



CREATIVE COMMUNITIES

SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES



About City of Casey Creative Communities	5
City of Casey at a Glance	6
City of Casey Major Events	8
Bunjil Place Partnership Opportunities	12
Bunjil Place Festivals and Events	14
Bunjil Place Programs	19
Marketing Our Creative Communities	24
Partner Benefits	26



Bunjil Place Flavour

CREATIVE COMMUNITIES

Sponsorships and Partnerships 2025-26

About City of Casey Creative Communities

The City of Casey is emerging as a vibrant hub for artistic expression, pulsating with the energy of undiscovered talents, emerging artists, and the seasoned expertise of established creatives. Here, creativity knows no bounds, weaving through the fabric of the community, waiting to be discovered. With a diverse range of experiences, from major events that captivate large audiences to intimate arts programs that nurture budding talents, the City of Casey is a canvas of endless possibilities.

Its exhibitions showcase the depth of artistic flair, while theatre shows transport audiences to realms of imagination. In the heart of this burgeoning arts region, the City of Casey fosters an environment where innovation thrives.

ACKNOWLEDGMENT

We proudly acknowledge the Traditional Owners, Casey's Aboriginal communities and their rich culture and pay respect to their Elders past, present and future. We acknowledge Aboriginal people as Australia's First Peoples and as the Traditional Owners and Custodians of the land on which we work and live.

CITY OF CASEY AT A GLANCE

The City of Casey is one of the fastest growing regions in Australia. We have more than 380,000 residents from around 150 different cultural backgrounds.

We are home to:

- > one of the largest number of Aboriginal and Torres Strait Islander residents in metropolitan Melbourne
- > a high number of residents from refugee or asylum seeker backgrounds
- > residents who speak over 140 different languages
- > residents of more than 120 faiths

source: Home | City of Casey | Community profile (id.com.au)

The City of Casey's Creative Communities Department is responsible for the management of the world-class arts precinct – Bunjil Place, our stunning Wilson Botanic Park and the charming Old Cheese Factory, added to these venues' programs are our flagship creative events that delight and entertain residents and visitors alike.

Bunjil Place

Bunjil Place is home to world-class facilities all under one roof. This unique space houses an art gallery, performing and visual arts facilities, meeting and function rooms, an award-winning public library, an outdoor plaza and large urban screen, all in one place! Bunjil Place has established itself as the premier arts and entertainment precinct in the region, welcoming more than one million visitors annually. Bunjil Place brings opportunities for residents to participate in arts, culture and community life close to home. Bunjil Place is situated in Narre Warren, in the City of Casey, one of the fastest growing regions in Melbourne and Victoria.

Old Cheese Factory

The picturesque Old Cheese Factory offers a beautiful venue with a large playground, surrounded by manicured gardens, perfect for weddings, celebrations, functions, events, art exhibitions, and more. Featuring the 1860s historic Springfield Homestead, Cheese Factory and Kitchen Wash House, the Old Cheese Factory stands as a tall reminder of Australia's early colonial history. Annually the site hosts more than 130,000 people.

Wilson Botanic Park

Nestled in the heart of Berwick, Wilson Botanic Park is set on over 100 acres of land. This beautiful park includes curated landscapes, natural beauty and a lake attracting approximately 820,000 visitors annually. Our visitors come to immerse themselves in the serene gardens, engage in passive recreation, exercise along our scenic trails, and participate in various gatherings and events.



Wilson Botanic Park Berwick



Old Cheese Factory



CITY OF CASEY MAJOR EVENTS

Casey Pet Expo

EVENT PARTNERSHIPS AVAILABLE

Location: Wilson Botanic Park
Date: Saturday 13 September 2025
Time: 11.00 am – 3.00 pm
Target Market: Pet owners in the City of Casey
Anticipated Audience: 2,500

The *Casey Pet Expo* raises awareness of pet safety and responsible ownership whilst showcasing the local businesses and not-for-profits in the region. Attendees can participate in interactive workshops, visit market stalls, enjoy live music or meet with pet related experts to discuss all things pets!

The event is well received by Casey locals who use the park for daily exercise, with the bonus of meeting new animals including, cats, birds and the occasional lizard.



Halloween at the Old Cheese Factory

EVENT PARTNERSHIPS AVAILABLE

Date: Friday 31 October 2025
Time: 5.00 pm – 9.00 pm
Target Market: Families with children 6-12 years
Anticipated Audience: 3,000

Halloween at the Old Cheese Factory invites Casey residents to dress up in their scariest costumes for some spooky fun. The usually tranquil gardens by day, turn into a spooky playground for families to enjoy at night, with a range of workshops, stage performances and activations. Roving performers and themed spaces provide great photo opportunities. Food vendors on site allow the public to purchase dinner, dessert or snacks and in true Halloween fashion there are lollies for the kids.

Casey Kids Carnival

EVENT PARTNERSHIPS AVAILABLE

Location: Old Cheese Factory
 34 Homestead Rd, Berwick
Date: Saturday 15 March 2025
Time: 12.00 pm – 5.00 pm
Target Market: Families with children 6-12 years
Anticipated Audience: 5,000+

The *Casey Kids Carnival* is a free, family day out in Berwick. With two stages, one showcasing local performers including theatre companies and singing schools, and a second with dedicated family shows. Added to this is a large ride zone, as well as workshop activities and roving performers - there really is something for everyone.

Performers and vendors showcase local talent and resources making it a truly Casey experience.

This popular event provides a low-cost, family friendly, day out. Everything onsite is free to participate in and enjoy, with a few market stalls and food vendors available.



Winter Arts Festival 2025

EVENT PARTNERSHIPS AVAILABLE

Dates: June - July 2025

Target Market: City of Casey residents with a skew towards young people, families, creatives and those interested in the Arts.

Anticipated Audience: 40,000 +

The *Winter Arts Festival* is created with the community at its heart. Every offering in the program is by the community, for the community or with the intent to build new connections and shine a light on the incredibly vibrant municipality, rich with arts and culture that is the City of Casey.

The festival has been running for 23 years with the purpose of presenting creative programs that encourage arts participation, community pride and generate social, cultural and/or environmental benefits. *Winter Arts Festival* includes a key attractor installation in the Bunjil Place Plaza as well as events and activations at venues throughout Casey.

Brenda Bressed performing at *Queers of Concert 2023*.
Photo: Suzanne Baldwin



Shot by Suzanne



Bunjil Place April School Holiday Luke Jerram 'Mars Installation'

EVENT PARTNERSHIPS AVAILABLE

Dates: 4 - 13 April 2025

Target Market: All

Anticipated Audience: 33,000

Mars is a touring artwork by UK artist Luke Jerram. Measuring seven meters in diameter, the artwork features 120dpi detailed NASA imagery of the Martian surface. At around one million times smaller than the actual planet, each centimetre of the internally lit sculpture represents 10 kilometres of the surface of Mars.

The artwork allows us to view Mars from the air, as though we are a satellite mapping and studying the surface in perfect detail. Every valley, crater, volcano and mountain are laid bare for us to inspect. The artwork transports us to this desert wasteland, to imagine what it is like to step foot on this incredible Planet.



BUNJIL PLACE PARTNERSHIP OPPORTUNITIES

Bunjil Place Precinct Partner

Artistic Partner

ONE AVAILABLE – ANNUAL PARTNERSHIP

Invest in Casey’s creative capability. Have a key role in supporting the growth of our emerging artists, assisting in the reach and enhancement of our arts programs.

Support arts outcomes that provide a platform for our local talent to showcase their works, create opportunities to hear our unique stories and nurture talent, growing the arts identity of the region.

Hospitality Partner

SOLD

ONE AVAILABLE – ANNUAL PARTNERSHIP

Support-arts-based programs and activations that promote local tourism through food and beverage experiences with friends and family.



Accommodation Partners

TWO AVAILABLE ONE SOLD

From international comedians to interstate theatre productions, Bunjil Place is inviting the most exciting artists to present in Narre Warren.

By partnering with Bunjil Place, our accommodation providers will be working with our arts team to ensure our artists are getting the best possible experiences during their stay. As we grow our cultural tourism footprint our audiences continue to expand across Melbourne and Victoria, and we want to recommend the best places for them to stay!



Education Partners

ONE AVAILABLE – ANNUAL PARTNERSHIP

With more than 75 primary and secondary schools in our fast growing region, the City of Casey works with over 2000 students annually through exhibition tours, tailored VCE & VCEVM programs, shows and performances.

Bunjil Place staff work with touring production companies and artists to develop education resources that support student learning in the classroom both before and after a visit to Bunjil Place. Opportunity to partner on various Education Programs at Bunjil Place throughout the year include exhibitions, theatre shows and education programs. Our Education Programs attract teachers and students from our region in primary, secondary and post-secondary education.

Family Partners

FOUR AVAILABLE

Support a range of family programming at Bunjil Place.

Your partnership will build strong links to the arts because you believe that the arts contribute to positive and lasting connections for families and children. Your organisation will be connected to a range of programming across the year including School Holiday Programs, Christmas in the Plaza and an annual program of family-centred theatre programs.

BUNJIL PLACE FESTIVALS AND EVENTS



The Netherlands, *Flowerpiece* (late 17th century), oil on canvas, 70.4 × 54.6 cm. National Gallery of Victoria, Melbourne. Gift of Mr Norton E. Grimwade in memory of his wife Mrs Norton E. Grimwade, 1945. Photo: National Gallery of Victoria, Melbourne.

FLORIBUNDA

EVENT PARTNERSHIPS AVAILABLE

Dates: 29 March – 20 July 2025

Guest Curator: David Sequeira

The title, *Floribunda*, Latin for many-flowering is a hybrid of 'flower' and 'abundance'

The exhibition *FLORIBUNDA*, a major partnership between the NGV and Bunjil Place, is an intoxicating larger-than-life mashup of floral imagery, design and motif drawn from the NGV Collections. Through its 'Wunderkammer' style of display, *FLORIBUNDA* celebrates and reimagines the nature of collections and the museum experience.

Including Decorative Arts, Fashion and Textiles, Painting, First Nations Australia and Pacific Art, the selection of works span multiple histories, cultures and art forms. Collectively, poetic arrangements of flowers in still life painting, couture embellished with swirls of floral pattern, and ancient bronze Buddhas in lotus position connect humanity with beauty and creation.

Audience

It is anticipated 8,000+ visitors will visit the exhibition and associated programs/events over the exhibition period.

The much loved subjects featured in *FLORIBUNDA* will have wide reaching audience appeal. In addition to visual arts engaged audiences, gardening, flower enthusiasts, fashion, craft and design interested audiences will be targeted.

An important part of the project is to develop a successful education program, focussing on school group tours within the exhibition space.

Exhibition related programs and events

- › Exhibition launch, Friday 28 March 2025 (a special celebratory gala)
Guests will be invited to dress in their best to enjoy an evening of art, food and performance including exhibitions and unique displays inspired by *FLORIBUNDA*. This evening promises to be an unforgettable celebration profiling the vibrancy of arts in our region.
- › Educational programs. Throughout the exhibition period, a suite of family-friendly activities, captivating talks and hands-on workshops will be on offer for visitors of all ages to explore and engage with the exhibition themes and ideas. Local community members will enjoy opportunities to share their own knowledge of and connections to flowers through community-led activations, exhibitions and installations designed to facilitate a range of interpretations of exhibition themes.
- › A special Mother's Day function will celebrate our mums in style. Guests can spoil their mum with a delicious lunch before or after enjoying the exhibition.

AsiaTOPA

EVENT PARTNERSHIPS AVAILABLE

AsiaTOPA is a triennial festival of creative arts drawn from across the Asia Pacific region. A joint initiative of Arts Centre Melbourne and the Sidney Myer Fund, the festival will bring Melbourne to life across 20 February to 10 March 2025.

Bunjil Place is a proud festival partner and has commissioned new works that will premiere as part of the 2025 festival. The precinct will host a major community celebration across the opening weekend of the festival with food, performance, films, workshops and music.



Pacific Sisters *de.acti.VĀ.tion* of "Te Pū o te Wheke" (2021), as part of the closing weekend of Scape Public Art Festival 22-23 Season, Ōtautahi, Christchurch. Photo: Pati Tyrell 29.01.23

IN THE GALLERY

Pacific Sisters

Dates: 7 December 2024 – 10 March 2025

The Pacific Sisters, trailblazers of Pasifika and Indigenous art expression, are a fluid collective of Māori, Tongan, Sāmoan, and Cook Island women, soles, and fa'afafine artists, designers, storytellers, performers, musicians, educators, and mentors. Bound by Moananui, the Pacific Sisters weave urban expressions that channel vibrant energies of their respective cultures onto catwalks, stages, theatres, and walls in festival, club, gallery, and institutional settings.

This exhibition, bringing together their long-standing and ongoing efforts to amplify Pacific bodies, stories, genders, garments, and expressions will be a collaboration with Victorian Pasifika as a celebration of identities and intersectionality through fashion activism.

The exhibition will comprise of new and existing works, including fashion-based works and photography alongside over 40 cultural items drawn from State Collections. The cultural items will showcase cultural connections across the Pacific, highlighting the cultural richness represented by the Pacific Sisters.

Exhibition related programs and events

- > Saturday 22 February 2025
'Living Installation' Pacific Sisters and community performative event.
- > 1-2 March 2025
Māoriland Film Program – Outdoor Screen

Audience

It is anticipated that the City of Casey's multi-cultural community, including the largest population of Pasifika community in Victoria, will embrace *ASIATopa* at Bunjil Place.

Through the work of the collective knowledge of these artists, the exhibition, and community and wider public programs, will provide opportunities for a wide range of audiences to connect through bespoke events and family focussed activities and hands-on workshops delivered over the summer holiday period.

We are looking forward to welcoming approx 8000 people to the Exhibition.



Summer Stage 2024 at Bunjil Place Plaza

Summer Stage

EVENT PARTNERSHIPS AVAILABLE

Dates: 11 January - 16 February 2025

Target Market: All

Anticipated Audience: 7500

This summer get set for the return of the Bunjil Place “Summer Stage”.

For six exciting weeks spanning January and February 2025, Bunjil Place Plaza will transform into an amazing mini-festival hub, and everyone is invited.

Bursting with energy, food and drink, and at the heart of it all, the main stage hosts a large line-up of incredible performances and events throughout the summer months.

The event calendar is once again jammed with something special for everyone. From a selection of family-friendly programming to adult-specific programming where you can let your hair down and have some fun with comedy nights, curated parties and so much more that will make your summer nights sizzle.

We believe everyone should have access to the incredible entertainment heading up summer, that’s why we offer a mix of free and ticketed events, ensuring you can enjoy the festivities without breaking the bank.

BUNJIL PLACE PROGRAMS

Daytime Music Theatre

ONE PROGRAM PARTNER AVAILABLE

Dates: 10 shows run per year (each month apart from October and January)

Target Market: 55+, Retirees interested in the arts, especially music and performance.

Anticipated Audience: 700 each session (10 sessions) and Bunjil Place regularly hosts 250 people for lunch served in the function room.

Daytime Music Theatre is one of the most popular programs at Bunjil Place. 10 theatre performances run across the year featuring amazing performances by some of Australia’s favourite entertainers. The theatre performances are followed by an optional two-course lunch in the Bunjil Place Function Room.



Art Bites

PROGRAM PARTNERS AVAILABLE

Dates: April – August annually

Enjoy art talks for the curious and creative during the cooler months at Bunjil Place. Developed in response to our exhibition and screen program, each month *Art Bites* will feature a guest speaker exploring creative topics and ideas. Sample delectable treats, tasty drinks and meet like-minded folks at this relaxed talks series.

Audience

Approx 30 at each session. Arts engaged audiences aged 18+ from across the local region and further afield attend this program.

The *Art Bites* audience is a community of artists, art lovers, creatives and makers of all types. This community assembles at Bunjil Place from a range of areas, reaching across the City of Casey to Melbourne. Audiences tend to be adults looking for opportunities for learning and to meet like-minded creatives.

Art Bites: Woven Stories, 2023, Bunjil Place Gallery. Photo: Aimee Hyde



Emergent Partner

SOLD

ONE AVAILABLE



Emergent Graduate Showcase

Target Market

A general visual art and performing arts audience, with an emphasis on young people and secondary school students.

Anticipated Audience

Approximately 200 people attend the performing arts showcase, and approximately 1000 people visit the exhibition during the show period.



Installation view, *Emergent 2023: Graduate Showcase Exhibition*, 16 March – 7 April 2024, Bunjil Place Studio. Photo: Aimee Hyde

Emergent Graduate Showcase is Bunjil Places' annual celebration of performing arts, visual arts, film, design and photography by the year's graduating VCE unit 3 and 4 students. Students across VCE and VET folio and performing arts subjects are invited to apply to showcase their work at the exhibition or concert. The Bunjil Place Programming and Curatorial teams work closely with a panel of year 11 folio and performing arts students to select the exhibiting artists and concert performers.

Exhibition and concert goers can immerse themselves in the future of art, design, film and performance from the Casey region, and witness the next wave of artists, designers and performers at *Emergent Graduate Showcase*. Working across a range of mediums and styles, the artists and performers share with us their concerns and challenges, but also their ideas and aspirations. Celebrate the creative talent of South-East based young creatives and find your next favourite artist at Emergent 2024.

Emergent 2023: Graduate Showcase, featuring Claire Anderson, 17 March 2024, Bunjil Place Theatre. Photo: Aimee Hyde





Night MODE: Hypercolour Edition, 2023, Bunjil Place. Photo: One Hour Out

Night MODE

PROGRAM PARTNERS AVAILABLE

Dates

Held during the evening once a quarter at Bunjil Place over January, April, July and October.

Target Market

Arts engaged audiences aged 18+ from across the local region and further afield.

Anticipated Audience

Up to 120 – 150 people attend each Night MODE.

Night MODE is a quarterly after-hours arts evening for the art community to connect with like-minded individuals, express through creativity, socialise and have fun. Each *Night MODE*, the precinct comes alive with hands-on making workshops, short film programs, thought-provoking talks and enriching activations. Delicious drinks, light bites and live performances add to the relaxed and fun atmosphere of this adults-only art social.

Night MODE is a free event. Each edition centres on a theme informed by the Bunjil Place exhibition or Plaza installation. This dedicated program is for audiences aged 18+

Comedy Bites

PROGRAM PARTNERS AVAILABLE

Dates

Bi-annual Spring & Summer shows.

Target Market

The target audience for *Comedy Bites* includes locals who would usually commute to the city for events seeking a high-end experience. They're a mixed-age group starting from their early 30s, looking for a fun and sophisticated comedy show.

Anticipated Audience: 150

Comedy Bites is a unique experience with an intimate audience for a fun night of laughter, great food and drinks.

Get ready for side splitting humour and witty one liners that'll keep you in stitches. Headliners for the Spring show is Dilruk Jayasinha, joined by comedian Bron Lewis who will take the stage again as MC, the Spring show will also feature Melbourne International Comedy Festival Best Newcomer Nominee 2024, Laurence Driscoll. *Comedy Bites* is run twice a year.

Content warning: Age Recommendation 18+. Coarse language.



Above: comedian Dilruk Jayasinha who will join us for the Spring show.

MARKETING OUR CREATIVE COMMUNITIES

A range of marketing and communication benefits for partners across arts activities offer a unique opportunity to align brand visibility with cultural enrichment. Partners gain access to targeted audiences with a shared passion for creativity, fostering meaningful connections that resonate beyond traditional advertising channels.

Our festivals, events and programs are supported by comprehensive communication and marketing plans, led by our City of Casey marketing team.

Our marketing campaigns may include a mix of:

Advertising

Major events and campaigns often include advertising across a range of mediums including digital, print, radio, social media, cinema, bus shelters and billboards. Where deemed appropriate, partners/sponsors may be acknowledged in advertising campaigns.

(*advertising not always undertaken, dependant on program/event).

Social Media

Our social media campaigns are run through City of Casey and Bunjil Place Facebook and Instagram platforms, tailored to suit the event and/or program. This can include a mix of paid and organic content.

- > Bunjil Place Facebook 27,000 followers
- > Bunjil Place Instagram 10,800 followers
- > City of Casey Facebook 36,000 followers
- > City of Casey Instagram 8,000 followers
- > Wilson Botanic Gardens Facebook 12,000 followers
- > Old Cheese Factory Facebook 10,000 followers

Websites

Bunjil Place website and our City of Casey website host dedicated event and program pages providing information about events/programs and these platforms may be used.

- > Bunjil Place website
- > City of Casey website

Electronic Direct Mail (EDM)

Our e-newsletters are distributed regularly via our Bunjil Place and City of Casey databases.

- > Bunjil Place EDM: 32,000+ subscribers
- > City of Casey EDM: 24,000+ subscribers

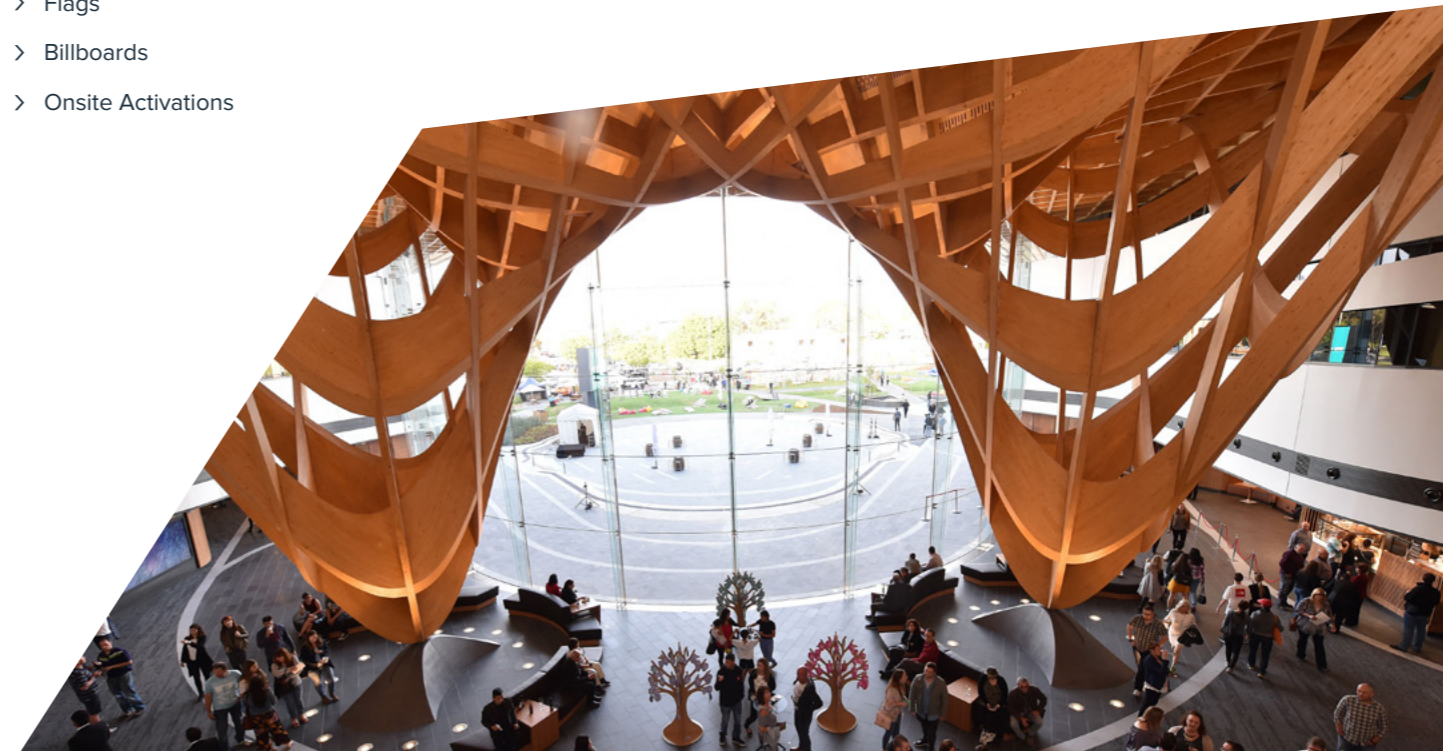
Digital Signage

Digital signage promotes key activities and events throughout the Bunjil Place precinct as well as other City of Casey facilities including leisure centres and community hubs. Digital screens promote a specific event/program or activity.

Other

Outdoor signage, flags on major roads, billboards may be utilised to promote key events and activities. Onsite activations allow a partner to engage with the audience directly (all activations to be approved by City of Casey marketing team prior to activity).

- > Signage
- > Flags
- > Billboards
- > Onsite Activations



PARTNER BENEFITS

There are many Partnership and Sponsorship opportunities available within our Creative Communities and we welcome the opportunity to chat with you to discuss possibilities to support our creative communities.

Whilst we are seeking Expressions of Interest for individual events and precinct partners, Creative Communities is open to negotiations for sponsorship across a range of events and programs.



GET IN TOUCH

If you want to know more about Partnerships or Sponsorships, we'd love to hear from you.

Megan Pascoe

Creative Communities Partnerships Coordinator

mepascoe@casey.vic.gov.au

03 9709 9392

