



# Twilight Soiree 2025

Social Impact Storyboard and Scorecard

## Twilight Soiree 2025 Storyboard

We invested in a community event  
that brought



high quality live music



family-friendly activities



diverse food options



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%\***

\* Based on feedback from 104 attendees



INPUTS	WHO BENEFITS?	OUTPUTS (Can be quantified)	SHORT TERM OUTCOMES (Changes experienced)	MEDIUM TERM OUTCOMES (Changes experienced)	STRATEGIC ALIGNMENT
<ul style="list-style-type: none"><li>•Staff</li><li>•Volunteers</li><li>•Contractors</li><li>•Suppliers</li><li>•Time</li><li>•Funding</li><li>•Knowledge</li><li>•Performers</li></ul>	<ul style="list-style-type: none"><li>• Local Community</li><li>•Wider Community</li><li>• Local businesses</li><li>• Vic Park Staff</li><li>• Volunteers</li><li>•Partners</li><li>•Artists</li></ul>	<ul style="list-style-type: none"><li>•11 performers</li><li>•Broad range of activities for all ages and cultural background</li><li>•2 local performers</li><li>•5 food trucks</li><li>•5 cultures represented</li><li>•8 local businesses participating.</li><li>•850 social media responses to the event.</li></ul>	<ul style="list-style-type: none"><li>•5,000 people attended the event (resulting in ROI of \$10.20 per head)</li><li>•Increased awareness of cultural activities, art forms and metro arts organisations reflected</li><li>•Increased sense of belonging</li><li>•Increased perception of safety</li><li>•Increased local identity</li></ul>	<ul style="list-style-type: none"><li>•More engaged community</li><li>•All community members, regardless of age, culture and ability, feel included and represented</li><li>•Community has improved access to activities/art forms that are not easy to access.</li></ul>	<p><b>Strategic Community Plan:</b></p> <ul style="list-style-type: none"><li>•S3: Facilitating an inclusive community that celebrates diversity.</li><li>•S4: Improving access to history, culture and education.</li><li>•EC2: Connecting businesses and people through activation.</li></ul> <p><b>Events Strategy alignment:</b></p> <ul style="list-style-type: none"><li>•A highly engaged community</li><li>•Something for everybody</li></ul>