

**GREASE** EDITION

# TWILIGHT SOIREE

Saturday 7 Feb | 6–9pm  
Raphael Park

Twilight  
Soiree  
2025



Social impact storyboard & scorecard



## Twilight Soiree 2026 Storyboard

We invested **\$63,000** in a community event



for **1,500+** people of all ages



celebrating high quality live music and dance,



diverse food options



...and local businesses and partnerships



and increasing opportunities to **feel part of a strong and welcoming community** and provide **free access to arts experiences.**

By delivering a free event that focuses on high quality musical entertainment, we increase opportunities for our community to access and engage with arts and cultural experiences (S4).

## How much did we do?

7 performances including

- Varley Strings
- Perth Swing Dance
- WAAPA Band
- Dangerous Delights
- Class Act performers
- Savoy Stomp

6 food / beverage trucks, including

- Japanese
- Thai
- Italian
- French

1 Partnership

- Fringe World Perth

1 major sponsor

- John Hughes

## How well did we do it?

**85%\*** survey respondents said the event made them feel **safe and welcome**

**85%** said it helped them feel **part of the community**

**84%** said that it's **important that it's happening here**

**83%** said it made them **feel proud of the community**

**80%** said it helped them feel **connected** to people in the community

**95%** rated the **experience** as good or excellent  
\*Weighted average survey responses

Cost per head: \$42

## Community Feedback

A wonderful event. With a lot of chaos in the world at the moment and uncertainty it was great to be able to relax in a calm safe atmosphere which **brought people together with joy.**

## Who benefits?

Local Community  
Wider Community

**11%** survey respondents use a language other than English at home

**5%** identify as a person with disability

**3%** identify as LGBTQIA+

**2%** identify as Aboriginal and/or Torres Strait Islander

Local businesses

Volunteers

Partners

Artists

So lovely - **great family vibe**, loved the line dancing.

**We danced the night away.**

Well done, Vic Park.

First time attending at Vic Park and it was

**a wonderful experience.**

**Great band, great vibes.**

Thanks for a lovely event.

My 85-year-old mother had a blast: made new friends and reminisced about the old days.

**What a great community-spirited event!**

**Theory of Change:** By delivering the Twilight Soiree community concert we increase **vibrancy, social connections, access to arts and culture, activation of local spaces and community pride**, and contribute to strategic objectives from our Events Strategy, Strategic Community Plan, Access and Inclusion Plan, Public Health and Wellbeing Plan and Arts and Culture Strategy.

**Degree of alignment with Theory of Change: 82%\***

\* Based on feedback from 101 attendees



INPUTS	WHO BENEFITS?	OUTPUTS (Can be quantified)	SHORT TERM OUTCOMES (Changes experienced)	MEDIUM TERM OUTCOMES (Changes experienced)	STRATEGIC ALIGNMENT
<ul style="list-style-type: none"> <li>• Staff</li> <li>• Volunteers</li> <li>• Contractors</li> <li>• Suppliers</li> <li>• Time</li> <li>• Funding (budget and sponsorship)</li> <li>• Knowledge</li> <li>• Performers</li> </ul>	<ul style="list-style-type: none"> <li>• Local Community</li> <li>• Wider Community</li> <li>• Local businesses</li> <li>• Vic Park Staff</li> <li>• Volunteers</li> <li>• Partners</li> <li>• Artists</li> </ul>	<ul style="list-style-type: none"> <li>• 7 performances</li> <li>• 6 food/beverage trucks</li> <li>• 6 local businesses participated.</li> <li>• 1586 social media responses to the event.</li> </ul>	<ul style="list-style-type: none"> <li>• 1,501 people attended the event (resulting in a cost of \$42 per head)</li> <li>• Increased awareness of cultural activities, art forms and metro arts organisations reflected</li> <li>• Increased sense of belonging</li> <li>• Increased perception of safety</li> <li>• Increased local identity</li> </ul>	<ul style="list-style-type: none"> <li>• More engaged community</li> <li>• All community members, regardless of age, culture and ability, feel included and represented</li> <li>• Community has improved access to activities/art forms that are not easy to access.</li> </ul>	<p><b>Strategic Community Plan:</b></p> <ul style="list-style-type: none"> <li>• S3: Facilitating an inclusive community that celebrates diversity.</li> <li>• S4: Improving access to history, culture and education.</li> <li>• EC2: Connecting businesses and people through activation.</li> </ul> <p><b>Events Strategy alignment:</b></p> <ul style="list-style-type: none"> <li>• A highly engaged community</li> <li>• Something for everybody</li> </ul>

