



TOWN OF
VICTORIA PARK

Events Plan Impact Report

2025-2025

EVENTS PLAN 2024–2025 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"> 80+% of survey respondents agree that the event helped them to feel connected, safe and that it had local impact. Number and diversity of local partnerships
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"> Community satisfaction with festivals, events, arts and other cultural activities (biennial survey) Attendance rates
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 2024-25 we:

Delivered **10** major community events
and **164** annual events and activations

Recognised **13** days of significance

Collaborated with **55** community organisations through
partnerships and co-led events

Partnered with over **45** businesses

Engaged with 5 event sponsors

Provided **30+** volunteer opportunities

Activated **7** locations across the Town with
major events

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

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

Positively contributed to our local identity for **88%** of
survey respondents.



IMPACT INVESTMENT



COLLECTIVE IMPACT



INTERNAL INITIATIVES

EVENT HIGHLIGHTS

A Women's Summit: Stronger Together

East Victoria Park
September 2024

\$62 per head

80 attendees
\$8,000 grant funding received
5 women's interest groups involved:
*Reach Her, Soroptimist, United in Diversity
Nurse Next Door, Luma*
3 keynote speakers
88% survey respondents said it increased
their connection to the community



Business Awards

Burswood
October 2024

\$156 per head

10 local business sponsors:
160 attendees
25 local businesses represented
11 awards presented
89% survey respondents said that the event
increased their connection to community



Remembrance Day

Victoria Park
November 2024

\$28 per head

12 Dignitaries
77 community members
100 School students
48 staff
95% of survey respondents said it made them
feel connected to a shared history / culture.



Summer Street Party

East Victoria Park
November 2024

\$6 per head

105 local businesses opened for the event
\$270,341 additional economic spend on event
day
16 community groups represented
29 entertainers
30,000 attendees approximately
85% survey respondents said it increased
their connection to the community



Twilight Soiree

Victoria Park
February 2025

\$10 per head

4 partnerships:
*Perth Symphony Orchestra
Fringe World
Rotary
Vic Park Hotel*
11 performers, including 2 local performers
5,000 attendees
8 local businesses involved
5 food trucks representing 5 different
cultures
83% survey respondents said it increased
their connection to community.



EVENT HIGHLIGHTS

Harmony Week

Lathlain
March 2025

\$20 per head

500 attendees

59% born overseas

22% use a language other than English at home

6 roving performers

5 partnerships with groups representing diverse cultures

6 food trucks representing diverse cultures

7 businesses engaged

88% of survey respondents said it increased their connection to community



Arts and Culture Fest

Victoria Park
March 2025

\$26 per head

3000 attendees

5 performances & 1 roving performance

1 partnership (Main Roads)

Boorloo Bridge activation – light show

6 food trucks & 1 pop up bar

18 businesses engaged

75% survey respondents said it increased their connection to community



Arts Season

Carlisle
East Victoria Park
April 2025

\$20 per head

10th anniversary year

3,375 attendees

13 applications from local creatives

Workshops, walking tours, exhibitions and First Nations artists.

3 art forms: literary, performing and visual arts.

4 collaborations: Vic Park Centre for the Arts, Rook Ari, Vic Park Community Centre and the Vic Park Writer's Club



ANZAC Day

Victoria Park
April 2025

\$46 per head

750 attendees

Local schools represented

Local organisations represented

8 community collaborations

Opportunity for the community to collectively commemorate a day of significance.

93% of survey respondents said it made them feel connected to a shared history / culture.



Family Day Out

East Victoria Park
May 2025

\$46 per head

4,000 attendees

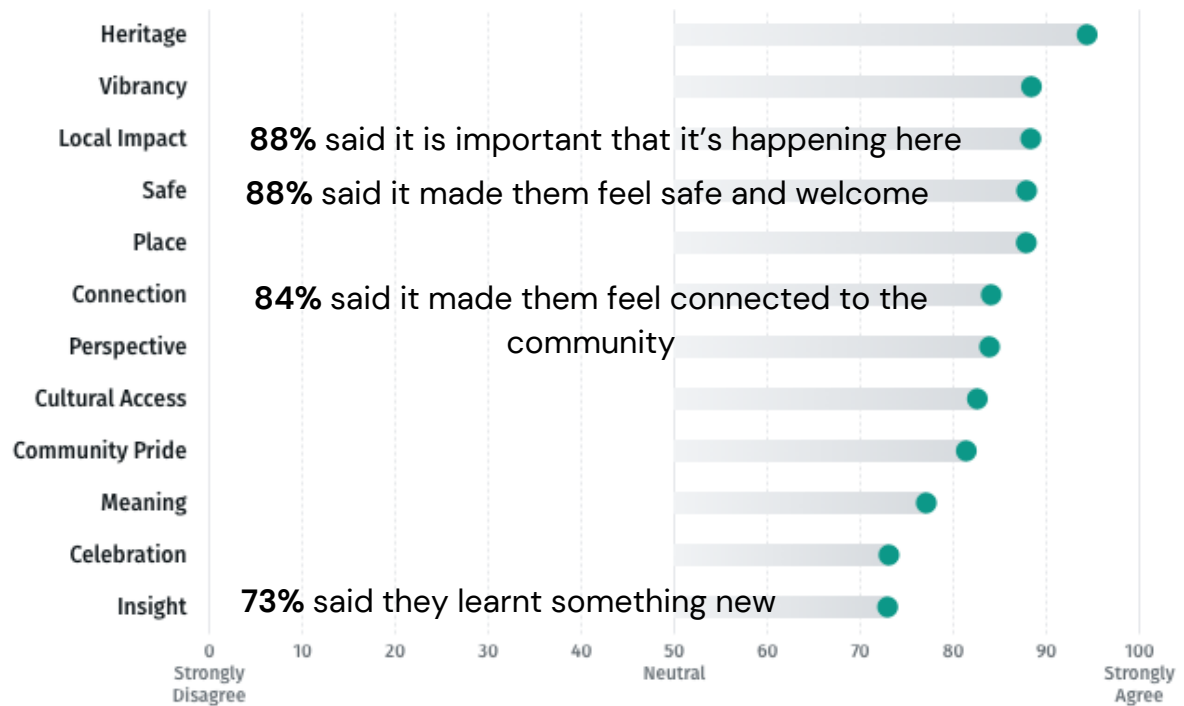
17 local organisations involved

2 partnerships

89% survey respondents said it increased their connection to community



Feedback 2024-2025



1,106 responses to 17 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

Location of Events 2024-2025

