

Major Events Sponsorship and Attraction Program (MESAP) 2026

Presented by Adrian D'Cunha

Development Services

December 2025

Karijini Experience

- Annual multi-day festival held in April
- Seeking \$20k per year for 3 years
- Promotes Karratha as the gateway to the Pilbara
- Forecast ROI \$6.39-\$8.69



Pilbara Summit

- Annual conference event held in June
- Seeking \$40k per year for 3 years
- Supporting local businesses and regional development priorities
- Forecast ROI \$18.25-\$26.75



Burrup Experience

- Event in July celebrating indigenous food, culture and storytelling
- Seeking \$60k (recommendation = \$50k)
- Strengthens Karratha's reputation as a cultural tourism hub
- Forecast ROI \$7.63-\$12.37



Roebourne Rodeo

- Combines rodeo, cultural performances, market stalls, live music
- Seeking \$50k per year for 3 years
- Promotes regional tourism - over 900 attendees in 2025 from outside the City
- Forecast ROI \$21.24 - \$31.05



Kimberly Pilbara Cattlemen's Association Conference

- Biannual industry conference event
- Seeking \$40k for 2026
- Positions Karratha as a hub for major regional events
- Forecast ROI \$9.44-\$16.37



Officer's Recommendation

	2025/26	2026/27	2027/28	Total
Karijini Experience	\$20,000	\$20,000	\$20,000	\$60,000
Pilbara Summit	\$40,500	\$41,715	\$42,966	\$125,181
Burrup Experience	\$50,000	-	-	\$50,000
KPCA Conference	\$40,000	-	-	\$40,000
Roebourne Rodeo	\$50,000	\$50,000	\$50,000	\$150,000
Total	\$200,500	\$111,715	\$112,966	\$425,181

For more information:

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