



# GINGIN AQUATIC CENTRE NAMING RIGHTS

## Expression of Interest

## Table of Contents

The Opportunity .....	3
Gingin Shire Overview .....	3
Gingin Aquatic Centre.....	3
Naming Rights and Sponsorship Inclusions .....	3
Key Information for Applicants .....	4
Evaluation Criteria .....	4
How to Apply .....	4
Key Dates.....	4
Lodgement Details .....	5
Naming Rights Sponsorship Submission Form .....	6

## The Opportunity

The Shire of Gingin (the Shire) invites Expressions of Interest (EOI) from businesses, organisations or individuals for the exclusive naming rights sponsorship of the Gingin Aquatic Centre for a period of up to ten (10) years.

This is a unique opportunity to secure high-profile brand exposure while contributing to the ongoing operation and vitality of a key community facility.

---

## Gingin Shire Overview

The Shire is a predominantly rural area strategically located 84 kilometres north of Perth. The Shire covers an area of 3,223 square kilometres and is home to a population of approximately 6,348 (ABS estimated residential population June 2024) residents. There are five townships within the Shire being Gingin, Guilderton, Lancelin, Ledge Point and Seabird.

In addition to the townships there are six rural residential areas that include Woodridge, Sovereign Hill, Moondah Ridge, Seaview Park, Redfield Park and Ocean Farm. Geographically, the Shire stretches from the coastline across the flat sandy soils of the Swan Coastal Plain in the west, to the hinterland and foothills of the Darling Scarp to the east.

There are several commercial and residential developments occurring in and around the Shire. Within the Shire, residential developments include Brookview Estate, Country Heights, Honeycomb Farm Estate and Lancelin South Development. Additionally, in Brookview Estate, a new shopping centre is proposed, expected to open within the next few years, which includes retail, dining and essential services.

The Shire's community has a strong sporting culture and residents have access to a wide variety of sporting and recreational activities.

---

## Gingin Aquatic Centre

Operated by the Shire, the Aquatic Centre has been a central community facility since its establishment in 2004. It attracts an average of over 20,000 visits each season (October to April), with numbers continuing to steadily grow. The centre hosts six major swimming carnivals annually, drawing participation from schools and community groups across the region. Previously sponsored by Iluka Resources and Image Resources NL, the facility is located in one of Western Australia's fastest growing rural communities, making it a vibrant and high-profile hub for sport and recreation.

---

## Naming Rights and Sponsorship Inclusions

The successful naming rights sponsor will receive exclusive naming of the facility, allowing their brand to be prominently featured as the official name of the Gingin Aquatic Centre (e.g. *[Your Brand] Gingin Aquatic Centre*). This includes prominent signage at the facility, ensuring high visibility to all visitors. The sponsor's branding will also appear across Shire-managed digital platforms, providing ongoing online exposure.

Additionally, the partnership includes two advertorials per year in the *Country and Coast* newsletter, as well as inclusion in relevant press releases and promotional events. Sponsor marketing materials such as flyers or brochures can be distributed through the Shire's Annual Rates Mailout, reaching over 5,000 households. Further exposure will be gained through local and regional media coverage, maximising the sponsor's reach and community engagement.

---

## Key Information for Applicants

The preferred sponsorship term is between five to ten years, providing long-term brand exposure and community connection. The sponsorship can include flexibility around payment plans to suit the sponsor's needs, including upfront payment, annual contributions, or staged instalments. The official naming rights and associated branding will commence from October 2025, aligning with the new aquatic season.

---

## Evaluation Criteria

Criteria	Weighting
Financial Offer (total sponsorship contribution)	70%
Alignment with Gingin Community Values & Identity	20%
Proposed Signage Enhancements & Activation Ideas	10%

---

## How to Apply

Interested parties must submit a written proposal outlining the following (using the form provided):

1. Financial commitment and preferred payment terms.
2. Duration of sponsorship (minimum 5 years).
3. Company or sponsor profile, including alignment with the Gingin community.
4. Signage concepts or promotional opportunities.
5. Contact details and authorised representative information.

---

## Key Dates

- EOI Opens: Monday 4 August 2025
- EOI Closes: 4pm Monday 15 September 2025
- Assessment & Negotiation: September/October 2025
- Council consideration: October 2025
- Naming Rights Launch: Start of season, October 2025

## Lodgement Details

Please submit your proposal via email or post to:

Chief Executive Officer

Shire of Gingin

7 Brockman Street

GINGIN WA 6503



Rachael.Wright@gingin.wa.gov.au



Enquiries: Rachael Wright, Executive Manager Corporate Services | (08) 9575 5100

## Naming Rights Sponsorship Submission Form

Gingin Aquatic Centre | Expression of Interest

Please complete the following details to submit your Expression of Interest for Naming Rights Sponsorship of the Gingin Aquatic Centre.

### 1. Organisation Details

Organisation Name: \_\_\_\_\_

ABN: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

### 2. Financial Commitment

Proposed Total Sponsorship Value (ex GST): \$\_\_\_\_\_

Preferred Payment Terms (e.g. upfront, annual, staged): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 3. Sponsorship Term

Proposed Duration of Sponsorship (5–10 years preferred): \_\_\_\_\_

### 4. Alignment with Gingin Community Values & Identity

Please describe how your organisation aligns with the Shire of Gingin community:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## 5. Signage Enhancements & Promotional Activation Ideas

Please outline any signage concepts or promotional ideas you propose:

---

---

---

---

---

## 6. Supporting Documents

Please list or attach any supporting documents (e.g. company profile, community project examples):

---

---

---

---

## 7. Declaration

I declare that the information provided in this submission is true and correct to the best of my knowledge.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/2025



**A:** PO Box 510, GINGIN WA 6503

**T:** (08) 9575 5100

**E:** [mail@gingin.wa.gov.au](mailto:mail@gingin.wa.gov.au)

**W:** [www.gingin.wa.gov.au](http://www.gingin.wa.gov.au)



*This document is available in alternate formats upon request*