



Registration of Interest

Mandurah Lifestyle Event | Rushton Park, Mandurah WA 6210



SCOPE OF EVENT

The City of Mandurah invites Registration of Interest from suitably qualified Event Managers to plan, program and deliver an annual marquee event in the month of October. 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.

Marquee Event definition – a marquee event attracts a large number of attendees (approx. 20,000 people) 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 OBJECTIVES

The City's objectives for this event include but are not limited to the following;

- Deliver a unique experience for locals and visitors to the Mandurah and Peel region
- Deliver a marquee event that focuses on lifestyle, leisure, recreation, and entertainment
- Deliver a marquee event that is successful in maximising local business to significantly increase economic growth
- Deliver a marquee event that is well attended to maximise community participation and social wellbeing,
- Deliver a marquee event that creates awareness of Mandurah and the surrounding regions, promoting the Peel region as a desirable destination
- Deliver a marquee event that builds community capacity and provides a safe accessible experience for all attendees

BACKGROUND INFORMATION

Mandurah is WA's largest regional city, less than an hour from Perth. It is set against a backdrop of magnificent beaches and boasts an estuary twice the size of Sydney Harbour.

Originally known as Mandjoogoordap, Mandurah means 'meeting place of the heart'. Mandurah was crowned Australia's Top Tourism Town 2023 and is home to Thomas Dambo's Giants of Mandurah, pristine Ramsar-listed wetlands and one of Australia's largest and healthiest populations of wild dolphins.

The City of Mandurah has a dedicated events team that work to attract diverse high profile external events focusing on partnerships with Events Mangers. The City strives to be recognised locally, nationally and internationally as Western Australia's regional events capital and is providing an exciting opportunity for a successful Event Manager.

Event proposals should incorporate leisure, recreation, adventure, and aquatic activities with a focus on Mandurah's unique natural environment and its diverse range of quality infrastructure. The event should help promote the region's reputation as a premier tourist destination and WA's aquatic and leisure playground.

The event is to be held in mid-October annually at Rushton Park. The venue is expansive with quality amenities, has ample parking and is within close proximity to public transport.

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.

TERM

The City of Mandurah is looking to enter into an Event Agreement for a period of 3 years (2024-2026) with the option for extension to be considered as part of the contract regulations.

REPORTING STRUCTURE

The successful Event Manager will be required to provide a post-event written report to the City. This report will need to include the following information:

- Total number of event attendees, where attendees came from, local business engagement, local community group/club engagement and economic impact
- A detailed breakdown of the manner in which the City of Mandurah contribution was expended with supporting receipts and documentation

The report will need to be provided to the City within 30 days of completion of the event.



DELIVERABLE

Deliverables will be negotiated during the Registration of Interest process however,

- The marquee event must be delivered over two or more consecutive days
- The marquee event must be high profile
- The marquee event must seek to attract more than 10,000 attendees per day or 20,000 attendees over the duration of the event, and will be a ticketed event
- The marquee event will encourage visitors to Mandurah for overnight stays
- The marquee event will provide opportunities to connect and support local businesses within region
- The marquee event will promote, with appropriate levels of marketing, to a broad, intrastate audience.

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%	<p>Provide a detailed description for the proposed Event including;</p> <ul style="list-style-type: none"> • Branding of the event (concept) • Number of Exhibitors (details) • Estimated attendance – with a breakdown of local, regional, intrastate visitors • Concept plan / site plan • Marketing and communication plan • Potential engagement of local businesses for delivery of the event

*Note: The City of Mandurah will treat all proposals as 'commercial in confidence'

City officers will consider all responses and enter into negotiations in order to determine the most appropriate proponent for the Mandurah Lifestyle Event.

OPERATIONAL

Location: Rushton Park, 21 Downer Street, Mandurah, WA 6210

Timing: Event will be delivered in mid-October and will run for 2 or more consecutive days

SUBMISSIONS

All submissions are to include;

- Relevant Insurances
- Response to assessment criteria.

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

Get in touch

For more information on hosting your event in Mandurah contact the Events Team

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