's South West would assume regional custodianship and delivery responsibility for Bloom Festival. This would include management of the Bloom Festival brand, marketing channels (GST website and social media accounts), event delivery, funding administration, reporting and stakeholder engagement on behalf of the region.

Continued use of GST and Bloom Festival assets, including relevant brand, website, domain, social media and marketing channels, will be subject to written confirmation by participating local governments as part of the new agreement.

This approach is similar to Australia's South West's regional event delivery model for Taste Great Southern, where ASW provides event custodianship, coordination and delivery for broader regional benefit.

From Australia's South West's perspective, assuming regional custodianship of Bloom Festival would ensure the continuation of a significant Great Southern event that plays an important role in regional economic development by driving visitation, increasing length of stay and supporting visitor spend. Furthermore it:

1. Aligns with the Australia's South West constitution
2. Delivers on the Australia's South West strategic plan
3. Delivers on the Great Southern Tourism and Trade Partnership objectives
4. Delivers on the Tourism Destination Management Plan event development projects
5. Has secured Tourism WA committed funds

Participating local governments would be part of a Bloom Festival reference group. Following the festival, Australia's South West will provide participating local governments with a post-event report summarising attendance, marketing reach, media coverage, website and social media performance, event holder feedback, key outcomes, financial performance and recommendations for future delivery.

6. Proposed Bloom Festival Delivery

- Bloom Festival – Delivery of the event in 2026 (12 September – 11 October)
- Governance – regional custodianship of the event by Australia's South West

Bloom Festival will continue to be delivered via a hybrid model. All planning and execution of the event will be delivered by Australia's South West. As with previous festivals, Australia's South West would engage professional event management company Live Events to support event holder engagement, program development, event listings, launch event management, sales monitoring, reporting and acquittal requirements, under Australia's South West's oversight.

The current hybrid delivery model is considered appropriate because it combines Australia's South West's regional oversight, governance and funding administration with specialist event delivery expertise.

7. Local Government Financial Contribution Model

A minimum collective investment from participating local governments is required for Australia's South West to proceed with delivery of Bloom Festival in 2026. This investment will support the continuation of a recognised regional event platform while providing participating councils with local marketing visibility, community participation opportunities and visitation outcomes.

Australia's South West is requesting the following:

- A minimum collective local government contribution of **\$44,000** ex GST is required for Bloom Festival 2026.

By investing in Bloom Festival, local governments can support the delivery of Bloom whilst leveraging an established regional campaign that already delivers strong audience reach, media value, visitor engagement and economic benefit.

This proposal offers a partnership buy-in model with marketing deliverables for local governments, as per their advised contribution amounts. This investment will support the delivery of Bloom Festival 2026, increase visibility for their towns, events, natural assets, visitor experiences, and community stories through the Bloom Festival campaign.

Summary of Nominated Investment Amounts and Deliverables

Nominated Investment	Amount ex GST	Deliverables Summary
Entry-level Bloom Partner	\$2,000	Festival Program inclusion, foundational event support and base level marketing inclusions
Community Bloom Partner	\$5,000	Festival program inclusion, foundational event support, digital, paid, website and PR exposure
Signature Bloom Partner	\$7,000	Festival program inclusion, foundational event support, enhanced digital, paid, website and PR exposure

See **Appendix A: Local Government Bloom Partnership Marketing Deliverables** for inclusion details.

8. Bloom Festival Marketing Approach

Bloom Festival is a proven regional tourism and community activation platform that showcases the Great Southern's wildflowers, towns, culture, events, trails, food, arts, and local experiences.

In 2025, the festival delivered strong marketing outcomes, including 1.4 million Facebook and Instagram views, 344,000+ people reached through paid digital advertising, 960+ new social media followers, 18,000 website users, and more than 23 media articles and interviews across regional, state and national outlets. The festival also recorded 12,607 event attendees and an estimated \$2.3 million economic impact for the region.

To build on the 2025 campaign, the 2026 marketing programs will focus on:

1. Continue to use the GST website with www.bloomfestival.com.au as the lead URL (redirects to <https://greatsoutherntreasures.com.au/bloom/>) rather than creating a new Bloom Festival website.
2. Timely campaign launch, allowing more time for visitor planning and event promotion.
3. More destination-led storytelling, especially town profiles, local itineraries, wildflower routes, and cultural experiences.
4. The 2026 launch event is tentatively scheduled to be held in Woodanilling, subject to final confirmation of venue, logistics, budget and stakeholder arrangements.
5. Stronger support for event holders, including marketing guidance and content collection.
6. Improved regional spread of major events, helping avoid clashes and encouraging visitors to travel across multiple towns.
7. More road signage and on-ground visibility, responding to feedback from 2025.
8. Greater use of video, reels, carousels and collaborative posts, reflecting the strongest performing 2025 content formats.
9. Continued media and PR pitching, building on successful coverage in local, state and national media.

9. Financial Model Structure Bloom 26

The proposed 2026 Bloom Festival budget requires minimum income of approximately \$110,500 to deliver the event at the proposed scope. A collective local government contribution of **\$44,000** is required for Australia's South West to proceed with delivery, recognising that participating LGAs are investing to secure continued Bloom Festival delivery, local marketing visibility, community participation, and visitation outcomes for their towns and the broader Great Southern Treasures region.

Based on confirmed, proposed and estimated income currently identified, there remains a funding gap of \$27,454.55 against the minimum delivery budget of **\$110,500**.

To meet this gap, confirmed grant and sponsorship income currently totals \$31,045.45, with a further \$54,000 in grant and sponsorship applications pending; if some or all of this additional funding is not secured, Australia's South West may review the festival scope, reduce expenditure, seek alternative income, or determine whether the event remains viable.

The minimum income requirement has been rounded to **\$110,500**, providing a small contingency of \$276.35 against the current expense budget.

INCOME	Budget ex GST	Notes
Grant/Sponsorship Income		
Tourism WA – Regional Event Scheme Grant (Platinum Sponsor)	\$15,000.00	Confirmed (year 2 of 3-year agreement)
Rio Tinto	\$5,000.00	Confirmed
Vestas - Warperup Creek Wind Farm	\$2,500.00	Confirmed
CSBP Fertilisers	\$4,000.00	Confirmed
Southern Ports	\$4,545.45	Confirmed
Subtotal	\$31,045.45	

LGA Tiered Marketing Partnership Income		
Local Government Minimum Investment	\$44,000.00	Proposal pending
Subtotal	\$44,000.00	
Income from event holders	\$5,000.00	Estimate on previous years
Income from advert sales (program)	\$3,000.00	Estimate on previous years
Subtotal	\$8,000.00	
Total	\$83,045.45	
Minimum Bloom Income Required	\$110,500.00	
EXPENSES	Budget (ex GST)	Actuals (ex GST)
2026 Bloom Festival Launch Event		
Opening Ceremony - Indigenous Dance	\$2,200.00	
Opening Ceremony - Welcome to Country	\$500.00	
Live Music & Entertainment	\$5,000.00	
Face Painting	\$500.00	
Kids Games/Activities	\$500.00	
Staging, Sound A/V & Equipment Hire	\$1,500.00	
Photographer - Jenny Feast (Launch Event)	\$1,000.00	
Subtotal Launch	\$11,200.00	
2026 Bloom Festival Advertising and Marketing		
WA Caravan & Camping July 1/2 Page Advertising	\$650.00	
Have A Go News - August Edition	\$772.65	
Printed Posters & Flyers	\$500.00	
Social Media Ads + Management	\$19,000.00	\$3,800.00
Program Printing (4000)	\$4,930.00	
Program Distribution (4000)	\$1,800.00	
2026 Program Design	\$3,620.00	\$1,810.00
Digital Design – Adverts, Logo, Email Signature	\$940.00	
Sunday Times Magazine - September	\$1,300.00	
Caravanning Australia - Winter Edition	\$1,300.00	
Wanderlust Magazine Advertising (7West) Winter	\$599.00	
Southerly Magazine – Aug & Sept Editions	\$550.00	
Bloom Event Signage for GST Shires	\$1,820.00	
Issuu Account: Bloom Festival Program Hosting	\$252.00	
Social Media Influencer	\$500.00	
Total Marketing	\$38,533.65	
2026 Bloom Festival Coordination & Administration		
Bloom Event Coordinator - Live Events	\$24,090.00	\$6,022.50 with next instalment due in May
Insurance	\$2,000.00	
Event Project and Marketing Management	\$29,400.00	
Administration and Compliance	\$5,000.00	\$100.14
Total Coordination	\$60,490.00	
Total Expenses	\$110,223.65	\$11,732.64
BALANCE	\$276.35	

10. Risks and Mitigation

Risk	Mitigation
Minimum LGA contribution is not secured	Australia's South West will not proceed to full delivery or commit to further non-essential expenditure unless the required collective local government contribution is confirmed.
Pending grants or sponsorships are unsuccessful	ASW may reduce scope, adjust expenditure, seek alternative income, or reassess event viability.
Asset transfer or use is not formally confirmed	Relevant GST and Bloom asset arrangements will be documented as part of the transition process.
Delayed LGA decisions affect delivery timelines	A clear decision deadline is included to allow 2026 planning and marketing activity to recommence.
ASW Board approval is not obtained	The proposal remains subject to ASW Board endorsement before final implementation.
Reduced delivery scope affects stakeholder expectations or festival reputation	Australia's South West will clearly communicate the confirmed scope, funding position and delivery model to participating local governments, event holders and key stakeholders, and will use post-event reporting to identify improvements for future years.

11. Proposal Agreement Timeline

Stage	Date due	Responsibility
Proposal feedback	8 May 2026	All LGAs
Amendments made	15 May 2026	Australia's South West
ASW Board Endorsement	15 May 2026	Australia's South West
LGA financial contribution written confirmation	28 May 2026	All LGAs
Recommence Bloom 26 Delivery	29 May 2026	Australia's South West

12. Not in Scope

The Bloom Festival proposal does not include paid promotion of Great Southern Treasures as a regional brand, including paid social media advertising, boosted posts or standalone GST campaign activity. The scope is limited to Bloom Festival delivery and promotion, using existing GST channels (website and social media platforms). It does not include redesign or redevelopment of the GST website, beyond routine updates, event listings and content maintenance required for the festival. It also does not include development of a standalone Bloom Festival website.

Also excluded are new brand development, creation of new tourism collateral unrelated to Bloom, management of non-Bloom GST projects, ongoing LGA tourism marketing outside the festival campaign, individual event delivery by ASW, and costs associated with asset transfer or winding up GST structures unless separately agreed and funded. This aligns with the proposal's focus on continuing Bloom Festival delivery while using existing GST assets.

13. Decision Sought

It is recommended that each Council:

1. Supports, in principle, the continued delivery of Bloom Festival in 2026 under the regional custodianship and delivery model proposed by Australia's South West.
2. Agrees to provide a total combined financial contribution of **\$44,000.00**, subject to confirmation of the final proposal and participating local government contributions.

Appendices

Appendix A: Local Government Bloom Partnership Marketing Deliverables

Entry-level Bloom Partner

Investment: \$2,000

A base-level entry for local governments seeking to support their communities with event listings within the main Bloom Festival program. This tier will help drive awareness of local events and regional awareness.

Included marketing activity:

Festival program inclusion

- Local government area included in the official Bloom Festival program.
- Event listings included in the printed and digital program – main program section.
- Inclusion of local visitor information, town highlights, and key attractions where relevant.

Website presence

- Local government area included on the Bloom Festival landing page.
- Event listings linked through the Bloom Festival landing page.

Social media promotion

- Inclusion in broader regional posts and event round-ups.

Paid digital advertising

- Inclusion in the broader Bloom Festival paid digital campaign.

Event holder support

- Promotion of registered events through Bloom Festival channels.
- Support for community groups and event holders to ensure event planning and delivery, imagery, and event information are program ready.

Community Bloom Partner

Investment: \$5,000

Best suited to local governments wanting a greater marketing presence and more event visibility. This tier is designed to position the local government area as a key destination for Bloom Festival events.

Included marketing activity

Everything in **Entry-level**, plus:

Enhanced festival program presence

- Event listings highlighted in the printed and digital program.
- A dedicated local government area feature or enhanced town profile within the digital campaign.
- Priority inclusion of local trails, wildflower walks, scenic drives, cultural attractions, accommodation, and visitor services.

Paid digital advertising

- Local government area included in targeted paid advertising creative.
- Campaign targeting may include Perth, South West, Great Southern, intrastate drive markets, and regional audiences.

Media and PR

- Local government area included in media pitching opportunities.
- Key events or hero experiences considered for regional and state media stories.
- Support to identify media-friendly angles, such as community-led events, wildflower displays.

Website and itinerary integration

- Inclusion in at least one Bloom Festival itinerary or trip-planning feature.
- Local events and visitor experiences promoted through the Bloom Festival landing page.
- Cross-linking to local visitor information where appropriate.

Reporting

- Post-campaign summary of relevant activity, including social content, paid advertising inclusion, website activity where available, and media outcomes.

Signature Bloom Partner**Investment: \$7,000**

Suited to local governments seeking greater visibility and event support within Bloom Festival 2026. This tier is designed to give a local government area higher campaign visibility and support stronger outcomes, including increased event attendance, local business benefit, and destination awareness.

Note: As Woodanilling has been the nominated host town for the Bloom Festival Launch, their marketing deliverables will be focussed on the Bloom Festival Launch Event.

Included marketing activity

Everything in **Entry-level and Community**, plus:

Hero destination positioning

- Local government area positioned as a major Bloom Festival destination within the 2026 campaign.
- Opportunity to nominate a hero town, trail, event cluster, attraction, or visitor experience as a campaign focus.
- Priority inclusion in campaign storytelling across digital, media, and visitor planning channels.

Premium festival program presence

- Premium placement in the printed and digital Bloom Festival program.
- Enhanced destination editorial, including town stories, visitor highlights, trails, wildflower locations, accommodation links, and event clusters.

Dedicated social media campaign package

- **Organic and paid social media post on Australia's South West** Meta channels (Facebook and Instagram) featuring a three to five custom designed carousel post tailored to the ASW social media audience of over 140K. The paid post will be targeted to audiences across the intrastate market, with a \$250 spend and run for one week either in the week prior to, or during the Bloom Festival.
- Priority inclusion in collaborative social content with regional tourism partners where opportunities allow.
- Inclusion in countdown, launch, itinerary, event spotlight, and "plan your trip" content.

Paid advertising priority

- Dedicated paid advertising allocation for the local government area.
- Campaign creative focused on hero events, destination experiences, wildflower attractions, and travel planning.
- Targeted campaign activity designed to drive traffic to event listings and visitor information.

Media and PR priority

- Priority inclusion in media pitching.
- Support to profile signature events, community initiatives, wildflower experiences, cultural programming, or destination stories.

Website, itinerary and trip-planning features

- Inclusion in multiple itineraries or themed visitor-planning articles.
- Promotion of local accommodation, visitor centres, businesses, trails, scenic drives, and community experiences where relevant.

Post-campaign reporting

- Partner-level marketing report summarising:
 - Social media activity
 - Paid advertising activity
 - Website and referral activity where available
 - Media and PR coverage
 - Event promotion outcomes

Appendix B: Current Implementation Timeline for Bloom 2026

Preliminary planning and time-critical delivery activity has commenced to preserve essential festival timelines. Full delivery and further non-essential expenditure remain subject to Australia's South West Board endorsement and confirmation of sufficient local government financial contributions.

FEBRUARY

- Live Events Contracted \$24,090 ex. GST. 4 x 25% payments
Deliverables:
 Project Stage 1 - Feb – March. Project Commencement
 Project Stage 2 - March – May. Event Holder Sales
 Project Stage 3 - May – July. Event Program Creation
 Project Stage 4 – July – Nov. Events Sales, Reporting and Acquittals
- Clever Octopus Contracted \$3,620 ex. GST 50% deposit. Final 50% balance due prior to delivery of final files.
Deliverables:
 Bloom Festival 2026 Program Design
 Design Assets for Bloom Festival 2026
- Budget Created
- Event Management Plan Created
- Marketing & Communications Plan Created
- 2026 Bloom Info Booklet Created
- Grants / Sponsorship applications commenced

MARCH

- **Bloom Community Working Group Engaged (monthly meetings)**
List of participants:
 Charli Mayfield – Marketing & Tourism Coordinator – GS Wine Producers Association
 Stuart Drummond – Shire of Gnowangerup
 Jill Watkin – Kodja Place
 Jenny Cristinelli – Shire of Cranbrook – Community Development Manager
 Morris Trimming – Shire of Woodanilling
 Margot – Mt Trio Bush Camp & Caravan Park
 Simone Klose – Down South Creative - Director
- Bloom Launch Event Planning Meetings commenced: Woodanilling – Saturday 12 September
- Bloom Events EOI opened – **closing date 1 May**
- Lumenesse & Co Contracted to provide Socials & marketing deliverables
- Bloom Program Advertising Prospectus created and sent to local businesses and organisations
- Event EOI Flyers created and mailed to GST CRC's
- Grants / Sponsorship applications / administration

APRIL

- Community Information Sessions in-person (Katanning) and online offered
- Print Advertisements booked
- Risk Management Plan created
- Tourism WA RES Grant milestones commitments commenced
- Grants / Sponsorship applications / administration

MAY

- **Events EOI Close – 1 May**
- **15 May** - Event details, program copy written, paid advertising organised and sponsor details provided to program designer
- Risk Management Plan submitted
- Social Media / Marketing campaign
- Grants / Sponsorship applications / administration

JUNE

- **12 June** - Print-ready artwork submitted to the printers
- Grants / Sponsorship applications / administration
- Launch event planning
- Social Media / Marketing campaign

JULY

- **24 July** - Distribution and Launch of the program
- Events uploaded to the Bloom page – GST website
- Social Media / Marketing campaign
- Ticketing / event changes for digital program
- Event signage organised
- Launch event planning

AUGUST

- Social Media / Marketing campaign – focus on travel inspiration – activities, accommodation etc. Final push and ticket conversion.
- Ticketing / event changes for digital program
- Event signage
- Launch event planning

SEPTEMBER

- **12 September** - Launch Event
- Social Media / Marketing / PR campaign
- Ticketing / event changes for digital program
- Attend events + content captured
- Event support

OCTOBER

- Social Media / Marketing / PR campaign
- Ticketing / event changes for digital program
- Event content captured
- Event support
- **11 October** - Bloom 2026 Ends

NOVEMBER

- Feedback from event holders
- Acquittals and reports
- Event signage returns

DECEMBER

- Acquittals and reports

