



TOWN OF
VICTORIA PARK

Mini Murals Storyboard and Scorecard

2026

Mini Murals Storyboard

We invested **\$31,890**

in **12** public art works

across **6** precincts



promoting **11** local artists, including emerging artists from Curtin University, and reducing graffiti,



contributing to increased access to art, increased opportunities for local artists and increased activation of local spaces.

Mini Murals Scorecard

How much did we do?

81 expressions of interest

11 artists engaged
(target = 3)

6 Curtin students applied
(target = 4)

12 art works delivered
(target = 3)

6 precincts activated
(target = 3)
East Vic Park
Carlisle
St James
Causeway precinct
Central precinct
Curtin University precinct

"A lot of people walked past while I was painting and commented or stopped for a chat."

"I received many positive comments about the colourful and joyful nature of the artwork and how it was great to see in the community."

How well did we do it?

100% of artists said that the project **met their expectations**

100% said they would **recommend working with the Town**

62.5% said they anticipate the project will **improve their prospects of future work**, and
37.5% said possibly or unsure

75% had positive feedback and interactions with the community while working on the project
(see below)

Artist feedback

"I had a few really great interactions with people passing by/using Carlisle Reserve, who were interested in the mural or said that they really liked it and felt it brightened up the space."

Who benefits?

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

Local artists
through increased visibility and work opportunities

Emergent artists
through increased opportunities to develop and refine skills

"Someone from the local community recognised my work after seeing it shared by the Town of Victoria Park and congratulated me in person, which was lovely."

Mini Murals Scorecard

Theory of Change: By delivering the Mini Murals project, we showcase local artists, reduce graffiti and increase public art works in the Town, contributing to improving access to arts, history, culture and education (SCP S4) and Arts and Culture Strategic Objectives:

1. Our community is empowered to be creative.
2. Arts and cultural opportunities are available for all.

Degree of alignment with Theory of Change: 85%*



Inputs	Activities	Outputs	Short term Outcomes	Mid-term Outcomes	Strategic Alignment
Budget Staff Partnership with Curtin University and Main Roads WA. 6 Locations across the Town Promotion and marketing	Assess Expressions of Interest Liaise with Curtin University Liaise with local artists Identify traffic control boxes used in the project	81 expressions of interest 11 artists engaged 6 Curtin students applied 12 art works delivered 6 precincts activated	Improved access to the arts through increased opportunities to engage with public art Increased work opportunities for local artists Improved public spaces	Improved engagement with art Improved mental wellbeing through engagement with the arts Improved sense of local identity and pride in the local area	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 from artists and actual delivery vs target outputs