

Rhythm & Ramps 2025

Storyboard and scorecard



TOWN OF
VICTORIA PARK



Rhythms & Ramps 2025 Storyboard

We invested **\$37,512**

...in a free community event

...celebrating the opening of
McCallum Park Active Area



for **300** attendees



8 local businesses and
2 community partners



...promoting
local spaces, businesses & talent
physical activity and participation



...and contributing to increased business activity,
increased engagement in physical activity and increased sense of local identity and belonging.

Rhythms & Ramps 2025 Scorecard

How much did we do?

300 attendees*

8 local business partnerships

2 community collaborators

700 interactions on Facebook event.

8,000 impressions across all social media channels

*reduced attendance due to weather conditions

How well did we do it?

83% survey respondents said that it made them feel proud of the community

79% said it helped them to feel part of the community

77% said it is important that events like this happen in the Town of Victoria Park

Who benefited?

Community, especially:

- Local families with children
- Young people aged 12–25
- Skate, street culture, and basketball enthusiasts
- Park users

Local groups and organisations

Artists and performers

Local businesses

Attendees told us they enjoyed:

The **skateboarding and bike riding** was great.
The **circus equipment and fairy face painters** were great.

Obviously, the weather made it tricky which is out of everyone's control.

Young people able to enjoy activities.

Music, dance, new toilets, demo's, food, circus activities, **good turnout.**

The **sense of community** coming together.

Although the weather was poor, was a **great set up** with the food trucks etc. Well orchestrated and the MC was engaging.

The atmosphere.

Family fun, food trucks.

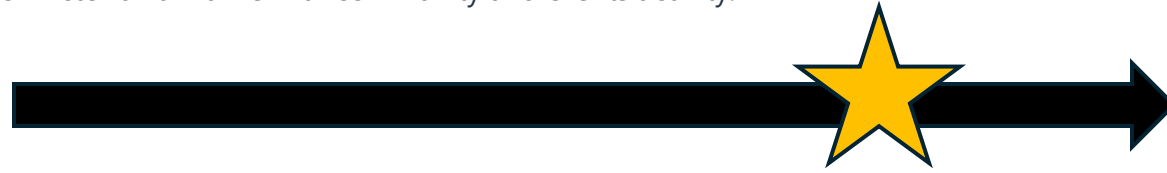
That **all ages were able to take part.** It showed off the **quality of the park**, and was demonstrating that Skateboard, rollerblading, bmx and mountain biking are good **healthy, creative sports.**

Theory of Change:

By delivering an event that has something for everyone, **we promote** community engagement and youth participation, activate local spaces and celebrate local performers, **contributing to** positive local identity and making the Town of Victoria Park alive with community and events activity.

Degree of alignment with Theory of Change: 80%*

*based on responses from 19 attendees



INPUTS	WHO BENEFITS?	OUTPUTS (Can be quantified)	SHORT TERM OUTCOMES (Changes experienced)	MEDIUM TERM OUTCOMES (Changes experienced)	STRATEGIC ALIGNMENT
Budget: \$37,512	Community, especially: <ul style="list-style-type: none"> Local families with children Young people aged 12–25 Skate, street culture, and basketball enthusiasts Park users 	An event attended by 300 people (resulting in a cost of \$125 per head).	Target of 1,000 people attend the event (resulting in cost of \$40 per head).	Increased local identity.	<u>ToVP Strategic Community Priorities:</u>
Staff				More engaged community	S3: An inclusive community that celebrates diversity
Contractors		Broad range of activities for youth and families including vintage market with 7 stalls, breakdancing, basketball and skateboarding	Increased awareness of community diversity	All community members, regardless of age, culture and ability, feel included and represented	EC1: A strong local economy
Suppliers			Increased sense of belonging		<u>ToVP Events Strategy:</u>
Expertise			Increased sense of vibrancy and activity	Community has improved access to activities.	A highly engaged community
Performers		Local groups and organisations	9 local performers		
Partnerships	Artists and performers	# food trucks			Supporting local businesses
	Local businesses	8,000 social media responses to the event.			