



Festivals and Events Strategy 2026 - 2030





Acknowledgement of Country

The City of Mandurah acknowledges the Bindjareb people, the traditional custodians of this land, and pays respect to all Elders, past and present. We acknowledge and respect their continuing culture and the contribution they make to the life of this City and the region.

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Message from the Mayor

The City of Mandurah invites the community and key event industry stakeholders to provide feedback on the draft "Festival and Events Strategy 2026-2030."

The City of Mandurah is proud of the success we have achieved through the delivery and hosting of a wide range of festivals and events.

From the large crowds each year that are part of the Mandurah Crab Fest, through to special family experiences that are created at local neighbour events such as Moonlight Movies, our events calendar has something for everyone. Events provide an opportunity for our community to come together and celebrate everything that is truly special about Mandurah.

The Festivals and Events Strategy 2026-2030 sets a pathway for the City of Mandurah to support and grow a strong program of events, and help us fulfil our purpose of shaping a vibrant city, delivering possibilities for everyone.

The strategy has been shaped by the feedback received through the consultation conducted as part of the 2024 Strategic Community Plan Big Check In, where residents told us that events should not only benefit the local community, but also showcase the beauty and vitality of Mandurah as a great place to live, work and visit.

Our goal is to create a vibrant, connected, and resilient community where individuals feel valued and empowered. By promoting cultural and artistic activities, and celebrating our unique lifestyle, the City aims to build a strong sense of identity and pride within the community, ensuring that Mandurah remains a dynamic and welcoming place for all.

Mandurah loves events and this strategy aims to strengthen and maximise the value they can offer to our city.

I look forward to seeing you at the next great Mandurah Event!

Amber Kearns

City of Mandurah Mayor



Executive Summary

OUR CURRENT POSITION	OUR ASPIRATIONS	OUR COMMITMENTS	MEASURES OF SUCCESS
Mandurah's Strengths • Strong commitment from Council • Support of the local community • Quality facilities and spaces • Industry reputation • National recognition • Proximity to Perth Current Event Highlights • Crab Fest • Christmas Lights Trail • Arts Festival • Giants of Mandurah • Caravan & Camping Show • Country Music Festival Strong Partnership Arrangements • Tourism WA & State Government • Visit Mandurah • Mandurah Performing Arts Centre • Industry Partnerships Opportunities for Growth • Build the external event portfolio • Address event infrastructure gaps • Strengthen our brand & reputation • Enhanced local content • Strengthen partnerships, attract sponsors • Grow & foster the local events industry • Consistency of reporting • Celebrate success	Community Priorities 1. Regional Profile Promote and engage audiences to tell the story of Mandurah. 2. Community Pride Foster community support to enhance local pride in hosting and delivering events in Mandurah. 3. Long-Term Economic Impact Support local industry growth and development through increased event visitation and private investment. Strategic Goal <i>To attract, support, create and deliver events that bring our community together, enhance our reputation, support economic growth and celebrate our spirit and identity.</i> Resourcing a. Attract an increasing proportion of State Government and external festival and events funding. b. A mature local event industry with capacity to deliver large scale events. c. Self sustaining local market for festivals and events.	Attract • Identify new event opportunities that showcase our unique destination • Prioritise events that align to Mandurah's strengths • Waterways & Nature • Culture & Heritage (inc Aboriginal experiences) • Mass Participation & Sport • Arts & Creative experience • Family fun • Promote Mandurah's festivals and events program to build community pride and drive tourism and visitation Grow • Build and extend the experience associated with the City's existing cornerstone and feature events (i.e. Mandurah Crab Fest, Christmas Lights Trail, Mandurah Art Festival) • Identify existing events (City and externally delivered) and support opportunities to maximise their potential • Foster the growth of Mandurah's local events industry Deliver • Strategically plan and deliver the City's Festivals & Events program • Secure multi-year funding agreements (grants and sponsorship) for the City's cornerstone and feature events • Increase the total number of externally delivered events and explore opportunities for contracting out elements of existing events • Deliver a program of locally based community events	Measuring Success 1. Positive Perception of Mandurah - measures from surveying, media sentiment and reach. 2. Sustained Community Satisfaction - captured via community sentiment 3. Economic Benefits created from the Festivals & Events Program - Positive economic impact and return on investment outcomes exceed benchmark levels. Data Collection & Reporting a. Post Event reports for all Feature and Cornerstone events. b. Quarterly Festivals & Events Program Report. c. Annual Festivals & Events Program Report.





1. Our Current Position

Why are events important?

Our Current Position

Overview

Mandurah occupies a strong position in WA's Festivals and Events market.

Recognised as Australia's Top Tourism Town in 2023, Mandurah is a city situated amid stunning beaches, waterways, and an estuary that is twice the size of Sydney Harbour. Located less than an hour from Perth, it stands as Western Australia's largest regional city, home to over 106,000 residents. The area boasts a breathtaking natural environment with high quality indoor and outdoor venues capable of accommodating events on a local, state and national scale.

Why are events important?

Festivals and events fulfil an important role supporting strategic outcomes for both the economy and the community. They have formed a cornerstone of Mandurah's calendar of activities as the city has grown and developed.

A successful events program is an important economic driver as it helps to attract visitors, fill hotel rooms and sustain local businesses. Analysis from the Tourism WA indicates that events have an economic return of approximately 5 dollars for every 1 dollar invested.

Events also play a vital role in sustaining the vibrancy and pride of place, showcasing its local culture and identity and creating social connections within the community. Events enhance a location's reputation as a desirable place to live, work, study and play.



107,000
Population
(approx)



45 years
Median
Age



35.3%
Households
with Children



\$43M
Events program
economic impact
2023/24



2.1M
Total daytrips
2024



132
Tourism
Industry-related
businesses



266
Accommodation
& Food Services
Businesses



9.7%
Jobs in
Accommodation
& Food Services
Industry



\$620M
Visitor spend
in stores in
12 months



21
Major events delivered
in 2024/25



58
Community events
delivered in 2024/25



13
Major / Regional
Event Venues



14
District Level Event
Facilities

An event is an activity or attraction that brings together participants, audiences and visitors, with a high level of interest in its content. It is accessible and should be available for all to attend.

WA's Events Industry

WA's events industry is a wide and diverse sector. Providers range from large scale event management companies and promoters, to smaller sole traders and community groups.

Government incentives play an important part in attracting and supporting WA's events industry. Funding ensures many events remain affordable and accessible for the population and enhance the State's reputation nationally and internationally. The City's events program is dependent on relationships with a number of key stakeholders:

Tourism WA & State Government

Tourism WA's Events Division is the State Government's major events agency responsible for procuring, developing, sponsoring and promoting events aimed at attracting visitors to drive economic and media impacts for WA. They also support and develop regional events to promote intrastate travel, create jobs and drive expenditure within local economies.

Tourism WA is the largest funding source that is available to support the planning, growth and development of events. The Tourism WA Events budget was \$58.4m in 2023/24. This was used to support 99 festivals and events across WA. Mandurah competes with other local governments and private event providers for a share of this budget.

The City's annual festival and events budget of \$3.1 million (2024/25) is relatively small in comparison. The City runs a diversified events calendar, delivering and supporting 21 major events and 58 smaller scale community events in 2024/25. The scale and number of events has grown in line with the City over the past 30 years.

Visit Mandurah

Visit Mandurah is the City's destination tourism organisation. Their priorities are to promote Mandurah and support local tourism businesses, event operators and venues.

The benefits that events provide are directly linked to Visit Mandurah's goals, providing many opportunities for collaboration, such as event funding, sharing of promotional resources, and out-of-area communication. They also showcase the diverse range of community-led activities promoting the sense that 'something is always on' in Mandurah.

Industry Partnerships

The City has worked over a number of years to develop strong relationships with agencies responsible for pitching and placing events. This has resulted in a number of major event successes including, Waterski and Wakeboarding World Cup, Ironman 70.3 Mandurah and the Australasian Police & Emergency Service Games.

Local event organisers, suppliers and venues are also essential partners in managing and delivering events. Historically, many event services have had to be sourced from outside the city, but Mandurah is now starting to see the development of a local event industry. The City has a leading role in the continued development of the sector through the promotion and facilitation of event opportunities for local businesses.

Private sponsors

Western Australia has a large and active sponsorship base. Sponsors value the benefit of association with events that benefit the community and present a positive image.

Mandurah's Strengths

Attractive Event Destination

The key strengths that Mandurah offers as an attractive destination to host and deliver festivals and events include:

- A strong commitment from Council to invest in and promote events, resulting in a diverse schedule of activities, many of which are free or low-cost.
- Enthusiastic backing from the local community, including volunteers, stakeholders, and businesses, contributing to high attendances.
- Quality indoor facilities and outdoor spaces available for a wide array of event opportunities from mass participation / large scale outdoor events, to smaller more intimate ticketed experiences.
- Established reputation and history of attracting, supporting, and hosting significant events, with awards over many years recognising Mandurah's achievements.
- National acclaim as a "Top Tourism Town" and a favoured tourist destination.
- A proximity to WA's capital city Perth that enhances Mandurah's appeal as a convenient and attractive event location.

Community Connection

Events are vital for fostering community engagement, cultural enrichment, social cohesion and showcasing local talent. Initiatives from local neighbourhood activations to larger community events such as the Mandurah Arts Festival, Peel Open Studios, and Youth Beats Under the Bridge provide platforms for artistic expression, youth development, and community interaction. These event programs are designed to enhance the community's quality of life by offering diverse and inclusive opportunities for participation and learning.



Mandurah's Strengths

Current Event Highlights

City Delivered events

- Channel 7 Mandurah Crab Fest
- Mandurah Arts Festival
- Mandurah Christmas Lights Trail
- Mandurah Christmas Pageant
- Carols in the Park
- New Years Eve Celebrations
- Peel Open Studios
- Readers & Writers Festival

Externally delivered events

- Giants of Mandurah
- Mandurah Rotary Duck Race
- Winter in Mandurah
- Mandurah Boat, Caravan, 4WD & Camping Show
- Country Music Festival
- Mandurah Tech Festival

Mandurah's Major Events Calendar

January Australia Day Celebrations, Readers & Writers Festival	July Winter in Mandurah
February March Channel 7 Mandurah Crab Fest	August September Mandurah Arts Festival
April Rotary Duck Race, ANZAC Day Services	October Mandurah Boat, Caravan, 4WD & Camping Show; Country Music Festival
May Peel Open Studios	November December Mandurah Christmas Lights Trail; Christmas Pageant; Carols in the Park; New Years Eve;
June	



100,000+
Average attendance

\$11.8m
Net Impact (2025)

11.4
Benefit Cost Ratio*

84%
Attendee satisfaction



135,500
Average attendance

\$6.6m
Net Impact (2025)

6.4
Benefit Cost Ratio*

97.6%
Attendee satisfaction



11,000
Estimated attendance

\$430,500
Net Impact (2025)

37
No. Events/Activities Delivered

99%
Attendee satisfaction



498,000
Attendance (12 months)

\$81M
Economic Impact (12 months)

99%
Attendee satisfaction

Note: Data source Reschematic Cost Benefit Analysis.
 *Benefit Cost Ratios estimate the total benefits to the community relative to the cost.
 Any project with a BCR over 1 implies a positive contribution to society.

Note: Data source FORM Economic Impact Report 2023

Opportunities for Growth



By understanding and establishing clear actions designed to capitalise on its strengths and opportunities, Mandurah will continue to grow as one of Western Australia's leading event destinations.

Through recent community and stakeholder engagement the following examples of feedback for areas of improvement have been extracted:

"Don't just limit Mandurah to being fabulous during the day"

"Lack of winter trade, very limited night life especially after 11pm"

"Lack of cultural enterprises such as a great Museum and Art Gallery"

"Continue to host quality events which continue to attract visitors who support local businesses"

Outlined below are the key areas of focus for future growth:

Build the City's External Event Portfolio

Actively look to source externally delivered events that align to Mandurah's brand, fill gaps in the existing calendar (shoulder and off peak periods – i.e. Winter) and work to build the night time economy.

Address Infrastructure Gaps & Maximise Capacity of Existing Assets

Business events and conferences are important to drive mid week and off peak activation, and support the local hospitality sector and event providers. As a regional City, Mandurah currently has a limited maximum capacity for large events. Future opportunities to host large events (such as sport and entertainment events) should also be explored along with long term planning to leverage existing assets and maximise their value and return.

Use Events to Strengthen Mandurah's Brand and Reputation

Events present a significant opportunity to promote Mandurah as a unique destination and to attract private investment for long term prosperity.

Enhanced Local Content

Leverage more local content and visual elements to promote Mandurah, including City support of events.

Strengthen Partnerships, Attract Sponsors

Collaborate with external organisations such as Tourism WA to bring new externally delivered events to the city, attract new sponsors to build on the City's brand, improve the delivery of existing events and ensure attendance is affordable.

Grow Existing Event Experiences & Foster the Local Events Industry

Identify opportunities to grow existing events (City and externally delivered) and provide clear information to support local businesses to develop Mandurah events supplier industry.

Unified Approach to Event Reporting

Implement consistent pre- and post-event reporting for all event categories and improve the City's website for event listings.

Celebrate Success

Encourage greater acknowledgement of event successes and outcomes and develop a local events forum to engage businesses and the community.



2. Our Aspirations

Where we want to be

Our Aspirations

How does our community view events?

Festivals and events are a significant part of our community's life, offering excitement, diversity and enriching their lifestyle.

The presence of a vibrant array of festivals and events are greatly appreciated by Mandurah residents as they not only provide community benefits, but they also demonstrate why Mandurah is such an amazing place to live.

The feedback that residents provided through '2024 Strategic Community Plan Big Check In' highlighted the high value that the community place on events with some of the comments including:

"Mandurah's vibrant events, festivals, & music scene add excitement to our coastal life."

"The diversity of events, from festivals to shows, offers something for everyone in Mandurah."

"Entertainment and events, like the Christmas Pageant and Crab Fest, define the Mandurah experience."

"The presence of arts, culture, and entertainment options enriches our community life."

"Mandurah's various events provide something to look forward to all year round."



Above: Word Cloud demonstrating "how our community views events in Mandurah"



Our Aspirations

What event objectives are important to our stakeholders?

In developing the Festivals and Events Strategy 2026-2030, the City directly engaged a number of important event stakeholders. Their valuable input highlighted three key objectives expected from the City's festivals and events program moving forward:

1. Regional Profile

The festivals and events program should aim to enhance the City's reputation and visibility beyond its local area.

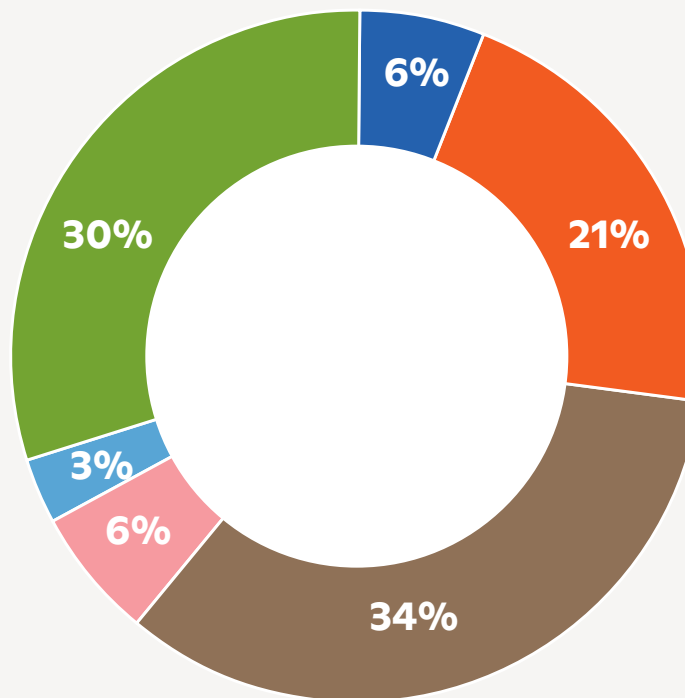
2. Community Pride

Activities should be crafted to instil a sense of pride within the community through their themes and implementation.

3. Long-term Economic Impact

Initiatives are to be designed to support the City's sustainable development by providing enduring benefits.

The objectives that stakeholders desire from the City's Festivals and Events Strategy are aligned to the feedback gathered from the community through the Big Check In process, reflecting a shared aspiration for a program of events that have an enduring positive impact on the City.



1.

Regional profile

Promote to and engage audiences to tell the story of Mandurah

2.

Community pride

Engage community support. Enhance local pride in hosting and delivering popular events. Reduce negative impact.

3.

Longer term economic impact

Building of city industry, future growth, return visitation and investment

4.

Direct economic impact

Visitation, spend and local business impact during Event - 'Return on investment'

5.

Diverse calendar (a)

Spread events across the calendar year, city locations, 'peak' vs 'off-peak'

6.

Diverse calendar (b)

Event Types, scales and content.

Above: The objectives that are the most important for the City's Festivals and Events program

Our Aspirations – Event Outcomes

1. Regional Profile

Advocating and delivering possibilities for everyone

Events should enhance Mandurah's image and reputation, engaging with the audience to promote the attractions and opportunities that the city offers.

Outcomes

- 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.

2. Community Pride

A city with a village heart, everyone has a place in our communities

Events should foster a sense of pride and connection among residents.

Outcomes

- 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.

3. Long-Term Economic Impact

Empowering our community to thrive

Events should support and build local business, and drive future investment and growth.

Outcomes

- 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.



Our Aspirations

The City of Mandurah aspires to be known and recognised as a destination that attracts and delivers high quality festivals and events. To support this objective, a self-assessment has been undertaken to understand the City's strengths and opportunities (see table opposite).

What makes a great event destination?

The City of Mandurah has recorded many event successes over the course of the past decade and is uniquely positioned to take advantage of its strengths and opportunities. An analysis of its maturity as an events destination has been captured against a list of assessment criteria to gauge Mandurah's current position.

Event Location & Facilities

The location where events are held and the facilities that they utilise, are also important factors in helping to drive the success of the strategy.

Event locations and facilities showcase the landscape, scenery and outlook. A well-balanced calendar of events across the year will include events of all scales and types, in as many areas as possible, to build a full and diverse picture of everything that Mandurah has to offer.

Assessment Criteria	Mandurah's Rating
Strategy and Vision	
A clear and understandable vision	Developing #
Established partnerships with key stakeholders to support delivery	Developing
Facilities and Location	
Ease of access	Strong (1 hr from Perth)
Quality natural environment	Strong
Quality outdoor event venues and locations (sport, music, festivals, water-based)	Strong
Quality indoor built event infrastructure (arts & culture, business conferences)	Developing
Range of accommodation options	Strong
Governance	
Flexible funding model to suit events of all scales	Developing
Clear application and approval systems	Developing
Post-event reporting	Developing#
Community Engagement	
Clear community explanation as to why Council supports events	Developing #
Full and detailed events calendar	Developing
Reports to the community regarding all outcomes and results	Developing #
Announce and celebrate events	Developing
Business Engagement	
Opportunities shared with local businesses	Developing
Proactive promotion of local businesses who support events	Developing #

An identified action in the Events Strategy 2026-2030

Strategic Alignment

The objectives and desired outcomes of the Festivals and Events Strategy 2025-2029 are directly aligned to the four key focus areas of the City of Mandurah's Strategic Community Plan 2024-2044: **Economy, Community, Environment** and **Leadership**.



Economy

Empowering our community to thrive

Community Outcomes

- 1.1. **Local jobs** to retain our people and attract skilled workers
- 1.4. A **thriving city** that **residents are proud** to call home and **people want to visit**
- 1.5. A **supportive business environment** where **investment is encouraged**, and **entrepreneurship prospers**



Community

A city with a village heart, everyone has a place in our communities

Community Outcomes

- 2.2. Safe and **connected communities**
- 2.3. **Inclusive** and **welcoming places, spaces** and neighbourhoods
- 2.4. An enriched, **creative**, and empowered **community that values culture, heritage** and life long learning



Environment

Built in nature, not on nature

Community Outcomes

- 3.3. Our **natural environment is celebrated, protected** and restored for generations to come
- 3.4. Our built environment is clean, **accessible and sustainable**
- 3.5. Our **coast and waterways** are healthy and **celebrated**



Leadership

Advocating and delivering possibilities for everyone

Community Outcomes

- 4.1. A **clear and shared vision** for Mandurah's future
- 4.4. **Well-maintained assets and facilities** that meet the needs of our community
- 4.5. Responsible, transparent, **value for money delivery** of well planned, sustainable, projects, programs and services



Strategic Alignment

The Festivals & Events Strategy 2026-2030 will have direct and indirect connections with a number of existing City Plans and Strategies:

City of Mandurah Economic Development Strategy

The Festivals and Events Strategy 2026-2030 supports a number of projects and outcomes with the City's Economic Development Strategy including City Centre activation, Investment Attraction, Tourism growth and development and Business support.

City of Mandurah Arts and Culture Strategy 2023 - 2028

The Arts and Culture Strategy aims to establish Mandurah as an inspired and innovative cultural city that celebrates diversity, creativity and opportunity. Within the strategy, festivals and events have been identified as an important vehicle to help deliver upon this goal.

City of Mandurah Place Enrichment Strategy 2023 - 2028

The Place Enrichment Strategy sets out a framework to facilitate community connection, build local capacity and support and motivate community-led initiatives. Investment in community events and neighbourhood activations are a key goal in achieving the objectives of the strategy.

City of Mandurah Youth Strategy 2021 - 2026

The Youth Strategy provides a framework for young people in Mandurah to feel connected with and proud of their community and see it as a place where they can participate, influence and inspire. Festivals and events are seen as a key vehicle to help facilitate the connection that young people have to their community.

City of Mandurah Access and Inclusion Plan 2021 - 2026

The purpose of the City of Mandurah's Access and Inclusion Plan is to create a vibrant and connected city that supports and improves the community for everyone. The Events Strategy 2026-2030 aims to support this objective through the planning and delivery of an inclusive annual event program.

City of Mandurah Child Safe Organisation Plan

The City of Mandurah's Child Safe Organisation Plan outlines the strategies and actions that govern how we operate as a local authority to ensure the safety and well-being of children in our community. Within the plan, the City commits to continuing to embed child safeguarding processes and practices into City events, and share this expectation with external event organisers.

The Strategy is also aligned to the WA State Government's Tourism and Events strategies including:

- **Tourism Western Australia - A Vision For Dream Events**
- **Western Australia Visitor Economy Strategy 2033**

Our Strategic Goal

To attract, support, create and deliver events that bring our community together, enhance our reputation, support economic growth and celebrate our spirit and identity.



A photograph of a crowded outdoor festival street. In the foreground, a dense crowd of people is walking towards the camera. The street is lined with lush green trees on both sides. Various banners and flags are visible, including a large blue archway with 'MIX 94.5' repeated. On the right, a tall pole holds a vertical banner for 'MANOROUGH CRAB FEST' featuring a crab and a sun. The sky is overcast with grey clouds.

3. Our Commitments

How we get there

Our Commitments – Event Categories

Category 1: Cornerstone Events

A Cornerstone Event “tells the story” of Mandurah, showcasing the City’s unique qualities. It elevates Mandurah’s profile by attracting a significant audience from beyond the City’s borders – whether through attendance or media coverage. These events highlight Mandurah’s strengths and stand out as truly unique, making a powerful statement about the city. Audiences recognise the event’s alignment with the City’s Strategic Community Plan.

By fostering local connections and participation, Cornerstone events boost community pride and give residents a clear understanding of the City’s investment in the event. These events may be delivered by a City of Mandurah, or secured through external partnerships.

To be considered a Cornerstone Event, proposals must be submitted to the City, who will assess them against specific criteria. If successful, the event will be allocated sponsorship funding from the City’s annual external events attraction budget. Event proposals requiring funding outside of existing budgets will be referred to the Council for consideration.

Key Outcome

- Promote Mandurah to state and national audiences, enhancing the City’s image and fostering local community pride.

Secondary Outcomes

- Generate immediate and long-term tourism and economic benefits while promoting key Council priorities.

Category 2: Feature Events

Feature Events exist to service and deliver benefits for specific sectors of the community. This may include events that support tourism, local area optimisation, arts and culture or local business. They can be delivered by the City of Mandurah or by a sponsored organisation.

Key Outcome

- Achieve a year-round events calendar that builds liveability and lifestyle outcomes.

Secondary Outcomes

- Drive benefits for local businesses and promote local areas, tourism, and the arts.

Category 3: Community Events

Community Events highlight our diverse communities and offer each of them a chance to celebrate something of value. These events may be delivered by local groups who can apply for community grant funding or they may be organised by the City to celebrate and bring our community together.

Key Outcome

- Provide community activities and encourage engagement from across the city population.

Secondary Outcomes

- Demonstrate the vibrancy of the City and enhance community pride with an emphasis on free events. Ensure opportunities for all sectors of the community to engage.

Category 4: Civic Events

Civic Events are either delivered by the City or local groups with an interest and ability to manage the event successfully. Civic Events span a range of activities, including citizenship ceremonies and ANZAC Day and Australia Day celebrations, and can be of various sizes and scales. They are designed to be a celebration enjoyed by all sections of the community.

Key Outcome

- Provide the community with the opportunity to attend official celebrations.

Secondary outcome

- Foster community pride.

Our Commitments

Festivals and events that are delivered in Mandurah will be appropriately categorised with clearly articulated goals and outcomes. The City's role in any event will be dependent on its category, with all categories being of equal importance to the City. While all categories of events have a role to play in achieving the City's broader outcomes, each category is designed to have a specific purpose.

CATEGORY	1. Cornerstone Event	2. Feature Event	3. Community Event	4. Civic Event
Defining Features	- Is unique and tells the story of Mandurah - Has a local, state and national audience and media reach - Attracts over 50,000 people to learn about Mandurah, either from participation, or through its media and online reach - Links to wider City goals & objectives - Visually showcases the City - Supported by Tourism WA or other State based event funding program - Ability to attract commercial sponsorship - Creates local pride for Mandurah	- Primarily local audience - Attractive event content - Creates opportunities for local businesses - Attracting statewide visitors and local spend - Links to wider City goals and objectives	- Represents a local group or organisation - Shows the diversity of the community - Free or low cost - Local services involvement – such as schools, sports clubs and community groups	- Celebrates something loved or important to the local community - Welcoming, inclusive content
Aligned Outcomes	Regional Profile: - Is unique and tells the story of Mandurah - Drive the reputation of Mandurah to a state and national audience Long-term Economic Benefit: - Create jobs and strengthen local business/industry - Drive investment and economic growth Community Pride: - Enhance community pride in the hosting of major events	Long Term Economic Benefit: - Achieve an annual calendar of events that promotes liveability and lifestyle - Strengthen local business and industry - Support for tourism, attractions, facilities and the arts - Enhances community pride	Community Pride: - Creates community connections - Represent the many communities within Mandurah - Enhance community pride, by contributing to a diverse calendar of events	Community Pride: - To ensure the city celebrates together and welcomes new residents - Enhances community pride
Delivered by	- External Event Provider - City of Mandurah	- External Event Provider - City of Mandurah	- Community Club/Group - City of Mandurah	- Community Club/Group - City of Mandurah
Event Examples	- Mandurah Crab Fest - Mandurah Christmas Lights Trail - AFL Pre-season Matches	- Mandurah Caravan & Camping Show - Mandurah Country Music Festival - Winter in Mandurah - Mandurah Arts Festival	- En Plein Air Down Under - Rotary Duck Race - Music in the Burbs - Moonlight Movies	- Australia Day - Citizenship Ceremonies - ANZAC Day

Implementation Plan

Outcome 1: Attract

1.1 Identify new event opportunities that showcase our unique destination

1.2 Prioritise and support events that align to Mandurah's strengths

Waterways & Nature • Culture & Heritage (incl. Aboriginal experiences) • Mass participation & sport • Arts & Creative experience • Family Fun

1.3 Promote Mandurah's festivals and events program to build community pride and drive tourism and visitation

Actions	Funding Type	Resourcing	Year 1 2026/27	Year 2 2027/28	Year 3 2028/29	Year 4 2029/30	Year 5 2030/31	Measures of Success / Milestones	Responsibility
New Event Attraction	Operating	Finance (\$,000)	Within existing operating budget \$218k	Within existing operating budget \$218k	Within existing operating budget \$218k	Within existing operating budget \$218k	Within existing operating budget \$218k	• Secure a minimum of 12 feature category events each year	Festivals & Events
Actively seek new event opportunities that meet the priorities of the strategy and proactively engage event agents / organisers.									
Develop and strengthen the City's relationships with Tourism WA, other potential event funding partners and private event agents.	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	• Meet with TWA and other potential funding partners and event agents every 2 months	Festivals & Events
Major Tourism Event Opportunity	New Operating/ Capital (TBD)	Finance (\$,000)	Within existing operating budget (Arts & Culture Strategy)	Within existing operating budget (Arts & Culture Strategy)	Within existing operating budget (Arts & Culture Strategy)	Within existing operating budget (Arts & Culture Strategy)	Within existing operating budget (Arts & Culture Strategy)	• Identify and present a new opportunity to Council by Jan 2028	Visit Mandurah Festival & Events Arts & Culture
Identify options for Mandurah's next 'Major Tourism Event' opportunity (Cornerstone event) on the scale of the Giants of Mandurah.									
Event Prospectus	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	- Annual update of event sponsorship prospectus - Share a minimum of 25 copies directly to event owners per year	Festivals & Events Strategic Communications Visit Mandurah
Develop an event prospectus to highlight the benefits, opportunities, venues and audiences available, giving reasons to locate events in Mandurah.									

Note: Financial amounts in years 2- 5 do not include annual CPI increases. These are determined as part of the annual review of the Long-Term Financial Plan.

Outcome 1: Attract continued

1.1 Identify new event opportunities that showcase our unique destination

1.2 Prioritise and support events that align to Mandurah's strengths

Waterways & Nature • Culture & Heritage (incl. Aboriginal experiences) • Mass participation & sport • Arts & Creative experience • Family Fun

1.3 Promote Mandurah's festivals and events program to build community pride and drive tourism and visitation

Actions	Funding Type	Resourcing	Year 1 2026/27	Year 2 2027/28	Year 3 2028/29	Year 4 2029/30	Year 5 2030/31	Measures of Success / Milestones	Responsibility
Events Calendar Create a new or updated Events Calendar that showcases all events, both Council and externally delivered, in line with the event categories defined within the strategy.	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	New Events Calendar in place by June 2027	Systems & Projects Festivals & Events Strategic Communications
Facilities - Undertake an audit of existing facilities (built and open spaces) to determine ability to attract and host events in Mandurah. - Determine gaps in provision and make recommendations for temporary / new / upgraded facility and infrastructure requirements.	New Operating	Finance (\$,000)	-	New operating \$25k	-	-	-	Audit report completed by June 2028	Festivals & Events Visit Mandurah

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Outcome 2: Grow

2.1 Build and extend the experience associated with the City's existing cornerstone and feature events

(e.g. Mandurah Crab Fest, Christmas Lights Trail, Mandurah Art Festival)

2.2 Identify existing events (City and externally delivered) and support opportunities to maximise their potential

2.3 Foster the growth of Mandurah's local events industry

Actions	Funding Type	Resourcing	Year 1 2026/27	Year 2 2027/28	Year 3 2028/29	Year 4 2029/30	Year 5 2030/31	Measures of Success / Milestones	Responsibility
Mandurah Crab Fest Undertake a review and develop a 3-year plan to build and extend the Crab Fest event experience.	Operating	Finance (\$,000)	Within existing operating budget	-	-	-	-	Review and 3-year plan to be delivered by June 2027	Festivals & Events Visit Mandurah
Mandurah Christmas Lights Trail Undertake a review and develop a 3-year plan to build and extend the Mandurah Christmas Lights Trail experience.	Operating	Finance (\$,000)	-	Within existing operating budget	-	-	-	Review and 3-year plan to be delivered by June 2028	Festivals & Events Visit Mandurah
Mandurah Arts Festival Develop a Growth Plan for the Mandurah Arts Festival that will position it as a potential future Cornerstone event within the annual events calendar.	Operating	Finance (\$,000)	-	Within existing operating budget	-	-	-	- Growth Plan delivered by June 2028 - State / National awareness	Arts & Culture

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Outcome 2: Grow continued

2.1 Build and extend the experience associated with the City's existing cornerstone and feature events

(e.g. Mandurah Crab Fest, Christmas Lights Trail, Mandurah Art Festival)

2.2 Identify existing events (City and externally delivered) and support opportunities to maximise their potential

2.3 Foster the growth of Mandurah's local events industry

Actions	Funding Type	Resourcing	Year 1 2026/27	Year 2 2027/28	Year 3 2028/29	Year 4 2029/30	Year 5 2030/31	Measures of Success / Milestones	Responsibility
Grow Local Mandurah Events Identify existing externally delivered local events that align with Mandurah's brand, and assist and support a plan to guide their growth into a future Feature event.	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	1 new growth plan developed each year	Festivals & Events Arts & Culture Strategic Communications
Industry Development Promote local business participation in the City's festivals and events program through enhanced communication (such as Mandurah supplier programs).	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	- No. Local business engaged in the City's Cornerstone and Feature events % Local Businesses taking up event stallholder opportunities at the City's Cornerstone and Feature events	Strategic Communications Festivals & Events Commercial Services
Industry Recognition Develop a local 'Mandurah Event Supplier' logo to distribute to, encourage and recognise local businesses (event suppliers) and help grow the events industry in Mandurah.	Operating	Finance (\$,000)	-	Within existing operating budget \$10k	Within existing operating budget	Within existing operating budget	Within existing operating budget	- New logo developed 10 new local businesses involved in the events program each year (logo displayed)	Strategic Communications Festivals & Events

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Outcome 3: Deliver

3.1 Strategically plan and deliver the City's Festivals and Events program

3.2 Secure multi year funding agreements (grants and sponsorship) for the City's cornerstone and feature events

3.3 Increase the total number of externally delivered events and explore opportunities for contracting out elements of existing events

3.4 Deliver a program of locally based community events

Actions	Funding Type	Resourcing	Year 1 2026/27	Year 2 2027/28	Year 3 2028/29	Year 4 2029/30	Year 5 2030/31	Measures of Success / Milestones	Responsibility
City Events									
Plan and deliver the City's major events as highlights of the City's annual events calendar, including ongoing investigations into the outsourcing of identified event elements:									
1. Mandurah Crab Fest	Operating	Finance (\$,000)	Within existing operating budget \$680k	Within existing operating budget \$680k	Within existing operating budget \$680k	Within existing operating budget \$680k	Within existing operating budget \$680k	- Event Attendance – 100,000 - Return on Investment - >\$10:1 - Event satisfaction - >85%	Festivals & Events
2. Mandurah Christmas Lights Trail	Operating	Finance (\$,000)	Within existing operating budget \$522k	Within existing operating budget \$522k	Within existing operating budget \$522k	Within existing operating budget \$522k	Within existing operating budget \$522k	- Event Attendance – 80,000 - Event satisfaction - >85%	Festivals & Events
3. Mandurah Arts Festival	Operating	Finance (\$,000)	Within existing operating budget \$283k	Within existing operating budget \$283k	Within existing operating budget \$283k	Within existing operating budget \$283k	Within existing operating budget \$283k	- No. events / activities delivered - No. community groups / artists engaged	Arts & Culture

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Outcome 3: Deliver continued

3.1 Strategically plan and deliver the City's Festivals and Events program

3.2 Secure multi year funding agreements (grants and sponsorship) for the City's cornerstone and feature events

3.3 Increase the total number of externally delivered events and explore opportunities for contracting out elements of existing events

3.4 Deliver a program of locally based community events

Actions	Funding Type	Resourcing	Year 1 2026/27	Year 2 2027/28	Year 3 2028/29	Year 4 2029/30	Year 5 2030/31	Measures of Success / Milestones	Responsibility
Leverage Council & Community Objectives Promote Council and Community priorities and objectives through four (4) Cornerstone or Feature events each year.	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	- Council / community objectives clearly defined - Evidence of Council/ community priorities promoted - Positive economic impact	Festivals & Events Strategic Communications Visit Mandurah
Value Event Sponsorship Undertake an assessment of the commercial value of key City events (Crab Fest, Christmas Lights Trail, Mandurah Arts Festival) to determine value and guide future sponsorship investment targets.	Operating	Finance (\$,000)	Within existing operating budget	-	-	Within existing operating budget	-	- Initial report due June 2027 - Sponsorship target (% of total event budget) achieved	Strategic Communications Festivals & Events Arts & Culture
Environmental Sustainability & Accessibility Create and provide clear guidelines on the City's environmental sustainability and accessibility expectations for events held in Mandurah and communicate these to event organisers.	Operating	Finance (\$,000)	-	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	- Guidelines developed and communicated - Audit conducted of 4 events per year (from Yr 3) with event outcomes measured	Environmental Services Community Development Arts & Culture Festivals & Events

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Outcome 3: Deliver continued

3.1 Strategically plan and deliver the City's Festivals and Events program

3.2 Secure multi year funding agreements (grants and sponsorship) for the City's cornerstone and feature events

3.3 Increase the total number of externally delivered events and explore opportunities for contracting out elements of existing events

3.4 Deliver a program of locally based community events

Actions	Funding Type	Resourcing	Year 1 2026/27	Year 2 2027/28	Year 3 2028/29	Year 4 2029/30	Year 5 2030/31	Measures of Success / Milestones	Responsibility
Volunteer Management Explore opportunities to connect local Event Volunteers to event organisers (external and City).	Operating	Finance (\$,000)	-	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	100+ local event volunteers identified	Healthy Communities Festivals & Events Arts & Culture
Neighbourhood Events Plan and deliver an annual program of community events aimed at fostering community connections and activating local neighbourhoods.	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Initial report due June 2027	Community Development
Community Events - Undertake a strategic review of key community events including the time / month of the year delivered, (to help create a diverse annual calendar of events), location and alignment with the City's brand and the objectives of the strategy. Events to be included - Readers & Writers Festival - Mandurah Open Studios - Heritage Festival - NAIDOC Week	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	-	-	-	Events to be reviewed with recommendations to be presented by June 2028	Community Development

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Outcome 3: Deliver continued

3.1 Strategically plan and deliver the City's Festivals and Events program

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3.4 Deliver a program of locally based community events

Actions	Funding Type	Resourcing	Year 1 2026/27	Year 2 2027/28	Year 3 2028/29	Year 4 2029/30	Year 5 2030/31	Measures of Success / Milestones	Responsibility
Community Event Grants Undertake a review of the Community Event Grants program to ensure alignment with the Festivals and Events and Place Enrichment Strategies.	Operating	Finance (\$,000)	Within existing operating budget	-	-	-	-	Review completed by June 2027	Festivals & Events Community Development
Program Review - Undertake an annual review of the Events Program. - Develop a consistent way to measure the benefits and return on investment for all Cornerstone and Feature events.	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Demonstrable, positive social and economic return on the event's program	Festivals & Events
Event Reporting - Develop an Annual Report for Council and community that demonstrates the outcomes achieved by the City's Events Program against each event category. - Include post event reporting requirements in all event agreements (grant and sponsorship) with information relative to the event type.	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	- Annual Report generated and distributed each year - Post event reports received for all Cornerstone and Feature events	Festivals & Events Community Development Arts & Culture Strategic Communications

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Outcome 3: Deliver continued

3.1 Strategically plan and deliver the City's Festivals and Events program

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3.4 Deliver a program of locally based community events

Actions	Funding Type	Resourcing	Year 1 2026/27	Year 2 2027/28	Year 3 2028/29	Year 4 2029/30	Year 5 2030/31	Measures of Success / Milestones	Responsibility
Strategic Events Working Group Establish a strategic working group between key event stakeholders to share ideas and plans and maximise event outcomes.	Operating	Finance (\$,000)	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	Within existing operating budget	- Monthly Meetings - Actions reported - Review effectiveness annually	Festivals & Events, Transform Mandurah, Community Services, Arts & Culture Visit Mandurah, ManPAC
Review of Staff Resourcing Undertake a review of the Festivals and Events team resource requirements (staffing structure and skills assessment) in line with the objectives of the new strategy, with recommendations for any changes to be presented through the Long Term Financial Plan review process.	Operating	Finance (\$,000)	Within existing operating budget	-	-	-	-	Review completed by June 2027	Festivals & Events

Note: Financial amounts in years 2- 5 do not include annual CPI increases. These are determined as part of the annual review of the Long-Term Financial Plan.



4. What success looks like

Measures of Success

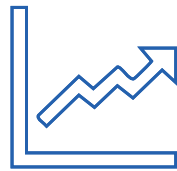
Measures of Success

The successful implementation of the City's Festivals and Events Strategy will result in outcomes aligned to the following measures of success:



Positive Perception of Mandurah

Measures from surveying, media sentiment and reach



Economic and Social Benefits

Positive economic impact and return on investment outcomes exceed benchmark levels



Community Satisfaction

Captured via community sentiment

Data Collection & Reporting

To benchmark existing event initiatives and guide future event investment, effective event data collection and outcome reporting is crucial.

Data collection is a vital tool for assessing the impact of any event. Post-event reporting is essential to determine the value or outcomes from each event, which can be reported individually (for a single event) or as a combination of outcomes from all events (the annual program of activities).

The system ensures that data is collected at every event, with the level of detail increasing depending on the type of event and the City's level of investment in it.

Appropriate data collection and reporting on events is a significant risk mitigation activity for the City, ensuring transparency in event spending.

When viewed as a unified program, events generate both immediate and long-term benefits to the City. The following data points can be used to measure the short-term impact of an event and the longer-term value.

For each event category, event organisers will be required to show their contribution to the short and long-term goals by reporting the following:

Immediate (delivered during the event)	Longer term (impact before & after the event)
Attendance and satisfaction	Annual community / liveability surveys
Community engagement numbers	Annual visitation numbers and inputs
Community surveys and feedback	Total event community attendance & interaction
Visitation data and economic benefit	Local business and employment growth
Local business outcomes	Annual audience reach and responses
Media and audience reach	Collection of imagery and promotional tools
Quality of imagery and event design	Assess links and benefits for wider programs
Links to City of Mandurah projects & targets	

Community and Civic Events

- Delivery date(s)
- Event attendance
- Details of the communities or community groups engaged
- Funding model: Free or ticketed event, any grants received

Feature Events

All of the above, plus:

- Out-of-region visitation
- Estimate of overnight visitors and average length of stay
- No. of local event services engaged and total spend on local event services
- Uniqueness of content
- Demand for the event (i.e. was it a sell-out?)

- How the event was locally promoted
- Event experience feedback

Cornerstone Events

All of the above, plus:

- Primary purpose visitors (attendees who came specifically for the event)
- Average daily spend
- Overview of local, state, national and social (including influencers) media coverage including unique content (i.e. specific imagery unique to Mandurah)
- Evidence of City of Mandurah and State branding at the event
- Opportunities for the promotion of Council initiatives and successes
- Total event budget and value of other funding sources

Event Attraction

What type of events do we hope to attract?

One of the key objectives of the City's Festivals and Events Strategy is to ensure consistency for all event stakeholders.

While the City of Mandurah attracts, supports, creates or delivers different types of events, each with its own goals and targets, this strategy provides a unified framework for consistent event reporting and outcomes. This will be achieved through clearly defined success metrics and ongoing event data collection, enabling informed decision-making for future strategic event development.

Future events will:

- Align with Mandurah's strengths, successes and opportunities.
- Represent our diverse community by incorporating feedback from key stakeholders.
- Determine realistic goals for the City considering our regional competitors' activities in the events space, while also outlining areas for improvement.
- Define priorities and measurable outcomes for event development and support.
- Emphasise data collection and transparency to guide future event planning.

- Categorise events into four types: Cornerstone, Feature, Community and Civic.
- Ensure direct links with the City's existing strategies.
- Work with Visit Mandurah and Tourism WA to maximise the City's tourism and economic objectives.

What makes an event unique?

Uniqueness refers to the ability of an event to represent the City. It is distinctive, memorable and unmatched. The criteria used to determine uniqueness are:

- Is the event held anywhere else, using the same style or structure?
- Does the location of the event and event concept showcase the City (through imagery, content or style)?
- Is the content of the event likely to raise community interest and pride?

e.g. A travelling music event, held in many parts of the country, confined to a stadium, with no clear link to the City, is not unique.

How do events showcase the City?

There are many ways events can showcase a place. Some examples include:

- **Liveability:** Evokes a feeling of 'something is always on'
- **Scenery:** Shows off the City and its surroundings highlighting the visual beauty of the area.
- **Opportunity:** Outlines why people choose Mandurah to live, study or invest.
- **Diverse Culture:** Highlights the range of community stakeholders active in the City.
- **Tourism:** Promotes the facilities, services, and activities that make Mandurah a great place to visit.

At the City of Mandurah, each category of event will have different 'showcasing' potential. A Cornerstone Event may highlight all the options above, while other events may contribute to a calendar of activities that work together to showcase the City. Events also offer low-cost marketing opportunities for the City, passively informing and educating audiences about Mandurah and its surroundings.

