



 **MANDURAH**
CRAB FEST
A CITY OF MANDURAH EVENT

REGISTRATION OF INTEREST

Western Foreshore Activation during Mandurah Crab Fest

SCOPE OF EVENT

The City of Mandurah invites Registrations of Interest from suitably qualified Event Managers to plan, program and deliver a large scale event on the Western Foreshore during the Mandurah Crab Fest weekend – Saturday 14 and Sunday 15 March 2026. This will be an externally delivered event with City of Mandurah sponsorship available to support the event subject to the details of the proposal. The event will be a unique and exciting multi-day event, catering for individuals and families whilst providing a variety of services, exhibitions, entertainment, and interactive experiences featuring Mandurah’s lifestyle opportunities.

The event is required to attract a large number of attendees delivered over two or more consecutive days. The City will have a partnership/sponsorship role in the event with defined responsibilities to be negotiated.

EVENT ASPIRATIONS

There are three key event aspirations expected that align with the City’s Festivals and Events Strategy: **Regional Profile**, **Community Pride** and **Long-Term Economic Impact**.

Regional Profile	Community Pride	Long-Term Economic Impact
<p>Advocating and delivering possibilities for everyone</p> <p>Events should enhance Mandurah’s image and reputation, engaging with the audience to promote the attractions and opportunities that the city offers.</p> <p>Outcomes</p> <ul style="list-style-type: none">• Showcase Mandurah as a vibrant, liveable and highly attractive destination to live, work and play.• Increase regional, state and national awareness and engagement with Mandurah’s key assets.• Increase externally led events – Mandurah wants to be a destination of choice for external event providers.• Seek external funding to deliver events that align with State tourism outcomes.• Celebrate and protect Mandurah’s waterways and natural environment.• Promote environmentally sustainable event practices.	<p>A city with a village heart, everyone has a place in our communities</p> <p>Events should foster a sense of pride and connection among residents.</p> <p>Outcomes</p> <ul style="list-style-type: none">• Celebrate the diversity of the Mandurah community. Represent all areas of the community.• Celebrate our unique place and culture.• Foster Mandurah’s sense of pride and community connections.• Deliver a year long event program that is safe, accessible, inclusive and welcoming to all.	<p>Empowering our community to thrive</p> <p>Events should support and build local business, and drive future investment and growth.</p> <p>Outcomes</p> <ul style="list-style-type: none">• Drive short and long-term economic impact.• Support the local events industry and create jobs.• Boost the local economy by supporting businesses and tourism.• Create job opportunities and increase private investment.

ABOUT CRAB FEST

The Channel 7 Mandurah Crab Fest is one of Western Australia's largest free events, drawing over 100,000 attendees across three days. Celebrating Mandurah and the Peel region as premier destinations for exceptional food and entertainment, the festival proudly highlights the iconic blue manna crab.

This award-winning event features an exciting program including live music from headline acts, family-friendly activities, culinary demonstrations, fireworks, licensed bars and an array of pop-up food vendors catering to all tastes.

Set in the heart of Mandurah's City Centre, key festival areas include the Eastern and Western Foreshores, Mandjar Square, Mandurah Terrace, Smart Street Mall and Keith Holmes Reserve.

Crab Fest plays a significant role in showcasing the region's natural beauty, promoting local businesses, encouraging overnight visitation, and enhancing Mandurah's profile as a must-visit tourism destination. Crab Fest also features a balance of free and ticketed experiences for patrons to enjoy.

The Channel 7 Mandurah Crab Fest is Mandurah's most significant annual event which attracts visitors from across the State, all keen to get a taste of a unique experience that showcases the best of Mandurah and the Peel region.



EVENT MAP 2025



Seaside Estate Music Stage



Spudshed Cooking Stage



Alcoa Children's Stage



Amusements



Food Trucks



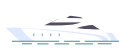
Crab Sales



Licensed Area



Seating



Mandurah Cruises



Stalls



Sambuca Prawns



Pirate Ship



Crab Boil



Accessible Toilets



Bike Parking



ACROD parking



Parking



Road and water closures



Free Shuttle



ABOUT THE VENUE

Featuring 12,000m² of grassed open space, direct access to the waterfront and Mandurah Skate Park (if required), the Western Foreshore in Mandurah is a popular recreational area known for its scenic views and family-friendly attractions. It features expansive green spaces, BBQ facilities, playgrounds, and shaded picnic areas, making it ideal for outdoor gatherings and leisure activities. The foreshore is also home to an adventure playground, and a water play area, catering to children and teenagers. With easy access to the Mandurah Estuary, it offers a beautiful setting for walks, cycling, and fishing.

- Skate Park
- Open Space
- Sporting Oval
- Lighting
- Playground
- 3 x 3 Basketball Court
- Toilets

ABOUT THE SKATE PARK

The Facility feature four keys zones:

- Advanced competition bowl
- Intermediate transition flow area
- Low level street plaza
- Half basketball court



KOOLAANGA WAABINY PLAYGROUND

Prominently placed on the Western Foreshore next to the Mandurah Skate Park, the playground boasts a 12-metre high play tower as the centrepiece of the world-class play space. The play tower design is inspired by the local Swamp Sheoak trees (Koolyaanga).

It features both family favourites and newly-imagined play equipment including swinging and climbing zones, slides, shaded cubby pods, sand and music play zones, balancing logs, a spinning carousel and a human hamster wheel.



SUBMISSION REQUIREMENTS

Event Organisers are required to respond with the below questions answered in their proposal:

- Event Concept – what can you bring to Mandurah?
- Days and Times - Event will be delivered on Saturday 14 and Sunday 15 March 2026 between 9am to 6pm each day. The City is open to a longer operational period.
- Estimated number of patrons
 - Demographics – who is your target audience?
 - Tourism – what percentage of visitors are Intrastate, Interstate and International?
- Draft Event Layout – how do you plan to activate the space?
- Promotional channels – where and how will you promote your event?
- How will your event meet the City's Strategic Objectives?
- Timeline and key deliverables
- Proposed budget and resource requirements – what level of support are you seeking from the City and who have you identified as additional funding partners for your event?

BUDGET

City of Mandurah sponsorship is available to support the delivery of the event which may include a cash contribution and in-kind support. The level of sponsorship available will be subject to negotiation based on the details outlined in the event proposal.

Additionally, paid events/activities can be part of the program developed by the successful Event Manager.

Respondents are required to include a detailed budget in their submission outlining a breakdown of income (including sponsorship requested by the City) and expenses.

TERM

The City of Mandurah is looking to enter into an Event Agreement for a period of 2 years with an optional additional year at the City's discretion.

REPORTING STRUCTURE

No later than 30 days after the conclusion of the event the contractor must provide a post-event report to the City which includes the following:

1. Attendance & Satisfaction:
 - a) Visitation Data – Attendees postcodes, who they attended with (families, friends, solo), out or region visitation
 - b) Event Surveys – capturing feedback from attendees about the event, event experience, average spend of attendees, did they attend specifically for your event
 - c) Estimate of overnight visitors and average length of stage
 - d) Economic Benefit and Impact – average daily spend, overnight spend
2. Local business and community engagement:
 - a) Number of local event services engaged and total spend on local event services
 - b) Local community groups engaged
 - c) Local business outcomes – direct benefits from the event
3. Marketing:
 - a) Media and audience reach
 - b) Marketing avenues, how was it promoted locally, measures of success (audience reach)
 - c) Evidence of the City of Mandurah branding/sponsorship acknowledgement
4. Finalised Budget
5. Collection of imagery

ASSESSMENT CRITERIA

Criteria	Weighting	Rationale
Previous Experience	40%	<ul style="list-style-type: none">• Demonstrate previous experience in delivering a similar event• Demonstrate capacity to partner with the City to achieve common outcomes• References from previous partnerships / events• Relevant qualifications
Event Concept	60%	<ul style="list-style-type: none">• Event Concept – align with Submission Requirements• Days and Times• Estimated number of patrons• Demographics• Intrastate, interstate and international• Proposed Event Layout

OPERATIONAL

Location: Mandurah Western Foreshore

Timing: Event will be delivered on Saturday 14 and Sunday 15 March 2026 between 9am to 6pm each day. The City is open to a longer operational period.

SUBMISSION

Submissions will be accepted until close of business on Monday, 8 September 2025. Late submissions will not be accepted. All submissions are to include;

- Relevant Insurances (Public Liability \$20 million)
- Response to Assessment Criteria (Previous Experience & Event Concept)

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FURTHER INFORMATION

We welcome the opportunity to discuss this matter with you further;
for more information, please contact the City of Mandurah Events
Team eventsteam@mandurah.wa.gov.au or contact:

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