

WONDROUS EVENTS

WHERE

# DREAM

EVENTS

HAPPEN

EVENT EXPERIENCE  
STRATEGY 2033

WESTERN  
AUSTRALIA

WALKING ON A DREAM



# ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional Custodians of Western Australia and we pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australian and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

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## EXECUTIVE SUMMARY

THE EVENT EXPERIENCE STRATEGY 2033  
AIMS TO ELEVATE WESTERN AUSTRALIA'S  
REPUTATION AS A LEADING GLOBAL  
DESTINATION FOR MAJOR EVENTS BY  
DELIVERING VIBRANT, WORLD-CLASS  
EXPERIENCES FOR VISITORS AND  
LOCALS ALIKE.

By building on the vibrancy and momentum generated by major events, the Strategy seeks to enhance the promotion and appeal of Western Australia's year-round, always-on events calendar.

Events are a critical pillar of the Western Australian visitor economy. They support local jobs and drive significant benefit to tourism and hospitality operators including hotels, restaurants, bars, and attractions. Importantly, they foster a sense of pride, belonging, and vibrancy across communities, helping position Perth and regional areas as fantastic places to live, work, study and play.

Western Australia has a unique competitive advantage due to its distance from other major cities. Interstate leisure visitors tend to stay longer, on average 5.3 nights compared to the national average of 3.4 nights. This presents a valuable opportunity to encourage greater visitor spend before, during, and after events by offering a diverse range of peripheral experiences and activities that complement the core event.

Beyond the economic impact, events enrich society by fostering social cohesion, celebrating Western Australia's diverse communities, and strengthening a shared sense of identity. The Strategy acknowledges the importance of cultural inclusion, particularly the traditions, heritage, and stories of Aboriginal communities, and seeks to reflect this in event programming and delivery.

This Strategy has been shaped by key policy frameworks including the *Western Australia Visitor Economy Strategy 2033*, the *Vision for Dream Events*, and *Jina: Western Australian Aboriginal Tourism Action Plan 2021–2025*.

It is also informed by deep industry and government consultation supporting the continued implementation of the strategy and delivery of impactful ancillary events.

Events play a powerful role in destination marketing, attracting visitors, encouraging longer stays, and showcasing the character of Western Australia. With strong collaboration between government and industry, the Strategy sets a clear path to elevate Western Australia's global standing as a premier events destination, driving economic growth, cultural richness, and social inclusion for all.



## THE EVENT EXPERIENCE STRATEGY 2033 IS BUILT ON THE FOLLOWING PRINCIPLES:

1. Support the vision for Perth and Western Australia to become the fastest-growing events destination in the South East Asian region.
2. Align with the goal of achieving a \$25 billion visitor economy by 2033.
3. Foster proactive collaboration across government, industry, education and transport sectors.
4. Deliver the 'festivalisation' of events, enhancing engagement and experiences beyond the core program.
5. Attract new and diverse audiences through innovative, inclusive programming and media.
6. Integrate strategies across stakeholders for broader and more sustainable impact.
7. Amplify benefits for local businesses and community, sporting, and cultural organisations.
8. Embed Aboriginal cultural experiences and support Aboriginal-owned businesses.
9. Highlight both emerging and established talent to deepen fan engagement.
10. Showcase authentic Western Australian stories and strengthen place-based identity.
11. Maximise inclusive, state-wide social and cultural outcomes through accessible event design.



To bring these principles to life, the Strategy will be delivered across four interconnected themes:

### INFORMATION SHARING

Enhance access to and use of information across stakeholders to inform decision-making, improve ROI, and enrich the overall event experience.

### FESTIVALISATION

Drive the strategic expansion of events through creative activations that increase vibrancy and extend visitor engagement.

### FUNDING ALIGNMENT

Adopt a coordinated, long-term funding approach to support planning and delivery of event experiences with maximum impact.

### CAPACITY BUILDING

Strengthen the capability of industry and local businesses to respond to event opportunities and deliver premium experiences.



# STRATEGIC CONTEXT

Three key documents have guided the development of the Event Experience Strategy 2033.

## 1. A VISION FOR DREAM EVENTS

Tourism WA's vision is for Western Australia to be recognised as the fastest growing events destination in the South East Asia region.

- Tourism WA's goal for Perth and Western Australia's events calendar to continue rapid growth across:
  - The number and quality of events we secure;
  - The number of out-of-State and regional visitors that travel for these events;
  - The volume of bed nights generated by these visitors;
  - The number of local businesses engaged through events, which drives increased investment to the local economy; and
  - Continuing to promote Western Australia tourism product and experiences through event related broadcasts and peripheral media.
- To reach this goal, one of Tourism WA's key priorities is to engage the West Australian community by securing a variety of iconic events and experiences that create vibrancy, generate a sense of pride and provide economic impact for local industry including jobs creation.

## 2. WESTERN AUSTRALIA VISITOR ECONOMY STRATEGY 2033

This Strategy seeks to strengthen Western Australia's recognition as a world-class destination, immersing people in our unique cultures and environment. The target outcome is to increase the size of the visitor economy to \$25 billion by 2033.

### Aligned Initiatives

- Event Infrastructure: Support world-class infrastructure to attract and grow visitation to wondrous events (Initiative 3.1).
- Leisure, Sports and Cultural Events: Secure and deliver diverse events that forge Western Australia's reputation as an 'always-on', year-round events destination which secures and hosts exclusive content (Initiative 3.2).
- Regional, Destination and Community Events: Showcase the regions and the natural beauty of Western Australia to visitors and community (Initiative 3.3).
- Position Western Australia as an Authentic Aboriginal Cultural Destination: Increase the awareness and access to the state's suite of cultural experiences (Initiative 4.1).

- Value of the Visitor Economy: Maximise alignment and awareness of tourism and the value of the visitor economy to Western Australia (Initiative 6.1).
- Visitor Servicing: Provide an engaging, welcoming and informative experience for visitors across all touchpoints. Enhance customer service to exceed expectations and create a memorable experience for visitors (Initiative 6.6).

## 3. JINA: WESTERN AUSTRALIAN ABORIGINAL TOURISM ACTION PLAN 2021-2025

The Jina Plan is designed to help position Western Australia as the nation's premier destination for authentic Aboriginal tourism.

### Aligned Initiative

- Aboriginal Tourism: Encourage the integration of Aboriginal cultural experiences into Tourism WA sponsored sporting and cultural events (Initiative A.2. ii.)





# EVENT ACTIVATION STAKEHOLDERS

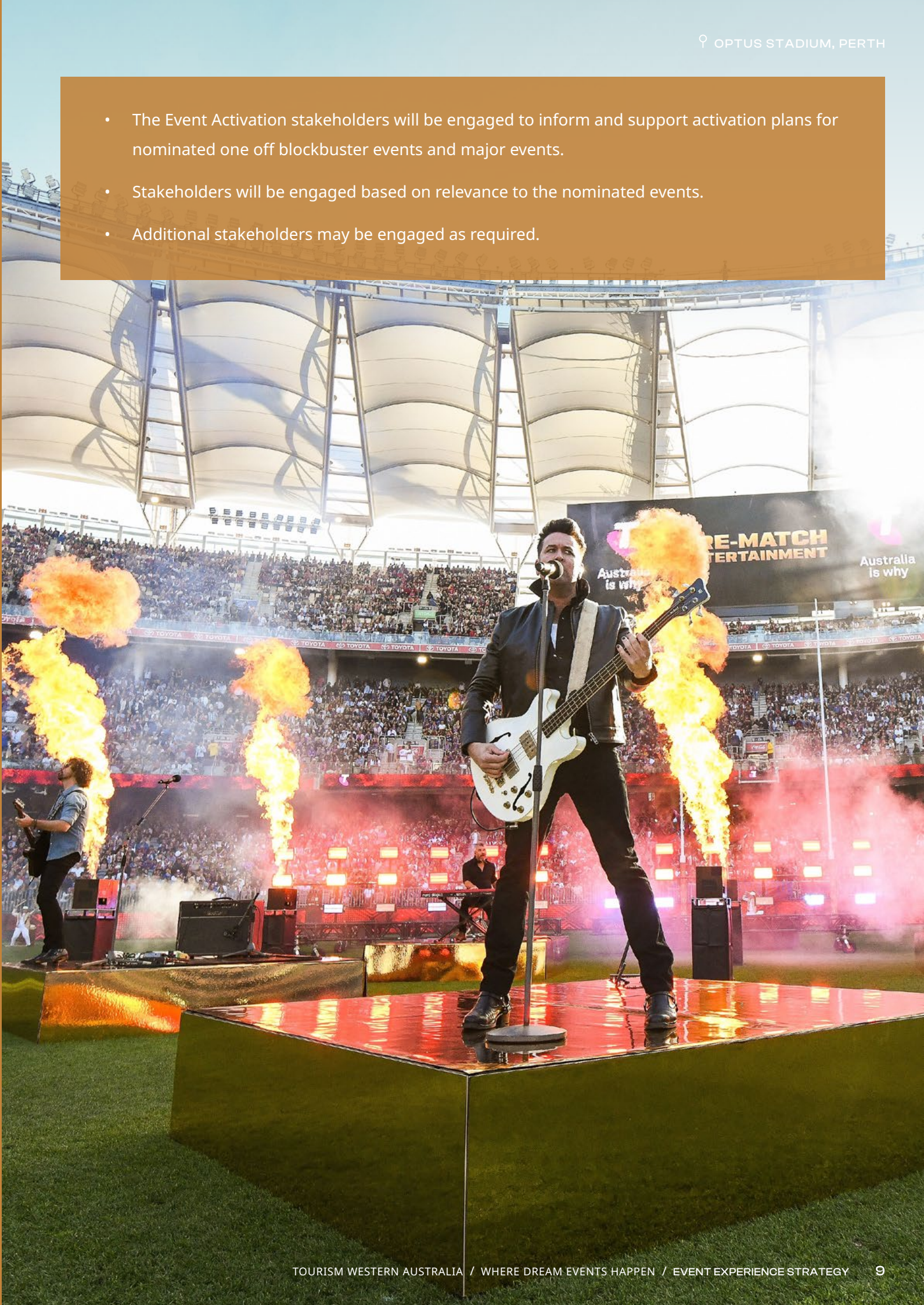
## Organisation

Activate Perth  
 Australian Hotel Association WA  
 Arts and Culture Trust  
 Broadcast / Media Provider  
 Burswood Park Board  
 Business Events Perth  
 Department of Biodiversity, Conservation and Attractions  
 Department of Creative Industries, Tourism and Sport  
 Department of Primary Industries and Regional Development  
 Development WA  
 Edith Cowan University  
 Event Holder  
 Events Industry Association WA  
 Healthway  
 Local Government Authority  
 Lotterywest  
 Main Roads WA  
 Office of Multicultural Interests  
 Perth Airport  
 Regional Airport  
 Regional Development Commission  
 Regional Tourism Organisation  
 Public Transport Authority  
 Property Council of WA  
 RAC Arena  
 StudyPerth  
 TAFE  
 Tourism Council WA  
 Town Team  
 WAITOC  
 WA Police – Major Events Unit  
 VenuesLive  
 VenuesWest  
 Visitor Centre Association Committee

## Stakeholder Group

Industry  
 Industry  
 State Government  
 Event Holder  
 State Government  
 Industry  
 State Government  
 State Government  
 State Government  
 State Government  
 Education  
 Event Holder  
 Industry  
 State Government  
 Local Government  
 State Government  
 Transport  
 State Government  
 Transport  
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 Industry

- The Event Activation stakeholders will be engaged to inform and support activation plans for nominated one off blockbuster events and major events.
- Stakeholders will be engaged based on relevance to the nominated events.
- Additional stakeholders may be engaged as required.





# DELIVERY MODEL

## 1. EVENT ACTIVATION MAY BE LED BY:

- Event Holder
- Tourism Western Australia
- Third-party / stakeholder group.

## 2. EVENT ACTIVATION MAY BE FREE OR TICKETED.

# ACCOUNTABILITY MAPPING

Deliverable	Stakeholder Group					
	Event Holder	State Government	Local Government	Industry	Transport	Education
Event holder engagement	●	●	●			
Fan engagement	●	●	●	●	●	
Community engagement	●	●	●	●	●	●
Cultural engagement	●	●		●		
Student engagement	●	●				●
Local business engagement	●	●	●	●		●
International business engagement	●	●		●		
Resident engagement	●	●	●			
Hotel and hospitality engagement	●	●	●	●		
Public space provision		●	●		●	
Event venue provision	●	●	●			
City dressing	●	●	●	●	●	●
Activation programming	●	●	●	●	●	●
Transport and transport hub activation	●	●			●	
Event promotion	●	●	●	●	●	●
Tour operator engagement	●	●	●	●		●



# INITIATIVES

Initiative	Timeline Short Term / Long Term
<b>Information Sharing</b>	
1. Schedule quarterly meetings with Event Activation stakeholders to debrief recent events and discuss upcoming events. Stakeholder attendance to be in line with agenda items.	Short Term
2. Leverage data across state and local government for audience profiling and mapping within the parameters of data security and privacy laws including: <ul style="list-style-type: none"> <li>journey routes to event sites</li> <li>journey routes to the regions</li> <li>event hubs</li> <li>length of stay</li> </ul>	Short Term
3. Analyse cross-government event impact measures for events to identify opportunities for consistency.	Long Term
4. Gather information on business opening hours around event sites or along journey routes before, during and after major events to ensure event activity is complemented by business activity.	Short Term
5. Utilise visitor spend data from event holders to support business cases for extended trading hours and limit businesses risk exposure.	Long Term
6. Share event calendars and explore a central State Government event calendar to identify event gaps in advance, support cross-agency event attraction and maintain a year-round offering.	Long Term
7. Survey community, participants, sporting and cultural organisations and media groups to better understand and capitalise on event experience expectations.	Long Term
<b>Festivalisation</b>	
8. Build event activation deliverables into event holder contracts to leverage and maximise major and blockbuster events.	Short Term
9. Work with stakeholder groups to deliver complementary activations in areas where patrons engage with event content.	Short Term
10. Explore opportunities for remote event viewing and the development of event hubs in the regions.	Long Term
11. Enhance patron journey routes to the event site to ensure a welcoming experience including way finding signage, branding and vibrant activities.	Short Term
12. Provide, influence and fund infrastructure for fan engagement activities hosted by government agencies or industry.	Long Term
13. Leverage event broadcast and media partners to ensure activations are promoted, televised and/or included in live crosses where possible.	Short Term
14. Leverage 'event stacking' by supporting multiple events (including business events) within the same precinct to share resources, support event development and boost the event atmosphere.	Short Term
15. Deliver diverse programming for audiences which typically do not engage with core event content.	Short Term
16. Highlight local acts, artists and performances within peripheral events.	Short Term
17. Provide opportunities for artisans to enliven spaces and highlight the local stories and heroes.	Short Term
18. Leverage cultural connections to the event and/ or destination.	Short Term

Initiative	Timeline Short Term / Long Term
19. Develop and supply a marketing tool kit including digital marketing assets and printed marketing material to local businesses for promotion of the event and their involvement in peripheral activities.	Short Term
20. Explore targeted marketing strategies for visitors on arrival in Western Australia such as dressing, signage and promotion of Tourism WA Dream Pass. Engage with public transport, airports, airlines and ride share/taxi providers to collaborate on tactical marketing efforts.	Short Term
<b>Funding Alignment</b>	
21. Engage in early cross-government consultation to ensure adequate timing to resource event opportunities.	Short Term
22. Develop a centralised State Government 'Event Activation Fund' for responsive and flexible cross-government delivery of peripheral event activity.	Short Term
23. Encourage government stakeholders to fund the design and fabrication of reusable activation infrastructure to promote their initiatives and engage with visitors at events.	Long Term
24. Investigate the provision of grants and corporate partners to support third-party event activations.	Long Term
25. Explore incentives for local business and community investment in event activity.	Long Term
<b>Capacity Building</b>	
26. Support effective resourcing through workforce and infrastructure capability mapping to support event delivery.	Short Term
27. Develop timely briefing sessions and a toolkit for industry involvement in major events including consideration of benefits, aligning opening hours, and stock level preparation.	Short Term
28. Create a listing of the spaces available in key precincts surrounding the main event site. Include suitability of each precinct, costs, services available and crowd capacity.	Short Term
29. Streamline licensing and approvals for event operators and businesses to reduce the barriers for stakeholder-led event activity.	Long Term
30. Work across state and local government to enhance event precincts with fixed infrastructure to reduce costs to the event holder such as power, staging.	Long Term
31. Support new and existing event delivery suppliers to elevate their offering to world class standards, including through the use of technology, AI, and digital platforms.	Long Term
32. Support grass roots investment in community and cultural groups to build capacity and buy in for event service delivery.	Long Term
33. Integrate tertiary institutions and traineeship programs in event delivery for enhanced learning and development.	Long Term
34. Prioritise opportunities for bricks and mortar business involvement when developing pop up / temporary offerings at major events.	Short Term
35. Support the delivery of market-led activities which leverage major events through the provision of venues, infrastructure and marketing assets.	Short Term
36. Provide opportunities for Aboriginal businesses to profile and develop their products and services as part of the event programming and peripheral activities.	Short Term
37. Encourage hospitality venues to create specialised menu items which leverage the core event and associated marketing and media.	Short Term
38. Provide opportunities for primary and secondary schools to connect with the event in the classroom and as part of event programming.	Long Term



# MEASURES OF SUCCESS

High level qualitative and quantitative metrics will be obtained from targeted questions included in event attendee surveys. The survey questions will measure economic, social and community impact. Stakeholder and community group surveys will be utilised to obtain broader impact when applicable.

At an operational level, metrics will be obtained from the Final Event Report created by the event holder, through internal post event assessment of event activities measured against the initiatives outlined in the Event Experience Strategy and measured against the deliverables within the accountability mapping table.

Results will be reported annually.

KPI Category	Measure
Marketing and Awareness	Media Coverage Attendance at Ticketed Events
Stakeholder Engagement	Stakeholder Feedback Event Holder Feedback
Attendee Engagement	Attendee Feedback
Cultural Impact	Number of Aboriginal Experiences and Aboriginal-led Programming
Economic Impact	Number of Local Businesses Involved including Aboriginal Businesses Product Sales at Events





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#WAtheDreamState



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