



Events Attraction Prospectus

City of Busselton - 2020



Welcome to the City of Busselton

The perfect location and tourism destination to host events

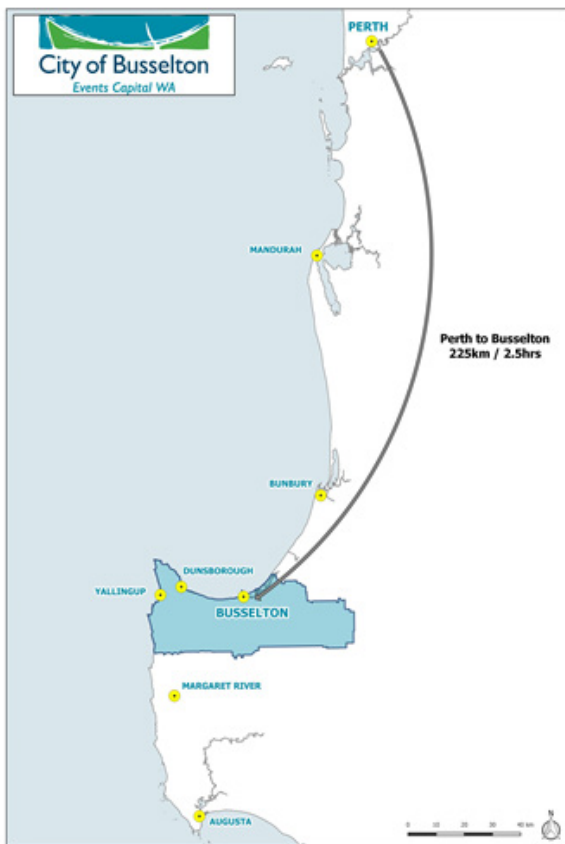
The City of Busselton encompasses an area of 1,455 square kilometres and is located just over 200km or 2.5 hours south of Perth in Western Australia's (WA) South West Region. It incorporates the town sites of Busselton, Dunsborough, Yallingup and Vasse which service its population of 39,623*.

Busselton is one of the fastest growing regional local government resident populations in WA. It is also the largest population centre in the Margaret River Region, and boasts some of the most spectacular natural scenery in Australia.

Getting here

Busselton is an easy two and a half hour drive south from Perth or you can sit back and catch one of the comfortable coach links. A new direct air route between Busselton and Melbourne is due to commence soon following major upgrades to the Busselton Margaret River Airport.

- By road:
 - Perth - Busselton (225km)
 - Perth - Dunsborough (248km)
- By Air:
 - Melbourne - Busselton Jetstar - 3x weekly (Mon, Wed, Sat)
 - Melb - Buss - 4hr 4min
 - Buss - Melb - 3hr 30min
- By Coach
 - Coaches Perth - Busselton - Dunsborough
 - South West Coachlines (Mon-Sun) and TransWA (Sun-Fri)
- By Rail
 - TransWA operates a rail service twice daily
 - Perth - Bunbury with a connecting coach to Busselton and Dunsborough for the remainder of the journey
 - www.transwa.wa.gov.au



The City of Busselton enjoys moderate weather conditions, with an average maximum temperature of 22.1°C and an average minimum temperature of 11°C. The temperature remains in the high 20s or above between December and February.

* ABS Regional Population Growth Australia 2019



Events Capital WA

The City of Busselton is the perfect setting for events, conferences and functions, boasting stunning natural and built facilities and venues, a dedicated events team and a captive audience made up of locals and tourists to the region. Regarded as the 'Events Capital of WA', the City plays host to a diverse calendar of events all year round which, in turn, have a positive impact on local businesses and the wider community both economically and socially. The City's annual event calendar has increased from 44 events in 2012 to 140 in 2019.

Key Events

The City of Busselton is home to a number of long-running events which attract everyone from big name celebrities and prominent sportspeople, to the local community and international visitors. Varied in nature, content and audience, these events contribute to the fabric of the South West.

- IRONMAN Western Australia & IRONMAN 70.3 Western Australia - 3,171 athletes plus supporters / visitors (2019)
- Busselton Jetty Swim - 3,275 swimmers plus supporters/visitors (2020)
- CinefestOZ Film Festival - Australia's premier destination film festival - 30,140 attendees (2019 across Busselton, Dunsborough, Margaret River, Bunbury and Augusta)
- Jazz by the Bay - 11,168 attendees (2019)
- Festival of Triathlon (including Busselton IRONMAN 70.3)
- Make Smoking History Forrest Rally
- Gourmet Escape
- Festival of Busselton

For a full list of current events go to: www.busselton.wa.gov.au





Events Support and Assistance

Sponsorship Support

As part of the City's Overall Event Strategy, an event sponsorship program is in operation, aimed to assist in the funding and attraction of year-round events to the region. Applications are open in March and September each year. Prospective applicants can contact the City of Busselton Events team for more information.

Marketing Support

We can help support and market your event via the City's social media channels - Facebook, Instagram and Twitter. The City's website includes links to the Margaret River Busselton Tourism Association event calendar as well as the City's own event calendar. A monthly community e-newsletter 'Bay to Bay' distributed to all ratepayers and customers of the City, includes an event listing.

The City has a large and small event billboard available to hire at the entrance to Busselton. The billboard is in a high volume traffic area and offers excellent exposure. Additionally, street banner space is available to hire in the City's town centre, free of charge to events held by incorporated not-for-profit organisations and charitable groups.

Logistics Support

The City of Busselton's dedicated events team work closely with event organisers to ensure each function runs smoothly from start to finish. The events team are on hand to assist with pre-event planning, navigating through local government event policies and procedures, on-the-ground support, local knowledge and contingency planning. If you would like a list of mobile food vendors, contact the City's Events team who are happy to assist.

Logistically we may be able to offer the following for events taking place on City owned reserves : waste bins, ground marking, access to electricity boxes, water, portable bicycle racks and grandstands.

Sustainability

Event organisers are provided with the City's Sustainability Guidelines which encourage organisers to take steps to be environmentally sustainable and assist in reducing the impacts of the events. The guidelines can assist event organisers to create a more mindful experience for attendees (as well as help the event organiser to save money!). The guidelines focus on the opportunities of sustainable events in the areas of waste (packaging, minimising); water (minimise single use water bottles); environment (leave no trace); transport (encouraging sustainable transport) and communication (education and promotion).

Volunteer Base

The City of Busselton is extremely proud of its committed volunteer base, for example IRONMAN WA and CinefestOZ attract in excess of 1650 volunteers annually. Volunteers are recognised and valued for their contributions and find the experience very rewarding, choosing to come back year after year.

Accessible Events

The City of Busselton prides itself in providing a high level of access and inclusion for people with disabilities and is a perfect setting for accessible events. Our events team are happy to provide information for event organisers to ensure their events can be enjoyed by everyone.

Other Support

The City of Busselton can supply letters of support to assist with applications for grants as well as link event organisers in with local bodies to assist with suppliers, accommodations needs, tourism information for the region etc.



Conference and Convention Venues

The City of Busselton has an extensive range of venues to suit all types of meetings and conferences. Below are just a few of our wide selection of venues for hire.

Busselton Performing Arts and Convention Centre (under construction)

The Busselton Performing Arts and Convention Centre will be an iconic landmark performance space with a minimum 600 seat capacity theatre and conference and convention facility to accommodate 400 people banquet style. The building will be flexible in design utilising the latest technology to fill the gap to host large indoor events, adding to the viability of the South West touring circuit and the opportunity to increase visitation to the region as a destination for conference, trade shows and conventions.



Busselton Youth and Community Activities Building

The Busselton Youth and Community Activities Building is located on the exquisite Busselton Foreshore overlooking the Busselton Jetty and delivers a practical space for youth and room hire for the community. The Building offers a multifunction room (100pax), meeting room (14pax) and office space (8pax).



Undalup Room

Located within the City's municipal building, next to the Vasse River, the Undalup Room features access to a large alfresco area and is equipped with a large commercial kitchen, high quality audio visual technology and is available in multiple configurations to suit your needs. The Undalup Room offers a total capacity of 340 persons which includes the alfresco terrace (180 pax).

Recreation and Sporting Facilities

The City of Busselton is home to a range of sporting fields capable of hosting a variety of different events. The City's Sport and Recreation Strategy 2020-2030 will see future sporting infrastructure focusing on multi-use design meaning these assets can be re-configured to assist in maintaining and attracting regional, state and national level sporting competition events as well as attracting and hosting large scale events such as music festivals alike.

For more information on sporting facilities and capacity options see Appendix 2 or go to:
www.busselton.wa.gov.au/community-services/facilities/parks-beaches-and-sporting-grounds



One of WA's Top Tourist Destinations

With its abundance of natural and manmade attractions and close proximity to the Margaret River Wine Region, it's no wonder the City of Busselton remains one of the most popular holiday destinations in rural WA. Known for its coastline of pristine sandy beaches and rugged cliffs of the surfing coast. The beauty of the City of Busselton is not only confined to the coastline with magnificent national parks, historic lighthouses, ancient caves and eco-tourism sites on its doorstep. The City is also home to the iconic Busselton Jetty, which is the longest timber piled jetty in the southern hemisphere, measuring 1.841m long.



A Year Round Aquatic Playground

Busselton, Dunsborough, Yallingup and Cape Naturaliste are extremely popular holiday destinations offering safe swimming areas for children as well as excellent boating, fishing, diving and water sports. Yallingup is best known for its excellent surf breaks, attracting world class surfing competitions. West Australian sunsets are the best, and there is no shortage of spectacular locations to watch the sun sink over the Indian Ocean.

Having recently received a multi-million dollar transformation, the Busselton Foreshore provides the ideal backdrop and base for events.

Delivered in three stages, over a decade of development, the foreshore now boasts an Amphitheatre stage and sound shell, ovals for sporting and event use, pavilion, visitors centre and exhibition space (Railway House), youth precinct and skate park, award winning nautical themed adventure play space, jetty train toddlers' play space, seasonal market stalls, Jetty Precinct amenities and picnic areas. An abundance of parking makes the location easy to access and popular with visitors and locals alike. The design also affords easy pedestrian access through the area and roads can be closed to traffic if required.



No trip to Yallingup is complete without a visit to the epic surf breaks, The Aquarium or Injidup Natural Spa.

See Appendix 1 for more information on our precinct facilities and capacity options.



Stay Longer and Explore the City of Busselton

Accommodation to Suit Everyone

The City of Busselton boasts the most tourist accommodation beds in the region. You can expect a range of resorts, well equipped caravan parks, private holiday homes, affordable self-contained apartments, cosy bed and breakfasts and lower cost options to suit all needs and budgets.

Food and Dining

Choose from relaxed cafes and family restaurants to bars, bistros, alfresco and fine dining. Picturesque backdrops a plenty, with award winning breweries, winery restaurants, beachside cafes and beer gardens set in serene surroundings.

The City has a well-established cafe culture. On most days you will find cafes across Busselton, Dunsborough and Yallingup full of happy customers dining in or taking away their favourite coffee and bites to eat.



For more information on accommodation options visit the Margaret River Busselton Tourism Association at: www.margaretriver.com



Wineries, Breweries and Gourmet Food Producers

Come to the Margaret River Wine Region and enjoy locally produced wine, beer, coffee, meats, cheeses, antipasto, condiments, chocolate, ice-cream and just about any other gourmet delight you could imagine.

The Margaret River Wine Region is a premium boutique wine region, being responsible for just three per cent of Australia's wine production yet supplying no less than 20 per cent of the premium wine market. Approximately 80% of wineries in the region are located within the City of Busselton district.



Must Do Experiences

Flanked by national parks, pristine coastlines and rugged granite outcrops, the City of Busselton has an experience for every visitor. This is award-winning wine country with a thriving art scene, incredible hiking trails and a distinctly circular food philosophy with a great respect for the land. With sheltered bays to the north, vineyards and surf coast along its length, your to-do list will grow each day.

Favourite visitor experiences include:

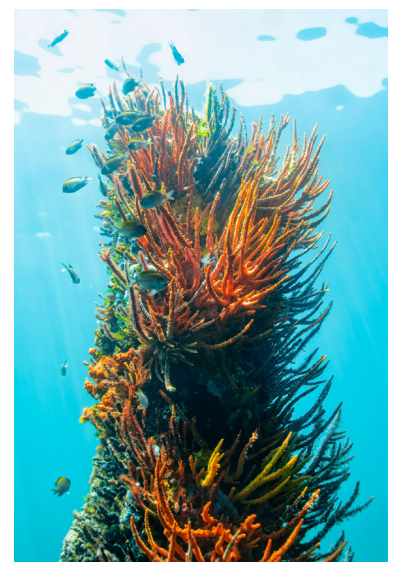
- Busselton Jetty
- Heritage Listed Historic Buildings
- Art Galleries
- Whale Watching
- Cape to Cape Track
- National Parks
- 500,000 - 1 million year old caves



Filming in the South West

The City of Busselton and Margaret River Region has played host to a number of successful feature and short filmmakers across the South West. The area offers an exciting selection of scenic locations for film inspiration with the calm, azure waters of Geographe Bay, rugged cliffs of Cape Naturaliste, vines of the extensive Margaret River wine region and of course the iconic Busselton Jetty.

For information and resources to assist in finding the ideal south west location for filmmaking, a comprehensive list of industry contacts and destination content go to: www.filmsouthwest.com.au



APPENDIX 1 : EVENT PRECINCT FACILITIES

| Facility Name | Event Capacity | Event Use | Public Amenities | Accommodation Nearby | Restaurants & Dining Nearby | Stage / Pavilion |
|--|----------------|--|------------------|----------------------|-----------------------------|------------------|
| East Geo | Various | Exhibitions, community events, markets | • | • | • | • |
| Ernard Park | <10,000 | Large concerts, triathlons, community & sporting events | • | • | • | |
| Well Park | <10,000 | Large concerts, community events & sporting events | • | • | • | |
| Wessington Performing Arts and Convention Centre | Various | Performing arts, exhibitions, indoor concerts, trade shows, functions, conventions | • | • | • | • |
| Wessington Foreshore Amphitheatre | 2,000 - 4,000 | Small - medium concerts, community events, beach volleyball | • | • | • | • |
| Wessington Jetty | N/A | Swimming, paddling, SUP, Diving | • | • | • | |
| Wurthill Park | <4,000 | Community events, markets | • | • | • | |
| Wurthill Park Hall | <200 | Functions, community events | • | • | • | |
| Wynborough Foreshore | <2,000 | Community events, markets | • | • | • | |
| Wynborough Lions Park | <1,000 | Community events, markets | • | • | • | |
| Wynborough Playing Fields | <8,000 | Medium concerts, markets, community & sporting events | • | • | • | |
| Yographe Leisure Centre | Various | Aquatic events, indoor court sporting events | • | • | | |
| Yogh Street Hall | <200 | Community events, markets | • | • | • | |
| Zeelup Regional Park | N/A | Mountain biking, trail walks, adventure races, beach functions | • | • | | |
| Zentraliste Community Centre | Various | Indoor court sporting events, meeting rooms, function space | • | • | • | |
| Zonal Park | <4,000 | Medium concerts, community events, markets, triathlons | • | • | • | |
| Ziths Beach | N/A | Surfing & club competitions | • | • | • | |
| Zillingup Beach | N/A | Surfing, SUP & club | • | • | • | |



APPENDIX 2 : SPORTING FACILITIES

Aquatic

| | |
|--------------------------|---|
| Busselton Jetty | 1841m timber pile jetty |
| Geographe Leisure Centre | 1 x 25m indoor heated pool (6 lanes), 1 x 25m outdoor heated pool (8 lanes) |

Australian Rules Football

| | |
|----------------------------|---------------------------------------|
| Bovell Park | 3 x ovals (2 junior size) with lights |
| Dunsborough Playing Fields | 1 x oval with lights |
| Lou Weston Playing Fields | 1 oval (junior size) |
| Vasse Playing Fields | 1 x oval |

Basketball

| | |
|------------------------------|---|
| Dunsborough Playing Fields | 2 x outdoor courts |
| Geographe Leisure Centre | 3 x indoor courts |
| Lou Weston Playing Fields | 6 x outdoor courts (3 with lights), change rooms, kiosk and clubrooms |
| Naturaliste Community Centre | 1 x indoor court |

Cricket

| | |
|----------------------------|-------------|
| Barnard Park | 2 x pitches |
| Bovell Park | 3 x pitches |
| Churchill Park | 2 x pitches |
| Dunsborough Playing Fields | 2 x pitches |
| Vasse Playing Fields | 1 x pitch |

Golf

| | |
|-----------------------------|----------|
| Busselton Golf Club | 18 holes |
| Dunsborough Country Club | 18 holes |
| Dunsborough Lakes Golf Club | 18 holes |

Hockey

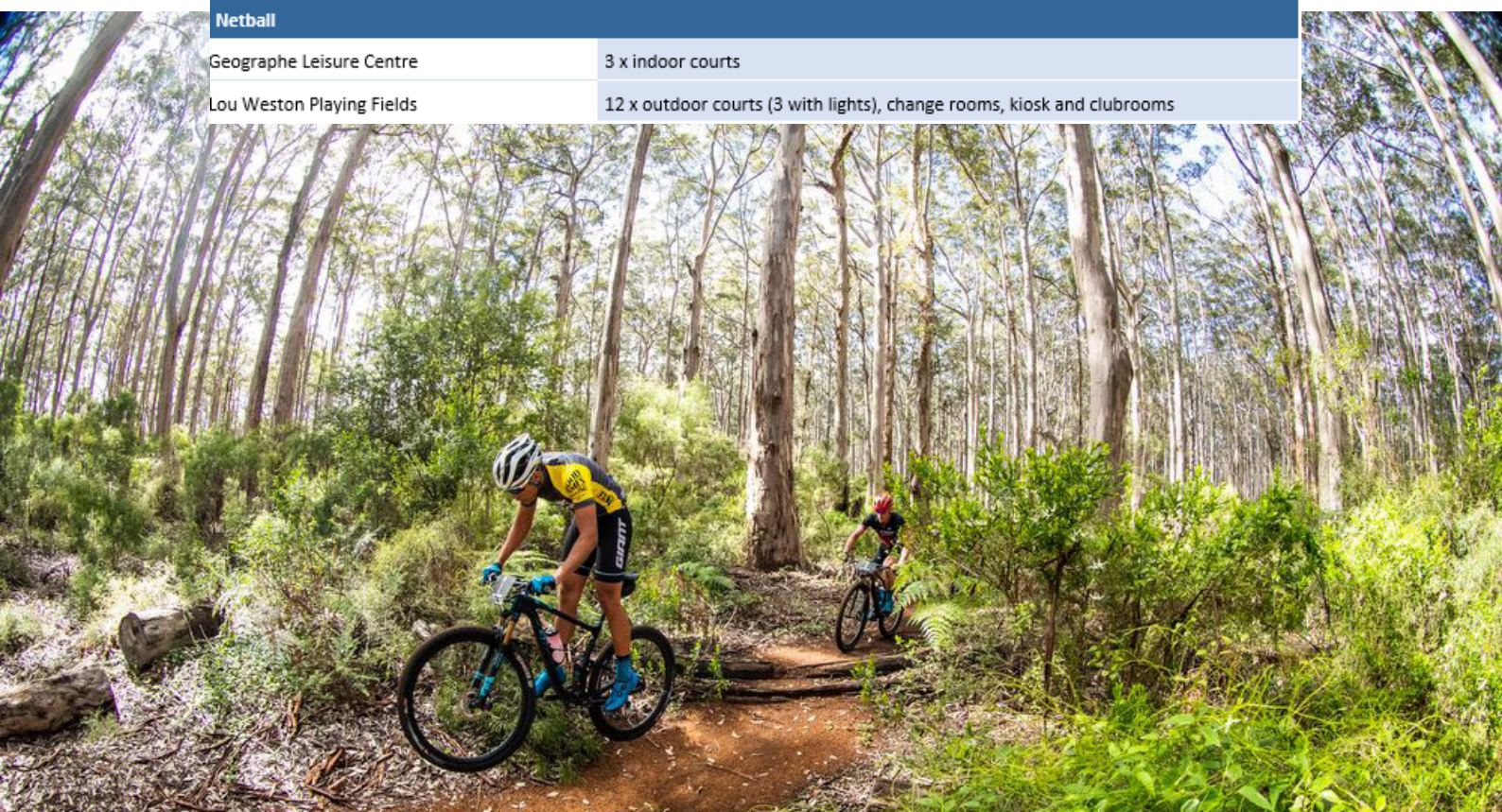
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|--------------------------|---------------------------------------|
| Busselton Hockey Stadium | 1 x synthetic field, 6 x grass fields |
|--------------------------|---------------------------------------|

Mountain Biking

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|-------------|--|
| Dunsborough | Meelup Regional Park sanctioned tracks |
|-------------|--|

Netball

| | |
|---------------------------|--|
| Geographe Leisure Centre | 3 x indoor courts |
| Lou Weston Playing Fields | 12 x outdoor courts (3 with lights), change rooms, kiosk and clubrooms |



APPENDIX 2 : SPORTING FACILITIES continued

| Rugby League / Union | | |
|------------------------------|--|----------------------|
| Barnard Park | Barnard Park | 2 x oval with lights |
| Dunsborough Playing Fields | Dunsborough Playing Fields | 1 x oval with lights |
| Soccer | | |
| Barnard Park | 3 x pitches (2 with lights) | |
| Bovell Park | 2 x pitches | |
| Churchill Park | 2 x pitches (1 with lights) | |
| Dunsborough Playing Fields | 2 x pitches with lights | |
| Vasse Playing Fields | 1 x pitch | |
| Skateboarding | | |
| Busseton Skate Park | 1 x large bowl (18m long x 10m wide x 3m deep), 1 x small bowl + free-flow space | |
| Surfing | | |
| Smiths Beach | Public toilet and shower facilities (limited) | |
| Yallingup Main Break | Public toilet and shower facilities | |
| Tennis | | |
| Busseton Tennis Club | 15 x grass courts, 12 hard courts and clubhouse pavilion | |
| Triathlon | | |
| Various Options | Busseton - On-road | |
| | Dunsborough - Off-road | |
| Volleyball | | |
| Busseton Foreshore | 3 x beach volleyball courts | |
| Geographe Leisure Centre | 3 x indoor courts | |
| Naturaliste Community Centre | 1 x indoor court | |





City of Busselton
Geographe Bay

Join Our Community



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