

## MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

**PROPOSAL NAME:** Karijini Experience 2025 – Regional 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"> <li>Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City.</li> </ol>	<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 MESAP policy focus on delivering events within the City's boundaries. Although Karajini Experience is held outside of the City's boundaries, the event qualifies as a regional event, recognised as an exception under the policy</p> <p>This event aligns with the City's strategies and plans and enhances the liveability of the City. Specifically, sponsoring the event aligns with a diverse industry outcomes:</p> <ul style="list-style-type: none"> <li>Tourism Promotion: The Karijini Experience presents a valuable opportunity to enhance tourism in Karratha. By encouraging attendees to fly into Karratha, rent vehicles, stay overnight, and participate in local activities, the city can effectively extend visitor engagement. Developing tailored pre- and post-event packages will encourage tourists to lengthen their stay, experience more of the area, and contribute to the local economy, delivering meaningful benefits for both visitors and the community.</li> </ul>

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		<ul style="list-style-type: none"> <li>• Supports the development of new industries and businesses by connecting key stakeholders within the indigenous tourism section.</li> <li>• Sustainable use and management of resources</li> <li>• Supports local businesses including accommodation providers, hospitality and retail who are expected to benefit from the event directly. In 2024, five Karratha-based businesses were engaged: Onsite Rentals, RGR Transport, Rae Wendy Creations, Grateful Remnants, and Cool Change Boutique</li> <li>• 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 return visits</li> </ul>
2.Economic Impact	<p><u>Contribution to the local economy</u></p> <ol style="list-style-type: none"> <li>1. Provide a breakdown of the estimated number of attendees from: <ul style="list-style-type: none"> <li>a) Within the local area (City of Karratha);</li> <li>b) Within the Pilbara Region;</li> <li>c) Perth Metropolitan Area;</li> <li>d) Intrastate – From other parts of WA;</li> <li>e) Interstate – From other parts of Australia; and</li> <li>f) International.</li> </ul> (Please include details of how these figures were obtained)</li> <li>2. Provide estimated length of visit for attendees.</li> </ol>	<p>Attendance is expected to reach up to 3,000 people, based on previous years' figures.</p> <p>Local businesses have played an active role in supporting the event in previous years. For the 2024 event, five businesses were engaged, including Onsite Rentals, RGR Transport, Rae Wendy Creations, Grateful Remnants, and Cool Change Boutique, with a total expenditure of \$42,000. Drawing from past figures and the 2025 proposal estimates, the expected 2025 spent will range from \$46,000 (low yield) to \$70,000 (high yield). Using these values and REMPLAN multipliers, the economic impact will range between \$61,663 (low yield) and \$102,771 (high yield), comprising off:</p> <ul style="list-style-type: none"> <li>• Direct Impact - \$42,000 to \$70,000</li> <li>• Indirect Impact - \$12,380 to \$20,634</li> <li>• Induced Impact - \$7,283 to \$12,138</li> </ul> <p>The proposal further outlines an estimated visitor breakdown, referencing attendance figures from previous events, including a detailed analysis of the</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>2023 event's attendees. It is projected that approximately 50 visitors will travel through Karratha for this event.</p> <p>Based on a conservative fly in and self-drive visitor spending data calculated at \$188 per day over a three-day stay each visitor is anticipated to contribute \$564 to the local economy. Based on this and using REMPLAN multipliers, the economic impact will be \$40,407, comprising off:</p> <ul style="list-style-type: none"> <li>• Direct Impact - \$28,200</li> <li>• Indirect Impact - \$5,228</li> <li>• Induced Impact - \$6,978</li> </ul> <p>Total impact for the event may range from \$102,070 (low yield) to \$143,178 (high yield). At a \$15,000 sponsorship, this translates into an economic impact turn ranging between \$6.80 (low yield) and \$9.55 (high yield).</p> <p>After consulting with Community Programs, we've identified the possibility of a local event taking place at the same time. This could be beneficial, as it's a youth concert that may attract Karijini participants to Karratha. Please note, however, that this event is still pending funding approval.</p>

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3.Community/Social Impact	<p data-bbox="472 268 1095 336"><u>Alignment with the Council's Values and associated benefit/impact to the Community</u></p> <ul data-bbox="524 376 1084 943" style="list-style-type: none"> <li>• Provide a detailed description of the event and the associated activities and experiences to occur. Include any imagery or video footage to support application.</li> <li>• Demonstrate how the event appeals to the broad community and suits a range of audiences.</li> <li>• Provide demonstrated community appetite for the event and any consultation that has been conducted.</li> <li>• Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market.</li> </ul>	<p data-bbox="1120 268 2004 475">The Karijini Experience is an annual event that was established in 2013. The event provides a diverse and inclusive program of authentic, high-quality cultural, art, food and music experiences designed to connect people to the homeland of the Banjima people and the landscape of Karijini National Park. The event has grown over the past 10 years and now attracts a diverse range of visitors from around Australia and the world.</p> <p data-bbox="1120 515 2004 866">The City, sponsored the 2021 Karijini Experience with \$15,000. However, the event did not take place in 2022 due to concerns about COVID-19's impact on remote communities. The 2023 event was held from July 5-9, coinciding with NAIDOC Week, and attracted approximately 2,000 visitors over the five days. A sponsorship request for the 2024 event was submitted but declined due to the late submission. Despite this, the 2024 event went ahead and attracted 3,142 attendees across various activities, with approximately 2,300 people present in the park. Notably, 52% of attendees were participating for the first time, while 50% were from outside the Pilbara, including 43% from Perth.</p> <p data-bbox="1120 906 2004 1153">The 2025 Karijini Experience will be held from April 11<sup>th</sup> to 14<sup>th</sup>, coinciding with the April school holidays and aiming to attract 3,000 visitors. The event will feature a wide range of cultural, artistic, and outdoor activities that celebrate the heritage and natural beauty of Karijini National Park. For 2025, the focus will be on deepening connections with local Indigenous culture, ensuring that events respect traditional practices, promote community engagement, whilst offering authentic experiences.</p> <p data-bbox="1120 1193 2004 1329">The Karijini Experience has shown significant appeal to a broad audience, with attendance increasing from approximately 75 attendees in 2013 to around 2,300 in 2024. This highlights its popularity as a high-quality tourism/cultural event.</p>

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		<p>Indigenous cultural events represent an emerging tourism industry, and currently, the City has no similar offerings. Therefore, this event is not seen as competition to City-hosted events and presents a valuable opportunity for the City to support this market.</p> <p>The event offers an opportunity to create packaged deals, including options like hire cars and accommodation, which the organizer plans to actively promote.</p> <p>This initiative aligns with the City of Karratha's tourism objectives by showcasing its distinctive products and experiences, motivating visitors to prolong their stay and enhance the local economy. A stronger tourism sector not only benefits visitors but also improves the overall liveability for residents of the City.</p> <p>The event provides a networking opportunity for Councillor and/or City employees to promote the City/Region.</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"> <li>1. Does the event show any impacts (positive or negative) on the environment?</li> <li>2. What is the distance from the event space to the closest residential property?</li> <li>3. What are the proposed event times?</li> <li>4. What are the proposed noise impacts?</li> </ol>	<p>The Karijini Experience is designed to connect visitors to the natural environment. Any impact will fall outside of the City of Karratha but would generally be expected to provide a positive outcome by driving awareness through cultural experiences.</p> <p>Existing camping/glamping facilities will be utilised for accommodation of visitors.</p> <p>Since this event takes place outside the City of Karratha, there are no concerns regarding noise or disruptions to residents.</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"> <li>1. Describe all marketing activities that will be undertaken to promote the event.</li> <li>2. Describe how sponsors of the event will be formally recognised.</li> <li>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.</li> <li>4. How do you intend to measure the success of the event?</li> </ol>	<p>The sponsorship proposal is for the City to be the Regional Sponsor and receive the following:</p> <ul style="list-style-type: none"> <li>• Right to use the title of Regional Sponsor of the Karijini Experience in the City's own marketing;</li> <li>• City logo included in print advertising and marketing;</li> <li>• City logo included in online advertising and marketing;</li> <li>• City logo included in the event program;</li> <li>• Speaking Opportunity at one event</li> </ul> <p>Ticket Allocation</p> <ul style="list-style-type: none"> <li>• Access to all events that are open to the public at no cost.</li> <li>• Complimentary tickets: <ul style="list-style-type: none"> <li>○ Two tickets to one of the Karijini Dining Experiences at Dales Gorge.</li> <li>○ Two tickets as agreed to the Banjima led Bush Tours.</li> <li>○ Four tickets to the major concert with food and drink package – Yurlu Lounge.</li> <li>○ Karratha to be promoted as the Karijini Experience Holiday Gateway.</li> <li>○ Local Tours and Travel promotion options</li> </ul> </li> </ul> <p>The following opportunities to promote the City will be offered should funding be supported:</p> <ul style="list-style-type: none"> <li>• Karratha to be promoted as the Karijini Experience Holiday Gateway.</li> <li>• Through online promotion and social media, people will be encouraged to fly into Karratha as part of a regional visit, with options to book pre and post-event accommodation.</li> <li>• City of Karratha to provide Tours and travel / accommodation options that will be included on the website.</li> </ul>

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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"> <li>1. Provide experience of previous event delivery.</li> <li>2. Provide details of any corporate/private sector investment/sponsorship.</li> <li>3. Provide a copy of insurance certificates of currency or policies secured for the event e.g. public liability, personal accident for volunteers.</li> <li>4. Provide a detailed budget including projections of income and expenditure. Please use template provided.</li> </ol>	<p>The event organiser (CMS) have over 25 years of experience in event delivery, including a number of regional food/wine/cultural events. CMS also have working relationships with Tourism WA and Nine Events. It is expected the appointment of a professional event organiser will assist the Banjima people to ensure delivery of the event.</p> <p>Since its inception in 2013, the event has been successfully delivered and has demonstrated consistent annual growth.</p> <p>A budget indicates a total cost of approximately \$1,044,963 for delivery, with significant in kind support of \$205,500 including sponsorship from 'blue chip' sponsors and government agencies.</p>