



TOWN OF
VICTORIA PARK

Arts and Culture Strategy Impact Report 2026



Vision

In the Town of Victoria Park, arts and culture are woven into everyday life, celebrating diversity, fostering belonging, and inspiring future generations.

Outcomes

Our community has increased capacity to be creative.

Our community has an increased sense of identity and belonging.

Our community has increased opportunities to engage with the arts.

OUTCOME

2026 HIGHLIGHTS

Increased capacity to be creative.

EXPANDED ACCESS TO FUNDING

\$ 35,653 distributed across **26** grants
289% increase in Arts grants applications
320% increase in first-time Arts grants applicants

STRONGER COMMUNICATION CHANNELS

Arts Season delivery was supported by

1,500 printed programs

Weekly newsletters

Social media campaigns contributing to
52% of audience awareness.

CAPACITY BUILDING

50+ artists and creatives supported

Mentoring - Workshops - Performance outcomes

Community-voted microfunding via Vic Park Soup

Artist-in-residence program: Cassandra Tytler



OUTCOME

Increased
sense of
identity and
belonging

2026 HIGHLIGHTS

CREATIVE PLACEMAKING

New Baillie Hill studio space

Activated Leisurelife space for the [Artist in Residence program](#).

PUBLIC ART

11 Mini Murals were delivered across traffic infrastructure and park electrical boxes
[Find out more about the Mini Murals here.](#)

Mindeera Spring Public Art project

Elizabeth Baillie Public Art project,
\$150,000 allocation - Aboriginal-led artist team.

ACTIVATION OF LOCAL SPACES

Arts Season activated Albany Highway and nearby centres
[Find out more about Arts Season here.](#)

Public art walking tour - Albany Hwy

160+ children attended the *Little Brushstrokes* painting workshop at Hawaiian Shopping Centre



IMPACT INVESTMENT



COLLECTIVE IMPACT



INTERNAL INITIATIVES

OUTCOME

**Increased
opportunities
to engage
with the arts**

2026 HIGHLIGHTS

ARTS GRANTS

Theatre - Music - Literature - Visual arts
Workshops - Exhibitions - Community-led delivery model
[Find out more about the funded Arts initiatives here.](#)

ARTS SEASON

1,600 attendees - **4** art forms
Local, emerging, youth, and disability-led creatives.
9 exhibiting artists - **23** disability-identified creatives
18+ youth participants and facilitators

ARTWORKS ON DISPLAY

2 works from the Town's collection are
currently on loan to Baillie Hill.
Works depict Ed Millen House,
capturing and sharing our local history

YOUTH ENGAGEMENT

Blue Joy theatre workshops - Pop-up painting activity

FIRST NATIONS REPRESENTATION AND CULTURAL STORYTELLING

Mindeera Advisory participation on the
Elizabeth Baillie Public Art Panel
Cultural mapping
Hillview cultural burn
Mindeera Spring public art
Procurement of new Aboriginal-led public art
for Elizabeth Baillie Reserve.



IMPACT INVESTMENT



COLLECTIVE IMPACT



INTERNAL INITIATIVES

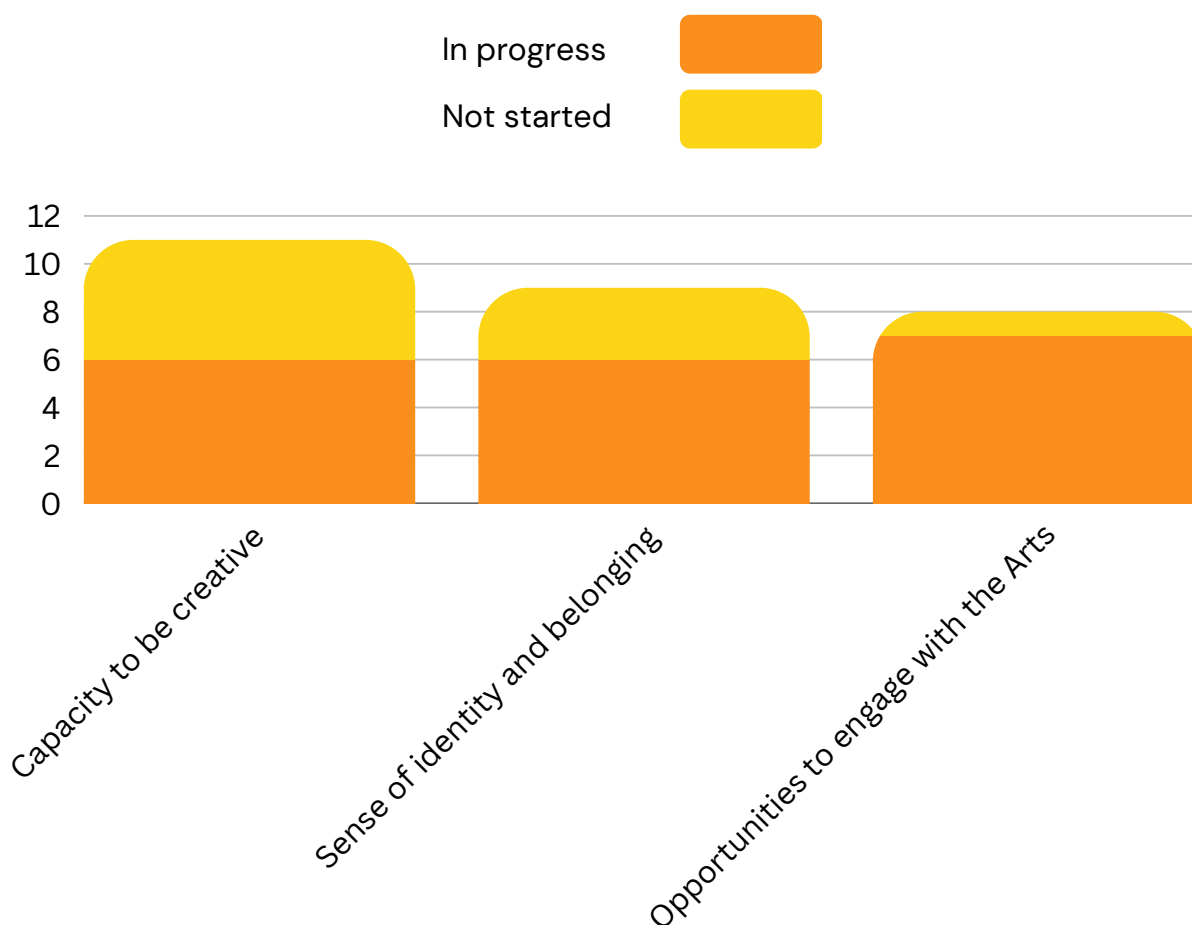
COMMUNITY SCORECARD 2023 RESULTS

Satisfaction scores from the 4-yearly community survey

Pillar	Overall Performance Index Score	Industry average
Festivals, events, arts and cultural activities	71 (93% positive rating)	62
Preserving and promoting local history and heritage	59 (82% positive rating)	58
Tourism	57 (75% positive rating)	47

ACTIONS

Number of actions in progress per outcome



For a list of all actions, [click here](#)

SPOTLIGHT ON ARTS SEASON

1,344 registered attendees

Estimated **1,600** total attendees
(target = 500+ attendees)

31 activities and

51 unique events/workshops
(target = 10 activities)

4 different art forms

Film - Photography - Visual arts -
Performing arts.

20 unique youth events/workshops
(target = 2 youth programs)

2 professional development events
(target = 1 professional development
opportunity)

88% survey respondents told us
Arts Season made them feel
proud of the community

85% said it gave them the
opportunity to access activities
they would not otherwise have access to.



The Welcome Home mural was part of our 2026 Arts Season program and was proudly funded by the Town.

What started as a simple chat between neighbours has become a beautiful new landmark in our community.

When new Vic Park local and community arts worker Sukhjit met long-term residents Jack and Susie Cotton, a blank wall across the road sparked an idea. Jack, who had recently moved into an assisted care home nearby, shared his dream with Sukhjit: to transform that empty wall into something vibrant for everyone to enjoy.

Together, they invited artist Daniel Connell to bring this vision to life. Daniel designed a mural featuring whales, a powerful symbol of homecoming and community connection.

Sadly, Jack passed away before the mural was finished. In honour of his imagination, generosity, and love for Vic Park, his image has been woven into the artwork itself, creating a lasting tribute to his contribution to our neighbourhood.

FEEDBACK FROM OUR COMMUNITY

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

“Great to have more opportunities such as these for the general public to get a closer understanding of the processes that public artists employ to make such impactful work.”

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

SPOTLIGHT ON ARTIST IN RESIDENCE PROGRAM

Partnership: SPACED

SPACED produces and commissions art projects across Western Australia.

The art projects are developed through programs and residencies that enable artists to engage with specific social, environmental, and historical contexts.

Artist: Cassandra Tytler

Cassandra's practice spans experimental moving image, performance, and site-based socially engaged artworks.

Her installations and performances often unfold through site-responsive encounters that draw audiences into the layered conditions of a location, where humour and play sit alongside an engagement with environmental and social questions.

Project: Know Thy Neighbour #4: Gestures

The *Know Thy Neighbour* program asks communities and artists to step beyond habitual encounters with their surroundings—to explore scenarios that defamiliarise and recontextualise “the local.”

Know Thy Neighbour #4: Gestures asks artists to transmit ideas grounded in physical environments, investigating acts of connection and reciprocity in their projects to uncover relational possibilities and mutual understanding. Gestures offer a generative space for artists to respond to the complexity of metropolitan Perth with attentiveness, curiosity, and care; embracing co-creation as a form of exchange, and artistic practice as a way of listening.

[READ CASSANDRA'S REFLECTION HERE](#)

Location: LeisureLife, East Victoria Park