



## MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

**PROPOSAL NAME: Pilbara Summit 2023 – Gold Sponsor Proposal**

Assessment Criteria	Description	Administration Comments
1.Strategic Alignment	<p><u>Contribution to Council's Vision and Strategic Themes</u></p> <p>1. Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City.</p>	<p>This event aligns with the City's strategies and plans and enhances the liveability of the City. Specifically, sponsoring the event:</p> <ul style="list-style-type: none"><li>• Aligns with the City's Strategic Community Plan which seeks to partner with key industry and business groups to advocate for investment, promote the region as a business destination and position the City as an attractive place for employees.</li><li>• Aligns with the City's MESAP Policy to attract conferences and events to the region; and</li><li>• Supports local businesses including accommodation providers, hospitality and retail who are expected to benefit from the event directly;</li><li>• Supports the development of new industries as thought leaders are able to gather, share information and broker deals.</li></ul>

2.Economic Impact	<p><u>Contribution to the local economy</u></p> <ol style="list-style-type: none"> <li>1. Provide a breakdown of the estimated number of attendees from:               <ol style="list-style-type: none"> <li>a) Within the local area (City of Karratha);</li> <li>b) Within the Pilbara Region;</li> <li>c) Perth Metropolitan Area;</li> <li>d) Intrastate – From other parts of WA;</li> <li>e) Interstate – From other parts of Australia; and</li> <li>f) International.</li> </ol>               (Please include details of how these figures were obtained)             </li> <li>2. Provide estimated length of visit for attendees</li> <li>3. Provide estimated spend with local suppliers within City of Karratha</li> <li>4. Does the event coincide with any other events in the area/region? If so, please list the events and any potential impacts (positive or negative) that may result.</li> </ol>	<p>It is anticipated that delegates will be attending from intrastate, interstate and the Pilbara region, based on the figures from the 2022 Pilbara Summit. Informa have provided an anticipated economic impact of the event which indicates:</p> <ul style="list-style-type: none"> <li>• An estimated spend of up to \$508,000 on accommodation with most attendees staying three nights; and</li> <li>• Estimated expenditure directly with local businesses of \$235,000.</li> </ul> <p>The conference does not clash with other local events so is likely to be well attended and complement other events in Karratha throughout the year.</p>
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3.Community/Social Impact	<p><u><i>Alignment with the Council's Values and associated benefit/impact to the Community</i></u></p> <ol style="list-style-type: none"> <li>1. Provide a detailed description of the event and the associated activities and experiences to occur. Include any imagery or video footage to support application</li> <li>2. Demonstrate how the event appeals to the broad community and suits a range of audiences</li> <li>3. Provide demonstrated community appetite for the event and any consultation that has been conducted</li> <li>4. Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market</li> </ol>	<p>The Pilbara Summit is the only Pilbara centric conference attracting a national audience with the aim to showcase the region and provide a platform to identify growth and investment opportunities. The event includes plenary sessions and a networking function.</p> <p>The event appeals to a broad range of government and industry professionals and provides an opportunity for sharing and collaboration. There is clear support from the local business community, with major sponsorship from several corporates operating in the region already announced.</p> <p>The Pilbara summit is scheduled in October, two months after the City's next most recent conference. Its target market is aimed at industry and government, which complements other conferences being held in Karratha in 2023 that have a slightly different target market with either a more practitioner or policy focus.</p>
4.Environmental Impact	<p><u><i>The level of impact on the environment and associated natural and built resources</i></u></p> <ol style="list-style-type: none"> <li>1. Does the event show any impacts (positive or negative) on the environment?</li> <li>2. What is the distance from the event space to the closest residential property?</li> <li>3. What are the proposed event times?</li> <li>4. What are the proposed noise impacts?</li> </ol>	<p>Informer Pty Ltd (applicant) has identified that they have a sustainability programme "Faster Forward". The conference program also includes industry discussion relating to decarbonisation and energy transition.</p> <p>The event will be held at the Red Earth Arts Precinct and as such there are not expected to be any noise or other impacts on residential areas.</p>

5. Media/Promotion Impact	<p><u><i>Direct and Indirect value of marketing and promotional activities</i></u></p> <ol style="list-style-type: none"> <li>1. Describe all marketing activities that will be undertaken to promote the event</li> <li>2. Describe how sponsors of the event will be formally recognised</li> <li>3. Provide information on all media coverage proposed for the event, including but not limited to, television (news and dedicated programs), radio, print and electronic media. Please detail whether the media is reaching local, state, interstate or international markets</li> <li>4. How do you intend to measure the success of the event?</li> </ol>	<p>The proposed sponsorship packages set out a clear list of promotional activities including speaking opportunities, announcements during the conference, branding on all conference materials, a one minute video to be played during the conference, a display space at the conference and access to the attendee list to be provided post event.</p>
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6.Risk Profile	<p><u>Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event</u></p> <ol style="list-style-type: none"> <li>1. Provide experience of previous event delivery</li> <li>2. Provide details of any corporate/private sector investment/sponsorship</li> <li>3. Provide a copy of insurance certificates of currency or policies secured for the event eg. public liability, personal accident for volunteers, etc.</li> <li>4. Provide a detailed budget including projections of income and expenditure. Please use template provided</li> </ol>	<p>Informa and their event managers have extensive experience in delivery of major corporate conferences and events throughout Australia, including successfully running the Pilbara Summit in Karratha in 2022.</p> <p>Several corporate sponsors have already been secured with more expected to be announced as the conference gets closer.</p> <p>Insurance certificates have been provided.</p> <p>A high level budget has been provided indicating that the event is financially viable.</p>
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