


Partnering with
you to support our
community and the
things they love.

Community Events Program

2020/2021

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Laneways. Parades.
Music. Markets.
Movies and more.

The City of Albany delivers a program of free events over the summer for residents and visitors to the region to enjoy.

After a tough year for all, we look forward to working with you to bring joy, inclusion, community spirit and an economic boost to the people of Albany and the Great Southern.

The City will be engaging with local suppliers, community groups, business and individuals to form part of the event program. Facilitating community participation with a key focus on local involvement will encourage social wellbeing, connectedness and civic pride.

Partnership benefits

Sponsorship brings the opportunity for community building, brand exposure and partnership development through this community events program portfolio.

The City of Albany's Events and Communications Team will prepare comprehensive marketing plans to target each of the community events' audiences to drive awareness, engagement and attendance. The marketing plan will build publicity and engagement via a mix of traditional print methods, innovative social media and digital elements to increase your organisation's brand recognition within the community by supporting one or more of these events.

The City wants to develop long-term meaningful relationships with you to become part of an annual events program which in turn provides long-term social benefits for our community and visitors.



A snapshot of Albany...

Who will you reach?

The City of Albany is located in the Great Southern region of Western Australia, roughly 400km south-east of Perth



population 38,053



49.3% male



50.7% female



52.7% full time



40.5% part time



**14.4% income
higher than
\$2,500+ per week**



median age 43

Age Breakdown

5.4%	Babies & Pre-Schoolers Age 0-4
8.8%	Primary Schoolers Age 5-11
8.6%	Secondary Schoolers Age 12-17
7.1%	Tertiary education and independence Age 18-24
10.6%	Young Workforce Age 25-34
18.2%	Parents and homebuilders Age 35-49
13.9%	Older workers and pre-retirees Age 50-59
13.2%	Empty nesters and retirees Age 60-69
11.3%	Seniors Age 70-84
2.9%	Elderly aged Age 85+


Source: 2016 Census

**We want
everyone to
join us**



The Community Events Program plays an important role in the cultural fabric of our community and provides significant cultural, economic and social benefit.

These events act to bring people together and foster a shared sense of place for the region, celebrating the diversity of our people, place and experiences.



**A bit more
about our
events...**

**Christmas Festival & Pageant
4-5 December 2020
Albany Town Square, Alison Hartman Gardens
& York Street**

The City of Albany's Christmas Festival and Pageant is the largest annual community event the City delivers and takes place on the first weekend of December each year. This event attracts up to 10,000 community members to the CBD and is a highly anticipated event in the Event Calendar.

The Festival component includes 2 nights of Christmas Twilight Markets coordinated by Green Skills. These markets are locally focused and inclusive of numerous commercial and home based businesses, local food vendors, musicians, and community groups.

Another key element of the Christmas Festival is the Artist in Residence Program. Given the Arts and Culture industry have been extremely impacted by the COVID-19 restrictions, the City will engage with the arts community to activate laneways along York Street with vibrant and unique pop-up installations and activities, which adds extra interest for attendees along the length of York street.

From 6pm on Saturday, York Street is lined with thousands of people waiting for the Pageant to commence. The Pageant includes up to 45 floats and walking community groups that showcase their message in a creative demonstration.

A bit more about our events...

New Year's Eve Picnic & Fireworks **31 December 2020** **Anzac Peace Park, Albany**

New Year's Eve is an important time of celebration for everyone. Combine this with the universal nature of fireworks and you have an event that attracts multi-generational and multicultural participation. Held in Anzac Peace Park, family members and friends join together to share in the passing of one year and the welcoming of another.

In light of the COVID-19 pandemic, the City's key focus for this particular event will be to give opportunities to our local musicians. As such we anticipate to have a full music line-up and local food vendors available from 5pm – midnight. Attendees are welcome to gather at the Anzac Peace Park with their picnic setup to sit back and enjoy the live music and fireworks displays.

The City of Albany's New Year's Eve and Family Picnic does not only attract our local Albany community, people from the wider Great Southern Region and across the state travel to join in the festivities. This event traditionally attracts a crowd between 5,000 – 6,000 people.

A bit more about our events...


Middleton Beach Festival **Friday, 22 – Tuesday, 26 January 2021** **Middleton Beach**

Celebrating all the incredible things Australia, and in particular what Albany has to offer has never been more fun. With the key focus of being inclusive of our local businesses and artisans, the City of Albany has a jam packed program planned celebrating all things sustainability, our multiculturalism and our intergenerational community and visitors.

This is the finale to the City's Summer Community Events Program which traditionally runs across the few days leading up to and including Australia Day. The program features a variety of satellite events that includes markets, commercial operator opportunities, community led initiatives, workshops, food, live music and more. The Festival provides diverse participation opportunities for the community, including emerging performers, local organisations and the general public. This inclusion enhances community cohesion and builds a sense of civic pride in Albany.

This event traditionally attracts a crowd of 5,000 over the week and 4,000 on Australia Day alone.





We are delighted that you are considering partnering with the City of Albany as part of the Community Events Program.

To discuss further or should you have any queries, please contact the City's Events Team. We look forward to working with you on delivering a successful event season and a mutually beneficial sponsorship.

Contact Us

City of Albany Events Team
events@albany.wa.gov.au
(08) 6820 3031 or (08) 6820 3036

102 North Road
Yakamia, WA 6330
www.albany.wa.gov.au