

## MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

**PROPOSAL NAME:** Stairway to the Moon

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 Staircase to the Moon event aligns with the City of Karratha's vision to be Australia's most liveable regional city by:</p> <ul style="list-style-type: none"> <li><b>Fostering community engagement:</b> The event highlights the region's cultural identity, providing opportunities for both locals and visitors to connect.</li> <li><b>Attracting Indigenous tourism:</b> With increasing interest in Indigenous tourism, the event offers a unique cultural experience that meets this growing demand.</li> <li><b>Showcasing Karratha's cultural significance:</b> The event emphasises Aboriginal culture, providing a platform to connect with the region's rich history and heritage.</li> <li><b>Providing a unique experience for the broader community:</b> The event brings together diverse groups of people, promoting inclusivity and cultural exchange.</li> <li><b>Celebrating local talent:</b> It serves as a dynamic space for showcasing local artists and creators, enriching the community's cultural landscape.</li> </ul>

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2.Economic Impact	<p><u>Contribution to the local economy</u></p> <p>1. Provide a breakdown of the estimated number of attendees from:</p> <p>a) Within the local area (City of Karratha);</p> <p>b) Within the Pilbara Region;</p> <p>c) Perth Metropolitan Area;</p> <p>d) Intrastate – From other parts of WA;</p> <p>e) Interstate – From other parts of Australia; and</p> <p>f) International.</p> <p>(Please include details of how these figures were obtained)</p> <p>2. Provide estimated length of visit for attendees.</p> <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>*** <u>Proposed Event Ticket Availability (per year)</u></p> <table><tr><th>EVENT</th><th>YEAR 1</th><th>YEAR 2</th><th>YEAR 3</th></tr><tr><td>Long Table dinner</td><td>75</td><td>90</td><td>100</td></tr><tr><td>Concert</td><td></td><td>500</td><td>700</td></tr><tr><td>Indigenous Fashion Show</td><td></td><td></td><td>70</td></tr><tr><td>Markets</td><td></td><td></td><td>750-1000</td></tr></table> <p><b>Economic Impact</b></p> <p>Determining total visitor numbers is challenging, as guests are likely to attend multiple events. However, after collaborating with The Storyteller Chef, visitor numbers will be estimated conservatively on the following: Year One – 75, Year Two – 450, Year Three - 700</p> <p>***<u>Projected Attendance (per year)</u></p> <table><tr><th colspan="2"></th><th>YEAR 1</th><th>YEAR 2</th><th>YEAR 3</th></tr><tr><td rowspan="6">Est. Attendance</td><td>Local</td><td>85% (64 pax)</td><td>77% (346 pax)</td><td>69% (483 pax)</td></tr><tr><td>Pilbara</td><td>15% (11pax)</td><td>18% (81 pax)</td><td>20% (140 pax)</td></tr><tr><td>Perth</td><td>0</td><td>2% (9 pax)</td><td>4% (28 pax)</td></tr><tr><td>Intrastate</td><td>0</td><td>2% (9 pax)</td><td>4% (28 pax)</td></tr><tr><td>Interstate</td><td>0</td><td>1% (5 pax)</td><td>2% (14 pax)</td></tr><tr><td>Int'l</td><td>0</td><td>0</td><td>1% (7 pax)</td></tr><tr><td colspan="2"><b>ESTIMATE TOTAL (factoring in multiple event ticket holders)</b></td><td><b>75 pax</b></td><td><b>450 pax</b></td><td><b>700 pax</b></td></tr><tr><td>Average Length of stay RS = Regional Stays ORS = Out of regional stays</td><td></td><td>2 nights RS</td><td>3 nights RS</td><td>2 nights RS</td><td>3 nights ORS</td><td>3 nights RS</td><td>4 nights ORS</td><td>4 nights RS</td><td>5 nights ORS</td></tr><tr><td rowspan="2">Av. Spend in community per person per day</td><td>LOW \$188/day</td><td>\$4230</td><td></td><td>\$30456</td><td>\$12972</td><td>\$78960</td><td>\$57904</td><td colspan="2"></td></tr><tr><td>HIGH \$350/day</td><td></td><td>\$11550</td><td>\$85050</td><td>\$32200</td><td colspan="2"></td><td>\$147000</td><td>\$134750</td></tr><tr><td colspan="2"><b>TOTALS</b></td><td><b>\$4230</b></td><td><b>\$11550</b></td><td><b>\$43428</b></td><td><b>\$117250</b></td><td colspan="2"><b>\$136864</b></td><td colspan="2"><b>\$281750</b></td></tr><tr><td>Est. spend with local suppliers</td><td></td><td colspan="2">\$63000</td><td colspan="2">\$131000 - \$174428</td><td colspan="4">\$180000 - \$316864</td></tr></table>	EVENT	YEAR 1	YEAR 2	YEAR 3	Long Table dinner	75	90	100	Concert		500	700	Indigenous Fashion Show			70	Markets			750-1000			YEAR 1	YEAR 2	YEAR 3	Est. Attendance	Local	85% (64 pax)	77% (346 pax)	69% (483 pax)	Pilbara	15% (11pax)	18% (81 pax)	20% (140 pax)	Perth	0	2% (9 pax)	4% (28 pax)	Intrastate	0	2% (9 pax)	4% (28 pax)	Interstate	0	1% (5 pax)	2% (14 pax)	Int'l	0	0	1% (7 pax)	<b>ESTIMATE TOTAL (factoring in multiple event ticket holders)</b>		<b>75 pax</b>	<b>450 pax</b>	<b>700 pax</b>	Average Length of stay RS = Regional Stays ORS = Out of regional stays		2 nights RS	3 nights RS	2 nights RS	3 nights ORS	3 nights RS	4 nights ORS	4 nights RS	5 nights ORS	Av. Spend in community per person per day	LOW \$188/day	\$4230		\$30456	\$12972	\$78960	\$57904			HIGH \$350/day		\$11550	\$85050	\$32200			\$147000	\$134750	<b>TOTALS</b>		<b>\$4230</b>	<b>\$11550</b>	<b>\$43428</b>	<b>\$117250</b>	<b>\$136864</b>		<b>\$281750</b>		Est. spend with local suppliers		\$63000		\$131000 - \$174428		\$180000 - \$316864			
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		<p>The table above includes both low and high yield estimates for visitors to the region which provides a clear overview of the event's economic impact. The low yield uses a conservative spending total of \$188 per day per person, while the high yield is based on \$350 per day, per person.</p> <p><b>Tourism Spend Impact:</b></p> <ul style="list-style-type: none"> <li>• Year One: <ul style="list-style-type: none"> <li>○ Low Yield: \$4,320</li> <li>○ High Yield: \$11,550</li> </ul> </li> <li>• Year Two: <ul style="list-style-type: none"> <li>○ Low Yield: \$43,428</li> <li>○ High Yield: \$117,250</li> </ul> </li> <li>• Year Three: <ul style="list-style-type: none"> <li>○ Low Yield: \$136,864</li> <li>○ High Yield: \$281,750</li> <li>○</li> </ul> </li> </ul> <p>Local businesses play a prominent role in this event, with approximately 80% of suppliers from Karratha supporting the event. Based on figures supplied and REPLAN multipliers, the economic impact is as follows:</p> <p><b>Local Spend Impact:</b></p> <ul style="list-style-type: none"> <li>• Year One: <ul style="list-style-type: none"> <li>○ Total Local Spend: \$66,000</li> <li>○ Indirect Impact: \$17,000</li> <li>○ Induced Impact: \$11,500</li> <li>○ Total Economic Impact: \$94,500</li> </ul> </li> <li>• Year Two: <ul style="list-style-type: none"> <li>○ Total Local Spend: \$175,000</li> <li>○ Indirect Impact: \$45,000</li> <li>○ Induced Impact: \$30,000</li> <li>○ Total Economic Impact: \$250,000</li> </ul> </li> <li>• Year Three: <ul style="list-style-type: none"> <li>○ Total Local Spend: \$200,000</li> <li>○ Indirect Impact: \$51,000</li> <li>○ Induced Impact: \$35,000</li> <li>○ Total Economic Impact: \$285,000</li> </ul> </li> </ul>

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		<p><b>Total Economic Impact:</b></p> <ul style="list-style-type: none"><li>Year One:<ul style="list-style-type: none"><li>Low Yield: \$98,730</li><li>High Yield: \$106,050</li><li>Economic Impact Based on \$50,000 Investment:<ul style="list-style-type: none"><li>Low Yield: \$2</li><li>High Yield: \$2.20</li></ul></li></ul></li><li>Year Two:<ul style="list-style-type: none"><li>Low Yield: \$293,428</li><li>High Yield: \$367,250</li><li>Economic Impact Based on \$80,000 Investment:<ul style="list-style-type: none"><li>Low Yield: \$4</li><li>High Yield: \$5</li></ul></li></ul></li><li>Year Three:<ul style="list-style-type: none"><li>Low Yield: \$421,864</li><li>High Yield: \$566,750</li><li>Economic Impact Based on \$100,000 Investment:<ul style="list-style-type: none"><li>Low Yield: \$4</li><li>High Yield: \$6</li></ul></li></ul></li></ul> <p>The total economic impact over the three-year investment of \$230,000 ranges from \$3.50 (low yield) to \$4.50 (high yield).</p> <p>Additionally, the council will collect \$1,325 per year in fees and permits.</p> <p>*** <u>Proposed Ticket prices (per year)</u></p> <table><tr><th>TICKET TYPE</th><th>YEAR 1</th><th>YEAR 2</th><th>YEAR 3</th></tr><tr><td>Long Table Dinner</td><td>\$225</td><td>\$250</td><td>\$250</td></tr><tr><td>Concert</td><td rowspan="3"></td><td>\$35</td><td>\$45</td></tr><tr><td>Fashion Show</td><td rowspan="2">\$270</td><td>\$25</td></tr><tr><td>Packages</td><td>\$300</td></tr></table> <p>Using figures from the above, the figures supplied in the budgets provided and the investment from the city, the below demonstrates the event profit/loss</p>	TICKET TYPE	YEAR 1	YEAR 2	YEAR 3	Long Table Dinner	\$225	\$250	\$250	Concert		\$35	\$45	Fashion Show	\$270	\$25	Packages	\$300
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		<ul style="list-style-type: none"> <li>• Year One: <ul style="list-style-type: none"> <li>○ Ticket Sales: 16,875</li> <li>○ City's sponsorship: \$50,000</li> <li>○ Event Cost: \$81,660</li> <li>○ Profit/Loss: \$14,785</li> </ul> </li> <li>• Year Two <ul style="list-style-type: none"> <li>○ Ticket Sales: 40,000</li> <li>○ City's sponsorship: \$80,000</li> <li>○ Event Cost: \$253,335</li> <li>○ Profit/Loss: \$133,335</li> </ul> </li> <li>• Year Three <ul style="list-style-type: none"> <li>○ Ticket Sales: \$65,000</li> <li>○ City's sponsorship: \$100,000</li> <li>○ Event Cost: \$326,075</li> <li>○ Profit/Loss: \$161,075</li> </ul> </li> </ul> <p>All three years are currently operating at a loss; however, sponsorships and grants are actively being pursued, these include Rio Tinto, Woodside and Horizon grants.</p> <p>The Storyteller Chef is confident that the event will become profitable in the future. However, they have stated that their primary goal is not profit, but the creation of a flagship event that highlights and supports Aboriginal people and culture.</p> <p><b>Financial Findings</b>  Due to Year Two and Year Three events still being in the development stage—and as these events introduce a new format for the Storyteller Chef the proposed budgets are not confirmed, making the level of return on investment uncertain. Additionally, the event's financial model currently operates at a loss across all three years, relying heavily on future sponsorships and grants that have not yet been secured. Based on these factors, the recommendation is to offer funding for Year One only.</p> <p>For the requested Year One funding of \$50,000, the projected economic impact remains relatively low, with estimated visitor spending ranging from \$4,320 to \$11,550 and a total local economic impact of \$98,730 to \$106,050. This equates to an economic return of just \$2 to \$2.20 per dollar invested, demonstrating a modest initial benefit relative to the funding request. Given these uncertainties, the officer</p>

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		<p>recommendation of \$27,500—representing one-third of the originally proposed Year One funding—has been identified as a more prudent approach. With this revised investment, the projected economic return improves to a low-yield return of \$3.60 and a high-yield return of \$3.90 per dollar spent. This ensures an opportunity to evaluate the event's viability and success before considering a larger financial commitment in future years.</p> <ul style="list-style-type: none"> <li>• Year One: <ul style="list-style-type: none"> <li>○ Low Yield: \$98,730</li> <li>○ High Yield: \$106,050</li> <li>○ Economic Impact Based on \$27,500 Investment: <ul style="list-style-type: none"> <li>▪ Low Yield: \$3.60</li> <li>▪ High Yield: \$3.90</li> </ul> </li> </ul> </li> </ul> <p><b>Event Overlap</b>  The City of Karratha's events department was consulted to assess whether The Staircase to the Moon event would coincide with other local or regional events. They provided the following feedback: the event aligns strongly with the City's existing programming, particularly NAIDOC Week celebrations. If sponsored by the City, The Staircase to the Moon would complement current events by offering a unique cultural experience that showcases Indigenous heritage through immersive culinary experiences. While the NAIDOC Ball in Roebourne will attract a different crowd, The Staircase to the Moon will engage food enthusiasts, art lovers, and nature seekers, ensuring no overlap. Combined, these events will create a diverse and engaging NAIDOC Week program that celebrates Aboriginal and Torres Strait Islander cultures across various mediums</p>

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3.Community/Social Impact	<p><u>Alignment with the Council's Values and associated benefit/impact to the Community</u></p> <ul 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>The Staircase to the Moon event at Hearson's Cove in the Pilbara offers a cultural experience centred on Indigenous heritage. Guests will dine under the stars with The Storyteller Chef, learning about local ingredients and their cultural significance. The event will also feature an art installation by renowned artist Bobbi Lockyer.</p> <p>Key Features:</p> <ul style="list-style-type: none"> <li>• Dining under the stars at Hearson's Cove</li> <li>• Storytelling through Indigenous food and local ingredients</li> <li>• Art installation by Bobbi Lockyer</li> <li>• Immersive connection to Indigenous culture and the Pilbara's natural beauty</li> </ul> <p><b>Year One:</b> The inaugural event will host 75 guests for a long-table dinner featuring local ingredients and Indigenous cooking techniques. It will also include art installations and storytelling by Bobbi Lockyer. Local businesses Wrapped Creations and North West Brewing Co. will contribute, and travel options from Nexus Airlines and Go West Tours will be available.</p> <p><b>Year Two:</b> Year Two will expand the dinner to 90 guests and introduce a live concert with Indigenous musicians like JK-47 and Coloured Stone, attracting 300–500 attendees. An art exhibition, beer garden, and expanded storytelling experiences will also be added, further elevating the event's cultural significance.</p> <p><b>Year Three:</b> The event will evolve into a three-day cultural festival:</p> <ul style="list-style-type: none"> <li>• Friday: Indigenous fashion show at Murujuga National Park featuring Ngajarli Rock Art.</li> <li>• Saturday: Expanded long-table dinner for 100 guests showcasing Indigenous cuisine.</li> </ul>

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		<ul style="list-style-type: none"> <li>• Sunday (Day): NAIDOC Cultural Market with up to 1,000 visitors, featuring Indigenous artists, artisans, food stalls, workshops, and traditional performances.</li> <li>• Sunday (Evening): Headline concert at Hearson's Cove, featuring top Indigenous artists such as Thelma Plum and local talent.</li> </ul> <p>Full event breakdown details each year's activities can be found in <b>Attachment 1</b>.</p> <p><b>Appeal to Broad Community and Range of Audiences</b>  The event is designed to attract a diverse audience, including food enthusiasts, art patrons, nature tourists, and corporate or government representatives interested in the Pilbara's economic and environmental opportunities. By integrating fine dining with cultural experiences, it provides a platform to engage with Indigenous heritage, regional landscapes, and local art. Target Audiences will include:</p> <ul style="list-style-type: none"> <li>• Food enthusiasts</li> <li>• Art lovers</li> <li>• Nature seekers</li> <li>• Corporate and government organisations</li> </ul> <p>The event's accessibility, cultural focus, and location make it relevant to both local and international audiences, providing an inclusive experience.</p> <p><b>Community Appetite and Consultation</b>  The proposal indicates that extensive research and consultation have been conducted to assess community interest in the Staircase to the Moon event. Engagement has occurred through discussions with local community members, focusing on event logistics, scheduling, and potential participation. Feedback provided states these interactions have resulted in positive feedback, with strong support demonstrated through email correspondence and ongoing consultations regarding potential collaborations and promotional efforts.</p>



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		<p><b>Success of Previous Years</b></p> <p>In 2024, a similar event hosted by The Storyteller Chef received positive attendee feedback, indicating strong interest and demand for cultural experiences. This response supports the event's potential for growth and long-term development.</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 event has been designed to have a minimal environmental impact while ensuring the protection of both natural and built resources. Wrapped Creations and North West Brewery Company, have extensive experience in event logistics at Hearson's Cove, the event benefits from a strong foundation for responsible planning and operations.</p> <p>To mitigate environmental effects, several key measures have been listed to reduce impact:</p> <ul style="list-style-type: none"> <li>• <b>Waste Management:</b> Strategically placed recycling bins for aluminium and glass, along with professional waste management services, will ensure proper disposal of grey waste.</li> <li>• <b>Sustainable Materials:</b> The event will minimise printed materials by using recyclable or reusable resources and opting for non-printed signage, such as chalkboards.</li> <li>• <b>Traffic Reduction:</b> A shuttle service, facilitated by Go West, will reduce congestion and limit vehicle impact on culturally sensitive areas. Traffic management plans will be developed over the next three years as needed.</li> <li>• <b>Litter Control:</b> Temporary fencing with shade cloth or banner mesh will prevent waste from reaching the beach or ocean. A dedicated clean-up crew will restore the site within 30 minutes of the event's conclusion.</li> </ul> <p>The event is being held in a non-residential area, ensuring it will have no impact on residential properties.</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><b>Entitlements</b></p> <p>The proposed one-year sponsorship includes the following benefits:</p> <ul style="list-style-type: none"> <li>• City of Karratha logo on all printed (newspaper adverts, flyers, posters etc) and digital media under Major Partner heading. The logo included in digital media will link back to the City of Karratha website.</li> <li>• Recognition of the City of Karratha as the Major Partner in all audio and visual media coverage (Radio / Television)</li> <li>• Logo featured on banner-mesh signage at the event and in other approved locations across Karratha and surrounding Pilbara towns.</li> <li>• Logo featured on the Storyteller Chef website events page as the Major Partner</li> <li>• Registration and ticketing outlets will feature the City of Karratha logo as the funding partner</li> <li>• Announcements made through the event</li> <li>• City of Karratha representative will be offered a speaking opportunity at the event</li> <li>• Complimentary tickets for City of Karratha</li> </ul> <p><b>Marketing and Promotional activities</b></p> <p>With the assistance of Heidi Anderson (Done For You Public Relations), the Stairway to the Moon event will be advertised using multiple platforms.</p> <p>Noting that full marketing plans are currently in development, but the below points have been supplied but not fully confirmed:</p> <ul style="list-style-type: none"> <li>• National media coverage through TV interviews, newspaper articles, radio programs and Travel &amp; Food guide publications such as Gourmet Traveller</li> <li>• Regular social media reels and paid adverts shared across local, intrastate, and interstate social media groups. In Years Two and Three, reels will also be shared on international sites and groups, expanding the reach further.</li> <li>• Website promotion – The Storyteller Chef, WA Local Government, WA Chamber of Commerce, Travel site calendars such <a href="http://www.Australia.com">www.Australia.com</a></li> <li>• Local flyer drops in Karratha, with the potential for additional drops in</li> </ul>

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		<p>surrounding Pilbara towns.</p> <ul style="list-style-type: none"> <li>• Staircase to the Moon promotional posters displayed around Karratha, with the possibility of additional placements in surrounding Pilbara towns.</li> <li>• EDMs (Electronic Direct Mail) sent using local databases, along with mailing lists built through networking efforts.</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 Storyteller Chef has a strong track record of successful events, including Stairway to the Moon 2024, Iluka's Kitchen Pop-Up, and Karijini Experience 2024, all of which received positive feedback from attendees.</p> <p>The 2024 Staircase to the Moon event at Hearson's Cove, partnered with North West Brewing Co., and received positive feedback from attendees. Guests praised the scenic location and high-quality dining experience, reinforcing the event's success. This strong reception supports the proposed expansion, aiming to further enhance cultural engagement and visitor experience.</p> <p>The Iluka's Kitchen Pop-Up – Opening Night 2024 was also well-received, with Kevin Michel MLA praising its innovative celebration of Indigenous culture through food and storytelling, creating excitement within the Port Hedland community.</p> <p>The Karijini Experience 2024 featured Chef Zach Green's culinary creations, which were lauded for their celebration of the land, its people, and their stories. The consistently positive testimonials across these events highlight the applicant's ability to deliver culturally engaging experiences with strong future demand.</p> <p>In addition to The Storyteller Chef's expertise, the event has partnered with reputable local businesses that have extensive experience hosting events of this style, size, and theme. These businesses have also successfully developed events into highly anticipated community activities, including Brew in the Moo and the Red Country Music Festival.</p> <p>Full Budget for all three years can be found in <b>Attachment 2</b></p>