

APPLICANT		Banjima Native Title Aboriginal Corporation (BNTAC)			
EVENT NAME & DATE		Karijini Experience 11-13 Apr 2026			
EVENT DESCRIPTION					
Annual multi-day festival in Karijini National Park.					
Attracts 3,000+ attendees.					
Showcases Aboriginal culture, art, music, culinary experiences, wellness, and adventure.					
Promotes the Pilbara’s natural beauty and cultural tourism.					
Karratha marketed as the gateway for travellers to the Pilbara.					
FUNDING AGREEMENT TERM	TOTAL REQUESTED	TOTAL RECOMMENDED	TOTAL EVENT COST	PREVIOUS FUNDING	RETURN ON INVESTMENT
3 yrs	2025/26: \$20,000 2026/27: \$20,000 2027/28: \$20,000 Total \$60,000	2025/26: \$20,000 2026/27: \$20,000 2027/28: \$20,000 Total \$60,000	\$1,299,928 (2025 Actual)	2022/23 \$10,000 2024/25 \$15,000 Total \$25,000	Low Yield - \$6.39 High Yield - \$8.69
STRATEGIC ALIGNMENT	ECONOMIC IMPACT	COMMUNITY/ SOCIAL IMPACT	ENVIRONMENTAL IMPACT	MEDIA/ PROMOTION	RISK PROFILE
Med	Low	Low	N/A (event isnt held within the LGA)	High	Low
ENTITLEMENT SUMMARY					
<b>Branding:</b> Regional Sponsor recognition; logo on all marketing, website, e-newsletters, printed program, social media. <b>Announcements:</b> Verbal acknowledgment at key events. <b>Speaking:</b> One presentation opportunity. Onsite Marketing: Right to place banners. <b>Tickets:</b> Opening event (free) 2 tickets to Karijini Dining Experience 2 tickets to Bush Tours 4 tickets to major concert (Yurlu Lounge) <b>Display:</b> Activation space at The Village. <b>Post-Event:</b> Access to survey data; economic impact research. <b>Additional:</b> Promotion of Karratha as Karijini gateway.					
COMMENTS / RECOMMENDATION					
<b>Rationale:</b> Although the event is outside the City of Karratha, it is believed to deliver strong cultural and economic benefits aligned with City objectives. It promotes Karratha as the Pilbara gateway, supports Aboriginal-led tourism, and creates marketing opportunities to attract visitors and extend stays.					
The direct return on investment from this event is based on assumptions regarding visitor stays in Karratha before and after the event, as many attendees travel through Karratha as part of a broader Pilbara journey. It also includes expenditure with Karratha-based suppliers by event organizers, performers, and exhibitors.					
Visitor stay data is sourced from surveys conducted by the event organizers. These surveys are continually refined with each edition to improve accuracy. For example, in 2026, plans include capturing additional details at the time of ticket booking, such as place of origin and the number of nights spent in accommodation outside the event itself.					
<b>Funding:</b> The City has been offered a Regional Sponsorship package. Previously the event has been able to attract strong sponsorship and is underwritten by BNTAC.					
<b>Recommendation:</b> Officer recommends funding at the full requested amount of \$20,000 per year for three years.					

APPLICANT		Informa Australia Pty Ltd			
EVENT NAME & DATE		Pilbara Summit 24-25 Jun 2026			
EVENT DESCRIPTION					
Annual Event - Hosted in Karratha since 2022.					
600+ delegates, past three editions sold out.					
Brings together government, business, and industry.					
Focus on regional investment, policy discussion, and economic development.					
Positions Karratha as a hub for strategic dialogue.					
FUNDING AGREEMENT TERM	TOTAL REQUESTED	TOTAL RECOMMENDED	TOTAL EVENT COST	PREVIOUS FUNDING	RETURN ON INVESTMENT
3 yrs	2025/26: \$40,500 2026/27: \$41,715 2027/28: \$42,966 Total \$125,181	2025/26: \$40,500 2026/27: \$41,715 2027/28: \$42,966 Total \$125,181	Financial data not supplied	2022/23 \$20,000 2023/24 \$33,000 2024/25 \$35,000 Total \$88,000	Low Yield - \$18.25 High Yield - \$26.75
STRATEGIC ALIGNMENT	ECONOMIC IMPACT	COMMUNITY/ SOCIAL IMPACT	ENVIRONMENTAL IMPACT	MEDIA/ PROMOTION	RISK PROFILE
High	High	Med	Low	High	Low
ENTITLEMENT SUMMARY					
<b>Branding:</b> Keynote sponsorship branding; logo on all advertising and signage; branded ad/video during sessions.					
<b>Announcements:</b> Daily sponsor recognition.					
<b>Speaking:</b> Opening address; 20-min keynote; panel participation.					
<b>Onsite Marketing:</b> Logo on all conference promotions.					
<b>Tickets:</b>					
3 speaker passes					
6 delegate passes					
2 exhibitor passes					
15% discount on extras					
<b>Display:</b> 3m x 2m tabletop display.					
<b>Post-Event:</b> Access to networking tool; digital distribution of sponsor profile.					
<b>Additional:</b> Conference app access.					
COMMENTS / RECOMMENDATION					
<b>Rationale:</b> The event delivers strong economic impact, high ROI, and clear alignment with City objectives. It provides a strategic platform to promote Karratha as a hub for investment and innovation, while supporting local businesses and regional development priorities.					
Feedback from previous events indicates that ticket pricing has been a barrier for some local small businesses to attend. To address this, event organizers are currently offering heavily discounted (greater than 60%) early-bird tickets for local small businesses and not-for-profit entities. This initiative is being actively promoted by the KDCCI to ensure these businesses have the opportunity to access discounted tickets.					
In addition, it is proposed that the City allocate its entitled delegate passes to local small businesses, to be administered through the KDCCI. The City would then retain the option to purchase additional delegate tickets for any Councillors and staff who will be attending.					
<b>Funding:</b> The City has been offered a Platinum Sponsorship package that includes speaking opportunities, branding, and exhibition space. While detailed financial data has not been provided, the event is assumed to be profitable and well-supported by corporate sponsorship.					
It is important to note that the event organizer, Informa, is a for-profit corporate entity specializing in delivering high-level conference events. Consequently, the City’s sponsorship will contribute to the overall profit derived from the event. The risk of not sponsoring is not that the event will be canceled, but rather that it may be hosted elsewhere.					
The significant return on investment for the City’s sponsorship—driven by the large proportion of traveling attendees—provides a strong justification for this investment.					
<b>Recommendation:</b> Officer recommends funding at the full requested amount for all three years.					

APPLICANT		Chef Zach Pty Ltd			
EVENT NAME & DATE		Burrup Experience 11-12 Jul 2026			
EVENT DESCRIPTION					
<div>- Annual event progressing in size and outcomes</div> <div>- Event launched 2025 with a sold-out 75-person long-table dinner.</div> <div>- Expands in 2026 to a two-day program:<div><div>- Expanded long table moonlit dinner for 100 patrons with guest chefs.</div><div>- Children's bush tucker experience with Murujuga Rangers.</div><div>- Free community concert with major Indigenous artists</div></div></div> <div>- Legacy event transitioning to Traditional Owner leadership by 2028.</div> <div>- Aims to position Pilbara as a national cultural tourism destination.</div>					
FUNDING AGREEMENT TERM	TOTAL REQUESTED	TOTAL RECOMMENDED	TOTAL EVENT COST	PREVIOUS FUNDING	RETURN ON INVESTMENT
1 yr	2025/26: \$60,000	2025/26: \$50,000	\$176,210 (2026 Forecast)	2024/25 \$27,500 Total \$27,500	Low Yield - \$7.63 High Yield - \$12.37
STRATEGIC ALIGNMENT	ECONOMIC IMPACT	COMMUNITY/ SOCIAL IMPACT	ENVIRONMENTAL IMPACT	MEDIA/ PROMOTION	RISK PROFILE
High	Med	High	Med	High	Med
ENTITLEMENT SUMMARY					
<div>Branding: Major Partner recognition; logo on all media and ticketing platforms; link to City website.</div> <div>Announcements: Throughout event.</div> <div>Speaking: Opportunity for City representative.</div> <div>Onsite Marketing: Logo on banner-mesh signage.</div> <div>Tickets: 15 complimentary tickets for the dinner and 15 for the VIP lounge.</div> <div>Post-Event: Data collection; ticketing platform integration.</div>					
COMMENTS / RECOMMENDATION					
<div>Rationale: The event offers significant cultural and community benefits alongside moderate economic impacts, strongly aligning with the City's objectives. It positions Karratha as a unique cultural destination, supports Indigenous leadership, and enhances tourism and creative industries. While multi-year funding was requested, Officers recommend a one-year agreement to allow the organizer time to refine concepts and secure partnerships for future growth.</div> <div>Following a successful inaugural event in 2025—which featured a sold-out 75-person long table dinner—organizers are proposing an expanded program for 2026. Key additions include:<div><div>- Free Community Concert showcasing Indigenous talent, with negotiations underway for prominent Indigenous musician Thelma Plum to headline. Attendance is projected at 700–1,000 people.</div><div>- Expanded Long Table Dinner for 100 patrons.</div><div>- Children's Bush Tucker Experience delivered by Murujuga Rangers.</div></div></div> <div>Survey data from the inaugural event revealed that approximately 15% of patrons were visitors to the City, a significant increase from pre-event predictions of less than 5%. The event also received coverage on Destination WA and coincided with the Murujuga Cultural Landscape achieving World Heritage listing—further elevating Karratha's profile as a cultural tourism hub.</div> <div>The event organizer, Zach Green (The Storyteller Chef), is working closely with Murujuga Aboriginal Corporation (MAC), the traditional custodians of the Murujuga Cultural Landscape, to build capacity for hosting the event on Country. The long-term vision is to transition event ownership and management to MAC by 2028, with Mr. Green continuing as a key contributor.</div> <div>Funding: The City has been offered Major Partner status, which includes branding, speaking opportunities, and marketing entitlements. The event is still in a development phase and remains reliant on securing additional sponsorships.</div> <div>If the City chooses not to support the event, it is expected to proceed; however, it would likely be significantly scaled down, limiting the ability to implement planned expansions and resulting in a reduced quality of event infrastructure and styling, ultimately diminishing the guest experience.</div> <div>Recommendation: While the event organizer has requested \$60,000 in sponsorship, Officers recommend funding at a reduced amount of \$50,000 for a one-year agreement, with the expectation that the organizer will apply for funding for future years once event concepts are fully developed.</div> <div>The rationale for the reduced sponsorship amount is to align the return on investment (ROI) for this event with other sponsored events. At the requested \$60,000 level, the projected ROI was estimated at \$6–\$10 per dollar invested, whereas the recommended \$50,000 sponsorship increases the ROI to \$7.63–\$12.37 per dollar invested, which Officers consider more acceptable.</div>					

APPLICANT		Kimberley Pilbara Cattlemen's Association			
EVENT NAME & DATE		KPCA Conference 28-30 Oct 2026			
EVENT DESCRIPTION					
Hosted by Kimberley Pilbara Cattlemen’s Association.					
Held in Karratha every second year, attracts 200+ delegates.					
Focus on northern beef production and industry development.					
Includes social events boosting local spend on accommodation, hospitality, and entertainment.					
Generates economic outcomes and supports regional agricultural development.					
FUNDING AGREEMENT TERM	TOTAL REQUESTED	TOTAL RECOMMENDED	TOTAL EVENT COST	PREVIOUS FUNDING	RETURN ON INVESTMENT
1 yr	2025/26: \$40,000	2025/26: \$40,000	\$262,527 (2026 Forecast)	2023/24 \$40,000	Low Yield - \$9.44 High Yield - \$16.37
STRATEGIC ALIGNMENT	ECONOMIC IMPACT	COMMUNITY/ SOCIAL IMPACT	ENVIRONMENTAL IMPACT	MEDIA/ PROMOTION	RISK PROFILE
High	Med	Med	Low	Med	Low
ENTITLEMENT SUMMARY					
<b>Branding:</b> Logo on website, promotional materials, newsletters; Host City banner; Explore Karratha page; social media promotion. <b>Announcements:</b> Emcee acknowledgment. <b>Speaking:</b> Mayor welcome; tourism video; 2-min speech. <b>Onsite Marketing:</b> Banner display; full-page advert; stage banner; logo on screens. <b>Tickets:</b> 4 conference registrations, 10 Gala Dinner tickets, 6 Ladies/Lads Lunch tickets, 2 media passes, VIP seating for 2 <b>Display:</b> Trade stand or networking lounge. <b>Post-Event:</b> Evaluation report; delegate list (with consent). <b>Merchandise:</b> Promotional items; satchel inserts. <b>Additional:</b> Co-branded campaign; Conference app.					
COMMENTS / RECOMMENDATION					
<b>Rationale:</b> The KPCA Conference delivers strong economic and industry benefits, aligning with the City’s objectives by promoting business diversification, regional investment, and innovation within the pastoral sector. It positions Karratha as a hub for major agricultural events and strengthens connections between local enterprises and national industry leaders.  Survey data from previous events indicates that many pastoral delegates—based in remote Pilbara and Kimberley locations—bring their families to Karratha during the conference and use the opportunity to purchase goods and services not regularly available to them. Data also shows that attendees are significant spenders at local food and beverage providers. While these impacts are difficult to quantify and therefore excluded from ROI projections, they represent an additional boost to local spending generated by the event.  <b>Funding</b> The City is proposed as a major sponsor with branding, speaking opportunities, and marketing entitlements. The event has a detailed budget and strong corporate backing, supported by diversified income streams and a history of successful delivery.  <b>Recommendation</b> Officer recommends funding the requested amount of \$40,000 for one year.					

APPLICANT		Karlayura Rodeo Inc.			
EVENT NAME & DATE		Roebourne Rodeo 8 Aug 2026			
EVENT DESCRIPTION					
<div>- Annual Event - Established 2025, affiliated with Australian Bushmen’s Campdraft &amp; Rodeo Association.</div> <div>- Hosted at Norwest Jockey Club, Roebourne</div> <div>- Inaugural year: 3,000+ attendees, sold-out.</div> <div>- Combines rodeo competition, cultural performances, family entertainment, market stalls, live music.</div> <div>- Initially funded by Large Community Grant, now under MESAP policy due to strong economic impact.</div>					
FUNDING AGREEMENT TERM	TOTAL REQUESTED	TOTAL RECOMMENDED	TOTAL EVENT COST	PREVIOUS FUNDING	RETURN ON INVESTMENT
3 yrs	2025/26: \$50,000 2026/27: \$50,000 2027/28: \$50,000 Total \$150,000	2025/26: \$50,000 2026/27: \$50,000 2027/28: \$50,000 Total \$150,000	\$541,500 (2026 Forecast)	2024/25 \$50,000 (Large Community Grant) Total \$50,000	Low Yield - \$21.24 High Yield - \$31.05
STRATEGIC ALIGNMENT	ECONOMIC IMPACT	COMMUNITY/ SOCIAL IMPACT	ENVIRONMENTAL IMPACT	MEDIA/ PROMOTION	RISK PROFILE
High	High	High	Med	High	Med
ENTITLEMENT SUMMARY					
<div>Branding: Regional Principal Partner; logo on all marketing, website (link), banners, programs, arena signage; social media; cross-promotion.</div> <div>Announcements: Verbal acknowledgments; media interviews.</div> <div>Speaking: Opening ceremony participation.</div> <div>Onsite Marketing: Banners; fleet vehicles; activation space.</div> <div>Tickets: 10 VIP, 20 GA, Opening &amp; Welcome to Country</div> <div>Display: Promotional tent.</div> <div>Post-Event: Visitor data report.</div> <div>Merchandise: None.</div> <div>Additional: “Karratha is Calling” campaign; accommodation/tour promotion; ticketing integration.</div>					
COMMENTS / RECOMMENDATION					
<div>Rationale:</div> <div>The Roebourne Rodeo delivers significant cultural and economic benefits, aligning with the City’s priorities by promoting regional tourism, supporting Aboriginal leadership, and fostering community participation. Its proven success and strong growth potential justify a multi-year commitment to strengthen regional identity and economic impact.</div> <div>Karlayura Group is a 100% Aboriginal-owned business specializing in mining, civil contracting, and heritage services. Its mission is to build strong economic futures for the next generation by creating employment opportunities, developing skills, and providing career pathways for Aboriginal and Torres Strait Islander people. The group is owned by Director Brian Tucker, a highly respected Traditional Owner on Banyjima and Nyiyaparli country.</div> <div>To advance these objectives, Karlayura Group established Karlayura Rodeo Inc., an Indigenous-led, not-for-profit association dedicated to celebrating rodeo talent, promoting regional tourism, and fostering cultural connection across the Pilbara.</div> <div>Visitor data from the inaugural 2025 event shows that more than 900 patrons attended from outside the City of Karratha LGA, delivering a significant return on the City’s investment through local spending on accommodation, food and beverage, and other goods and services. Additionally, event organizers reported a higher level of local expenditure compared to conferences, driven by the need to construct a compliant temporary outdoor event space.</div> <div>The Roebourne Rodeo contributes to a vibrant major events calendar during the City’s peak season, occurring the weekend after the FeNaCING Festival and during the Cossack Art Awards. Building on lessons from the inaugural event, programming adjustments are planned to maximize cross-promotion and attendance between these events.</div> <div>The City also has the opportunity to leverage its entitled ticket allocation to maximize community benefit by offering tickets to local community organizations or as prizes to promote other City initiatives.</div> <div>Funding:</div> <div>The event has a detailed budget and diversified income streams, supported by strong community demand and partnerships.</div> <div>Recommendation:</div> <div>Officer recommends funding at \$50,000 per year for three years.</div>					