



City of
Kalgoorlie
Boulder

EVENTS STRATEGY

2025 - 2027



Acknowledgement of Country

The City of Kalgoorlie-Boulder acknowledges the Traditional Custodians of this land and pays its respects to elders past and present.

Artwork: *Karlkurla Tjukurrpa (Silky Pear Dreaming)* **Artist:** Regina Donaldson

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MAYOR'S MESSAGE



I'm pleased to introduce the City's new Events Strategy, which will shape how we plan and deliver events for our community over the coming years. This strategy has been developed with your input—through extensive community

consultation, we've listened to your feedback and ideas, ensuring that our events reflect what matters most to you.

Events play a vital role in bringing people together, strengthening community connections, and celebrating our city's rich cultural diversity. The City is committed to ensuring that our events are inclusive, accessible, and engaging for all, catering to a wide range of interests while supporting local artists, businesses, and community groups.

With this strategy, we will continue to deliver high-quality events that activate our spaces, stimulate local economic activity, and enhance the well-being of our residents.

We are prioritising events that showcase local talent and creativity, celebrate diversity, and create opportunities for meaningful community participation. Through strong partnerships with community organisations, artists, and cultural groups, we will work to co-create and co-manage events that are truly reflective of our city. We will also continue to engage with our Culturally and Linguistically Diverse (CALD) communities to remove barriers and ensure inclusivity.

Sustainability is also an important focus. The City is committed to incorporating eco-friendly practices into our events—reducing waste, improving energy efficiency, and raising awareness about environmental conservation through educational initiatives.



Our annual events are either free or heavily subsidised to ensure everyone can take part. Some of our flagship events include the Christmas Street Party, which brings festive cheer to the community; the Sunset Concert Series, which provides free live music to enjoy; the Multicultural Festival, which celebrates the diverse cultures that make up our community; and KidsFest, a premier event designed for our youngest residents.

Looking ahead, we are excited to introduce new initiatives that will continue to enhance our events calendar, keeping it fresh and engaging for both residents and visitors. We are also investing in new event assets, such as illumination equipment, which will enhance featured events and add to the magic of our Christmas Lights trail.

The City remains committed to supporting community-led events, offering financial and in-kind support to local groups, performers, and businesses to help bring their ideas to life. We look forward to working together to build a thriving events program that makes Kalgoorlie-Boulder an even better place to live, work, and visit.

I look forward to seeing you at the many events we have planned.

A handwritten signature in black ink, appearing to read 'Glenn'.

Glenn Wilson
Mayor - Kalgoorlie-Boulder



SNAPSHOT OF

The City of Kalgoorlie-Boulder

30,775
Population

25 *Events*
each year

594 km
from Perth

95,500km²
Land area

216,000
Visitors

*Total tourism
spend of*
\$345M

Venues **FOR MAJOR EVENTS**

- CENTENNIAL PARK
- GOLDFIELDS ARTS CENTRE
- HAMMOND PARK
- GOLDFIELDS OASIS
- LORD FORREST PRECINCT
- USHER PARK
- SHEPHERDSON PARK

- RAY FINLAYSON PLAYING FIELD
- MORRISON OVAL
- LOOPLINE PARK
- KINGSBURY PARK YOUTH PRECINCT
- BOULDER TOWN HALL
- KALGOORLIE TOWN HALL



OUR *Purpose*

The City of Kalgoorlie-Boulder coordinates a significant community event calendar, comprising of major events such as KidsFest; the Multicultural Festival, showcasing global cultures; and the annual Art Prize exhibition, spotlighting local artists' work. The City also hosts the Christmas Street Party, a Seniors Christmas Lunch, Australia Day Awards, and the Sunset Concert series.

The Strategy assists with long-term planning and budgeting and provides guidance on building community capacity in relation to the delivery of events. It outlines the events the City coordinates, supports or participates in and the role the City plays in the delivery of these events. It will support the development of a diverse portfolio of events to cater to a wide range of interests and demographics, and ensure inclusivity through the facilitation of a range of cultural, recreational and family-oriented events.

The intent of developing a comprehensive events strategy is to Encourage community involvement in event planning and organisation, identify opportunities for capacity building with local performers, community groups and businesses, and to create volunteer opportunities to engage residents in the execution of events.



KALGOORLIE-BOULDER

the heart of the Goldfields

Kalgoorlie-Boulder is the heart of the Goldfields region, and is a City rich in opportunity. While the City of Kalgoorlie-Boulder celebrates its rich mining history; it is a forward-thinking community dedicated to economic growth and enhancing liveability. Kalgoorlie-Boulder's identity as a region is best encapsulated through cultural, arts and heritage learning. The City of Kalgoorlie-Boulder (the City) has a vibrant history and produces a range of inclusive and sustainable annual events to celebrate our wonderful City, and to create connected, healthy and inclusive communities.

The City's annual event calendar delivers a range of free major events for the community of Kalgoorlie-Boulder and the region inclusive of community concerts, art exhibitions, children's events, and large community celebrations celebrating the diverse cultures of our residents.

By choosing Kalgoorlie-Boulder as an event destination, event producers are not only tapping into a thriving economic ecosystem but also becoming part of our vision for fostering economic diversity and growth. The City of Kalgoorlie-Boulder is committed to ensuring a strategic approach to event planning and delivery for the benefit of the community.

OUR *Role*

The City of Kalgoorlie-Boulder plays a range of roles in the facilitation and delivery of events in the community. Annual events are aimed to be free, inclusive, and accessible for all community members to attend. Each event currently covers a range of demographics and target audiences.



"It's fantastic, thanks so much City of Kalgoorlie-Boulder"

"Thank you City of Kalgoorlie-Boulder well done on all of your hard work! What an event!!!!!"

"Lovely to see all the different ethnic groups coming together as a community and celebrating each others culture. Well done city of Kalgoorlie-Boulder."

"Was such a fun day, thank you City of Kalgoorlie-Boulder."

"Kids had an absolute ball... thanks CKB."

WHY WE LOVE *Events*

"Gday, Myself and about 140 other people just had a wonderful well presented luncheon at KBCC, it was brilliant and would like to thank organisers, chefs, staff, councilors and businesses who really put on a great event and waited and looked after us o'l buggers. Thankyou."

"Excellent day out."

"So good to see this happening in our city. Hope there will be many more great events like this. Well done!"

"It was amazing!!! Nice job City of Kalgoorlie-Boulder."



Annual Events Calendar

The City of Kalgoorlie-Boulder delivers and supports a diverse and comprehensive calendar of events for the community, with a focus on community engagement and accessibility. Through the delivery of the Events Strategy 2025-2027, the City will continue to develop and grow its events with a focus on sustainability and community capacity building.

This will be reflected in the way City led events are planned and delivered, and in the way the City allocates funding for community led events. The City will aim to achieve increased community involvement in City led events through the engagement of a Civic and Community Events Officer, who will work closely with community groups, organisations, vendors and local artists to identify opportunities for participation and facilitate skills development. This will support the long term success and sustainability of diverse, community led events in Kalgoorlie-Boulder.

Event Categories

Event Category	Key features of event category	Example
Hallmark/Iconic	<ul style="list-style-type: none"> • Iconic • Broad appeal • Significant local impact • 20,000+ attendees • Generate significant publicity and visitation from outside of Kalgoorlie-Boulder 	<ul style="list-style-type: none"> • N/A – under development
Major Event	<ul style="list-style-type: none"> • Specialist subject • Major impact • 2,000–20,000 attendees • Wider Goldfields region 	<ul style="list-style-type: none"> • Event Organiser: Sunset Concert Series • Partner/Supporter: St Barbara's Parade
Community Event	<ul style="list-style-type: none"> • Niche • Minor impact • 200–2,000 attendees • Local/regional audience 	<ul style="list-style-type: none"> • Event Organiser: YouthFest • Partner/Supporter: • Approver/Host: Men's Health Week Golf Day
Local Event	<ul style="list-style-type: none"> • Celebrating a specific occasion • Very minor impact • 0–200 attendees • Local audience 	<ul style="list-style-type: none"> • Event Organiser: Harmony Day • Partner/Supporter: ANZAC Day • Approver/Host:
Activation	<ul style="list-style-type: none"> • Targeted activations undertaken in the City for a specific purpose. • Create vibrancy, repeat visitation, boost aesthetics, and enhance experience. 	<ul style="list-style-type: none"> • Event Organiser: Skate/BMX Competitions • Partner/Supporter: • Approver/Host: Fun Runs hosted by different charities

Summary of Significant City led events

PROJECT	FREQUENCY	EVENT TYPE
YouthFest	Biennial, April, odd years	Community
KALeidoscope*	Annual, September	Hallmark (aspirational)
Art Prize Awards & Exhibition	Annual, September - October	Community
GAC Christmas Markets	Annual, December	Community
Christmas Street Party	Annual, last Sunday of November	Major
Seniors Christmas Lunch	Annual, early December	Community
Sunset Concert Series	Annual, 2-3 concerts, January-March	Major
Youth Week	Annual, April	Community
Pop-Up Project	Biennial, Variable (odd years)	Major
KidsFest	Biennial, April (even years)	Major
GAC Mother's Day Markets	Annual, April	Community
Multicultural Festival	Annual, June	Major
Youth Awards	Annual, June	Community

*New Event

CITY LED

Major Events

Christmas Street Party, November

The Christmas Street Party brings festive cheer and enjoyment to the Kalgoorlie-Boulder community, signaling the start of the festive trading season and making it one of the most popular events on the City's annual event calendar. This family friendly event features themed activities, on-stage entertainment, Christmas markets with items for sale from local makers, a food zone showcasing local vendors, and a visit from Santa and his helpers.

The event will provide an opportunity for local retailers, community groups, sporting clubs and other interest groups to get involved, raise awareness and funds, and be part of a great community event by hosting a stall.

The City supports ongoing economic development and social inclusion and participation at the Christmas Street Party, with a strong family focus and free child and youth activities at the event. The City has invested in accessibility equipment to ensure an elevated and safe viewing area is available for seniors and community members who use mobility aids.



Sunset Concert Series, January - March

The Sunset Concert Series has been held since 2009, providing free, whole of community entertainment and celebration. For both concerts, the City acquires a high profile act, attracting large crowds from local and non-local fans. To complement the main artists, local Goldfields talent are encouraged to be a support for the evening, which is open to all forms of high energy entertainment ranging from bands, fire shows and ariel acts.

In addition, the concerts provide opportunities for local community, commercial businesses and charity groups who are able to attend to raise funds and/or awareness, adding value to the patron experience. In 2024, the City introduced Waste Stations, providing an opportunity for community groups to raise funds through the Containers for Change initiative, whilst actively promoting recycling and sustainability, with a documented increase in recycling as community awareness of the initiative increased.

This initiative educates the community to act on climate change by encouraging recycling, whilst giving back to the community. Following this successful trial, Waste Stations will be implemented at all major City events.

The concert series traditionally attracts more than 10,000 patrons over the course of the series, approximately one third of the Kalgoorlie-Boulder community. The demographic of these concerts is very similar to that of census data, proving the concerts relate to the majority of our community.





Multicultural Festival, June

The Kalgoorlie-Boulder Multicultural Festival has been running in the region since 2018, and highlights the City's significant cultural diversity (48 countries) through culinary, arts and cultural activities.

The event traditionally attracts over 6,000 people, including visitors to Kalgoorlie-Boulder, and hosts over twenty cultural organisations to supply food, information, performances, and market stalls. The Multicultural Festival is a highlight of the events calendar for the community, especially in a regional area with a growing multi-cultural population. The entertainment program also provides a diverse range of multicultural entertainment, from both local and regional providers.

In 2025, the City will aim to increase its collaboration with local community groups, to further engage stall holders from the Culturally and Linguistically Diverse (CALD) community, boosting local businesses and enhancing their exposure in Kalgoorlie-Boulder. In 2025, the City will further build on this partnership with the Goldfields Multicultural Community Organisation to provide an enhanced and accessible event.

Pop-Up Project

The Pop-Up Project brings internationally renowned pop-up events to Kalgoorlie-Boulder. The focus of this initiative is hosting dynamic and inclusive experiences for the whole community that are unique, exciting and would not otherwise be available to regional communities.

Sessions would be ticketed at a small cost, generating an income to offset the expenditure for the event.



KALeidoscope, September

It is proposed that a new aspirational Hallmark event, 'KALeidoscope' is added to the City's calendar of major events. It is additionally recommended that the existing YouthFest event be reviewed to ensure that it is meeting the current needs and expectations of young people in the community. This will be completed through the consultation process for the Youth Strategic Action Plan. It has been identified that the annual calendar currently lacks a major, dedicated arts and cultural event, connecting with local businesses and performing arts community groups.

'KALeidoscope' would be a celebration of creativity, diversity, and community which will aim to showcase local talent alongside national performers, fostering a cultural exchange and enriching the artistic landscape of our talented community.

'KALeidoscope' would be facilitated over a nine (9) day period, running Saturday – Sunday week, consisting of two weekends, also including the first weekend of school holidays, to run alongside the City's Art Prize Exhibition. The exhibition will be a core initiative in the schedule of events to activate and encourage community participation and attendance at the exhibition and Goldfields Arts Centre.

The City would facilitate major events in the program, with a strong focus on weekend activations that are family-friendly, accessible, and inclusive. There would be additional activities and events throughout the event period, collaborating with local artists, community groups, and businesses to facilitate extra initiatives.

The event will offer a combination of free and ticketed activities across the program, creating a multi-layered program for the festival with a strong arts and culture focus while promoting and collaborating with local talent, businesses, and agencies to increase community participation in the arts.

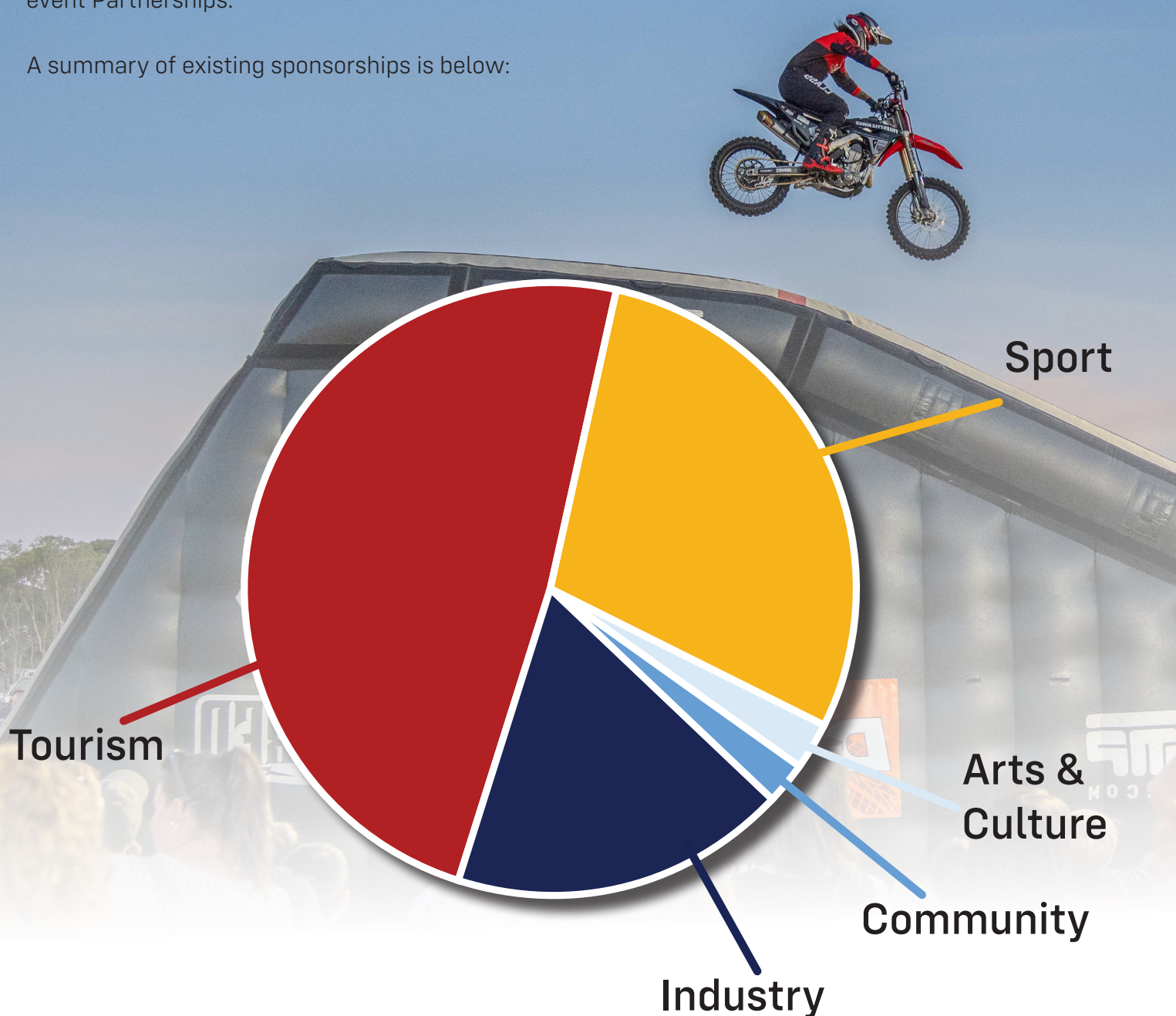
With a focus on capacity building for local performers and community groups, the event will also stimulate the local economy through a range of events and activations encouraging attendees to buy local.

CITY SUPPORTED ANNUAL EVENTS

In addition to delivering its own comprehensive calendar of major events, the City of Kalgoorlie-Boulder recognises the importance of events in contributing to the vitality of the City, the activation of spaces, the sense of community and well-being, and increased economic benefit.

The purpose of the City's Event Sponsorship Program is to position Kalgoorlie-Boulder as a significant event destination in partnership with community organisations and businesses that make positive contributions to the quality of life in the City and our local economy. The City's Event Sponsorship Program offers various levels of funding ranging from minor quick response sponsorships to major event Partnerships.

A summary of existing sponsorships is below:



PLANNING FOR THE *Future*

Strategic forward planning for the City of Kalgoorlie-Boulder's community events allows for the celebration of arts and culture while driving economic prosperity. Events will spotlight local arts and culture, prioritising creativity and talent within the community.

Designing events that will attract visitors will stimulate local economic activity and serve as platforms for local artists and businesses to showcase their work, enhancing economic growth and community engagement and fostering inclusivity will increase community participation and investment in City led events, whilst the City works to build capacity in local artists, community groups and vendors to ensure the long term viability and growth of events in Kalgoorlie-Boulder.

To achieve the vision of growing the City's capacity to deliver a Hallmark event, and incorporate sustainable practices into event planning and operations, the City must undertake considered investment in assets that will help deliver on these aspirations.

Investment in City led Events

To ensure the long term viability, growth and sustainability of City led events, provision of adequate budget through the City's Long Term Financial Plan for investment in event operational costs and capital event equipment is required. This includes CAPEX for outdoor projection and illumination equipment and installation, which will be used for featured events and phased in replacement of Christmas decorations.

Strategic, long term capital investment in events assets whilst leveraging existing assets and resources will ensure that the City is well equipped for the meeting the expectations. It is anticipated that investment of \$1m should be included in City's Long Term Financial Plan and budgeted across 2026/27 and 2027/28FY's for proposed strategic investment in illumination equipment.

Gap Analysis

Strength	Gaps
<ul style="list-style-type: none">• Globally unique and beautiful landscapes and biologically significant flora and fauna• Globally unique Aboriginal culture• Well maintained heritage buildings• Demand for and interest in business and industry events• Sporting clubs acquire sports events• Range of arts assets: galleries, artists, and collaborative arts and cultural organisations• Funding opportunities for community led events• Multifunctional venues including Goldfields Arts Centre, community halls and sports infrastructure• City of Kalgoorlie-Boulder provides an Events Toolkit to help event organisers plan safe, accessible, inclusive, and well managed events	<ul style="list-style-type: none">• Hallmark event synonymous with Kalgoorlie-Boulder• Aboriginal cultural experiences as event experiences• Events that attract visitors from outside of region• Accommodation for event visitors• Paid and volunteer human resources, especially drivers of events• Access to event resources including affordable equipment hire, entertainment hire, staffing, insurance, catering, etc• Capacity building for community groups, performers and vendors for community led events• Awareness of upcoming events• Coordination of events calendar• Online listings of destination events (on local, regional and state tourism websites)



EVENT Principles

City of Kalgoorlie-Boulder works to align its events with the following principles, which are aligned with the City's Strategic Community Plan 2020- 2030

Celebration of Arts and Culture:

- Events should showcase and celebrate local arts and culture.
- Prioritise events that highlight the creativity and talent within the community.
- Encourage participation from diverse cultural groups to promote inclusivity and understanding.

Economic Prosperity through Arts and Culture:

- Events should be designed to attract visitors and stimulate local economic activity.

- Promote events as opportunities for local artists and businesses to showcase their work and generate income.
- Emphasise the role of arts and culture in creating a vibrant atmosphere that enhances the city's appeal to tourists and residents alike.

Social Inclusivity and Collaboration:

- Ensure that events are accessible to all members of the community, regardless of background or socioeconomic status.
- Foster partnerships with community organisations, artists, and cultural groups to co-create and co-manage events.
- Design events that encourage interaction, dialogue, and collaboration among diverse community members.

Community Engagement and Participation:

- Involve the community in the planning and execution of events to ensure they reflect the interests and values of residents.
- Provide opportunities for active participation, such as workshops, performances, or interactive exhibits.
- Seek feedback from attendees to continuously improve and tailor future events to meet the community's evolving needs and preferences.

Sustainability and Environmental Responsibility:

- Incorporate sustainable practices into event planning and operations, such as waste reduction, energy efficiency, and promoting alternative transportation options.
- Raise awareness about the importance of environmental conservation and stewardship through educational initiatives and green messaging at events.

By adhering to these principles, events in Kalgoorlie-Boulder can effectively contribute to the city's strategic outcomes related to arts and culture, social inclusivity, and economic prosperity, while also fostering a sense of community pride and cohesion.





OUR Strategy

Celebration of Arts and Culture

WHAT WE WILL DO	HOW WE WILL DO IT	WHEN WE WILL DO IT			WHO WILL TAKE RESPONSIBILITY
		2024/25	2025/26	2026/27	
Events will showcase and celebrate local arts and culture.	Develop KALeidoscope event to run for pilot year	X	X		Community Development
	Prioritise locally based entertainment at City events	X	X	X	Community Development
	Grow KALeidoscope into Hallmark event for Kalgoorlie-Boulder			X	Community Development
Prioritise events that highlight the creativity and talent within the community.	Work with local performers and community groups to identify opportunities at local events and build capacity, so more vendors can be sourced locally	X	X	X	Community Development
	Invest in KALeidoscope Festival as the City's Hallmark event	X	X	X	Community Development Development and Growth
	Engage with community groups, arts and cultural organisations and local stakeholders to promote participation in City events	X	X	X	Community Development
Encourage participation from diverse cultural groups to promote inclusivity and understanding.	Actively engage with CALD community groups to understand barriers to event inclusivity	X			Community Development
	Develop event information and resources in CALD friendly formats		X		Community Development

Economic Prosperity through Arts and Culture

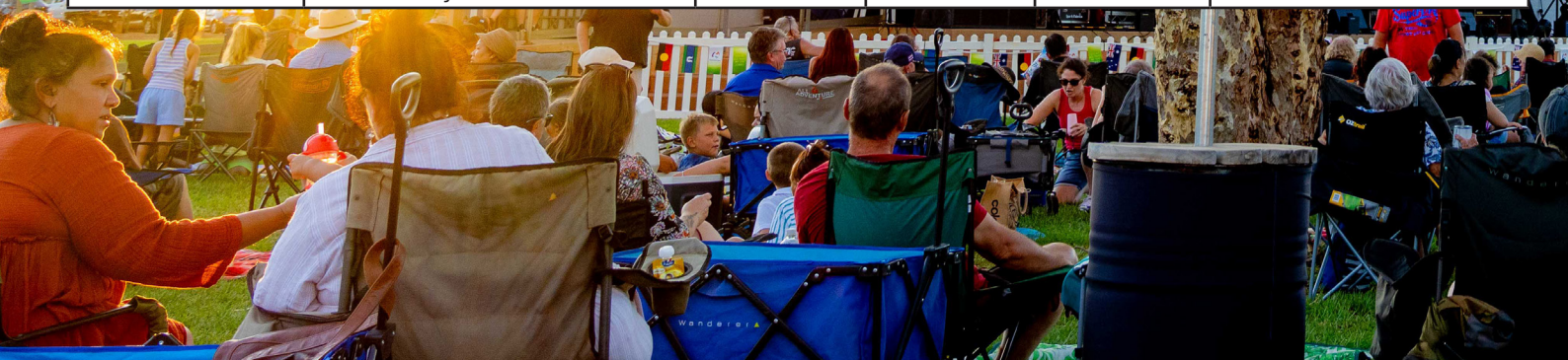
WHAT WE WILL DO	HOW WE WILL DO IT	WHEN WE WILL DO IT			WHO WILL TAKE RESPONSIBILITY
		2024/25	2025/26	2026/27	
Events will be designed to attract visitors and stimulate local economic activity.	Design events unique to Kalgoorlie-Boulder	X	X	X	Community Development
	Market KALeidoscope as a drawcard event to visitors	X	X	X	Community Development Kalgoorlie-Boulder Visitors Centre, AGO
	Support events and activations happening concurrently with KALeidoscope to increase visitor offering and attract visitation	X	X	X	Community Development
	Engage local businesses to participate in/collaborate with major and Hallmark events	X	X	X	Development and Growth
Promote events as opportunities for local artists and businesses to showcase their work and generate income.	Prioritise locally based entertainment at City events	X	X	X	Community Development Development and Growth
	Work with local performers and community groups to identify opportunities at local events and build capacity, so more vendors can be sourced locally	X	X	X	Community Development Development and Growth
Emphasise the role of arts and culture in creating a vibrant atmosphere that enhances the city's appeal to tourists and residents alike.	Market KALeidoscope as a drawcard event to visitors	X	X		Community Development Kalgoorlie-Boulder Visitors Centre, AGO
	Procure exclusive shows from headline acts for Kalgoorlie-Boulder			X	Community Development
	Actively promote arts and culture initiatives in Kalgoorlie-Boulder to other regions and interstate	X	X	X	Community Development Kalgoorlie-Boulder Visitors Centre, AGO, Artgold

Social Inclusivity and Collaboration

WHAT WE WILL DO	HOW WE WILL DO IT	WHEN WE WILL DO IT			WHO WILL TAKE RESPONSIBILITY
		2024/25	2025/26	2026/27	
Ensure that events are accessible to all members of the community, regardless of background or socioeconomic status	Deliver a comprehensive variety of community events that are free to attend, or have free components	X	X	X	Community Development
	Ensure that all City led events are accessible for people with limited mobility, including ensuring ACROD parking and accessible ablutions	X	X	X	Community Development
	Investigate other disability and accessibility requirements that affect attendance at City led events, and plan for appropriate inclusion measures	X	X	X	Community Development
	Facilitate engagement for hearing impaired and vision community members at City led events		X	X	Community Development
Foster partnerships with community organisations, artists, and cultural groups to co-create and co-manage events.	Work with local community groups and organisations to build their capacity to develop and grow local events		X	X	Community Development Development and Growth
	Engage with community groups, arts and cultural organisations and local stakeholders to promote participation in City events	X	X	X	Community Development
	Identify opportunities for activating under-utilised or low usage City facilities in unexpected ways		X	X	Community Development
Design events that encourage interaction, dialogue, and collaboration among diverse community members	Actively engage with CALD community groups to understand barriers to event inclusivity	X			Community Development
	Develop a Community Cultural Exchange Program to initiate cultural exchange programs where residents can learn about each other's cultures through activities like language classes, cooking demonstrations, and art workshops		X		Community Development

Community Engagement and Participation

WHAT WE WILL DO	HOW WE WILL DO IT	WHEN WE WILL DO IT			WHO WILL TAKE RESPONSIBILITY
		2024/25	2025/26	2026/27	
Involve the community in the planning and execution of events to ensure they reflect the interests and values of residents.	Deliver a comprehensive variety of community events that are free to attend, or have free components	X	X	X	Community Development
	Develop the capacity of community groups, businesses and organisations to plan and deliver events through the engagement of a Civic and Community Officer to support and build community capacity.	X	X	X	Community Development
	Ensure that all City led events align with the priorities identified by the community in the Community Perception Survey	X	X	X	Community Development
Provide opportunities for active participation, such as workshops, performances, or interactive exhibits.	Work with local community groups and organisations to build their capacity to develop and grow local events	X	X	X	Community Development
	Work with local community groups and organisations to build their capacity to develop and grow local events	X	X	X	Community Development
Seek feedback from attendees to continuously improve and tailor future events to meet the community's evolving needs and preferences.	Undertake post event surveys to provide the community an opportunity to have input into the content, structure and location of City led events	X	X	X	Community Development
	Lead annual community engagement seeking input from the community as to the nature and focus of community events.	X	X	X	Community Development



Sustainability and Environmental Responsibility

WHAT WE WILL DO	HOW WE WILL DO IT	WHEN WE WILL DO IT			WHO WILL TAKE RESPONSIBILITY
		2024/25	2025/26	2026/27	
Incorporate sustainable practices into event planning and operations, such as waste reduction, energy efficiency, and promoting alternative transportation options.	Coordinate waste stations at all City led events, including facilitating opportunities for fundraising by NFP community groups.	X	X	X	Community Development Engineering Services Directorate
	Minimise packaging at all City led events through the provision and promotion of water refill stations	X	X	X	Community Development Engineering Services Directorate
	Investigate event specific routes with TransGoldfields	X			Community Development
	Implement "Special Event" public transport services at City led events.		X	X	Community Development
	Introduce additional e-scooter services and parking/collection points at City led events	X			Community Development
	Reduce littering at events by facilitating and promoting smoke and vape free events	X	X	X	Community Development
Raise awareness about the importance of environmental conservation and stewardship through educational initiatives and green messaging at events.	Where feasible, include sustainability or waste reduction workshops at City led events	X	X	X	Community Development Engineering Services Directorate
	Provide vendors with waste wise strategies to reduce waste generation at events	X	X	X	Community Development Engineering Services Directorate
	Include reusable signage promoting water refill stations and waste stations in prominent locations throughout the City led events.	X	X	X	Community Development

MEASURING OUR *Success*

The success of each strategy will be measured against the event principles in the following ways:

Celebration of Arts and Culture:

Showcase Local Arts and Culture

- Measure of Success: Number of events featuring local artists and cultural exhibits.
- Timeframe: Annually.

Highlight Creativity and Talent

- Measure of Success: Increase in participant numbers and audience engagement year-on-year.
- Timeframe: Quarterly reviews.

Promote Inclusivity

- Measure of Success: Diversity of cultural groups participating.
- Timeframe: Annually.

Economic Prosperity through Arts and Culture

Attract Visitors and Stimulate Economy

- Measure of Success: Event attendance and local business revenue during events.
- Timeframe: Post-event reports, reviewed bi-annually.

Opportunities for Local Artists and Businesses

- Measure of Success: Number of local vendors and artists participating.
- Timeframe: Annually.

Enhance City's Appeal

- Measure of Success: Tourist satisfaction ratings and repeat visitation rates.
- Timeframe: Annually.

Social Inclusivity and Collaboration:

Accessibility for All

- Measure of Success: Accessibility features and attendance of diverse community members.
- Timeframe: Each event.

Foster Partnerships

- Measure of Success: Number of partnerships with community organizations.
- Timeframe: Annually.

Encourage Interaction and Collaboration

- Measure of Success: Feedback on community interaction and engagement.
- Timeframe: Post-event surveys.

Community Engagement and Participation:

Involve Community in Planning

- Measure of Success: Number of community members involved in planning committees.
- Timeframe: Annually.

Opportunities for Active Participation

- Measure of Success: Number of workshops and interactive exhibits.
- Timeframe: Annually.

Seek Feedback

- Measure of Success: Volume and quality of feedback collected.
- Timeframe: Post-event reviews.

Sustainability and Environmental Responsibility:

Incorporate Sustainable Practices

- Measure of Success: Reduction in waste and energy use.
- Timeframe: Each event.

Raise Environmental Awareness

- Measure of Success: Number of educational initiatives and participant engagement in green activities.
- Timeframe: Annually.





P.O Box 2042, Boulder WA 6432
577 Hannan Street, Kalgoorlie WA 6430

Tel: (08) 9021 9600
Email: mailbag@ckb.wa.gov.au
Web: www.ckb.wa.gov.au