Events Plan

2026 – 2031



Town of Victoria Park

Acknowledgement of Country

Ngany kaaditj Noongar moort keny kaadak nidja Wadjak Noongar boodja. Ngany kaaditj nidja Noongar birdiya – koora, ye-ye, boorda, baalapiny moorditj Noongar kaadijtin, moort, wer boodja ye-ye.

The Town acknowledge the traditional custodians of this land and respect Elders past, present and emerging, their continuing cultural heritage, beliefs and relationship with the land, which continues to be important today.

We recognise the Whadjuk Noongar people as the traditional custodians of the greater Victoria Park area. Its Noongar name is Mindeera and to the Whadjuk people, Mindeera is a place that has strong social, spiritual, cultural and historic significance.

We thank them for the contribution made to life in the Town of Victoria Park and to this region.



Acknowledgement of Diversity

The Town acknowledges that the diversity of our residents is what makes our community unique. Diversity can be reflected in a number of ways including:

- **Ethnicity and race**
- **Disability**
- **Language**
- **Gender**
- **Sexual orientation**
- **Age and generation**
- **Socioeconomic status**
- **Religion, faith and other beliefs**

This diversity means our business practices need an understanding of how social and cultural background can influence interpretation and participation in the community. We acknowledge these impacts, and we are striving to present all communications to be inclusive and available to everyone.

If you or someone you know needs this document in another format, please contact the Town's Events Team by emailing **admin@vicpark.wa.gov.au** or on **9311 8111**.





Contents

Acknowledgement of Country 2
Acknowledgement of Diversity 3
Introduction 6
Vision Statement 7
Actions 9
Implementation, Monitoring, and Evaluation 16
Appendix 1: Strategic Alignment 18
Appendix 2: Social Change Model 20
Appendix 3: Key Terms 24
Appendix 4: Who We Are 27
Appendix 5: Key Findings and Achievements 28

Introduction

The Town of Victoria Park Events Plan 2026–2031 (the Plan) provides a strategic framework to guide the planning, delivery and evaluation of events over the next five years. Events play a vital role in strengthening community connection, celebrating local identity and supporting economic vitality across the Town.

Aligned with the Town's key strategic documents, the Plan positions events as a catalyst for cultural participation, creative expression and inclusive community engagement. It supports opportunities for local artists and creatives, celebrates the Town's diversity and embeds arts and culture within public spaces and activity centres.

The Plan also outlines how events will contribute to economic development and placemaking by driving visitation, increasing local spending and activating town centres, neighbourhoods and public open spaces. Through place-based programming, events will enhance vibrancy, encourage walking and public transport use, support local businesses and inform future planning and infrastructure investment.

A strong focus on public health, wellbeing and accessibility underpins the Plan. Events are designed to be welcoming, safe and inclusive, supporting social connection, physical activity and a sense of belonging. The Plan adopts an integrated approach, aligning with complementary strategies and action plans to ensure events respond to the needs of priority populations and the broader community.

Overall, the Plan provides a coordinated and practical roadmap for delivering high-quality events that enrich community life, strengthen the Town's identity and deliver lasting social, cultural and economic benefits.

Vision Statement

The Plan positions events as a key delivery mechanism for achieving outcomes across a range of existing Town strategies. It captures an integrated approach that supports the broader community priorities outlined in the Town's Strategic Community Plan, contributing to the Town's vision of being '***a dynamic place for everyone***'.

The Plan aligns to the following Town strategies:

a. Arts and Culture Strategy
b. Economic Development Strategy
c. Local Planning Strategy
d. Public Health and Wellbeing Strategy
e. Public Open Space Strategy
f. Urban Forest Strategy.

Further details on the alignment to the above strategies can be found in Appendix 1.

The figure below outlines the Theory of Change that underpins the development, implementation and evaluation of the Plan, and integrates key information drawn from existing Town strategies. More about the Theory of Change can be found in Appendix 2.



Events Plan Theory of Change

A consolidated vision for events in the Town:

Vision:

Vic Park is alive with events that reflect our local identity, build connections, and support our community.

Combined objectives drawn from existing Town strategies

Objectives:

Our community has a strong sense of identity and belonging.

Our community has a strong awareness and appreciation of local cultures and places.

Town events attract tourism and visitation, contributing to a thriving local economy.

The Town is known for developing and showcasing creative expression and innovation in event design, delivery, and partnerships.

We will achieve the objectives by working towards the following

Outcomes

- Our community has an increased sense of identity and belonging.
- Our community has an increase in cultural awareness and education.
- Our community has an increase in the return of investment from tourism and visitation.
- Our community has increased opportunities to experience and showcase creative expression.

We will achieve the outcomes through a targeted approach in the following

Focus Areas

- Programming
- Partnerships
- Places
- Access and Engagement

Actions

Focus Area 1: Programming

Deliver strong, diverse, and well curated event programming that drives visitation, participation, and economic benefit.

The Town will deliver curated, high-quality events that align with community interests and priority populations, supported by a balance of major and targeted events, clear standards for programming and delivery, and experiences that reflect local identity while appealing to broader audiences.

#	Action	Time frame	Strategy Alignment
1.1	Deliver a major events program that strengthens the Town's profile as a vibrant, liveable premier events destination	Short term	Arts and Culture Strategy Economic Development Strategy Public Health and Wellbeing Strategy
1.2	Deliver business events that showcase and connect local businesses with each other and the broader community	Short term	Economic Development Strategy
1.3	Deliver and support environmental event programming	Short term	Public Health and Wellbeing Strategy Urban Forest Strategy
1.4	Deliver targeted event programming to support community priorities and/or populations	Short term	Arts and Culture Strategy Public Health and Wellbeing Strategy

Focus Area 2: Partnerships

Build and strengthen partnerships through events to maximise resources, expertise and reach.

The Town will foster strong, long-term partnerships with local, regional, state and national stakeholders to collaboratively deliver high value events through shared models that reduce risk and maximise impact.

#	Action	Time frame	Strategy Alignment
2.1	Deliver funding and in-kind support to events that reflect community identity, increase visitation and support broader economic and place-based objectives	Short term	Arts and Culture Strategy Economic Development Strategy Public Health and Wellbeing Strategy
2.2	Facilitate collaborations with local 'businesses, creatives and community groups/clubs at events	Medium term	Arts and Culture Strategy Economic Development Strategy Public Health and Wellbeing Strategy
2.3	Attract event partnerships with external organisations to obtain support to enhance events	Medium term	Economic Development Strategy
2.4	Leverage tourism, art and event industry relationships to strengthen events held in the Town	Long term	Arts and Culture Strategy Economic Development Strategy


CAFE GELATO
www.leeschinesemedi
Chinese Medi
tanksforhire.com.au
DRINKING
TANKS FOR HIRE
0427 425 340

Focus Area 3: Places

Use events to activate public spaces and enhance the vibrancy and appeal of key locations in the Town.

The Town will use events to bring to life town centres, precincts and underutilised spaces, strengthening place identity while encouraging extended and repeat visitation and integration with local hospitality, retail and cultural offerings and backgrounds.

#	Action	Time frame	Strategy Alignment
3.1	Showcase and acknowledge local culture and land through event placement, programming and promotion	Short term	Arts and Culture Strategy Economic Development Strategy
3.2	Activate and enhance existing spaces and places within the Town by using events to create, express and celebrate a strong sense of place	Medium term	Arts and Culture Strategy Public Health and Wellbeing Strategy
3.3	Deliver events in priority and/or under-utilised areas and spaces across the Town	Long term	Arts and Culture Strategy Economic Development Strategy Public Open Space Strategy






VARLEY

Focus Area 4: Access and Engagement

Ensure events are easy to discover, inclusive and engaging for diverse audiences.

The Town will deliver coordinated, year-round promotion of its events through clear and accessible multiplatform communication, targeted marketing to priority populations, and consistent branding and storytelling to build community identity and sense of belonging.

#	Action	Time frame	Strategy Alignment
4.1	Develop and promote an annual events calendar that drives exposure and visitation in the Town	Short term	Economic Development Strategy
4.2	Continue to respectfully engage, include, celebrate, and promote Aboriginal and Torres Strait Islander culture and people	Short term	Public Health and Wellbeing Strategy
4.3	Promote and support modes of active transport at events	Short term	Public Health and Wellbeing Strategy
4.4	Deliver targeted event marketing and communications for priority populations to diversify our audiences	Medium term	Public Health and Wellbeing Strategy
4.5	Adopt and share inclusive and accessible practices in event design, planning and delivery	Medium term	Public Health and Wellbeing Strategy
4.6	Create and embed healthy food and drink promotion and practices at events	Medium term	Public Health and Wellbeing Strategy
4.7	Expand event promotion and communication to attract visitors and tourism to foster return on investment for the community	Long term	Economic Development Strategy

Implementation, Monitoring, and Evaluation

Guiding Principles

The following principles, derived from the Town of Victoria Park's Strategic Community Plan 2022–2032, have guided the development of this Plan and will be embedded in its implementation.

Strengths Based	Community and stakeholder assets, strengths, and capacities are recognised and built on.
Culturally Safe and Inclusive	Culturally safe and inclusive approaches are employed in the work that the Town facilitates, supports, and undertakes through events.
Evidence Based	An evidence-based approach is used by the Town, with a focus on early engagement and intervention to enhance the level and scope of impact.
Shared Responsibility	The Town is supportive of creating environments that foster a shared responsibility. Events support co-design and community lead activities.
Innovation and Better Practice	The Town seeks innovative ideas and better practice solutions for events. The Town values strong relationships with event organisers, artists, cultural organisations, businesses, and community groups to maximise reach, impact, and shared learning.
Sustainability	Integrating sustainability principles in the Town's approach to resourcing and delivery of the Events Plan, including alignment to Policy 261 Sustainable Events.

Implementation

The Town will develop an annual Implementation Plan which defines specific projects and initiatives against the Plan's focus area deliverables that will be undertaken across 2026 -2031, aligned with the Town's annual priorities, budget, resourcing, and community needs.
To successfully deliver the Plan across the next 5-years, the Town will regularly engage with external stakeholders, as well as all internal departments on the focus area deliverables.

Monitoring and evaluation

The outcomes of planned actions addressing the Plan will be monitored and evaluated in alignment with the Town's Social Impact Approach, social change principles, and a Theory of Change model. This ensures the impact of strategic initiatives is meaningfully assessed and continuously improved. An annual Impact Report will be developed and made available on the Town's website to provide transparency and communicate progress to the community. Quarterly updates will also be provided as part of the corporate reporting cycles.

Town's Role

The Town will adopt a range of roles in delivering this Plan. Many of the projects and events the Town supports are developed with or for the community in response to identified community aspirations, connections, or emerging priorities. The Town's role will vary depending on the level and nature of support required and may evolve over time. The Town will act across the following roles in relation to events: projects and initiatives.

Organiser	**The Town delivers and is fully responsible for the delivery of events** Delivery may be wholly organised in-house; outsourced to a contracted event manager; or a combination of in-house leadership and delivery with contractors.
Partner	**The Town provides or receives support to deliver events** The Town provides or receives financial and/or in-kind support to run events in the Town.
Host	**The Town manages and approves events** The Town manages and approves all events held within its boundaries. It coordinates booking requests for Town assets and oversees the event approvals process in line with regulatory requirements.
Advocate	**The Town champions for events in the Town** The Town actively takes a clear position on the value and importance of events, working to influence decisions, actions, and attitudes that support their success.
Promoter	**The Town shares information and promotes events** The Town contributes to the promotion of events to the public by leveraging its marketing and communication resources.

Appendix 1: Strategic Alignment

Town of Victoria Park Strategic Alignment

The Events Plan 2026 – 2031 aligns closely with the Town of Victoria Park's Strategic Community Plan 2022–2032, ensuring consistency with the broader vision and priorities of the Town. It will contribute to achieving key strategic objectives, including:

- S3 – Facilitating an inclusive community that celebrates diversity
- S4 – Improving access to arts, history, culture and education
- EC1 – Facilitating a strong local economy
- EC2 – Attracting businesses and people to local activity centre through place planning and activation.

The Plan will also support the Town's commitment to good governance through alignment with:

- CL1 – Effectively managing resources and performance
- CL2 – Communication and engagement with community.

It will meet these objectives through alignment to the following Town Strategies:

Town Strategy	Alignment
Arts and Culture Strategy	The Plan will provide accessible platforms for creative expression, cultural participation, and community storytelling. Through inclusive programming, events showcase local artists, performers and creatives, expand opportunities for residents to engage with arts and culture, and celebrate the Town's diverse and multicultural community. By embedding arts and cultural experiences in public spaces and centres, events help build creative capacity, strengthen local identity, foster community pride and ensure arts and culture are visible, valued and accessible to all.
Economic Development Strategy	The Plan will drive visitation and local spending, activate town centres and precincts, and increase foot traffic for local businesses, hospitality, and services. Through place based activation and a diverse events program, events enhance the vibrancy and attractiveness of centres, strengthen the Town's destination profile, support business confidence and collaboration, and contribute to a resilient and competitive local economy.
Local Planning Strategy	This Plan will activate key centres, corridors and neighbourhoods in ways that reinforce vibrant, walkable and connected places. By using parks, streets and spaces, events strengthen placemaking, celebrate cultural diversity and enhance the character of activity centres, while increasing visitation and supporting local business and mixed-use development. Events will encourage active and public transport use, trial flexible uses of public space, and inform future design and infrastructure investment, helping to create active, inclusive and liveable places in the Town.

Town Strategy	Alignment
Public Health and Wellbeing Strategy	The Plan will strengthen social connection and community wellbeing through inclusive events that encourage people to come together, be active and engage with their local community. Through accessible and welcoming programming, events will support mental and physical wellbeing, reduce social isolation and foster a sense of belonging, while also enabling targeted approaches that support the Town's priority populations in alignment with complementary plans, including the Access and Inclusion Plan, Reconciliation Action Plan, Youth Action Plan, Homelessness Action Plan, Safer Neighbourhoods Plan, and Community Group and Club Development Plan.
Public Open Space Strategy	The Plan will deliver inclusive, well-designed events that activate parks, streets and urban areas, encouraging people to experience, enjoy and connect within public spaces, while creating opportunities for social interaction, cultural expression, passive recreation and respite, building community ownership, supporting health and wellbeing, and transforming public spaces into vibrant, accessible and well used places.
Urban Forest Strategy	The Plan will promote the use of green, shaded public spaces and embeds tree-sensitive planning and sustainable practices into event delivery. Through place-based programming, events delivered will enhance community appreciation of trees as essential social, cultural and environmental infrastructure, while providing opportunities for environmental education and stewardship.

Government Priorities Strategic Alignment

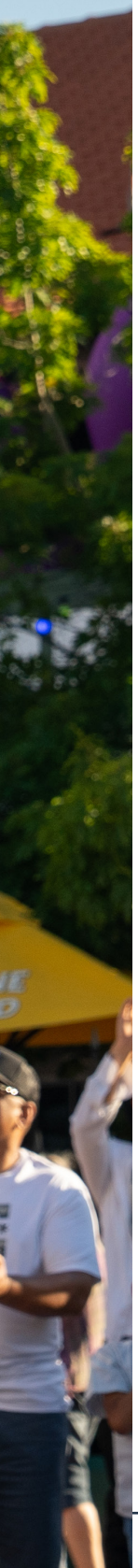
The Town of Victoria Park's Events Plan 2026 – 2031 has been intentionally aligned with current state and national government strategic frameworks to ensure relevance, sustainability, and impact. Alignment has been made to:

The Commonwealth Government's *THRIVE 2030 Strategy* - is focused on providing world-leading services and visitor experiences to consumers while delivering significant and sustainable benefits to the Australian community. It outlines priorities relating to collaboration, modernisation and diversification that will enhance economic and social outcomes, linked to providing high-quality and diverse products and experiences.

Western Australia's *Event Experience Strategy 2033* - highlights the importance of events, which play a powerful role in destination marketing, attracting visitors, encouraging longer stays and showcasing the character of Western Australia. It acknowledges the critical impact events have on the local economy, supporting local jobs and driving significant benefit to tourism and hospitality operators, as well as their enrichment to society, fostering a sense of pride, belonging and vibrancy across communities. The Strategy has been shaped by key policy frameworks including the Western Australia Visitor Economy Strategy 2033, the Vision for Dream Events, and Jina: Western Australian Aboriginal Tourism Action Plan 2021–2025.




BALMORAL
HOTEL

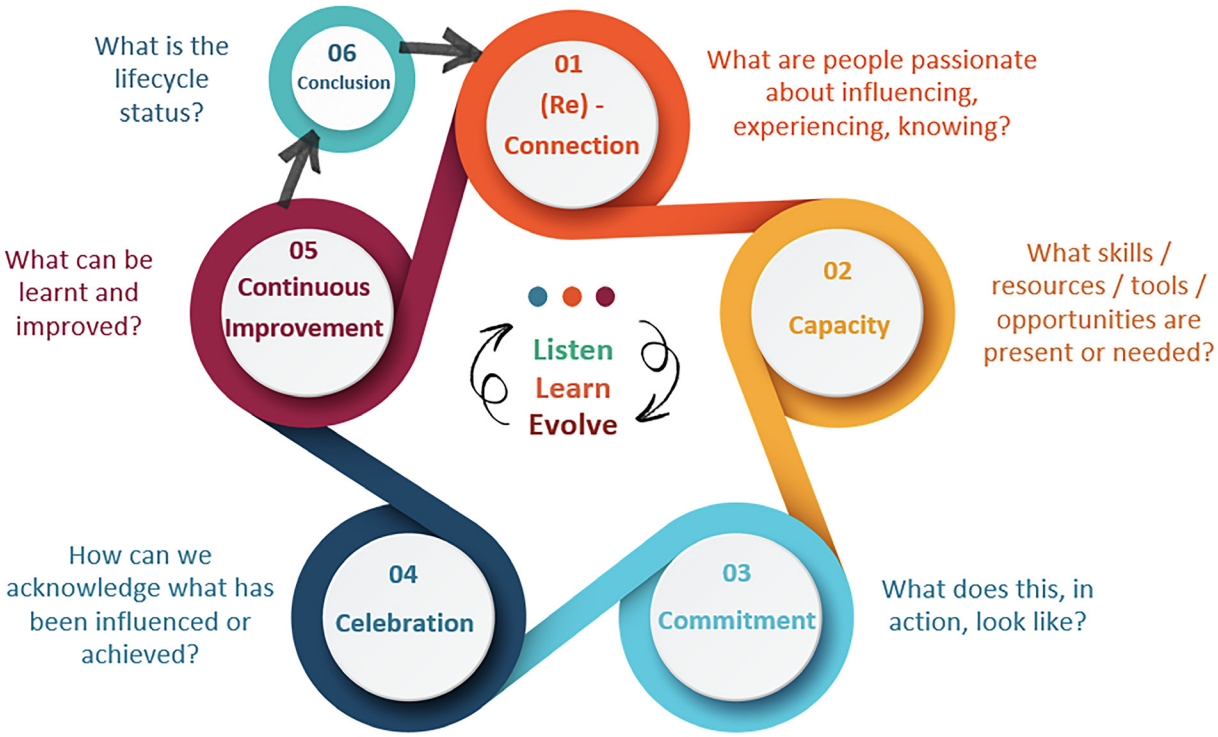


Appendix 2: Social Change Model

The Town uses a Community Development social change model which focuses on leveraging community assets with community groups and club resources, programs, and partnerships to address social challenges, promote equity, and foster positive transformation in society while also creating a space that is accessible and welcoming to everyone.

Appendix 2: Social Change Model

The Town adopts a Community Development social change model which focuses on leveraging community assets with arts and culture resources, programs, and partnerships to address social challenges, promote equity, and foster positive transformation in society by also creating a space that is accessible and welcoming to everyone.



Theory of Change

A Theory of Change (TOC) is a tool used by organisational program managers and evaluators to describe how a program is expected to work. It is a framework that visually shows how the opportunity or problem a program is expected to address, within a particular situation, and the assumptions underpinning the development of the program. A TOC also identifies the expected pathway between various elements of a program and expected social outcomes for the stakeholders involved with the program. With a TOC, the elements of a program are the planned activities developed by an organisation to bring about expected social outcomes. For the Events Plan, its TOC is outlined in the Vision Statement Section earlier in this document.

What are social outcomes?

Social outcomes are the changes in the knowledge, skills, awareness, behaviour, level of functioning or status, experienced by stakeholders, resulting from their involvement with the planned activities. Stakeholders within the context of a TOC are those people or organisations that experience this change.

Demonstrating social impact

As a tool describing how a program is expected to work, a TOC can also show the connection between planned activities and social outcomes applicable to each stakeholder group, over the immediate, medium, and long-term. A long-term social outcome is often described as a social impact. Impact is considered as the expected fundamental change and or unintended consequences occurring in a community, as the result of a program being delivered, or system being modified over at least five years. The TOC model is a tool used in this Plan as well as all associated plans.

Key stakeholders

The groups of people who are expected to experience the most significant and relevant change from the planned initiatives in the Town are:

- Residents
- Local event organisers, artists and performers
- Local businesses and enterprises
- Community groups and clubs



Appendix 3: Key Terms

Key Term	Description
Event	A gathering of people brought together for a common purpose by some prearrangement.
Event Collaborations	When two or more organisations, groups or individuals work together to deliver activities as part of an event. These collaborations combine resources, expertise and networks to enhance the event's quality, reach, and impact.
Event Partnerships	When the Town seeks support off external organisations for the delivery of events in the Town. This includes financial, in-kind, media and/or promotional support.
Event Sponsorships	When the Town provides support to external organisations for their events. This includes both financial and in-kind support.
Mass Gathering	An event open to the public, including ticketed events. They are larger and have a higher risk as the organisers do not know the individuals attending. Examples: school fetes, music festivals, hawkers' markets
Private Events	Are events that are by invitation only and are often quite small. They are lower risk as event organisers know who is going to attend and how to manage the risks associated with the particular people, activities, and experiences they have planned. Examples: weddings, corporate events, family get-togethers, picnics.





OUR TOWN

1 Burswood Park 2 J.A. Lee Reserve 3 Charles Paterson Park 4 G.O. Edwards Park 5 Rayment Park 6 McCallum Park 7 Raphael Park 8 Koolbardi Park 9 Fletcher Park 10 John Bissett Reserve 11 Hawthorne Park 12 Parnham Park 13 Carlisle Reserve 14 Kate Street Reserve 15 John MacMillan Park 16 Harold Rossiter Park 17 Fraser Park 18 Elizabeth Baillie Precinct 19 Higgins Park and Playfield Reserve 20 Rotary Park 21 Houghton Reserve 22 Long Park

Appendix 4: Who we are

The Town of Victoria Park is a vibrant and diverse urban community located just 10 minutes from Perth's CBD, across the causeway on the south side of the Swan River (Derbal Yerrigan). The Town is centred around the bustling Albany Highway, famed for its culinary smorgasbord, buzzing café strip and unique retail stores. The Town promotes a vibrant lifestyle and its vision for the future is to foster a creative, attractive, friendly, and environmentally sustainable place for members of the local community to live, work and play.

Events are integral to the heart and culture of our Town. The Town of Victoria Park delivers a range of vibrant and inclusive events as part of our annual events program, that attracts thousands of local community members and visitors each year. Our events build a strong community, both socially and economically, and a vibrant, liveable Town inclusive for all. They provide a sense of belonging, identity, and pride, and help grow awareness and connectedness of our diverse community.

WE ARE PERTH'S MOST EMPOWERED AND ENGAGED COMMUNITY

We come together to form community-led initiatives, collaborate on decisions, and create better outcomes.

WE ARE PERTH'S PREMIER PLACE FOR FOOD AND ENTERTAINMENT

The Town is the leading place for food and entertainment. We host hundreds of cultural, arts, music and sport events throughout the year and offer unique, culturally diverse, and authentic food and beverage opportunities that continue to bring our community together, whilst drawing others from across the state.

WE LEAD IN SUSTAINABILITY

We lead by example and aim to become even more sustainable by integrating principles related to sustainability into our operational approach and strategic direction.

WE PUT PEOPLE FIRST IN URBAN DESIGN AND SAFETY

We are creating places and spaces that are even more walkable, safe, and versatile, with a diverse mix of uses.

WE ARE INCLUSIVE AND CONNECTED WITH A THRIVING COMMUNITY

The Town is improving connections and striving for more inclusivity among people from diverse cultures, age groups, abilities, and interests. We celebrate the rich diversity of our Town.

Appendix 5: Key Findings and Achievements

Research and consultation

Research and stakeholder consultation to support the development of the Plan took place between July 2025 – February 2026. The approach employed a comprehensive methodology, incorporating:

- Desktop research of existing plans, policies, and best practices.
- Consultations with internal staff to align Plan with operational priorities.
- Collaboration with Town advisory groups to ensure informed decision-making.
- Broader community and stakeholder engagement via event activations and forums to capture diverse perspectives and needs.

This multi-faceted approach ensures that the revised Plan is inclusive, data-driven, and reflective of community aspirations.

Findings

a. Strategic Direction

- Strong support for the Event Strategy 2022 - 2026 current approach.
- 81.6% of stakeholders agree the existing vision for events, remains relevant and resonates with the community.
- Social outcomes were identified as most important, followed by economic outcomes.
- Community engagement was seen as the most important goal.

b. Gaps and Opportunities

- Noted absence of focus on visitation and tourism within the current Event Strategy 2022-2026.
- Stakeholders highlighted potential benefits to local businesses, the Town's identity, and social outcomes from integrating tourism principles.
- Feedback emphasised economic development and strengthening local identity.

c. Event Programming

- Town event programming received overwhelmingly positive support.
- 83% of stakeholders agree the current events calendar serves the community well.
- Diversity of offerings and a community-targeted, localised approach are highly valued.

d. Delivery Approach

- Maintain a focus on local events while supporting/advocating for events that increase visitation and tourism.
- Recommendation to shift toward a partnering/supporting role rather than event delivery to increase variety in programming and receive more value for money.

Achievements

Over the lifespan of the Event Strategy 2022 – 2026, the Town has supported over 1,295 events. This includes events organised, partnered, hosted, advocated, and communicated by the Town.

There has been:

- 28 major events
- 548+ partnered events
- 398+ hosted events, and 19 days of significance.

The Strategy has:

- brought together 140,000+ residents and visitors
- invested $1,517,746, and,
- acquired $211,013 external funding with an average spend of $38.50 per head.



The table below provides a summary of the key achievements.

Objective	Achievements
Increased local identity	Across the life of the Events Strategy, • 88% attendees said events had local impact • 89% said events made them feel safe • 84% said events helped them feel connected to the community. • 18 event sponsorships worth $92,750 • 5 event grants worth $118,263
Highly engaged community	The Town's events attracted 144,187 attendees across 4 years. Community feedback about the Town's festivals, events, arts and other cultural activities resulted in the following indexed scores: • 2015: 65 • 2019: 74 • 2023: 71 (93% satisfaction rate)
Year-round vibrancy	Between 2 to 7 events were held each month of each year.
Something for everyone	Between 2023/24 and 2024/25, we increased audience diversity: • CaLD: +3% • LGBTQIA+: +3% • Person with disability: +3% • First Nations: +1% • Major events were held across key precincts in the Town.
Local businesses are supported	• 94 community collaborations • 548 events across 4 sponsorship agreements, with $300,000 of funding provided to the community • $760,722 additional local spend occurred during the Summer Street Party event over the last 3 years

WE'RE OPEN
VIC PARK

#LOVEVICPARK

victoriapark.wa.gov.au

Town of Victoria Park