

City of Busselton: Events

Where
environment
lifestyle and
opportunity
meet!

The City of Busselton is the perfect setting for events, conferences and functions, boasting stunning indoor and outdoor venues, a dedicated events team and a captive audience made up of locals and South West tourists. 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.

ECONOMIC GROWTH AND COMMUNITY ENGAGEMENT

The City of Busselton has worked hard to establish itself as the 'Events Capital' of WA, through a strategy that fills the off-season period in the City's event calendar (May-August) while fostering engagement within the community. Since 2012, the region has seen a rapid increase in events held each year – from 44 to 138, with an economic growth of \$42 million to \$130 million per annum.



The City's off-peak and shoulder seasons are now accountable for 24 per cent of the total events held in the region throughout the year, while opportunities for community involvement – either attending, competing, spectating or volunteering – are on the rise.

CITY SUPPORT AND SPONSORSHIP

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. The City has also developed an event sponsorship program 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 events team for more information.

KEY EVENTS

The City of Busselton is home to a number of long-running events that attract everyone from big name celebrities and world-class sportspeople, to the local community and international visitors. Varied in nature, content and audience, these events contribute to the fabric of the South West. Some of the City's most lauded events include:

Busselton Jetty Swim



Commencing in 1996, the Busselton Jetty Swim sees competitors swim around the iconic Busselton Jetty solo or in teams. The Swim has grown from a local to an internationally recognised event, attracting approximately 3000 competitors to the Busselton Foreshore every year.

Busselton Festival of Triathlon

The SunSmart Busselton Festival of Triathlon comprises a series of events culminating in the Ironman 70.3 Triathlon. The world-renowned sporting event sees athletes from across the globe compete in a gruelling land and sea course.



CinefestOZ Film Festival

A five-day film festival featuring Australia's richest film prize of \$100,000, CinefestOZ combines state-of-the-art cinema with unique locations, food and wine.



Ironman Western Australia

A stalwart of the Asia Pacific triathlon scene since 2004, the Ironman Western Australia features a bike and run course that's among the flattest on the global Ironman circuit. The event has become enormously popular with athletes and spectators alike, voted in the Top 10 in a number of categories including 'Overall Athlete Satisfaction' and 'Best Host City Experience'.

Jazz By The Bay

Jazz By The Bay offers up a weekend full of singing, dancing and toe-tapping. The festival sees popular jazz musicians descend on the Margaret River region and activate a variety of spaces during the June long weekend.

VENUES AND FUNCTION SPACES

Searching for a venue for your next event? The City of Busselton have a range of different spaces to suit your requirements, including:

Sporting grounds and public open spaces

Public parks, playing fields, ovals, reserves and more than 55km of coastline are also potentially available for certain events throughout the year.

The City of Busselton Undalup Room

Located next to the Vasse River, the Undalup Room features access to a large alfresco area and is equipped with a large, modern commercial kitchen, high quality audio visual

technology and is available in multiple configurations to suit your needs.

The Busselton Community Resource Centre

The Community Resource Centre offers three meeting rooms conveniently located in the heart of Busselton's central business district, great for meetings, training sessions, workshops and intimate business functions.

Yallingup Hall

True to its surroundings, the Yallingup Hall displays quaint character throughout. The hall encompasses a small kitchen and stage, making it a popular setting for community functions.

Churchill Park Hall

Located alongside sporting clubrooms and grounds, with polished floorboards throughout, a wealth of natural light and kitchen facilities, this is a very versatile venue suitable for a range of functions.

Busselton Youth and Community Centre

The Busselton Youth and Community Centre offers two well utilised dynamic spaces – the large main hall featuring raised ceilings, and the blue room, which offers a smaller carpeted area – allowing the centre to cater for a variety of community activities.

Naturaliste Community Centre

Located within a peaceful bush setting adjacent to the Dunsborough Playing Fields, the Naturaliste Community Centre is a large multi-purpose activity room for hire, which can be divided into two smaller rooms with an acoustic partition, catering for both large and small functions.

ArtGeo Complex

The ArtGeo Gallery is a stylish heritage-listed building within walking distance of the foreshore and CBD. The building offers gallery lighting, air conditioning, polished floor boards and a commercial kitchen, while ArtGeo's Fodder Room showcases a beautiful workshop space that boasts natural lighting and air conditioning.

For more information on events visit

<https://www.busselton.wa.gov.au/Leisure-Tourism/Events-Festivals>

