

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: VentureNorth Conference and Plus Eight LEAP Bootcamp

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>The funding application 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 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 innovation ecosystem.
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: 	<p>The proposal provides a detailed breakdown of expected patron spend.</p> <p>The organisers anticipate that the VentureNorth conference will attract approximately 150 delegates, with 30% from the Pilbara, 60% from Perth and 10% from elsewhere in Australia. About 105 delegates are expected to stay an average of two nights, resulting in a total of 210 nights of accommodation. Based</p>

	<p>a) Within the local area (City of Karratha);</p> <p>b) Within the Pilbara Region;</p> <p>c) Perth Metropolitan Area;</p> <p>d) Intrastate – From other parts of WA;</p> <p>e) Interstate – From other parts of Australia; and</p> <p>f) International.</p> <p>(Please include details of how these figures were obtained)</p> <p>2. Provide estimated length of visit for attendees.</p> <p>3. Provide estimated spend with local suppliers within City of Karratha.</p> <p>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>	<p>on Tourism WA's Interstate Average Daily Spend of \$223 per night, this equates to approximately \$46,830 (excl. GST) in accommodation and per diem expenses. The VentureNorth Conference direct local spend is estimated to be approximately \$69,000 with local suppliers. The estimated total benefit to the City will be approximately \$115,830 (excl. GST). This results in an economic return of \$5.79 against City funding.</p> <p>The Bootcamp will host approximately 20 potential local entrepreneurs. All participants are expected to be from the Pilbara and none are expected to require accommodation. The total budget of \$6,200 (excl. GST) is expected to be spent in Karratha. This results in an economic return of \$0.34 for every dollar of the City's investment. This is very low return on investment for the City. However, this application does show the potential to generate strong return on investment through downstream economic benefits such as improved understanding of innovation ecosystem and providing direct support to entrepreneurs to establish their businesses in the region.</p> <p>The event does not clash with other local events.</p>
3.Community/Social Impact	<p><u>Alignment with the Council's Values and associated benefit/impact to the Community</u></p> <p>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.</p>	<p>The proposal provides a high-level description for the two events.</p> <p>The VentureNorth event aims to permanently enhance Western Australia's innovation ecosystem in the North. Its objectives include improving the local innovation culture, increasing the visibility of opportunities, attracting entrepreneurs and diversifying investment.</p> <p>The event features a variety of activities, including keynote speeches, panel discussions, workshops and networking sessions. The main events will take</p>

	<ol style="list-style-type: none"> Demonstrate how the event appeals to the broad community and suits a range of audiences. Provide demonstrated community appetite for the event and any consultation that has been conducted. Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market. 	<p>place at the Red Earth Arts Precinct, with additional activities hosted at the Karratha International Function Area and three local restaurants.</p> <p>The Bootcamp is a full day event that provides the essential skills and capabilities needed for founders to start developing their ideas. The Bootcamp targets early-stage entrepreneurs who have an idea but need the tools to get started.</p> <p>The event will feature a blended delivery approach, combining elements of a hackathon and a facilitated workshop, with approximately 70% practical activities, 20% mentorship and peer feedback and 10% traditional classroom-style learning with lectures. The event will utilise modern methodologies such as problem-led ideation, lean prototyping, customer development, problem validation and business model development.</p> <p>The two events will suit a broad range of audiences including industry, education, training, government and businesses as it will cover topics that link these different stakeholder roles to the innovation ecosystem.</p> <p>This event represents a new concept in Karratha and provides an opportunity to test the community appetite for further events to support innovation in the region.</p> <p>While the City hosts numerous conferences throughout the year, none currently focus on developing and maintaining the innovation ecosystem or providing direct support to entrepreneurs in this space. This event does not compete with existing offerings and represents a potential gap in the current event offering in the City.</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"> Does the event show any impacts (positive or negative) on the environment? 	<p>The events will be held on:</p> <ul style="list-style-type: none"> 730am - 9pm on Thursday 23 July 2024 (VentureNorth Conference); and 730am - 6pm on Saturday 27 July 2024 (Plus Eight LEAP Bootcamp). <p>The Bootcamp and most of the VentureNorth Conference will be held at the REAP facility. Utilising this purpose-built venue will minimise any impact on local residents and the environment, as there are no residential dwellings nearby.</p>

	<p>2. What is the distance from the event space to the closest residential property?</p> <p>3. What are the proposed event times?</p> <p>4. What are the proposed noise impacts?</p>	<p>The event organiser is committed to responsible and sustainable event management. This includes utilising local procurement and using 100% recyclable print materials.</p>
5. Media/Promotion Impact	<p><u>Direct and Indirect value of marketing and promotional activities</u></p> <p>1. Describe all marketing activities that will be undertaken to promote the event.</p> <p>2. Describe how sponsors of the event will be formally recognised.</p> <p>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.</p> <p>4. How do you intend to measure the success of the event?</p>	<p>The sponsorship proposal is for the City to be the Premier Partner Sponsor for the VentureNorth Conference and the Naming Sponsor for the Bootcamp.</p> <p>The application provides a clear list of the VentureNorth Premier Partner Sponsor benefits including:</p> <ul style="list-style-type: none"> • Naming rights to event; • Opportunity for a five minute presentation during event; • Display banner in main conference room; • Display banner in foyer; • Four VentureNorth passes; • Advertising in conference program; • Company logo featured on conference marketing; • Delegate contact list of all attendees; • Recognition as 'name partner sponsor' with company logo on all conference presentations; and • Listing on conference website including logo, bio and ability to upload brochure. <p>The Bootcamp entitlements include:</p> <ul style="list-style-type: none"> • Exclusive naming rights; • Recognised as the delivery partner;. • Recognition on all digital and print media; and • Two display banners in the room throughout the whole program.

		<p>Both events will be promoted and will receive media coverage through:</p> <ul style="list-style-type: none"> • Facebook, Instagram and LinkedIn advertising; • Direct marketing with the support of the KDCCI and CORE Innovation Hub; • Direct marketing through the innovation ecosystem network; • Coverage by the Pilbara News and Triple M Radio; • Media announcements will be made on LinkedIn before, during and post event; and • The West Australian and ABC Pilbara will be contacted regarding the event in the lead up. <p>Sponsors will be acknowledged:</p> <ul style="list-style-type: none"> • Throughout the marketing material, website and event programs; • On the day as per the sponsorship guidelines depending on their tier; and • In post event marketing and in 2025 marketing. <p>The event success will be measured through:</p> <ul style="list-style-type: none"> • Attendance numbers with the target of 150 at the VentureNorth conference and 10 at the bootcamp. • An increase in awareness and reputation of the VentureNorth ecosystem. • Post event media coverage and attendee feedback. • Quantity and quality of collaborations and partnerships formed.
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. 	<p>SEED is a not-for-profit and is registered as an Australian Private Company in October 2023. The owners have extensive knowledge of chairing and coordinating large-scale conferences. In addition, Seed intend to engage Spacecubed to deliver the Bootcamp as they have a proven track record of delivering similar events.</p> <p>For the VentureNorth Conference the organisers expect approximately \$120,000 of sponsorship income. \$50,000 has been secured from the State Government Department of Jobs, Tourism, Science and Innovation through the</p>

	<p>2. Provide details of any corporate/private sector investment/sponsorship.</p> <p>3. Provide a copy of insurance certificates of currency or policies secured for the event e.g. public liability, personal accident for volunteers.</p> <p>4. Provide a detailed budget including projections of income and expenditure. Please use template provided.</p>	<p>New Industries Fund X-Tend Grant Program. Other sponsors are yet to be confirmed, but the organisers are confident that the event will have multiple sponsors from within the existing innovation ecosystem.</p> <p>In addition, the organisers anticipate approximately \$52,500 of revenue based on \$350 per ticket for 150 attendees for the VentureNorth conference.</p> <p>The Plus Eight LEAP Bootcamp is not intended to generate revenue. It is designed to be fully sponsored by the City and will be offered either for free or for a nominal fee.</p> <p>Seed will provide a certificate for insurance prior the event.</p> <p>A detailed budget was provided for both events. The delivery of the event is highly dependent on the financial support of the City. The organisers have indicated that although they have several funding streams for the VentureNorth event, they remain dependent on City for financial support. At the current scope, the organisers will require a minimum of \$28,000 to host the VentureNorth Conference and the Plus Eight LEAP Bootcamp. If the City decides on support less than \$28,000 the organisers will cancel the Plus Eight LEAP Bootcamp. If Council decides not to provide funding, the VentureNorth Conference will continue, but the organisers may scale down some of its activities. The organiser is likely to reduce the number of speakers and may reconsider the event venue and marketing of the event. Risk will be managed through a funding agreement.</p>
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