



**CITY OF
PERTH**
City of Light

Events Plan

2024/25



ACKNOWLEDGMENT OF COUNTRY

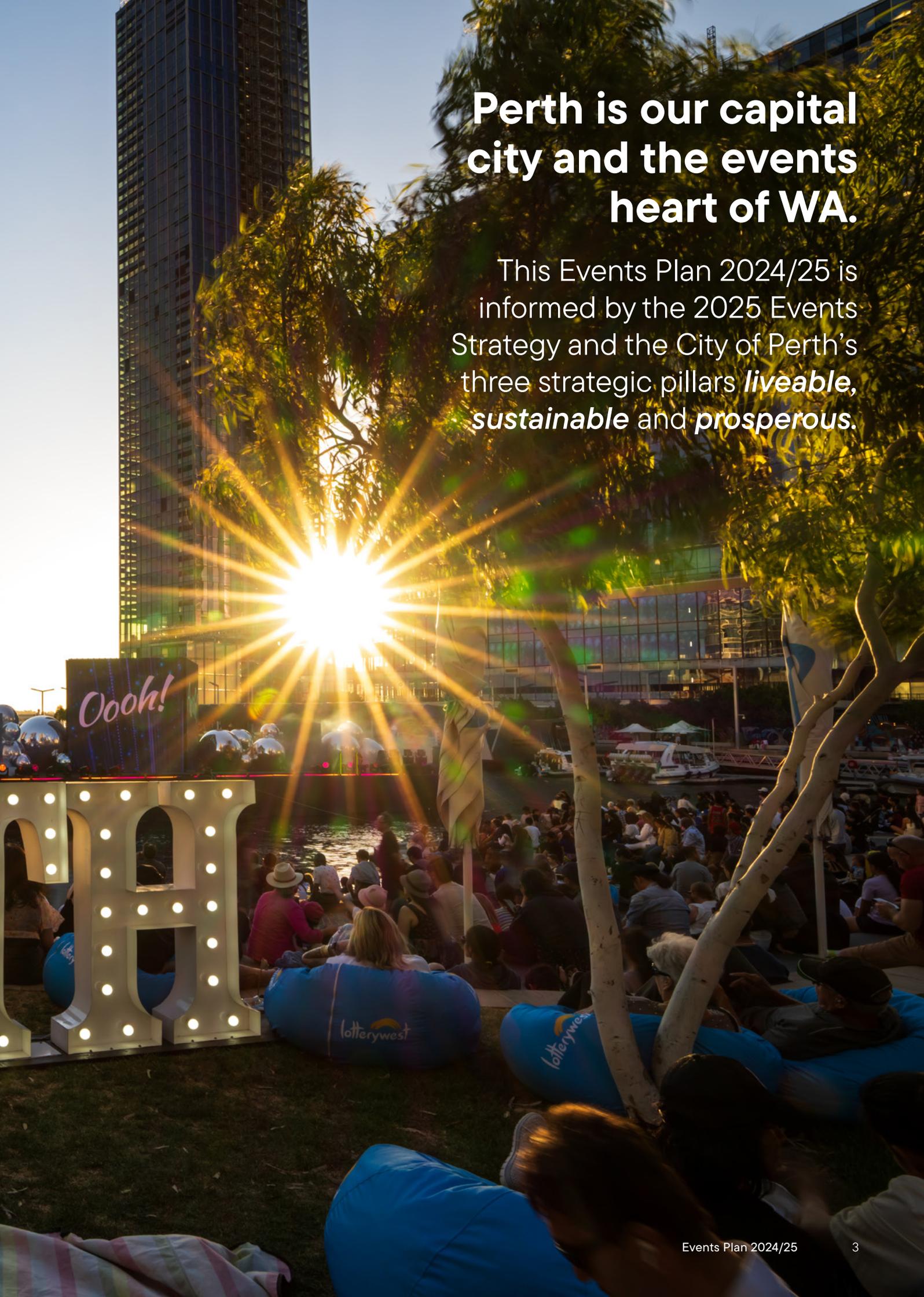
The City of Perth kaditj kalyakool moondang-ak kaaradj midi boodjar-ak ngala nyininy, Wadjak Noongar yoongar wer bandany Aboriginal yoongar yooarme boodjar-ool. Ngalang woola Boorloo wer Derbal Yerrigan kalyakoorl, wongin kadadjiny wer, wirn-yoodan. Ngalang kaditj Birdiya koora wer yeyi moondang-ak kaaradjiny.

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 2024/25 is informed by the 2025 Events Strategy and the City of Perth's three strategic pillars *liveable*, *sustainable* and *prosperous*.

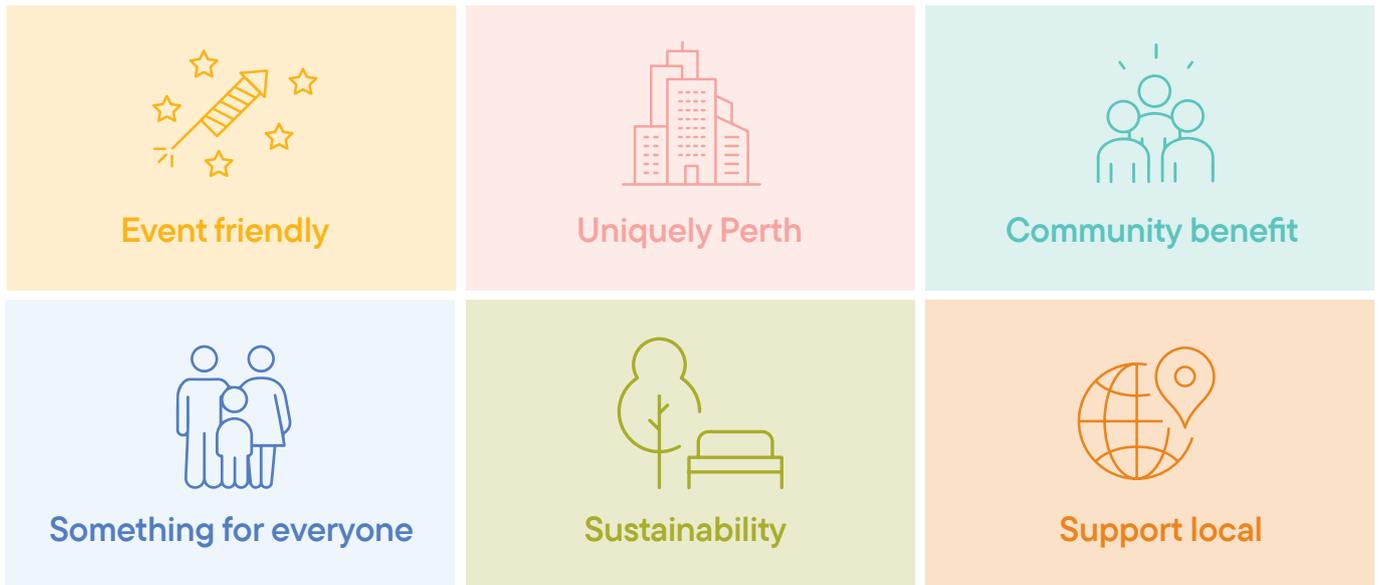


Background

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.

The City of Perth’s successful staging of several new and returning events in 2023/24, including the attraction of sponsorship, grants and co-funding partnerships has laid the foundation for the City to deliver a stronger events calendar for 2024/25.

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

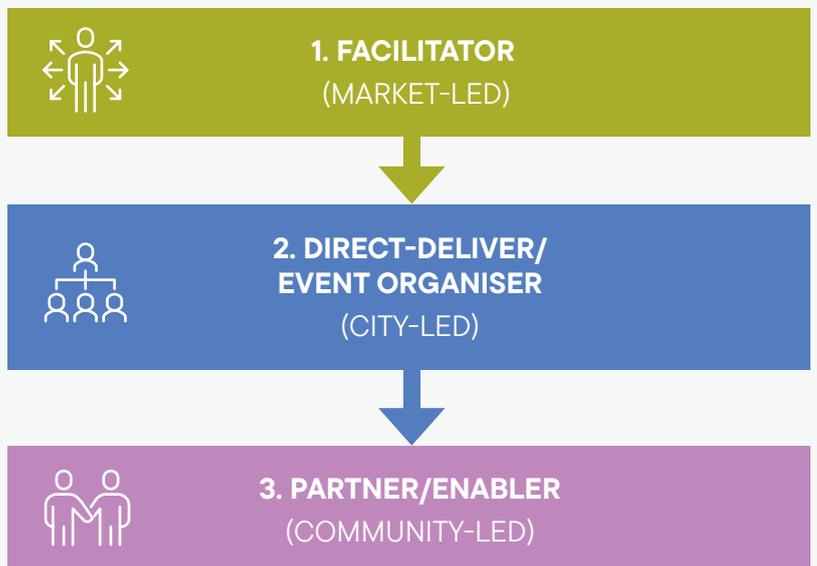


Our Role

The City of Perth creates the right environment for success by attracting, facilitating, and sponsoring events, providing enriching experiences for all who live, work, visit, study and invest in our city.

The 2025 Events Strategy outlines the framework that will be followed and the role the City will play in relation to events.

EVENTS STRATEGY (2022-2025) - EVENT ROLE PRIORITIES



Key Principles

2023/24 data analysis indicates events continue to attract significant visitation to the city and provide positive economic impact.

Key considerations for the Events Plan 2024/25 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
- Activation of priority venues to attract visitation (i.e. Elizabeth Quay and Forrest Place).

Sponsored Events

The 2025 Events Strategy outlines the City's objectives to implement a proactive portfolio approach and to lead, collaborate and enable others. The City achieves this by attracting event organisers to hold events in the city through financial and in-kind support. Through the Sponsorship and Grants Program, the City can support a wide range of events over the calendar year. This approach builds capacity, skills and networks in other organisations and community groups providing an opportunity to deliver events that are important to them and value for money.

Other Facilitated Events

The City of Perth plays an important role in facilitating events to take place in the city by providing a concierge approach to event organisers. A key focus is the continuous improvement of the customer experience for event facilitators, providing a simple, competitively priced bookings process together with a can-do attitude and supportive services. 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 of Perth strategically activate priority venues and leverage off the vibrancy provided by facilitated and sponsored events.

Approach to Incoming Sponsorship

Sponsorship, grants and co-funding partnerships are critical to the Events Plan 2024/25, as is sound financial management. Government and corporate sectors can contribute to the activation, vibrancy and prosperity of Perth by supporting City-led events. The City will undertake its best endeavours to obtain the incoming sponsorship proposed within the plan, however it is subject to change.

The City of Light Shows and New Years Eve will be a priority focus for sponsorship opportunities.

Signature Event

Christmas Lights Trail

November to December 2024

The Christmas Lights Trail has cemented its place as the City's 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 Christmas period.

A family favourite, the magical Christmas Lights Trail returns with new, large-scale and impressive lighting installations activating the malls, streets and open spaces throughout the CBD. An activation program including festive entertainment and performances connects the stops and increases vibrancy and sense of safety for visitors.

Total cost	\$1,800,000
Confirmed sponsorship	\$300,000

CHRISTMAS LIGHTS TRAIL 2023/24



\$16.2M

Direct economic impact



455,700

attendees



99%

of attendees had a good/excellent experience with a Net Promoter Score of 55



50/50

Even split of first time vs repeat attendees



Events



City of Light Shows

December 2024 and January 2025

Building on the success of the 2023-2024 event series, the City of Light Shows will create a summer festival atmosphere through December and January including family friendly stage performances, fireworks and drones lighting up the skies above the Swan River and Elizabeth Quay.

Total cost	\$1,045,000*
Confirmed sponsorship	\$550,000
Enhanced program potential cost	\$1,370,000*

*New elements are subject to additional sponsorship.



New Year's Eve

31 December 2024

Elizabeth Quay comes alive with festivities, roving performances and entertainment. Fireworks return at the family-friendly time of 8pm, plus a new midnight display for the late-night crowds.

Total cost	\$425,000*
Enhanced program potential cost	\$315,000*

*New elements are subject to additional sponsorship.



Australia Day

26 January 2025

Australia Day will host an array of vibrant entertainment on Langley Park and Riverside Drive foreshore. With fun for all ages and adrenaline levels, the day will culminate with a spectacular show over the Swan River.

Total cost	\$1,095,000
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Birak Concert

Australia Day Weekend

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.

Total cost	\$235,000
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Christmas Nativity

December 2024

The traditional story of Christmas is told live on stage in Forrest Place with Christmas carols and performances. The family concert is a show for everyone and a chance to sing-along to Christmas favourites.

Total cost	\$75,000
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Boorloo Heritage Festival

April 2025

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.

Total cost	\$550,000
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Confirmed sponsorship	\$400,000
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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.

Total cost	\$100,000
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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.

Total cost	\$100,000
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Twilight Food Market

October 2024 to March 2025

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

Total cost	\$20,000
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Lunar New Year

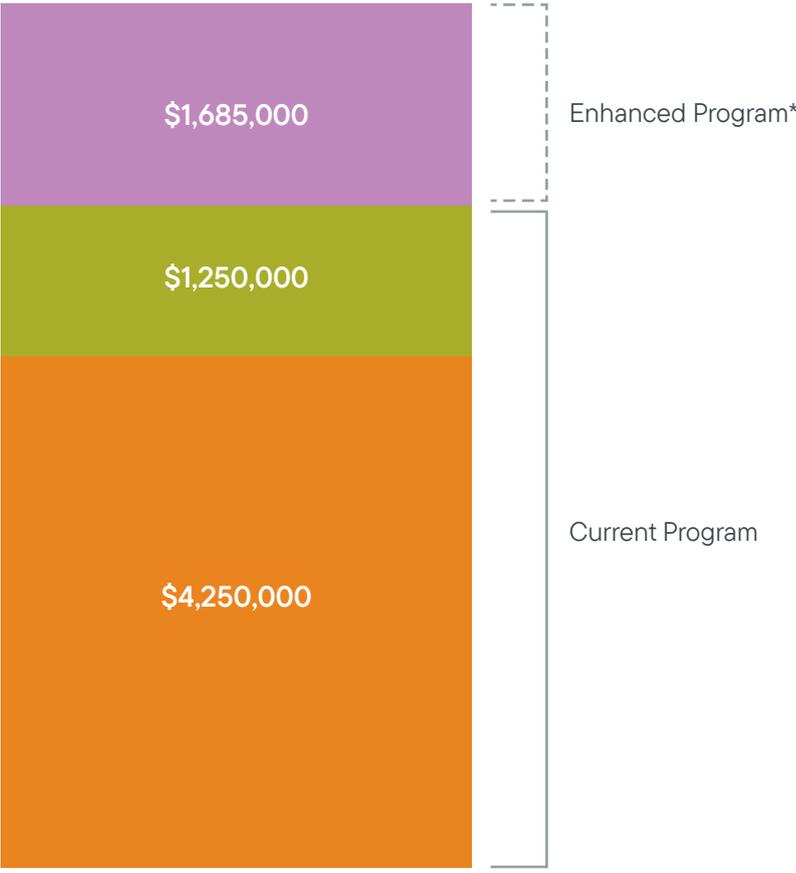
29 January – 12 February 2025

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

Total cost	\$55,000
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Events Budget FY24/25



Current Program

- Municipal funds
- Confirmed sponsorship

Enhanced Program*

- Proposed sponsorship

*Enhanced program subject to additional sponsorship.



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



Economic Impact



Visitation



Cultural Impact



Social Impact



Attendee Satisfaction

Measures

Outcome	Measure	Format/Method
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). Visual observations including density calculation estimates.
Economic impact	Return on investment; attendee spend; direct economic impact	
Cultural impact	Cultural connection; sense of place; vibrancy	<ul style="list-style-type: none"> Third party event impact reporting using intercept surveys with a sample of event attendees
Social impact	Safety; community; pride; belonging; bridging social differences	<ul style="list-style-type: none"> Spendmapp data
Attendee satisfaction	Net Promoter Score and attendee feedback	

This publication is available in
alternative formats upon request.



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