



# EVENT REPORT 2024

# karijiniexperience.com

## CONTENTS

1. Overview
2. Testimonials
3. Attendance, Research & Demographics
4. Events & Development
5. Final Event Program
6. Dignitary Support
7. Ticketing
8. Event Program
9. Guest Talent
10. Sponsorship
11. Community and Business Support
12. Volunteer Program
13. Event Issues
14. Financial Outcome
15. Event Management
16. Future Directions
17. Media & PR Summary
18. Social Media / Online Summary
19. Broad Media / Production Advertising Summary



## 1 OVERVIEW

The 2024 Karijini Experience took a big step forward from 2023 providing a good balance of Aboriginal culture, relevant activities and entertainment.

The main village had a good flow of attendance, with the afternoons being quieter.

The support from all aspects including Banjima people, sponsors and stakeholders was very positive.

A special thank you to the family of Mr Parker who put together a fitting tribute as well as being involved with the Welcome to Country, Barlgabi and Bush Walks. And not to mention the tasty kangaroo stew and tails on offer!

The growing interest in the Banjima culture was noted with many visitors commenting on the cultural experience they had. This is a great step and encouragement for the organising group to focus even more strongly on this delivery.

The layout proved popular with more room and a better presentation offered. With the entry in the centre it did divide the layout and can be reviewed.

Now in its second year since Covid and the new management structure, the interest both locally and state-wide is very positive. The objective to create a leading authentic Aboriginal event for the state will only grow.

Costs with both expense and input will need to be reviewed.

- Purpose & Objectives

Following 2024, the mix of objectives to include it as a cultural presentation, celebration of the Banjima people and tourism event is seen to be realistic.

- Amazing Program

The program included over 60 events with some running over all the days.

The mix included the Banjima Toured Walks, opening Barlgabi, Yurlu Lounge, Fervor's dining experience, Iluka's Kitchen, workshops, kid's activities, markets, movie, fashion parade, reptile display, massage & spiritual healing, art exhibition, silent auction and helicopter rides.

A summary is provided in this document.

- Location

The Karijini National Park is a natural attraction and part of the reason to visit.

The actual village location on the airstrip is still seen as a temporary site although its management was better this year.

Access for major transport is a positive.

DBCA introduced some of the people to a potential new site 5km west of the current site.

It is a good location and has a warming feel to it. There will need to be further works on the site to provide for the event including access options for truck movement.

Ongoing discussions are needed between BNTAC, traditional owners and DBCA.

Two major issues will need resolution

- Access for large trucks
- Communications

- Timing

The school holidays and Easter can cause issues with accommodation and delivery and discussions should continue. Flies were a major issue in 2024!

Easter Days 2025: 18 – 21 April

School holidays 2025: 12 – 27 April

- Accommodation and travel

Travel is an impediment to visiting the event with cost of airfares and driving high as well as the time involved.

On the flip side it allows a more exclusive opportunity for people.

Accommodation during school holidays will always cause issues.

- Sponsors

Sponsors contributed greatly this year considering it was the second event in the one financial year and in recognition of current economic climate.

They are a very important part of the event delivery for both cash and in-kind contributions.

BNTAC still underwrite the event at a substantial level.



- **Media Impact**

A strong media campaign supported the campaign with good reach and exposure achieved.

Media and PR articles were also received provided additional exposure for the event companies and people involved.

A media summary is included with this report.

- **Economic impact**

An estimate of visitor spend in the region is calculated as \$391,000 based on 50% of people from outside of the Pilbara.

***The organisers wish to commend and thank all sponsors, stakeholders, participants, supporters and the community for their support of the Karijini Experience.***

## 2 TESTIMONIALS

### Post Event Survey

The degustation dining experience by Fervor was nothing short of spectacular. From the unbelievable food sourced from our regions to dining under the stars. Start to finish was perfection. To hear the meals introduced and where they came from was so interesting and added a little bit of understanding of a culture that is already close to our hearts. Will be back next year for sure!! – Jodie

I enjoyed the variety of events and activities and appreciated that a lot of the offered activities were free of charge so presented great ways to get involved and learn something new. – Belinda

### Event Holders

We had the most amazing time at the Karijini Experience and look forward to working with you again next year. – Perth Reptile Company

Thank you so much, it was great to have the opportunity and personally a beautiful experience. – R.O.S.E – Reconnecting Our Spiritual Essence

Thank you so much for giving us opportunity to operate at the Karijini festival. We have enjoyed it a lot and met beautiful souls there. – Kathmandu Garden



### Sponsors

Our team had a great time and well done to all involved for bringing such an important event together showcasing the Banjima people and culture on Country – Juliana, Fortescue

We are happy that we were able to support such a great culturally important event – Nathan, Bennco

### 3 ATTENDANCE, RESEARCH & DEMOGRAPHICS

Event attendances for the 2024 Karijini Experience provided a total of 3,142 people at the various events. Due to multiple entries, this could be estimated at around 2,300 people in the park.

52% attended the event for the first time.

<b>Karijini Experience 2023</b>	
<b>Event Participants</b>	
Talent	33
Staff & Volunteers	70
Stall / Event Holders	60
Welcome to Country and Barlgabi	740
Banjima Toured Walks	70
Kid's Activities	100
Bush Medicine	20
Perth FC Workshop & Training Camp	40
Workshops	120
Broken Tides	240
Fervor's Dining Experience	97
Iluka's Kitchen	60
Bush Tucker High Tea	26
Markets	300
Daily Yoga	60
ROSE Reconnecting Our Spiritual Essence	20
Massage	20
Movie Night	120
Fashion Parades	150
Nathan Lamont	100
Story Telling & Language Workshop	20
General Village Activities	100
Closing Event & Balgarbi	200
Yurlu Lounge	350
Helicopter Rides	50
<b>Total Events Attendance</b>	<b>3142</b>

## VISITOR RESPONSES FROM TICKET PURCHASES & SURVEY RESULTS

	Pre-Purchase Ticket Holders		Post Event Survey Results	
Attendee Age	18 – 24 years	1%	18 – 24 years	0%
	25 – 40 years	50%	25 – 40 years	32%
	41 – 54 years	35%	41 – 54 years	47%
	Over 55 years	14%	Over 55 years	21%
Accommodation	Hotel / Motel	17%	Hotel / Motel	5%
	Friends / Family	2%	Friends / Family	5%
	Caravan Park / Camping	50%	Caravan Park / Camping	58%
	Online Private Rental	1%	Online Private Rental	0%
	Live in the Region	30%	Live in the Region	32%
Length of Stay	1 Night	1%	1 Night	0%
	2 – 3 Nights	32%	2 – 3 Nights	16%
	4 – 5 Nights	16%	4 – 5 Nights	16%
	6 – 7 Nights	19%	6 – 7 Nights	11%
	8 – 10 Nights	0%	8 – 10 Nights	11%
	11+ nights	1%	11+ nights	11%
	Live in the Region	30%	Live in the Region	35%
Region	Perth	43%	Perth	11%
	South WA	2%	South WA	15%
	Goldfields – Mid West	2%	Goldfields – Mid West	0%
	Gascoyne – Pilbara	50%	Gascoyne – Pilbara	58%
	Kimberley	1%	Kimberley	0%
	Interstate/International	2%	Interstate/International	16%
How They Heard	Facebook	18%	Facebook	26%
(Multiple Response)	Instagram	1%	Instagram	0%
	Website	27%	Website	11%
	Email	19%	Email	5%
	Visitor Centre	1%	Visitor Centre	5%
	Attended Previously	20%	Attended Previously	47%
	Press	0%	Press	0%
	Signage	0%	Signage	0%
	Word of Mouth	16%	Word of Mouth	37%
	Radio	1%	Radio	0%
	Urban List	1%	Urban List	0%

	Perth Is OK!	0%	Perth Is OK!	0%
	Perth Now	0%	Perth Now	0%
	So Perth	0%	So Perth	0%
			Humanitix	5%
First time attending	Yes	52%	Yes	53%
	No	48%	No	47%
Satisfaction			Very Satisfied	32%
			Satisfied	53%
			Unsatisfied	16%

## 4 EVENTS & DEVELOPMENT

Over 60 individual events were held, with the Village hosting most. Events were also held at the Karijini Visitor Centre and Dales Gorge.

The expansion of the participant entry to include Aboriginal people from around the state as well as Pilbara based businesses and others from outside the region by invitation worked well and provided a well-balanced and interesting array of events.

The decision by the committee to provide travel cost reimbursement also meant some smaller organisations were able to be a part of the event.

It is recommended that this be continued in the short-term future.

The Village layout flowed well and with an increased participant level was welcomed by visitors.

The tribute area for Mr Parker was well received and congratulations go to the family for their efforts with the limited time they had to do so.

Events of note include the Banjima Toured Walks, opening Barlgabi, Yurlu Lounge, Fervor's dining experience, Iluka's Kitchen, workshops, kid's activities, markets, movie "Sweet As", fashion parade, reptile display, massage & spiritual healing, art exhibition, silent auction and the popular helicopter rides.

The entertainment included Bradley Hall Band, Broken Tides, Alice Skye, Nathan Lamont and Dan Sultan.

The stage hosting and MC work was conducted by Jalya Davey.

The future site for the event may be moved to a site 5km west of the airstrip. Ongoing discussions are needed between BNTAC, traditional owners and DBCA.

The format was strong and is recommended to adopt for future events. The possible change for Yurlu Lounge to the Saturday is suggested keeping the closing Balgarbi as the main feature for the final night.

## 5 FINAL EVENT PROGRAM

Thursday 4 April			Friday 5 April														
			The Village														
7.00			Cultural	Workshops	Kids			Activities				Food	Art				
7.30																	
8.00																	
8.30								Yoga									
9.00					Perth Football Club Training Camp												
9.30														Banjima Toured Walks			
10.00																	
10.30	Jundunmunnah Art Exhibition		Elders Tent ----- Storytelling	Language	Culture Weave	Kids Sewing	Boomerang Sand Art Craft	Art Workshop	Reptile Display	Relaxation Massage	R.O.S.E - Reconnecting Our Spiritual Essence	Karijini Scenic Flights by Fortescue Helicopters	All day food options	Jundunmunnah Art Exhibition			
11.00																	
11.30																	
12.00																	
12.30	Karijini Visitor Centre	Silent Auction hosted by PMWI											Iluka Kitchen Pop Up Kitchen	Karijini Visitor Centre	Visit the Gorges for your own Karijini Experience Maps and info from Visitor Centre		
1.00													Crave Juice Bar				
1.30													Cherry on Top Icecream Van				
2.00													Kathmandu Garden Food Van				
2.30																	
3.00																	
3.30																	
4.00																	
4.30																	
5.00																	
5.30																	
6.00	Welcome to Country & Barlgabi																
6.30																	
7.00			Movie Night - Sweet As														
7.30																	
8.00	Entertainment Featuring Bradley Hall Band		Entertainment Featuring Broken Tides										Iluka's Kitchen at Karijini Experience	Silent Auction hosted by PMWI	Jundunmunnah Art Exhibition Opening Night	Fervor's Dining Experience Dales Gorge	
8.30																	
9.00																	
9.30																	
10.00																	



Saturday 6 April																
	The Village															
	Cultural	Workshops	Kids			Activities				Markets	Food	Art				
7.00																
7.30																
8.00																
8.30						Yoga										
9.00																
9.30					Perth Football Club Training Camp											Banjima Toured Walks
10.00		Art Workshop				Boomerang Sand Art Craft										
10.30																
11.00																
11.30					Football Workshop											
12.00	Elders Tent															
12.30	Storytelling	Language														
1.00																
1.30																
2.00																
2.30																
3.00																
3.30																
4.00																
4.30																
5.00																
5.30																
6.00																
6.30																
7.00	Kirrikin Fashion Show															
7.30																
8.00	Entertainment Featuring Alice Skye															
8.30																
9.00																
9.30																
10.00																

	Sunday 7 April																			
	The Village																			
7.00	Cultural	Workshops		Kids			Activities				Markets	Food	Art							
7.30																				
8.00							Yoga													
8.30																				
9.00				Perth Football Club Training Camp	Boomerang Sand Art Craft										Banjima Toured Walks					
9.30	Elders Tent ----- Storytelling	Art Workshop	Culture Weave																	
10.00																				
10.30																				
11.00																				
11.30							Cooking Demo	Reptile Display	Relaxation Massage	R.O.S.E - Reconnecting Our Spiritual Essence	Karijini Scenic Flights by Fortescue Helicopters	Weekend Markets	All day food options ----- Iluka Kitchen Pop Up Kitchen ----- Crave Juice Bar ----- Cherry on Top Icecream Van ----- Kathmandu Garden Food Van ----- Bar (from 12pm)	Jundunmunnah Art Exhibition ----- Karijini Visitor Centre -----	Visit the Gorges for your own Karijini Experience Maps and info from Visitor Centre					
12.00		Language																		
12.30																				
1.00																				
1.30																				
2.00						Tiny Tots Play Gym														
2.30																				
3.00																				
3.30																				
4.00																				
4.30																				
5.00																				
5.30																				
6.00	Bargabi																			
6.30																				
7.00																				
7.30																				
8.00																				
8.30																				
9.00																				
9.30																				
10.00																				

## 6 DIGNITARY SUPPORT

Attendance was welcomed with the following local members attending either one or more events.

Kevin Michel MLA Member for the Pilbara

Hon Peter Foster MLC, Member for Mining and Pastoral Region

Hon Stephen Dawson MLC, Member for Mining and Pastoral Region

Banjima Elders and representatives conducted Welcomes to Country for significant events.

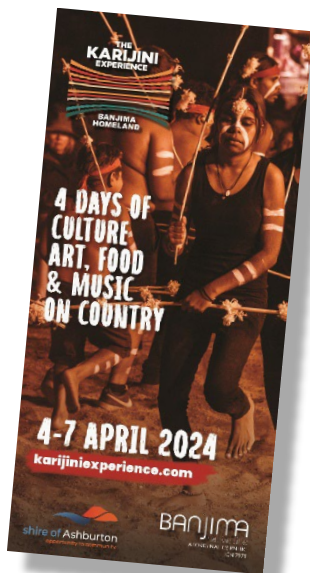
Shire President Audra Smith represented the Shire of Ashburton

## 7 TICKETING

Humanitix, an Australian-based company, serves as our preferred ticketing platform, offering robust support services.

- The ticketing interface seamlessly integrates with our website, ensuring easy access for users.
- Booking fees are set at 2% of the ticket value plus \$1.20 per ticket, representing a cost-effective option compared to other ticketing services.
- Humanitix handles all necessary refunds efficiently.
- Discount codes are available for complimentary or reduced-price tickets.
- Waitlists are offered for sold-out events.
- Profits generated from booking fees are donated to educational charities benefiting children.

## 8 EVENT PROGRAM



The DL 8-fold format event program, offers a convenient pocket-sized option for consumers.

1,500 copies were printed and distributed throughout the region and at the event, proving to be a valuable tool for attendees.

Additionally, the full program is available online for easy access, allowing for any updates after the program was sent to print.

Online media, including the website and social media channels, played a significant role in distributing information and engaging with attendees prior to the event. The website served as the primary platform for ticketing and providing event details.

## 9 GUEST TALENT

The talent line-up included the following artists:

- Bradley Hall Band
- Broken Tides
- Alice Skye
- Nathan Lamont
- Dan Sultan



## 10 SPONSORSHIP

Sponsorship and support for the event came from various stakeholders, each contributing to its success. Sponsorship benefits primarily focused on media exposure and promotional efforts leading up to the event.

A total input by sponsors excluding the contra and in-kind support amounted to \$328,000 (ex GST). Contra support can be valued in excess of \$200,000.

**The following organisations contributed to the cost of the event through cash and/or in-kind support:**

- |                                 |  |
|---------------------------------|--|
| • Shire of Ashburton            | • Pilbara Development Commission                           |
| • Rio Tinto                     | • Australia's Northwest                                    |
| • BHP                           | • Department of Biodiversity, Conservation and Attractions |
| • Onsite Rentals                | • White Springs  |
| • Bencco                        | • Go West Tours  |
| • Hancock Prospecting           | • Ngaarda Media  |
| • Equity Trustees               | • Pilbara Food Services                                    |
| • Mineral Resources             | • Vanguard Media Group                                     |
| • Gumala Aboriginal Corporation | • Peter Foster MLC   |
| • Karijini Eco Retreat          | • Kevin Michel Member for Pilbara                          |
| • IBN Group                     | • Stephen Dawson MLC                                       |
| • The Nintirri Centre           | • Miles from Nowhere                                       |
| • North West Mining & Civil     | • Gage Roads Brewing Company                               |
| • Fortescue                     |  |

## 11 COMMUNITY AND BUSINESS SUPPORT

Part of the fabric of the event is how it affects and is supported by locals.

There is a strong culture of ownership by the local community which has been generated over a few years.

This is reflected in business support, attendance and the opportunity to have a say in the event.

The future will need to create more engagement with the business community.

The delivery of regional, stakeholder and sponsor dividends must be matched with ongoing investment. The organisers work with businesses for sponsorship (either in-kind contributions or cash) and fair pricing for supply and services.

The economic impact to the region indicates the broader returns available, which are spread throughout the community and business.

## 12 VOLUNTEER PROGRAM

In 2024, the volunteer program was reinvigorated with an added incentive, including travel reimbursements.

Casual volunteers were sought for various tasks during the festival, such as Event set up/assistance, camp set up, event/workshop assistance, bar and merchandise sales, camp assistant, stage assistance.

Despite a slight increase in volunteer numbers from 2023, some absences were noted due to the unpaid nature of the positions.

Volunteers received a merchandise pack and onsite meals, including breakfast, lunch, dinner, tea and coffee.

CMS Events ensured full  
Volunteer Insurance  
coverage for all workers.





## 13 EVENT ISSUES

Issues in 2024 were more back of house with minimal impact to the event.

- The economic conditions did affect the total sponsorship funds available.
- Staffing numbers – volunteers still require more numbers or become paid positions.
- There is still an under-utilisation of the bus service. It will be interesting to see how this is affected in 2025 when the sealed road is complete.
- There needs to be more cultural education for staff, contractors and volunteers.
- Personal welcomes and connections to visiting Aboriginal talent needs to be reviewed.
- The expectations for accommodation for visitors needs to be better explained prior to arrival so they may be prepared better for the camping conditions.

## 14 FINANCIAL OUTCOME

The expense for the event needs to be reviewed to ensure the event is sustainable for the long term. Many costs were added later in the planning which enhanced the event but put pressure on the financial outcome.

There are areas that can be trimmed without affecting the presentation. These are mainly related to the activations and event resources.

The support through BNTAC could be capped to provide more financial control.

The sponsorship packages and range of sponsors will need to be increased.

## 15 EVENT MANAGEMENT

Event Managers CMS Events have more than 30 years' experience in promoting, managing and staging events across WA 2024 represents the second of the three-year undertaking for the company.

### **Obligations and milestones for 2024 included**

- Development of the event budget.
- Development of the event marketing and communications plan.
- Development of the event operations plan.
- Development of risk management plan and required insurances.
- Development and delivery of supported events.
- Engagement of high-profile talent.
- Delivery and implementation of an online ticketing system.
- Increased marketing reach for the event.
- Increased communications for the event.
- Sponsorship levels.
- Signage at events.
- Provision of final report and budget.
- Key outcomes.
- Delivery for stakeholders through lead in media and promotions.
- Diversity of event program.
- Increased awareness and exposure for the event and region.
- Increased recognition for local produce.
- Improved media program.

The understanding of cultural requirements is still developing for the organisation and further education and guiding is encouraged.

## 16 FUTURE DIRECTIONS

### Proposed Future Timing

The committee, BNTAC and stakeholders to determine the best timing for the event.

Easter Days 2025: 18 – 21 April

School holidays 2025: 12 – 27 April

Review and draft directions

1. Review of event dates.
2. Review of event site.
3. Please refer to the previous volunteer report for volunteer direction.
4. Review of the program from 2024 with more modifications than wholesale changes.
5. Review of the Yurlu Lounge day. Style of acts to be more upbeat.
6. Use the closing Barlgabi as the key feature with ambient music to follow.
7. Look at more tourism packages around the event.
8. Increase staff numbers – paid and volunteers
9. Formal detailed briefing and information for volunteers sent prior to the event.
10. Build afternoon program.
11. Review bus service and marketing.
12. General improvement and information on camping facilities.
13. Update camping and tent facilities through timely Lotterywest grant.
14. Have announcements and background music throughout the day.
15. Facebook group for volunteers – some want to travel up together
16. Win Coupon & Door Prize at Village to increase emails
17. Hire cleaners for bins and toilets.
18. Layout of camp tent placements with their allocated number of beds/pillows/sleeping bags needed in each (dependent on number of people assigned to the tent) for set up.
19. Email sent out to all tent stayers outlining what they are provided with in the tent and what they are suggested to bring.
20. Workshop layout and brief for volunteers. Have workshop holders be sent a layout of plan and decide where they want to set up and what equipment is required so volunteers can do it on the day. Or have them come to the service area on the first day after seeing the layout.
21. Need an office marquee. Need a trestle table in office marquee dedicated to volunteers ((holds-volunteer shift sign in/out sheet (to be able to see who qualifies for payment), equipment needed to complete tasks e.g., wipes, cleaning equipment, screwdrivers etc. (must sign in/out equip))).
22. Better budget management.

## 17 MEDIA & PR SUMMARY

Over 100 Items of coverage for the event.

Link to PR report: [Karijini Experience 2024 PR Report.pdf](#)

### Online Calendars

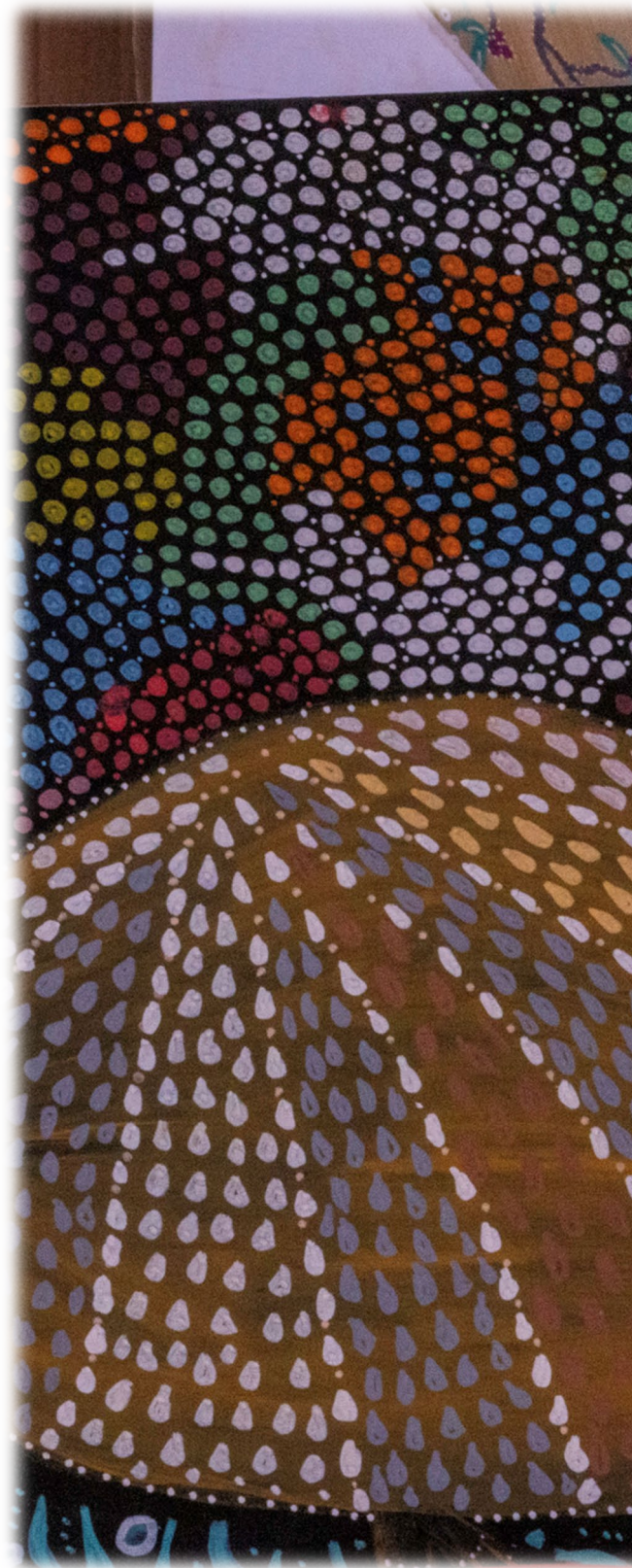
Australian Tourism Data Warehouse, Tourism WA, Australia's North West, Event Finda, Perth Is OK!, SCOOP/Localista, Visit Ashburton

### Value of PR Campaign

Consultant PR group Newton Ganska Communications generated some terrific coverage in 2024.

PDF summary can be found above.

Media value of PR is estimated to be in excess of \$150,000 in exposure.





## 18 SOCIAL MEDIA / ONLINE SUMMARY

Social media and online proved valuable channels for the event once again.

### **Website** (January – April)

[www.karijiniexperience.com](http://www.karijiniexperience.com)

<b>Sessions</b>	44,000
<b>Pageviews</b>	23,000
<b>Average session</b>	51s

### **Facebook** (February – April)

[www.facebook.com/karijiniexperience](http://www.facebook.com/karijiniexperience)

**Current followers** 11,796

Word of Mouth, a social media agency, was engaged to oversee and track paid Facebook advertising, coupled with a heightened investment in social media marketing.

<b>Reach</b>	496,000
<b>Impressions</b>	576,000
<b>Link clicks</b>	15,693

Utilising Facebook advertising has proven to be a cost-effective return on media investment.

### **Instagram** @karijiniexperience

**Followers** 4,526

The paid campaign through Word of Mouth also involved Instagram.

<b>Reach</b>	48,676
<b>Impressions</b>	62,357
<b>Link clicks</b>	223

### **EDM (E-Newsletter)**

Karijini Experience

**Subscribers** 2,052



## 18 SOCIAL MEDIA / ONLINE SUMMARY cont.

### Australia's North West (December – April)

- EDM Feature Link Clicks 115
- Facebook Post Engagement 1,256 Link Clicks 10
- Facebook Ad Link Clicks 15
- Instagram Stories Reach 2,982 Engagement 21
- Website Feature Page Views 183 Link Clicks 177
- Holiday Planner Inclusion 55,000 copies printed
- Pinterest Views 4,284 Link Clicks 7



### Urban List (February – April)

- Article Page Views: 18,974
- Facebook Post Reach: 31,379 Link Clicks: 237 Engagement: 327
- Enewsletter Features x2 Opens: 17,325 Link Clicks: 167
- Instagram Post Reach: 18,696 Engagements: 132
- Instagram Story Reach: 5,713
- Display Advertising Impressions: 16,453 Link Clicks: 20

### Perth Now (March – April)

[CMS Event – Karijini Experience – PCR.pdf](#)

- Ripple Native Ads Impressions: 687,617 Link Clicks: 957
- Social Story Impressions: 252,325 Link Clicks: 71

### Perth Is OK! (February – April)

[PiOK! Karijini Experience Campaign Report.pdf](#)

- Online Event Listing Page Views 3,974
- Instagram Post Impressions 39,291 Reach 39,291 Engagement 2,064
- Instagram Stories (Main) Impressions 35,765 Reach 35,754 Link Clicks 440
- Instagram Stories (Stays) Impressions 7,703 Reach 7,659 Link Clicks 99
- Facebook posts Impressions 290,569 Reach: 147,266
- Engagement: 5,783 Link clicks: 2,144
- EDM Features Recipients 84,095 Opened 26,353



## 18 SOCIAL MEDIA / ONLINE SUMMARY cont.

### So Perth (February – April)

[CMS Karijini Experience So Perth Campaign Report.pdf](#)

• Articles	Pageviews 27,097	Clicks 13
• Facebook post	Impressions 50,817	Reach 40,656
	Engagement 1,186	
• Instagram post	Impressions 49,490	Reach 46,362
• Instagram story	Impressions 1,110	Reach 1,064
• EDM Feature	Opened 19,529	Link Clicks 95

## 19 BROAD MEDIA / PRODUCTION ADVERTISING SUMMARY

### Media Schedule

[KEX2024 Advertising \u0026 Marketing Campaign.pdf](#)

For a full understanding of the collateral, see below links.

[Editorial](#)   [Online](#)   [Production & Print](#)   [Radio](#)   [Social](#)