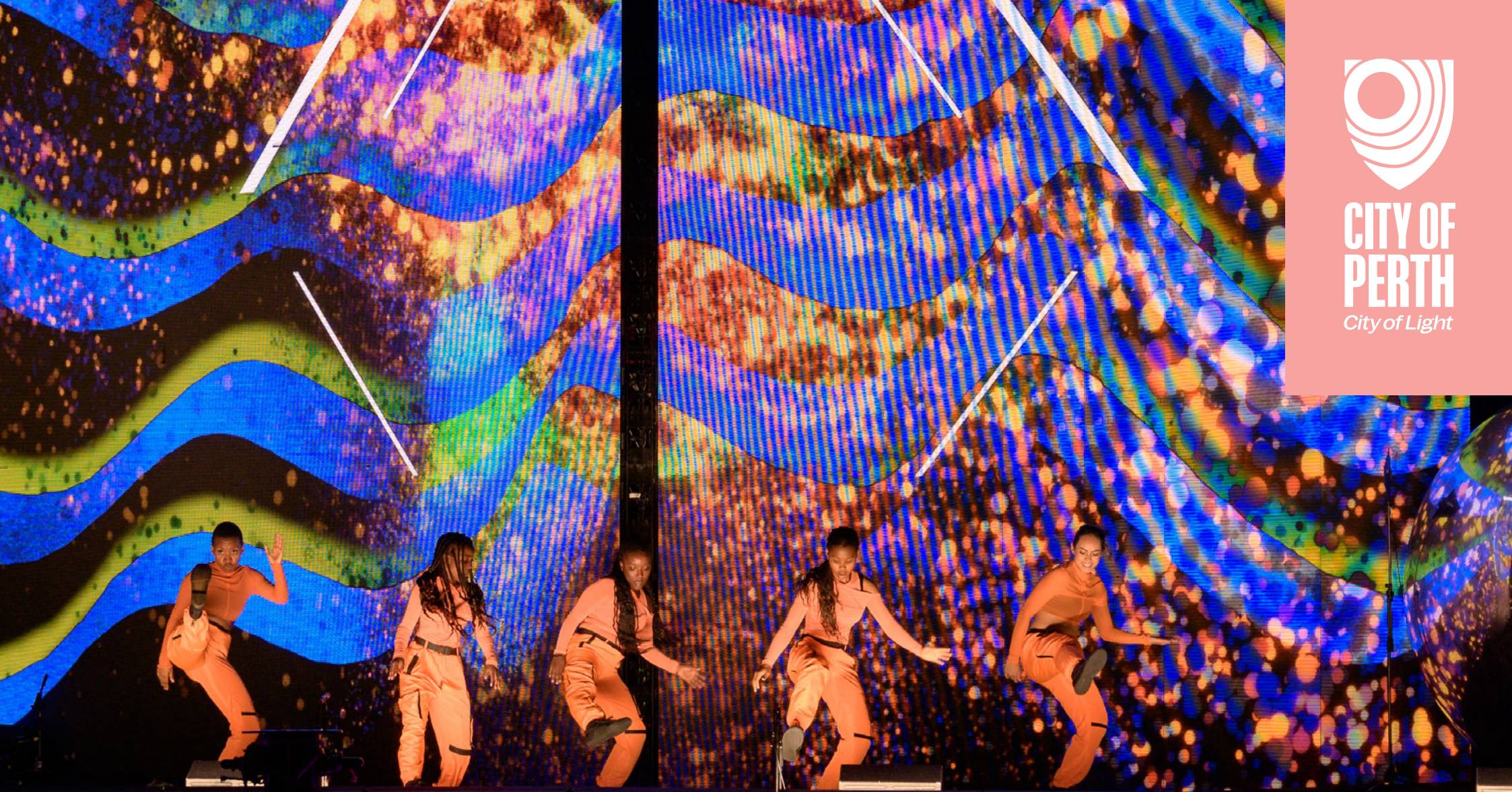




**CITY OF  
PERTH**  
City of Light



*Make your city event shine*





Birak Concert

The events delivered by our partners each year bring hundreds of thousands of visitors into the City of Perth - creating life, vibrancy, and contributing to the liveability of our wonderful city.

This guide provides ideas for you to elevate your event and achieve desired funding outcomes.

We've also included additional sources of information too.

Good luck with your event and if you have any further queries, please contact your Sponsorship Officer.

## Contents

<b>Celebrating Aboriginal culture</b>	<b>3</b>	The City of Perth acknowledges the traditional custodians of the land that we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands.
<b>Equity, diversity, and inclusion</b>	<b>4</b>	We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo and the Derbarl Yerrigan.
<b>Environmental sustainability</b>	<b>5</b>	We offer our respects to Elders past and present.
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Cover Image: Lotterywest City of Light Show



## Celebrating Aboriginal Culture

The Aboriginal people traditionally from the Perth city area are known as the Whadjuk Nyoongar people. There are many ways to respect and celebrate Aboriginal culture at your event:

- ✓ Invite an Elder to perform a Welcome to Country or conduct your own Acknowledgment of Country.
- ✓ Include an Acknowledgement of Country in digital or written content.
- ✓ Consider ways to feature Aboriginal performance, activities or businesses at your event (where appropriate).
- ✓ It is important to remember there are certain events and circumstances that may be sensitive to Aboriginal and Torres Strait Islander peoples.



### More information

Refer to the City's *Guidelines and Protocols*



NAIDOC Week Perth Opening Ceremony







Barn Dance Perth



Olympians and Paralympians Welcome at Forrest Place

# Equity, Diversity and Inclusion

It's important for an event to be accessible, welcoming and safe for everyone in our community. Here are some ways to make your event more inclusive:



## Communication

- Ensure that promotional materials are clear and appropriate for your audience.
- Use inclusive messaging for diverse groups such as the LGBTQIA+ community.
- Develop an 'accessible map' for the event with the location of toilets, parking, low-sensory zones, safe-points etc.
- Provide information in languages other than English.
- Promote your event's accessibility information in advance.



## Participation

- Incorporate areas of your event designated for community members, such as accessible areas, low-sensory spaces, or safe zones for LGBTQIA+.
- Provide Auslan interpreter and/or audio description services.
- Become an NDIS Companion Card Affiliate (if event is ticketed).



## Facilities

- Implement accessible paths of travel, including kerb ramps and grass matting through the event.
- Have appropriate seating options been considered e.g. chairs with back support.
- Does the event have unisex, accessible toilet/s? Note: Not all 'disabled/accessible toilets' are 'fully accessible'.

**i** **More information**  
Refer to the City's *Disability Access and Inclusion Checklist for Events*







Hancock Prospecting City of Light Show – Australia Day

## Environmental Sustainability

The City celebrates events which champion sustainability and the protection of our precious natural environment. Here are some suggestions to support your next environmentally friendly event:



### Waste

- Implement a waste management plan to identify your event's waste streams.
- Provide water refill stations instead of plastic bottled water.
- Consider reusable and/or compostable serveware.
- Avoid single-use plastic items.
- Set up a waste sorting station to capture compostable and recyclable waste.
- Recycle cans and bottles through the 'Containers for Change' scheme. Check out the City's free delivery and collection service [here](#).
- If distributing merchandise, choose plastic-free or low-plastic alternatives, and items that will be reused.



### Energy & Water Saving

- Understand event energy and water consumption and demand to support future reductions.
- Use LED lighting where possible.
- Opt for fossil fuel alternatives such as bio-diesel, solar or pedal power.
- Reduce the water required in your operations, opt for low-use or no-use water alternatives.
- When disposing of wastewater, ensure it does not need additional treatment prior.



### More information

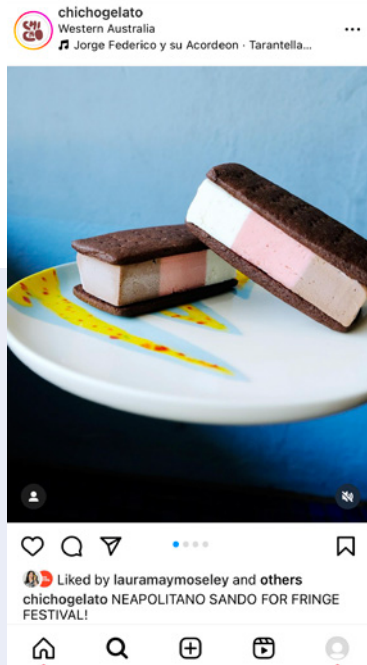
WA's Plan for Plastics Waste Avoidance and Resource Recovery Strategy: Western Australia's Waste Strategy 2030



## Local Businesses Engagement

Engaging with City-based businesses is a great way to value-add to your event. Here are some suggestions to get you started:

- Talk to the local businesses in the area about your upcoming event to explore partnership opportunities, including offers for patrons like food specials, additional hours of operation, and promotion of your event through their own communication channels. If you've got markets, allow them to set up stalls to showcase their products.
- Look at special offers around the same time of your event to see if there are any cross-promotional opportunities.
- Source from local suppliers if you can. If you're thinking of using food or drink trucks, look at what businesses within the City of Perth are offering.
- Prepare content that you can share with local businesses so they can promote your event with their customers.
- Ask for feedback after the event so they can help make your next event even more successful.



Mr. Sandwich



### More information

Visit [visitperth.com](https://www.visitperth.com) and gather a list of local businesses that are proactive in the area where your event is being held.



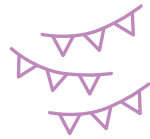
# Marketing your event

If you haven't got a marketing team behind your event, it can be a daunting task so here are some helpful tips:



## Pre-event

- Start planning early. Identify your target audience, the best way to communicate with them, and prepare a plan that is easy to execute.
- Ensure your communications are succinct and eye-catching and include key event details.
- Put your event on [visitperth.com](http://visitperth.com) - a free service to promote your City-based event or attraction.
- Remember to tag your posts #CityOfPerth #CityOfLight #VisitPerth so the City can help promote your event.
- Contact local community groups and let them know about your upcoming event for promotional opportunities, or potential collaboration.
- Leverage your event promotion through existing stakeholders like sponsors and suppliers by providing them with content that they can use in their own communications.
- If you can, put out signage just before your event to let people know your event is coming up.



## During the event

- Document the event through video and photography and make sure you share it on the day on your social media accounts.



## Post-event

- Communicate how well your event went through social media posts, highlight reels, eNewsletters, media releases and articles and share these with media and key stakeholders, including your Sponsorship Officer.
- Hold an event debrief with all those involved so you can document what went well, improvements, and to set-up a blueprint for next year's event.



This publication is available in alternative formats and languages upon request.

## Contact Us

For more information

☎ 08 9461 3333

@ sponsorship@cityofperth.wa.gov.au

🖱 perth.wa.gov.au/community/sponsorship-and-grants

