

Events Plan 2023/24



Acknowledgment of Country

*The City of Perth kadij kalyakool moondang-ak
kaaradj midi boodjar-ak ngala nyininy, Wadjak
Noongar yoongar wer bandany Aboriginal
yoongar yooarme boodjar-ool.*

*Ngalang woola Boorloo wer Derbal Yerrigan
kalyakoort, wongin kadadjiny wer, wirn-yoodan.*

*Ngalang kadij Birdiya koora wer yeyi
moondang-ak kaaradjiny.*

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 the spiritual connection to Boorloo (Perth) and the Derbal Yerrigan (Swan River).

We offer our respects to Elders past and present.



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

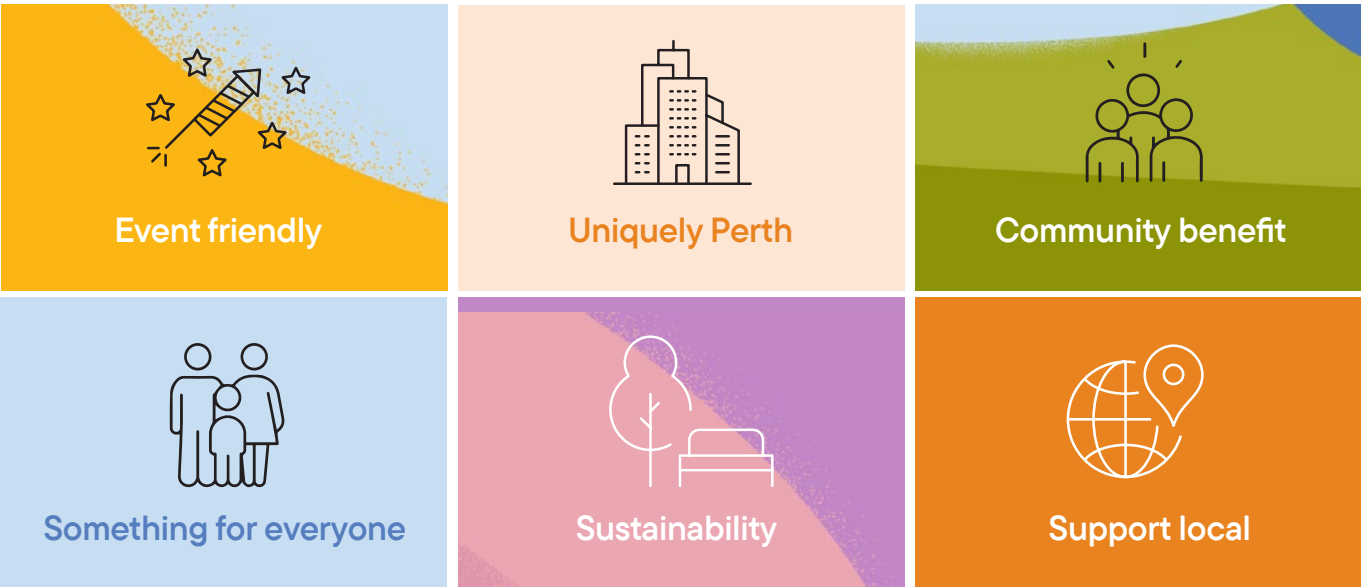
This Events Plan 2023/24 is informed by the City's Events Strategy and our three strategic pillars *liveable*, *sustainable* and *prosperous*.



Background

Events contribute to the fabric of the city through vibrancy, inclusiveness and supporting the economic prosperity of businesses. Overall, events staged in a destination build the liveability of a city.

This plan covers the key pillars of the City’s 2025 Events Strategy:

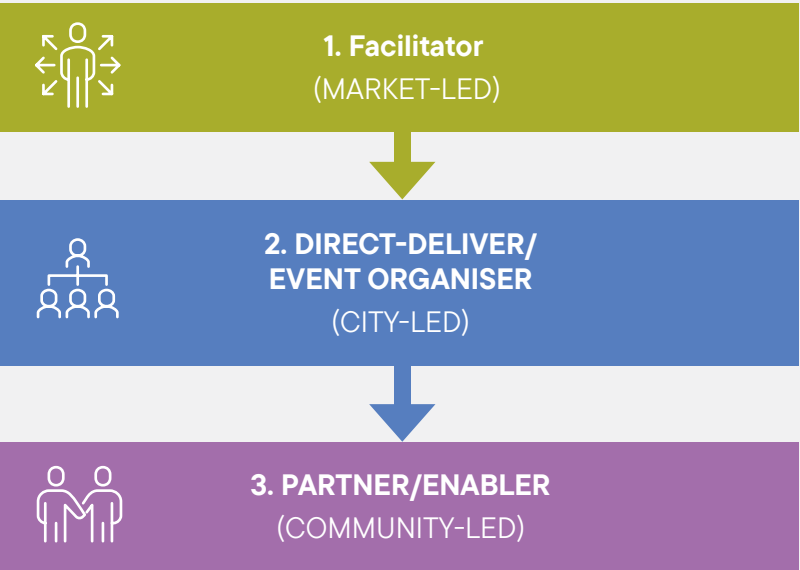


Our Role

The City of Perth creates the right environment for success by attracting, facilitating, and sponsoring events. The 2025 Events Strategy sets the framework, including the order of priority for the City’s roles regarding events.

The City will align with these priorities by increasing the investment in City-led events from partners, enabling investment to be directed to collaboration and enabling others to deliver priority outcomes.

EVENTS STRATEGY (2022-25) - EVENT ROLE PRIORITIES



Key Principles

Initial 2022/23 data analysis indicates events have continued to attract significant visitation to the city and have provided positive economic impact.

Key considerations for the Events Plan 2023/24 also include:

- Market forces (where the market is unable to deliver a major event)
- Return on investment (value for money)
- Brand alignment (City of Light)
- Ability to enhance the city's reputation as an events destination
- Community pride and connectedness
- Seasonality
- Diversity of content (cultural diversity)
- Alignment and opportunity with desired market segments
- Sustainability

The City has also maintained focus on local activation of priority venues including Elizabeth Quay and Forrest Place to attract families to the heart of the CBD.

Sponsored Events

Proactively attracting event organisers to hold their events in the city through financial and in-kind support is how we will achieve the City's 2025 Event Strategy objectives. Sponsorship and grants impact reporting demonstrates a high return on investment for the City of Perth. Through the Grants and Sponsorship Program, the City can support a wide range of events to take place throughout the calendar year, whilst building capacity in other organisations/community groups and leveraging public outcomes.

Other Facilitated Events

We play an important role in facilitating events to take place in the city and we actively seek new and returning offerings. We support external event organisers to book our venues, providing enriching experiences throughout the year for all. We aim to continuously improve the customer experience we offer to event organisers; together with a can-do attitude and supportive services, we offer a simple, competitively priced event bookings process.

On a basis of shared benefits, we will promote facilitated events using the City of Perth's brand and Visit Perth platforms. Organic social and digital communication tools across both platforms (as well as paid marketing campaigns) will offer increased promotional support.





City-Led Events

Events delivered by the City strategically fill gaps in the event calendar and respond to community needs and expectations. Events are categorised as follows:

 <p>Signature Event Budget: \$1,800,000</p>	<p>A major event with a unique selling point, generating visitation including intrastate audiences which adds to the profile of Perth.</p>
 <p>Events Budget: \$2,695,000</p>	<p>Events of various scales which attract visitation to the city, deliver economic impact and engender community pride.</p>
 <p>Activations Budget: \$375,000</p>	<p>Activities which add vibrancy to a specific precinct, engages the community and contributes towards creating a sense of place.</p>
 <p>Marketing Budget: \$600,000</p>	<p>A marketing approach that tactfully promotes events and leverages the City's new municipality brand - City of Light.</p>

APPROACH TO INCOMING SPONSORSHIP

Sponsorship, grants and co-funding partnerships are critical to the Events Plan 23/24, as is sound financial management. Government and corporate sectors can contribute to the activation, vibrancy and prosperity of Perth by supporting City events.

Historically, the City has attracted approximately \$1,800,000 from various partners including Lotterywest and the corporate sector. We will strive to obtain the incoming sponsorship projected within the plan, however it is subject to change.



Signature Event

Christmas Lights Trail

November 2023 to January 2024

The Christmas Lights Trail has cemented its place as our signature event. Delivering significant economic impact and consistently high visitation numbers, this Signature Event continues to strengthen the City's position as a must-see destination over the summer.

A family favourite, the Christmas Lights Trail returns with new, impressive lighting installations activating select malls, streets and open spaces in the CBD and Northbridge. The inclusion of an activation program including festive entertainment and performances connects the stops and increases vibrancy and the sense of safety for visitors.

FY23/24 Budget	\$1,800,000
Projected Incoming Sponsorship	\$800,000 [^]
City Cost	\$1,000,000

[^]Christmas Lights Trail be a priority focus for third-party support, including sponsorship opportunities and co-funding partnerships.

CHRISTMAS LIGHTS TRAIL 2022/23



Direct economic impact of
\$12,453,273



384,600
attendees



89% of attendees
had a good/excellent
experience with a Net
Promoter Score of 17



84% of attendees would
not have visited the area
without the event



68% of intrastate
attendees noted the
event was their main
reason for travelling



Awarded Bronze for *Major
Festivals & Events* at the
Perth Airport WA Tourism
Awards 2022 (2021 event)

Events

City of Light Shows

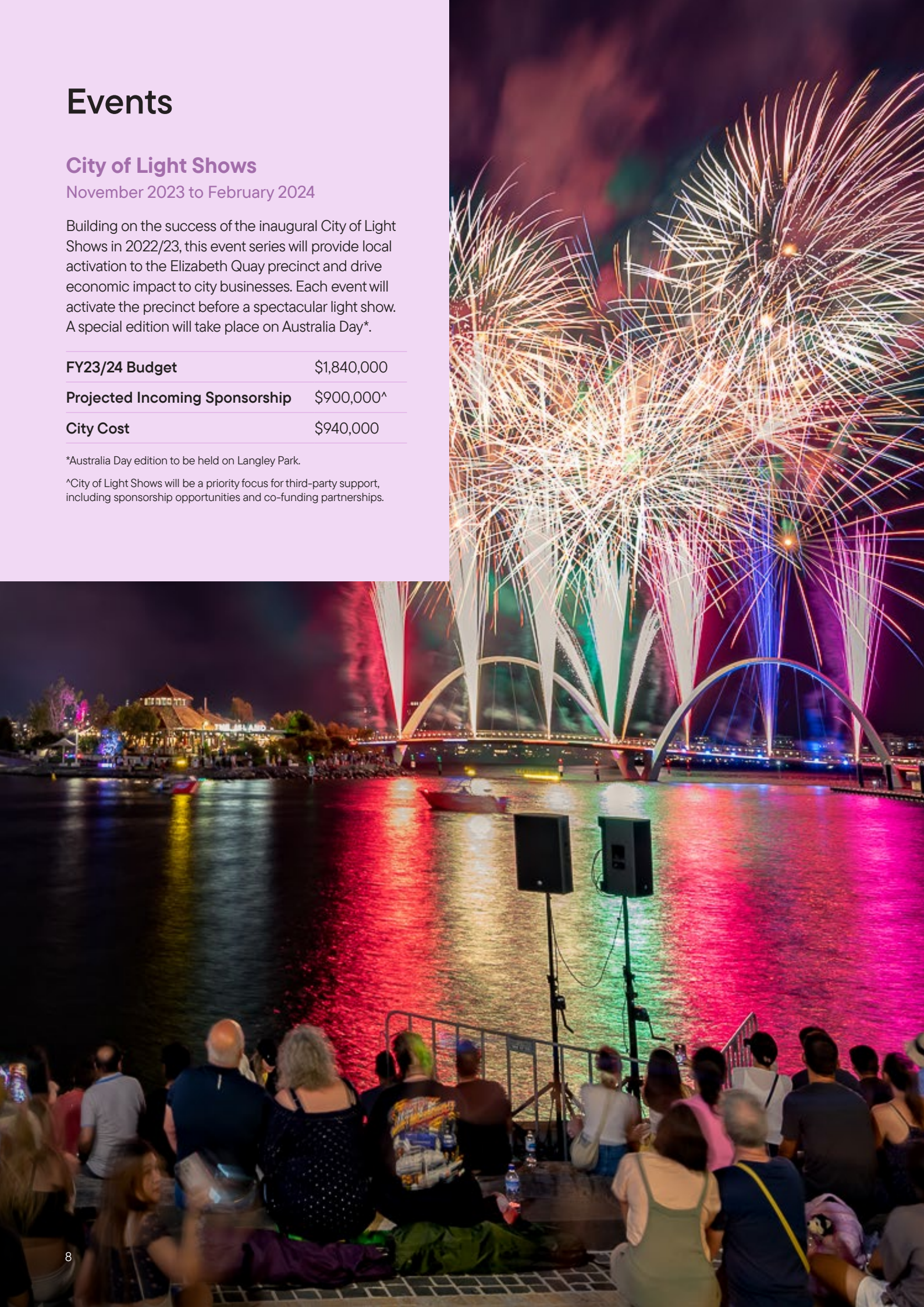
November 2023 to February 2024

Building on the success of the inaugural City of Light Shows in 2022/23, this event series will provide local activation to the Elizabeth Quay precinct and drive economic impact to city businesses. Each event will activate the precinct before a spectacular light show. A special edition will take place on Australia Day*.

FY23/24 Budget	\$1,840,000
Projected Incoming Sponsorship	\$900,000^
City Cost	\$940,000

*Australia Day edition to be held on Langley Park.

^City of Light Shows will be a priority focus for third-party support, including sponsorship opportunities and co-funding partnerships.





Christmas Nativity

December 2023

The traditional story of Christmas is told live on stage in Forrest Place with Christmas carols and performances. Back by popular demand over two nights, the family concert is a show for everyone and a chance to sing-along to Christmas favourites.

FY23/24 Budget	\$70,000
Projected Incoming Sponsorship	\$0
City Cost	\$70,000



New Year's Eve

31 December 2023

Elizabeth Quay comes alive with festivities, roving performances and entertainment, plus fireworks at a family-friendly time. Late-night crowds ring in the New Year in the Northbridge entertainment and hospitality precinct with a midnight fireworks display.

FY23/24 Budget	\$415,000
Projected Incoming Sponsorship	\$50,000^
City Cost	\$365,000

^This incoming sponsorship is subject to new partnership opportunities and is untested.



Birak Concert

26 January 2024

The Birak Concert, an Aboriginal and Torres Strait Islander concert celebrating culture through music and dance will return to Supreme Court Gardens. The program features a stellar line-up of WA talent on stage, plus market stalls and family-friendly entertainment.

FY23/24 Budget	\$220,000
Projected Incoming Sponsorship	\$0
City Cost	\$220,000



Boorloo Heritage Festival

April 2024

The program will celebrate Perth's natural, cultural and built heritage. There is something for everyone with aboriginal storytelling, history and heritage walks, talks, 'behind the scenes' tours of iconic heritage buildings, children's activities, exhibitions and experiences.

FY23/24 Budget	\$150,000
Projected Incoming Sponsorship	\$100,000^
City Cost	\$50,000

^Projection based on previous support from Lotterywest and DLGSC which may be subject to change.

Activations





Neighbourhood Activations

Curated local-scale events such as community concerts will be delivered for each of the six neighbourhoods to support community connection and diversity. Events to take place at locations and times in collaboration with neighbourhood groups to maximise impact.

FY23/24 Budget	\$100,000
Projected Incoming Sponsorship	\$0
City Cost	\$100,000



Twilight Food Market

October 2023 to March 2024

Twilight Food Market takes place seasonally every Friday evening in Forrest Place, creating vibrancy to directly support and activate the CBD's retail core.

FY23/24 Budget	\$20,000
Projected Incoming Sponsorship	\$0
City Cost	\$20,000



Leveraging and Activation

To strategically respond to opportunities that strengthen the events calendar and bring vibrancy to the city all year-round. The City will collaborate with key stakeholders and third-party event organisers to leverage major events and festival programs.

FY23/24 Budget	\$200,000
Projected Incoming Sponsorship	\$0^
City Cost	\$200,000

^Partnership funding not anticipated however will be actively pursued and prioritised for increased scale and impact.



Lunar New Year

10 to 25 February 2024

Red Lanterns will hang throughout streets in Northbridge and in Murray and Hay Street Malls to celebrate Lunar New Year, the Year of the Dragon. Lion Dance performances will also entertain lunch-time crowds in the malls.

FY23/24 Budget	\$55,000
Projected Incoming Sponsorship	\$20,000^
City Cost	\$35,000

^This incoming sponsorship is subject to new partnership opportunities and is untested.

Marketing

Marketing investment will support City-led events through paid advertising channels, as well as the City’s digital and social media channels. High profile events facilitated by the City will also be supported through the City’s channels.

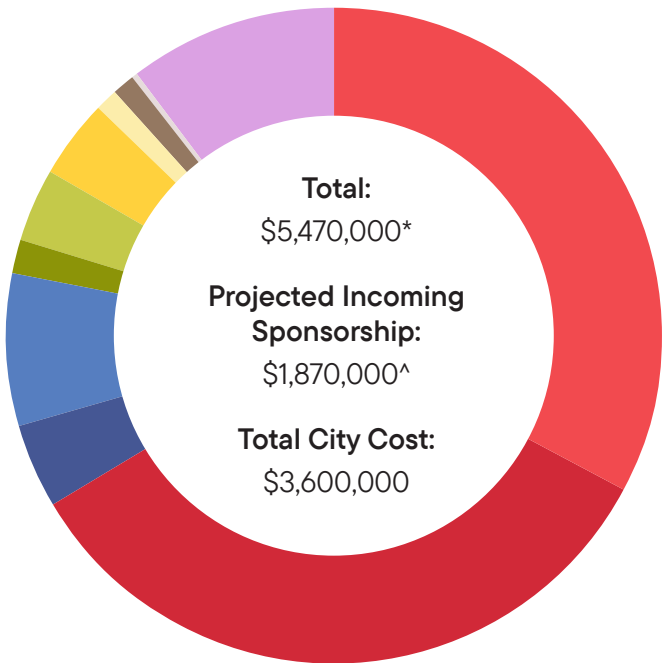
In addition, Marketing will play a key role in helping the City reach it’s incoming sponsorship objectives.

FY23/24 Budget	Projected Incoming Sponsorship	City Cost
\$600,000	\$0^	\$600,000

^Partnership funding not anticipated however will be actively pursued and prioritised for increased scale and impact.



Events Budget FY23/24



Christmas Lights Trail	\$1,800,000
City of Light Shows	\$1,840,000
Birak Concert	\$220,000
New Year's Eve	\$415,000
Neighbourhood Activations	\$100,000
Leveraging and Activations	\$200,000
Boorloo Heritage Festival	\$150,000
Christmas Nativity	\$70,000
Lunar New Year	\$55,000
Twilight Food Market	\$20,000
Marketing	\$600,000

*Actual expenditure may vary.
^Projected incoming sponsorship is variable and outside of the City's control.



Measures of Success

Measuring events is an important stage in an events lifecycle. Evaluating outcomes not only determines the impact events have on the community and its ratepayers, they inform and inspire future decision making, and provide assurance or direction for the City's investments in the future.

Outcomes



Measures

Outcome	Measure	Format/Method
SPONSORSHIP		
Visitation	Year on year total attendance	Acquittal report through SmartyGrants within three months of project completion
Economic impact	Year on year total economic impact	
Social impacts	Levels of social impact	
Cultural impacts	Levels of cultural impact	
FACILITATED		
Visitation	Year on year total attendance	Event debriefs
Portfolio of annual events	Average number of events per month	Event reports
CITY-LED EVENTS		
Visitation	Year on year total attendance	<ul style="list-style-type: none">• WiFi activity sensors• Crowd counting technology using active mobile devices• Hand clicker counters (fenced events)• Scanned tickets (ticketed events)• Visual observations including density calculation estimates
Economic impact	Return on investment; attendee spend; direct economic impact	<ul style="list-style-type: none">• Third party event impact reporting using intercept surveys with a sample* of event attendees• Spendmapp data
Cultural impact	Cultural connection; sense of place; vibrancy	
Social impact	Safety; community; pride; belonging; bridging social differences	
Attendee Satisfaction	Attendee feedback	
MARKETING		
Awareness	Event awareness (unprompted)	<ul style="list-style-type: none">• Brand Health Tracker reporting: third party led consumer dashboard• Media plan post-campaign report
	Event awareness (unprompted)	
Audience reach	Audience reach and frequency data	
	Audience engagement – clicks and views	



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

