



MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: Red Country Music Festival 2024

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">• The City's Strategic Community Plan –<ul style="list-style-type: none">• Outcome 1.e to recognise, embrace and celebrate diversity and 1.f to foster social interaction across the community;• Outcome 4.a to raise the profile of the City and Outcome 4.d to continue to develop partnerships with Indigenous groups;• Outcome 2.a to support business development, growth, diversification and innovation; and• The City's MESAP Policy to attract events to the region.
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>The proposal provides a detailed breakdown of expected patron spend. The proposal extensively draws from the 2023 edition of the Red Country Music Festival to inform the 2024 application's assumptions.</p>

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	<p>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)</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>In 2023, approximately 800 patrons attended the Red County Music Festival. It is anticipated that 1,500 patrons will attend the 2024 Red Country Music Festival due to an improved talent line-up including a Nationally renowned artist.</p> <p>The proposal provides a detailed breakdown of expected patron spend based on previous events, including a breakdown of attendees for the 2023 event. It is expected that 40% of the 2024 Festival's patrons reside outside of the City of Karratha (Pilbara region, state and national patrons). Past event data further indicates that visitors from outside of Karratha spend two to three nights within Karratha for similar events, spending about \$120 per night each. Using these indicators, it is anticipated that the 2024 Festival will generate a spend of between \$144,000 and \$216,000 from visiting patrons.</p> <p>With regards to the patrons visiting from beyond the region, it is noted that the Karratha event, which is the subject of this funding, is the final event in a series of three with the other events being held in Newman and Port Hedland in the weeks leading up to this one. As a result the figures that have been provided relating to the number of patrons anticipated to attend from outside the region may be diluted as they attend one of the other events.</p> <p>The 2023 edition of the Red Country Music Festival resulted in approximately \$219,209 in direct expenditure for services related to the staging and delivery. Some of the expenses included in this calculation were incurred in the Pilbara region, not specifically Karratha. The application indicates that economic impact projections for the 2024 Festival will exceed that of the 2023 Festival.</p>

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		<p>The event does not clash with other local events, however Celebrate WA has indicated a potential event to be held on Saturday 15 June 2024. At the date of writing this evaluation the City does not have a confirmed venue hire for this event.</p>
3.Community/Social Impact	<p><u>Alignment with the Council's Values and associated benefit/impact to the Community</u></p> <ol style="list-style-type: none"> 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 2. Demonstrate how the event appeals to the broad community and suits a range of audiences 3. Provide demonstrated community appetite for the event and any consultation that has been conducted 4. Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market 	<p>The proposal provides a detailed description of the planned event which aims to bring together national and local talent to deliver the concert. The staging of the Festival will provide the opportunity for local businesses to be involved in delivering food, accommodation, market stalls and art/cultural offerings. The 2024 Festival includes confirmed events in Newman and Port Hedland with the final show being delivered in Karratha.</p> <p>The event directly supports local hospitality, accommodation and tourism business through direct spend.</p> <p>The Festival is a family-friendly community event bringing together Indigenous and non-Indigenous groups for the purpose of delivering a high quality cultural, art and entertainment experience. In 2023, transport was provided to shuttle community members from Roebourne to the event in Karratha. The 2024 Festival proposes this service will be provided again.</p> <p>While the City hosts numerous annual events, there is currently no dedicated festival spotlighting country music. Previously supported under the Large Community Grants Scheme, this event is considered complementary rather than competitive with existing City offerings.</p>

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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"> 1. Does the event show any impacts (positive or negative) on the environment? 2. What is the distance from the event space to the closest residential property? 3. What are the proposed event times? 4. What are the proposed noise impacts? 	<p>The event is proposed to be held from 12:00 – 22:00 on Sunday 16 June 2024 at the amphitheatre at the Red Earth Arts Precinct. Use of the purpose-built facility and the 22:00 close will mitigate any impact to local residents and environment given there are no residential dwellings in close proximity.</p> <p>Further Red Country Management is committed to responsible and sustainable event management and delivery through the use of efficient led concert lighting, solar lighting towers, bio-degradable plant-based food containers and placement of recycling bins for example.</p> <p>The proposed approach to managing the potential environmental impacts of the event are considered to be acceptable.</p>

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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"> 1. Describe all marketing activities that will be undertaken to promote the event 2. Describe how sponsors of the event will be formally recognised 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? 	<p>The application provides a list of Sponsor benefits including branding on promotional material, complimentary tickets, a Welcome Address, and logo/links to marketing event collateral.</p> <p>Under the agreements, the City will continue to be identified as a sponsor for the 2024-2026 events.</p> <p>Red Country Music Festival and City branding will appear throughout the event including on the website, in all marketing and promotion nationally on print media and digital advertising as well as with promotion through Red Country Management's social media accounts.</p> <p>A post event report will be produced demonstrating ticket sales/attendance, media and marketing analysis, vendor sales, performer satisfaction, emergency services feedback, market research and financials including local spend. Each event will need to be successfully acquitted prior to the release of funding for the next year's event.</p> <p>The proposed media and promotion for the event would raise the profile of the City of Karratha as an organisation and the region as a whole to a state and national audience. Although this does have a value to the City the sponsorship value is relatively high for the benefit that has been outlined.</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"> 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, etc. 4. Provide a detailed budget including projections of income and expenditure. Please use template provided 	<p>The event organiser has delivered the Festival annually since 2013, with the exception of events that were affected by cancellations as a result of COVID-19. Red Country Management have continued to improve their event management and planning in line with legislation and State Government requirements to ensure safe and successful events. Further, the management team has been strengthened through the appointment of team members who have worked to deliver other successful national and state events including Perth Firewater Festival and the Darwin 4WD Boating and Camping Expo annually.</p> <p>A number of sponsors for the 2024 event have been confirmed including contributions from both the State and Federal Government, which directly support the event in Karratha. Total confirmed sponsorship at the time of receiving the application was \$171,500 (excl. GST) for the Karratha leg of the 2024 event only. It is noted that the applicant has verbally indicated that two other Pilbara based local governments have committed funding to the events being held in their area/s. In addition, the applicant has advised that should the City's funding not be secured, the event in Karratha may not proceed. Even if the City does fund the full requested amount the proposed event budget indicates a remaining shortfall of \$45,000 (excl. GST) that has not been secured through sponsorship at the time of writing this evaluation. This indicates a financial risk to the City as the event is not currently fully funded. A detailed proposed budget for the 2024 event has been provided in confidence.</p> <p>Insurance certificates of currency have been provided.</p>