

MEDIA RELEASE

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Canberra to flourish at World Flower Show 2027

Canberra will host the World Association of Floral Artists (WAFA) World Flower Show from 21 February to 1 March 2027. The World Flower Show 2027 will mark the first time WAFA brings the triennial show to Australia.

The show is expected to attract over 600 delegates from 31 countries in Europe, North America, Asia, Africa, and Oceania, generating an estimated \$1.4 million in expenditure for the Canberra region, with further daily visitation of both Australian and overseas attendees of around 8,000 attendees per day.

The announcement comes as Canberra wraps up Floriade 2022, Australia's biggest celebration of spring. Held in person over the last month for the first time since the start of the pandemic, Floriade showcased over one million blooms to tourists and locals who visited over the four-week event.

"Universally renowned for Floriade within our industry, Canberra is the perfect host destination for the World Flower Show 2027, with its numerous cultural activities, vast range of accommodation choices, easy access to the host venue National Convention Centre Canberra (NCCC), and the opportunity to include the embassies and country delegations in the event," says Kim Baillie, Chairperson of the WAFA Australia Management Committee.

"The program will showcase a full-scale floral design competition including approximately 600 designs, where four international floral designers and four Australian floral designers will provide multiple demonstration sessions, as well as a lecture series from local cultural experts.

"Holding the World Flower Show in Australia's bush capital also means that competitors and delegates will have the opportunity to work with our unique Australian native flora, something most cannot do in their home countries," says Baillie.

"As host venue for the World Flower Show 2027, we are thrilled to bring this colourful event to Canberra and showcase our nation's capital to a global audience. This show will allow international floral design experts to exchange knowledge on their craft and highlight the conservation of natural resources and the environment. It will also inspire and delight tourists and our local community who attend the exhibition and trade show component open to the public," says Stephen Wood, General Manager at National Convention Centre Canberra.

For more information on WAFA: www.wafa-australia.org

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