

## MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

**PROPOSAL NAME: 2024 Developing Northern Australia (DNA) Conference**

Assessment Criteria	Description	Administration Comments
1.Strategic Alignment	<p><u>Contribution to Council's Vision and Strategic Themes</u></p> <p>1. Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City.</p>	<p>This event aligns with the City's strategies and plans and enhances the liveability of the City. Specifically, sponsoring the event aligns with:</p> <ul style="list-style-type: none"> <li>• The City's Strategic Community Plan - Outcome 4.a to raise the profile of the City and Outcome 4.d to continue to engage with industry and government on key initiatives;</li> <li>• The City's MESAP Policy to attract events to the region; and</li> <li>• The City's Strategic Community Plan - Outcome 2.a to support business development, growth, diversification and innovation.</li> </ul>
2.Economic Impact	<p><u>Contribution to the local economy</u></p> <p>1. Provide a breakdown of the estimated number of attendees from:</p> <p>a) Within the local area (City of Karratha);</p>	<p>The proposal provides a detailed breakdown of expected delegate spend based on previous DNA events, including a breakdown of attendees for the 2019 Karratha DNA conference. It is expected 43% of attendees will reside outside of WA.</p>

	<p>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)</p> <p>2. Provide estimated length of visit for attendees</p> <p>3. Provide estimated spend with local suppliers within City of Karratha</p> <p>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.</p>	<p>Past event data indicates an average of 3.5 nights stay per delegate, with an average (local) daily spend of \$640.16.</p> <p>The estimated total (local) delegate spend based on 300 delegates over 3 days equates to \$497,275</p> <p>In addition to local spending by delegates, the application indicates that local business will benefit from \$305,275 in local expenditure for services for DNA.</p> <p>The event does not clash with other local events.</p>
3.Community/Social Impact	<p><u>Alignment with the Council's Values and associated benefit/impact to the Community</u></p> <p>1. Provide a detailed description of the event and the associated activities and experiences to occur. Include any imagery or video footage to support application</p> <p>2. Demonstrate how the event appeals to the broad community and suits a range of audiences</p> <p>3. Provide demonstrated community appetite for the event and any consultation that has been conducted</p>	<p>The proposal only provides a high level description for the event as keynote speakers, presenters and trade exhibitors will require confirmation closer to the event date. DNA has a history of successful conference delivery in major regional centres in the north of Australia.</p> <p>The event directly supports local hospitality, accommodation and tourism business through direct spend. Community will benefit from attendance of government officials, presenting engagement opportunities for advocacy relating to key local issues.</p>

	<p>4. Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market</p>	<p>The City does not currently have a similar product offering, and as such the event is deemed to not compete with City events.</p>
4.Environmental Impact	<p><u><i>The level of impact on the environment and associated natural and built resources</i></u></p> <ol style="list-style-type: none"> <li>1. Does the event show any impacts (positive or negative) on the environment?</li> <li>2. What is the distance from the event space to the closest residential property?</li> <li>3. What are the proposed event times?</li> <li>4. What are the proposed noise impacts?</li> </ol>	<p>The event will be held at the Red Earth Arts Precinct – use of the purpose built facility will mitigate any impact to local residents and environment given there are no residential dwellings in close proximity.</p>

5. Media/Promotion Impact	<p><u><i>Direct and Indirect value of marketing and promotional activities</i></u></p> <ol style="list-style-type: none"> <li>1. Describe all marketing activities that will be undertaken to promote the event</li> <li>2. Describe how sponsors of the event will be formally recognised</li> <li>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</li> <li>4. How do you intend to measure the success of the event?</li> </ol>	<p>The application provides clear list of Host City Partner/Sponsor benefits including branding on promotional material, access 6 full registrations, exhibitors stand, Welcome Address, and logo/links to marketing event collateral.</p> <p>The 2024 Host City will also be formally announced at the close of the 2023 Conference, including a destination video.</p> <p>DNA 2024 and City branding will appear though the dedicated DNA Conference website, along with promotion through DNA's email subscription list, Twitter, Facebook, and LinkedIn.</p> <p>A post conference survey will assist in measuring the events success.</p>
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6.Risk Profile	<p><u>Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event</u></p> <ol style="list-style-type: none"> <li>1. Provide experience of previous event delivery</li> <li>2. Provide details of any corporate/private sector investment/sponsorship</li> <li>3. Provide a copy of insurance certificates of currency or policies secured for the event e.g. public liability, personal accident for volunteers, etc.</li> <li>4. Provide a detailed budget including projections of income and expenditure. Please use template provided</li> </ol>	<p>The event organiser has over 30 years industry experience, including significant experience in delivery of the DNA conference.</p> <p>Sponsors are yet to be locked in, as the event location must first be confirmed. The DNA conferences are typically well supported through state and federal government funding.</p> <p>As the event is over 1 year away, an insurance certificate of currency will need to be sought closer to the event delivery date to ensure cover is relevant and current.</p>
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