

### HELLO I'M JOSIE

the creative gun behind every petal and palette that has built Biophilia Blooms over the past 7 years!

I'm a hopeless romantic.

What can I say?...I just love, love. Proposal stories never fail to make me swoon and I'm deeply passionate about crafting weddings that burst with elegance and style.

As you peruse this guide, I hope you find it not only informative but also inspiring.

I can't wait to chat with you, hear your love story and help bring that story to life in full bloom!

BIO • PHIL • IA

(bi-oh-fil-ee-uh) noun

"The innate and intrinsic desire humans have to be connected with nature"





## WHAT OUR COUPLES SAY..

"I don't think I'll ever find the right words to sum up just how grateful I am to have had Josie be the creative genius behind our wedding.

From the first time I emailed her, right thought until the big day, she was an absolute dream to work with. She understood my vision immediately, and what she created on the day took my breath away.

She is kind and honest and genuine, which is often hard to come by in such a competitive industry. I feel so lucky to have stumbled upon Josie and Biophilia Blooms - our wedding day simply wouldn't have been what it was if Josie and her company weren't a part of it."

- Nicola + Max

HOW WE
CALCULATE YOUR
QUOTE?

#### 1. LABOUR

- This includes unlimited emails + phone calls to get your vision just right
- Time spent creating your quote and any revisions needed along the way
  - Time spent scouring the city for the perfect vases, candles, props and fabrics to bring your vision to life.
  - The flower hustle itself: hitting the market at the crack of dawn, hand-picking the freshest blooms, and whisking them all back to our studio to pluck, prep and arrange them into your flower designs





## HOW WE CALCULATE YOUR QUOTE?

#### 2. BUMP IN

This is the behind-the-scenes magic that transforms your wedding venue into YOUR wedding!

#### THIS INCLUDES:

- Bridal Party Delivery (up to 2 locations)
- ✓ Time spent onsite installing and transferring all your flower designs
- Time & Km's spent travelling to your venues and return to our studio
- ✓ Any additional staff required for installation
  - ✓ Any Tolls incurred.

## HOW WE CALCULATE YOUR QUOTE?

### 3. BUMP OUT

The party's over and it's time to bid adieu! We're there to make sure everything is as spotless as when we arrived!

#### THIS INCLUDES:

✓ Time spent travelling to and from your venue

✓ Km's incurred whilst travelling

✓ Time spent onsite removing all unwanted florals & greenery

✓ Any additional staff required

Responsibly disposing all green waste and cleaning vases, candles, props used

✓ Any Tolls incurred





# HOW WE CALCULATE YOUR QUOTE?

#### 4. TRAVEL > 70KM'S

Weddings are full-day commitments — for you and for us. Our team puts in long hours in the lead-up and on the day to make your floral vision a reality.

After a big day of set-up and styling, late night long-distance travel can be unsafe. So for this reason for venues over 70 km from Sydney where same-night bump-out is requested, we may ask for one night's accommodation.

We're mindful of your budget and always minimise costs where possible — typically, we only require one room for our lead team member. Accommodation in the Hunter Valley, Southern Highlands, and Blue Mountains usually ranges from \$120–\$400 per night, depending on location and season.

### BUDGET GUIDE

Planning your dream wedding can feel like navigating a maze blindfolded — especially when it comes to flowers.

To help, we've put together a few examples of what could be achieved at different price points.

These aren't fixed packages — just inspiration to give you a sense of what's possible.



\$4500

















\$8000



























HOW DO I ENQUIRE ABOUT BOOKING YOU FOR MY WEDDING?

Simply head to our website <u>here</u> and fill out the wedding enquiry form. Within 48 hours, you'll receive an email from us confirming our availability. Based on the details you provide, we'll either send you an initial quote or reach out to schedule a quick 15-minute discovery call to discuss your needs and confirm some more details to help us prepare a tailored quote for you.





#### WHEN SHOULD I BOOK?

Most couples book 6–12 months in advance. I recommend reaching out as soon as you've locked in your venue and date to avoid missing out—especially for peak season (Sept–April).

### CAN YOU PROVIDE STATIONARY?

Yes, we provide On The Day Stationery only (place cards, menus, seating charts, signage etc) and you can view our Stationery Pricing further on in this guide.

### HOW DO I SECURE MY BOOKING?

To officially lock in your wedding date, a 25% booking fee (deposit) is required.

This secures your place in our calendar and allows us to begin planning your floral design.

Our payment schedule is as follows:

- 25% deposit due upon booking to secure your date
- 2. 25% progress payment due 4 months before your wedding
- 3. Final 50% payment due 2 weeks before your wedding date

You'll receive friendly reminders ahead of each due date, and I'm always here for any updates or questions along the way.





### CAN I MAKE CHANGES AFTER BOOKING?

Yes—you'll have time to fine-tune your florals!

We can adjust:

Flower choices (depending on seasonal availability), Quantities (to a maximum of 10% of your total invoice value), Layout or colour palette shifts, Personal flowers like boutonnieres or corsages.

About 6 weeks out from your wedding, we'll touch base to reconfirm all your floral details, check in on any changes, and make sure everything still aligns with your overall styling.





CAN WE REPURPOSE OUR CEREMONY FLORALS FOR THE RECEPTION?

Yes, in most cases!
We love helping you get the most out of your blooms and your budget by moving floral pieces from ceremony to reception

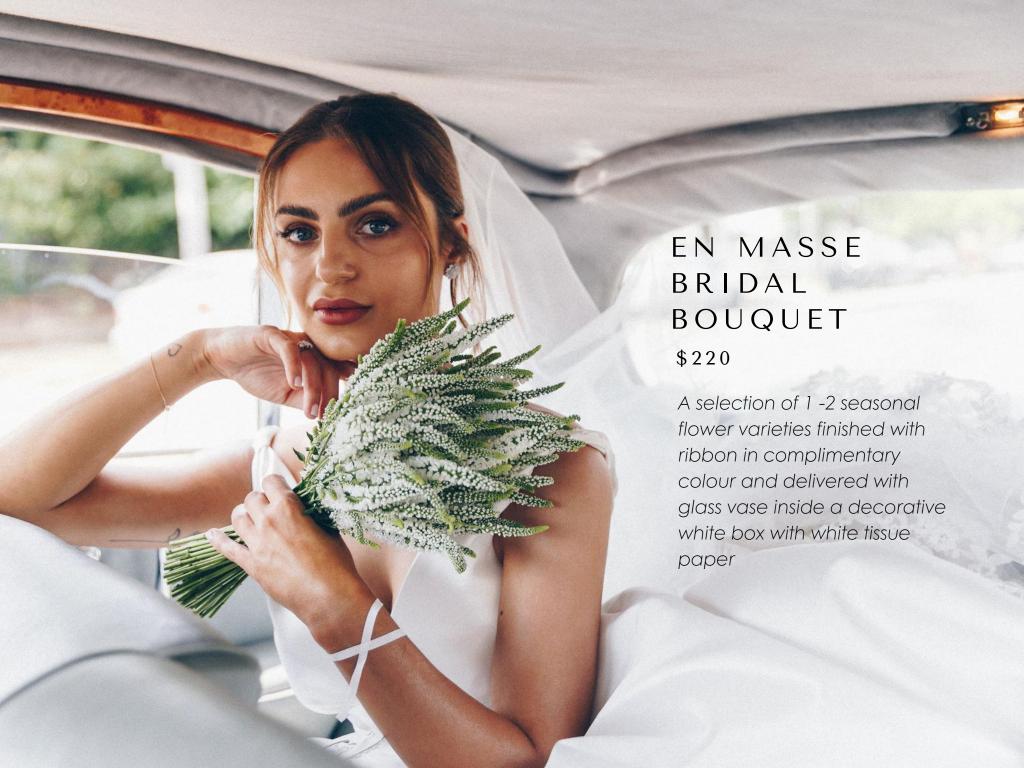
But here's when it might not be possible:

- 1. Arbours that are fixed in place for safety
- Heavy vessels or plinths that can't be moved once styled
- 3. Vertical installations (e.g. poles) that don't translate to horizontal surfaces

If repurposing is a priority, just let us know early

—\*we'll design with it in mind!

















LOVE NOTES...

"Josie is absolutely incredible.

She helped me every step of the way in planning the florals for my wedding.

I had no clue about what I wanted or how I wanted the space to look, and through lots of discussions and planning, Josie delivered the most beautiful reception blooms and bouquet I've ever seen.

Everyone was complimenting them throughout the night and all our guests took flowers home with them. Josie is a delight, I loved working with her and would recommend her to anyone and everyone for their events and weddings."

- Elenore + Liam







## MOOD BOARD DESIGN

If you'd love to see a visual representation of your wedding florals before the big day, a custom mood board is the perfect place to start. It includes a curated palette, seasonal flower suggestions, and styling references — giving you a clear sense of how everything will come together.

As this takes time and creative direction to produce, we offer it as a standalone service for \$250 + GST. For weddings over \$10,000, it's complimentary and included in your booking.

If you're happy to trust our creative process, we can design your florals using the best of what's in season — no mock-ups needed.

Many of our clients choose this option, knowing their vision is in expert hands.

Whichever path feels right, we'll guide you with care every step of the way.

You can view some excerpts of what we've created for couples and clients in the past in

the following pages →





































## LOVE NOTES...

"Josie, where do I start - to say that you created an absolutely magical setting is an understatement!

Everything was BEAUTIFUL!!!

Aaron and I would like to thank you for all your hard work, from setting up in the rain to hanging ceiling installations, moving florals from the ceremony to reception and then bumping out the same night - you are a superstar!

Thank you for making our day that much more special. We had sooo many comments on just how lovely all the flowers were! Thank you again!!"

- Sam + Aaron



































## LOVE NOTES...

"Josie, thank you so much for all your hard work, advice and guidance on the flowers and styling for the wedding.

I can't express enough how totally blown away we both were. Paul and I could not stop talking about it and I cannot count the endless comments from guests saying they were the best wedding flowers they'd seen.

You have such an incredible eye and everything was just spot on perfection!"

- Ash & Paul

## THANK YOU!

CLICK TO SEE MORE OF OUR FLORALS ON OUR SOCIALS







