

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: 2027 Macro Music Karratha Concert

Assessment Criteria	Description	Administration Comments
1.Strategic Alignment	<u>Contribution to Council's Vision and Strategic Themes</u> Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City.	The proposed event demonstrates alignment with the objectives of the Major Events Sponsorship and Attraction Program through the attraction of a nationally recognised touring artist to Karratha and the provision of a large-scale entertainment experience for residents. The proposal also aligns with several priorities identified within the City of Karratha Council Plan 2025–2035, particularly the community vision of creating "Australia's most liveable regional city. The place we are proud to call home." The event demonstrates alignment with: Goal 2: A Welcoming, Connected and Vibrant Community - Supporting access to arts, culture and entertainment opportunities. - Providing opportunities for community participation and social connection. Goal 3: Healthy, Safe and Active Places - Activating existing community infrastructure through the use of the Red Earth Amphitheatre. - Encouraging community participation in a family-friendly event environment. Goal 6: A Diverse and Thriving Economy - Contributing to destination promotion through inclusion of Karratha as a tour location. - Supporting the City's objective of attracting visitors and enhancing its profile as a regional events destination.

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		Based on the information provided, the proposal demonstrates alignment with a number of Council Plan objectives relating to community activation, cultural participation and destination development.										
2.Economic Impact	<u>Contribution to the local economy</u> 1. Provide a breakdown of the estimated number of attendees from: 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. (Please include details of how these figures were obtained) 2. Provide estimated length of visit for attendees. 3. Provide estimated spend with local	Funding Request and City Investment The application seeks \$50,000 through the Major Events Sponsorship and Attraction Program (MESAP) to support Marco Music's Karratha concert featuring Tones and I. The funding request comprises a combination of cash funding and in-kind support. The event is proposed to be held at the Red Earth Arts Precinct (REAP), a City-managed venue, with a portion of the funding offsetting costs associated with the use of City facilities and services required to deliver the event, including: • Venue hire • Trailer stage hire • City staffing requirements Based on the information provided, the estimated value of the City's in-kind contribution is \$6,200, resulting in a proposed cash contribution of \$43,800. In addition to the funding request, the City has the opportunity to leverage the artist's presence to deliver a range of destination marketing, community engagement and promotional activities. Delivery of the proposed entitlement package is estimated to require a further \$20,000 in marketing, content creation and promotional expenditure. This additional investment can be accommodated within existing budgets and would support the delivery of agreed sponsorship outcomes and maximise the value of the City's investment by capturing long-term tourism, destination marketing and community benefits. <table><tr><th>City Investment Component</th><th>Value</th></tr><tr><td>Cash Funding Contribution</td><td>\$43,800</td></tr><tr><td>In-Kind Venue and Event Support</td><td>\$6,200</td></tr><tr><td>Entitlement Delivery Costs</td><td>\$20,000</td></tr><tr><td>Total City Investment</td><td>\$70,000</td></tr></table>	City Investment Component	Value	Cash Funding Contribution	\$43,800	In-Kind Venue and Event Support	\$6,200	Entitlement Delivery Costs	\$20,000	Total City Investment	\$70,000
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	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.	Visitor Spending Economic Impact The visitor spending assessment estimates the potential economic benefit generated through attendee expenditure within Karratha. Given the limited availability of historical visitation data from comparable events, both low and high-yield scenarios have been applied to provide a reasonable range of potential economic outcomes. The event is anticipated to attract 2,000 attendees. The applicant estimates that 800 attendees (40% of total attendance) will travel to the City and stay overnight, forming the basis of the high-yield scenario. A more conservative estimate of 250 non-local attendees (12.5% of total attendance) has been applied to the low-yield scenario. Visitor and Attendee Spending Assumptions Expenditure estimates are based on data from the <i>Tourism WA City of Karratha Overnight Visitor Factsheet 2025</i>. Average overnight visitor expenditure is estimated at \$681 per person per night, while average expenditure by local attendees is estimated at \$138 per person. <table border="1"> <thead> <tr> <th>Impact Category</th><th>Low-Yield Scenario</th><th>High-Yield Scenario</th></tr> </thead> <tbody> <tr> <td>Direct Impact</td><td>\$411,750</td><td>\$710,400</td></tr> <tr> <td>Indirect (Supply Chain) Impact</td><td>\$59,667</td><td>\$102,962</td></tr> <tr> <td>Induced (Consumption) Impact</td><td>\$66,120</td><td>\$114,078</td></tr> <tr> <td>Total Economic Impact</td><td>\$537,537</td><td>\$927,440</td></tr> </tbody> </table> Local Business Economy Impact Applicants Direct Local Spending Whilst the application forecasts \$103,675.55 in direct event delivery expenditure, including \$68,948 in local spend, a review of the budget suggests that some costs may be understated and that several event delivery requirements have not yet been included, reflecting the event's	Impact Category	Low-Yield Scenario	High-Yield Scenario	Direct Impact	\$411,750	\$710,400	Indirect (Supply Chain) Impact	\$59,667	\$102,962	Induced (Consumption) Impact	\$66,120	\$114,078	Total Economic Impact	\$537,537	\$927,440
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		early planning stage. The budget also excludes expenditure on bar stock, which is expected to be sourced locally and is estimated at between \$5,000 and \$10,000. Taking these factors into account, total direct local expenditure associated with the event is estimated to range between \$78,000 and \$110,000. This level of spending is expected to generate economic benefits across a range of local businesses and service providers. <table border="1"> <thead> <tr> <th>Impact Category</th><th>Low-Yield Scenario</th><th>High-Yield Scenario</th></tr> </thead> <tbody> <tr> <td>Direct Impact</td><td>\$78,000</td><td>\$100,000</td></tr> <tr> <td>Indirect (Supply Chain) Impact</td><td>\$15,369</td><td>\$20,342</td></tr> <tr> <td>Induced (Consumption) Impact</td><td>\$12,405</td><td>\$16,418</td></tr> <tr> <td>Total Economic Impact</td><td>\$95,774</td><td>\$126,760</td></tr> </tbody> </table> Local Opportunities In addition to the applicant's direct local expenditure, the event is expected to create economic benefits for local businesses and employment opportunities for local residents. The applicant has indicated that three to five local food vendors will be engaged as part of the event. Based on a conservative assumption that 50% of attendees purchase food or beverages at an average spend of \$25 per transaction, this could generate approximately \$25,000 in additional revenue for local vendors. The event will also provide opportunities for up to two local support acts, offering both direct performance income and exposure to a large audience. Further local employment is expected through event operations, with the local event management contractor anticipated to engage 6 to 10 staff, while bar operations are expected to employ approximately eight casual staff. These roles will provide additional short-term employment opportunities and contribute to the event's overall economic impact. Collectively, these opportunities extend the benefits of the event beyond direct event expenditure, supporting local businesses, creating local jobs, and increasing spending within the local economy.	Impact Category	Low-Yield Scenario	High-Yield Scenario	Direct Impact	\$78,000	\$100,000	Indirect (Supply Chain) Impact	\$15,369	\$20,342	Induced (Consumption) Impact	\$12,405	\$16,418	Total Economic Impact	\$95,774	\$126,760
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		Return on Investment (ROI) The Return on Investment (ROI) measures the amount of economic activity generated for every dollar invested by the City in the event. The ROI calculation is based on the City's combined cash and Entitlement Delivery investment of \$63,800 and incorporates both direct local expenditure associated with event delivery and visitor spending generated by event attendees. - Low-Yield Scenario (\$633,321 economic impact): \$9.93 generated for every \$1 invested. - High-Yield Scenario (\$1,054,200 economic impact): \$16.52 generated for every \$1 invested. Event Overlap The proposed event does not coincide with any similar City-supported or City-run events of a comparable scale, profile, or calibre during the same timeframe. As a result, it is unlikely to create competition for audiences, resources, or promotional opportunities, and instead complements the City's broader event calendar by contributing additional diversity and programming.
3.Community/Social Impact	<u>Alignment with the Council's Values and associated benefit/impact to the Community</u> Provide a detailed description of the event and the associated activities and experiences to occur. Include any imagery or video footage to support application.	Event Details The proposed event is an all-ages outdoor concert at the Red Earth Arts Precinct (REAP) Amphitheatre. Scheduled to run from approximately 5.00pm to 9.00pm, the event will feature performances from two local support acts followed by the headline performance. Attendees will also have access to food and beverage vendors, merchandise sales and supporting event infrastructure, creating a safe, accessible and family-friendly entertainment experience for residents and visitors. The event has the potential to provide social and community benefits by increasing access to live entertainment and cultural experiences within the region. Opportunities to attend performances by nationally recognised contemporary artists are comparatively limited within the Pilbara, often requiring residents to travel outside the region at significant cost. The

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	- Demonstrate how the event appeals to the broad community and suits a range of audiences. - Provide demonstrated community appetite for the event and any consultation that has been conducted. - Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market.	proposal would provide local access to an entertainment experience that is not regularly available within Karratha. Community Appeal The application is supported by evidence of community interest in attracting nationally recognised performers to Karratha. In January 2026, a community-led campaign was undertaken to secure a concert event for the region. The campaign generated significant community engagement through social media activity and local activation initiatives, including a public flash dance event. Public reporting indicated strong participation from residents, local businesses, community organisations and elected representatives, demonstrating a high level of community awareness and support for attracting major live music events to the City. This level of engagement suggests there is existing demand within the community for contemporary entertainment experiences of this nature. As an all-ages concert, the event is expected to appeal to a broad demographic, including young people, families and adult audiences. The event may contribute to social connection by providing a shared community experience and creating opportunities for residents to come together through a major cultural and entertainment event. Synergy with City Programming / Market Gap Alignment with existing programming: The City of Karratha calendar shows a strong focus on arts, culture, and civic events, including NAIDOC celebrations, Cossack Art Awards, FeNaCING Festival, Seniors Week, and the Red Earth Arts Festival (REAF). The proposed event complements these programs by adding a large-scale concert, rather than duplicating existing offerings.

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4.Environmental Impact	<u>The level of impact on the environment and associated natural and built resources</u> - Does the event show any impacts (positive or negative) on the environment? - What is the distance from the event space to the closest residential property? - What are the proposed event times? - What are the proposed noise impacts?	The environmental impact associated with the proposed event is considered low. The event is proposed to be held at the Red Earth Amphitheatre, a purpose-built venue designed to accommodate concerts, festivals and large-scale community events. Utilisation of an existing venue reduces the need for temporary event infrastructure and minimises impacts on surrounding land uses. Relevant environmental and amenity considerations include: - The venue is located away from established residential areas, reducing the likelihood of significant impacts associated with event noise. - Proposed operating hours of approximately 5.00pm to 9.00pm are considered appropriate for a family-focused event. - A professional traffic management contractor will be engaged to manage vehicle movements and event access. - Existing venue infrastructure will support waste management, crowd management and event operations. - The event will be required to comply with all relevant approvals, venue conditions and operational requirements. Based on the information provided, the proposed event is not anticipated to result in significant environmental impacts.
5.Media/Promotion Impact	<u>Direct and Indirect value of marketing and promotional activities</u> - Describe all marketing activities that will be undertaken to promote the event. - Describe how sponsors of the event will be formally recognised.	Promotional Activities In addition to the concert itself, the artist visit has the potential to deliver broader community, tourism and promotional benefits. Through media exposure, social media activity, and professional photography and videography, the sponsorship entitlements are intended to increase awareness of Karratha and promote the region to audiences beyond the Pilbara. The proposed sponsorship package includes community-focused activation opportunities, such as school engagement activities and artist meet-and-greet experiences, creating meaningful opportunities for local participation and connection. The package also incorporates the creation

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	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?	of promotional content highlighting Karratha's tourism, cultural and lifestyle attractions, supporting the City's destination marketing objectives. Subject to agreement, the City would retain access to approved imagery and video content generated through the sponsorship, providing a valuable ongoing resource for tourism promotion, economic development, investment attraction and community marketing initiatives. While these activities have the potential to deliver significant community, tourism and promotional benefits, they would also require staff resources and associated delivery costs. These costs should be considered as part of the total City investment. Budget<table><tr><th>Activity</th><th>Cost</th></tr><tr><td>Graphic Design (produced externally)</td><td>\$6,500</td></tr><tr><td>Ticket giveaway</td><td>\$1,000</td></tr><tr><td>Photo & Video Crews</td><td>\$5,000</td></tr><tr><td>Video Production</td><td>\$5,000</td></tr><tr><td>Promotional Activities</td><td>\$2,500</td></tr><tr><td>Total</td><td>\$20,000</td></tr></table> Indicative Promotional Value Industry benchmarks indicate that individuals with large social media audiences can command substantial fees for promotional content, destination marketing campaigns and branded digital content. Based on these benchmarks, the equivalent promotional value of content promoting Karratha could reasonably be estimated at between \$30,000 and \$75,000, excluding travel and accommodation costs. Where the engagement includes a multi-day visit, multiple content pieces and broader promotional activities, the equivalent value could exceed \$100,000. Importantly, if the City were to procure comparable services independently, including influencer or talent engagement, professional photography and videography, destination marketing content, social media promotion and associated travel costs, the total investment would likely	Activity	Cost	Graphic Design (produced externally)	\$6,500	Ticket giveaway	\$1,000	Photo & Video Crews	\$5,000	Video Production	\$5,000	Promotional Activities	\$2,500	Total	\$20,000
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		be significantly higher than the cost attributed to these sponsorship entitlements. As a result, the package likely represents a cost-effective opportunity to secure a range of community, tourism and promotional outcomes that would otherwise require separate procurement and additional budget allocation. Marketing Plan A comprehensive marketing and communications plan will be developed and delivered by the concert promoter to maximise event awareness, ticket sales and regional visitation. The campaign is expected to utilise a mix of marketing channels, including an official artist concert announcement, targeted digital advertising, social media campaigns, email marketing and media relations. Press releases will be distributed to national and regional media outlets, creating opportunities for coverage across Australia while also encouraging local media to promote the event throughout the Pilbara. This multi-channel approach is intended to generate strong audience reach, increase awareness of both the event and Karratha as a destination, and support attendance from local, regional and visiting audiences.												
6.Risk Profile	<u>Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event</u> 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 e.g. public liability, personal accident for volunteers.	Detailed Budget The projected event budget is estimated to range between \$220,000 and \$290,000, reflecting the scale of the proposed concert and associated delivery requirements. A significant portion of the budget, estimated at \$100,000 - \$120,000, is allocated to artist fees and touring-related expenses, which is consistent with securing a nationally recognised touring act. Income sources include: <table border="1"> <thead> <tr> <th>Income Source</th><th>Basis</th><th>Amount</th></tr> </thead> <tbody> <tr> <td>Ticket Sales</td><td>2,000 patrons × \$90 net</td><td>\$180,000.00</td></tr> <tr> <td>City of Karratha Sponsorship</td><td>Cash contribution requested</td><td>\$50,000.00</td></tr> <tr> <td>Macro Music Promoter Contribution</td><td>Promoter underwriting</td><td>\$4,475.55</td></tr> </tbody> </table>	Income Source	Basis	Amount	Ticket Sales	2,000 patrons × \$90 net	\$180,000.00	City of Karratha Sponsorship	Cash contribution requested	\$50,000.00	Macro Music Promoter Contribution	Promoter underwriting	\$4,475.55
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	4. Provide a detailed budget including projections of income and expenditure. Please use template provided.	TOTAL IDENTIFIED PROJECT FUNDING		\$234,475.55
		The event remains in the development phase, with additional sponsorship and commercial partnership opportunities currently being pursued. As such, the final project budget and funding mix may be refined as further commitments are secured. Financial Position Based on the current budget estimates and identified funding sources, the project demonstrates a reasonable financial foundation, with ticket sales expected to generate the majority of event revenue. However, with projected expenditure ranging from \$220,000 to \$290,000, the event's financial performance remains heavily dependent on achieving ticket sales targets and securing additional sponsorship support. As the event is expected to proceed following the artist announcement, any shortfall in ticket sales would reduce overall revenue and profitability, with the associated financial risk largely borne by the concert promoter. While strong community interest and demand indicators provide confidence in the event's potential, realistic ticket sales forecasting, ongoing sponsor engagement, and continued budget refinement will be important to mitigating financial risk and ensuring the event remains financially sustainable.		