



ARTS & CULTURE FEST

Live performances

- **light and sound experiences**
- **food**
- **pop-up bar**



TOWN OF
VICTORIA PARK



Arts and Culture Fest
Social Impact
Storyboard and Scorecard

Arts & Culture Fest 2025 Storyboard

We delivered an Arts and Culture Festival to 3,000 attendees

...promoting First Nations representation in the Town



... celebrating the Town's arts and culture community

...and activating the newly upgraded McCallum



contributing to

- a creative community, thriving local businesses and community organisations (Events Strategy)
- increased celebration of ancient connections and contemporary identity (Arts Plan).
- increased access to and participation in cultural activities (Strategic Community Plan and Arts Plan).

Arts & Culture Fest 2025 Scorecard

How much did we do?

- 3000 attendees
- 5 performances
- 1 roving performance
- 1 partnership (Main Roads)
- Boorloo Bridge activation – light show
- 6 food trucks
- 1 pop up bar

How well did we do it?

- 82% of survey respondents said it was important that this event happened in the Town.
- 82% said the event made them feel safe and welcome
- 75% said it helped them feel connected to the community
- 70% said they gained new insight or knowledge.
- Cost per head: \$26.60

Who benefits?

- Community
 - 30% of attendees were born overseas
 - 10% identify as LGBTQIA+
 - 5% identify as a person with disability
 - 4% identify as Aboriginal and/or Torres Strait Islander
- Vic Park Staff
- Local groups and organisations
- Artists and performers

What attendees told us they like best:

Celebrating and educating people about the history and cultural significance of our awesome Vic Park Whadjuk Noongar Boodjar.

The set up was cosy and calm for my neurodivergent son (not too overwhelming).

Theatre dance show and the community atmosphere

Everything. The focus on Aboriginal culture was a standout.

The community spirit

The variety of performances was a great cultural experience for my kids.

Liked the "arty" nature and connection to Noongar culture.

The story telling and bridge light show was awesome

Efforts being made to bring First Nations history, culture and traditions to public awareness.

Theory of Change: By delivering the Arts and Culture Festival, we:

- increase vibrancy, inclusivity and First Nations representation in the Town
 - celebrate the Town's arts and culture community (especially in the 10th anniversary year of the Victoria Park Arts Season)
 - activate the newly upgraded McCallum Park
- contributing to
- a creative community, thriving local businesses and community organisations (Events Strategy)
 - increased celebration of ancient connections and contemporary identity (Arts Plan).
 - increased access to and participation in cultural activities (Strategic Community Plan and Arts Plan).

Degree of alignment with Theory of Change*: 77%

*Based on 110 survey responses



Inputs	Who benefits?	Outputs	Short-term outcomes	Mid-term outcomes	Strategic alignment
Staff	Community	5 performances plus 1 roving performance	3,000 people attended the event (resulting in ROI of \$26.60 per head).	Increased local identity.	Strategic Community Plan: Increased access to cultural activities. Arts Plan: Increased celebration of ancient connections and contemporary identity. Events Strategy: a creative community, thriving local businesses and community organisations.
Contractors	Vic Park Staff	1 partnership with Main Roads	Increased awareness of community diversity	More engaged community	
Suppliers	Local groups and organisations	6 food trucks plus a pop up bar	Increased sense of belonging	Increased celebration of diversity in our community	
Time	Artists and performers	A variety of cultures represented	Increased sense of vibrancy and activity	Improved access to cultural activities	
Funding					
Knowledge					
Performers					