

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: 2025 Chevron City to Surf for Activ– Major Sponsor Proposal

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 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>This event aligns with the City's strategies to enhance the liveability of the City. Specifically, sponsoring the event aligns with a diverse industry outcomes:</p> <ul style="list-style-type: none"> Promotes an active lifestyle, encouraging residents to prioritise physical fitness and mental well-being. It inspires individuals of all ages to participate, fostering a culture of health and wellness across the community. Showcases Karratha as a vibrant and active community: Enhances Karratha's profile, drawing positive attention and establishing the City as a destination known for active lifestyles and strong community spirit. Serves as a platform for bringing people together, creating opportunities for social interaction and strengthening community bonds. It unites residents, businesses, and visitors in a shared experience.

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		<ul style="list-style-type: none"> By being aligned with a charitable cause, the event cultivates a sense of purpose and generosity within the community. Participants and supporters alike can contribute to a meaningful initiative, showcasing Karratha's commitment to social responsibility. Supporting development of new industries: The event showcases Karratha as a destination for large-scale events. Collects data through a post-event survey to support the City of Karratha's initiatives in the Economic Development and Tourism Strategy and Destination Management Plan. This survey includes Karratha-specific questions designed to gain insights into visitor demographics, access to the event, and travel patterns, including the likelihood of wanting to participant in the event again in 2026
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: <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. 	<p>Attendance is expected to reach up to 600 people, based on previous years' figures, as participation has been increasing by approximately 10% each year.</p> <p>Local businesses have played an active role in supporting the event in previous years. For the 2024 event there was a total expenditure of \$147,420. Drawing from past figures and the 2025 proposal estimates, the expected 2025 spent will be over \$150,000. Using these values and REMPLAN multipliers, the economic impact will consist of:</p> <ul style="list-style-type: none"> Direct Impact - \$150,000 Indirect Impact - \$211,500 <p>In previous years, just under 5% of participants were from outside the Karratha region, with 2.5% residing outside Western Australia. For the 2025 event, a targeted marketing campaign will focus on attracting participants from neighbouring towns.</p>

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	<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>This proposed date is Sunday, July 27, 2025, which coincides with the Roebourne Cup Horse Racing Event.</p> <p>The initial grant application proposed delivering the City to Surf in Karratha on August 3, 2025, coinciding with the FeNaCING weekend. The intention was for the event to leverage the festival's popularity, creating a unified experience for both residents and visitors, while also utilizing existing infrastructure to foster a larger and more vibrant community celebration. However, consultation with the City's Community Events team, who manage FeNaCING, brought to light the following considerations:</p> <ul style="list-style-type: none"> • There is a requirement for City to Surf to utilise facilities (e.g., stage) that are utilised by FeNaCING at the same time. This overlap would create significant logistical challenges. • The event organizers requested the use of Searipple Oval on a Sunday. This is not feasible due to the area being classified as an exclusion zone, which is strictly regulated—especially during the setup for fireworks and live explosives. • City to Surf requires large-scale road closures until 12 PM. These closures would severely impact access to the festival, particularly regarding parking availability during those crucial hours. We have already received considerable feedback from the community about parking issues, and this situation would only worsen with the added closures. <p>Considering the issues raised above the City and event organisers have collectively decided not to pair the events.</p> <p>Acitiv have provided comment below following consultation with the City:</p> <p><i>I have been working with [a City Officer] on moving the Chevron City to Surf for Activ – Karratha to the same weekend as FeNaCing,</i></p>

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		<p><i>including us holding the event on the Saturday to accommodate their infrastructure challenges. [The officer] has reviewed the Traffic Management Plans for the event and has cited parking as a major concern and after trying to accommodate both cannot offer support. Their suggestion was to move the run to Dampier or to the other side of the City so there was no effect on FeNaCing. Neither of these work for us given the history of the event, particularly considering the intent was one of integration.</i></p> <p><i>Consequently, the now preferred option is the hold the Run as per previous years on the last Sunday in July.</i></p>
3.Community/Social Impact	<p><u><i>Alignment with the Council's Values and associated benefit/impact to the Community</i></u></p> <ul style="list-style-type: none"> • Provide a detailed description of the event and the associated activities and experiences to occur. Include any imagery or video footage to support application. • 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. 	<p>The Chevron City to Surf for Activ is a highly regarded annual event hosted across various locations in Western Australia. The Karratha edition has seen consistent growth in popularity year after year, attracting participants of all ages and abilities. With distances ranging from a 4km walk to a full marathon, the event ensures inclusivity and broad community participation.</p> <p>In both 2023 and 2024, the Karratha Chevron City to Surf for Activ recorded significant growth, with participation increasing by approximately 10% each year. This upward trend highlights the event's success in fostering health, inclusivity, and a strong sense of community spirit in the region.</p> <p>The event provides a networking opportunity for Councillor and/or City employees to promote the City/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"> Does the event show any impacts (positive or negative) on the environment? What is the distance from the event space to the closest residential property? What are the proposed event times? What are the proposed noise impacts? 	<p>As a road-based running event, the Chevron City to Surf will require temporary road closures, which may impact the community. These closures will be managed through a comprehensive Traffic Management Plan executed by a professional local traffic management company.</p> <p>The proposed course is designed to minimise disruption to residents by utilising a section of Searipple Road without residential properties facing the roadside. This strategic route significantly reduces both noise disturbances and limitations on property access for residents.</p> <p>The start and finish lines are planned at Searipple Park, which is located at a considerable distance from residential properties. To ensure clear communication, a letter drop will be conducted to inform nearby residents about the event details.</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"> Describe all marketing activities that will be undertaken to promote the event. Describe how sponsors of the event will be formally recognised. 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. How do you intend to measure the success of the event? 	<p>The sponsorship proposal is for the City to be the Major Sponsor and receive the following:</p> <p>Logo and Branding</p> <ul style="list-style-type: none"> Event website under Major Partners section. Karratha event promotional posters. Karratha marketing collateral. Karratha event EDMs. Karratha bib collection sponsor board. Karratha resident notifications letters. Signage opportunities in the start/finish chute. Logo inclusion on the start/finish arch. <p>Registration and ticketing</p> <ul style="list-style-type: none"> 30 x free registrations. 25% discount off subsequent registration fees. 3 x invitations to attend official event functions. <p>Exhibit Stand</p> <ul style="list-style-type: none"> 3m x 3m space for activation. <p>Speaking and announcements</p> <ul style="list-style-type: none"> City of Karratha Mayor offered a speaking opportunity at the start line of the Karratha leg of the Chevron City to Surf for Activ, Public announcement during activities. <p>Marketing and Media</p> <ul style="list-style-type: none"> 1 x announcement social media post. 2 x dedicated social media posts. 1 x post-event social media post. 1 x inclusion in EDM to participants. Inclusion on website under Karratha sponsor section, including click through link. Inclusion in sponsor block in Karratha EDM footer.

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		<ul style="list-style-type: none">• A comprehensive acquittal report will be required as a condition of the Funding Agreement. This report will be informed by Activ's internal review of the event and a post-event survey of participants. The acquittal report includes mandatory questions regarding the project's purpose, deliverables, and economic impact, which must be addressed in detail.

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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 e.g. public liability, personal accident for volunteers. 4. Provide a detailed budget including projections of income and expenditure. Please use template provided. 	<p>Activ is dedicated to improving the lives of individuals living with disabilities, as well as their families and carers. They believe that enhanced accessibility and inclusion for people with disabilities benefit everyone, and everyone plays a role in expanding opportunities. As one of Western Australia's largest providers of disability services, Activ has been a key player in advocating for inclusion.</p> <p>Activ has owned and operated the Chevron City to Surf for Activ for 50 years, making it the longest-running event of its kind in Western Australia. The Karratha edition of the City to Surf is now in its third year, with both the 2023 and 2024 events experiencing significant growth.</p> <p>The City to Surf is a long-established event, and Activ has extensive experience organizing large-scale events of this nature. They have consistently demonstrated their ability to execute professional and successful events, as evidenced by their effective management of the past two Karratha editions.</p> <p>The budget for the event is estimated at approximately \$147,425, with an expected cost increase of 5% to 10%. In previous years, Activ secured an additional \$100,000 in sponsorship. Activ has stated that the event will not proceed without the approval of this grant funding.</p>