

Karratha City SC

Community Sundowner 2017



Final Event Report

Event Description

Karratha City Shopping Centre hosted the Family Sundowner event on Saturday, 14 October at the City of Karratha's "Quarter Activation space". The opportunity to host the external event of such scale was very much due to the City's contribution.

We saw the primary objective was to bring the Centre's community spirit to the forefront of the local residents, (especially given the approx. past 5 years, with the significant decline in local financial market, many locals suffered and the ability for our locals to "stick together and the power of locals supporting each other was paramount. We 100% identify as part of the local community and we wanted to engage in a "creative method!"

The horrifying fact that our local community has seen so many local youth contemplating and acting out to take their own life especially in recent times and the numbers are continuing to increase. In an attempt to help, we actively joined forces with the Blue Beanies Project, this is a local initiative that's overall focus is for "Youth Suicide Intervention, Prevention and Education".

The Sundowner was to include:

- A talent stage with a diverse selection of acts (from live music, local groups and a few solo artists).
- A unique fashion Parade with a dual purpose, of promoting the retailers fashion offering and giving 25 kids from Blue Beanies Project an opportunity to walk for weeks prior and be our models on the "Fashion Runway"
- An Authentic food offering showcasing our retailers and other local providers,
- Fresh and interesting activities for all the children and adults to enjoy together

We aimed at a relaxing and chilled out event that was new and fresh to what Karratha's events have recently activated in the Family Friendly / Market scene.

Strengths & Weaknesses

Strengths

- The centre's approach to genuinely aim for the event to be "About **OUR** Community" and supporting our local Blue Beanies Project.
- The centre's team previous experience within the events sector and local industry and relevant contacts.
- Having access to the funding from the City.

Weaknesses

- The weather gods! (it was very windy on the day / evening)
- There were a number of other major events on locally at the same time. Which lowered the availability to local suppliers and contractors.

Attendance

Patrons

- We had 800 in total patrons (adults and youth included).

Contractors

This is the contractors that were used for the build up plus on the actual evening.

CONTRACTOR	DESCRIPTION SERVICE / PRODUCT
1 SITE PICS	Event Photography
2 SITE PICS	Event photo booth
3 TOXFREE	Waste Management (skip bins and sulo bins)
4 DESERT PRINCESS	Event entertainment
5 C RESULTS	Print material collateral
6 FACEBOOK	Event advertising boosting
7 WRAPPED CREATIONS	Silent Disco Equip Hire
8 UNITED PARTY HIRE	Event stage and equipment
9 RED WAVE - RADIO	Advertising pre event & live broadcast at event
10 PAUL TAI TAI SOUND	PA / Sound Equipment & sound technician
11 GLAD CLEANING	Event cleaning services
12 SOUTHERN CROSS	Crowd Control presence at event
13 FCM TRAVEL	Flights (Perth / Karratha RTN)
14 COATES HIRE - LIGHTING TOWERS	Delivery / Removal and Supply of LIGHTING TOWERS
15 COATES HIRE - TIOLETS & GENERATOR	Delivery / Removal and Supply of TIOLETS & GENERATOR
16 ST JOHN AMBULANCE	Presence at event
17 Skill Hire	Prior and During Event Staff
18 KMART 1	MISC MATERIALS
19 RED DOT	MISC MATERIALS
18 WOOLWORTHS	MISC MATERIALS

Event Evaluation

What worked?

- Blue Beanies involvement / community minded
- Raise +\$2K for Blue Beanies, through Sausage Sizzle / Drinks Cans and Grab Bags sales.
- Family activities for parents / guardians and kids to partake in

What didn't work?

- Not being able to close Sharpe Ave along the event area for bump in access and during event for safety of patrons.

Recommendation for future events

- The City's liaison events team providing essential information with the legalities, infrastructure and operational aspect for planning and hosting events at that particular venue. For example info and policies regarding:
- No disclosure of nil access / use of the Quarter's building for prep area (of models / contractors) or essential services, (Running fresh water, toilets, lighting and power use). Centre was to arrange plus pay for these service / products.
- No disclosure that event organiser was required to seek additional license from COK to sell and supply food at the venue.
- No disclosure that a 6 week time frame was required to apply to COK for road closure and traffic management plan. There were unable to arrange the short term closure of Sharpe Avenue along the Quarter. (For bump in / out and during event for safety of patrons). When querying initially the communication was ambiguous for the application / regulations / process. .This impacted the set up, access and costs of the event.

Feedback Received

Patrons

- Fresh event with new ideas and concepts
- Are we doing it next year!!
- When is the next one!
- Great to see something fresh and different.

Suppliers / Stakeholders

- Great to see an event and organisation completely supporting a local cause that stays local in its benefit
- The kids were empowered and loved it!

Appendix Inclusions

Budget

- Tally of Costs VS Income (Plus (In Kind Contributions)
- All Invoices

Marketing undertaken

- Marketing Schedule and Sponsorship Recognition
- Event Community Run Down

Imagery from Event