

Elizabeth Baillie Park Opening Event

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Storyboard and scorecard

Elizabeth Baillie Opening Event Storyboard

We invested \$47,250



...in an opening event...



... for 1,000+ people of all ages and backgrounds



...celebrating the completion of a significant Town project and activating an exciting new location



...contributing to increasing people's pride in our local community and spaces.

Elizabeth Baillie Opening Event Scorecard

How much did we do?

\$47,250 budget

10 performances

- One Man Circus
- The Slinky Show
- The Leaping Lillies
- Cameo Rascale Circus
- Disco Cantito aerial show
- Pierre Ulric Magic Show
- Red Top Creations
- Roving performances (Parisian Clowns, Stilt walkers, Acrobats)

1 business partner

- Baillie Hill

1,000 participants

"I feel **proud and happy** to be a part of this community."

"This event was just perfect, the timing of it, just made it **a great night out for all ages**. The entertainment was just 100% entertaining. I was educated about a hospital I knew nothing about until tonight. Thanks to you all, the organisers, the performers and the great restoration of such a beautiful and historical building."

How well did we do it?

92%* of survey respondents said that the event helped them feel part of the community

92% said that it's important that this happens in Vic Park

90% said that the event made them proud of their local area

Cost per head: \$47.25

Attendee feedback

"Amazing event and collaboration between the Town of Victoria Park, the Federal Government, and Blackoak Capital. This partnership is quite novel and progressive; **bringing such a historic venue back to life** can only be the result of a diverse group of people with a true passion for Victoria Park, its people, and the community. **I am truly proud today to be apart of this community today** and to see the transformation of Elizabeth Baillie House and the surrounding Elizabeth Baillie Park!

*Weighted average scores from 78 survey responses.

Who benefits?

Local community

- 50%** survey respondents were born overseas
- 25%** use a language other than English at home
- 5%** identify as LGBTQIA+
- 3%** identity as First Nations
- 3%** identify as a person with disability

Local businesses and performers through increased promotion and exposure.

"Great location for this kind of event, which **made the community feel like a real community!** I have not felt like this for years."

"Hope we get this kind of event at Baillie Hill more and more. **This is how to keep the community close knit and connected.**"

"**Fantastic see this space developed.** We have lived very close since 1940 so have seen the changes over the time. Thankyou!!!"

Theory of Change: By celebrating the opening of Elizabeth Baillie Park, we activate a new public space in the Town, provide opportunities for our community to engage with local businesses and performers and connect with each other, and celebrate the completion of a significant Town project, contributing to making the Town of Victoria Park vibrant with event and economic activity.

Degree of alignment with Theory of Change: 92%



INPUTS	WHO BENEFITS?	OUTPUTS (Can be quantified)	SHORT-TERM OUTCOMES (Changes experienced)	MID-TERM OUTCOMES (Changes experienced)	STRATEGIC ALIGNMENT
Budget (\$47,250)	Community	Event for 1000 people with representation from diverse demographics	Increased local identity	A highly engaged community	S4: Improved access to arts, history, culture and education.
Staff	Vic Park Staff	Local business partnership delivering diverse food options	Community is engaged with high quality and inclusive performance art.		A strong local economy
Suppliers	Local groups and organisations	5 performing arts groups engaged	Community is connected.	EC1: Facilitating a strong local economy.	
Funding	Local businesses	10 performances	Increased support for local businesses		
Performers	Artists and performers				