



MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: Pilbara Summit 2024 – Platinum Sponsor Proposal

Assessment Criteria	Description	Administration Comments
1.Strategic Alignment	<p><u><i>Contribution to Council's Vision and Strategic Themes</i></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 MESAP policy which is included in the 2024/25 Operational Plan 2.a.2.1.24.2 Deliver the Major Event Sponsorship and Attraction grant program.</p> <p>The event supports the City's strategic goals and initiatives, actively enhancing its liveability. By sponsoring this event, the City:</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.• Supports local businesses including accommodation providers, hospitality and retail who are expected to benefit from the event directly.• Facilitates the growth of new industries by providing a platform for thought leaders to connect, exchange ideas, and broker deals.

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		<ul style="list-style-type: none"> Unites local business owners, professionals, and residents in a collaborative environment. According to post-event data provided by Informa, 86% of attendees cited networking opportunities as a primary reason for attending the 2024 event. This underscores the event's significant contribution to enhancing the town's liveability by facilitating the development of robust professional and social networks. Strengthens Karratha's reputation as an innovative place to work. Following networking in the post event data, staying informed ranks as a top reason for attending. Through events like these, Karratha positions itself as a town committed to supporting professional development and sharing knowledge that drives progress.
2.Economic Impact	<p><u>Contribution to the local economy</u></p> <ul style="list-style-type: none"> 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) Provide estimated length of visit for attendees Provide estimated spend with local suppliers within City of Karratha 	<p>The past 3 events 2022, 2023, and 2024 each sold out, drawing over 600 delegates annually, with capacity expanding to 630 in 2024. This strong demand suggests that a similar trend is likely to continue this year.</p> <p>As the application was submitted eight months prior to the event, organisers have not yet finalised their project planning and budgets. As such, all assessments are based on actual 2024 event figures, with the assumption that the event will yield similar outcomes to previous years.</p> <p>In 2024, 23% of attendees were from interstate or overseas and 73% from WA. Of those coming from WA, 53% were from Perth. Based on the 2024 attendance numbers, it is estimated that about 405 visitors from outside of regional WA will visit Karratha for the 2025 event.</p> <p>Accommodation expenditure was calculated using Tourism Research Australia's average spent per night calculations for business travellers. In their calculation, they provide detailed cost breakdown per expenditure type. By using only expenditure types that are relevant to local expenditure and adjusting average accommodation from \$151 per night to a conservative \$250 per night within the City, officers calculated that an average business traveller will spend about \$467</p>

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	<ul style="list-style-type: none"> 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>per night in Karratha. It is further estimated that each visitor will spend about three nights in the City for this event. Using these assumptions, it is estimated that direct accommodation spend will be \$567,405. Using these estimates and REMPLAN multipliers, the economic impact is anticipated to be \$813,010, comprising of:</p> <ul style="list-style-type: none"> Direct Impact – \$567,405 Indirect Impact - \$105,200 Induced Impact - \$140,405 <p>Local businesses have been actively involved in supporting the event in previous years. For the 2024 event, 22 companies from a variety of industries participated. Based on these figures, the projected local expenditure for the 2025 event is expected to range from \$160,000 (low yield) to \$230,000 (high yield). Using these estimates and REMPLAN multipliers, the economic impact for direct spend is anticipated to range between \$229,257 (low yield) and \$329,557 (high yield), comprising off:</p> <ul style="list-style-type: none"> Direct Impact – between \$160,000 and \$230,000 Indirect Impact – between \$29,665 and \$42,643 Induced Impact – between \$39,592 and \$56,914 <p>Total impact for the event may range from \$1,042,267 (low yield) to \$1,142,567 (high yield). At a \$35,000 sponsorship, this translates into an economic impact return ranging between \$29.78 (low yield) and \$32.64 (high yield) per dollar spend by council.</p> <p>At this date 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>
3.Community/ Social Impact	<u>Alignment with the Council's Values and associated benefit/impact to the Community</u>	Informa Australia Pty Ltd, the applicant and organizer of the Pilbara Summit scheduled for June 25th and 26th, 2025, hosts the only Pilbara-focused conference that attracts a national audience. The summit is designed to

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	<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>showcase the region while providing a platform for identifying growth and investment opportunities.</p> <p>In 2024, a lineup of 51 speakers from a diverse range topics presented. In 2025 the following topics will feature:</p> <ul style="list-style-type: none"> • Strategic Development, Investment Opportunities and Emerging Industries Driving Economic Growth – Hydrogen & Critical Minerals • Clean Energy Transition and Transformation – How can the Pilbara become a global player? • Industrial Decarbonisation • The Pilbara as the Diversifying Resources Powerhouse of WA – Growth & New Developments Including Mining and Processing Critical Minerals and Rare Earths • First Nations and Traditional Owner Engagement and Economic Development • Energy Security & Strategic Security in the North West of Australia • Circular Economy- The lifecycle, recycling and decommissioning of renewable infrastructure • Freight & Logistics – Major Growth and Opportunities • Managing and Stimulating Economic Opportunity & Growth Creating Thriving and Diverse Communities <p>The event's target market is aimed at industry and government, which complements other conferences being held in Karratha that have a slightly different target market or focus area. The event attracts a wide range of government and industry professionals, with strong support across all levels of government. High demand is evidenced by its sellout in 2024 and an attendance of over 600 visitors, providing a valuable platform for sharing and collaboration.</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>Informa Australia 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 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>
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 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> <p>The requested sponsorship package that has been presented to City is the Platinum sponsor and the city would be entitled to the following:</p> <p>Speaking Opportunities:</p> <ul style="list-style-type: none"> • One keynote 20-minute speaking session day 1 on the morning of Day 1 • Opportunity to participate in a panel as part of the program <p>Announcement:</p> <ul style="list-style-type: none"> • Event announcement at commencement each day, recognising and thanking the sponsors <p>Branding:</p> <ul style="list-style-type: none"> • Keynote Sponsorship branding on all Conference promotions

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		<ul style="list-style-type: none"> • Corporate logo in all advertising promoting this event (including but not limited to emails, brochures, endorsing partner announcements, media partner promotions etc) • Corporate logo on all onsite signage recognising you as Platinum Sponsor • Branded ad/1 min video played during conference sessions • Logo branded as Platinum Sponsor during presentations <p>Display – table top</p> <ul style="list-style-type: none"> • One 3m x 2m display space, including dressed trestle table and 2 chairs <p>Complimentary passes:</p> <ul style="list-style-type: none"> • 2 x Speaker passes • 10 x complimentary delegate passes (15% discount for further company registrations) <p>Promotional material distribution:</p> <ul style="list-style-type: none"> • Attendee list post event • Corporate profile/brochures will be distributed digitally post event along with all the presentations that have been approved for release.

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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, 2023 and 2024.</p> <p>As the application was submitted eight months prior to the event, all assessments are based on actual figures from the 2024 event, with the assumption that the event will yield similar outcomes to previous years.</p> <p>Due to the application being submitted eight months prior to the event, it has impacted the organisers' ability to present certain information, including:</p> <ul style="list-style-type: none"> • Sponsors: The event is expected to secure a similar level of corporate sponsorship, with additional announcements anticipated as the event date nears. • Insurance: Insurance certificates will be requested as part of the funding agreement. • High-Level Budget: The event has demonstrated financial security and consistency in the past, and this trend is expected to continue. • Event Program – The event follows a highly focused theme and has consistently achieved success with its program format and selection of speakers. This proven approach is expected to continue