

Bunbury Big Weekender June 2026

Form Preview

Bunbury Big Weekender

General Information

The City of Bunbury is gearing up for a massive weekend as an estimated 14,000 footy fans gather in our region for the AFL match on Saturday 6 June 2026—and we want local venues to be part of the action.

We're calling on local businesses to activate across the weekend—Friday night, Saturday night, or Sunday morning—to help create an unforgettable atmosphere for visitors and locals alike.

How your organisation can get involved

You don't need a big budget to take advantage of being involved in the Bunbury Big Weekender.

Even the simplest activations can help amplify the event energy across the city.

Some simple, low-cost ways to join in include:

- Screen AFL games venue screens across the weekend
- Theme your venue interior in your chosen AFL team colours (or both!)
- Run a fun competition or giveaway across the weekend
- Offer a weekend special, such as a 'Big Weekender Meal' or family offer
- Host live music, Footy Trivia, or let us know if you already have entertainment booked
- Promote local flavours with limited-edition menu items or footy-inspired drinks
- Decorate your storefront with BGCCI to help build excitement throughout the CBD
- Sponsor or run an activity on the Sunday morning youth precinct post-match breakfast
- Pop-up activities by commercial tenants, or in vacant holdings with permission of commercial owners

What the City can provide

If you're already planning an activation, there is no additional cost to add it to the Bunbury Big Weekender guide. Simply provide us the information about your planned activity by the deadline, and if it fits the criteria we'll include it with overarching campaign elements directing people to our guide.

- Inclusion of campaign details on the City's website (560 daily visits), Facebook (21K+), Instagram (8.5K+), Bunbury Brighter e-newsletter (2,800+ subscribers), and Forrest Highway Billboard.
- Campaign advertising in Explore your WAY in May edition of
- Assistance/advice in developing your offering or connection to sponsors/volunteers
- Social Media assets to include in your marketing, including social media frames
- Potential branded merchandise as prizes or giveaways, subject to availability
- Potential opportunities for football club involvement, subject to agreement from said clubs

Note that no additional funding beyond the existing City Grant Program is available for this promotional activity. Specific promotions involving alcoholic beverages may not be suitable for inclusion in advertising by the City, though you are welcome to promote these yourself in keeping with WA advertising regulations.

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Questions?We're here to help.Contact: **Place Activation** # 9792 7000#
events@bunbury.wa.gov.au

Applicant Details

* indicates a required field

The below information is for internal use only and will not be advertised to the public.

Group, Club or Business Name *

Organisation Name

Contact Person *

Title First Name Last Name

Phone Number *

Must be an Australian phone number.

Email Address *

Must be an email address.

Event Details

The below information will be advertised to the public.

Event Name *

Name of Business,Group and or Club/s that are involved in providing this event.

Event Start Time *

Event Finish Time *

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Event Date/s *

Event Website

Please provide details of where further information about the event can be found.

Will this be a free or ticketed event? *

Free

Ticketed

Please consider

Briefly describe your activity or event *

Upload 2 images of proposed event. These will be used for program marketing *

Attach a file:

Please upload images that don't have text or graphics on them.

Bunbury Big Weekender Criteria

Submissions that closely align with the Bunbury Big Weekender Events criteria will be selected at staff discretion and will appear in the marketing material to be distributed.

Location of Event *

Bicentennial Square

CBD

Graham Bricknell Music Shell

Guppy Park

Jetty Baths

Koolambidi Woola

Koombana Foreshore

Koombana North

Leschenault Inlet

Queens Gardens

Other:

Tell us about the creative outside of 'business as usual' elements you plan to include.

For businesses, the offering must be outside their 'business as usual' activity. For example, a cafe could host a coffee and crafts. Surf school could host a surf and sweets (include a dessert afterwards)

Tell us how the event aligns with the AFL theme

