



TOWN of  
EAST FREMANTLE

# EVENTS STRATEGY

2026 to 2031



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## Acknowledgement of Country

*We acknowledge the Whadjuk Nyoongar people as the traditional custodians of the lands and water where the Town is situated and pay our respects to Elders past and present.*



# Message from the Mayor

***I am proud to present Town of East Fremantle's inaugural Events Strategy.***

Community events celebrate who we are and reflect our vision for an inclusive, connected community balancing heritage, growth and sustainability.

Importantly, the objectives and outcomes in this Strategy have been informed by extensive community feedback.

You told us that you value community connection, and this has been highlighted as a guiding principle.

Through this Strategy, we're setting a clear direction to deliver and support events that reflect East Freo's identity, activate our places, and strengthen our sense of belonging.

Over the next four years, our events will be partnership-led, financially sustainable and anchored to the vision of our *Council Plan 2026 to 2036*.

We're also adopting a place-based approach that makes the most of the East Fremantle Community Park, our historic George Street precinct, and picturesque parks and foreshore.

We know that great events don't happen alone. They rely on collaboration, creativity and community spirit.

We will work in partnership with local groups, businesses and event organisers to deliver events and that are inclusive, safe and sustainable.

Over the coming years, you can expect diverse and welcoming events that celebrates our heritage, embrace new ideas, and reflect the values of our community.

We are committed to learning from each event and will review our approach, and adapt the supporting events calendar accordingly each year.

I look forward to seeing you out and about, connecting with your neighbours and visitors to the Town, and enjoying everything East Fremantle has to offer.

**Tony Natale**  
**Mayor**



# Introduction

*The Town of East Fremantle is nestled along the Swan River and is home to over 8,000 residents.*

Our Town has a rich history, and community events are a great way to show off our places and our people, celebrating everything that is great about East Freo.

In our local context, an event is usually an organised activity that brings people together for a clear purpose, such as a concert, sporting moment, community markets or similar occasion.

In simple terms, it is something planned and hosted for the community, visitors, or stakeholders, rather than an everyday activity.

## Why events?

Events play a vital role in connecting the community, supporting and celebrating local identity, creating local vibrancy, increasing economic development, and contributing to other cultural, economic, or social benefits.

A community event may be small or large, but it is generally something that needs coordination, approval, and management to run safely and successfully.

Our Council is committed to ensuring the events it delivers or supports are representative of our diverse community interests, support our local economy and deliver the best value for investment.

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## Purpose of this Strategy

We have created this Strategy to provide a framework for the planning, delivery and evaluation of community events held within the Town.

With a clear strategic goal, and event principles and objectives to guide us, we will work with our community and stakeholders to ensure our events are contributing to the success and wellbeing of East Fremantle's residents and ratepayers.

An Annual Events Plan will developed by the Town and approved by Council each financial year.

# Review and engagement

*We undertook a review of the Town's traditional approach to event delivery to understand what was working well, and where there was room for improvement.*

To support this work, we:

- Benchmarked against similar strategies from other local governments.
- Consulted with Elected Members and staff.
- Engaged extensively with external stakeholders in-person, at events, through online surveys and promotion/information sharing/gathering data through the Town's traditional and digital communication channels.

## Engagement touchpoints



150

People responded to our 2025 Community Events Survey.



27

Young people shared ideas at a youth event in early 2026.



1

Community workshop



98

People provided feedback about festivals, markets and community events in the 2025 MARKYT Community Scorecard Survey.



2



Focus Groups with key stakeholders.



# Our Vision

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*“An inclusive, connected community,  
balancing heritage, growth and sustainability.”*

# Strategic context

*The Town's Council Plan 2026 to 2031 – which combines our Strategic Community Plan and Business Plan into one document – articulates the community's vision, outcomes and strategic priorities for the next 10-years. It also outlines how priority projects will be delivered over the next four years.*

## Community aspirations

While the Town was developing its leading strategic document (the Council Plan) during 2025 and early 2026, community members were invited to nominate projects, changes and improvements for the Town and its key partners to consider.

Among the suggestions were calls for more community events including:

- Activating George Street
- At the river foreshore and in other public places
- Establishing a year-round calendar of community events to build community spirit and draw visitors to support local businesses.

## Integration with Council Plan

The *Council Plan 2026 to 2036* identifies 11 desired outcomes. Although many are integrated with this Strategy, the following outcomes align:

<p><b>Outcome 1:</b> <i>Diverse, inclusive and supportive communities.</i></p> <p><b>1.1:</b> Deliver inclusive facilities and services to enhance quality of life for all ages, cultures and abilities.</p>	<p><b>Outcome 2:</b> <i>A sense of identity and belonging through culture, heritage and the arts.</i></p> <p><b>2.1:</b> Maintain, enhance and celebrate the Town's heritage, character and identity.</p>
<p><b>Outcome 3:</b> <i>Community health and wellbeing.</i></p>	<p><b>Outcome 9:</b> <i>A thriving economy.</i></p> <p><b>9.1:</b> Develop and revitalise local business activity centres.</p>

## Other Strategies and Policies

Including the Town's Public Health Plan 2022-2027, *Reflect Reconciliation Action Plan*, *Sustainable Event Policy*, *Climate Emergency Action Plan 2023-2033*, *Access and Inclusion Plan 2025-2030*, and external plans such as the WA government's *Guidelines for concerts events and organised gatherings 2022*.

# Role of the Town

*The Town has a number of roles in relation to events. These are not mutually exclusive. Instead, they provide a framework for determining our level of responsibility and investment in different event types.*



## Provider

The Town takes a lead role in the delivery of an event, ranging from direct provision (managing budgets, staff, and outcomes) to strategic planning (identifying community needs, setting priorities, and ensuring mechanisms and infrastructure are in place).

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## Collaborator

The Town collaborates with community groups, businesses, and stakeholders to develop and deliver events, sharing responsibility and creating benefit to both the Town and the community.

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## Supporter

The Town provides financial and/or in-kind support for events delivered by community organisations or businesses, supporting access to funding, facilities or staff expertise, and building capacity and ownership within the community.

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## Approver

The Town facilitates the approvals process for events held within East Fremantle, ensuring compliance with regulatory requirements and safe, successful events.

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## Advocate

The Town champions and promotes events that deliver social, cultural, and economic benefits to the community, through advocacy and promotion, ensuring events achieve broad recognition and impact.

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# Event stakeholders

*The Town can't deliver events on its own – there are many others involved in creating events who add to the fabric of our town, including:*

- Community, sporting and cultural groups
- Town Advisory Groups (ie Public Art Panel, Reconciliation Action Group and the Climate Action Reference Group)
- Venue providers
- Local businesses
- Local schools
- Not for profit organisations
- Neighbouring local governments
- Local residents
- Volunteers
- First Nations groups
- External event organisers
- Suppliers
- Funding partners
- State government (ie WA Police, Department on Biodiversity, Conservation and Attractions and Department of Health)



# Event locations

*Where possible, the Town will take a place-based approach when selecting locations to host community events, with some locations utilised on an annual or biennial basis.*

As the Town has a limited number of indoor or outdoor facilities to host events at, including those with public toilets, key locations include:

- Town Centre, particularly the Town Hall for small and civic events
- George Street precinct
- East Fremantle Community Park
- River foreshore

# Event categories

Events can be categorised to assist in understanding the Town's role and guide decision making regarding the planning and resourcing of events.



## Civic/small events (\$500 to \$5k)

**Primary role:** Provider

The Town directly delivers, managing budgets, staff, and outcomes.

**Alternative role:** Supporter

Where a community group leads, the Town provides funding, venues, and or in-kind support.



## Mid-sized events (\$5k to \$25k)

**Primary role:** Collaborator

The Town collaborates with stakeholders or contractors, pooling resources to deliver outcomes.

**Additional role:** Provider

Where needed, the Town takes on planning oversight and outsources specialist components.



## Anchor events (> \$100k)

**Primary role:** Provider

The Town provides strategic oversight and engages external producers for delivery.

**Additional role:** Collaborator

Ensures stakeholder alignment and community integration.



## Community Grant Activations\*

**Primary role:** Supporter

Town enables events through grants, approvals, facilities, and guidance.

**Additional role:** Advocate

Uses Town's channels to maximise reach and impact.

**Community as provider:** Community groups take full delivery responsibility, with the Town supporting and advocating.



## Across all event types

**Primary role:** Advocate and Approver<sup>^</sup>

The Town champions events, fosters collaboration, advocates for funding, and promotes activities to maximise participation.

\*Subject to a review of future funding and internal capacity, see Objectives and Strategic Actions on page 12.

<sup>^</sup>Subject to a primary risk assessment by the Town's Environmental Health Officers.



# Strategic Direction

*Our goal for this Strategy is to plan, attract and support events that contribute to our community's happiness, celebrate local character, and create social, economic and cultural benefits for our Town.*



## Guiding Principles

### 1 Connecting the community

Events should provide opportunities for connection and enhancement of our community through:

- Fostering a sense of belonging and inclusion
- Supporting local businesses and groups
- Reducing social isolation and providing intergenerational opportunities
- Celebrating cultural diversity and First Nations heritage.

### 2 Celebrating East Freo

Events should promote and celebrate the Town of East Fremantle by:

- Showcasing the Town's natural attractions and assets
- Employing a place-based approach and activating underused spaces
- Promoting the Town as a destination
- Supporting causes our community values, and contributing to education and behaviour change within the community.

### 3 Sustainability and safety

Events should be designed and planned in a way that is financially and environmentally sustainable.

They should also provide a safe environment for our community, align with the Town's Public Health Plan, and increase awareness by:

- Ensuring a robust risk management and safety focus
- Contributing to improved community safety and the Town's environmental and sustainability objectives
- Aligning with the recommendations of the Town's Sustainable Event Policy
- Actively seeking other funding sources through grant and sponsorship opportunities
- Combining events, where possible, to meet multiple objectives.

### 4 Collaboration and partnerships

Events should prioritise collaboration and partnerships between the Town and others by:

- Sharing resources and broadening impact (social, environmental and/or economic)
- Building community ownership of events
- Ensuring partnerships service the local community, including local businesses.

# Objectives and strategic actions

To deliver on our strategic goal for events, we will focus on the following objectives and actions:

Objective	Action	Timing
<b>Objective 1:</b> <i>Events are accessible, inclusive and represent our community</i>	<b>1.1</b> Develop inclusive event communication and promotion practices to enhance accessibility for all backgrounds and abilities.	2026 to 2027
	<b>1.2</b> Develop and champion First Nations programming into our events.	Ongoing
	<b>1.3</b> Consider accessible and inclusive events during the planning and approval processes.	Ongoing
<b>Objective 2:</b> <i>Local businesses and groups are engaged in delivering our events</i>	<b>2.1</b> Continue to create opportunities for local businesses and groups to be part of events in the Town.	Ongoing
	<b>2.2</b> Develop and publish an Events Guide to create clear instructions on how to deliver events within the Town.	2027 to 2028
	<b>2.3</b> Promote and measure business and community group involvement in delivering events in the Town, raising awareness of the important role these groups play and reporting on the value provided.	Ongoing
<b>Objective 3:</b> <i>Events are financially viable and environmentally conscious</i>	<b>3.1</b> Explore and advocate for partnerships.	Ongoing
	<b>3.2</b> Actively seek external funding sources to support our current program or create new event offerings.	Ongoing
	<b>3.3</b> Promote the Town's Sustainable Event Policy to event organisers and embed in event planning and approval processes.	Ongoing
	<b>3.4</b> Review the Sustainable Event Policy in line with existing priorities.	2027 to 2028
<b>Objective 4:</b> <i>Events are aligned with the Town's vision and strategic direction</i>	<b>4.1</b> Create an annual events program, that reflects our community, showcases our places and aligns with the Town's Council Plan and annual budget.	Annually
	<b>4.2</b> Establish a feedback mechanism to measure community satisfaction with the Town's events and to inform future event calendars.	2026 to 2027
	<b>4.3</b> Investigate a Community Event Grants program to support community delivery of small to mid-size events.	2027 to 2028

# Measurement and evaluation

**This Strategy, and the corresponding annual events calendar, will be reviewed and reported on annually in order to:**

- demonstrate the return on investment in local events
- identify opportunities for improvement in our events planning and delivery
- assist in ongoing planning of the Town’s events program
- ensure events are aligned with the community’s aspirations

This will be achieved through the review of actions presented in this Strategy, along with other mechanisms, including:



Feedback from event attendees and organisers



Feedback from event partners



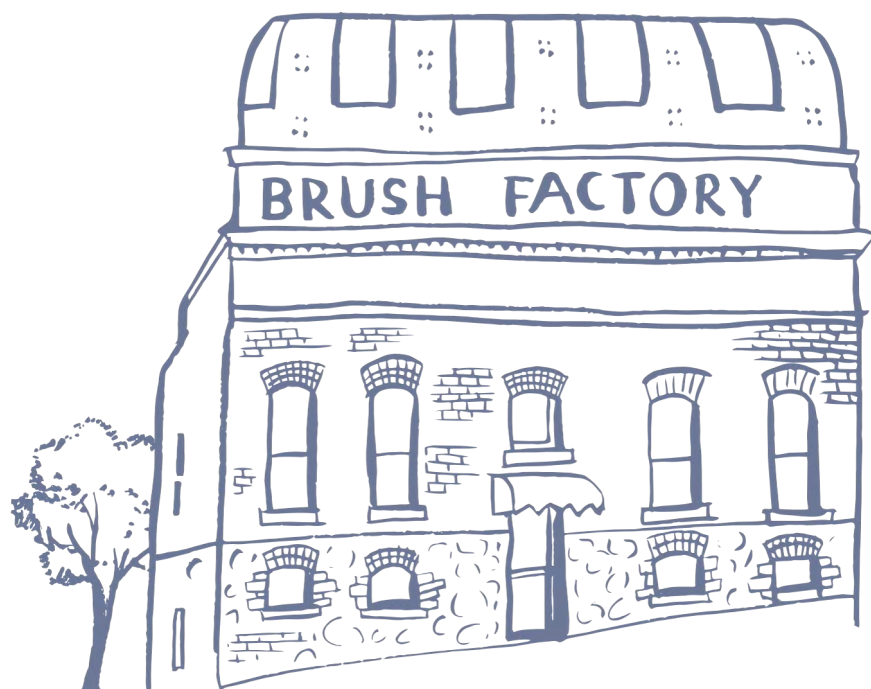
Community surveys



Media coverage



Social media engagement





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