



Shire of
Serpentine
Jarrahdale

Community Events Prospectus 2026 – 27



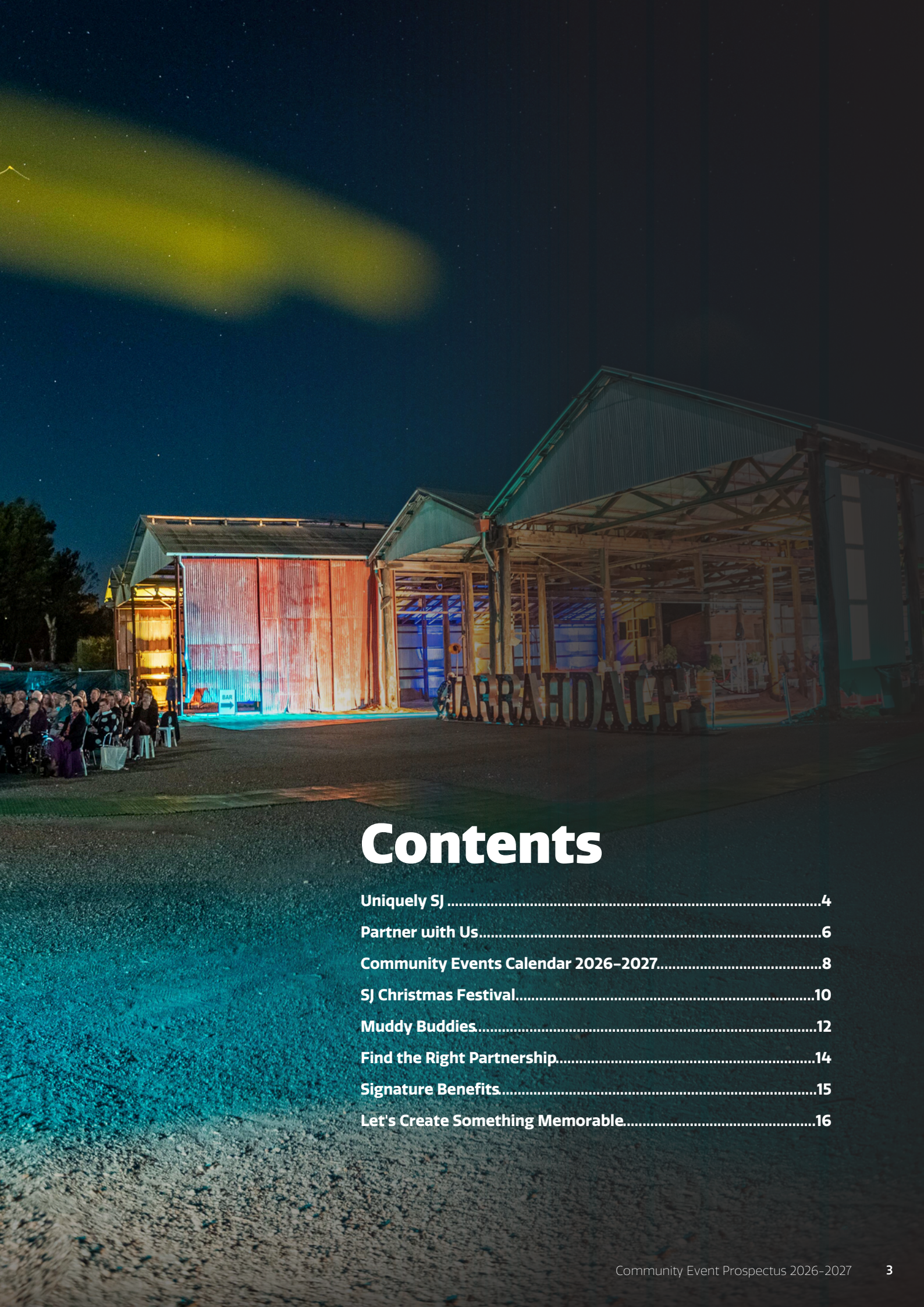
Kaya

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.





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Uniquely SJ

Just 45 minutes from Perth, the Shire of Serpentine Jarrahdale offers a unique blend of rural charm, natural beauty and one of Western Australia's fastest-growing communities.

From rolling hills and picturesque bushland to thriving townships and a rich equine and agricultural heritage, SJ offers an authentic country experience within easy reach of the metropolitan area.

SJ at a Glance



13

Connected Communities

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



40,000
Residents

25%

Born
Overseas



95,000

2046 Population (estimated)



905 km²

Nearly two new families choose to call SJ home every day.

2025 –26 Event Highlights

15
Community
Events
Delivered

66%
Rated Very
Good or
Excellent

49% Shire
Residents
51% Visitors from
across Perth & Peel

11,000+ Attendees

Our rural charm, country-town character and welcoming community are our greatest strength – and we'd love to share them with you.

Partner with us

The Shire of Serpentine Jarrahdale delivers a diverse annual program of events that celebrate local identity, strengthen community connection and attract thousands of residents and visitors each year.

Partnering with us provides meaningful opportunities to increase brand awareness, engage directly with the community and support experiences that leave a lasting impact.



The Value of Partnership



Increase Brand Visibility

Increase visibility through digital, print and on-site promotion.

Connect with Community

Engage directly with thousands of residents and visitors.

Create Community Impact

Support events that strengthen community connection and local pride.

Grow Your Reach

Align your business with one of Western Australia's fastest-growing communities.

Be Part of Something Memorable

Associate your brand with high-quality experiences that leave a lasting impression.





Reach Your Audience



14,000 Followers
50,000 Reach



2,400+ Followers
76,000 Reach



1,500+ Followers
71,000 Reach



2,000 Subscribers
43% Open rate

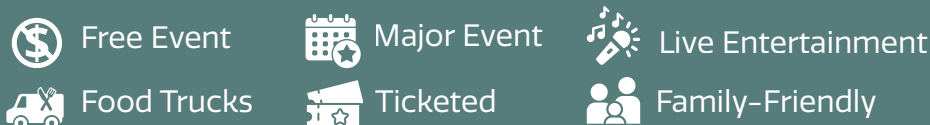


14,000 (on avg.)
Visitors per month

Community Event Calendar

The Shire of Serpentine Jarrahdale's annual Community Events Program brings people together through a diverse calendar of events celebrating community, culture, heritage and local identity.

The following pages provide a snapshot of our 2026/27 events and the sponsorship opportunities available.



Forest & Film

Saturday 14 November 2026

An immersive outdoor cinema experience inspired by SJ's natural landscape, where towering trees, atmospheric lighting, local flavours and film come together for an unforgettable night beneath the stars.



SJ Christmas Festival

Friday 4 December 2026

The SJ Christmas Festival transforms Mundijong town centre into a bustling, merry Christmas celebration. This event is a much-loved SJ holiday tradition and kicks the festive season off with a bang. Attendees will enjoy a night with magical roving entertainment, arts and crafts, light installations, food trucks and a community concert – not to forget an extra special visit from Santa and his elves.



2026 – 2027

Australia Day Big Brekky

Tuesday 26 January 2027

Come together to celebrate, reflect and respect Australia Day over a free community breakfast featuring locally grown produce and Australian favourites.



Culture & Cuisine Markets

Thursday 18 March 2027

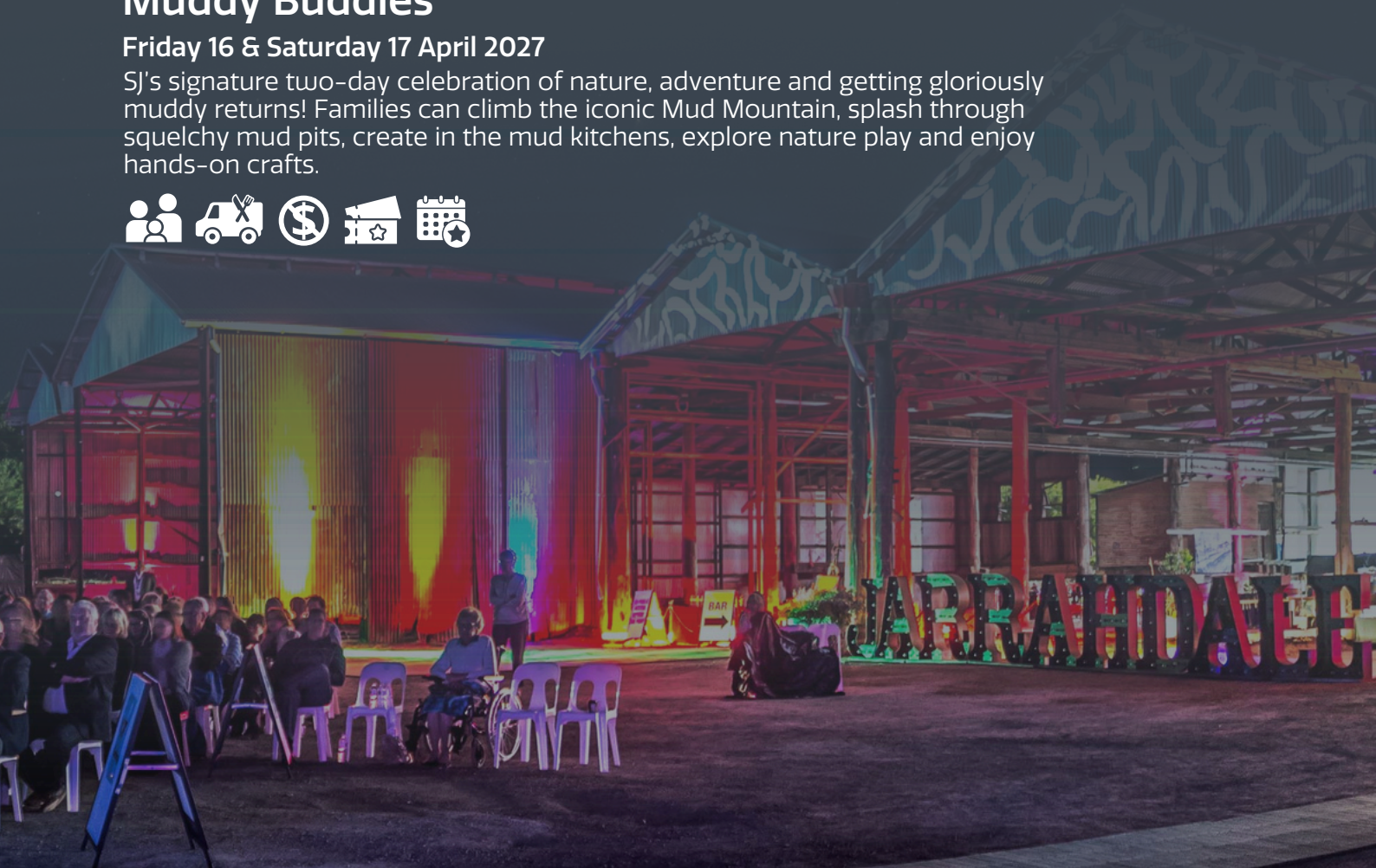
This family-friendly vibrant market commemorates Harmony Week in celebrating culture, cuisine and community. Featuring music, a diverse line-up of food trucks and a bustling bazaar filled with unique handmade goods.



Muddy Buddies

Friday 16 & Saturday 17 April 2027

SJ's signature two-day celebration of nature, adventure and getting gloriously muddy returns! Families can climb the iconic Mud Mountain, splash through squelchy mud pits, create in the mud kitchens, explore nature play and enjoy hands-on crafts.





Christmas

Magic

in the heart
of the Shire

SJ Christmas Festival

The Shire's largest and most anticipated
community celebration.

- 5,000+ attendees
- Artisan markets
- Santa's Grotto
- Arts & Crafts
- Live Entertainment
- Local Food
- Festive Displays
- Rides & Entertainment

Friday 4 December 2026
Mundijong Oval

Create the Magic

Choose a signature activation and become part of the moments families remember most.



Santa's Grotto

Create the festival's most magical family experience, where children meet Santa and lifelong memories are made.

Sponsor Benefits

- Highly photographed
- Family favourite
- Premium brand visibility

Perfect For

Developers • Mining • Banking
Health • Retail



Festive Lights

Bring the festival to life with breathtaking light displays and unforgettable evening experiences.

Sponsor Benefits

- Highly photographed
- Premium brand exposure
- Iconic photo moments

Perfect For

Developers • Mining • Utilities
Construction • Banking



Community Stage

Set the soundtrack to the Christmas Festival with an unforgettable program of live music and entertainment.

Sponsor Benefits

- Continuous exposure
- Premium event presence
- High audience engagement

Perfect For

Developers • Mining • Utilities
Communications • Construction

Additional Opportunities

Santa's Workshop • Food Truck Valley • Market Alley
Rides & Activations • Festive Photo Experience • Christmas Craft Corner

Looking for something unique?

We welcome bespoke sponsorship opportunities, including zone naming rights, product sampling, in-kind support and tailored brand activations.



It's time to get

MUDDY

in Jarrahdale

Muddy Buddies

Where muddy adventures create
lifelong family memories

- 3,000+ attendees
- Mud Kitchens
- Mud Mountain
- Inclusive Sessions
- Adventure Course
- Mud Pits
- Nature Play
- Messy Play

Friday 16 & Saturday 17 April 2027
Jarrahdale Oval

Fuel the Adventure

Choose a signature activation and create muddy memories that last a lifetime.



Muddy Mountain

The festival's biggest muddy challenge, packed with climbing, sliding and adventure.

Sponsor Benefits

- Signature attraction
- High engagement
- Iconic photo moments

Perfect For

Civil Construction · Developers
Earthmoving · Utilities



Adventure Course

Challenge participants to crawl, climb and splash through an action-packed obstacle course.

Sponsor Benefits

- High participation
- Action photography
- Premium brand exposure

Perfect For

Construction · Automotive ·
Civil Contractors · Recreation



Nature Play Zone

Spark curiosity through hands-on nature play, sensory experiences and outdoor discovery.

Sponsor Benefits

- Positive community impact
- Long visitor dwell time
- Family engagement

Perfect For

Developers · Education ·
Childcare · Environmental

Additional Partnership Opportunities

Mud Pits · Mud Kitchen · Mud Spa · Cubby Building · Pallet Playground
Wash Down Zone · Recycling Discovery Hub

Looking for something different?

We welcome bespoke sponsorship opportunities, including zone naming rights, product sampling, in-kind support and tailored brand activations.

Find the Right Partnership

Every organisation is different. Whether you're looking to build brand awareness, support a signature event or contribute products and services, we'll work with you to create a partnership that aligns with your objectives, audience and budget.



Principal Partner

Investment from \$10,000

Premium partnership

Take a leading role in one of the Shire's signature events, with premium brand visibility and a tailored activation.



Event Supporter

Investment from \$2,000

Flexible event partnership

Build brand visibility and connect with the community through one of the Shire's events.



In-Kind Partner

Contribution and benefits tailored to value.

Ideal for local businesses wanting to support the community.

Every partnership is tailored.



Signature Benefits

Each partnership includes a range of promotional, engagement and recognition opportunities tailored to your objectives and level of investment.

Benefit	Principal Partner	Event Supporter	In-Kind Partner
Indicative Investment	From \$10,000	From \$2,000	Products/Services
Signature Activation	✓	◇	◇
Brand & Logo Placement	Premium	Standard	Standard
Social Media	Dedicated	Recognition	Recognition
Event Activation Space	Premium	Standard	◇
MC Recognition	✓	✓	◇
Event Signage	Premium	Standard	◇
Professional Event Images	✓	✓	—
Employee Engagement	✓	◇	◇
Category Exclusivity	◇	—	—

✓ Included ◇ Tailored opportunity — Not standard

Benefits are indicative and may vary by event, partnership value and activation.

All partnerships are tailored to align with sponsor objectives and available opportunities.



Let's create something memorable

Partner with us to create memorable experiences, strengthen community connections and showcase your organisation alongside some of the Shire's most loved events.



Principal Partner

Support the Shire's entire annual events program.



Event Supporter

Champion one of our signature events.



In-Kind Partner

Contribute products, services or expertise.

Start the conversation.



Register Your Interest

[*sjshire.wa.gov.au/event-sponsorship*](https://sjshire.wa.gov.au/event-sponsorship)

Rebecca Taylor

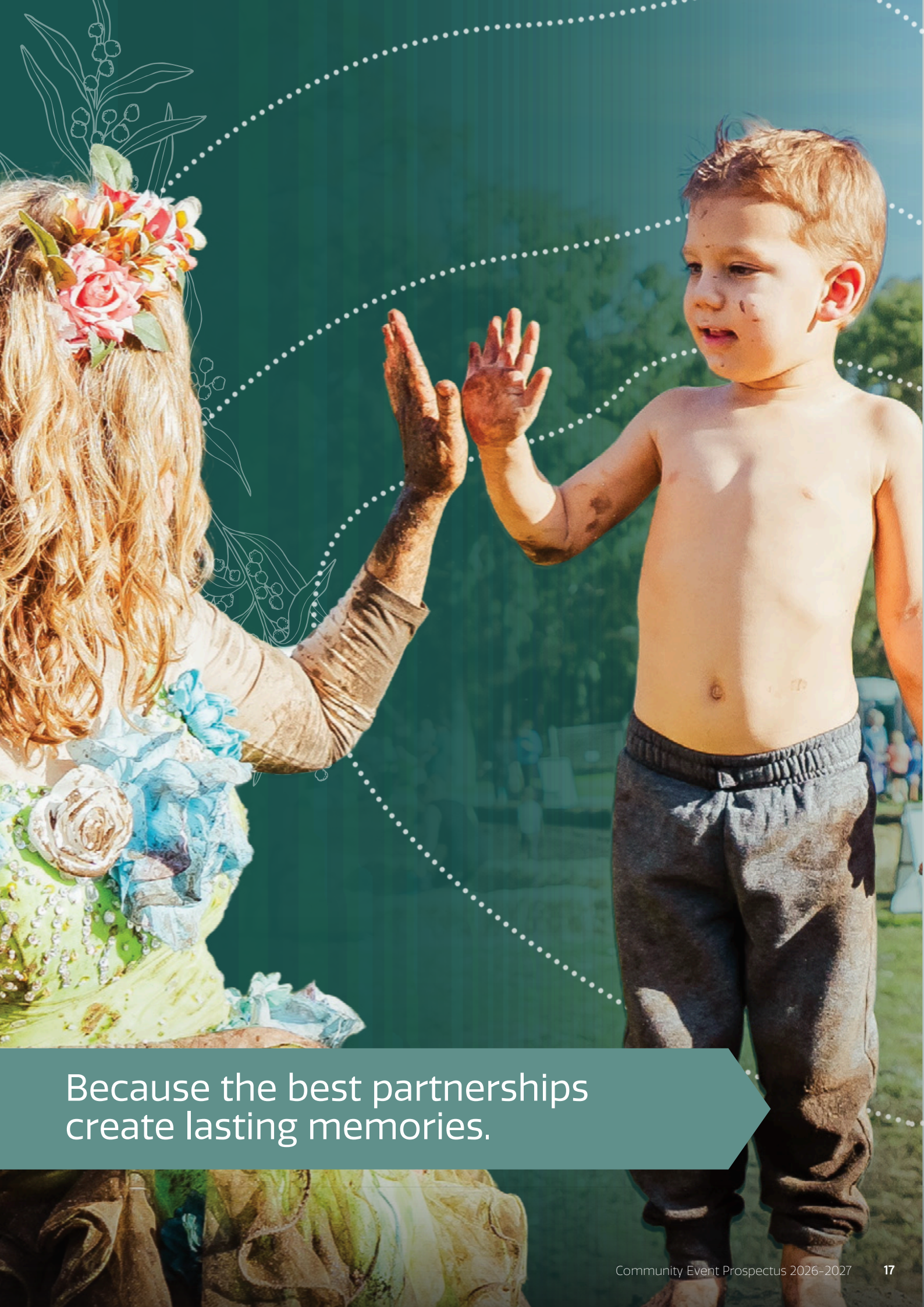
Manager Community Development



[*communitydevelopment@sjshire.wa.gov.au*](mailto:communitydevelopment@sjshire.wa.gov.au)



08 9526 1111



Because the best partnerships
create lasting memories.



6 Paterson Street Mundijong
Western Australia 6123

t: 9526 1111 e: info@sjshire.wa.gov.au

sjshire.wa.gov.au



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