



MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: Destination Pilbara Warlu Way Tourism Conference Platinum Sponsorship

Assessment Criteria	Description	Administration Comments
1.Strategic Alignment	<p><u>Contribution to Council's Vision and Strategic Themes</u></p> <p>1. Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City.</p>	<p>This event aligns to Council's strategies and plans and enhances the liveability of the City.</p> <p>Specifically, sponsoring the event:</p> <ul style="list-style-type: none"> Aligns to the City's Operational Plan in delivering small business support (Support business development, growth, diversification and innovation); Alignment with the City's MESAP Policy to attract conferences and events to the region; and Supports local businesses including accommodation providers, hospitality and retail who are expected to directly benefit from the event.
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> <ul style="list-style-type: none"> a) Within the local area (City of Karratha); b) Within the Pilbara Region; c) Perth Metropolitan Area; d) Intrastate – From other parts of WA; e) Interstate – From other parts of Australia; and f) International. <p>(Please include details of how these figures were obtained)</p> <p>2. Provide estimated length of visit for attendees</p>	<p>The Conference is being held at the Red Earth Arts Precinct (REAP). The sponsorship proposal did not directly address the expected economic benefit, however indicated a budgeted cost of \$99,137 to run the event and it is anticipated the majority of this spend will be with local businesses. It is expected tourism businesses from neighbouring local governments will also attend and growing capacity in these businesses will assist in delivering more/better tourism product to support the visitor economy throughout the Pilbara region, including in the City of Karratha.</p>

	<ol style="list-style-type: none"> 3. Provide estimated spend with local suppliers within City of Karratha 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. 	
3.Community/Social Impact	<p><u><i>Alignment with the Council's Values and associated benefit/impact to the Community</i></u></p> <ol style="list-style-type: none"> 1. Provide a detailed description of the event and the associated activities and experiences to occur. Include any imagery or video footage to support application 2. Demonstrate how the event appeals to the broad community and suits a range of audiences 3. Provide demonstrated community appetite for the event and any consultation that has been conducted 4. Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market 	This event directly supports local tourism businesses and indirectly supports retail and hospitality businesses. Diversification of the economy will also provide resilience for community to better deal with cyclical downturns in the resource sector.
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"> 1. Does the event show any impacts (positive or negative) on the environment? 2. What is the distance from the event space to the closest residential property? 3. What are the proposed event times? 4. What are the proposed noise impacts? 	Nil – the event will be held at REAP which is purpose built for such events and will accommodate any noise and other environmental considerations.

5. Media/Promotion Impact	<p><u><i>Direct and Indirect value of marketing and promotional activities</i></u></p> <ol style="list-style-type: none"> 1. Describe all marketing activities that will be undertaken to promote the event 2. Describe how sponsors of the event will be formally recognised 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 4. How do you intend to measure the success of the event? 	<p>The application provides clear list of Platinum Sponsorship benefits including City branding on marketing material, a speaker/presentation opportunity and provides an opportunity to promote the region to industry and State Government representatives.</p>
6. Risk Profile	<p><u><i>Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event</i></u></p> <ol style="list-style-type: none"> 1. Provide experience of previous event delivery 2. Provide details of any corporate/private sector investment/sponsorship 3. Provide a copy of insurance certificates of currency or policies secured for the event eg. public liability, personal accident for volunteers, etc. 4. Provide a detailed budget including projections of income and expenditure. Please use template provided 	<p>The PTA have provided a budget summary which demonstrates consideration for the likely expenses for delivery of the event, along with associated revenue. The budget indicates the event will break even. The PTA has a demonstrated capacity to deliver industry training and events which have previously been sponsored by the City. The event is also being funded by the Federal Government's Building Better Regions Fund.</p>