



CITY To SURF

FOR  **activ**
a *geni* company

FUNDING PROPOSAL



KARRATHA 2025

A MESSAGE FROM THE CEO

As an organisation that champions and advocates for access and inclusion, this year's theme for the Chevron City to Surf for Activ came easily.

Better Together resonates with our event, that it's simply better where we all come together to take part, whether that's by creating a team, bringing a friend, celebrating at the Finish Precinct, raising funds, or all the above.

We are also better together in increasing awareness and advocating for people living with disability in WA. The more people, the louder the voice and the more funds raised to go directly back into our services and supports in WA.

Last year was my first Chevron City to Surf for Activ as CEO, and I found it a truly humbling experience. Seeing the streets lined with thousands of walkers, runners, and rollers of all abilities. There was a sense of celebration from start to finish, and lots of important conversations around disability and what is needed to create an inclusive community for all.

Charities, like Activ, continue to face the significant challenge meeting the demand for services, while stretching already limited resources to the brink.

At Activ, we have witnessed a broader scope of people utilising our services and have seen firsthand the positive impact this has had, not only for our customers but also for their families and carers.

It is an unfortunate reality that we could not continue to provide the services we do to support people with disability without the generous support and fundraising efforts of the Western Australian business community and event participants.

**JOIN US - WE'RE
BETTER TOGETHER!**



By supporting the Chevron City to Surf for Activ, you are making a tangible impact and providing those living with disability the opportunity to Live, Learn, and Work with confidence.

So jump on board for this year's iconic event. If last year's 50th celebration is anything to go by, and our goal to make each year bigger and better for the cause, you'll have access to wide exposure, team building, community engagement and more.

Join us - we're Better Together.

CLARE AMIES
Chief Executive Officer



2024 EVENT DEMOGRAPHICS*

We had a record number of participants at the 2024 Chevron City to Surf in Karratha.



Total Attendance

565

2024 market research shows that almost 9 in 10 West Australians have heard of the City to Surf event.

12km: 189

169 20 0



185 1 3



Adult (16+)

Child (5-15)

Child (0-4)

93 96 0



Male

Female

Undisclosed

4km: 376

174 198 0



250 97 29



Adult (16+)

Child (5-15)

Child (0-4)

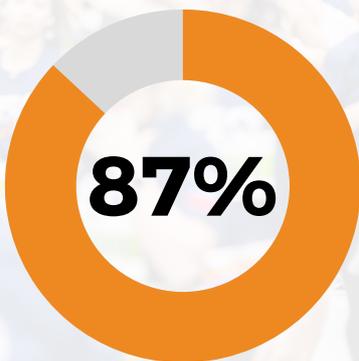
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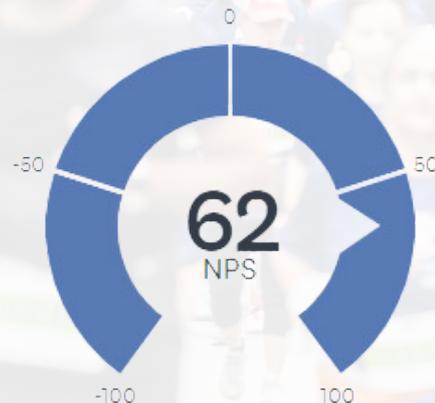
Male

Female

Undisclosed



of 2024 participant are likely to attend in the future?



Net Promoter Score

*Additional data is available upon request.

FUNDING PROPOSAL FOR THE CHEVRON CITY TO SURF FOR ACTIV - KARRATHA

EXECUTIVE SUMMARY

We are seeking financial support of **\$25,000** per year for the next three years (2025-2027) from the City of Karratha to continue hosting the Chevron City to Surf for Activ in Karratha. This annual community event promotes fitness, inclusivity, and community spirit while supporting Activ, a local organisation dedicated to improving the lives of people living with disability. By contributing to this event, the City of Karratha will play a critical role in enhancing community health, supporting a worthwhile cause, and boosting the local economy.

Additionally, we are exploring the possibility of expanding the event by introducing a **Half Marathon** distance to complement the existing 4km and 12km courses. However, this expansion would require additional funding of approximately **\$50,000** per year. If there is an appetite from the City of Karratha to explore this opportunity, we would be happy to discuss the potential benefits and logistics in more detail.

Another key change we are proposing is to **move the event** from its traditional date of the **last Sunday in July** to coincide with the **FeNaCing Festival in early August**. This move would align both events, creating an even greater community celebration and maximizing the impact for local businesses, tourism, and engagement with the community.

EVENT OVERVIEW

The Chevron City to Surf for Activ is a well-established event held annually in various locations across Western Australia. The Karratha edition has rapidly become a highlight on the local event calendar. The event attracted participants of all ages and abilities, with distances ranging from a 4km walk to a marathon, ensuring everyone can be part of this community celebration.

In 2023 and 2024, the Chevron City to Surf for Activ in Karratha experienced significant growth, with participation increasing by approximately 10% each year. This positive trend reflects the growing popularity of the event and its role in promoting health, inclusivity, and community spirit in Karratha.

The funds requested will help cover key costs such as:

- Event coordination and planning
- Marketing and promotion
- Volunteer support and management
- Permits and insurances
- Logistics (event setup, timing, water stations, etc.)
- Community outreach and inclusivity initiatives
- Charity support for Activ

The event not only promotes physical health and community engagement but also raises essential funds for Activ, which supports people with disabilities in WA.



WHY THE CITY OF KARRATHA'S SUPPORT IS ESSENTIAL

The City of Karratha has been instrumental in fostering community spirit and well-being. The Chevron City to Surf for Activ aligns with the City's values of inclusivity, healthy living, and community development. The continued support from the City of Karratha will ensure the event remains a success and contributes to the following local benefits:

- 1. Community Health and Wellbeing:** Encouraging active participation in a fun, non-competitive environment fosters a culture of health, fitness, and inclusion.
- 2. Local Economic Boost:** The event draws participants from across the region and beyond, bringing tourism dollars to Karratha. Hotels, cafes, and local shops benefit from the influx of visitors.
- 3. Supporting People Living with Disability:** Funds raised support Activ, a local organisation that empowers individuals living with disabilities. This partnership fosters social inclusion and supports those most in need.
- 4. Promoting Karratha as a Vibrant, Active Community:** Hosting a major event like the Chevron City to Surf raises Karratha's profile and attracts positive attention, positioning the City as a hub for active living and community spirit.

BUDGET BREAKDOWN

The requested funding will be allocated towards the following key areas:

- **Event Coordination and Planning:** Covers staffing, event management, and logistics planning.
- **Marketing and Promotion:** Includes advertising, promotional materials, social media campaigns, and outreach to attract participants.
- **Volunteer Support:** Ensures adequate training, management, and appreciation of volunteers who help run the event.
- **Logistics and Infrastructure:** Covers costs for event setup, water stations, timing equipment, permits, and insurance.
- **Community Outreach and Inclusion Initiatives:** Supports efforts to ensure accessibility and inclusivity for all participants, including people with disabilities.

EXPECTED OUTCOMES

With the support of the City of Karratha, the Chevron City to Surf for Activ will achieve the following outcomes:

- 1. Increased Participation:** Attracting over 500 participants annually, with a significant increase in regional and out-of-town competitors. As demonstrated by the success of the 2023 and 2024 events, we anticipate continued growth, with an expected 10% increase in participation year-on-year.
- 2. Stronger Community Engagement:** Facilitating a healthier and more active community, with increased participation from local businesses, schools, and community groups.
- 3. Increased Fundraising for Activ:** Raising substantial funds to support the services provided by Activ for people with disabilities in the region.
- 4. Regional Economic Impact:** A positive economic impact, with local businesses benefiting from increased visitors and tourism, including accommodation, food, and transportation.



THE PROSPECT OF ADDING A HALF MARATHON

We are excited to explore the possibility of expanding the Chevron City to Surf for Activ in Karratha by adding a **Half Marathon (21.1km)** distance to the event. This would complement the existing 4km and 12km courses and offer participants a broader range of challenges. The introduction of a Half Marathon would likely attract additional participants, increase media attention, and make the event even more significant within the region.

However, the inclusion of a Half Marathon would require additional funding of approximately **\$50,000 per year**. This funding would cover the increased logistical requirements, including additional medical support, road closures, timing systems, and permits for the extended course.

If the City of Karratha is open to exploring this exciting expansion, we would be delighted to discuss the details further and work together to assess its feasibility, including potential community and economic benefits.

REQUEST TO MOVE EVENT DATE TO COINCIDE WITH FENACING FESTIVAL

We propose moving the Chevron City to Surf for Activ from its traditional date, the **last Sunday in July**, to coincide with the **FeNaCing Festival in early August**. This alignment would allow the two major events to work together to create a larger, more vibrant community celebration, driving further tourism and participation in Karratha.

The FeNaCing Festival attracts thousands of visitors each year and is a significant cultural and community event for the region. By aligning the Chevron City to Surf with FeNaCing, we can enhance both events, drive greater engagement, and provide more value to the community and local businesses. We believe this alignment could lead to an increase in participants, greater media attention, and a more unified experience for residents and visitors alike.

If the City of Karratha is supportive of this change, we would be happy to work collaboratively with you to ensure a smooth transition and maximize the benefits for all involved.

CONCLUSION

We respectfully request the City of Karratha's financial support of **\$25,000 per year** for three years, commencing in 2025, to continue hosting the Chevron City to Surf for Activ in Karratha. This event is an important opportunity for the City to support community health, inclusivity, and local charity, while also showcasing Karratha as a vibrant, active place to live and visit.

Additionally, we are excited to discuss the potential expansion of the event to include a **Half Marathon**, which could further elevate the event's profile and impact, and the prospect of aligning the event with the **FeNaCing Festival** to create an even larger, unified community celebration.

We look forward to the City of Karratha's continued partnership in making this event a success for years to come.



PARTNERSHIP INCLUSIONS

Activ are seeking a 3-year partnership with a total investment of \$25,000 (excl. GST) minimum from the City of Karratha, inclusive of:

- \$25,000 (excl. GST) each year.
- 1 x inclusion in EDM to City of Karratha database of the Chevron City to Surf for Activ event.
- 2 x dedicated promotional posts of the Chevron City to Surf for Activ event on all City of Karratha social media channels.
- 2 x Chevron City to Surf for Activ posters to be displayed in the City of Karratha physical premises.
- 1 x tile with click through link to the Chevron City to Surf for Activ website placed on the City of Karratha website.
- City of Karratha's assistance in gaining capped flight prices for participants travelling to Karratha for the event.

In return for this investment City of Karratha will receive:

- **LOGO & BRAND RECOGNITION**
 - 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.
- **EVENT DAY**
 - Opportunity for 3m x 3m space for activation.
 - Public announcement during activities - profiled as a Major Partner.
 - Signage opportunities in the start/finish chute.
 - Logo inclusion on the start/finish arch.
- **REGISTRATIONS**
 - 30 x free registrations.
 - 25% discount off subsequent registration fees.
- **MARKETING & MEDIA**
 - 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.
- **BIB COLLECTION**
 - Opportunity for a space for activation.
- **OFFICIAL FUNCTIONS**
 - 3 x invitations to attend official event functions.
 - City of Karratha Mayor offered a speaking opportunity at the start line of the Karratha leg of the Chevron City to Surf for Activ.



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