



AUSTRALIAN FLORAL ART ASSOCIATION INC

**National Convention 2017**  
hosted by  
**Floral Art Society of Queensland Inc.**

*“Costa del Sol”*

Featuring International Guest Demonstrator from Spain

*Alex Segura Arana*



Tues 17th to Fri 20th October 2017 (Open to the Public Wed 18th & Thurs 19th October)

“Surfair” Marcoola Beach, Sunshine Coast, Queensland, Australia



*The Floral Art Society of Qld Inc.*

<http://www.floralartsocietyqld.org.au>

Registration Enquiries: Email [conventionfasq@gmail.com](mailto:conventionfasq@gmail.com) or Phone 0412 735 483

# INVITATION

## **Australian Floral Art Association National Convention 2017 Hosted by The Floral Art Society of Queensland Inc.**

I would like to take this opportunity to welcome all members of the floral arranging and design community to this annual Convention, "Costa del Sol". The name is Spanish for Sunshine Coast. The Surfair Convention Centre is a great location, right on the beach front at Marcoola Beach, part of the Ramada Hotel. It is very close to the Sunshine Coast Airport with regular flights from around Australia and New Zealand.

World renowned International Floral Designer, Alex Segura Arana from Barcelona Spain, will be our special guest demonstrator and will be conducting four workshops over the four days. We are looking forward to being both entertained and educated by him.

Don't miss this great opportunity to meet up with old acquaintances and make many new ones. See you all at Marcoola Beach Sunshine Coast Queensland, beautiful one day, perfect the next; make it a holiday to remember.

***Heather Prior***

**President, The Floral Art Society of Queensland Inc.**

### **Message from the AFAA President**

I would like to extend my best wishes to the committee members of The Floral Art Society of Queensland Inc., for a very special and successful National Convention 2017 - "Costa del Sol". I look forward to catching up and meeting with many floral friends from around Australia, during the days of the Convention.

With Best Wishes,

***Madhu Shah***

**President, Australian Floral Art Association**

# COMPETITION SCHEDULE

## *Costa del Sol*

Sunshine Coast - 50 Years and Still Shining

17th - 20th October, 2017

### **Class 1. CHAMPIONSHIP "Costa del Sol"**

- Own choice of design to interpret the above theme
- Exhibit is to be staged on a 107cm round baseboard (supplied)
- Colour of baseboard is "Solid Stone" (British Paints) - this colour cannot be altered
- To be viewed and judged all round
- Allotted space is round baseboard 107cm diameter x height unlimited
- Only one entry per person
- Championship exhibits may be staged between 5.00pm and 7.00pm Monday 16th October & 8.00am and 4.00pm Tuesday 17th October
- Prizes 1st - \$300 2nd - \$200 3rd - \$100

### **Class 2. SUSPENDED DESIGN "Surfing on Air"**

- Exhibit is to be designed on a supplied rectangular frame 180cm height x 80cm width
- Colour of frame is a rustic copper
- Allotted space 180cm height x 80cm width x 60cm depth
- Frames will be staged side by side with no separation between frames
- To be viewed and judged frontally
- Exhibit to be staged between 8.00am and 4.00pm Tuesday 17th October.
- Prizes 1st - \$100 2nd - \$75 3rd - \$50

### **Class 3. CONTEMPORARY DESIGN "Seashore Sculpture"**

- Exhibit is to be designed on a supplied, low rectangular aluminum open framed plinth with a metal diamond grille top (security screen)
- Plinth measurements - 30cm height x 90cm length x 30cm width
- Allotted space 100cm length x 40cm wide, height unlimited
- Metal diamond grille top (security screen) aperture approx. 7cm x 7cm
- Exhibitor may work through the grille but no material may touch the floor
- To be viewed and judged from 3 sides, (30cm end will butt up against back wall)
- Exhibit to be staged between 8.00am and 4.00pm Tuesday 17th October
- Prizes 1st - \$100 2nd - \$75 3rd - \$50

#### **Class 4. NECKLACE "Neptune's Necklace"**

- Exhibit is to be staged on a supplied jewellers black bust staged on a black covered table
- Height of table 70cm
- Bust measurements 29cm high x 24cm wide x 10cm base
- Allotted space 40cm
- To be viewed and judged frontally
- Pre-constructed necklace is permissible
- Must be at least 25% horticultural materials
- Shells etc permitted
- Exhibit to be staged between 8.00am and 4.00pm Tuesday 17th October
- Prizes 1st - \$100 2nd - \$75 3rd - \$50

#### **Class 5. CONTEMPORARY DESIGN "Mountain Top Drops"**

- Exhibit is to be staged on a table covered with a black cloth
- Allotted space 80cm width x 75cm depth x height unlimited
- Height of table 70cm
- To be viewed and judged frontally
- Exhibit to be staged between 8.00am and 4.00pm Tuesday 17th October
- Prizes 1st - \$100 2nd - \$75 3rd - \$50

#### **Class 6. ABSTRACT "Olé"**

- Exhibit is to be staged on a black covered plinth 90cm height x 30cm width x 30cm depth
- Allotted space 60cm width x 50cm depth x height unlimited
- To be viewed and judged all round
- Exhibit to be staged between 8.00am and 4.00pm Tuesday 17th October
- Prizes 1st - \$100 2nd - \$75 3rd - \$50

#### **Class 7. INTEPRETIVE DESIGN "Still Shining"**

- Exhibit is to be staged on a table covered with a black cloth
- Allotted space 80cm width x 75cm depth x height unlimited
- Height of table 70cm
- To be viewed and judged frontally
- Exhibit to be staged between 8.00am and 4.00pm Tuesday 17th October
- Prizes 1st - \$100 2nd - \$75 3rd - \$50

### **Class 8. INTERPRETIVE DESIGN "Glasshouse Reflections"**

- Exhibit is to be staged on a table covered with a black cloth
- Allotted space 80cm width x 75cm depth x height unlimited
- Height of table 70cm
- To be viewed and judged frontally
- Exhibit to be staged between 8.00am and 4.00pm Tuesday 17th October
- Prizes 1st - \$100 2nd - \$75 3rd - \$50

### **Class 9. IMPOSÉ "Ginger and a Touch of Spice" \* - \$50 entrance fee**

- \* Touch of Spice- this is one own choice element, brought by the exhibitor, that can be added to their design
- Exhibit is to be staged on a table covered with a black cloth
- Allotted space 80cm width x 75cm depth x height unlimited
- Height of table 70cm
- To be viewed and judged frontally
- Imposé will commence at 2.00pm and finish at 4.00pm, Tuesday 17th October (2hrs)
- Exhibitors for Imposé are to bring cutters only, plus your \*Touch of Spice
- All other sundries and materials will be supplied
- A minimum of 80% of materials supplied must be used in the design
- Prizes 1st - \$100 2nd - \$75 3rd - \$50

### **Class 10. IMPOSÉ "Ebb & Flow" - \$50 entrance fee**

- Exhibit is to be staged on a table covered with a black cloth
- Allotted space 80cm width x 75cm depth x height unlimited
- Height of table 70cm
- To be viewed and judged frontally
- Imposé will commence at 2.00pm and finish at 4.00pm, Tuesday 17th October (2hrs)
- Exhibitors for Imposé are to bring cutters only
- All other sundries and materials will be supplied
- A minimum of 80% of materials supplied must be used in the design
- Prizes 1st - \$100 2nd - \$75 3rd - \$50

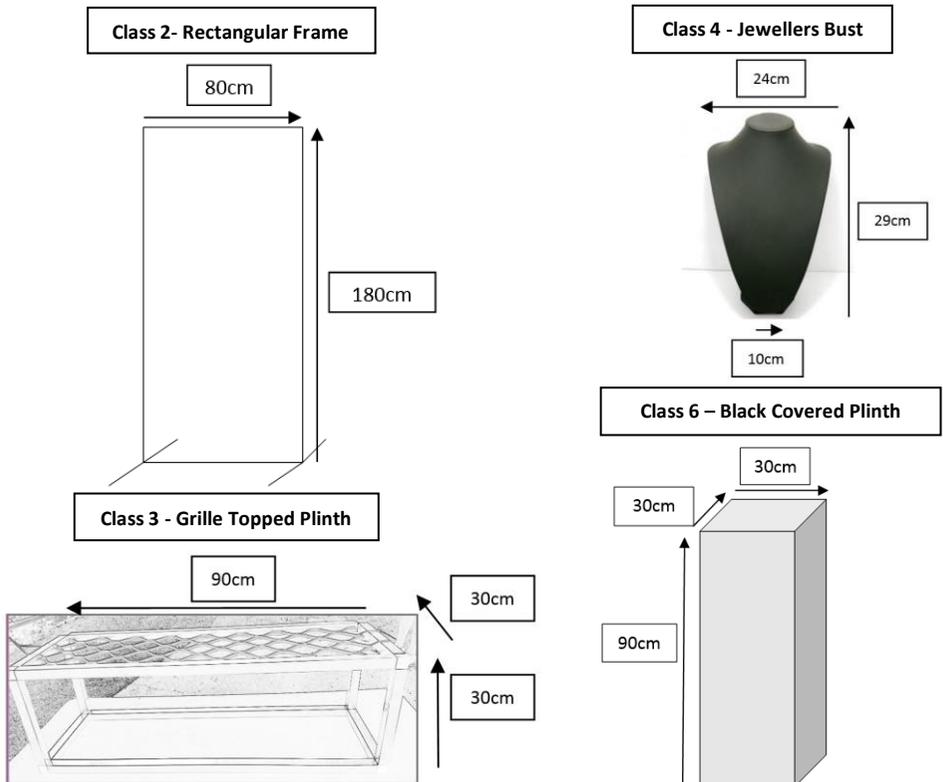
**NOTE: TO ALLOW MORE CREATIVITY 60% of exhibits may be pre-constructed unless otherwise stated. ALL PRE-CONSTRUCTED WORK MUST BE EXHIBITOR'S OWN WORK.**

## SPECIAL AWARDS

- **Best in Show** \$200 + ribbon
- **Best Use of Colour** \$100 + ribbon
- **Most Innovative Design** \$100 + ribbon
- **Best Interpretation** \$100 + ribbon
- **Mayor's Choice** \$100 + ribbon

## STAGING

- Ballroom carpet (patterned beige)
- Foyer carpet (navy blue)
- Wall dividers (light grey)
- Ballroom walls are off-white with timber panels 1 metre from floor.
- Championship floor rounds colour - British Paint "Solid Stone"
- Photos of backdrops and plinths for all classes will be posted on the FASQ Website: <http://www.floralartsocietyqld.org.au/> after 30<sup>th</sup> July 2017.



# PROGRAM

## **Monday 16th October, 2017 – Pre Convention**

- 3.00pm - 6.30pm: Collection of pre-ordered flowers (Spinnaker Room)
- 3.00pm - 7.00pm: Staging of State Exhibits (Foyer)
- 4.00pm - 6.00pm: Registration (Foyer)
- 5.00pm -7.00pm: Optional additional time, pre-convention Staging Opportunity  
– for Championship Class 1 and FASQ Convention Committee  
only (Ballroom)

## **Tuesday 17th October, 2017**

- 7.30am - 10.00am: Registration (Foyer)
- 8.00am - 4.00pm: Staging of Exhibits (Ballroom)
- 2.00pm - 4.00pm: Imposé Classes 9 & 10 (Ballroom)
- 2.00pm - 4.00pm Registration (Foyer)
- 4.30pm - 4.45pm: Judges' Brief (Ballroom)
- 4.45pm: Judging (Ballroom)

## **Wednesday 18th October, 2017**

- 8.00am: Welcome & Opening of Convention (Spinnaker room)
- 8.30am: Presentation of prizes (Spinnaker room)
- 9.30am - 11.30am: Demonstration with Alex Segura (Spinnaker room)
- Lunch*
- 1.00pm - 4.00pm: Workshop 1 (Spinnaker room)
- 4.00pm - 5.00pm: Judges' Debrief (Ballroom)
- 5.00pm - 6.00pm: AFAA Judges and Designers Sub-Committee meeting  
(Spinnaker room)

## **Thursday 19th October, 2017**

- 9.00am - 12.00 noon: Workshop 2 (Spinnaker room)
- Lunch*
- 1.00pm - 4.00pm: Workshop 3 (Spinnaker room)
- 4.30pm - 5.30pm: Dismantle exhibits (Ballroom)
- 7.00pm: Friendship Dinner and State Demonstrations (Spinnaker room)

## **Friday 20th October, 2017**

- 9.00am - 12.00 noon: Workshop 4 (Spinnaker room)
- 12.30pm: AFAA meeting

## **GUEST DEMONSTRATOR - ALEX SEGURA ARANA**

Alex Segura Arana travels the world as an International Floral Design Judge, Demonstrator, Teacher and Competitor sharing his knowledge and creativity based on 25 years as a Florist and Floral Designer merged with a background of study in Graphic Design.

Alex has taught floral design in Spain, Portugal, France, Italy, Mexico, Costa Rica, Taiwan, Japan and Hong Kong. He also competes in Floral Design at a National and International level

including a recent Bronze Medal at the International Flower Show Japan and Bronze medal at the Singapore Garden Festival in the category “Floral Window to the World”. Since 2006 Alex has been collaborating with Torbjorn Akesson on the floral decorations for the Nobel Peace Prize in Oslo, Norway, and is also an Ambassador for Flower Factor in Spain. Alex is a published co-author of two books; “Barcelona, floral architecture” and “The Crafter’s Secret”.



### **DEMONSTRATION by ALEX SEGURA ARANA**

Wednesday 18th October 2017 @ 9.30am -11.30am - Spinnaker Room

### **WORKSHOPS with ALEX SEGURA ARANA**

- There will be 4 different, 3 hour workshops (no repeats).
  - Workshop 1: 18/10/17 1pm-4pm – Spinnaker Room
  - Workshop 2: 19/10/17 9am-12noon – Spinnaker Room
  - Workshop 3: 19/10/17 1pm-4pm – Spinnaker Room
  - Workshop 4: 20/10/17 9am – 12noon – Spinnaker Room
- Each 3 hour workshop will consist of a maximum of 25 participants.
- A maximum of 30 observers will be accepted at each workshop.
- Observers will view Alex's demonstration of the workshop design. Once this is completed there will be a 10 minute question time for observers only. Observers will then exit workshop to allow participants to complete their designs.
- Morning or afternoon tea will be included for participants and observers at all workshops.

## **OFFICIAL OPENING & AWARD CEREMONY**

The official opening and award ceremony will take place in the Spinnaker Room on Wednesday 18th October 2017 at 8.00am -9.00am

### **3 COURSE FRIENDSHIP DINNER**

A 3 course Friendship Dinner will be held on Thursday night 19th October. Dinner will be held in the Spinnaker room 6.30pm for a 7.00pm start, a cash bar will be available for drinks.

Cost: \$70.00

State demonstrations will be held throughout the dinner.

Please indicate on ticket allocation form if you have any special dietary needs.

### **LUNCH PACKAGE**

Lunch packages are available for Wednesday 18<sup>th</sup> and Thursday 19<sup>th</sup>. These will be buffet style lunches served in the Beach Bistro between 12.00 noon and 1.00pm.

Total Cost for 2 days: \$40.

*As you will have limited time between events we strongly recommend you take advantage of the package. Please indicate on ticket allocation form if you have any special dietary needs.*

### **STATE EXHIBITS AND DEMONSTRATIONS**

- State exhibits will be staged in the foyer
- Exhibit may be constructed pre-convention on Monday 16th October from 3pm -7pm
- Allotted floor space 1m x 1m

**State demonstrations will be held during the friendship dinner**

## SHOW RULES FOR EXHIBITORS

1. Plant material must predominate over all other components of the design.
2. The use of artificial plant material is **not allowed**.
3. All living plant material, not in water, must last for the duration of the show.
4. All entries are judged on the elements & principles of design according to the AFAA handbook.
5. The judges' decision is final and no correspondence will be entered into.
6. Exhibitors are responsible for watering their own exhibits.
7. Exhibitors are responsible for their own belongings. All care will be taken but FASQ will not be held responsible for competitors' belongings.
8. Painted and or artificially coloured plant material may be used but must not exceed more than 20% of design.
9. The FASQ reserves the right to limit the number of entries in each class according to the number of spaces allocated in the class.
10. Competitors need to take care not to encroach on another's space when preparing their exhibit.
11. No aerosol/spray painting permitted in the venue.
12. Competitors are requested to ensure that no water is spilt on the carpets. Worksheets /drop sheets should be used during staging of competitions.
13. Exhibitors are responsible for the removal of all rubbish after staging and dismantling exhibit.

## AIRPORTS

### ***Sunshine Coast Airport - 5 minutes drive to venue***

Surfair offers a courtesy bus for groups. Please request when booking your accommodation

### ***Brisbane Airport - 1h 20min drive (124 km)***

## ACCOMMODATION INFORMATION

See back cover for a list of Accommodation in the nearby area.

## FLOWER SUPPLIERS

FASQ has arranged a flower delivery service for your convenience, available for all local, interstate and international guests.

**Petal Peddlers** is our preferred wholesale supplier. Petal Peddlers is offering exhibitors flowers at wholesale rates with a \$5 delivery charge. When ordering please ensure that you mention that you are an exhibitor at the FASQ Convention to receive these rates. Pre-ordered flowers will be individually packed, labelled and delivered in a refrigerated van. Please consider pre-order time frames, as some flowers will need to be ordered in advance by 14days or more to ensure availability. Orders will be delivered to Surfair on Monday 16th October and can be collected at the entrance of the Spinnaker room from 3.00pm-6.30pm on Monday 16th October. Buckets will be available.

Exhibitors are also welcome to call in to Petal Peddlers at 4/11 Melbourne Street Rocklea (Brisbane) and choose their own flowers from stock on-hand to take away with them. Petal Peddlers are open 5am to 10am Monday to Friday.

*Please note FASQ will not be held responsible for any errors.*

### **PREFERRED SUPPLIER**

#### **Petal Peddlers:**

Please contact Anna by phone or email.

Web: [www.petalpeddlers.com.au](http://www.petalpeddlers.com.au) Email: [weddings@petalpeddlers.com.au](mailto:weddings@petalpeddlers.com.au)

Phone: +61 7 3848 3199 Mobile: 0414 257 817 (International: +61 414 257 817)

### **OTHER SUPPLIERS**

**Jabula Roses** -176 Winston Rd, Palmwoods (Sunshine Coast) Ph: +61 7 5445 0552

**Tesselaar Flowers** - 1/54 Turbo Dr., Coorparoo (Brisbane) Ph: +61 7 3391 8400

**Lynch Flower Market** - 385 Sherwood Rd, Rocklea (Brisbane) Ph: +61 7 3379 4844

## ACCOMMODATION

### **Ramada Marcoola Beach (at Surfair)**

Accommodation on-site at Convention location.

*(Mention that you are a delegate of the Floral Art Convention to receive the special rate)*

[www.ramadamarcoola.com.au](http://www.ramadamarcoola.com.au)

reservations@ramadamarcoola.com.au

Ph. +61 7 5412 0100



### **San Marino Marcoola Beach** (2 minute walk)

Quality self-contained holiday apartments

[www.sanmarino.com.au](http://www.sanmarino.com.au)

Ph. +61 7 5450 6144

### **Atlantis Marcoola Beachfront Resort** (3 minute walk)

[www.atlantismarcoola.com.au](http://www.atlantismarcoola.com.au)

Ph. 1800 247 700

### **Marcoola Beach Resort** (5 minute walk)

Holiday Accommodation

[www.marcoolabeachresort.com](http://www.marcoolabeachresort.com)

Ph. +61 7 5457 2200

### **Sand Dunes** (6 minute walk)

Resort Accommodation

[www.sanddunes.com.au](http://www.sanddunes.com.au)

Ph. +61 7 5450 6357

### **Sunshine Coast Airport Motel** (5 minute walk across the road)

[www.marcoolamotel.com](http://www.marcoolamotel.com)

Ph. +61 7 5448 7313

### **Salerno on the Beach** (2 minute walk)

[www.salernoresort.com.au](http://www.salernoresort.com.au)

Holiday and permanent boutique apartments

Ph. +61 7 5448 9699

# REGISTRATION FORM - *Costa del Sol*

## *Sunshine Coast - 50 Years and Still Shining*

PLEASE PRINT

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Mobile: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Affiliated Club: \_\_\_\_\_

### ENTRIES CLOSE 31st July 2017

*Please indicate the total number of Classes that you would like to enter and rank all preferences in order.*

*As space is limited allocations will be made using a preference system. For example; if you would like to compete in 3 Classes, please indicate this on the line below. However you may wish to number more than 3 Classes when ranking your priorities ie. if you would like to compete in 3 Classes, you might like to consider prioritizing your top 5 or 6 preferences in case one of your first preferences is unavailable. This will increase your chances of being placed in the total number of classes that you would like to enter.*

**Indicate the TOTAL number of Classes you would like to Compete in: \_\_\_\_\_**

Class	Number all preferences in order of Priority
1. Championship "Costa del Sol"	
2. "Surfing on Air"	
3. "Seashore Sculpture"	
4. "Neptune's Necklace"	
5. "Mountain Top Drops"	
6. "Olé"	
7. "Still Shining"	
8. "Glasshouse Reflections"	
9. Imposé "Ginger and a Touch of Spice" (\$50 entrance fee)	
10. Imposé "Ebb & Flow" (\$50 entrance fee)	

Exhibitors will be notified of final entry allocations.

**Judging at Costa del Sol:** FASQ would like to formally invite all accredited judges to participate in the judging of the AFAA Convention.

Please tick if you are an accredited judge and would be willing to judge:

## TICKET ALLOCATION FORM - *Costa del Sol*

Item	Tick ✓	Enter Cost
<b>Registration Fee:</b> <i>Must be paid by ALL attendees to be eligible to exhibit, attend workshops or attend demonstration.</i>	✓	<b>\$120.00</b>
<b>Demonstration by Alex Segura Arana</b>		
<b>Workshop 1. Participant</b>		
<b>Workshop 1. Observer</b>		
<b>Workshop 2. Participant</b>		
<b>Workshop 2. Observer</b>		
<b>Workshop 3. Participant</b>		
<b>Workshop 3. Observer</b>		
<b>Workshop 4. Participant</b>		
<b>Workshop 4. Observer</b>		
<b>Lunch package (2 days- 18 &amp; 19<sup>th</sup> Oct)</b>		
<b>Additional Lunch package (2 days- 18 &amp; 19<sup>th</sup> Oct)</b> <i>Non registered partner or guest</i>		
<b>3 Course Friendship Dinner</b>		
<b>Additional 3 Course Friendship Dinner</b> <i>Non registered partner or guest</i>		
<b>Imposé Class 9</b>		
<b>Imposé Class 10</b>		
<b>TOTAL PAYMENT DUE:</b>		<b>\$</b>

Please specify any dietary needs: \_\_\_\_\_

### **PAYMENT OPTIONS (Please tick)**

- Cheque - Payable to: The Floral Art Society of Qld Inc.  
 Direct Deposit - Date of deposit/transfer: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Reference Used: \_\_\_\_\_

### **BANK DIRECT DEPOSIT DETAILS**

The Floral Art Society of Qld Inc.    **BSB:** 064001    **Acc No:** 00948870

**Note:** For Direct Deposit, please use your "Surname & CONV" as the Reference and include a copy of transaction details with this form.

**Please return completed form along with payment or direct deposit details:**

**Via email to:** conventionfasq@gmail.com

**Or via post to:** FASQ c/o Carol Drew, 24 Glenlea Drive, Maroochydore Qld 4558