



TOWN OF
VICTORIA PARK



Community Day Storyboard and Scorecard

2026

Community Day 2026 Storyboard

We invested **\$20,000** in a community event for **850** people



showcasing **22** local clubs and organisations



to increase awareness of physical and recreational activities available in the Town



contributing to increased participation and improved health and wellbeing outcomes for people in the Town of Victoria Park.

Community Day 2026 Scorecard

How much did we do?

850 attendees

22 groups
including
sporting and recreational clubs
and service organisations

4 partnerships
• West Coast Eagles
• Perth Football Club
• Hawaiian Shopping Centre
• Rotary Club

West Coast Eagles and Perth Football Club
built **relationships**
with local sports clubs
which will continue, addressing
Community Benefits Strategy objectives.

How well did we do it?

100% of survey respondents agreed
that the event **made them aware of
community initiatives** in the Town.

72%* agreed that the event made them
feel **connected to people in the
community**

89%* said it's **important that this
event happens in the Town**

Cost per head: \$13.50

Outcomes

Great turnout! Very well
run event with lots to do.

Feedback from attendee

Who benefits?

Residents
40% survey respondents were born
overseas
20% identify as a person with disability
10% identify as LGBTQIA+

Local businesses

Local community clubs and groups,
organisations
and services

Partners

Volunteers

Capacity building funding opportunities
were promoted, and applications have
been subsequently been received.

Club **connections** were formed and
collaborative projects planned.

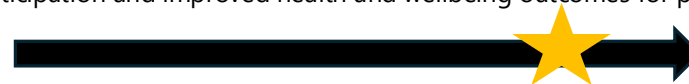
*Weighted average from 13 survey responses. While survey responses were low, individual feedback was higher than usual at this event.

Theory of Change: By delivering a Community Day event, we:

- Celebrate and promote local community services and initiatives in the community and
- Encourage active living and social connection,

contributing to increased participation and improved health and wellbeing outcomes for people in the Town of Victoria Park.

Degree of alignment with Theory of Change: 87%*



INPUTS	WHO BENEFITS?	OUTPUTS	SHORT TERM OUTCOMES	MEDIUM TERM OUTCOMES	STRATEGIC ALIGNMENT
Staff Volunteers \$20,000 Budget Promotion	General Community Members: •Residents •Businesses •Community Groups •Visitors Local organisations /services/clubs/groups Partners Vic Park Staff Volunteers	850 attendees 4 event partnerships 22 participating organisations Number of resources distributed	Increase in awareness of services and initiatives in the community Diverse demographic participation in community services and initiatives, reflecting the community's composition in terms of age, gender, ethnicity, and socioeconomic status - Something for everybody.	Increased local identity. More engaged and cohesive community Increase in physical activity and health among community Increase in economic development	Public Health and Wellbeing Strategy 1.2 - Improving community knowledge and understanding about the importance to be physically active 1.3 - Empowering and enabling the community to be more active and remain engaged in sport and physical activity throughout their life 5.2 - Building community capacity of groups to deliver local initiatives which foster social connection and enhance health and wellbeing.

*Based on feedback from 13 survey responses and individual feedback from attendees, participating clubs & organisations and partners.