



**CITY OF  
PERTH**  
City of Light

**Register of interest:**

*Music/Dance Festival*

## ACKNOWLEDGEMENT OF COUNTRY

The City of Perth acknowledges the traditional custodians of the land we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and spiritual connections to Boorloo (Perth) and the Derbarl Yerrigan (Swan River). We offer our respect to Elders past and present.



# The Opportunity

The City of Perth (the **City**) comprises of the Perth Central Business District and surrounding suburbs of Crawley, Northbridge, East Perth, and West Perth.

The City, which was founded in 1856, covers an area of 20.01km<sup>2</sup> and in 2021 had a population of 24,463.

The City of Perth is calling for registrations of interest from consultants/event operators/promoters to present a multi-day music/dance festival in the Perth CBD in 2025 and likely annually (the “**Annual Perth Festival**”).

The consultant/event operator/promoter engaged by the City is requested to:

- deliver the Annual Perth Festival (placeholder name only);
- provide all concert infrastructure and production required (unless otherwise specified in City Support);
- coordinate artists and performers including travel;
- provide ticketing, security, health approvals, licensing and other associated requirements of a major music/dance festival; and
- promote and market the Annual Perth Festival (with City Support).



# The Proposal

The Annual Perth Festival is proposed:

- to be held on a suitable day(s) such as commencing Easter 2025 or other suitable days in 2025, and continuing annually;
- as a multi-day festival;
- to allow for different performances on each day;
- to allow for daytime and night-time performances;
- to be located at Langley Park, on Riverside Drive in the heart of the City of Perth (see details below); and
- may include or be expanded to other nearby locations (see details below) such as Elizabeth Quay, the Supreme Court Gardens and/or Ozone Reserve. Forrest Place is also available for smaller complementary activity central in the CBD.

The Annual Perth Festival is also proposed:



as a ticketed event for attendees



to include commercial services (including merchandise and food / drink / other outlets)



to present a revenue-share arrangement to the City for ticket sales generated from the event or similar

City contributions are intended to include but not be limited to the following (“**City Support**”):

## No City Charge For:

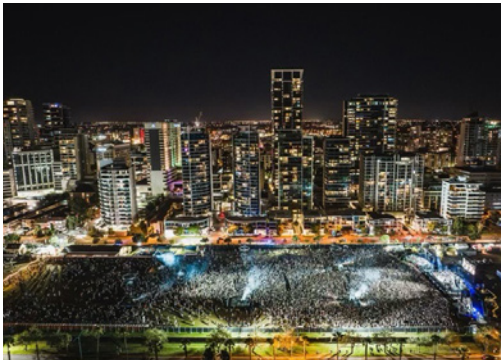
- premier venues: Langley Park, Supreme Court Gardens;
- executive venue: Ozone Reserve;
- Forrest Place;
- provision of mains power where available;
- provision of water supply where available;
- provision of waste management – event bin hire;
- traffic management and hostile vehicle mitigation as required;
- on-street car parking bays and use/part use of Terrace Road Car Park as required for event;
- banner site hire and installation (banner production excluded);
- promotion via City of Perth channels which include social media exposure with a highly engaged audience:
  - City of Perth Instagram – 162k followers;
  - City of Perth Facebook – 46k followers;
  - Visit Perth Instagram – 203k followers; and
  - Visit Perth Facebook – 226k followers;
- stakeholder engagement with relevant agencies and residents/businesses;

## Additional Contributions

- additional cash contribution – amount requested to be included in response to ROI.



# The Venues



## Langley Park

**Size** 900m x 100m (90,000sqm)

**Unique Selling Point** Largest City of Perth grassed venue. Flat rectangular open space, adjacent to the river, city views.



## Supreme Court Gardens

**Size** 15,000sqm

**Unique Selling Point** CBD location, close to public transport, grassed area is semi-enclosed by mature trees, pathways and garden beds.



## Ozone Reserve

**Size** 18,000sqm

**Unique Selling Point** Divided by three bookable spaces, linked by grassed areas around the wetlands of Lake Vasto, at the eastern end of Riverside Drive.



## Elizabeth Quay

**Size** 13,000sqm

**Unique Selling Point** Waterfront landmark located on the edge of the picturesque Swan River, in the heart of Perth CBD. Close to public transport.



## Forrest Place

**Size** 3,000sqm

**Unique Selling Point** Located in the middle of the CBD, surrounded by unique retail, food and beverage offerings. Large footfall. Close to public transport hubs.

# The ROI Requirements



Register your interest via **Tenderlink**  
from 6 May 2024 – 30 May 2024.

The following information will be required:

- Outline of proposed high-level concept for a multi-day music/dance festival
- Proposed dates (if available)
- Proposed support level by City of Perth (cash contribution if required)
- Proposed revenue-share arrangement to the City for ticket sales generated from the event or similar.

# Contact

Contact the Events Team:

☎ 08 9461 3333 (Mon – Fri)

✉ [perth.events@cityofperth.wa.gov.au](mailto:perth.events@cityofperth.wa.gov.au)



This publication is available in  
alternative formats upon request.



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