



# GREEN HEART FAIR

SUSTAINABILITY DISPLAYS ♥ ENTERTAINMENT ♥ ACTIVITIES ♥ MARKETS

Join the sustainability movement.  
Get involved with Brisbane at the Green  
Heart Fair.

## EXHIBITOR GUIDE



That's why I am learning  
about sustainability



*Dedicated to a better Brisbane*

# GREEN HEART FAIR EXHIBITORS

Green Heart Fair is Brisbane's largest free community and sustainability event which celebrates and promotes innovative sustainable living in a fun, family-friendly environment.

The Fair brings together more than 100 sustainability organisations, experts, passionate presenters, businesses, green thumbs, creative artisans and foodies to share information and knowledge on how to live more sustainably and create a cleaner and greener future for Brisbane.

Held annually at both Chermside and Carindale, each Fair attracts 12,000–20,000 visitors who are treated to free activities, entertainment and sustainability workshops throughout the day.



## What we bring to the Fair:

- ♥ local television personalities
- ♥ cooking demonstrations with celebrity chefs
- ♥ 2,000 free native plants to give away
- ♥ BrisStyle handcrafted markets
- ♥ sustainability workshops and discussions with local sustainability experts
- ♥ Brisbane Billycart Championships (only at Carindale fair)
- ♥ free kids activities including rock climbing, face painting, Australian wildlife and sports areas
- ♥ all day entertainment and live music.

## TOP 5 REASONS TO JOIN US

- ♥ The Fair is a Brisbane City Council event and the most popular sustainability event in South East Queensland.
- ♥ Each Fair attracts 12,000–20,000 Brisbane residents.
- ♥ Align your business with Brisbane City Council's sustainability goals.
- ♥ Increase your brand awareness and enhance your sustainability initiatives.
- ♥ Promote and engage directly with Brisbane residents.

## How we get our visitors to the Fair:

- ♥ community service announcements with media partner, Channel 7
- ♥ community radio advertising with local stations
- ♥ extensive local newspaper coverage including Courier-Mail, Sunday Mail and Quest newspapers
- ♥ social media marketing reaching over 200,000 people
- ♥ advertising through email, website and social media networks
- ♥ promotional collateral—over 75,000 A5 flyers delivered to local areas (printed on recycled paper)
- ♥ extensive online promotion through Council websites and media—including Lord Mayor's Living in Brisbane newsletter and school and community newsletters
- ♥ large onsite banners.

Total media reach for each Fair is approximately 1.6 million people.



## JACK BEE ONE THIRD

I always love presenting on bees and backyard beekeeping to the engaged crowds at the Green Heart Fair.

Every year I leave with new lessons for daily practice on creating an eco-friendly environment, whether it be for my backyard or the green rooftops we work on everyday. The energy of the fair gets me excited about creating positive change, I'm left buzzing for weeks to follow!

## MATT HOME FRESH ORGANICS

We never miss an opportunity to be a part of the Green Heart Fair every year. We love being in the fun festival type atmosphere that not only brings families together, but puts an emphasis on looking after our environment and eco-friendly living. This really falls in line with our own values and keeps us waiting for the next one.



# OUR GROUPIES



## ANDY CSR BRADFORD

Bradford Energy Solutions, part of CSR Limited, have attended many Green Heart Fairs. Our business embraces the opportunity which this event offers in terms of delivering our message that everyone can be more energy efficient and therefore respect the environment. This is a fun festival which has an atmosphere that not only brings families together, but reminds us all that we have a responsibility to be conscious about sustainable living. We look forward to the next Green Heart Fair to show the community even more energy efficient ways to live.

### WHO SHOULD EXHIBIT?

Organisations with a sustainable focus such as:

- ♥ businesses – particularly those in energy, waste, water and transport.
- ♥ artisans
- ♥ not-for-profits
- ♥ community groups.

Please note: food vendors are managed by World Food Markets.

## Exhibitor opportunities

3 x 3 space

**\$420** inc GST

- ♥ 3m x 3m marquee included
- ♥ Company name printed on corflute for marquee
- ♥ 1 x trestle table (no cloth)
- ♥ 2 x chairs
- ♥ Name inclusion on CitySmart web page
- ♥ Social media & PR opportunities
- ♥ Inclusion in GHF app

3 x 6 space

**\$650** inc GST

- ♥ 3m x 6m marquee included
- ♥ Company name printed on corflute for marquee
- ♥ 1 x trestle table (no cloth)
- ♥ 2 x chairs
- ♥ Name inclusion on CitySmart web page
- ♥ Social media & PR opportunities
- ♥ Inclusion in GHF app

Community groups

**Free\***

*(with approval of application)*

- ♥ Must bring own marquee and equipment
- ♥ Must not be affiliated with a political organisation
- ♥ Name inclusion on CitySmart webpage
- ♥ Inclusion in GHF app

# WE HAVE STRICT SUSTAINABILITY GUIDELINES BECAUSE WE LOVE A CLEAN AND GREEN BRISBANE

We aim to minimise our contribution to landfill and ask that you respect and adopt our aims and values. Our ultimate aim is to have a waste-free event where no rubbish from the event ends up as landfill by maximising recycling and reduction practices.

Any waste that does end up as landfill shall be highly biodegradable.

Waste audits will be done at the end of the event to record how much recycling has been diverted from landfill.

We require all food vendors and stallholders to adopt sound packaging and waste minimisation policies.

**DO NOT** bring the following items:

- ♥ plastic bags
- ♥ non-recyclable plastic plates, straws, knives, forks and spoons
- ♥ polystyrene cups, plates
- ♥ balloons
- ♥ flyers.

## Reduce

We ask you to minimise your waste as much as possible and embrace the nature of this event.

Actions could include:

- ♥ Buying in bulk to minimise packaging.
- ♥ Reusing storage containers and packaging, where possible.
- ♥ Recycling all packaging boxes, bulk food containers and jars.

## Recycle

Please use packaging which can be disposed of through the yellow-lidded recycling bins.

✔ **Recyclable**      ✘ **Non-Recyclable**

### Paper and cardboard

- ✔ Cardboard boxes, paper/cardboard cups, paper and cardboard food packets, serviettes (unsoiled), milk/juice cartons, newspapers, magazines
- ✘ Waxed boxes, serviettes (soiled)

### Metal

- ✔ Drink cans, clean foil wrap, clean foil trays
- ✘ Foil food bags

### Firm plastic

- ✔ Drink bottles, plastic milk bottles, coffee cup lids
- ✘ Plastic bags, polystyrene, cling wrap

### Steel

- ✔ Food cans, aerosol cans, jar lids, coffee tins

### Glass

- ✔ Bottles, jars
- ✘ Ceramics, light bulbs, pyrex, mirrors

Please avoid using biodegradable packaging (e.g. Bamboo containers and cutlery, Vegware packaging). These are not recyclable through the yellow-lidded bin system.

- ♥ Using clearly marked recycling and general waste bins in your work area to enable staff to recycle.
- ♥ Use only recyclable packaging when serving food to the public.
- ♥ Let customers know that your food packaging is recyclable and can be placed in yellow-lidded bins.

We know it can get confusing so if in doubt, please call us on **0488 771 124**.

## INTERESTED IN EXHIBITING AT THE FAIR?

Please contact the Green Heart Fair events team and we can assist you.

E [eventsteam@citysmart.com.au](mailto:eventsteam@citysmart.com.au)

P 0488 771 124

W [greenheartfair.com.au](http://greenheartfair.com.au)

f [Facebook.com/greenheartfair](https://www.facebook.com/greenheartfair)

📷 [greenheartfair](https://www.instagram.com/greenheartfair)

