

# **FORM.**

building a state of creativity

**Events Strategy – Key Findings Report**

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## Informing Documents/Stakeholder Sources

The following were reviewed to inform the development of this report:

### Literature Review

- Strategic Community Plan 2017 - 2032
- Corporate Business Plan 2017 - 2022
- Community Benefits Strategy 2019 -2024
- Economic Development Strategy 2018 - 2023
- Public Open Space Strategy
- Place Plans
- Social Infrastructure Plan
- Youth Action Plan 2021 - 2024
- Reconciliation Action Plan 2018 - 2020
- Arts and Culture Plan
- Policy 226 Recreational reserve hire
- Policy 261 Sustainable Events
- Policy 405 Events on parks and reserves – notification to residents
- Other Events Strategies – local, regional and national

### Community/Stakeholder Engagement

- Elected Member Concept Forum (March 2021)
- TOVP Communications and Engagement Report/Summary (2019)
- LeisureLife engagement (2019)
- Community Survey (2021)
- Vic Park Community Centre (Jun 2021)
- Elected Member Survey (Oct 2021)
- Elected Member Concept Forum (Nov 2021)
- Elected Member Survey (Dec 2021)
- Access and Inclusion Advisory Group Engagement (2021)
- Mindeera Advisory Group Engagement (2021)
- Playtime in the Park Engagement (2021)
- Library activities - Rhyme time, Murder Mystery night, International Games Night (2021)
- Carlisle Vic Park Toy Library Engagement (2021)
- Three Twilight Concerts (2021)
- Connect Vic Park Engagement (2021)
- ToVP Staff Workshops (2021)
- Three industry workshops with community, business and arts groups (2021)

## Background Research / Literature Review

In general, the Town's strategic documents and plans are largely focused on hard infrastructure and have few references/objectives specific to events and activations. The following extracts are either specifically related to events and activations, or could be referenced to inform the draft Strategy development:

### Strategic Community Plan 2017 - 2032

- Vision - *We are Perth's premier place for entertainment and entrepreneurship*
- S3 *An empowered community with a sense of pride, safety and belonging*
- S4 *A place where all people have an awareness and appreciation of arts, culture, education and heritage*
- EC1 *A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship*
- CL3 *Well thought out and managed projects that are delivered successfully*

### Corporate Business Plan 2017 – 2022

- *Positively impact the social health and wellbeing of the community*
- *Promote local art and culture within the community*
- *Ensure a strong sense of place that emphasises each suburbs' unique characteristics and sense of community*
- *Better utilise and beautify existing parks and reserves for the benefit of the community*

### Community Benefits Strategy 2019 -2024

- *Expand the reach of the TOVP's visitor attraction marketing campaigns*
- *Increased visitation*
- *Economic benefits for local businesses through increased visitation in the area*

### Economic Development Strategy

- *7.1 Promote and position the Town as Perth's and WA's sports and events capital*
- *7.2 Investigate an events and tourism governance model with the aim of improving coordination across the stakeholders (particularly Tourism WA) with regards to marketing, visitor servicing and product development*
- *7.3 Prepare a business case framework that guides the Town's approach to the selection, management and evaluation of tourism and events through to 2023*
- *7.4 Taking into account the Tourism Western Australia, Tourism Action Plan, prepare a targeted destination marketing plan to promote the Town to priority markets, including criteria to guide the assessment of priority or premium events*
- *7.5 Profile a major events calendar as a key economic and visitation stimulator highlighting the broad events program to a state and national level. Including:*
  - *Focus on the Towns major visitation event attraction on participatory sports such as AFL games, national and state championships and mass participation that extend over multiple days*
  - *A targeted events program to maximise the use of 'riverside precincts' including exhibitions, music shows, lifestyle and arts events*
  - *Continue to support community and civic events and celebrations as part of the overall events program via grant programs, sponsorship, and Town-run events. These include: Australia Day, Carols by Candlelight, outdoor movie festivals, Anzac Day*

## Public Open Space Strategy

- 87% strongly agree *“I have a park within 5 – 6 minutes' walk from home”*
- 50% strongly agree *“I often visit events in my local park”*
- *“What would encourage you to use your park more often?”* – Events are not listed in the responses
- **Vision – A Vibrant Town** - *With a university, the Burswood Peninsula, the stadium, riverfront, café strip and Belmont Park the Town has significant recreational, civic and commercial infrastructure that supports the Town economically as well as socially.*
- **4.11 Events** - *The Strategy looks to increase the ability of the public and the Town to host events in public open space by providing an increase in locations for hire with the scale of the event to be appropriate to the location. It is recommended that south-east public open spaces are considered for large scale event space, including Parnham Park, Edward Millen Reserve and Higgins Park.*
- **Recommended event spaces:**
  - *Charnley Gardens & Pallinup Street*
  - *Charles Paterson Park*
  - *Canning Highway Verge*
  - *McCallum Park & Taylor Reserve*
  - *Sunbury Reserve*
  - *Higgins Park*
  - *John MacMillan Park*
  - *Fletcher Park*
  - *Parnham Park*

## Place Plans

- **Town of Victoria Park – Action 1.02** – Street Meet ‘n’ Greet Program
  - *Supporting and encouraging inclusive and socially connected streets and neighbourhoods can assist with crime prevention.*
  - *Streets and neighbourhoods where residents and community members know each other have been proven to be safer and healthier. The results of the Evolve final report, Healthy Vic Park survey and the Safer Neighbourhoods community survey all indicated a community expectation that the Town promote inclusive and socially connected streets and neighbourhoods. The Town is responsible for much of the physical space in a street and is a key stakeholder to create these connected neighbourhoods. Support structures for existing and new community members to connect and be included in the neighbourhood will lead to a safer community and more vibrant neighbourhoods.*
  - *Implement the Street Meet ‘n’ Greet Program.*
- **Burswood Peninsula - Action 2.01** - Schedule of events and campaigns for the Burswood Peninsula
  - *There are a multiple events and campaigns run by multiple stakeholders on the Burswood Peninsula which can cause confusion.*
  - *Given the number of stakeholders involved with the Burswood Peninsula, the running of events and campaigns can be fragmented. Each stakeholder promotes what they are doing on their own website, which makes it difficult to work out collectively what is happening on the Peninsula.*
  - *Develop and maintain a schedule of events and campaigns for the Burswood Peninsula*
  - *Proactively promote the public realm options available to business to help grow the local economy*
- **Victoria Park – Action 7.03** – McCallum Park & Taylor Reserve Masterplan –
  - *Undertake detailed design for the Taylor Reserve & McCallum Park Concept Plan – ‘McCallum Park Active Area’ – being a premier location for the Town, this concept plan will have implications for future major events.*

- **East Victoria Park – Action 8.02 – Activate the Streets**
  - *Continued activation of the streets through small, medium and large-scale events is needed.*
  - *Events are important in bringing together different parts of a community. The Summer Street Party does this by bringing together local community groups, schools, businesses and residents to showcase the best of the Victoria Park neighbourhood. This event activates East Victoria Park in a format different to day-to-day business by allowing the streets to be taken over by people. The Town should ensure this continues in future years and should support businesses in capitalising on the exposure provided by this event. Smaller and medium street activation projects should also be planned and implemented, preferably in collaboration led by the local business and resident community.*
  - *Host the Summer Street Party on Albany Highway and facilitate small and medium street activation.*
  - *Higgins Park and MacMillan Precinct masterplans will have implications for future events*

#### **Draft Social Infrastructure Strategy**

- *Small Steps, Big Impact Program. PURPOSE: To deliver small projects that improve the usage and viability of the social and active recreation infrastructure facilities in the Town. PRIORITIES: 1) Upgrades to existing sporting facilities to improve usage and viability. 2) Small strategic interventions to broaden the possibilities for future social infrastructure provision*
- *Action 27 Continue to support the Maker Spaces project and investigate opportunities to implement future recommendations*
- *5.2 Social Infrastructure opportunities - Expansive open spaces and large facilities provide excellent opportunities for pop-up community events*

#### **Youth Action Plan 2021**

- Events organised by local young people with Town coordinators to ensure they stay on track
- Young people are not aware what opportunities were available to them
- Vision - Young people visit places and spaces in the Town that are activated, youth-friendly, inclusive, and accessible. Young people have a variety of youth-focused and youth-friendly activities and events available to them.
  - Most events seem family-oriented and not for them, want to see more youth-focused events and activities
  - Good 'formal' sport options, but need more informal/drop in sport activities

#### **Reconciliation Action Plan 2018 – 2020**

- Include and promote Aboriginal and Torres Strait Islander peoples and cultures throughout the year at community events with staff and the broader community
- Participate in and celebrate NAIDOC week

#### **Policy (226 Recreational reserve hire, 261 Sustainable Events, 405 Events on parks and reserves)**

- The Town has a robust policy regarding sustainability requirements for events, much more rigorous than other Local Governments.

#### **Other Events Strategies**

Upon review of events strategies from various local governments, the following themes emerged:

- *Widespread acknowledgement of the positive role / value events play in social, cultural and economic contexts*

- *Lack of year-round vibrancy is cited as a common issue*
- *Increasing issues with competition from other entertainment options (e.g. at home streaming/food delivery, sports, gaming, adjacent Local Government areas etc)*
- *The need for a proactive rather than reactive approach*

#### Common key objectives

- *Increase visitation, length of stay and economic benefit for the region*
- *Attracting events*
- *Community health and wellbeing*
- *Supporting event organisers to deliver better market-led results*

#### **Summary: Literature Review**

Overall, the literature review revealed that events and activations are infrequently referenced in the Town of Victoria Park strategic documents. The Town of Victoria Park is an attractive destination for events, and the review finds events are an underutilised resource/asset for the Town. Positive benefits from events and actions, as well as community engagement outlined below, align closely with the Town's Corporate Business Plan objectives to positively impact the social health and wellbeing of the community, promote local art and culture, ensure a strong sense of place emphasising each suburb's unique characteristics and sense of community, and better utilising existing parks and reserves for community benefit.

# Environment, Community and Demographics Review

## Environment

- Located close to the CBD
- Large areas of Swan River foreshore
- Long Albany Highway main street
- High levels of public transport service (multiple train stations and express bus lanes)
- Burswood contains multiple key stakeholders within small proximity area – Optus Stadium, Crown Casino Perth, Burswood Park Board, Swan River Trust, Town of Victoria Park
- Curtin University is located within the Town
- Multiple parks ranging in size throughout
- Local centres which act as hubs for the community such as Gallipoli St, Etwell St, Lathlain Place, Carlisle local centre.

## Community / Demographics review

- Growing population
- Young(ish) population: The largest age cohort in the Town is the 25 to 34 demographic. The second largest age grouping in the Town is the 35 to 49 demographic.
- Increasingly multicultural: The Town is becoming more and more multicultural. Twenty six per cent of people speak a language other than English at home. Mandarin, Italian and Cantonese are the top three of these languages.
- Well educated: Compared to the rest of Greater Perth there is a higher proportion of people in the Town holding formal qualifications (Bachelor or higher degree; Advanced Diploma or Diploma; or Vocational qualifications), and a lower proportion of people with no formal qualifications.
- 1 or 2 people households dominate: Almost 67% of people living in the Town live in a one or two person household.
- Live relatively closely together: In the Town of Victoria Park, 47.8% of the dwellings were medium or high density, compared to 24.7% in Greater Perth.
- Likely to work as either a professional, in administrative work or as a technician: 57% of Town residents work in one of these three jobs.
- Likely to work outside of the Town and drive to place of employment: 77.0% of the Town of Victoria Park's working residents travel outside of the Town to work.
- Lots of workers from the south-eastern corridor: 88% of people who work in the Town come from outside of the Town.

## Summary: Environment, Community and Demographics Review

A connected and accessible inner-metro suburb, close to the CBD with beautiful riverscapes, engaging high street and major entertainment venues.

A growing population with a young age demographic, the community is increasingly multicultural and well educated. Almost 67% of people living in the Town live in a one or two person household with 23% more density compared to Greater Perth. A mobile workforce, with 77% of residents travelling outside of the LGA for work, while 88% of workers come from outside of the LGA.



# Community/Stakeholder Engagement Review

## Key Findings

### *Purpose and Leveraging*

Events are a unique tool that can be deployed/leveraged to deliver multiple benefits to the community (in categories such as social, cultural, environmental, economic, and governance) simultaneously. The following key themes emerged as desired outcomes for events within the Town:

#### SOCIAL:

- Leveraging events to build on and create local identity
- Using events to increase local pride/social cohesion
- Using events to increase visitation and local participation

#### ECONOMIC:

- Ensuring events support local talent and businesses
- Ensuring events create positive economic outcomes for local businesses

A “support local” focus can efficiently dovetail economic benefit with positive cultural and social outcomes to create a sense of place:

- Seeking involvement from local businesses as a first priority
- Curating activities that are representative of the local community (“it could only happen here” ideology)
- Encouraging local participation (volunteering, activities etc.) and local visitation
  - = sense of place and increased community pride

***Opportunity – Leverage direct-delivered events to build on and create local identity, social cohesion and participation, while supporting local businesses and endeavours.***

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### *Event Types*

The majority of community respondents believe the right type of events are being held currently<sup>1</sup>, with approximately one third of community respondents suggesting there should be different events held within the Town. Among the Elected Members surveyed there was unanimous agreement with the sentiment ‘there should be different events held within the Town’<sup>2</sup>.

A key theme across all engagement was the perception that Victoria Park Summer Street Party (SSP) is a ‘legacy event’<sup>3</sup> that is much loved and attended by the community, and that the SSP be considered a ‘non-negotiable’ and cornerstone of future event planning. ‘Arts and cultural events’ were a recurrent suggestion across all engagement when asked what the community would like to see more of in the future.

The following event types rated highly across all engagement methods<sup>4</sup>:

- *Town of Victoria Park Summer Street Party*
- *Smaller neighbourhood street parties/play streets*
- *Arts/cultural events*
- *Multicultural events*

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<sup>1</sup> 50% “the right type of events are being held currently”, 2021 Community Survey

<sup>2</sup> 100% “there should be different types of events held”, EM Survey Oct 2021 and Dec 2021

<sup>3</sup> Highest rating in 2019 Community Survey, highest rating 2021 Elected Member Concept Forum, highest rating 2021 Access and Inclusion Advisory workshop

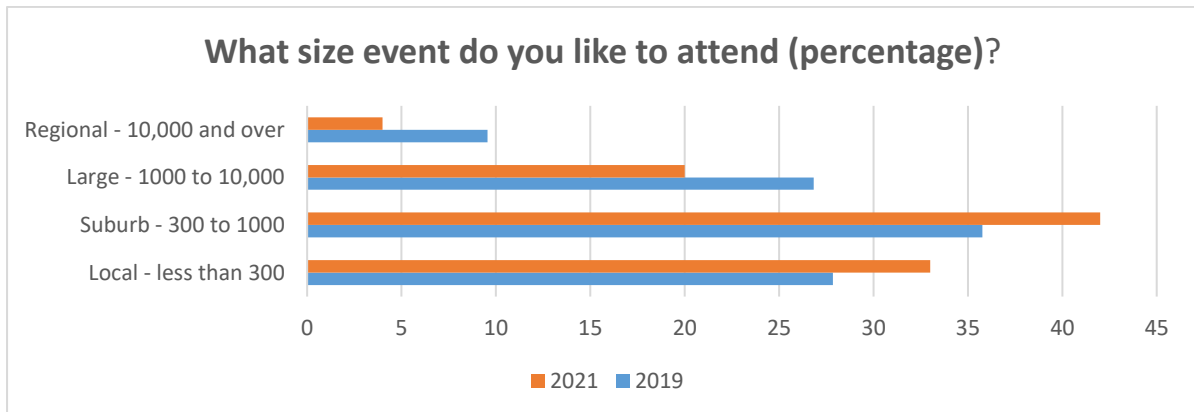
<sup>4</sup> In ‘quasi’ order of priority

- Live music events
- Kids/family orientated events

**Opportunity – Focus the Town’s offering to include these commonly suggested event types into future TOVP event delivery and the draft Strategy.**

### Event Size

Current community sentiment regarding preferred event size is consistent with previous community engagement in 2019, with the majority of respondents preferring **smaller, community size events**.



Since 2019, community perceptions show a modest increase in support for smaller events:

- Local, less than 300 = + 5% from 2019*
- Suburb, 300 to 1000 = + 6% from 2019*
- Large, 1000 to 10,000 = - 7% from 2019*
- Regional, 10,000 and over = - 6% from 2019*

Aside from the Town’s annual Summer Street Party which is loved in its current format and should continue operating as is, based on analysis of all data it is clear **the community preferences smaller events in general**. While not explicitly stated, it is evident this is due to more than just COVID-19 hesitancy towards major events and is better attributed to ongoing community preference. **Accessibility, parking/congestion, and environmental impact** to local reserves were all cited as important considerations/issues for TOVP events, supported by a preference for events to reflect and celebrate the community’s local identity.

Smaller, community-level events are generally not commercially profitable/viable for event organisers, therefore are not delivered naturally by market and require intervention/funding from the Town to take place. Should budget be available, smaller events offer a number of advantages:

- Less costs to deliver (longer mileage on budget, and therefore more events able to be delivered per year)
- Lower risk profile, resulting in lower costs to deliver (e.g. less security, crowd control measures, infrastructure, hostile vehicle mitigation etc.)
- Increased organisational efficiency and agility to plan/implement due to less complexity
- Less complexity can result in increased potential/opportunities for community involvement (volunteering, activities etc.) leading to community capacity building
- Less waste and environmental impact
- On average, higher levels of social capital return per dollar invested

- ‘Pay-per-play’ activities are widely accepted as a social norm at events (food trucks, petting zoos, inflatable rides etc.). These activities at commercial events are normally charged to attend (either through site fee or percentage of income), whereas at community events operators are generally engaged for free. This is attractive to suppliers while also attractive to Local Government event organisers, who can effectively outsource these activities in lieu of mitigating cost and risk for the event organiser via outsourcing.

*Opportunity – Continue delivering the Town’s annual signature Event “Summer Street Party” and look for opportunities to deliver community-scale events for less than 1000 people.*

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## **Key Drivers**

A number of key drivers/principles were evident through the engagement process, with many of these backed up by the Town’s strategic documents.

“**Sustainability**” was a key driver identified not only important to the community and the Town, but an important driver identified for events to ensure:

- event practices were designed and organised to minimise environmental impact
- to ensure the content of events was in line with the Town’s overarching objectives related to sustainability. The 4WD show was used as an example of an event that may be a successful part of the Town’s annual calendar of events, but whose ‘content’ may not align to the Town’s overarching objectives/community expectations

“**Accessibility**” – event activities are inclusive and cater to all abilities

“**Something for everyone**” – The Town’s annual calendar of events offers a range of experiences that caters to all demographics

“**Support Local**” – Events economically support, and provide additional opportunities to local businesses

*Opportunity – Include key drivers into the Draft Strategy as informing ‘principles/pillars’.*

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## **Role of Council**

Elected Member surveys, in tandem with feedback from the EM Concept Forums, indicate a clear preference for the Town’s primary role to be **Event Organiser** (direct-delivery), with supporting roles being:

- Partner/sponsor
- Facilitator (community or market led)

In contrast, feedback from the Town’s staff focused on ensuring the administration had enough capacity to deliver additional programming, as well as the need to build capacity in the community to be able to deliver more events themselves. Further discussions may need to be held with Elected Members on the balance between increased expectations on direct delivery that increased expectations of direct delivery may require additional staff capacity (budget and human resourcing) to ensure quality outcomes for both events and staff.

*Opportunity – Incorporate EM priorities into the draft Strategy and pulse check order of priorities at draft Strategy review stage with community, ensuring the Town’s role supports the strategic focus and primary delivery model for events within the LGA. Include community capacity building as a key strategic action to assist future event delivery within the Town.*

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## **Role of Community**

The Town of Victoria Park is a leader in community consultation, involvement and empowerment, with the SCP Vision “We are Perth’s most empowered community”. This is a competitive advantage that can be incorporated into the Draft Strategy – to include the significant opportunities for community involvement and capacity building and ‘tap into’ the Town’s active and passionate community.

*Opportunity – Include community involvement, empowerment and capacity building into the Draft Strategy.*

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## **Budget**

At the Concept Forum, Elected Members were given the opportunity to allocate budget to a selection of event types, resulting in the following order of priorities for budget expenditure:

1. Street parties
2. Arts events
3. Sustainability events
4. Live music events
5. Christmas events
6. Youth events
7. Multicultural events
8. Sporting events
9. Kids and family-friendly
10. Markets
11. Lifestyle events
12. Food and beverage events
13. Seniors events
14. Volunteer Events
15. Trade-specific events
16. Other

Feedback from Elected Members lacked consensus whether the Town’s current investment/budget for Town events was the right amount, as well as whether events should be free or paid to attend. Four of the six Elected Members surveyed believe the current budget for direct delivered events is too low, while all Elected Members surveyed indicated more events should be delivered (see [Frequency section](#) below) which would require additional expenditure. Queries regarding whether the current \$345,500 budget for event delivery was sufficient were also raised at the Concept Forum

*Opportunity – Investigate appetite for increased budget to support additional event programming delivered by the Town.*

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## **Community Preferences**

In context with aforementioned findings, the engagement showed that **convenience** is a major factor for local residents – who like being able to walk to a local event rather than dealing with the impacts of major crowd gatherings and movements. Positive attributes include **family-orientated activities, walkability** and **sense of community**, with negative attributes of events focused on **vehicle and patron congestion, parking** and **environmental impact to the Town’s reserves**.

Clear community preferences were evident for events to exhibit the following attributes:

- Smaller sized events (less than 1000 people)

- Family-friendly/oriented activities – particularly with the Town’s high demographic of young professionals
- Event types that ‘bring the community together’
- More local events held per year

Additionally, improved communications to the local community was cited as an improvement area for the Town, which could increase local participation.

*Opportunity – Hone the Town’s direct-delivered offering in line with community preferences.*

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### **Frequency**

Elected Members were unanimous in their support for more (direct-delivered) events, while also commenting TOVP should hold a larger range of event types (see [Event Types section](#) above). Five of six Elected Members surveyed agreed with the concept that “there is always something on in the Town of Victoria Park”. This sentiment aligned with community preference for more local-level events to be taking place within the Town.

*Opportunity - Coupled with the preference for more events and the priority for direct delivery, there is the opportunity to schedule further direct-delivered events within community preferences to create a sustainable, year-round calendar of regular community-level events on Town thoroughfares and public reserves. Another effective strategy to increase frequency of local-level events is to partner, support and sponsor events delivered by community, arts and cultural organisations, which was the second-priority role identified for the Town during consultation.*

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### **Summary: Community/Stakeholder Engagement Review**

The following opportunities have been identified from the outcomes of community and stakeholder engagement:

1. *Leverage direct-delivered events to build on and create local identity, social cohesion and participation, while supporting local businesses and endeavours.*
2. *Focus the Town’s offering to include these commonly suggested event types into future TOVP event delivery and the draft Strategy.*
3. *Continue delivering the Town’s annual signature Event “Summer Street Party” and look for opportunities to deliver community-scale events for less than 1000 people.*
4. *Incorporate EM priorities into the draft Strategy and pulse check order of priorities at draft Strategy review stage with community, ensuring the Town’s role supports the strategic focus and primary delivery model for events within the LGA.*
5. *Include key drivers into the Draft Strategy as informing ‘principles/pillars’*
6. *Include community involvement, empowerment and capacity building into the Draft Strategy.*
7. *Investigate appetite for increased budget to support additional event programming delivered by the Town.*
8. *Hone the Town’s direct-delivered offering in line with community preferences.*
9. *Coupled with the preference for more events and the priority for direct delivery, there is the opportunity to schedule further direct-delivered events within community preferences to create a sustainable, year-round calendar of regular community-level events on Town thoroughfares and public reserves. Another effective strategy to increase frequency of local-level events is to partner, support and sponsor events delivered by community, arts and cultural organisations, which was the second-priority role identified for the Town during consultation.*

## Current Trends - Events

**COVID-19 disruptions** - The COVID crisis has disrupted local industries and caused the cancellation of many events in 2020 and 2021. Supply-chain issues, border and travel restrictions, changing/increased health requirements, social distancing and reduced capacities are ongoing challenges that are creating an uncertain, and in some cases unviable, market for events to operate.

**Hybrid work models** – 2021 has been a year of experimentation with many organisations implementing hybrid work experiences and models after urgent ‘working from home’ requirements in 2020. Now systems have had time to adjust, by choice organisations are choosing for hybrid work models to continue for a range of reasons (notably cost saving), resulting in different geographical spread of population and changed commuting habits.

**Increased competition** - The competition for consumer attention has never been greater, with a myriad of convenient entertainment options available at home. Food delivery services, streaming entertainment and virtual performances are common inclusions in modern life, increasing pressure on existing events to perform at higher standards.

**Experiences over products** - Through multiple areas such as retail and technology, consumers now expect experiences rather than just products. An evolution in customer expectations is taking place, with Millennials and Gen Z putting more value on experiences than material possessions. Personal relevance is becoming an increasing factor in event design. For the events industry, an explosion of bespoke food and beverage events has dominated the market in recent years as they offer immersive, sensory experiences.

**Sustainability** - Our expectations as a society to counter the toll human activity has impacted our planet and climate are growing. A rising number of consumers, particularly our younger demographics, are seeking genuine action in relation to sustainable consumerism. Event design minimising single-use plastics, local impact and carbon footprint are key considerations for event organisers going forward to fulfil corporate responsibility expectations.

**Culture is king** – Prior to COVID-19, in 2017-18 over 82% of Australians attended at least one cultural venue or event<sup>5</sup>. Even when faced with the challenges presented by COVID-19 lockdowns in 2020 and 2021, consumers responded in Australia by increasing internet usage and accessing virtual content and streaming services in place of live experiences at record levels.

**Known for our music** - Perth has long punched above its weight in the global music scene, churning out premium acts like Birds of Tokyo, Tame Impala, Tim Minchen, Eskimo Joe, Baby Animals, Jon Butler, Pendulum, The Triffids, and The Waifs to name a few. Perth is known internationally for its high-quality musicians, and as a premium tertiary destination – being home to the West Australian Academy of Performing Arts where many of these artists studied.

**Decline in major events** - Perth has lost many of its large events over the last 20 years, as well as many live music venues. While there is no one common reason, major events such as Red Bull Air Race World Championship, Cirque du Soleil, Hopman Cup, Rally Australia, Big Day Out, Stereosonic, Summer Dayz, St Jerome’s Laneway Festival, West Coast Blues and Roots, Parklife, Beaufort Street Festival and Beauvine Festival no longer take place.

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<sup>5</sup> ABS Attendance at Selected Cultural Venues and Events, Australia, 2017-18  
<https://www.abs.gov.au/ausstats/abs@.nsf/mf/4114.0>

**Integrated technology** - In an age where data is king and public health is front-of-mind, innovative technologies are facilitating better event experiences by simplifying tasks while simultaneously increasing valuable user data and efficiency. E-ticketing, mobile event apps and cashless payments are now expected additions that reduce printing costs and cash variances, build user databases and harvest behavioural information.

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### **Summary: Current Trends - Events**

In review of current trends and community engagement, the Town of Victoria Park is well placed to offer events and activations that are aligned to current trends and operating environment. The Town's existing focus on sustainability is on-trend, and can be complimented with additional themes of arts and culture. The community's preference for smaller, local events aligns well to COVID disruptions that are expected to continue through 2022.

## Key Themes for Draft Strategy

### Observations

Based on review of all aforementioned sources and stakeholders, the following observations have emerged:

- Upon review of the Town’s current strategic documents, the Town has not had a strategic focus on events and activations in recent past years – with events and activations rarely referenced in either social, economic, cultural or governance contexts.
- Town of Victoria Park has a broad range of public open spaces suitable for events that are located very close to central Perth, and are highly serviceable by public transport
- The high cultural diversity within the Town indicates a need for culturally-inclusive events and activations
- Majority of residents are younger (44% of the Town are 25 – 49, with 67% living in 1-2 person dwellings)
- Based upon feedback from Elected Members, there may be support for increased annual event budget
- Both Town and residents are aligned to high sustainability outcomes/requirements
- ToVP residents prefer community-level events that are accessible and reflective of their local area. This suits the current COVID environment for event planning and management.
- A calendar of community-level events may be leveraged to build on and create local identity, while supporting local businesses and endeavours

<b>Event Types</b>	<ul style="list-style-type: none"> <li>• Street parties</li> <li>• Arts/cultural events</li> <li>• Multicultural events</li> <li>• Live music events</li> <li>• Kids/family orientated events</li> </ul>
<b>Event Size</b>	<ul style="list-style-type: none"> <li>• Less than 1000 people</li> </ul>
<b>Roles of Council</b>	<ul style="list-style-type: none"> <li>• Event Organiser</li> <li>• Partner/sponsor</li> <li>• Facilitator</li> </ul>
<b>Budget</b>	<ul style="list-style-type: none"> <li>• Appetite for increase to support additional events</li> </ul>
<b>Frequency</b>	<ul style="list-style-type: none"> <li>• Regular community-level events</li> </ul>
<b>Purpose/Leveraging</b>	<ul style="list-style-type: none"> <li>• Creating local identity</li> <li>• Building sense of place and sense of community</li> <li>• Supporting local talent and businesses</li> </ul>

### Key Themes for strategy development

#### *“It could only happen here” / “Support Local”*

- *Local suppliers*
- *Showcasing the Town’s artistic and cultural capital and potential*
- *Events that take over public space creating play streets*
- *Increased sense of community and local identity*



***“There is always something on in the Town of Victoria Park”***

- *Regular community-level events on Town thoroughfares and public reserves that activate public space and increase economic opportunities for brick-and-mortar businesses*

***“Something for everybody”***

- *Balanced calendar of events and activities that appeal to all demographics*
- *Activities for all youths, not just younger children*

***“Accessibility”***

- *Activity in local parks/reserves that are walkable for local residents*
- *Convenient*
- *Minimal crowd/vehicle congestion*

***“Sustainability”***

- *Walkable/minimal vehicle movement*
- *Minimal waste/rubbish/litter*
- *Minimal surface degradation/environmental impact*
- *Facilitated/Council approved events that align to the Town’s sustainability standards*