

# STAIRCASE TO THE MOON

*Proposal*



PREPARED FOR: CITY OF KARRATHA



[zach@storytellerchef.com.au](mailto:zach@storytellerchef.com.au)

**2025 - 2027 Staircase to the Moon  
Long Table Dinner and Festival  
(NAIDOC)**

Event Proposal by  
Zach Green

**The Storyteller Chef**



## **Table of Contents**

Event Overview	<b>3</b>
Strategic Alignment	<b>5</b>
Economic Impact	<b>6</b>
Community / Social Impact	<b>8</b>
Environmental Impact	<b>10</b>
Media / Promotion Impact	<b>11</b>
Risk profile	<b>13</b>
Proposed Budgets	<b>15</b>

## Overview – A Three-Year Cultural and Culinary Journey

The Staircase to the Moon Event: A Celebration of the Pilbara's Cultural and Culinary Heritage

**Year 1 (2025):** *Laying the Foundation for a Cultural Renaissance*

**Date:** Saturday, 12 July 2025

**Venue:** Hearson's Cove

**Year 2 (2026):** *Expanding the Vision—Music, Culture, and Broader Appeal*

**Proposed Date:** Saturday, 11 July 2026

**Venue:** Hearson's Cove

**Year 3 (2027):** *Full-Scale Cultural Festival—Karratha's Premiere Event*

**Proposed Dates:** Friday, 9 July 2027 – Sunday, 11 July 2027

**Venue:** Nganjarli Boardwalk, Hearson's Cove

**Year 1** of the three-year cultural and culinary journey will launch the Staircase to the Moon event, a key experience designed to become a premier cultural gathering in the Pilbara. Taking place on 12 July 2025 at Hearson's Cove, the event will feature an intimate long-table dinner for 75 guests, showcasing a multi-course menu by Zach Green, incorporating local ingredients and Indigenous cooking methods. Guests will experience the Pilbara's cultural heritage through immersive art installations and storytelling by acclaimed artist Bobbi Lockyer, curated by Wrapped Creations, alongside beverages from North West Brewing Co. Seamless travel options provided by Nexus Airlines and Go West Tours will ensure easy access for both local and interstate attendees. Year 1 is dedicated to building a solid foundation for future growth, generating excitement, and fostering stronger connections with the local business community.

**Year 2** will see the Staircase to the Moon event expand significantly, building on the success of the inaugural year. Set for 11 July 2026 at Hearson's Cove, the event will continue its signature long-table dinner for 90 guests, offering a deeper exploration of Pilbara-inspired cuisine with seasonal ingredients. A major addition this year will be a live concert featuring Indigenous musicians like JK-47 and Coloured Stone, drawing an expected 300-500 attendees. The concert will blend harmoniously with the culinary and cultural experiences, including a beer garden by North West Brewing Co. and expanded art displays from Bobbi Lockyer and other local artists, again, curated by Wrapped Creations. With enhanced travel options from Nexus Airlines and Go West Tours, Year 2 aims to establish the event as a must-attend occasion, boosting Karratha and the Pilbara's cultural profile on a national scale.

**Year 3** Will evolve *The Staircase to the Moon* event into a three-day cultural festival, cementing its status as Karratha's premier cultural tourism attraction. The festival will introduce an Indigenous fashion show on Friday, July 9, set against the breathtaking backdrop of the globally significant Ngagarli Rock Art on the Nganjarli boardwalk in Murujuga National Park.

The long-table dinner, held on Saturday, July 10, at Hearson's Cove, will expand to accommodate 100 guests. This culinary experience will showcase the best of The Storyteller Chef's skills, passion for Indigenous cuisine, and deep knowledge of culture.

The NAIDOC Cultural Market, held during the day on Sunday, July 11, is expected to attract 750–1000 visitors. The market will showcase Indigenous artists, fashion designers, and artisans, alongside food stalls featuring local cuisine. Attendees can engage in interactive workshops, traditional dance, and storytelling for a fully immersive cultural experience.

After meandering through the markets, ticket holders can transition to the live concert on the evening of Sunday, July 11. Hosted at Hearson's Cove, the concert will accommodate 500–700 attendees and feature a high-calibre lineup, with ARIA Award-winning headline artists of the stature of Thelma Plum or equivalent, driving strong ticket sales and broad audience appeal. The event will also provide a platform for local talent, with emerging artists showcased as support acts, celebrating the region's vibrant music scene.

The festival will take place during the July school holidays, positively impacting ticket sales as many families and tourists plan their holidays during this time, further boosting attendance and ensuring a highly successful event.

This milestone year will further establish Karratha as a premier destination for cultural tourism and celebration.



## Strategic Alignment

### Contribution to Council's Vision and Strategic Themes

Staircase to the Moon is an immersive cultural and culinary event designed to elevate Karratha as a premier destination in the Pilbara. Led by Indigenous chef Zach Green and his wife, acclaimed local Pilbara artist Bobbi Lockyer, the event blends food, art, and storytelling to highlight the region's rich landscapes, heritage, and community. With support from local businesses like Wrapped Creations, North West Brewing Co., Go West Tours, Nexus Airlines, and Onsite Rentals, it aims to position Karratha at the heart of cultural tourism in Australia.

Beyond its cultural significance, the event will have a profound economic and social impact on Karratha by driving tourism, supporting local businesses, and creating job opportunities. By attracting visitors from across Australia and beyond, it will boost the hospitality, retail, and tourism sectors while fostering a greater appreciation for Indigenous culture. The festival will strengthen community engagement through an intimate setting and storytelling, encouraging meaningful conversations and connections. Additionally, it will celebrate local talent and serve as a dynamic space for cultural exchange.

Staircase to the Moon aligns with Karratha's vision of becoming a vibrant and sustainable regional city, showcasing its unique identity while diversifying its economy through tourism, the Arts and Hospitality. Over the next three years, the event is set to grow into a must-attend festival, cementing Karratha's reputation as a cultural tourism hub.

*Year 1 will focus on building a strong foundation for the event, cultivating excitement and interest in future expansions while strengthening local business relationships.*



## Economic Impact

### Contribution to the local economy

Based on figures from the Stairway event in 2024 and statistical data from *the LGA Visitor Factsheet 2023 – Karratha*, the following projections have been made for each year the event is held.

#### \*\*\* Proposed Event Ticket Availability (per year)

EVENT	YEAR 1	YEAR 2	YEAR 3
Long Table dinner	75	90	100
Concert		500	700
Indigenous Fashion Show			70
Markets			750-1000

#### \*\*\*Projected Attendance (per year)

		YEAR 1		YEAR 2		YEAR 3			
Est. Attendance	Local	85% (64 pax)		77% (346 pax)		69% (483 pax)			
	Pilbara	15% (11pax)		18% (81 pax)		20% (140 pax)			
	Perth	0		2% (9 pax)		4% (28 pax)			
	Intrastate	0		2% (9 pax)		4% (28 pax)			
	Interstate	0		1% (5 pax)		2% (14 pax)			
	Int'l	0		0		1% (7 pax)			
ESTIMATE TOTAL <i>(factoring in multiple event ticket holders)</i>		75 pax		450 pax		700 pax			
Average Length of stay RS = Regional Stays ORS = Out of regional stays		2 nights RS	3 nights RS	2 nights RS	3 nights ORS	3 nights RS	4 nights ORS	4 nights RS	5 nights ORS
Av. Spend in community <i>per person per day</i>	LOW \$188/day	\$4230		\$30456	\$12972	\$78960	\$57904		
	HIGH \$350/day		\$11550	\$85050	\$32200			\$147000	\$134750
TOTALS		\$4230	\$11550	\$43428	\$117250	\$136864		\$281750	
Est. spend with local suppliers		\$63000		\$131000 - \$174428		\$180000 - \$316864			

\*\*\* Proposed Ticket prices (per year)

TICKET TYPE	YEAR 1	YEAR 2	YEAR 3
Long Table Dinner	\$225	\$250	\$250
Concert		\$35	\$45
Fashion Show		\$270	\$25
Packages			\$300





## Community / Social Impact

### Alignment with the Council's Values and associated benefit/impact to the Community

With Indigenous tourism numbers at an all-time high—3 million visitors within Australia in 2023-24, 63% domestic and 37% international (Tourism Research Australia)—the *Staircase to the Moon* event offers an exceptional cultural experience that aligns with this growing demand. Guests will dine under the stars at Hearson's Cove in the stunning Pilbara, as The Storyteller Chef shares intimate knowledge of local ingredients, their origins, and the Indigenous significance of the land. This immersive experience will also feature a striking art installation by renowned local artist Bobbi Lockyer, whose growing recognition is expected to further drive attendance.

In addition to attracting Indigenous tourism, *Staircase to the Moon* will greatly appeal to food enthusiasts, nature seekers, art lovers, as well as corporate and government organisations eager to explore the opportunities emerging in one of Australia's richest regions, both economically and environmentally.

The Storyteller Chef has hosted numerous Long Table Dinners Under the Stars, all of which have been incredibly successful. The 2024 Staircase to the Moon event welcomed 75 guests (sell-out event), who thoroughly enjoyed their experience, as reflected in the testimonials below.

Other events include the sold-out 2024 Pilbara Pride Festival Dinner Under the Stars, a highly successful celebration of Indigenous culture in the LGBTQIA+ space, Iluka's Kitchen by the Sea pop-up restaurant, which offered a Long Table Dinner Experience that was fully booked at every sitting throughout the Pilbara winter months, and the 2024 Karijini Experience event.

### **Community Interest**

Interest has been evident through engagement in consultations, discussions, and email correspondence with individuals and groups interested in these events. These interactions have covered logistics, scheduling, participation details, and specific requirements. Zach has provided information, addressed queries, and coordinated arrangements to ensure smooth execution.

Additionally, Zach has facilitated discussions on potential collaborations, sponsorships, and promotional efforts to enhance engagement. He has also worked to resolve concerns and practical issues as they arise.

Overall, Zach's communications have ensured all parties remain informed, aligned, and prepared, contributing to a well-organised and successful event.

Testimonials from previous events highlight how guests were thoroughly delighted with their experience, indicating strong interest in attending similar events in the future. (see below).

### **Stairway to the Moon 2024**

*"Iluka's Hospitality x North West Brewing Co. Collaboration - Staircase to the moon  
Such a beautiful night out with two very beautiful people. Beyond blessed.  
Heart and belly is so full" (T.Franz)*

*"My darling and I enjoyed a night at Hearsons Cove, eating Indigenous-flavoured  
scallops whilst watching the staircase to the moon!*

*I interviewed chef Zach Green from Iluka's Hospitality and enjoyed the experience at  
North West Brewing Co". (T. Hinaki)*

<https://www.facebook.com/NgaardaRadio/posts/pfbid0fBi6tHsMDztU5RQcb3GC8c4JyWCYgkgeYt7Zir5fFHdr1GpCFZZCVdP8AjP79ufPl>

*"On Saturday evening, we had the pleasure of hosting a collaborative culinary dining  
experience with Zach Green from @ilukashospitality.....*

*.....We want to say a HUGE thanks to our mate Zach for working with us - you're  
an unstoppable force and a great human to boot and we all enjoyed working with you  
and your team.*

*To all who attended, we hope you enjoyed the evening as much as we all did" (NW  
Brewing Company)*

### **Iluka's kitchen Pop Up – Opening Night 2024**

*"Thanks to Chef, Zach Green for inviting me to his exclusive opening of Iluka's Kitchen,  
an innovative Indigenous pop-up restaurant experience inspired by the rich and diverse  
traditions of first nations culture, food, and storytelling.....*

*..... Thanks, Zach for taking us on this journey of cooking, fine dining,  
story telling and bring it to Port Hedland and adding a buzz into the community".*

*I wish you all the very best. (Kevin Michel MLA)*

### **Karijini Experience 2024**

*"Had another brilliant evening yesterday at the Karijini Experience and attended the  
Illuka Kitchen Experience by Chef Zach Green.....*

*..... I have tasted his exotic dishes and enjoyed every one of them. Zach's  
creations celebrate the land, its people, and their stories.....*

*..... If you haven't been to any of Chef Zach Green's, Iluka's Kitchen  
experiences please make sure you book your ticket and feel the exotic experience".*

*(Kevin Michel MLA)*



## Environmental Impact

### *The level of impact on the environment and associated natural and built resources*

Collaborating with Wrapped Creations and North West Brewery Company ensures a high level of logistical expertise, as both companies have successfully contributed to previous events at Hearson's Cove. Their experience in event execution brings a strong foundation for seamless planning and operations.

To minimise environmental impact, several key measures will be implemented, including responsible waste management, sustainable material use, and initiatives to protect the surrounding natural landscape. Some of these measures include, but are not limited to:

- Implementing responsible waste management systems, including strategically placed aluminium and glass recycling bins.
- Reducing printed materials by utilising recyclable or reusable resources and opting for non-printed signage such as chalkboards instead of traditional signage.
- Providing a shuttle service to limit traffic congestion and reduce the environmental footprint of the event.
- Installing temporary fencing with shade cloth (or banner-mesh with the City of Karratha Logo) to prevent litter from reaching the beach or ocean.
- Engaging waste management specialists to handle grey waste disposal during and after the event.
- Deploying a dedicated clean-up crew to restore the site within 30 minutes of the event's conclusion.

*Minimising traffic, particularly around sacred site areas, is a key priority. With the support of Go West facilitating guest transfers, we aim to significantly reduce traffic impact and ensure minimal disruption to these culturally sensitive locations.*

*Over the three years of event production, traffic management plans will be developed as necessary for larger crowds, with no additional plans required in Year 1. Discussions with Go West regarding future events will help determine the need for additional plans.*



## Media / Promotion Impact

### Direct and Indirect value of marketing and promotional activities

With the assistance of Heidi Anderson (Done For You Public Relations), the *Stairway to the Moon* event will be advertised using multiple platforms (***Please note that the marketing plans are currently in development, and the points outlined below are not yet confirmed***).

- National media coverage through TV interviews, newspaper articles, radio programs and Travel & Food guide publications such as Gourmet Traveller
- Regular social media reels and paid adverts shared across local, intrastate, and interstate social media groups. In years 2 and 3, reels will also be shared on international sites and groups, expanding the reach further.
- Website promotion – The Storyteller Chef, WA Local Government, WA Chamber of Commerce, Travel site calendars such [www.Australia.com](http://www.Australia.com)
- Local flyer drops in Karratha, with the potential for additional drops in surrounding Pilbara towns.
- Staircase to the Moon promotional posters displayed around Karratha, with the possibility of additional placements in surrounding Pilbara towns.
- EDMs (Electronic Direct Mail) sent using local databases, along with mailing lists built through networking efforts.

### Recognition of Sponsors

The Storyteller Chef deeply values the contributions of our sponsors and, most importantly, our major funding partner. We are committed to expressing our appreciation by ensuring strong and positive promotion, as demonstrated in past events. To acknowledge the City of Karratha as our official event funding partner, we will implement the following recognition methods:

- City of Karratha logo on all printed (newspaper adverts, flyers, posters etc) and digital media under Major Partner heading. The logo included in digital media will link back to the City of Karratha website.
- Recognition of the City of Karratha as the Major Partner in all audio and visual media coverage (Radio / Television)
- Logo featured on banner-mesh signage at the event and in other approved locations across Karratha and surrounding Pilbara towns.
- Logo featured on the Storyteller Chef website events page as the Major Partner

- Registration and ticketing outlets will feature the City of Karratha logo as the funding partner
- Announcements made through the event
- City of Karratha representative will be offered a speaking opportunity at the event
- Complimentary tickets for City of Karratha employees (*number yet to be determined*)





### **Event Success Evaluation**

At The Storyteller Chef, we believe that creating cultural experiences extends beyond the event itself. The true measure of success is realised after the event, when we can evaluate its impact. To ensure effective analysis, we establish key metrics during the planning phase, which are regularly reviewed and monitored. Our Key Performance Indicators (KPIs) focus on several key areas, including:

- Social media engagement
- Event attendance
- Attendee satisfaction and feedback
- Media coverage
- Financial return
- Retention of sponsors

As part of our post-event assessment, we will send online surveys to key stakeholders, including event sponsors, collaborators, and ticket holders. These surveys will be reviewed within six weeks of the event, providing valuable insights that help us refine and improve each event year after year.

### **Risk Profile**

*Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event*

#### ***Zach Green's Experience in Cultural Dining Experiences & Wrapped Creations' Event Delivery Experience:***

Zach Green has extensive experience in delivering high-quality cultural dining experiences that showcase Indigenous cuisine and storytelling. He has successfully managed and executed a range of events that integrate traditional knowledge with modern dining concepts. A key example is his involvement in the Karijini Experience, where he played a central role in curating and delivering culturally immersive dining experiences. These events focused on Indigenous food, culture, and storytelling, providing guests with a unique and authentic experience.

Wrapped Creations has a proven track record of event delivery across various large-scale and community-focused events. The team has managed events featuring live performances, cultural showcases, and dining experiences, ensuring seamless execution from planning through to delivery. The company specialises in creating engaging and well-organised events that cater to diverse audiences.

### ***Specialist contractors & Insurance***

We work with experienced professionals who have delivered concerts, cultural performances, and immersive dining experiences. Our network includes skilled event managers, production crews, and hospitality professionals who understand the specific requirements of cultural and live entertainment events.

We confirm that all required insurance certificates will be provided, ensuring compliance with industry standards. Additionally, all professional contractors engaged in the event will hold appropriate insurance and qualifications relevant to their roles, guaranteeing a safe and well-managed event.

### ***Sponsorship / Financial Sustainability***

Building on the success of *Staircase to the Moon* in 2024 and leveraging Wrapped Creations' strong industry reputation, we have successfully secured the following sponsorships to date for 2025:

Go West – (Twilight sponsor and in-kind)

Nexus – (Moon sponsor and in-kind)

Azzure Investments – (Sun sponsor)

(Twilight = Bronze / Moon = Silver / Sun = Gold)

Sponsorship agreements are currently being finalised. While some agreements are confirmed, we are in discussions with additional sponsors and funding bodies to secure further support. We are seeking funding through various grants from the **Department of Local Government, Sport and Cultural Industries (DLGSC)**, including **Connecting to Country** and **Made in WA**, as well as from **Horizon Power** and **local businesses throughout the Pilbara**. While these agreements are not yet finalised, we anticipate positive outcomes and will provide updates as they are confirmed.

Although we have secured valuable in-kind support, additional financial contributions are still needed to ensure *The Storyteller Chef* can successfully present *Staircase to the Moon* as outlined in this proposal. To expand the event and enhance its appeal to tourists, we are actively seeking a major funding partner to support its growth. We remain committed to ensuring the financial sustainability of the event and continue to work closely with stakeholders to bring these partnerships to fruition.

The Storyteller Chef is seeking a three-year funding commitment from the City of Karratha to support the event's growth and evolution into the vibrant and impactful festival envisioned. As part of this partnership, The Storyteller Chef is requesting the City of Karratha to serve as the event's major sponsor, playing a key role in its development and long-term success. The requested funding for each year is outlined below.

YEAR 1	YEAR 2	YEAR 3
\$50,000	\$80,000	\$100,000

## Proposed Budgets

Comprehensive worksheets, including detailed projected budgets for the three-year period, are attached as an appendix to this document. Below is a summary of the subtotal amounts from all three worksheets. For a full breakdown, please refer to the attached spreadsheets.

YEAR 1	YEAR 2	YEAR 3
\$81,600	\$253,335	\$326,075

