



TOWN OF  
VICTORIA PARK

# Events Plan Impact Report

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2023-2024

## EVENTS PLAN 2023–2024 IMPACT REPORT

**Events** are integral to the heart and culture of our Town. They enliven our open spaces, engage our community and generate local economic benefits.


**Our vision** is that Vic Park is *loved, local and alive*: alive with community and events activity that reflects our local identity and is loved by our community.

OBJECTIVE	MEASURE	INDICATOR
Increased local identity	Our events positively contribute to the Town’s local identity and showcase our local flavour.	<ol style="list-style-type: none"> <li>80+% of survey respondents agree that the event helped them to feel connected, safe and that it had local impact.</li> <li>Number and diversity of local partnerships</li> </ol>
Highly engaged community	Our events are loved by our community, cater to local appetite, and are frequented by our community and visitors	<ol style="list-style-type: none"> <li>Community satisfaction with festivals, events, arts and other cultural activities (biennial survey)</li> <li>Attendance rates</li> </ol>
Year-round vibrancy	It doesn’t matter what time of year, there’s always something on in the Town of Victoria Park.	Spread of events across the year
Something for everybody	Our events cater to our whole community and offer something for everybody.	<p>Range and diversity of target audience</p> <p>Spread of events across the Town</p>
Local businesses are supported	Our events support, promote and champion our brand and local businesses.	Number of local businesses supported



# Snapshot

In 2023-24 we:



Delivered **6** major community events  
and **40+** annual events and activations

Recognised **13** days of significance

Reached over **40,000** residents  
and **20,000** visitors

Partnered with over **20** businesses and  
organisations

Activated more than **6** locations across the Town

Created community connections for **84%** of  
survey respondents

Created a vibrant atmosphere for **89%** of survey  
respondents

Positively contributed to our local identity for  
**87%** of survey respondents.



IMPACT INVESTMENT



COLLECTIVE IMPACT



INTERNAL INITIATIVES



# EVENT HIGHLIGHTS

## Summer Street Party

Victoria Park  
November 2023

\$6 per head

**52** local businesses opened for the event  
**\$190, 492** additional economic spend on event day  
**72** stall holders  
**22** food trucks  
**58** entertainers  
**25,000+** attendees



## Business Awards

Burswood  
November 2023

\$157 per head

**9** business sponsors:  
*Perth Legal Collective; Rotary Club;  
Maxima Training Group; PDC Health Club;  
SwanCare; Holyoake;  
Triumph ERP Software; Archer St Physio;  
Total Digital Solutions*  
**163** attendees



**“Loved the collaboration between businesses and the enthusiasm for the Town of Victoria Park to support small business.”**

*- Attendee at the Business Awards*

## Christmas Wonderland

Burswood South  
December 2023

\$26 per head

**2** local choirs  
Partnership with local Men's Shed  
**6** family activities, including community Christmas tree decorating  
**4** food / beverage businesses  
**750** attendees



## Twilight Soiree

East Victoria Park  
February 2024  
\$24 per head

Lathlain  
March 2024  
\$16 per head

**2** concerts  
February concert was part of the Fringe Festival:  
**3 main shows** (duelling pianos, family-friendly cabaret and aerial show)  
**1,500** attendees

March concert: Partnership with Perth Symphony Orchestra  
Partnership with Hawaiian Shopping Centre  
**1,500** attendees





# EVENT HIGHLIGHTS

## Kiddo and Doggy Day Out

Lathlain  
March 2024

\$24 per head

7 entertainers  
4 food trucks  
1,000 attendees  
Funded by the Town and LotteryWest



## Harmony Week

Lathlain  
March 2024

\$25 per head

6 entertainers  
4 food trucks  
400 attendees  
Funded by the Town and LotteryWest



## ANZAC Day

Victoria Park  
April 2024

\$13 per head

Local schools represented  
Local organisations represented  
3 community partnerships: Lions Club, Rotary Club and Vic Park Brass Band  
1 business partnership: Purslowe & Chipper Funeral Homes  
Opportunity for the community to collectively commemorate a day of significance.



## Arts Season

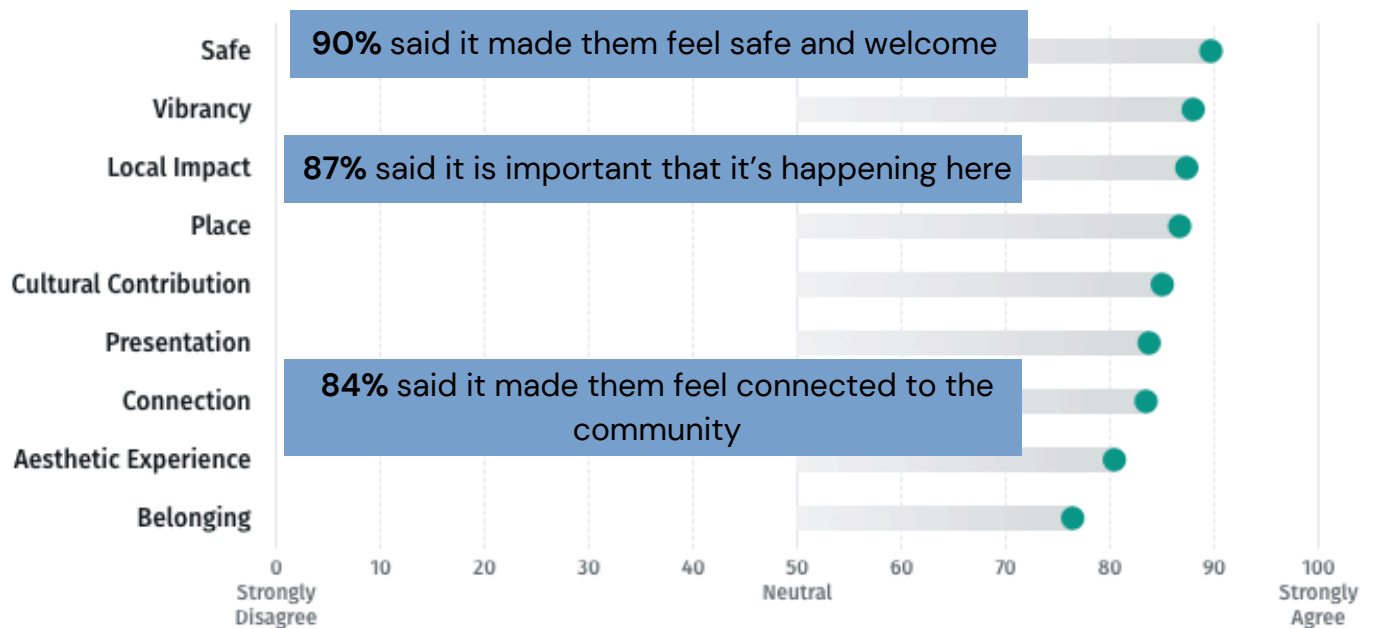
Carlisle  
East Victoria Park  
April 2024

\$20 per head

33 events over 30 days  
Approx. 2,500 attendees  
4 venues  
Partnerships with Hawaiian Shopping Centre, Victoria Park Centre for the Arts, Victoria Park Community Centre and ROOK ARI  
\$34,740 grant funding distributed to arts and community groups



# Feedback 2023-2024



644 responses to 14 surveys

## Community Scorecard 2023 Results

Measure	Overall Performance Index Score	Industry Average
Festivals, events, arts and cultural activities	71 (93% positive rating)	62
Strong community spirit in my area	65% agree	59%
Place to visit	76 (96% positive rating)	69
Town centre development / activation	58 (80% positive rating)	46

## Goals for Community Scorecard 2025 Results

Maintain or increase current overall scores compared to industry averages

Aim for an industry high in one measure area



**Precincts**

- Burswood Peninsula
- Lathlain
- Burswood South
- Victoria Park
- Carlisle
- Welshpool
- Curtin University & Bentley
- East Vic Park
- St James

**Map Labels:**

- Belmont Park
- Optus Stadium
- Matagarup Bridge
- State Tennis Centre
- Perth Stadium Station
- Burswood Peninsula
- Crown Perth
- Burswood South
- TOVP HQ
- Victoria Park
- Mineral Resources Park
- Lathlain
- Lathlain Place
- Archer/Mint
- Carlisle
- Carlisle Station
- Oats St Station
- Welshpool Industrial Area
- Welshpool Station
- Aqua Centre
- East Victoria Park
- St James
- Curtin University & Bentley
- John Curtin Art Gallery
- Perth Hockey Stadium
- Harrah Road

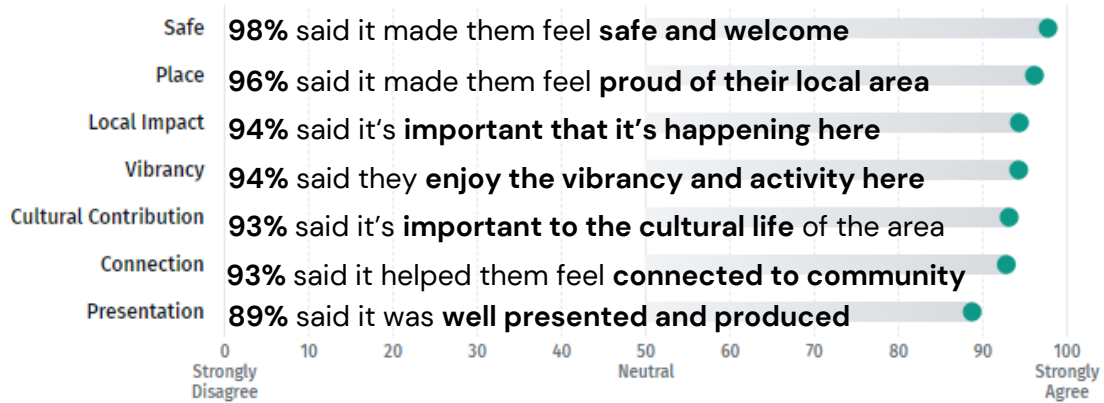


# SPOTLIGHT: HARMONY WEEK PICNIC

## Feedback from the 2024 Harmony Week event

53% survey respondents were born overseas  
42% speak a language other than English at home  
14+ cultures represented  
5+ different cultures providing entertainment

### Culture Counts survey results

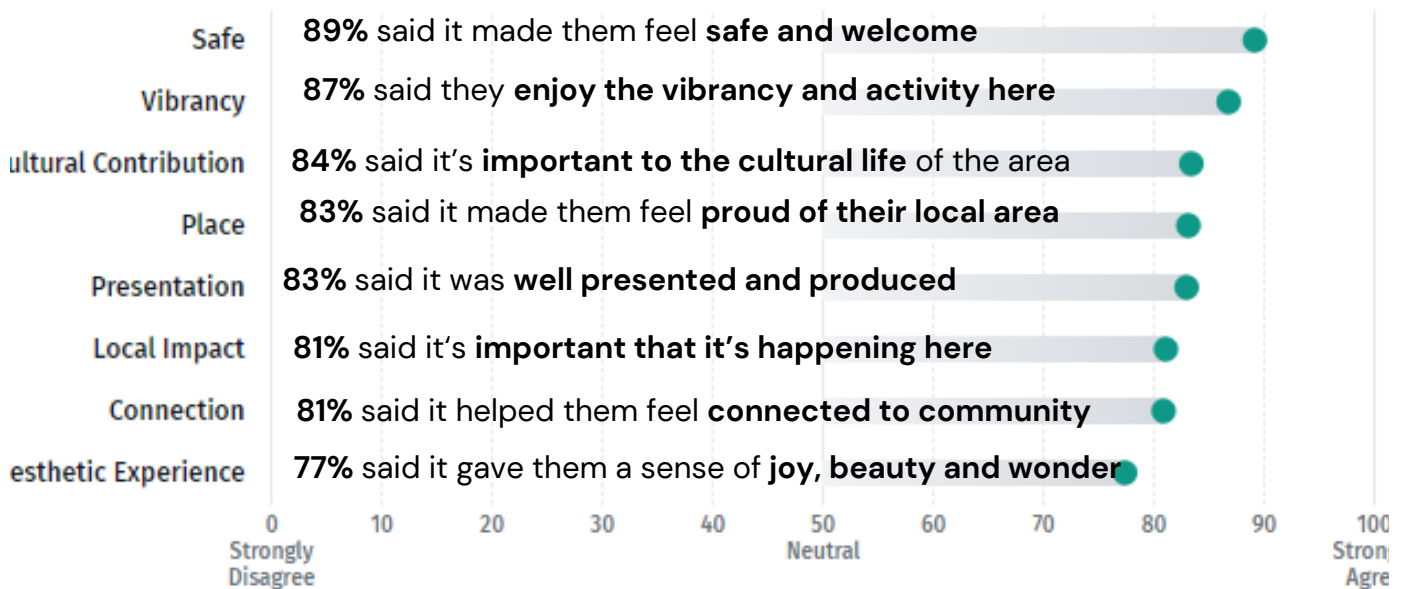


# KIDDO AND DOGGY DAY OUT

## Feedback from the 2024 Kiddo and Doggy Day Out

35% survey respondents were born overseas  
11% speak a language other than English at home  
7% identify as LGBTQIA+  
4% live with a disability  
3% are Aboriginal and / or Torres Strait Islander

### Culture Counts survey results

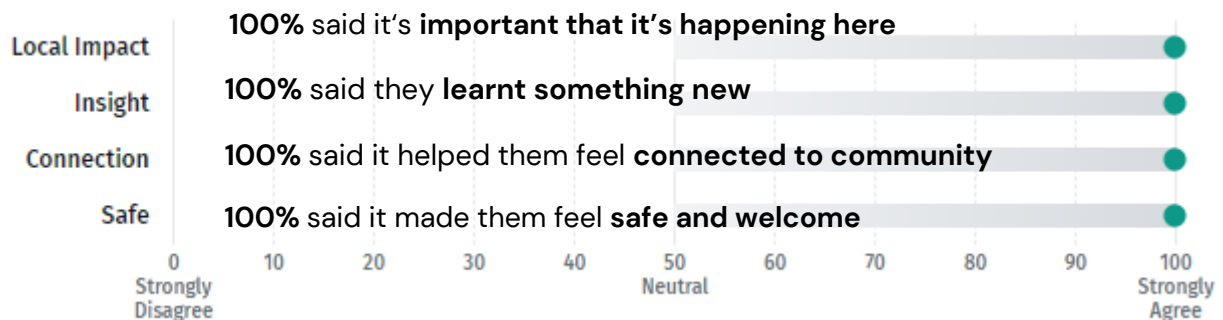


# YOUNG CREATORS WORKSHOP

## Feedback from the 2024 Young Creators workshop

50% of survey respondents live with a disability  
50% speak a language other than English at home  
50% of survey respondents identify as LGBTQIA+

### Culture Counts survey results



## What did participants enjoy most?

The whole thing. The teacher, the space, the environment, the pace of the workshop. The paint and equipment used was provided. It wasn't scary or intimidating. It was **welcoming and unjudgmental**. I absolutely LOVED it! The organization was great.

Excellent and encouraging facilitator.  
Really excited to do such an  
**accessible art** workshop.

