



TOWN OF
VICTORIA PARK

Event Partnerships

2024-2025



Acknowledgement of Country

Ngany kaaditj Noongar moort kenj 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

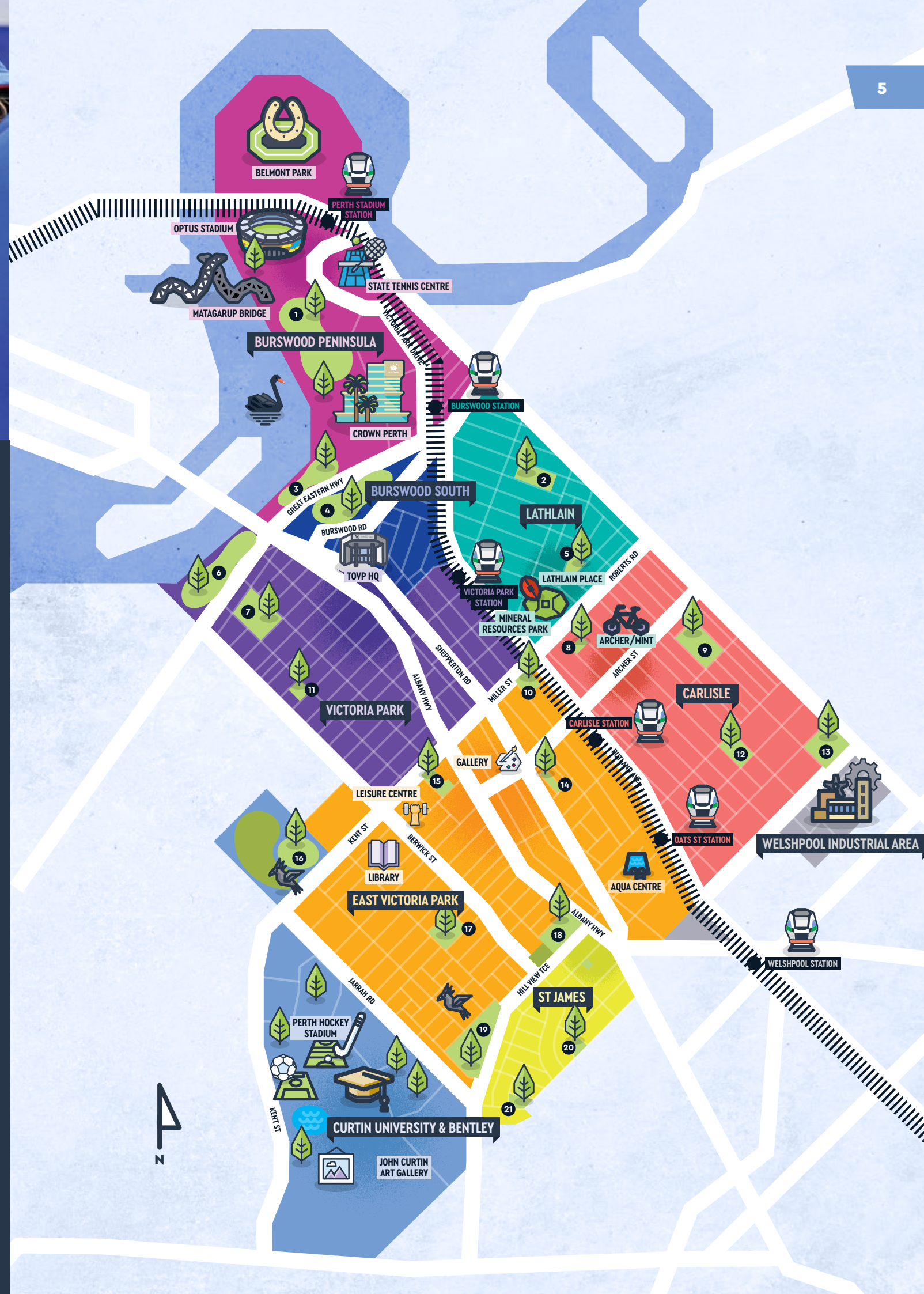
We lead by example and aim to become even more sustainable by integrating principles related to sustainability into our operational approach and strategic direction.

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 Strategy Information



Events are integral to the heart and culture of our Town.

The Town of Victoria Park delivers a range of vibrant and inclusive events as part of our annual events program, that attracts 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 of our diverse community.

OUR EVENTS

- Positively contributes to the Town's local identity and showcases our local flavour.
- Are loved by our community, cater to local appetite, and are frequented by our 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

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 on event advertising and promotion (newsletter, website)	✓	✓	✓	✓
Acknowledgement with logo on event advertising and promotion (website)	✓	✓	✓	
Acknowledgement on event documentation and communication to the community (event map, program booklet)	✓			
Acknowledgement on event social media (including backlink to profile)	✓	✓	✓	✓
Acknowledgment in media relations (media releases, interviews, local media)	✓	✓	✓	
Direct community engagement at the event (interactive stand, information stall, giveaways, activations, performances, speaking opportunities)	✓	✓	✓	✓
Recognition in event presentations and speeches	✓	✓	✓	
Logo on promotional signage at event site	✓	✓		
Access to post-event report (attendee data, event statistics, outcomes achieved)	✓	✓	✓	✓
Complimentary double passes to the event including food & drink vouchers and reserved parking	✓	✓		
Presented with event memorabilia	✓	✓		
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.



2024/2025 Event Program

The Town of Vic 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:

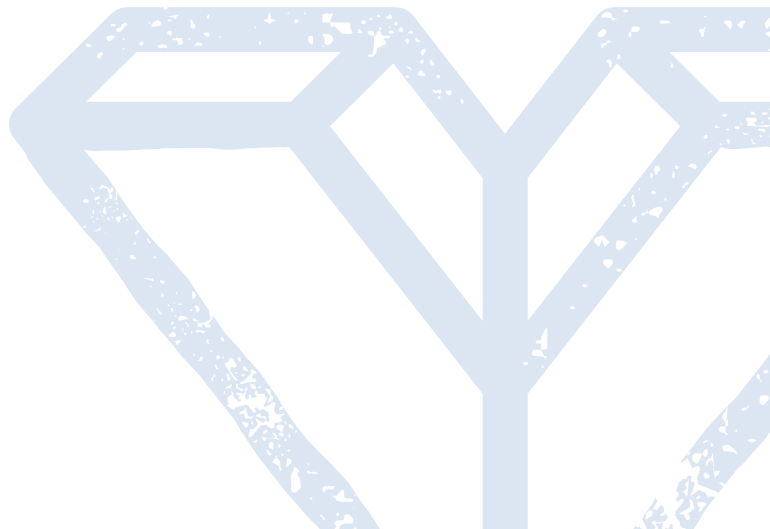
-  Family Day Out
-  Summer Street Party
-  Twilight Soiree
-  Art and Cultural Festival
-  Arts Season
-  Harmony Week Picnic

Please see on the next page a small brief from each event:

Event Name	Family Day Out
Description	Join us for the Family Day out, a vibrant event designed to bring families together to explore and experience new activities. This year, we celebrate cultural diversity with our special edition "Around the World" theme. The event features zones representing different continents, offering interactive craft activities, live dance and music performances, and traditional games. This festival aims to create an engaging and educational experience for families with children of all ages, fostering cultural appreciation and family bonding.
When	Saturday 17 May 2025
Where	Koolbardi Park, Carlisle
Audience	Families, schools and residents. Expected attendance 750 people.

Event Name	Summer Street Party
Description	The Summer Street Party offers something for everyone and will appeal to all members of our community. The street party features market stalls, local business and community stalls, food vendors, live music, amusements, street performers, and workshops.
When	Saturday 16 November 2024
Where	East Victoria Park – Sussex Street North (including John Macmillan Park) to Dane Street
Audience	Residents and non-residents of the Town. Expected attendance 25,000+

Event Name	Twilight Soirée
Description	A fabulous family-friendly event that showcases local and regional talent in a variety of performances, including circus acts, aerial acrobatics, roving acts and children's activities, accompanied by food trucks, a pop-up bar, and live music.
When	8 February 2025
Where	Raphael Park, Victoria Park
Audience	Residents and non-residents of the Town. Expected attendance 1,500 patrons.



Event Name	Arts and Cultural Festival
Description	A new and exciting event for the Town that enhances and celebrates inclusion and reconciliation. The festival will feature a range of breathtaking performances and activities that showcase the talents of the Town's local community. The event will also provide the community the opportunity to immerse themselves in a range of art, history, and cultural activities.
When	Saturday 29 March 2025
Where	McCallum Park, Victoria Park
Audience	families' to 'Residents and non-residents of the Town. Expected attendance 5,000+ patrons.

Event Name	Arts Season
Description	Arts Season is a highly anticipated highlight in the month long program, dedicated to celebrating Vic Park's 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.
When	1-30 April 2025
Where	Throughout the Town
Audience	Local artists, families, art enthusiasts, residents and non-residents. Expected attendance of 5,000+ patrons.

Event Name	Harmony Week Picnic
Description	Join us in the park for a family-friendly event celebrating Harmony Week, where local residents can easily walk over to enjoy free entertainment and explore the diverse flavours of different cultures. This event will feature food trucks offering international cuisine, plus free entertainment promoting inclusiveness, respect, and a sense of belonging for everyone, all set in a welcoming family environment designed to bring people together.
When	Wednesday 19 March 2025
Where	Rayment Park, Lathlain
Audience	Families, local residents, schools, and the diverse cultural community of the Town. Expected attendance 400+ patrons.

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