

Company: Small Business of Australia, Australia

Nomination Submitted by: Award Writing Services

Company Description: Time is of the essence for small businesses and the work we do, helping uncover their stories, digging into their successes and ultimately helping them see all they've achieved is worthy of celebrating. We help these businesses find and enter awards so they can leverage the opportunities for PR, credibility and visibility.

Nomination Category: Media Awards Categories

Nomination Sub Category: Event of the Year

Nomination Title: Atelier House of Events - United Cup 2025 Multicultural Festival



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, describing the nominated work - it's development, purpose, and performance to date, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

3. The date on which the nominated event was staged:

The **United Cup 2025 Multicultural Fan Festival** was staged from **27 December 2024 to 1 January 2025**.

A support document is attached showing the people behind the event, key outcomes, photos from the event, innovation and challenges and key data on the success of the event.

4. Provide a description of the nominated event - it's development, purpose, and results to date (up to 350 words):

Total 350 words used.

When we were appointed to deliver the United Cup 2025 Multicultural Fan Festival, we had just eight weeks to design and deliver an event that would sit alongside one of the biggest international sporting tournaments in Perth. Our brief from Tourism WA and Tennis Australia was to create an inclusive, energetic, and family-friendly experience that celebrated Western Australia's multicultural communities and added real vibrancy to the United Cup precinct.

We transformed RAC Arena Plaza into a six-day, open-air festival of food, music, culture, and connection with more than 56,000 people engaged with the space. Our team was responsible for the full creative and operational delivery. We managed everything from theming, staging, programming, supplier coordination, permits, and risk, to daily site logistics and stakeholder communications.

We programmed 26 cultural performance groups, curated a vibrant mix of 25+ local food and artisan vendors, and coordinated over 40 suppliers. We broke the mould of a traditional stage-based event and created a flow of roaming performers, cultural zones, and interactive moments. A custom-built multicultural tennis-themed photo wall became one of the most shared pieces of content from the event. All signage and wayfinding were translated into six languages, and volunteers received tailored cultural briefings so every guest felt seen and welcomed.

The response was overwhelming:

- 92% - surveyed attendees rated the experience "excellent"
- 97% said they'd attend again
- 88% said the event made them feel more connected to Perth's cultural identity
- 100% - vendors and performers rated their experience positively
- Vendors reported **record trading days**, with several food stalls selling out daily
- Tourism WA exceeded their precinct visitation and engagement KPIs.

The festival reached over 1.8 million people on social media, with a 135% increase in hashtag engagement and widespread user-generated content. Earned media coverage reached 1.4 million across major WA outlets. Influencer collaborations and a standout photo wall drove strong visibility.

I'm incredibly proud that we delivered this with a core team of five. It was a complex, large-scale, high-stakes project that brought people together through creativity, culture, and community. It is one of the most meaningful events we've produced.

Attachments/Videos/Links:

[Atelier House of Events - United Cup 2025 Multicultural Festival](#)



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