



Karratha City Centre Activation

Final Event Report

September 2017

Event Description

Part of the Iconic 'City to Surf' series of 5 events in WA, the NW event in Karratha is a big name running carnival that includes 2 distances - a 12 km walk/run and a 4 km walk/run/wheelchair. The Karratha City to Surf activated The Quarter over two days with the event expo held 8am-5pm on the Saturday 5 August 2017 and Race Day from 7am-11am on the Sunday 6 August 2017. A schedule of activity is attached as schedule 1.

Event planning began with a 3-month promotional and community engagement campaign. This included a City to Surf community workshop to elicit local support and recruit a NW working group of representatives to help inform planning, a regional launch in early June, as well as 'outdoor training' and school participation programs to build momentum and community spirit leading up to race day.

A 'Race Pack Collection Marquee' was erected in the Quarter's greenspace. The collection of race packs the day prior will brought participants into the City Centre and provided them the opportunity to visualise the course, start and finish line and facilities prior to larger crowds gathering the following morning.

The colour and atmosphere associated with the marquees, flags, banners, signage and arches and live music attracted significant interest on event weekend. The event combined running with a festival like atmosphere where people were encouraged to contribute and dress up. Attractive prizes were offered for race and category winners, as well as spot prizes for costumes, cheering, effort and community spirit. The event included colourful pre and post activities such as warm ups, cool downs, presentations and refreshments that encourage people to congregate and celebrate, which brought to life the Karratha City Centre. The event offered a commercial component with a selection of sponsored stalls offering merchandise, products, services, clothing, food and drink for participants, volunteers, supporters and spectators, however, some vendors cancelled in preference for the larger FeNaCle Festival.

Proceeds from the event supported the Activ Foundation, WA's largest disability service provider supporting people living with intellectual and developmental disabilities.



Strengths

Karratha City to Surf is the best supported of the regional event series in terms of sponsorship and community engagement. Despite the relatively small numbers compared to the Perth event, it is a comparatively large regional event and highly valued by the community as a “big name event coming to town”. The successful and rapid growth of the Pilbara Running Group, and calibre of trainers, is testament to the potential for the event to grow beyond being just a fun run to become an event for local runners to test their abilities and talent against other high calibre runners, including visiting athletes.

Karratha also has excellent facilities and weather for winter running, potentially making it a running hub or incubator of local talent among the strong representation of indigenous and resource sector families.

The relatively high prize money attracts strong runners to the event, both locally and intrastate. The modern comforts of Karratha and quality dining options coupled with the ‘outback’ / red earth experience appeals to visiting novice and experienced athletes.

Karratha locals embrace visiting events evidenced by the strong support of advocating groups encouraging participation and local businesses donating or discounting product and service offers for participants, volunteers and event staff.



Weaknesses

Flexibility for date options for regional City to Surf events are limited due the main event always being on the last Sunday in August. Clashes with other events, also traditionally held on the same weekend each year, are often unavoidable with FeNaCle and Roebourne Races proving the most significant clashes due to proximity and competition for resources.

The distance and cost to travel to the Pilbara makes Karratha City to Surf inaccessible for a large number of prospective series entrants.

The mid-morning heat and lack of vegetation on course can be problematic for slower 12 km runners, but an earlier Sunday morning start can be challenging or off-putting for some participants and families.

Recommendations

Maximising visiting participants from across the Pilbara and North West, as well as broader WA and Australasia is a key objective for City to Surf. We hope to work with the local community to capitalise on sports tourism opportunities by bundling event, hospitality and sightseeing packages to make the trip worthwhile and expose visitors to the unique landscape and attractions (e.g. Cossack Art Festival, Karijini, Dampier Archipelago). The possibility of an evening carnival on race pack collection day with entertainment, food vans, is being considered to provide both locals and visitors a greater sense of belonging or association with the event over the weekend, as well as provide greater value for commercial operators setting up for race day.

We hope to work with locals to explore whether there is any opportunity for spreading of events, and confirmation that event dates remain fixed once agreed. It is likely that the 2018 Karratha City to Surf will revert to the first event of the series, which will fall on Sunday 22 July 2018. We will approach Pilbara Running Group representatives or similar to coordinate local logistics, promotion and community engagement for the 2018 event to maximise local content under the City to Surf brand.



Attendance

The winter months in the Pilbara attracts a large number of event bookings and despite attempts not to clash, the Karratha City to Surf and FeNaCle occurred on the same weekend. This only had a small effect on participant numbers but effected recruitment of event volunteers and bookings for activities planned for the “recovery area”. It was very difficult to secure and keep entertainment and food and beverage contractors as many of these were at the festival grounds. However, local businesses surrounding the Quarter generously provided discount vouchers for coffees/muffins/breakfasts/ice-creams enabling participants and spectators to stay within the area and enjoy the sunshine and atmosphere.

In terms of total attendance, 333 participants and 53 teams participated in the event compared with 373 participants and 43 teams in 2016. A further 46 volunteers participated and family and friends came to the village to support participants. A team of 12 City to Surf event staff organised and staffed the event.

A considerable number of contractors were used for the Karratha City to Surf including traffic management, waste management, electrical, staging, toilet hire, fencing and transport. These were all successfully sourced from local suppliers.

Given that competitors are able to walk, jog, run, push a pram or wheel a chair, the event attracted everyone from children and families to novice and semi-professional athletes. All ages and capabilities participated, including people with disabilities. The event again proved to have broad community appeal and attracted participants and spectators from Port Hedland, Point Samson, Onslow, Pannawonica, Newman, Broome, Tom Price, Dampier and Perth.



Detailed budget

Karratha City to Surf is a costly event to run, however, the event is strongly supported by government grants, private sector sponsorship and local support and engagement, which results in minimum financial pressure on the charity and maximum commitment to repay that support. Funds provided by the City of Karratha/Landcorp sponsorship have been used to part fund the operational cost of course design, approve and construct. This is contracted to RD Events and calculated at 10% of the total CTS series cost for this service. A receipt for one of seven annual instalments is attached as proof of expenditure.

Revenue	Budget (ex GST)	Actual (ex GST)
Event Registration Fee	24309	10998
Pilbara Development Commission	20000	20000
City of Karratha / Landcorp	30000	30000
Chevron & Other Sponsors Cash & Contra	32430	56571
Activ Cash Balance & Contra	11994	9189
TOTAL	118,733	126758

Expenditure	Budget (ex GST)	Actual (ex GST)
Event Management & Engagement Team	14650	15,190
Flights (\$18,746), Accommodation (\$4800), Meals	19600	23,546
Course & Logistics Casual Team* +	19500	49,445
Course Design & Construct Fee*+	10000	
Event Infrastructure & Equipment	21429	16,590
Pre/post entertainment	2225	99
Registration/Timing \$5090, Prizes \$6800, Medals \$1028	15637	12918
Marketing - \$1900 Sign, \$5170 PR, \$900 GD	14732	7970
Volunteers Pack	1000	1000
TOTAL	118773	126,758

* Denotes City of Karratha / Landcorp expense contributions.

+ Karratha allocated 10% of **RD Events** Total Operational Management Contract of \$494,450.



Marketing undertaken

Karratha City to Surf was marketed in a number of ways, with preference toward community engagement and social media as opposed to mass media.

General Western Australian wide promotion was undertaken with the Karratha City to Surf promoted as one of the events in the WA City to Surf Series. Hundreds of thousands of dollars in Social Media, Television ads (Ch9), radio ads (96fm), press ads (Sunday Times) and Digital Ads (Perth Now) were invested in promoting the series.

A pre-event promotional visit was undertaken in early July where stakeholder visits were conducted, a community forum organised and shopping centre promotions undertaken. All local gyms/recreation centres, physios, sporting groups, medical centres and relevant local government offices were visited and left with flyers to distribute to members/staff.

That visit informed the planning process and detailed organisation of the event, including identifying personalities and influencers on which media releases were based.

A Regional Event Coordinator was contracted to coordinate individual and team participation. The Coordinator and Event Director brought together representatives from schools, community, business and industry to ensure that the event was accessible to all those who may wish to participate and that potential participants were aware that their involvement could be in the form of competing, participating, supply/sponsoring, volunteering for planning, promotion or event day activities and/or fundraising.

The strongest for of marketing was the establishment of the Pilbara Running Group through a Karratha City to Surf Pilbara Development Commission Train the Trainer and Community Run Training courses. Local trainers became advocates of the City to Surf and encouraged training for and participating in the event.





26 Jul 2017

Pilbara News, Pilbara WA

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Call out to get Activ for City to Surf

Registrations have opened for the Karratha leg of the 2017 Chevron City to Surf for Activ, to be held on August 6.

The Karratha event offers 12 and 4km running and walking categories, as well as a 4km wheelchair event.

Eager participants also have the option of competing in all five Chevron City to Surf for Active events across WA, including Albany, Geraldton, Busselton and Perth, securing them a place in the event's Hall of Fame.

Pegs Creek resident Fran

Minchin, 62, is one of several who took up the challenge last year, and will be competing in the Karratha and Perth legs again in 2017.

"I only started running five years ago after being urged to give it a go by a friend," she said.

"In my first year, I only managed the 4km event, but by my third year I was running the full 12km.

"I never really meant to get this much into running but I find that when I'm jogging around my local area I get into a real groove.

and any issues or problems just drift away.”

The City to Surf raises funds to support people living with disability and their families throughout WA.

The Pilbara Running Group will be hosting free sessions in the lead-up to the event to get competitors ready.

Front Runner Sports recently delivered a free coaching clinic to Pilbara-based trainers, equipping them with the tools to deliver similar programs within the Pilbara community.





city to surf
for  **activ**

#GO THE DISTANCE

PERTH: SUNDAY 27 AUGUST 2017

- **ALBANY**
23 July
- **GERALDTON**
30 July
- **KARRATHA**
6 August
- **BUSSELLTON**
13 August

4k

walk/run
or roll

12k

walk or run

21k

half marathon

42k

marathon

Choose your distance and make a difference

by helping to raise much needed funds for the Activ Foundation,
enabling people living with disabilities to live the life they choose.



activ
we believe in you

#gothedistance #myCitytoSurf

Early Bird Registration
Discount until 21 July (Perth)
(Regional - 30 June)

 @wacitytosurf
  @WACitytoSurf
  PerthCitytoSurf
  @PerthCitytoSurf

Register now at www.chevroncitytosurf.com



city to surf

for **actv**

GO THE DISTANCE

and Win!

Simply register for the Chevron City to Surf for Actv and you'll go in the draw to win one of three \$5000 Travel Vouchers from Flight Centre



Our image for illustrative purposes only




Contribute or fundraise more than \$50 for the Actv Foundation during the 2017 Chevron City to Surf for Actv and go into the draw to win a **brand new HYUNDAI**



HYUNDAI

GO THE DISTANCE

and Volunteer



Support your friends, family or community by volunteering for the 2017 Chevron City to Surf for Actv. Simply email us at volunteers@chevroncitytosurf.co.au

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REGISTER NOW AT www.chevroncitytosurf.com


surf | x

re | https://www.facebook.com/PerthCitytoSurf/publishing_tools/?section=PUBLISHED

Post Details

Chevron City to Surf for Activ 4 August · 🌐

Attention all Karratha participants - Collect your race bib TOMORROW (Sat 5 August 9am-5pm) at our City to Surf Marquee located in The Quarter green space. Don't forget to bring your e-ticket. It's not too late to enter at chevroncitytosurf.com or at the bib collection desk #gothedistance #karratha



Windows taskbar icons: e, Home, e, File Explorer, Outlook, Word, Chrome

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Post Details

Chevron City to Surf for Activ 5 August · 🌐

Karratha City to Surf participants - Have you collected your race bib yet for tomorrow's event? We're looking forward to seeing you at The Quarter green space before 5pm today. #mycitytosurf #gothedistance #karratha



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Chevron City to Surf for Activ added an event. 5 July · 🌐

The 'Chevron City to Surf for Activ' has long been recognised as WA's largest and most loved community sporting event. Now in its 43rd year, the City to Surf was established and is owned by WA's largest charitable disability service provider, the Activ Foundation. City to Surf is Activ's major fundraising event and we hope you will support us by registering, volunteering, fundraising or donating.

The Karratha event, held in vibrant redeveloped Quarter, was introduced in 2013. The flat, picturesque course accommodates different distances, paces and fitness levels. Choose from the 4km walk, run or wheelchair events, or the more challenging 12km walk or run.

Participation isn't limited to registration. City to Surf is WA's largest volunteering event and we invite people of all ages and backgrounds to get involved. Or come down to support this year's 2017 Activ All Stars, a group of people living with disability, who will be completing all 5 events in the Chevron City to Surf for Activ Series across WA to raise funds for Activ.

#Gothedistance and be part of the 2017 Karratha Chevron City to Surf for Activ. Get some exercise while having fun, supporting your local community, and helping make a difference by raising funds for people living with disability in WA. Or join us for the Iconic Perth event held on the last Sunday in August each year. Thank you to our local sponsors: City of Karratha, Landcorp, Pilbara Development Commission and the Karratha International.

Visit www.chevroncitytosurf.com



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re | https://www.facebook.com/PerthCitytoSurf/publishing_tools/?section=PUBLISHED

Chevron City to Surf for Activ added 2 new photos. 6 August · 🌐

Karratha delivers a beautiful, warm, sunny morning for our City to Surf. Great turn out with our 12km runners now on their way with the 4km runners and walkers not far behind. Perfect, calm conditions with more PBs expected. #mycitytosurf #gothedistance #Karratha #running



PerthCitytoSurf/photos/pcb.1420126758069391/1420126141402786/?type=3

Windows taskbar icons: e, Home, e, File Explorer, Outlook, Word, Chrome

Sponsorship Recognition

The Quarter, Landcorp and City of Karratha were recognised in various ways.

Logos were included on the City to Surf Website, Karratha City to Surf's Start and Finish location, as well as it's race bib collection marquee were set un in the Greenspace adjacent

The Quarter and associated imagery was commonly pictured/referred to in our Facebook promotions as well as race guides, maps, etc.

City of Karratha provided signage, which was displayed in a prominent position near the Start/Finish line and stage.

City of Karratha was approached to support promotion of City to Surf in recognition of its sponsorship.

Local Mayor Peter Long was the City to Surf MC and he repeatedly made public address announcements thanking all event and local sponsors including City to Karratha and Landcorp.

Local Member Kevin Michael, and Activ CEO Danielle Newport also gave an address that referenced The Quarter as an ideal space for the event and thanked the City of Karratha and Landcorp to assembled crowds.





The Chevron City to Surf for Activ WA Series is back for the 38th year with events in:

- Albany on 23 July
- Geraldton on 30 July
- Karratha on 6 August
- Busselton on 13 August
- Perth on 27 August

Congratulations for signing up for the Karratha event at The Quarter on Sunday 5 August 2017.

REGISTRATIONS
Registrations close 5.00pm Saturday 5 August.

ENTER ONLINE
Online registrations close 12.00pm Saturday 5 August at www.citytosurf.wa.gov.au

ENTER IN PERSON
Participants can register in person at the event village at The Quarter, Sharpe Avenue, Karratha on Saturday 5 August from 9.00am to 5.00pm.

COLLECT YOUR RACE BIB
You will need your race bib to compete. The bib must be worn on the front of your shirt / singlet so it is clearly visible. Any medical conditions must be clearly detailed on the reverse of your bib in the space provided, along with emergency contact details.

All Chevron City to Surf for Activ races are timed from start to finish by the sports timing management team.

Your timing tag is attached to the back of your race bib and ready to function. Timing tags are now disposable and do not need to be returned. To collect your race bib you must bring and present your numbered e-ticket.

If you have misplaced your e-ticket, or forgot to bring it to the Bib Collection Desk, you must bring along valid ID and see the Helpdesk upon arrival.

If you are picking up a race bib on behalf of a friend or family member, you will be required to bring a copy of their e-ticket.

COLLECTION POINT
LOCATION: City to Surf Marquee in gardens of The Quarter, Sharpe Avenue, Karratha
DATE: Saturday 5 August
TIME: 9.00am to 5.00pm

GENERAL SAFETY INFORMATION
Please take note of key safety policies for Chevron City to Surf for Activ on event day. Bicycles, skateboards, rollerblades/skates or any other similar mode of transport is NOT permitted for any distance with the exception of wheelchairs and prams/strollers.

Participants with prams/strollers are asked to start at the back of the course. Children in prams who may at any stage be walking/running on the course need to also be registered as participants for safety reasons.

NO animals or drones are allowed on the course.

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Images/Event Footage

As per your agreement the Event Holder shall provide City of Karratha with access to any copies of photographs, DVD's and video footage of the Event. City of Karratha is hereby allowed to use such material to promote the Event and for publicity purposes.

Please include a disc or USB of images alternatively you can email them to:
events@karratha.wa.gov.au

Images accompany this report. A USB of Karratha photography will be mailed to City of Karratha.

SCHEDULE 1

Sunday 6 th AUGUST		
3am	RD team arrive on site - Set up course / Road closures etc TikTok TimingSports arrives	RD Team
6.25 am	City to Surf Team Arrive at Start line – Assist in set up (Help Desk / City to Surf Tent/timing etc)	April & Etta
6.30 am	Music commences	Chris
6.35 am	Bump in time for entertainment. (DJ)	April
7.00 am	Have all sound equipment ready to go.	RD
7.00 am	Volunteers arrive. Sign in & get briefing	Carmen
7.15 am	Area set up ready to go – April & Volunteers man help desk	April Annette Volunteer
7.25 am	Photographer arrives – Briefing notes given	Etta
7.30 am	MC arrives – Mayor Peter Long	Etta
7.30 am	Danielle & Activ All Stars Arrive with their support workers. Meet at their Marquee	Annette
7.30 am	Warm up group arrives – given briefing / Shown PA system (Pilbara Running Group)	Jodie (stage manager)
7.35 am	MC starts – Welcoming people / creating excitement / Builds energy / sponsor shout outs (3 mins)	Peter Long
7.38 am	MC welcomes Danielle on stage	Peter Long / Danielle Newport
7.39 am	Danielle welcomes community (2 mins)	Danielle Newport
7.40 am	MC returns to stage – crowd interaction/ Sponsor Shout outs (2 mins)	Peter Long
7.42 am	Welcome warm up group to the stage (1 min)	Pilbara Running Group
7.43 am	Warm up group take stage – introduce themselves and then start warm up (5 min max)	Pilbara Running Group

7.48 am	Warm up finishes and leave the stage.	Pilbara Running Group
7.49 am	Chris Letts takes microphone – thanks warm up group introduces self – Explains the course to participants.	Chris Letts
7.53 am	Chris Letts leaves stage and checks lead bike ready	Chris Letts
7.54 am	MC, Danielle & Activ All Stars hop on stage. MC Introduces Activ All Stars (as group)	Annette to usher all Stars to Stage
7.55 am	MC welcomes Member for Pilbara Kevin Michel to stage to start race with Activ All Stars	Peter Long
7.56 am	Member for Pilbara Kevin Michel speaks (1 minute)	Kevin Michel
7.57 am	Member for Pilbara asks all 12km starters to head over to the start line ready for take-off.	Kevin Michel
7.59 am	On Chris's signal, Member leads the countdown. All Stars join in. Danielle fires horn.	Kevin Danielle
8.00 am	12km course starts	
8.02 am	MC thanks Member and all Stars and announces "well the 12km participants on their way"	Peter Long
8.03 am	All stars move off stage	
8.04 am	MC chats more candidly to Member and Danielle for a few minutes	Peter Long, Kevin Michel Danielle Newport
8.07am	Break for 5 mins.	
8.12am	MC gets 4 km runners and walkers to start moving to the start area to warm up & then welcomes Danielle back to stage	Peter Long
8.15 am	Danielle reaffirms her welcome to people who've just joined us.	Danielle Newport
8.17 am	MC takes centre stage again. Sponsor shout outs etc. And then Welcomes warm up group onto the stage to carry out 4km warm up.	Peter Long
8.18 am	Warm up group commences (5 mins)	Pilbara Running Group
8.23 am	Warm up finishes. They leave the stage.	Pilbara Running Group
8.24 am	Chris Letts stakes stage for race briefing – 4km Route Asks all 4km starters to head over to the start line ready for take-off.	Chris Letts
8.29 am	MC takes the stage & calls on Member Kevin Michel, Danielle & all Stars to start the 4km – Count-down begins on Chris's signal. (Member will lead the countdown – Activ All Stars and Danielle join in, then commence walk	Peter Long Kevin Michel Danielle Newport
8.30 am	4km course starts	

8.35 am	All participants have left and are on course.	
8.37 am	First 12 km runners are due to come through – ensure we are at the finish line to take down the winners name	Annette
8.37 am	First 12 km runners photographed	Etta
8.40 am	First runners should be crossing the line (4km) (obtain details of place getters & take photographs)	Annette Etta
As Runners enter	Medals get handed out by volunteers as they cross the finish line. Participants grab water and fruit on their way “out”	Volunteers
9.15am	Winners confirmed with Kieren including U16	Etta Annette
9.15 am	Get ready for presentations – stage, prizes etc	Etta April
9.20	Winners posted to Facebook	Etta
9.28 am	MC brings everyone in for presentations	Peter Long
9.30 am	MC calls Danielle onto the Stage for the Presentation ceremony.	Peter Long Danielle Newport
9.32 am	Presentations commence. MC calls winners. Danielle hands over the prizes.	Danielle Etta
9.50 am	Presentations over. Big congratulations!	Peter Long
9.52 am	MC and Danielle close the event and wish everyone safe journey home.	Peter Long Danielle Newport
9.55 am	Be there to answer questions	April / Etta
10.00 am	Start to Pack down as soon as last walker crosses the line	RD / City to Surf Team
10.00 am	Event officially closes after last walker crosses the line	
10.05 am	Vendors leave venue	April
2pm	Check out of hotel. (All who are staying at Karratha International)	April
8.30pm	Arrive back in Perth	