

# Events Partnership Portfolio

CITY OF  Armadale



# Introduction

*Armadale is the second fastest growing local government area in Western Australia, with a current population of 76,000 and projected population of 182,000 by 2031. Located just 30 kilometres southeast from Perth's Central Business District, Armadale is a vibrant, strategic and rapidly growing regional metropolitan centre.*

The City spans 545 square kilometres and provides for a range of lifestyles from the coastal plain suburbs of West Armadale and Camillo, the new communities developing in Harrisdale and Piara Waters, the foothills of Kelmscott, Clifton Hills, Mt Nasura and Mt Richon to the picturesque spacious hills environment enjoyed by residents of Roleystone and Bedfordale.



Armadale boasts a high proportion of young families which increases the demand for high quality family friendly activities to nurture this demographic and further encourage a positive and connected community. The City offers a highly anticipated annual calendar of events attracting a large number of local residents and visitors to Armadale for community celebrations. In 2015 the City's Events Strategy was implemented ensuring the continued relevance, growth and success of these events.

The City's dedicated Events Team is passionate about cultivating long term community advantages through these events and works closely with the local community and event partners to leverage benefits and goodwill for all involved.

A snapshot of the current events program:

August	Outside the Frame Art Awards
September	The Highland Gathering including the Perth Kilt Run
October	Hawkers Markets
November – March	Twilight Markets
December	Carols by Candlelight including the Christmas Parade
January	Australia Day
February and March	Movies in the Park
April	Minnawarra Art Awards
April	Armadale Arts Festival

These events are complemented by other significant happenings around Armadale and provide the foundation for the City's 'Spring into Armadale' promotional campaign, showcasing Armadale as an attractive and vibrant place to live and visit.

Cover image: *Perth Kilt Run 2014*





# Outside the Frame Art Awards



When	August – Exhibition runs for 10 days
Location	Armada District Hall
Established	1999
Expected Attendance	500

*The Outside the Frame Art Awards is an exciting program open to all high school students across years 11 and 12 throughout the Perth Metropolitan Region. Exhibiting over 100 thought provoking works, from around 20 schools, this exhibition shares current trends and thoughts directly from the minds of our youth.*

As a multi-art form exhibition there are six categories offered: painting, drawing, printmaking, sculpture, digital media/photography and textiles. Awards are presented across each category as well as an Excellence Overall Award and a Best School Award.

An Awards Presentation night is held to open and celebrate the exhibition and community groups, including schools, are also invited to attend small targeted events throughout the exhibition period.

This exhibition is a great example of positive promotion of young people.



# Highland Gathering



When	September
Location	Minnawarra Park, Armadale
Established	1994 – Highland Gathering; 2013 – Perth Kilt Run
Expected Attendance	10,000

*As the largest celebration of Scottish culture that is held in Western Australia this is one of the City's most iconic and popular annual events. In 2013 the addition of the international Perth Kilt Run enhanced the program, whilst also connecting us to the Perth communities of Canada and Scotland.*

A large number of Scottish/Celtic organisations and community groups from all over Western Australia converge on Armadale for the Highland Gathering to participate in competitions and showcase their culture. Celebrations are kicked off early in true Scottish style with the high energy and quirky Perth Kilt Run, where Perth Australia competes for the record title of the Largest Kilt Run in the World.

A formal march across the bridge of Minnawarra Park transitions the celebrations to the Highland Gathering where patrons enjoy all things Scottish including live music, food, craft stalls, the clan village, traditional heavy events, children's

activities and the annual Pipe Band and Highland Dancing competitions.

Collaborating with groups such as the Australia Pipe Band Association, the Western Australian Metropolitan Regional Committee of Highland Dancing, the WA Medieval Alliance and various clans, a Highland Gathering committee is brought





## ...and the Perth Kilt Run



together each year to help shape this event ensuring authenticity and absolute ownership by the Scottish community.

The Highland Gathering is a highly anticipated event for the Scottish community and has been described as one of the few opportunities that some of these Clans have to be brought together.





## Hawkers Markets



When	October – runs fortnightly
Location	Memorial Park, Armadale
Established	2015
Expected Attendance	2000 per night

*Bringing to fruition the exciting concept of a vibrant multicultural food court in the stunning setting of Memorial Park, patrons indulge in exotic cuisines and live entertainment from around the world.*

With the success of this pilot program attracting a 4000 thick crowd it is intended to run fortnightly Hawkens Markets to coincide with the 'Spring into Armadale' campaign.

Children were delighted with the oriental theme lantern making and bubble blowing activities and any energy left was run off under the watchful eye of their parents in the children's playground.

The Hawkens Markets are a classic example of how events can stimulate community cohesion. They provide the perfect outlet for families to indulge in a fun and affordable night out that's not too far from home, or for those that work locally, to stay and enjoy the vibrancy of Armadale with their colleagues.

## Twilight Markets



When	November to March – runs on the first Friday each month (excluding January)
Location	Jull Street Mall, Armadale
Established	2015
Expected Attendance	1000 per night

*Jull Street Mall is transformed into a vibrant and bustling marketplace jam packed with exotic foods, creative and unique wares, children's activities and live music.*

The Mall's infrastructure lends itself perfectly to this event, with the charm of overhead trees and ample seating assisting in creating an ambient and relaxing environment for all to enjoy.

This is a popular event nurturing both local and home grown businesses, whilst also promoting Armadale as an attractive shopping destination for residents and visitors alike.







When	December
Location	Jull Street Mall and Memorial Park, Armadale
Established	1995
Expected Attendance	3000–5000

*This heart warming Christmas event is bursting with community celebration and pride as it showcases some of the incredible talent from the Armadale area.*

Kicking off in the early hours of the evening in the Jull Street Mall, the Christmas Parade, featuring a variety of colourful characters and local community groups, provides a wondrous spectacle for the young and imaginative. Leading the crowd to the stunning setting of Memorial Park, Santa Claus addresses the audience and shares some special words of wisdom with the children in the lead up to Christmas.

Armed with songbooks and LED candles the audience is treated to a musical spectacular with performances by a number of the local school and community choirs who are supported with live music provided by the highly acclaimed and award winning Armadale City Concert Band.



This perfect mix of high quality music, candlelight, families and happiness creates an atmosphere like no other.





# Australia Day in Armadale



When	26 January
Location	Minnawarra Park, Armadale
Established	1993
Expected Attendance	20,000

*Before this event even begins, Minnawarra Park is dotted with young families and groups of friends, donning the colours of the Australian flag and embracing the community celebration in this hassle free carnival atmosphere.*

In relaxed Australian style families picnic across the parks, indulge in the activities and carnival amusements including side show alley, and tempt their tastebuds with the variety of food stalls. A full program of live music showcases incredible local talent alongside a renowned headline act who takes us to the grand finale of a spectacular fireworks display.

Not only is this a great day out and an easily accessible event without parking issues, the venue also provides a close encounter with the entertainment and fireworks that is not available anywhere else in Perth, taking the patron experience to a whole new level.





# Movies in the Park



When	February & March
Location	Various locations across the City of Armadale
Established	2008
Expected Attendance	1000 per night

*The Movies in the Park series provides the local community with family entertainment at some of the City's most picturesque parks. Having become an integral community connector, these nights offer a low stress evening that extends beyond a simple movie.*

To add to the ambience of the evening a local community group runs a sausage sizzle and popcorn stand. There are free children's activities and ice-creams available for those who fancy some indulgence.





# Minnawarra Art Awards



When	April – Exhibition runs for 17 days
Location	Armada District Hall, Armadale
Established	1997
Expected Attendance	1000

*As one of the City's premium events the renowned Minnawarra Art Awards showcases some of Western Australia's prestigious artists. The historic Armadale District Hall is skilfully transformed into a professional exhibition space of contemporary works. Professionally curated, this exhibition features around 100 works across a variety of mediums of the fine arts including painting, drawing, printmaking, sculpture, photography and textiles.*

A formal Exhibition Opening and Awards Night is held for esteemed guests where five awards are announced as follows:

- Gerry Gauntlett Award
- Metropolitan Redevelopment Authority Acquisitive Prize
- Stockland 3D Award
- Highly Commended
- Local Artist Award

Increasing community accessibility to quality arts experiences, targeted small events are run for local artists, community groups and schools during the exhibition. Examples of these are the morning teas run for the Home and Community Care program, school floor talks and creative workshops.

Fast becoming a must see event on the Perth arts calendar the Minnawarra Art Awards also attracts a high percentage of visitation from outside the local area, promoting Armadale as a vibrant and interesting community to live in and visit.





# Armadales Arts Festival



When	April – Festival runs for 17 days
Location	Minnawarra Park, Armadale
Established	2016
Expected Attendance	5000

*2016 will see the launch of the inaugural arts festival coinciding with the Minnawarra Art Awards, showcasing the plethora of high quality talent and local arts that comes from the region. The arts festival will feature live performances, art and craft stalls and workshops, art demonstrations and an open studio art trail, that will be delivered as multiple events across a two week period.*

The festival will incorporate smaller events targeting niche community groups such as local artists, schools and seniors as well as larger and higher profile events targeting the wider residential and visiting community. Children will not be forgotten with a kid's carnival also presented as part of this mix.

The culmination of this event will increase arts experiences to the local and visiting community, offer local artists wider exposure and also position Armadale as a thriving and creative city.





## Your Invitation...

*The City of Armadale is currently offering strategic organisations the opportunity to partner with this suite of annual events and receive great exposure to over 100,000 residents in the South Eastern Metropolitan Corridor.*

Your organisation will be aligning with an active, strategic and innovative Events Team at the City of Armadale which is currently the second fastest growing local government area in Western Australia.

In an exciting time for our area, the City would be pleased to have you alongside us on this journey. Your partnership will directly assist further engagement and development within this dynamic and vibrant community.

The Events Team is committed to developing mutually beneficial relationships with our partners and would like to work closely with you to discuss your organisational objectives so we can maximise synergies and provide you with a great return on your investment.

Partnering with the City of Armadale will offer you:

- The opportunity to become part of an established and successful community event.
- Exposure of your product or service to a captured and growing audience in a favourable atmosphere.
- The opportunity to communicate the social aspect of your business and your support for the local community.
- Potential exposure through the comprehensive marketing campaign 'Spring into Armadale' promoting the exciting events of Armadale and your alignment with these events.

Should you be interested in discussing these exciting partnering opportunities contact:



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