



TOWN OF
VICTORIA PARK

Event Partnerships

2026-2027

Acknowledgement of Country

Ngany kaaditj Noongar moort keny kaadak nidja Wadjak Noongar boodja.
Ngany kaaditj nidja Noongar birdiya – koora, ye-ye, boorda, baalapiny
moorditj Noongar kaadijtin, moort, wer boodja ye-ye.

We acknowledge the Traditional Custodians of this land and respect Elders
past, present, and emerging, their continuing cultural heritage, beliefs, and
relationship with the land, which continues to be important today.





Introduction to Town of Vic Park

The Town of Victoria Park is a vibrant and diverse urban community located just 10 minutes from Perth's CBD, across the causeway on the south side of the Swan River (Derbal Yerrigan).

The Town is centred around the bustling Albany Highway, famed for its culinary smorgasbord, buzzing café strip and unique retail stores. The Town promotes a vibrant lifestyle and its vision for the future is to foster a creative, attractive, friendly, and environmentally sustainable place for members of the local community to live, work and play.

WE ARE PERTH'S MOST EMPOWERED AND ENGAGED COMMUNITY

We come together to form community-led initiatives, collaborate on decisions, and create better outcomes.

WE ARE PERTH'S PREMIER PLACE FOR ENTERTAINMENT AND ENTREPRENEURSHIP

The Town is the leading place for entertainment, events and for people to open and run their

businesses. We host hundreds of cultural, arts, music and sport events throughout the year and want to continue to bring our community together, whilst drawing others from across the state.

WE LEAD IN SUSTAINABILITY

We lead by example and aim to become even more sustainable by integrating principles related to sustainability into our operational approach and strategic direction.

WE PUT PEOPLE FIRST IN URBAN DESIGN AND SAFETY

We're creating places and spaces that are even more walkable, safe, and versatile, with a diverse mix of uses.

WE ARE INCLUSIVE AND CONNECTED WITH A THRIVING COMMUNITY

The Town is improving connections and striving for more inclusivity among people from different cultures, age groups, abilities, and interests. We celebrate the rich diversity of our Town.



Event Plan Information



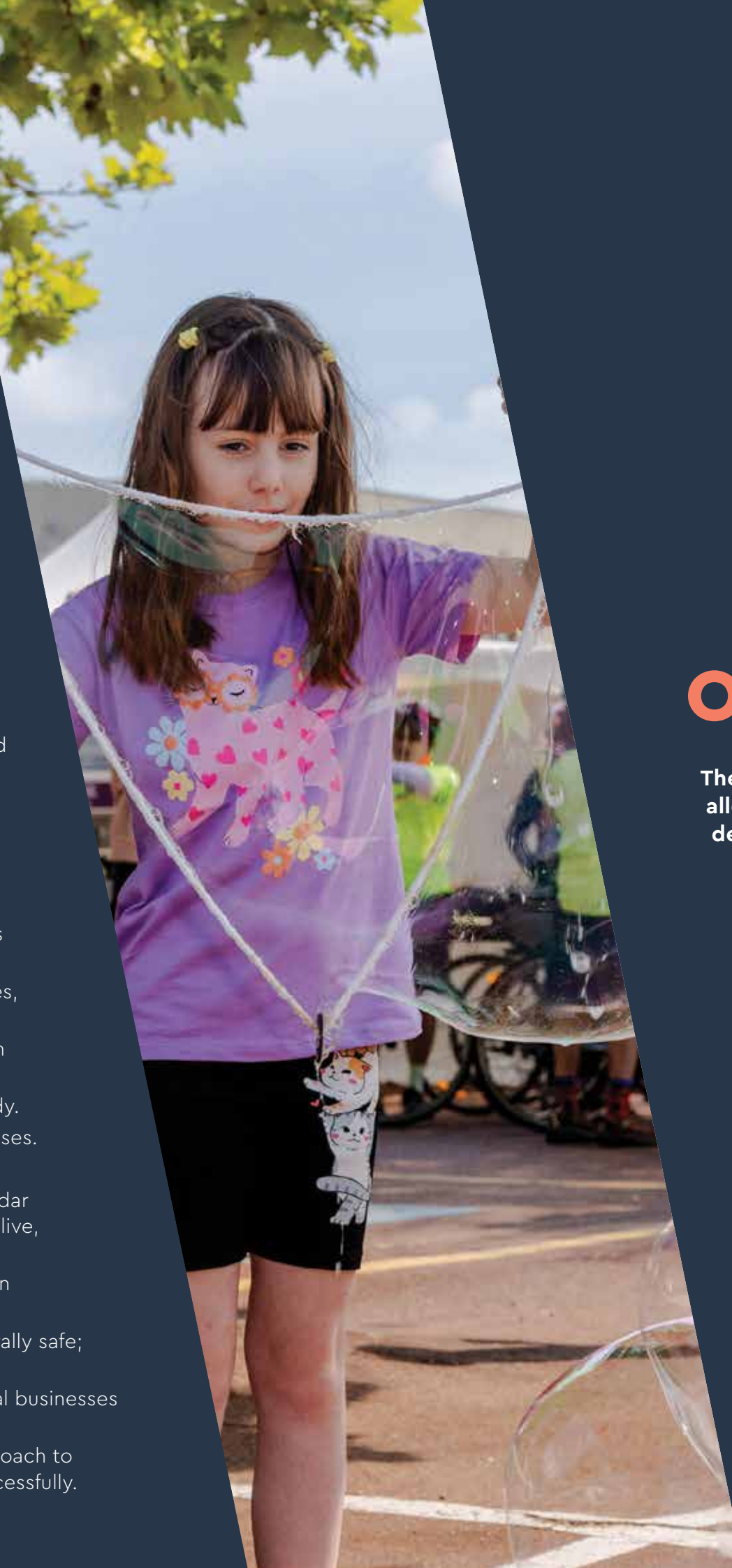
Vic Park is alive with events that reflect our local identity, build connections and support our community.

Our events bring to life the Town's vision - that Vic Park is alive with events that reflect our local identity, build connections and support our community.

The Town of Victoria Park delivers a range of vibrant and inclusive events as part of our annual events program, attracting thousands of local community members and visitors each year. Our events build a strong community, both socially and economically, and a vibrant, liveable Town inclusive for all. They provide a sense of belonging, identity and pride, and help grow awareness and connectedness across our diverse community.

OUR EVENTS

- Positively contributes to the Town's local identity and showcases our local flavour.
- Grow awareness and appreciation of our local cultures and places, visited by community and visitors
- Provide year-round vibrancy, where there is always something on in the Town.
- Caters to the whole community, offering something for everybody.
- Supports, promotes, and champions our brand and local businesses.
- Our Event principles:
- Connected Community - Encourage and support a diverse calendar of events that contribute to making Vic Park a desirable place to live, work and play.
- Creative and Artistic - Events celebrate and ignite the creativity in our community.
- Diverse and Inclusive - Events are inclusive, accessible and culturally safe; they embrace diversity and offer something for everybody.
- Support and Grow Local - Events support and showcase our local businesses and community organisations so they may thrive.
- Sustainable and Green - Events will support a best practice approach to being environmentally, economically sustainable and evolve successfully.



Our Event Principles

The following key principles guide our decision making for the allocation of resources in the identification, attraction, development, and support of events.



Connected Community

Encourage and support a diverse calendar of events that contribute to making Vic Park a desirable place to live, work and play.



Creative and Artistic

Events celebrate and ignite the creativity in our community.



Diverse and Inclusive

Events are inclusive, accessible, embrace diversity and offer something for everybody.



Support and Grow Local

Events support and showcase our local businesses and community organisations so they may thrive.



Sustainable and Green

Vic Park leads in sustainability. Events will support a best practice approach to being environmentally, economically sustainable and evolve successfully.

Partner With Us

The Town of Victoria Park extends an invitation to your organisation to partner with us on our annual events program.

The Town welcomes partnerships with established and solvent commercial business/operator or incorporated community group from all industries and professions.

By partnering with us on our events program, your organisation will benefit from:

- Enhancement of your corporate image and brand awareness
- Direct engagement opportunities with community members and visitors
- Development of new business relationships
- Access to community information and statistics
- Increase in your corporate social responsibility outcomes
- Expand your reach and actively engage with new audiences.



Partnership Opportunities

The Town of Victoria Park is delighted to offer organisations a variety of partnership opportunities in our annual events program, including:

- 1 Financial**
Provide monetary support
- 2 In-kind**
Offer free products or services (i.e. venue, catering, products, prizes)
- 3 Media**
Promotion of the event through media channels
- 4 Promotional**
Promotion through an organisation to their existing networks/audiences

The Town of Vic Park is conscious that every organisation is unique, with their own objectives and priorities. As a result, the Town provides a flexible and collaborative approach to event partnerships, to ensure they are tailored to the specific needs of each organisation.



Partnership Tiers

We provide various levels of partnership to support organisations who would like to get involved in our event program. They are:

- 1 Major Partner
- 2 Premier Partner
- 3 Supporting Partner
- 4 Community Partner

You can choose to partner with the Town of Victoria Park for one or multiple events based on your needs and objectives. Discounts and additional benefits are available for partners involved in two or more events.

The investment for each event will vary based on its size and the number of events you choose to partner with the Town. A customised proposal will be created once your objectives and goals are determined.

By partnering with us your organisation will receive the following benefits:

Benefits	Major Partner	Premier Partner	Supporting Partner	Community Partner
Event naming rights on a section of the event	✓			
Logos on event promotional material (e.g. flyers, posters, banners, signs, etc.)	✓	✓		
Acknowledgement and logo on event advertising and promotion (newsletter, website, social media posts.)	✓	✓	✓	
A dedicated Town social media post, and Town newsletter advertisement on your organisation.	✓	✓	✓	
Acknowledgement on event documentation and communication to the community (event map, program booklet)	✓	✓		
Acknowledgment in media relations if applicable (media releases, interviews, local media)	✓	✓	✓	
Direct community engagement option at the event (interactive stand, information stall, giveaways, activations, performances, speaking opportunities)	✓	✓	✓	✓
Recognition in event presentations and speeches	✓	✓	✓	
Display of your organisation's promotional signage at event site	✓	✓	✓	✓
Access to event report (attendee data, event statistics, outcomes achieved)	✓			
Complimentary VIP access and reserved parking at the event	✓			
Add one question of your choice in our survey (approval by the Town required)	✓			
Other*	✓	✓	✓	✓

*We offer tailor-made partnership opportunities with customised benefits to meet your unique needs and objectives. Please don't hesitate to contact us to discuss your goals in detail and create a personalised proposal.

2026/2027 Event Program

The Town of Victoria Park strives to provide organisations with a diverse range of event partnership opportunities. This year, the Town has the following events that are available for partnerships:

-  Summer Street Party
-  Lunar New Year
-  Twilight Soiree
-  Arts Season

An overview of each event is provided below.



Event Name	Summer Street Party
Description	As one of the last remaining street festivals in Perth, The Summer Street Party offers a rare opportunity to align with a much-loved community tradition that continues to attract thousands of residents and visitors each year. This high-profile event transforms the city streets into a lively cultural precinct, celebrating Perth's creative energy with headlining live music, street performers, interactive rides and games, artisan markets, and local food and drink experiences. With a program designed to engage all demographics, the festival delivers broad and meaningful audience reach making it the perfect platform for brand visibility, community alignment, and authentic engagement. Each year, the Summer Street Party draws a huge, diverse crowd, driving foot traffic to the area and stimulating local tourism.
When	Saturday 14 November 2026
Where	Albany Highway, East Victoria Park from Dane/Hampshire Street to Sussex Street North.
Audience	30,000+ Town residents and visitors

Major Partner	Premier Partner	Supporting Partner	Community Partner
\$20,000	\$10,000	\$5,000	\$2,500

*Figures listed may include monetary and in-kind support.

Event Name	Lunar New Year
Description	Each year our Lunar New Year program brings Albany Highway and town centres to life with our famous Night Market and a series of themed celebrations across the Town. The festivities feature traditional performers, drums and lion dances, hands-on arts and crafts, market stalls and gifts and activities for all ages. A Lunar New Year edition of the weekly Vic Park Markets at John MacMillan Park rounds out the program — a warm, multi-generational celebration that draws families, students and visitors from across the community and beyond. With deep roots in the Town's multicultural identity and one of Perth's most engaged Asian-Australian communities, Lunar New Year offers partners meaningful, authentic alignment with a much-loved tradition – driving foot traffic to local businesses, activating our town centres and connecting your brand with a diverse, highly engaged audience in a moment of genuine celebration.
When	Saturday 6 February 2027
Where	Raphael Park, 33 Glouster Street, Victoria Park
Audience	1,000+ Town residents and visitors

Major Partner	Premier Partner	Supporting Partner	Community Partner
\$10,000	\$5,000	\$2,500	\$1,000

*Figures listed may include monetary and in-kind support.

Event Name	Twilight Soiree
Description	As a recognised community event in the Annual Perth Fringe World Festival, the event reflects creative collaboration and inclusivity, drawing interest from both residents and visitors across Perth. The event proudly celebrates the Town's vibrant contribution to local culture, by showcasing dynamic and talented performances, delivering an unforgettable musical experience. Complementing the live entertainment, a curated selection of food trucks and a pop-up bar will create a lively, welcoming atmosphere attracting attendees from all ages and backgrounds to enjoy.
When	13 March 2027
Where	Multiple locations across the Town
Audience	5,000+ Town residents and visitors

Major Partner	Premier Partner	Supporting Partner	Community Partner
\$10,000	\$5,000	\$2,500	\$1,000

*Figures listed may include monetary and in-kind support.

Event Name	Arts Season
Description	Arts Season is a highly anticipated highlight within the Town's events program, dedicated to celebrating the thriving creative community. This enriching program encompasses a wide array of artistic endeavours, including visual arts, creative workshops, comedy, music, art tours, films, and engaging activities for youth and young children. Since its inception in 2016, Arts Season has become a well-established fixture on our public events calendar, breathing new life into how we showcase the arts in our community. One of the key features of this initiative is our grants program, which encourages arts and community groups to participate by organising their own projects within the larger program.
When	1–30 April 2027
Where	Multiple locations across the Town
Audience	5,000+ Town residents and visitors

Major Partner	Premier Partner	Supporting Partner	Community Partner
\$10,000	\$5,000	\$2,500	\$1,000

*Figures listed may include monetary and in-kind support.

How to get involved

To start the discussion on how you'd like to partner with the Town, please contact the Town on admin@vicpark.wa.gov.au and **08 9311 8111**.





**WE'RE OPEN
VIC PARK**

#LOVEVICPARK

victoriapark.wa.gov.au



TOWN OF
VICTORIA PARK