



Media Release

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Cockburn's unique Coogee Live 2021 beach festival wins at the coveted Australian Event Awards

The City of Cockburn's unique Coogee Live 2021 beachside festival has won a prestigious national accolade at the 2021 Australian Event Awards, with its accessibility and culturally diverse features gaining the judges' attention.

Staged in collaboration with Hilton-based event manager Butler & Brown Events, Coogee Live 2021 was held along a 1.5km stretch of Cockburn coast on 6-7 March, attracting about 25,000 visitors.

The free event was up against some stiff competition in the national award's Coates Best Community Event (Virtual, Live or Hybrid) category, including a host of other entrants from WA and around Australia.

City of Cockburn Events and Culture Manager Marie La Frenais said Coogee Live was a true community event, accessible to all people, involving a range of culturally diverse activations and with the support of nearly 90 Cockburn businesses.

"The theme of the 2021 event was to make the community #feelgood by offering 130 varying activities and attractions," Ms La Frenais said.

"It was a celebration of the themes of belonging, connection, culture, creativity and sustainability, using hubs dotted along the coast between Coogee Beach Reserve and Omeo Park in Port Coogee.

"We wanted to cater for all members of the community, including those with limited mobility. Eight Cycling Without Age Tri-Shaws (similar to a rickshaw) transferred thousands of people between the Coogee Live hubs which meant more people were able to see everything on offer.

"We aimed to create a relaxing, joyous atmosphere where people feel safe enough to be a bit spontaneous, often having a go at new things for the first time, like educational sustainability projects, environmental workshops and free public health checks.



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“After the 2020 we all had, bringing the community together with an inclusive festival that celebrates positivity and good times was important.”

Ms La Frenais said the event would not be possible without vital sponsorship and support from Lotterywest, Healthway LiveLighter, Fremantle Ports, Alcoa and Frasers Port Coogee.

“From pirates to parkour, mermaids to mediation, movement, marine science, sustainable seafood, fish filleting, fencing, forensic science, greening, gardening, bush tucker, camel rides, education sessions, storytelling, games, toys and pure joyous entertainment, Coogee Live delivered something for everyone.”

The 2022 event will be held along the Cockburn coast on 12-13 March. Find out more by signing up to the Coogee Live 2022 [mailing list](#) or check out the Coogee Live page on the City’s [website](#).

Fellow successful nominees in the award category were the City of Perth Christmas Lights Trail 2020/2021, the City of Joondalup’s Luminight 2021, RACQ Motorfest 2021, Queensland and Sun Run 2021 Northern Beaches Council, New South Wales.

The Australian Event Awards and Symposium is the national awards program and conference for the Australian events industry. This year’s ceremony is being delivered online as a series of bite sized broadcasts delivered each evening between October 20-31.

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For more information contact:
Media and Communications Officer
City of Cockburn
T: 08 9411 3551
E: media@cockburn.wa.gov.au