

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: The Karijini Experience – Regional 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 aligns with:</p> <ul style="list-style-type: none"> • The City's Strategic Community Plan including Outcome 4.a to raise the profile of the City and Outcome 4.d to develop strong partnerships and indigenous relations; • The City's MESAP Policy to attract events to the region; • The City's Destination Management Plan which includes as action to attract events that leverage natural assets; and • Strategy 2.8 in the City's Economic Development Strategy which seeks to develop the local tourism industry.
2.Economic Impact	<p><u>Contribution to the local economy</u></p>	<p>The proposal provides a detailed breakdown of the visitor profile for the event. This demonstrates that approximately 2,000 people are expected to attend</p>

	<ol style="list-style-type: none"> 1. Provide a breakdown of the estimated number of attendees from: <ul style="list-style-type: none"> a) Within the local area (City of Karratha); b) Within the Pilbara Region; c) Perth Metropolitan Area; d) Intrastate – From other parts of WA; e) Interstate – From other parts of Australia; and f) International. (Please include details of how these figures were obtained) 2. Provide estimated length of visit for attendees 3. Provide estimated spend with local suppliers within City of Karratha 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. 	<p>the event from the Pilbara, Western Australia, elsewhere in Australia and elsewhere internationally.</p> <p>Importantly, the Regional Sponsorship will promote Karratha as the Karijini Experience Holiday Gateway where visitors will be encouraged to fly or drive into Karratha as part of their regional visit and will be encouraged to take up pre and post event accommodation options. Travel packages will be developed through event partner Festival Travel including flights, accommodation for one day before the event and two days post event, hire vehicle and tour suggestions.</p> <p>Based on state tourism data, visitors are expected to spend \$700 over the three days including accommodation and daily spend. The event organisers indicate their target is for at least 50 people to take up this option which would provide a direct economic impact valued at \$35,000.</p> <p>The application indicates that local business will be invited to quote for delivery of services for the event.</p> <p>The event is scheduled to coincide with NAIDOC Week and is anticipated to enhance the offering of events in the Pilbara that celebrate Aboriginal culture.</p>
--	--	--

3.Community/Social Impact	<p><u>Alignment with the Council's Values and associated benefit/impact to the Community</u></p> <ol style="list-style-type: none"> 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 2. Demonstrate how the event appeals to the broad community and suits a range of audiences 3. Provide demonstrated community appetite for the event and any consultation that has been conducted 4. Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market 	<p>The proposal includes details of the event programming. The event has demonstrated appeal to a broad community with attendance growing from 75 attendees in 2013 to approximately 2,000 in 2021.</p> <p>The City does not currently have a similar product offering, and as such the event is deemed to not compete with City events.</p>
4.Environmental Impact	<p><u>The level of impact on the environment and associated natural and built resources</u></p> <ol style="list-style-type: none"> 1. Does the event show any impacts (positive or negative) on the environment? 2. What is the distance from the event space to the closest residential property? 3. What are the proposed event times? 4. What are the proposed noise impacts? 	<p>Existing camping/glamping facilities will be used for accommodation of travellers. Any impact will fall outside of the City of Karratha and will be managed by the event organisers. The Karijini Experience is designed to connect visitors to the natural environment and impacts are expected to be minimal.</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"> 1. Describe all marketing activities that will be undertaken to promote the event 2. Describe how sponsors of the event will be formally recognised 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 4. How do you intend to measure the success of the event? 	<p>The application provides clear list of Regional Sponsorship benefits including branding on promotional material, access to a total of 16 complimentary event tickets and promotion of Karratha as the “Gateway” to the Karijini Experience, along with promotion of packaged products including flights, accommodation, hire car and tours.</p> <p>A post event report will be provided to sponsors to demonstrate the outcomes from the event.</p>
---------------------------	---	--

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"> 1. Provide experience of previous event delivery 2. Provide details of any corporate/private sector investment/sponsorship 3. Provide a copy of insurance certificates of currency or policies secured for the event e.g. public liability, personal accident for volunteers, etc. 4. Provide a detailed budget including projections of income and expenditure. Please use template provided 	<p>The event organiser has over 25 years of experience in event delivery, including a number of regional food, wine and cultural events. They have a working relationships with Tourism WA and Nine Events. It is expected the appointment of a professional event organiser will assist the Banjima people to ensure the successful delivery of the event.</p> <p>The draft budget indicates significant support from a large number of sponsors.</p>
----------------	--	--