

20 | ARTS
25 | SEASON

Storyboard and Scorecard

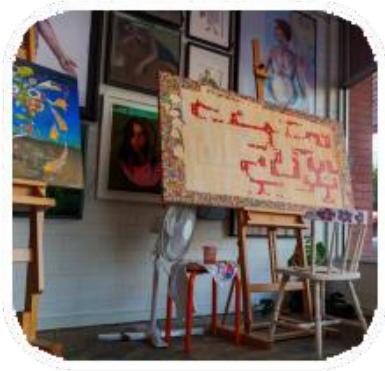


TOWN OF
VICTORIA PARK

10th Anniversary Arts Season | Artwork by Tegan Jenkins, 2024

Arts Season 2025 Storyboard

We invested **\$59,684**



...in a month-long creative program



... with **13** artists



...and **3,375** attendees



... across **13** locations



...contributing to increased access the arts, history, culture and education (S4).

Arts Season 2025 Scorecard

How much did we do?

\$59,684 budget

1 Sponsor
Hawaiian's Park Centre

5 hosts
Vic Park Centre for the Arts
Rook Ari
Vic Park Community Centre
Vic Park Writers' Club
Oh Hey WA

3 art forms
Literary arts
Performing arts
Visual arts

13 artists

3,375 attendees

How well did we do it?

88% of survey respondents said it's important that Arts Season happens in Vic Park

82% said Arts Season made them feel proud of the Vic Park community

77% said the art moved and inspired them

Cost per head: **\$35**

Participant feedback

"The Vic Park Portrait Prize had such a wonderful community vibe!"

"The East Vic Park street art walking tour was excellent value and lots of fun."

Who benefits?

Local artists

Local organisations

Participants
Children
Youth
Adults

22% survey respondents were born overseas and speak a language other than English at home

Wider community

"A great opportunity to be part of such a fulfilling week of learning and singing."

"Events like this motivate engagement with kids and youth. We did the Lego painting. My son is autistic and has a language development disorder... it was nice ... he wasn't worried."

Arts Season 2025 Scorecard

Theory of Change: By delivering a month-long Arts Season we promoted the talent and creativity in the community and contributed to increased access to arts, culture and education (S4).

Degree of alignment to Theory of Change: 85%*

*based on 31 survey responses



Inputs	Activities	Outputs	Short-term Outcomes	Mid-term Outcomes	Strategic Alignment
\$59,684 budget Sponsor Hawaiian's Park Centre Venues Artists	Grant assessments Liaising with local businesses and organisations Supporting local artists Coordinating workshops and events	5 hosts <ul style="list-style-type: none"> • Vic Park Centre for the Arts • Rook Ari • Vic Park Community Centre • Vic Park Writers' Club • Oh Hey WA 3 art forms <ul style="list-style-type: none"> • Literary arts • Performing arts • Visual arts 13 artists 3375 attendees	Increased social interactions Increased opportunities for community to engage with creative arts Activated locations across the Town	Improved sense of belonging and connection to the community Increased sense of pride in the local community, especially local artists Increased engagement with the Arts	Increased access the arts, history, culture and education (S4)