



City Events Program



A total of
9
City Events



Total ROI
\$1 : \$14.30
Per Event
*does not include Arts Festival



A total of
238,924
Event Attendees



Over
\$1.76M
City Investment



A total of
\$21.5M
Economic Impact
*does not include Arts Festival



Recieved
\$390,000
In External Funding



A total of
12
Event Partners



Over
1500 Hours
of Free Entertainment



Average
91.2%
Event Satisfaction Rate



Over
700
Local Suppliers and
Performers



Over
110
Volunteers Involved



Raised
\$27,765
For Community Groups

	City of Mandurah Investment	Return on Investment	Economic Impact	Number of Attendees
Winter in Mandurah 2024 <small>(Skating At, Secret Sounds of the City, Wine & Wonder)</small>	\$128,400	\$1: \$20.50	\$1.6M	16,904
Mandurah Christmas 2024 <small>(Christmas Pageant, Carols in the Park, Christmas Lights Trail, New Years Eve)</small>	\$692,000	\$1 : \$10.72	\$3.8M	110,500
Crab Fest 2025	\$680,000	\$1 : \$24	\$16.1M	100,000
Mandurah Arts Festival 2024	\$263,800	Measures being developed	Measures being developed	12,000

External Events Program



A total of
89
External Delivered Events



Awarded
\$217,010
In External Event Funding



Overall ROI
\$1 : \$43
For Sponsored Events

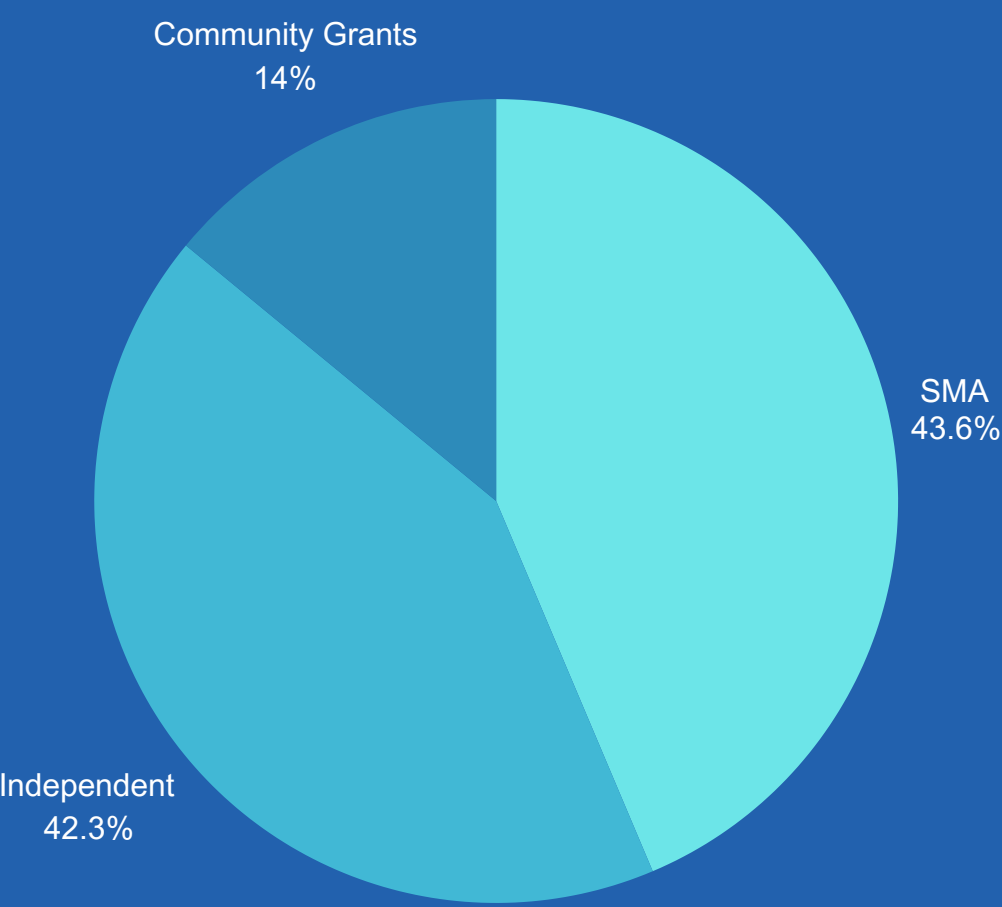


Economic Impact
\$8.2M
For Sponsored Events (21)



Over
62,000
Sponsored Event Attendance

External Event Funding Breakdown



Cash Sponsorship/Funding Breakdown

Sponsor / Grant Type	Awarded Amount	Number of Events
Sports Marketing Australia (sponsorship)	\$95,993.68	11
Independent (sponsorship)	\$93,142.69	10
Community Grants	\$30,874.24	16

Top 4 Sponsored Events

Event	Date	Location	Delivered By	Est. Attendance	City Sponsorship (\$)	Est. Daily Spend	Total Economic Impact	ROI
FlameFest	30 & 31 Aug	Hall Park	SMA	3735	\$7,500	\$201	\$750,735	\$1 : \$100
Mandurah Caravan & Camping Show	11 - 13 Oct	Rushton Park	Independent	17,224	\$15,292	\$107	\$1.8M	\$1 : \$120
WA Open Golf Championships	17-20 Oct	Mandurah Country Club	SMA	3000	\$15,000 Over 2 years	\$201	\$603,000	\$1 : \$40
AAMI AFL Series	2 March	Rushton Park	Independent	7500	\$23,966	\$107	\$802,500	\$1 : \$33



FlameFest 2024