



**CITY OF
PERTH**
City of Light



Events Plan

2026-2027

Perth is our capital city and the events heart of WA.





Acknowledgment of Country

The City of Perth kaditj kalyakool moondang-ak kaaradj midi boodjar-ak ngala nyininy, Wadjak Noongar yoongar wer bandany Aboriginal yoongar yooarme boodjar-ool. Ngalang woola Boorloo wer Derbal Yerrigan kalyakoort, wongin kadadjiny wer, wirn-yoodan. Ngalang kaditj Birdiya koora wer yeyi moondang-ak kaaradjiny.

The City of Perth acknowledges the traditional custodians of the land we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo (Perth) and the Derbal Yerrigan (Swan River). We offer our respects to Elders past and present.

Background

Events are more than moments of celebration, they activate our streets, strengthen community connections, and reinforce Perth's position as the Events Capital of Western Australia. They also deliver significant economic impact, attracting hundreds of thousands of people into the city each year supporting local businesses.

A dynamic event landscape throughout the year enhances the city's liveability and increases foot traffic, making Perth an exciting place to live, work, visit, study and invest in the city.

Event Strategy 2026 - 2028 Foreword

This 2026/27 Events Plan is informed by the refreshed Events Strategy 2026-2028. The Strategy is guided by three core strategic pillars outlined in the Perth Capital City Plan - Towards 2036 and Beyond: Liveable, Sustainable, and Prosperous.

The refreshed Strategy reflects our maturity as a capital city and signals a shift from primarily delivering events to enabling others - fostering a thriving, inclusive, and innovative events ecosystem.

We're building on our foundations with the following focus areas:

- From compliance-focused to customer-focused
- From reactive to proactive
- From "doing" to facilitating, supporting, and partnering
- From rule-based to measured-based assessment
- From "first-in" scheduling to a strategic portfolio approach.



Our Role

The City of Perth (City) continues to drive economic, social, and cultural impact, celebrating its unique identity and vibrant community. At our core we facilitate, support and deliver great event opportunities throughout the year for community interaction and enjoyment, resulting in Perth being a vibrant, iconic destination; a place of possibility where great things happen.

These events not only enhance tourism and local business engagement but also create meaningful opportunities for community interaction and enjoyment year-round.

As the Leader the City's top three priorities for this Strategy are in the following order



Leader

Champion partnerships, innovation, city pride and be the catalyst for collaboration and partnerships.



Facilitator (Market-led)

Enable others to succeed through streamlined support by creating the right environment for successful events to take place in the city.



Direct-Deliver/Event Organiser (City-led)

Deliver free community events and activations at pivotal moments throughout the year, filling key gaps with targeted City-led programming.

Sponsored Events

The City will continue its progressive direction as the leader – to advocate, attract, support, incentivise and be a catalyst for collaboration and partnerships. The City achieves this by attracting event organisers to hold events in the city through financial and in-kind support. Through the Sponsorship and Grants Program, the City can support a wide range of events over the calendar year. This approach builds capacity, skills and networks in other organisations and community groups providing an opportunity to deliver events that are important to them and value for money.

Other Facilitated Events

The City plays an important role in facilitating events to take place in the city by providing a concierge approach to event organisers. A key focus is the continuous improvement of the customer experience for event facilitators, providing a simple, competitively priced bookings process together with a can-do attitude and supportive services. On a basis of shared benefits, we will promote facilitated events using the City's brand and Visit Perth platforms. Organic social and digital communication tools across both platforms as well as paid marketing campaigns will offer increased promotional support.

City-led Events

Each year the City's Events Plan strengthens, with curated creative programming bringing new concepts to life. The 2025/26 program was brimming with activation – with 127+ event days delivered by the City, which saw almost one million attendees visiting the CBD to participate at the events.

So what was the secret for the popularity? 2025/26 provided a mix of returning favourites, new initiatives and expanded offerings: large-scale installations for the Christmas Lights Trail, a newly developed Multicultural Festival at Elizabeth Quay, and a four month long floating stage program culminating in a finale weekend like no other!

The City was also able to grow across the event attraction space with an increase in sponsorship, grants and co-funding partnerships. This success has built a strong foundation for the 2026/27 events calendar.

Approach to Incoming Sponsorship

Sponsorship, grants and co-funding partnerships are critical to the success and viability of the 2026/27 Events Plan, alongside sound financial management. Government and corporate sectors can contribute to the activation, vibrancy and prosperity of Perth by supporting City-led events. The City will continue to actively pursue the sponsorship targets outlined in the Plan; outcomes remain subject to change based on market conditions. The Christmas Lights Trail and New Year's Eve will be a priority focus for sponsorship opportunities, ensuring these flagship events grow and continue to attract widespread engagement.

Event Approach

The approach for this year's Plan includes a year-round flexible event calendar. Major flagship events that are free to attend and community driven will be balanced with emerging event opportunities.

This Plan covers the key pillars of the City's Events Strategy:

- Event friendly
- Community benefit
- Environmental responsibility
- Economic responsibility
- Uniquely Perth
- Something for everyone
- Support local

These pillars will be actioned through:

- **Return on Investment** – Value for money through strategic event investments.
- **Brand Alignment** – Strengthening Visit Perth's identity.
- **Seasonality** – Expanding the shoulder season and balancing events across the year to maximise impact.
- **Diversity of content** – Showcasing cultural diversity and broad audience appeal.
- **Target market alignment** – Leveraging opportunities to engage key demographics.
- **Venue activation** – Driving visitation to key locations including the Riverfront and Forrest Place.
- **Reputation building** – Enhancing Perth's status as a world-class events city.
- **Community and connection** – Fostering inclusivity and local engagement.
- **Sustainability** – Prioritising environmentally responsible event practices.
- **Market forces** – Addressing gaps where the market is unable to deliver a major event.



Flagship Events



Christmas Lights Trail

27 November to 27 December 2026

The number one beloved event in the Perth calendar would have to go to the Christmas Lights Trail. Loved by those young and old, there is wonder and awe to be found in every nook and cranny of the CBD. Delivering significant economic impact and consistently high visitation numbers, this award-winning event continues to strengthen the City's position as a must-see destination over the summer.

Truly encapsulating the festive season, there is something for everyone with anywhere from

18 to 22 stops, the City has focused on making sure the majority of these are new large-scale installations, with plenty of immersive and interactive opportunities. These large-scale installations help transform the malls, streets, and open spaces of the CBD into a festive wonderland. An exciting activation program featuring live entertainment and performances will connect key stops, enhancing the city's vibrancy and creating a welcoming, safe, and joyful atmosphere for visitors.

Achievements 2025/26



12,200

Attendance per night for 31 nights



\$16.5M

Direct economic impact



\$60

Attendees spend per head



66%

Repeat attendees



96%

Positive overall experience



New Year's Eve

31 December 2026

You asked and we delivered. Entering its third year, WA's biggest New Year's Eve celebration will take place at Elizabeth Quay, Barrack Square and Supreme Court Gardens. As we say goodbye to 2026 the event venues come alive with plenty of festivities, roving performances, and live entertainment. Two spectacular fireworks displays will light up the night—a family-friendly show at 8.30pm, followed by the traditional midnight display to welcome the new year in style. For the Northbridge restaurant and bar scene a short display will launch from the CBD rooftops at midnight.

Achievements 2025/26



58,700

Attendance



\$10.7M

Direct economic impact



\$85

Attendees spend per head



65%

New attendees



97%

Positive overall experience

Elizabeth Quay Shows

Various dates over Summer 2026 to 2027

The floating stage is fast-becoming a City icon. If you are looking for that razzle-dazzle and unique creative programming then Elizabeth Quay is the place to be for summer 2026/27.

The Perth Multicultural Festival will return for two nights celebrating all of what Western Australia has to offer; get taken on the journey of the vibrant and rich history of our First Nations people, whilst acknowledging the diverse culture tapestry of our State today. As usual, our events will feature world-class production, immersive song and dance, culinary delights and plenty more on-land entertainment across the precinct.

Whilst we love opening up the event season with a bang, we also know how to say goodbye! Rounding out the season, a two night floating stage show will be the ultimate celebration of local, young and cemented WA talent; think big bands, big sound, big wow factor but most importantly fun for everyone.

Returning Favourites





Christmas Nativity

December 2026

The traditional story of Christmas is told live on stage in Forrest Place with Christmas carols and live performances. Back by popular demand over two nights, the family concert is a show for everyone and a chance to sing-along to Christmas favourites.

Australia Day

26 January 2027

Building on new elements introduced in 2026, planning for the 2027 Australia Day program continues to focus on inclusive community experiences. Langley Park and the Riverside Drive Foreshore will host a broad mix of entertainment and activities, including the returning Multicultural Zone, expanded in response to strong community interest. With fun for all ages and adrenaline levels, there will be plenty of free and paid activities, culminating with a spectacular light show over the Swan River.



Boorloo Heritage Festival

April 2027

The program will celebrate Perth's natural, cultural and built heritage. There is something for everyone with aboriginal storytelling, history and heritage walks, talks, 'behind the scenes' tours of iconic heritage buildings, children's activities, exhibitions and experiences.



Twilight Food Market

October 2026 to April 2027

Speaking of icons, the Twilight Food Markets are here to serve! Taking place over the warmer months every Friday evening in Forrest Place, this event connects the community and directly supports and activates the CBD's retail core.

Activations



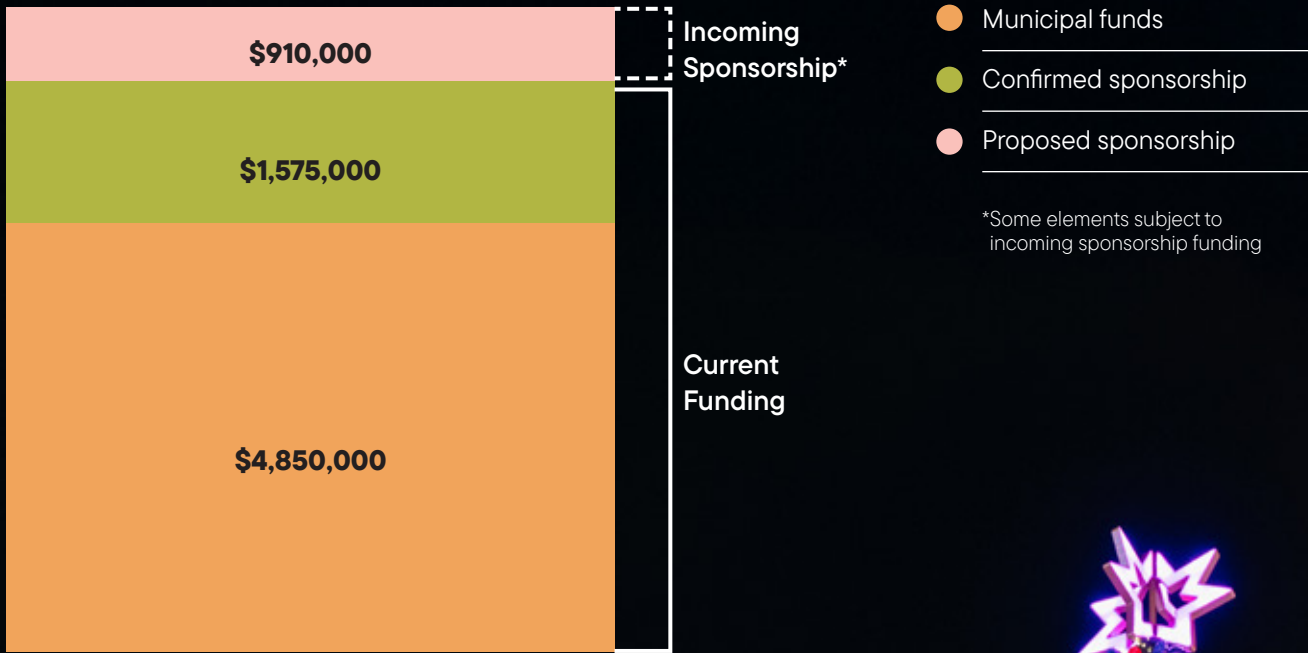
Neighbourhood Events

Curated local-scale events including community concerts, shopping trails and movie nights will be delivered for each of the six neighbourhoods. Responding to the strategic priorities of our neighbourhood groups, the City works in collaboration with the community groups to maximise impact of these events.

Leveraging and Activation

The City collaborates with key stakeholders and third-party event organisers to leverage major events and festival programs to strategically respond to opportunities that strengthen the events calendar, drive tourism and bring vibrancy to the city all year round.


Events Budget FY26/27




Measures of Success

Measuring events is an important stage in an events lifecycle. Evaluating outcomes not only determines the impact events have on the community and its ratepayers, they inform and inspire future decision making, and provide assurance or direction for the City’s investments in the future.


Outcomes




Economic Impact




Visitation



Cultural Impact








Social Impact



Attendee Satisfaction

Measures

Outcome	Measure	Format/Method
 Visitation	Year on year total attendance.	<ul style="list-style-type: none"> • Crowd analysis data • Crowd counting technology using active mobile devices. • Hand clicker counters (fenced events). • Visual observations including density calculation estimates.
 Economic impact	Return on investment; attendee spend; direct economic impact.	
 Cultural impact	Cultural connection; sense of place; vibrancy.	<ul style="list-style-type: none"> • Third party event impact reporting using intercept surveys with a sample* of event attendees.
 Social impact	Safety; community; pride; belonging; bridging social differences.	<ul style="list-style-type: none"> • Spend mapp data
 Attendee satisfaction	Net Promoter Score and attendee feedback.	



LIGHTSCAPE



This publication can be requested in alternative formats: audio, braille, Word or accessible PDF.



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