

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: 2024 Kimberley Pilbara Cattlemen's Association Incorporated (KPCA) Annual Conference 2024

Assessment Criteria	Description	Administration Comments
1. Strategic Alignment	<p><u>Contribution to Council's Vision and Strategic Themes</u></p> <ol style="list-style-type: none"> Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City. 	<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"> Aligns with the City Strategic Community Plan 2020-2030 which seeks to partner with key industry and business groups to advocate for investment, support business development, growth, diversification and innovation, promote the region as a business destination and position the City as an attractive place for employees; Aligns with Strategy Focus Area 1 in the Economic Development Strategy including attracting and supporting the establishment of new businesses, and collaborating with industry on economic development initiatives; Aligns with the City's MESAP Policy to attract conferences and events to the region; 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 and businesses by connecting key stakeholders within the pastoral sector.

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2. Economic Impact	<p><u>Contribution to the local economy</u></p> <ol style="list-style-type: none"> Provide a breakdown of the estimated number of attendees from: <ol style="list-style-type: none"> Within the local area (City of Karratha); Within the Pilbara Region; Perth Metropolitan Area; Intrastate – From other parts of WA; Interstate – From other parts of Australia; and International. (Please include details of how these figures were obtained) Provide estimated length of visit for attendees. Provide estimated spend with local suppliers within City of Karratha. 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>In 2023, 184 delegates attended the KPCA conference held in Broome, WA. Approximately 80% of attendees were from WA, with the next highest representation from Queensland. It is anticipated the 2024 event will attract similar delegate numbers.</p> <p>It is estimated that delegates will spend on average three to four nights in the region over the duration of the event, representing approximately 700 visitor nights. The conference management company is expected to book approximately 100 visitor nights for speakers and staff.</p> <p>The proposal provides a detailed breakdown of the estimated direct and indirect spend for the 2024 event based on the attendees from the 2023 event.</p> <p>It is expected the conference will result in a direct local spend of approximately \$150,000 for the staging and delivery of the conference. These figures are based on the expenditure for the 2023 event as well as quotes received to date for the 2024 event.</p> <p>In addition to the abovementioned direct spend it is expected the KPCA conference will generate approximately \$376,740 in indirect local spend through accommodation and per diems.</p> <p>The estimated total spend is expected to be \$526,740.</p> <p>The event does not clash with other local events.</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 event includes plenary sessions and workshops tailored around the conference theme of "Better Beef Business". Topics for sessions are tailored to reflect the most important, immediate and longer-term industry issues. Other relevant details including confirmed keynote speakers, Ministerial attendance, presenters, exhibitors and sponsors have not yet been provided as they are still being confirmed. The event also includes four social functions which attract both registered delegates as well as their families and provide opportunities for networking.</p> <p>KPCA is a not-for-profit organisation which acts as an industry development and advocacy body to support and promote a resilient, profitable and sustainable beef industry. It is anticipated that the conference will attract a broad audience from throughout the North West and nationally that are engaged in the beef industry.</p> <p>The conference has a demonstrated delegate base as evidenced by the success of their previous conferences held in the North West.</p> <p>While the City hosts numerous conferences throughout the year, the City does not currently host a similar industry specific conference of this nature. As such the event is deemed to not compete with existing City offerings and represents a gap in the market to support the beef industry and pastoral community in the region.</p>

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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"> 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>The event is proposed to be held from 8am-2pm on Thursday 31st October and 8am-11.30pm on Friday 1st October 2024 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> <p>Some of the social functions will be held at various venues across Karratha. These venues are required to have the appropriate approvals and permits and there are not anticipated to be any impacts.</p> <p>Further, both KPCA and the conference management company are committed to responsible and sustainable event management and delivery through the use of local procurement to reduce long-haul emissions, sustainably sourced and recycled merchandise, use of a conference app to reduce printing and working with venues to donate excess food to local charities.</p>

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5. Media/Promotion Impact	<p><u>Direct and Indirect value of marketing and promotional activities</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 sponsorship proposal is for the City to be the Host City Partner for the 2024 KPCA Conference.</p> <p>The application provides a clear list of Host City Partner benefits including the following items related to marketing and promotions:</p> <ul style="list-style-type: none"> • An opportunity for the City to formally open and close the conference; • Recognition as the Host City with branding and logo placement on all conference promotions and advertising; • Acknowledgement as Host City throughout the Conference; • Branded regional tourism video played during the Gala Dinner; • Banners on display at the conference and all social events; • State and national branding and advertising opportunities across television, radio, newsprint and online digital platforms; • Three targeted promotional advertisements in the KPCA Monthly Milestones newsletter throughout 2024; • Full page advertisement in the Conference program; • Exhibition stand or networking lounge in a prominent location; • Acknowledgement in post event communications and a full list of delegates; and • Two media passes. <p>The 2024 Host City will be formally acknowledged on the conference event website and during the conference.</p> <p>KPCA Conference 2024 and City branding will appear through the dedicated Conference website, along with promotion through KPCA's email subscription list, Twitter, Facebook, and LinkedIn and various media interviews primarily on the ABC.</p>

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		<p>A post conference report will be produced demonstrating tickets sales and attendance, media and marketing analysis, market research and financials including local spend.</p>

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5. 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. 4. Provide a detailed budget including projections of income and expenditure. Please use template provided. 	<p>The Conference Organiser, Associated Advertising & Promotions (AA&P), is a full-service strategic communications and event management company specialising in delivering events for the agricultural sector in remote and regional areas. AA&P has a history of successful conference delivery in regional and remote centres and have worked with KPCA to successfully deliver the conference in Broome for the last three years.</p> <p>Sponsors are yet to be confirmed however KPCA is estimating attracting \$140,000 in sponsorships and grants. The KPCA conference attracted \$149,015 in sponsorships and grants in 2023 so the proposed income is considered reasonable.</p> <p>A detailed proposed budget for the 2024 event has been provided. The organisers have confirmed that the event will proceed without City support, albeit on a smaller scale. Likely reductions include some or all social functions, currently booked with three local Karratha venues. Other considerations may involve scaling back on main conference event expenditure, such as a coffee cart, local speaker gifts, printing, and other ancillary expenses.</p> <p>Insurance certificates of currency have been provided.</p>