



TOWN OF
VICTORIA PARK

Events Plan Impact Report

2025-2026

EVENTS PLAN 2025–2026 IMPACT REPORT

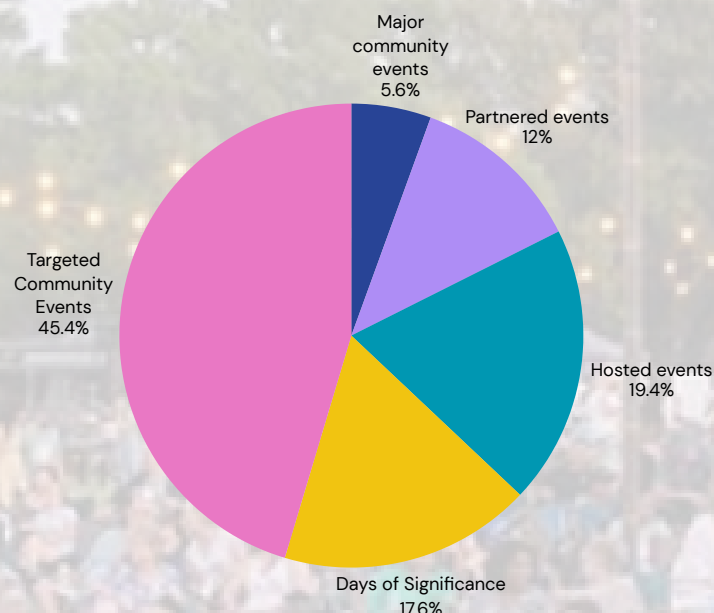
Events are integral to the heart and culture of our Town. They enliven our open spaces, engage our community and generate local economic benefits.

Our vision is that Vic Park is *loved, local and alive*: alive with community and events activity that reflects our local identity and is loved by our community.

SNAPSHOT

In 2025-26 we:

Delivered over **108** events and activations



Partnered with **117** businesses and organisations

Generated **\$300,000+** additional economic spend in the local area

Provided **15** volunteer opportunities

Activated **18** locations across the Town

Created community connections for **83%** of survey respondents

Created a safe environment for **87%** of survey respondents

Positively contributed to our local identity for **88%** of survey respondents.



IMPACT INVESTMENT



COLLECTIVE IMPACT



INTERNAL INITIATIVES

EVENTS PLAN 2025–2026 IMPACT REPORT

Our Objectives:

Increased local identity
Highly engaged community
Year-round vibrancy
Something for everybdy
Local businesses supported

OBJECTIVE	MEASURE	INDICATOR
Increased local identity	Our events positively contribute to the Town's local identity and showcase our local flavour.	At least 80% of survey respondents agree that the Town's events make them feel connected, safe and increase their sense of local identity. 2025/26 survey feedback 83% of survey respondents said our events made them feel connected to the community 87% of survey respondents said they felt safe at our events 88% of survey respondents said it's important these events happen in the Town Number and diversity of local partnerships 117 partnerships across the following events: Rhythm and Ramps – 8 Remembrance Day – 2 Summer Street Party – 97 Twilight Soiree – 2 ANZAC Day – 4 Art and Culture Fest – 4
		
		



IMPACT INVESTMENT



COLLECTIVE IMPACT



INTERNAL INITIATIVES

EVENTS PLAN 2025–2026 IMPACT REPORT

OBJECTIVE	MEASURE	INDICATOR
Highly engaged community	Our events are loved by our community, cater to local appetite, and are frequented by our community and visitors	Community satisfaction with festivals, events, arts and other cultural activities (4-yearly survey) Current results 71 Performance Index Score (93% Positive rating) Attendance rates 32 475 attendees across all events in 2025/26 Volunteer involvement 15 volunteers involved across all events in 2025/26
Year-round vibrancy	It doesn't matter what time of year, there's always something on in the Town of Victoria Park.	Spread of events across the year In 2025/26 we delivered between 2 and 6 events every month and a total of 108 events and activations



EVENTS PLAN 2025–2026 IMPACT REPORT

OBJECTIVE	MEASURE	INDICATOR
Something for everybody 	Our events cater to our whole community and offer something for everybody.	Range and diversity of target audience In 2025/26 we delivered 33 events for target populations, for example: - Culturally and Linguistically Diverse communities - First Nations people - Young people - Families - Seniors - People identifying as LGBTQIA+ Spread of events across the Town In 2025/26 18 locations were activated by our events across the Town.
Local businesses are supported	Our events support, promote and champion our brand and local businesses.	Number of local businesses supported 116 businesses supported 3 event sponsorships funded Local spend generated \$299,949 additional spend generated at the 2025 Summer Street Party Event



EVENT HIGHLIGHTS

Rhythm & Ramps

Victoria Park
October 2025

\$125 per head

8 local businesses partnerships

2 community collaborations

300 attendees approximately (30% of anticipated attendance due to bad weather)

83% survey respondents said it made them feel proud of the community

[CLICK HERE FOR MORE](#)

Remembrance Day

Victoria Park
November 2025

\$28 per head

12 Dignitaries

77 community members

100 School students

48 staff

95% of survey respondents said it made them feel connected to a shared history / culture.

[CLICK HERE FOR MORE](#)

Summer Street Party

East Victoria Park
November 2025

\$6 per head

92 local businesses opened for the event

\$299,949 additional economic spend on event day

12 community groups represented

84 performers

30,000 attendees approximately

82% survey respondents said it increased their connection to the community

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EVENT HIGHLIGHTS

Twilight Soiree

Victoria Park
February 2026

\$42 per head

1 partnership: Fringe World Perth

1 major sponsor: John Hughes

7 performances

1,500+ attendees

6 food trucks representing 4 different cultures

85% survey respondents said it helped them feel part of the community.

[CLICK HERE FOR MORE](#)

Lunar New Year Night Markets

Albany Hwy strip
February 2026

Additional spend:

\$52,953 on Dining

\$18,382 on Bars & Clubs

90% of survey respondents said it was an important addition to the cultural life of the area
83% said it made reflected the unique character of the area and our community.

85% of local businesses said they felt the event helped to raise their profile.

[CLICK HERE FOR MORE](#)

Elizabeth Ballie Precinct Launch

East Vic Park
March 2026

\$47 per head

1,000 attendees

10 performances

1 business partnership

92% of survey respondents said it made them feel connected to the community

90% said it made them feel proud of their local area

[CLICK HERE FOR MORE](#)

ANZAC Day

Victoria Park
April 2026

\$36 per head

1,000 attendees

Local schools represented

Local organisations represented

8 community collaborations

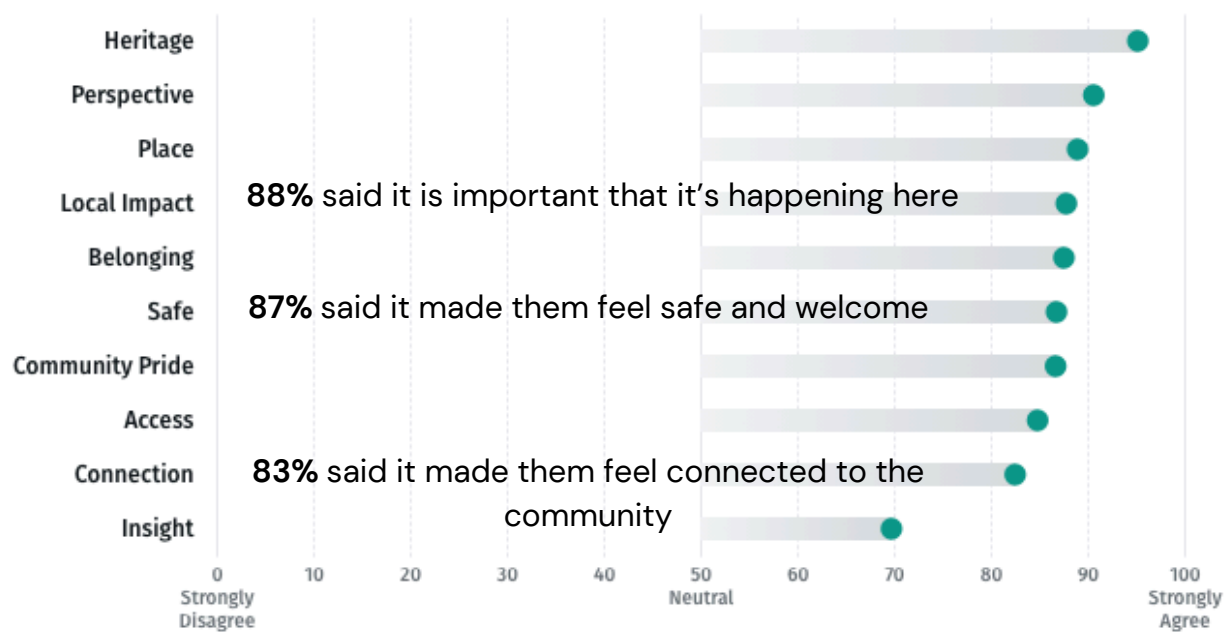
1 local business partner

Opportunity for the community to collectively commemorate a day of significance.

[CLICK HERE FOR MORE](#)



Feedback 2025-2026



452 responses to 176 surveys

Current Community Scorecard Results (2023)

Satisfaction scores from the 4-yearly Community Survey

Measure	Overall Performance Index Score	Industry Average
Festivals, events, arts and cultural activities	71 (93% positive rating)	62
Strong community spirit in my area	65% agree	59%
Place to visit	76 (96% positive rating)	69
Town centre development / activation	58 (80% positive rating)	46

Goals for Community Scorecard 2027 Results

Maintain or increase current overall scores compared to industry averages

Aim for an industry high in one measure area