



MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: Pilbara Summit 2024 – Platinum 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>The 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">• 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.• Aligns with the City's MESAP Policy to attract conferences and events to the region; and• Supports local businesses including accommodation providers, hospitality and retail who are expected to benefit from the event directly; and• Supports the development of new industries as thought leaders are able to gather, share information and broker deals.
2.Economic Impact	<p><u>Contribution to the local economy</u></p>	<p>It is anticipated that delegates will be attending from interstate, intrastate and the Pilbara region, based on the data provided from</p>

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	<ol style="list-style-type: none"> 1. Provide a breakdown of the estimated number of attendees from: <ol 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 2023 event. Both the 2022 & 2023 events were sold out attracting over 600 delegates each year, with approximately 18% of delegates attending from interstate and overseas.</p> <p>Informa have provided an anticipated economic impact of the event which indicates:</p> <ul style="list-style-type: none"> • An estimated spend of up to \$556k on accommodation with most attendees staying 3 nights; and • Estimated expenditure directly with local businesses of \$265k, an increase of \$30k from the 2023 event. <p>The proposed conference dates do 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>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 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.</p> <p>The event includes plenary sessions and a networking function.</p> <p>The event appeals to a broad range of government and industry professionals with over 600 people attending in 2023 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 June, two months prior to another major conference. Its target market is aimed at industry and government, which complements other conferences being held in Karratha in 2024 that have a slightly different target market with either a more practitioner or policy focus.</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>Informa Australia Pty Ltd (applicant) aim to run all their events with a commitment to sustainability. Informa have a sustainability programme "Moving Faster Forward with Informa Connect". The conference program also includes industry discussion relating to decarbonisation and energy transition.</p> <p>The event will be held from 8.30am-5.30pm on Wednesday 26th June and 9am-2.30pm on Thursday 27th June. The event will be held at the Red Earth Arts Precinct – use of the purpose-built facility will mitigate any impact to local residents and environment given there are no residential dwellings in close proximity.</p>

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5. Media/ Promotion Impact	<p data-bbox="401 321 1104 345"><u>Direct and Indirect value of marketing and promotional activities</u></p> <ol data-bbox="443 386 1136 808" style="list-style-type: none"> <li data-bbox="443 386 1136 451">1. Describe all marketing activities that will be undertaken to promote the event <li data-bbox="443 483 1136 548">2. Describe how sponsors of the event will be formally recognised <li data-bbox="443 581 1136 743">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 data-bbox="443 776 1136 808">4. How do you intend to measure the success of the event? 	<p data-bbox="1161 321 1879 508">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"> 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 eg. public liability, personal accident for volunteers, etc. 4. Provide a detailed budget including projections of income and expenditure. Please use template provided 	<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 and 2023.</p> <p>Several corporate sponsors have already been secured, with additional announcements anticipated as the event approaches.</p> <p>Insurance certificates have been provided.</p> <p>A high level budget has been provided indicating that the event is financially viable.</p>