



TOWN OF
VICTORIA PARK



Arts Season Storyboard and Scorecard

2026

Arts Season 2026 Storyboard

We invested **\$70,000**

in funding **11** arts projects and **51** sessions across **4** art forms



...including 20 sessions for young people and families



contributing to increased access to art for our community and increased capacity for local artists to deliver Arts and Culture programming.

Arts Season 2026 Scorecard

How much did we do?

36 expressions of interest received
Target = 10

11 projects supported
(target = 5-10)

resulting in a total of

51 unique events including
2 professional development
opportunities
(target = 1) and

20 youth events/ workshops
(target = 2)

4 art forms included
(target = 4)

Film
Photography
Visual arts
Performing arts

1,344 registered attendees
Approx 1,600 total attendees
(target = 500)

1,500 programs distributed

Arts Season extended by 12 days

How well did we do it?

88% of survey respondents told us
the events increased their sense of
pride in the local community

85% told us the Arts Season gave them the
opportunity to access activities that they
otherwise would not have had access to.

Cost per head: \$40.50

Net Promoter Score = 65

Feedback from attendees

"The *Little Brushstrokes* session was brilliant. It
was well run, the hosts were lovely and made
the children feel great."

"The game in the park was great. Really well run and
energising. It raised a range of issues about community
values and experience."

"Well done for a beautiful civic art project celebrating and
bringing together the local community."

"I absolutely loved this event (*Drag and Life Draw*). I
had lots of fun and can't thank the organisers and
models enough for a great experience."

Who benefits?

Local community
through increased access
to public art and improved
public spaces

Local artists
through increased visibility
and work opportunities

Local businesses
through increased
activation and visitation

Priority groups
Young people
Families
People identifying as
LGBTQIA+

"My breath was taken away when I drove along
Bishopsgate St to the corner of Oats Street...A very gifted
and clever man, Daniel, paint brush in hand was painting
whales on the wall..... in a beautiful sea.

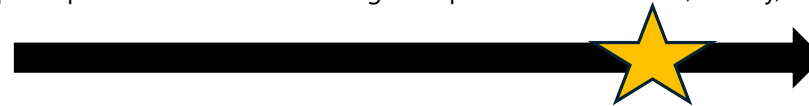
It literally took my breath away.

Daniel explained the residents living opposite, with
disability were also thrilled with the depiction on the
wall. **Sincere thanks for adding such beauty to our daily
lives**, driving along Oats Street or walking by."

Arts Season 2026 Scorecard

Theory of Change: By delivering a month-long program of creative events we promote the talent and creativity of people within the Vic Park community and encourage community members to participate in the arts contributing to improved access to arts, history, culture and education.

Degree of alignment with Theory of Change: 86%*



Inputs	Activities	Outputs	Short term Outcomes	Mid-term Outcomes	Strategic Alignment
Budget: \$70,000 Sponsorship from Hawaiian's Shopping Centre: \$10,000 Staff time and expertise Creative professionals	Assess expressions of interest Develop program Liaise with artists and creatives Liaise with sponsors	36 expressions of interest from community groups (target = 10) 11 projects supported (target = 5-10) and 51 events programmed 4 different artforms included: Film, photography, visual arts and performing arts 1,344+ people attended (target = 500) 2 professional development opportunities included (target = 1) 20 programs targeting young people, children, or families (target = 2)	Increased community engagement with the arts Increased professional development opportunities for artists Improved arts programming throughout the Town Increased sense of community pride Increased youth involvement Increased diversity in arts programming	Strengthened local identity Increased capacity for local arts organisations and creative professionals to create work and share it with the community Increased economic spend through the activation of local activity centres Improved community wellbeing through engagement with the Arts	Arts and Culture Strategy Objectives: 1. Our community is empowered to be creative 2. Arts and cultural opportunities are available for all Strategic Community Priority S4: Improving access to arts, history, culture and education

*Based on feedback , results from 35 survey responses and performance measures.