

Twilight Soiree 2025

Social Impact Storyboard and Scorecard

Twilight Soiree 2025 Storyboard

We invested in a community event that brought



diverse food options



high quality live music



family-friendly activities



local businesses and exciting partnerships



to Victoria Park to increase opportunities to feel part of a strong and welcoming community and provide free access to arts experiences.

By delivering an event that focuses on unique and whimsical performances, we increase opportunities for our community to access and engage with non-standard arts and cultural experiences (S4).

How much did we do?

11 performers

5 food trucks

- Maneki Neko
- K-Jun Kitchen
- Fire Truck Pizzeria
- East African Coffee
 - Unicone

2 activations

- Freedom Fairies
- Enchanted Characters

4 Partnerships

- Perth Symphony Orchestra
 - Vic Park Hotel
 - Rotary
 - Fringe World Perth

Very beautiful night out with our family. Thank you.

So incredible it was free.

Everything was excellent, the artists, beautiful venue...

You couldn't fault the event.

How well did we do it?

89% survey respondents said the event made them feel **safe and welcome**

87% said that it's important that it's happening here

83% said it helped them feel **connected** to people in the community

59% said it helped them **gain new insight** or knowledge

96% rated the **experience** as good or excellent

Cost per head:

Community Feedback

The band, the stage set up... the food trucks, the atmosphere, but most of all the real feeling of community coming together!!

I will definitely be looking out for more events by Vic Park.

Welcome to Country was the best I've ever seen.

Warm, entertaining and heartfelt. Congratulations.

Fantastic venue location. So beautifully lit and family friendly. The theme **got my teenagers out of their rooms and out in the community** and the music was phenomenal!

Who benefits?

Local Community Wider Community

15% survey respondents use a language other than English at home
7% identify as LGBTQIA+
4% identify as Aboriginal and/or Torres Strait Islander
3% identify as a person with disability

Local businesses

Volunteers

Partners

Artists

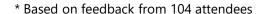
It was a fantastic event!
I thought it was

a great way to bring locals together

...a lovely atmosphere. I do think the community would benefit from having more events like this.

Theory of Change: By delivering an event that focuses on unique and whimsical performances, we increase opportunities for our community to access and engage with non-standard arts and cultural experiences and address strategic community priorities.

Degree of alignment with Theory of Change: 85%*





INPUTS	WHO BENEFITS?	OUTPUTS (Can be quantified)	SHORT TERM OUTCOMES (Changes experienced)	MEDIUM TERM OUTCOMES (Changes experienced)	STRATEGIC ALIGNMENT
• Staff	• Local Community	•11 performers			Strategic Community Plan:
•Volunteers	•Wider Community	•Broad range of activities	•5,000 people attended the event (resulting in ROI of \$10.20 per head)	•More engaged community	•S3: Facilitating an inclusive
•Contractors	• Local businesses	for all ages and cultural background	(resulting in NOT of \$10.20 per flead)	Twore engaged community	community that celebrates diversity.
•Suppliers	Vic Park Staff	•2 local performers	•Increased awareness of cultural activities, art forms and metro arts	•All community members, regardless of age, culture	•S4: Improving access to history,
•Time	• Volunteers	•5 food trucks	organisations reflected	and ability, feel included and represented	
•Funding	•Partners	•5 cultures represented	•Increased sense of belonging		•EC2: Connecting businesses and people through activation.
•Knowledge	•Artists		Find eased sense of belonging	•Community has improved	
•Performers		•8 local businesses participating.	•Increased perception of safety	access to activities/art forms that are not easy to access.	Events Strategy alignment:
		•850 social media responses to the event.	Alacroscod local identity		•A highly engaged community
		responses to the event.	•Increased local identity		•Something for everybody