

Summer Street Party 2025

Storyboard and scorecard



TOWN OF
VICTORIA PARK

Summer Street Party 2025 storyboard

We invested **\$226k**



...in making Vic Park loved,
local and alive



... by bringing **84** performers,



...**12** community groups



...and **92** local businesses
together



...for the 2025 Summer
Street Party



...attracting approx. **30,000**
attendees



... with **82%** saying that the
event **increased their
connection to
community.**

Value: For just over **\$6 per head**,
we brought people of all ages
together in a vibrant event that
celebrates our community's diversity
and creativity.

Economic spend: An additional
\$299,949 was spent in East Vic Park
on event day compared to an
average Saturday.

Summer Street Party 2025 scorecard

Theory of Change: By delivering an accessible event that offers something for everyone, we not only enhance community engagement and celebrate local identity, but also attract outside foot traffic drawn by the area's vibrant food and nightlife, contributing to destination marketing and reinforcing the Town of Victoria Park's reputation as a lively, welcoming, and highly liveable place that is loved by both locals and visitors alike.

Degree of alignment to Theory of Change: 86%*



*Based on feedback from 138 survey responses

INPUTS	WHO BENEFITS?	OUTPUTS (Can be quantified)	SHORT TERM OUTCOMES (Changes experienced)	MEDIUM TERM OUTCOMES (Changes experienced)	STRATEGIC ALIGNMENT
Staff 5 Volunteers Contractors Suppliers Performers Funding: \$226K Sponsorship: \$16.5K	Local community Wider community Local businesses Local performers Vic Park Staff Volunteers	84 performers Broad range of activities for all ages and cultural backgrounds 12 community groups represented 92 local businesses participating \$299,949 additional economic spend in East Victoria Park on the event day	<ul style="list-style-type: none"> • Approx 30,000 people attend the event (resulting in cost per head of \$6.67 per head). • Increased awareness of local businesses • Increased sense of community connection (82% of survey respondents agreed) • Increased perception of safety (85% of survey respondents agreed) • Increased local identity (88% of survey respondents agreed) 	<ul style="list-style-type: none"> • More engaged community • All community members, regardless of age, culture and ability, feel included • Community has improved access to activities 	<p>Vic Park is alive with community and events activity that reflects our local identity and is loved by our community.</p> <p><u>Strategic Community Plan:</u> S3: Facilitating an inclusive community that celebrates diversity.</p> <p>EC1: Facilitating a strong local economy</p> <p>EC2: Connecting businesses and people through activation.</p> <p><u>Events Strategy alignment:</u></p> <ul style="list-style-type: none"> • A highly engaged community • Something for everybody • Local businesses supported