

Community Events Prospectus 2025 – 2026



Shire of
Serpentine
Jarrahdale





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Kaya

Welcome to Serpentine Jarrahdale

The Shire of Serpentine Jarrahdale acknowledges that the land of the district is the traditional country of the Noongar people.

We recognise their cultural heritage, beliefs, and continuing relationship with the land, and pay our respects to Elders past, present and emerging.



Uniquely SJ

Fortunately located in the beautiful southeastern corridor of Perth, we are 45km from the CBD with a picturesque backdrop of the Darling Scarp.

The Shire of Serpentine Jarrahdale is perfectly situated with forested hills and wetlands blending seamlessly into pristine wilderness areas. This unique landscape is rich in local history and offers an enviable rural lifestyle within reach of the metropolitan area.

Our setting supports a vibrant equine industry, contributing to our local economy and community spirit.

With nearly two families moving to Serpentine Jarrahdale every day, our Shire remains one of the fastest growing local government areas in Australia and the fastest growing outer metro local government in Western Australia.

Our rural, country-town feel and friendliness are our biggest drawcards and ones we want to share.

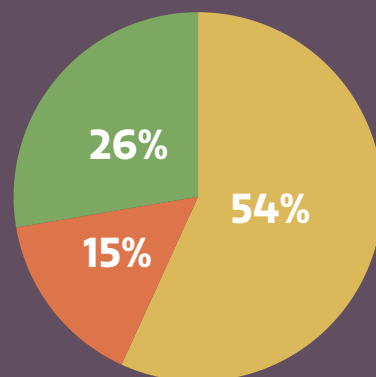


13 Thriving Suburbs

- Oakford
- Oldbury
- Byford
- Cardup
- Darling Downs
- Karrakup
- Mundijong
- Whitby
- Jarrahdale
- Serpentine
- Mardella



38,400
Residents



- Households with children
- Single occupancy
- Couples without children

25%
Born Overseas

95,000
2046 Estimate
Population



Partner with us

We're a vibrant and progressive local government with a proven history of creating community events and programs that foster connection and fun!

Partnering with the Shire will provide you access to successful marketing campaigns and high quality, connection-focused activities that attract residents and visitors from across the Shire as well as from the Greater Perth and Peel regions.

There are many benefits to becoming a sponsorship partner at our events, including:

- **Increase** your brand awareness and service offerings within the Shire and beyond
- **Enhance** your corporate image and brand recognition
- **Connect** at a grassroots level with your customers and our community
- **Support** your corporate social responsibility objectives by contributing to impactful community activities

Marketing Reach



14,000 Followers
50,000 Reach



1,500+ Followers
71,000 Reach



2,400+ Followers
76,000 Reach



2,000 Subscribers
43% Open rate



14,000 (Avg.)
Visitors per month

2025–2026 Major Events

Our scope of family-friendly events has been designed to celebrate and promote a range of activities. From bushfire preparedness to cultural vibrancy, our events are essential in building and supporting a strong, resilient community.



Spring Into SJ October/November 2025 **Expected attendance 2,000+**

Including an outdoor movie and pet-themed event, Spring into SJ is a way to bring our community together to foster connection and fun in our incredible, natural spaces in the Spring.



Lights, Sirens and Superheroes October 2025 **Expected attendance 2,000+**

Evolving from a simple community safety event, to a fun, family night out, this event promotes bushfire preparedness and celebrates the work of our emergency services volunteers.



Summer in SJ January 2026 **Expected attendance 2,000+**

Summer in SJ celebrates our glorious warmer weather and provides our community a chance to cool-off, connect and kick-back during January–March.



Australia Day Breakfast January 2026 **Expected attendance 1,000+**

Kick off Australia Day in SJ style with a free community BBQ breakfast to celebrate, reflect and respect.



Anzac Day Dawn Service April 2026 **Expected attendance 1,500**

Commemorate the brave citizens who have represented our country in times of war in Mundijong, along with a community morning tea and gunfire breakfast.



Muddy Buddies April 2026 **Expected attendance 5,000+**

Muddy Buddies is SJ's signature two-day celebration of nature, mud and getting messy! This event sells out every year and attracts thousands of families from across Perth to the lush forest of Jarrahdale.



Countdown to Christmas

Our Countdown to Christmas and School Holiday Sensations programs offer a variety of fun, community-based activities throughout the Christmas and new year period, for both young and old.



Christmas Street Festival

6 December 2025 **Expected attendance 5,000**

Getting bigger and merrier every year, the Christmas Street Festival transforms the street in front of the Shire administration office into a bustling, Christmas spectacular! This event has become a much-loved SJ Christmas tradition and kicks the festive season off with a bang.

Attendees enjoy a magical night with roving entertainment, arts and crafts, animal encounters, market stalls, light installations, food trucks, and a community concert, not to forget an extra-special visit from Santa and his elves!!



Christmas Lights Competition

November – December 2025

This is a perfect opportunity to connect with a large virtual community and partner with a much-loved festive campaign. The SJ Christmas Lights Competition gets bigger, brighter and more popular every year with over 2,000 votes cast by the general public.

Talk to us today about becoming a 2025 Countdown to Christmas Official Partner.



For our young and inspiring

Audience 12-18 year olds and their families

Our youth are the future of SJ which is why we're committed to engaging with our young people to enhance community connection and encourage active participation. Programs and events are developed in conjunction with the #youthofSJ and cater to a variety of interests and backgrounds.

Inform, Empower, Expand

Attendance (avg) 30-50 Youth per session

Providing a voice to our young people, creating safe spaces for engagement and pro-actively supporting youth and families occurs 12 months of the year. With a broad range of popular initiatives from art and cultural endeavours to skateboarding, sponsorship opportunities abound for those interested in supporting youth programs.

In addition to weekly drop-in sessions and school holiday programs, our Youth Week celebrations in April are a highlight on the annual events calendar!

Skill Up Live, work and play in SJ

Attendance 2,000 Annually

We partner with and support a range of young people in their educational and working life journey! From the local Careers Expo, to our Skill Up Program providing local training opportunities for improved personal development and work opportunities, the Shire is consistently looking to bridge connections between our local businesses and their future workforce!



Sponsorship that suits

Tailored opportunities

The Shire is excited to partner with like-minded organisations to deliver our 2025–2026 Events Season.

Partnering with us gives you a range of unique promotional opportunities offering new audiences, increased visibility and enhanced brand awareness. If you're all about celebrating local community, connection, fun, diversity, contribution and growing brand awareness, let's chat!

From in-kind provisions such as prizes, discounts and entertainment, through to staging and naming options, register your interest so we can discuss a bespoke engagement and benefit package that best meets your needs.

Please note value and return benefits may be tailored subject to the Expression of Interest process.



Register your interest today

sjshire.wa.gov.au/our-shire/whats-on/event-sponsorship

For more information, please contact:

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Director Community Engagement



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Sponsorship benefits

	Partner (One per event) \$10,000	Sponsor (One per event) \$5,000	Supporter \$2,000
Pre-event promotion			
Dedicated social media posts	4 Posts	2 Posts	1 Posts
Logo on event page on Shire website	✓	✓	✓
Logo on all marketing collateral	✓	✓	✓
Acknowledgement on radio promotion	✓	✓	
On-the-day-benefits			
Activation space to host a stall	6m x 3m	6m x 3m	3m x 3m
Naming rights of an event area	✓		
Formal acknowledgement from MC	✓	✓	
Opportunity to display banner or signage	✓	✓	✓
Opportunity to address the crowd	✓		
Professional Content (eg. event photos)	✓	✓	





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This document is available in alternative formats on request.