

Oberon's 2020 Winter Botanica Festival

Background and Objectives

The Oberon Garden Club and community members, supported by Council, will hold an inaugural artistic festival in 2020 showcasing Oberon's winter beauty. The festival will be a series of competitions and events over a weekend, with associated music, food and wine: a celebration in the centre of town to showcase judged winners and display the array of entries in various competition categories.

The high-level objective of the event is to highlight Oberon's "shy", and sometimes hidden, winter beauty and enthuse the community that is lucky enough to be part of it.

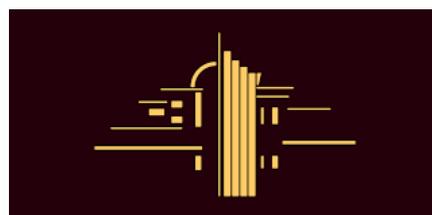
The aim is for the event to grow year on year, be a "must see" winter calendar event for entrants, locals and travellers with the event benefiting the community and local businesses.

Many small Australian towns have developed a theme/festival over the last decade that has put them on the map for tourism, revitalized businesses and enhanced community spirit. The aim is for Oberon's Winter Botanica Festival to replicate these successes, evolving year on year.

Timing and Venue

The event will be held 3rd to 5th July 2020, coinciding with the end of the school term. This will enable children, through the school to be part of the events. This timing also allows the festival to synchronise with Bathurst and Mayfield Gardens' Winter events, occurring at a similar time of year.

It is intended to utilize Malachi Gilmore Hall - an iconic landmark in the centre of town undergoing a rebirth. Additionally, the Robert Hooper Centre and other locations may be utilised if needed.



Festival Outline

Over the timeframe, various events will involve the district population, schools, and entrants from other Climate Zone 8 regions.

The focus will be on entries of botanical displays based on what is in the landscape, what is grown, picked or harvested in autumn/ winter within Climate Zone 8. Other art forms (painting, sculpture, photography, film etc) will feature similar botany.

A procession along the main street footpath by children on the Friday afternoon is envisaged, to introduce the festival displays.

Initial event categories may include:

- Arrangements (seed heads, flowers, vegetables, fruit etc.)
- Single specimens (of flower, fruit, vegetable, seed head etc.)
- Photography
- Short film – e.g. 30 sec to 1-minute video
- Artwork – oils, pastels, charcoal, watercolour, sculpture
- Winter produce – e.g. medlars and quinces



Winners will be showcased after invited judges have finalised the competitions. Prizes will be awarded for each category. The winners will be displayed in Malachi Gilmore Hall and be accompanied by featured music, food and wine.

Short talks by experts in cool climate garden activity are expected to be scheduled throughout the display period. A musical performance /cocktail function will likely be held on Saturday evening.

It is possible that the Oberon market on that weekend, will feature cold climate plants.



Marketing and Promotion

The event will be promoted via a range of measures including:

- Facebook page and other social media
- Council website
- Experience Oberon Facebook page
- Visitoberon website
- Posters in local businesses
- Advertising in garden centres and nurseries in the Blue Mountains and central west region
- Radio and TV interviews
- Liaison with other festival organisers in the region
- Local and regional press
- Oberon, Bathurst and Blue Mountains Visitors Information Centres
- Community and Schools Newsletters
- Information distributed via Garden Clubs of Australia



Funding

Funding will be acquired from a range of sources including grants, sponsorships and donations.

Decoration

Decoration of the event venues will be coordinated at all areas.

