



2025

Events Strategy

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"Perth is our capital city and the events heart of WA."

ACKNOWLEDGEMENT

The City of Perth acknowledges the Whadjuk Nyoongar people as the Traditional Owners of the lands and waters where Perth city is situated today and pay our respect to Elders past and present.



Basil Zempilas
Lord Mayor, City of Perth

Message from the Lord Mayor

In October 2020 the people of Perth elected a new Council for our great city, and one I am very proud to lead. Working together as a team we have set a new course, responding to the needs of our community, and it's fair to say we are doing things differently.

We have a new direction, new goals, and an exciting future ahead.

We have just undertaken a monumental task – to comprehensively review and rebuild our major events service. The final piece of this project is this 2025 Events Strategy: a strategy designed to make Perth the events heart of Western Australia – not only for those attending, but for those wanting to host events here as well. We have shifted our priorities from a focus on ‘doing’ to a focus on ‘facilitation and support’.

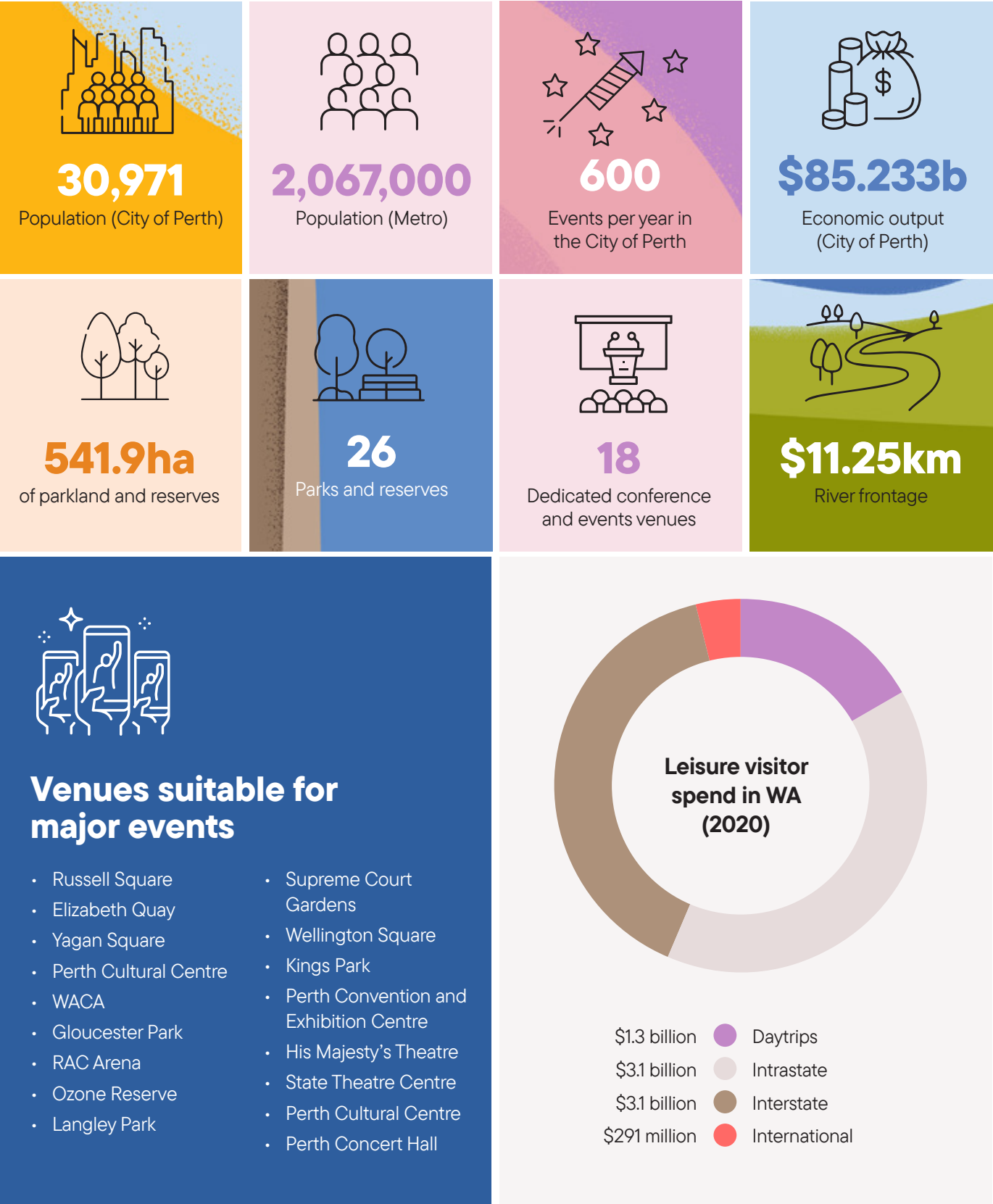
While Perth is known for its beauty, we have so much more to offer. We have a rich indigenous culture – the oldest on earth – and we are home to the third largest Fringe Festival in the world as well as the oldest international arts festival in the southern hemisphere, the Perth Festival.

Perth boasts Australia's newest and most advanced sporting stadium, and we are the gateway to the world-famous culinary regions of the Swan Valley and Margaret River. Then there are the things we take for granted that make us the envy of Australia and the rest of the world; we have more sunny days a year than any other Australian city, we have fresh air, premium produce, and perhaps most importantly, friendly people. We are an outdoors city with adventurous people – often you'll find us out and about. In Perth, ‘year-round’ is in our DNA.

We have closely considered how we best facilitate and support our events industry so they may rebound and recover faster post COVID19.

Our culture, environment, location and lifestyle make us stunningly unique, and we are ready to take things to the next level. Our legend is growing. We are loud, we are exciting, and we are ready to share Perth with the rest of the world.

Current State



Our Competitive Advantages



Sunny warm climate

Perth has more sunny days than any other Australian city, and is known as Australia's sunniest capital.



Beautiful clean environment and incredible biodiversity

Perth is the capital of the Southwest Australian Ecoregion (SWAE) – Australia's only global biodiversity hotspot and one of only 34 in the world.



Artistic excellence

Home to the 3rd largest Fringe Festival in the world and to Perth Festival – the oldest international arts festival in the southern hemisphere. Perth is known internationally for its world class musicians who thrive in the global music scene, and for the West Australian Academy of Performing Arts.



Resources and Energy

The capital of resource rich WA, Perth is one of the world's major resources hubs.



+8hrs timezone and connectivity

60% of the world's population is within 1 hour + or – to Perth.



Liveability

World class experiences are within 20mins from Perth.



Our Vision

"Perth is our capital
city and the events
heart of WA."



We facilitate, support and deliver great opportunities throughout the year for community interaction and enjoyment, resulting in Perth being a vibrant, iconic destination; a place of possibility where great things happen.

Where do we want to be?

Informed by listening to our community and our stakeholders, we have a new direction for the City of Perth, and a clear and consistent vision of Perth as an events destination:



Perth is a vibrant, connected and progressive city



Perth is an event friendly destination



Perth has a year-round calendar of events that reflects our unique cultural proposition, attracts visitors and is supported by residents



Perth receives international reputation for its brand and unique culture, and is known for a signature event



Perth is a city that celebrates its unique Aboriginal culture and multicultural community.

Our Strategy

What do we need to do to get there?

Through extensive stakeholder engagement, research and benchmarking, internal reviews and gap analysis we have identified four key elements which when integrated with the Strategic Community Plan will transition the City to our desired future state.










By completing these four key elements and their associated actions, together we will create year-round vibrant spaces, increased profile for Perth as a destination, and robust, productive local industries.

STRATEGY	HOW
<div data-bbox="113 1323 199 1413">1</div> <div data-bbox="221 1317 331 1429"> </div> <div data-bbox="378 1317 659 1435"> Build the Stage We will create the right environment for success </div>	<ul style="list-style-type: none"> • Event friendly process/customer service focus • Reduced fees • Less red tape • Better event infrastructure
<div data-bbox="113 1503 199 1592">2</div> <div data-bbox="221 1496 331 1608"> </div> <div data-bbox="378 1496 718 1615"> Manage the Line-up We will implement a proactive portfolio approach </div>	<ul style="list-style-type: none"> • Proactive rather than reactive • “Supporting” rather than “Doing” • Future-focused planning • Strategic event attraction and sponsorship
<div data-bbox="113 1682 199 1771">3</div> <div data-bbox="221 1675 331 1794"> </div> <div data-bbox="378 1675 710 1794"> Hit the Lights We will lead, collaborate and enable others </div>	<ul style="list-style-type: none"> • Partnership and collaboration focus • Demonstrating leadership • Building community capacity • Increasing local benefits and sustainable outcomes
<div data-bbox="113 1861 199 1951">4</div> <div data-bbox="221 1854 331 1995"> </div> <div data-bbox="378 1854 746 1995"> Turn up the Mics We will promote our destination profile and showcase Perth </div>	<ul style="list-style-type: none"> • Supporting the “Perth” identity • Promoting “add on” tourism and hospitality experiences (e.g. staycations) • Using our channels and events to increase our exposure and reputation as a destination

Our Pillars

To guide and inform our new direction and approach, key pillars from our stakeholder engagement were crystallised into **Six Principles** that guide this Strategy.

 LIVEABLE	 Event friendly We are open for business. We provide a simple, competitively priced event bookings process together with a can-do attitude and supportive services.
	 Uniquely Perth Perth is unique - our priority is to support events that build and communicate our unique cultural identity.
	 Community Benefit We love events because they create multiple positive benefits. We will leverage events to make Perth safer, cleaner, friendlier and more people focused.
	 Something for Everyone Using a portfolio approach, we will facilitate, support and organise a diverse range of events that are inclusive, appeal to a broad range of demographics and provide enriching experiences for all throughout the year.
 SUSTAINABLE	 Sustainability We will advocate for sustainable event design that minimises waste, single-use plastics, local impact and carbon footprint.
 PROSPEROUS	 Support Local Our focus is local. We will advocate for the use of local businesses and suppliers, and we will design our own events with local businesses in mind.

"We will leverage events to make Perth safer, cleaner, friendlier and more people focused."



Our Role

As Western Australia's capital city local government, the City of Perth operates within both the City of Perth Act and the Local Government Act. Both pieces of legislation outline the role the City of Perth plays on behalf of the people of WA.



The Local Government Act 1995 outlines the City's local government boundary area and role it plays as custodian of Perth city for our ratepayers.

The City of Perth Act 2016 defines the responsibility the City has in representing the broader Perth area and the State of Western Australia on both a national and international level.

This means **when we are facilitating, sponsoring and organising events, it is our responsibility to provide enriching experiences for everybody** - for all who live, work, visit, study and invest in our city.

Each day, we undertake multiple event roles:



Facilitator

We facilitate others to deliver events to the community by attracting, approving and sponsoring.



Event Organiser

We direct-deliver events at strategic times that are important to the community.



Partner/Enabler

We build partnerships and enable others to assist in the delivery of events to the community.



Advocate

We advocate on behalf of the community to influence the delivery of events to meet community needs.



For the purposes of this Strategy, our top 3 priorities are in the following order:

1

Facilitator (Market-led)

We appreciate that we can't deliver quality results alone, and recognise our key role is to facilitate others to deliver events in the City of Perth. Led by Council, we have begun the journey to make the city WA's most events friendly destination for event organisers. Our key role is to proactively facilitate, attract and approve event opportunities to take place in the city, creating the right environment for success.

2

Direct-Delivery/ Event Organiser (City-led)

We appreciate some things just won't happen if we don't do them ourselves. At pivotal moments throughout the year, we will deliver free signature events and activations that respond to community need and calendar diversity.

3

Partner/Enabler (Community-led)

Everything we do as a Local Government is for our community. In order to deliver better benefits, we must enable our community and neighbourhoods to build their own skills and capacity to deliver, so they can organise events important to them. Increasing local and regional engagement in smaller-scale events will contribute to an increased sense of neighbourhood and community.



Our Approach

To inform the development of this strategy, the City undertook extensive stakeholder engagement activity in January - February 2020 as well as comprehensive reviews of other sources, taking input from:

- In-depth workshops with over 60 industry stakeholder from hospitality, tourism, community groups and State, agency and local government
- City of Perth Strategic Community Plan
- Comprehensive internal end-to-end review of the City's event approvals process
- Strategic priorities and workshops with Elected Members
- Community surveys
- Desktop reviews of existing research reports and capital city best practice
- Ongoing feedback from our ratepayers and key stakeholders



Through this process we continually asked our stakeholders and ourselves:

Where do we want to be?

What does success look like?

How could the City best utilise events to benefit our community and stakeholders?

What is critical to our success, and what are our barriers?



2025 EVENTS STRATEGY

The results of this research has led us to a fresh new approach.

Compliance focus



Customer focus

Reactive



Proactive

“Doing” focused



Facilitating /
Supporting focused

Rule-based
compliance/risk
assessment



Risk-based assessment

“First in” scheduling
approach



Strategic “portfolio”
approach

Our Strategy in Depth

Our four Key Elements each have a small number of strategic actions that will ensure the desired state is achieved. Each strategic action has a number of tactical actions which if resourced and implemented will address the strategic action.



"Perth receives international reputation for its brand and unique culture."



Strategy	Vision/Objective	Strategic Action
Build the Stage We will create the right environment for success	Perth is an event friendly destination.	1.1 Provide strategic direction for all events the City facilitates, sponsors and delivers. 1.2 Create a positive destination profile of the City of Perth for event organisers. 1.3 Enable event organisers to effectively manage/ mitigate risks and provide a safe, healthy, and enjoyable environment for the community.
Manage the Line-up We will implement a proactive portfolio approach	Perth has a year-round calendar of events that reflects our unique cultural proposition, attracts visitors and is supported by residents.	2.1 Develop an annual portfolio of events that generates year-round vibrancy, caters to our community, and offers something for everyone. 2.2 Facilitate, support and proactively attract external event opportunities.
Hit the Lights We will lead, collaborate and enable others	Perth is a city that celebrates its unique Aboriginal culture and multicultural communities.	3.1 Be the leader and collaborator that connects what we have together. 3.2 Enable and build capacity in community/ neighbourhood groups. 3.3 Incorporate local benefits and sustainable outcomes into event design.
Turn up the Mics We will increase destination profile and showcase Perth	Perth receives international reputé for its brand and unique culture and is known for a signature event.	4.1 Support the Perth identity, and increase our exposure and reputation of Perth as a vibrant destination to live, work, visit, invest and study. 4.2 Promote and encourage visitors to stay and to enjoy Perth for longer. 4.3 Position Perth as a South East Asia hub for business events (MICE – meetings, incentives, conferences and exhibitions).

Key Measures of Success

Our vision and goals will be assessed in the following ways:

Strategy	KPI	Format	Frequency
Build the Stage Create the right environment for success	Customer satisfaction	Event organiser perception survey	Annual
	Total number of events and activations	Event reports	Annual
	Number of recurrent/repeat event bookings	Yearly event list report	Annual
	End-to-End Review implementation	E2E Implementation Plan	Annual
Manage the Line-up Implement a proactive, portfolio approach	Average number of events per month	Events report	Annual
	Number of new events held	Yearly event list report	Annual
	Resident satisfaction rating	External perception survey	Annual
	Levels of sense of safety and security in the city	External perception survey	Annual
Hit the Lights Lead, collaborate and enable others	Number of partnerships / joint activities / collaboration projects	Partnership agreements	Annual
	Percentage increase of investment in direct delivered events from partners	Partnership agreements / Financial reports	Annual
Turn up the Mics Increase destination profile and showcase Perth	Number of linked experiences promoted by the City	City of Perth website data	Annual
	Number new MICE events in City of Perth	Data from Business Events Perth	Annual



This publication is available in alternative formats and language upon request.



GPO Box C120,
Perth WA 6839



27 St Georges Terrace
Perth WA 6000



perth.wa.gov.au

T 08 9461 3333

E info@cityofperth.wa.gov.au

CITY OF  **PERTH**