

Project Report

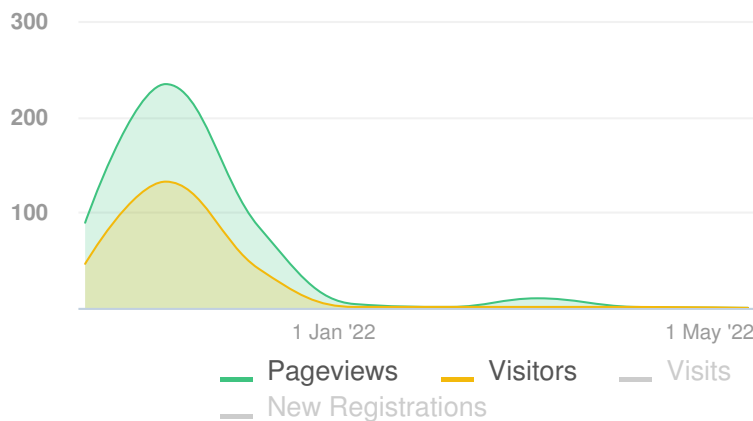
19 November 2015 - 08 May 2022

Your Thoughts

Have your say on events in Vic Park



Visitors Summary

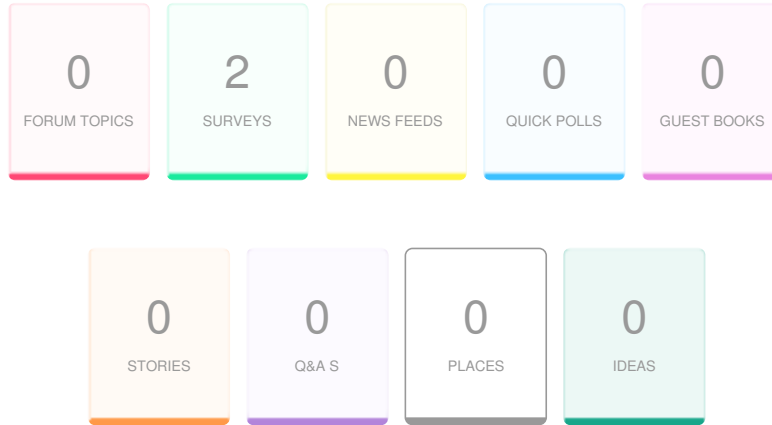


Highlights

TOTAL VISITS	252	MAX VISITORS PER DAY	15
NEW REGISTRATIONS	1	ENGAGED VISITORS	47
		INFORMED VISITORS	84
		AWARE VISITORS	212

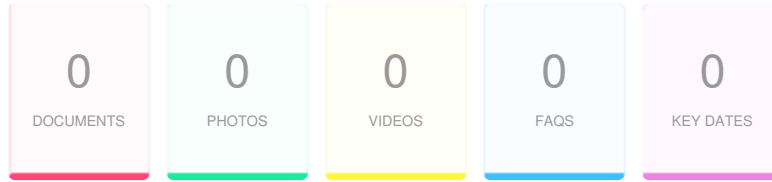
Aware Participants		Engaged Participants	
	212		47
Aware Actions Performed	Participants	Engaged Actions Performed	Registered Unverified Anonymous
Visited a Project or Tool Page	212	Contributed on Forums	0 0 0
Informed Participants	84	Participated in Surveys	3 0 44
Informed Actions Performed	Participants	Contributed to Newsfeeds	0 0 0
Viewed a video	0	Participated in Quick Polls	0 0 0
Viewed a photo	0	Posted on Guestbooks	0 0 0
Downloaded a document	0	Contributed to Stories	0 0 0
Visited the Key Dates page	15	Asked Questions	0 0 0
Visited an FAQ list Page	0	Placed Pins on Places	0 0 0
Visited Instagram Page	0	Contributed to Ideas	0 0 0
Visited Multiple Project Pages	38		
Contributed to a tool (engaged)	47		

ENGAGEMENT TOOLS SUMMARY



Tool Type	Engagement Tool Name	Tool Status	Visitors	Contributors		
				Registered	Unverified	Anonymous
Survey Tool	Community survey	Published	85	3	0	41
Survey Tool	Events Strategy Elected Member Survey	Draft	7	0	0	3

INFORMATION WIDGET SUMMARY



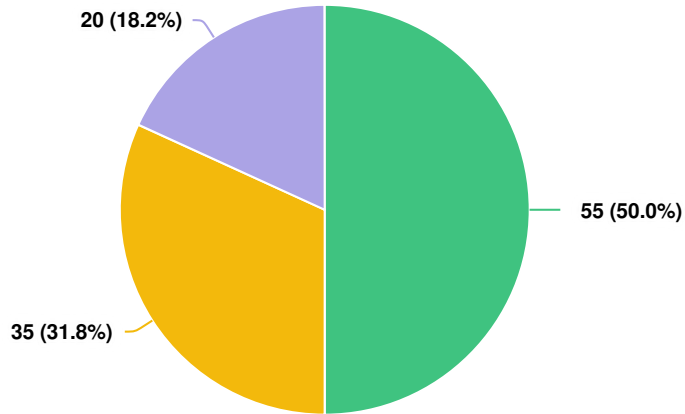
Widget Type	Engagement Tool Name	Visitors	Views/Downloads
Key Dates	Key Date	15	16

ENGAGEMENT TOOL: SURVEY TOOL

Community survey

Visitors 85	Contributors 44	CONTRIBUTIONS 117
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What is your view on the types of events that are currently held in the Town of Victoria Park?



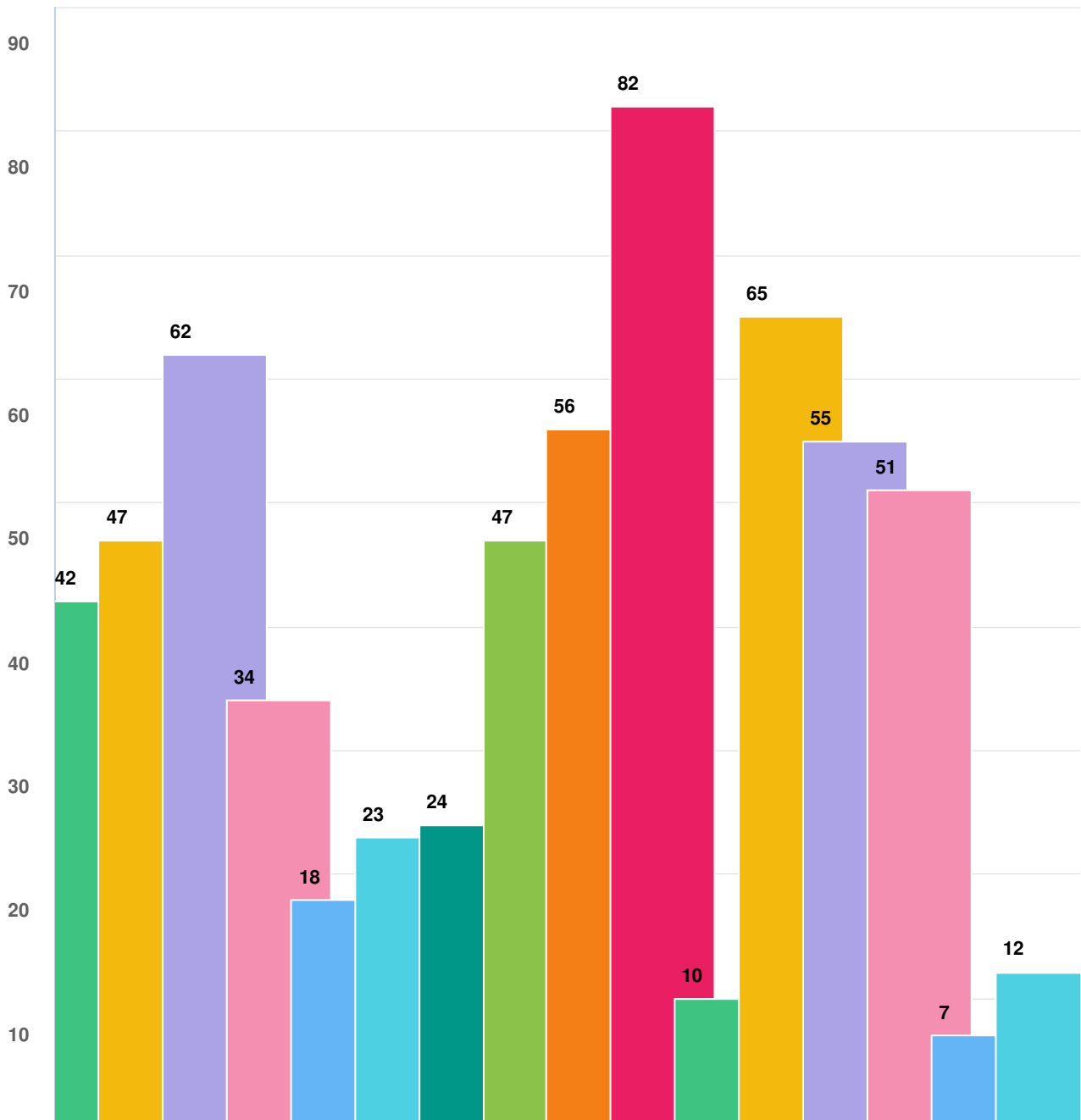
Question options

- The right types of events are held in the Town
- There should be different types of events held in the Town
- I'm unsure

Optional question (110 response(s), 7 skipped)

Question type: Radio Button Question

Are there any types of event that you would like to see more of in the Town?



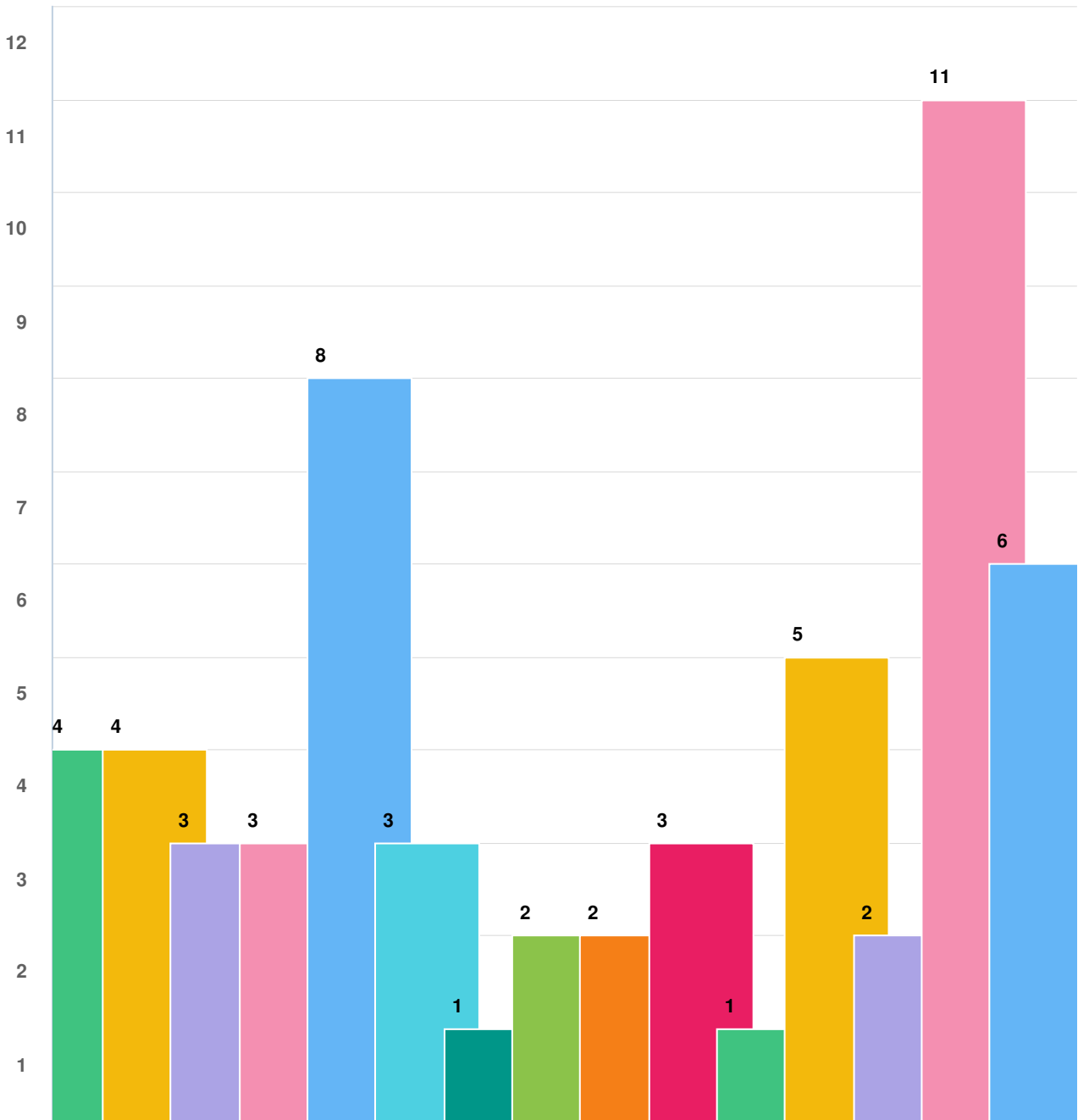
Question options

- Christmas events
 ● Kids and family-friendly events
 ● Street parties
 ● Sustainability events
 ● Sporting events
- Youth events
 ● Seniors events
 ● Multicultural events
 ● Arts events
 ● Music events
 ● Volunteer events
- Markets
 ● Food & beverage events
 ● Lifestyle events (e.g. leisure, hobbies, health)
- Trade-specific events (e.g. expos)
 ● Other (please specify)

Optional question (116 response(s), 1 skipped)

Question type: Checkbox Question

Are there any types of event that you would like to see less of in the Town?



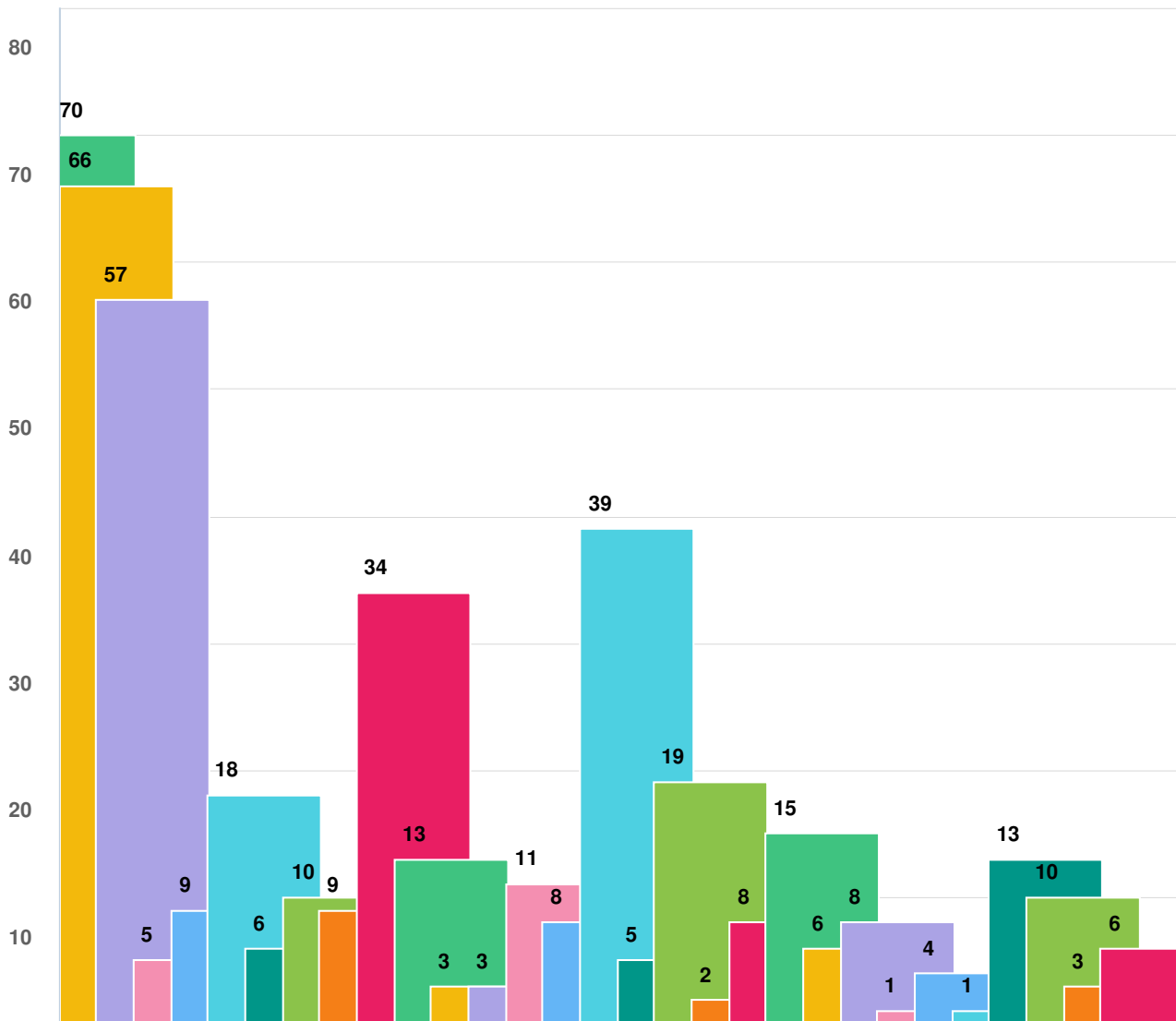
Question options

- Christmas events
 ● Kids and family-friendly events
 ● Street parties
 ● Sustainability events
 ● Sporting events
- Youth events
 ● Seniors events
 ● Multicultural events
 ● Music events
 ● Volunteer events
 ● Markets
- Food & beverage events
 ● Lifestyle events (e.g. leisure, hobbies, health)
 ● Trade-specific events (e.g. expos)
- Other (please specify)

Optional question (30 response(s), 87 skipped)

Question type: Checkbox Question

Over the past five years, the Town of Victoria Park has delivered a number of events for the community. Which of the following Town-delivered events have you attended?



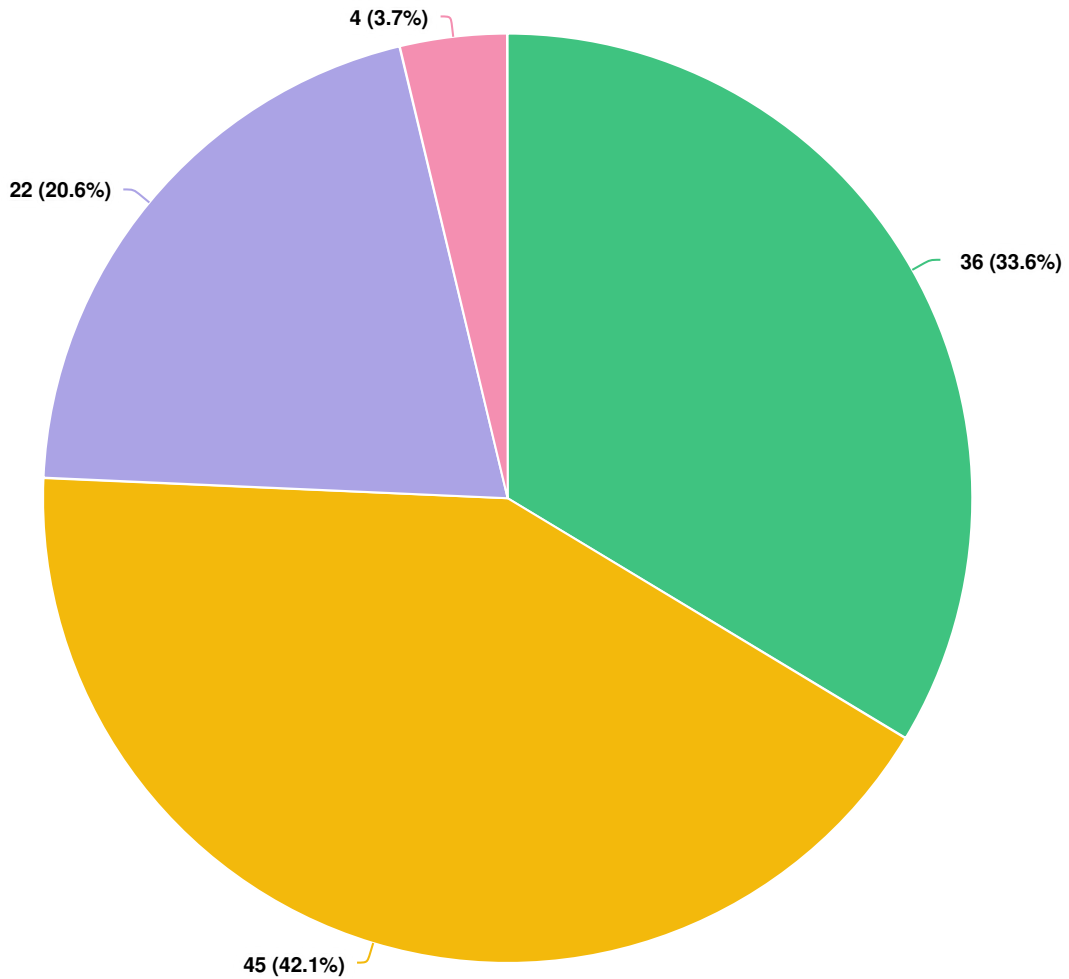
Question options

- Summer Street Party/Autumn street festival
 ● Market Series
 ● Twilight Trio outdoor concerts
- Success Series Workshops
 ● Coffee and Change sustainability workshops
 ● NAIDOC Week events and activities
- Reconciliation Week events
 ● Playtime in the Park
 ● Pride Week activities
 ● ANZAC Day
 ● Remembrance Day
- Black Swan Theatre Live Stream broadcasts
 ● Dogs Breakfast
 ● Cocktails and Candy Canes Christmas Market
- Countdown to Christmas
 ● Arts Season events
 ● International Day of People with Disability activities
- International Women's Day activities
 ● International Men's Day activities
 ● Harmony Week activities
- Senior's Week activities
 ● Homelessness Week activities
 ● Lathlain Park Zone 2/Zone 2X opening
- ROW 52 Opening
 ● Pets in the Park (movie night)
 ● Town Faithful celebrations
 ● Mental Health Week activities
- Thank a Volunteer Day/Volunteer Week activities
 ● Youth Week activities
 ● AFL Grand Final Parade

Optional question (107 response(s), 10 skipped)

Question type: Checkbox Question

What sized events do you like to attend most?



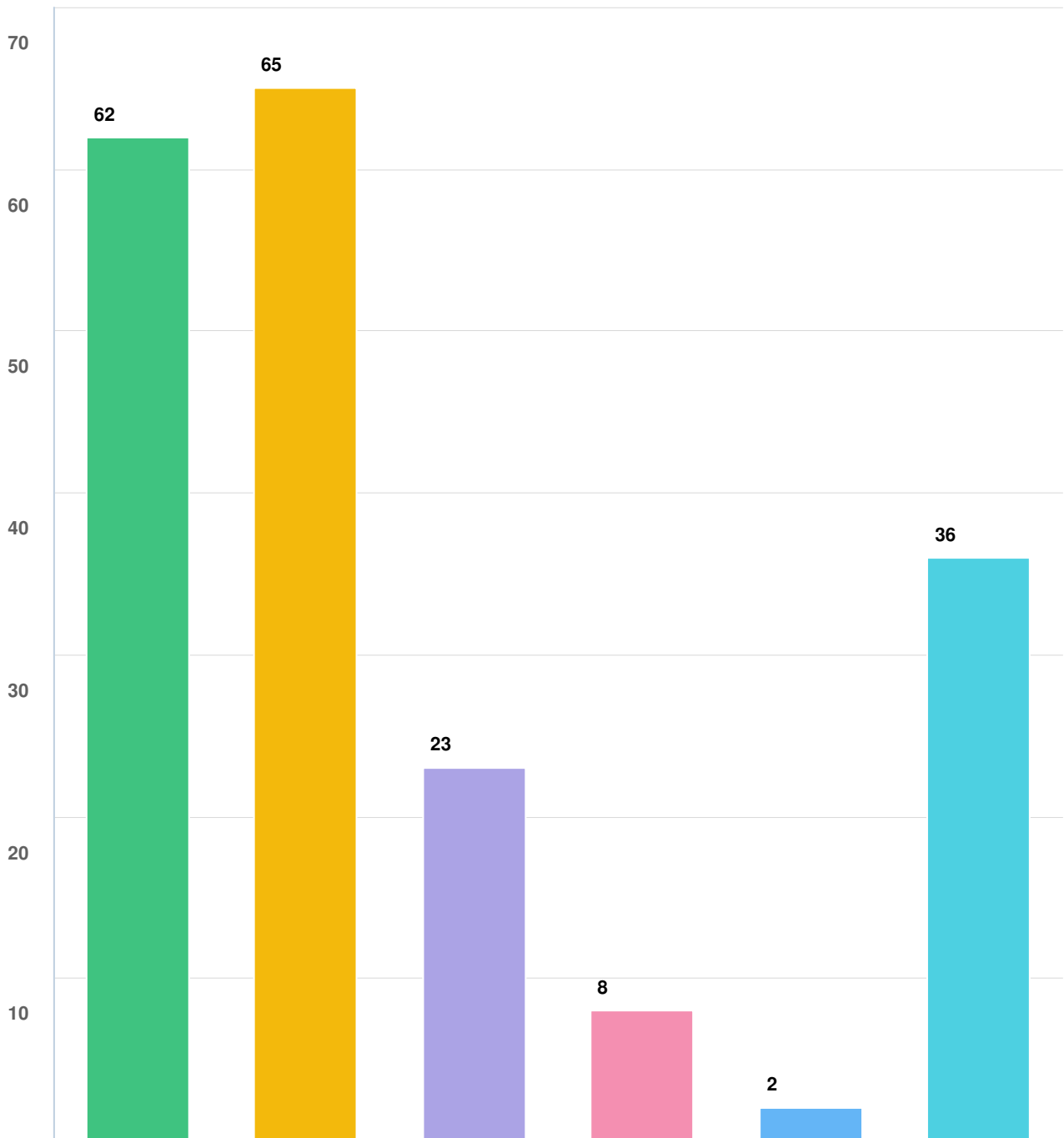
Question options

- Local (less than 300 people)
- Small (300 - 1,000 people)
- Large (1,000 - 10,000 people)
- Major (more than 10,000 people)

Optional question (107 response(s), 10 skipped)

Question type: Radio Button Question

Please select all options that apply to you



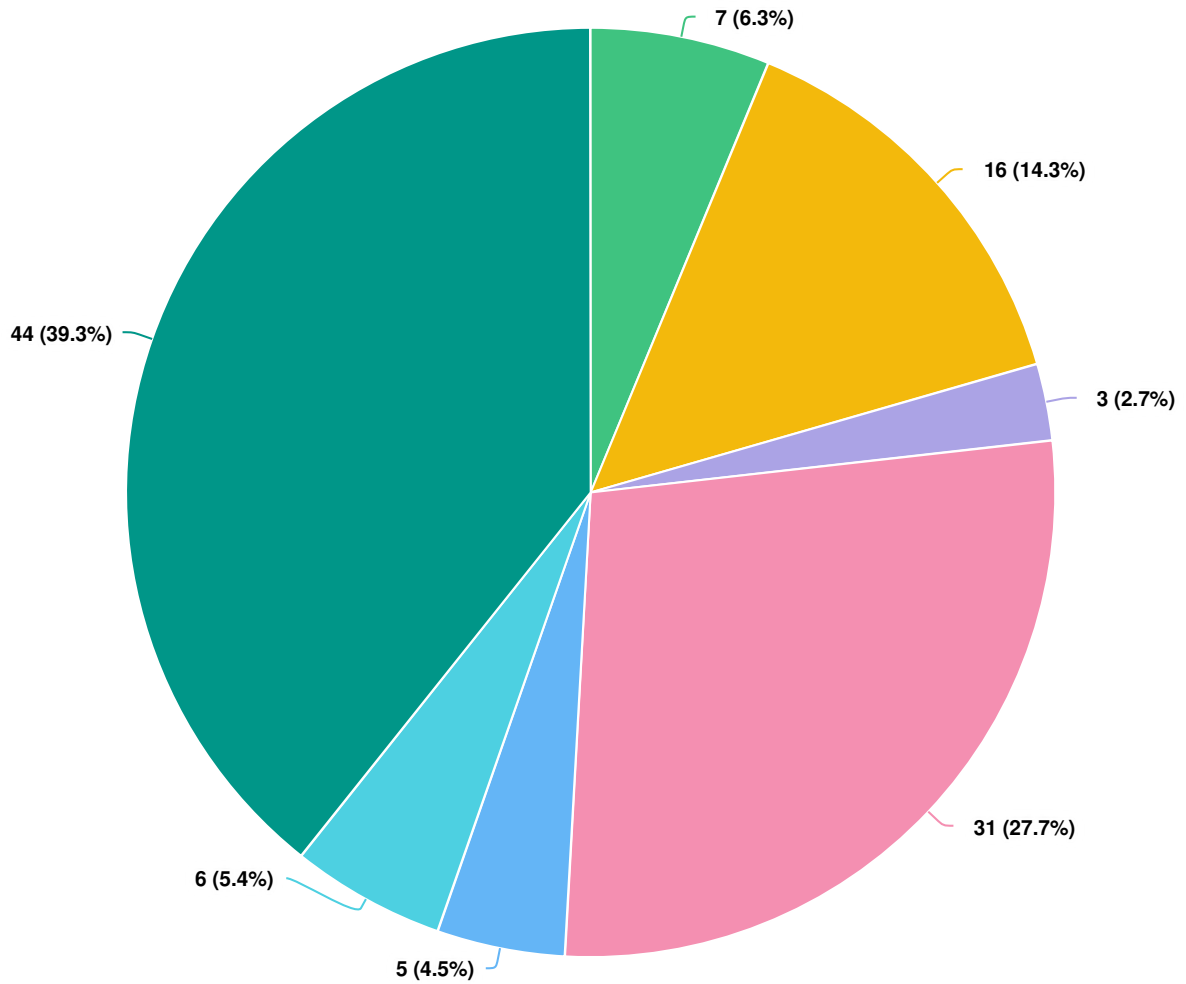
Question options

- I am a Town of Victoria Park ratepayer
- I live in the Town of Victoria Park
- I work in the Town of Victoria Park
- I own or operate a business in the Town of Victoria Park
- I study in the Town of Victoria Park
- I frequently visit the Town of Victoria Park

Optional question (116 response(s), 1 skipped)

Question type: Checkbox Question

Which suburb do you live in?



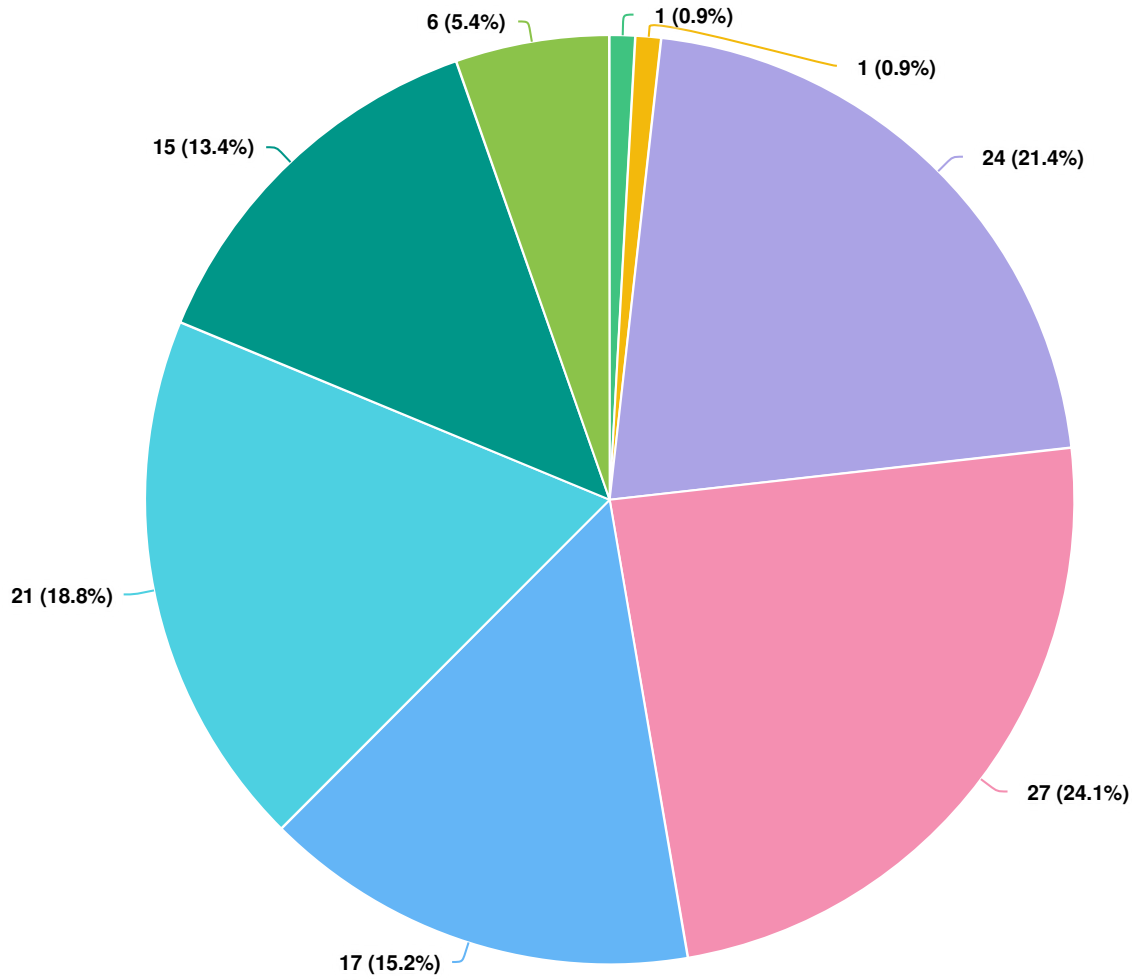
Question options

- Burswood
- Carlisle
- Curtin University or Bentley
- East Victoria Park
- Lathlain
- St. James
- Other (please specify)

Optional question (112 response(s), 5 skipped)

Question type: Radio Button Question

What is your age?



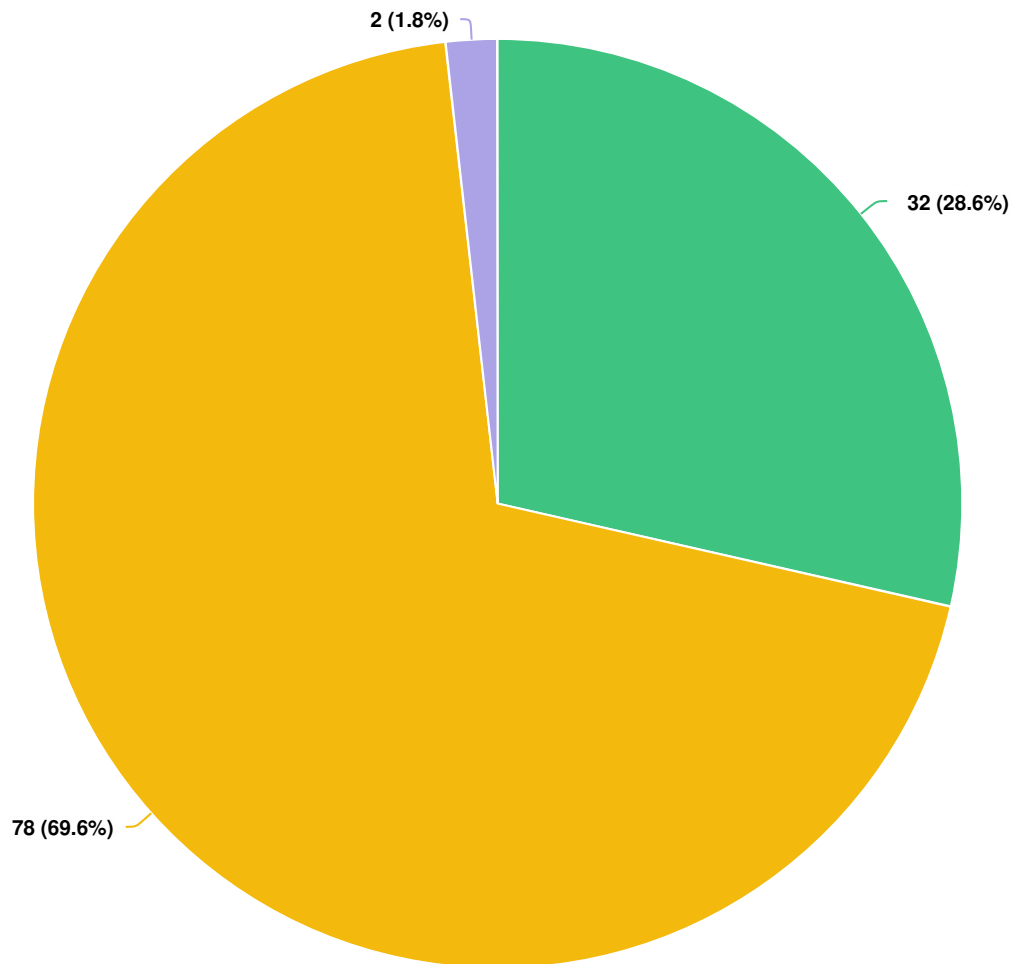
Question options

- 14 or under
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84

Optional question (112 response(s), 5 skipped)

Question type: Dropdown Question

What is your gender?



Question options

- Male
- Female
- Prefer not to say

Optional question (112 response(s), 5 skipped)

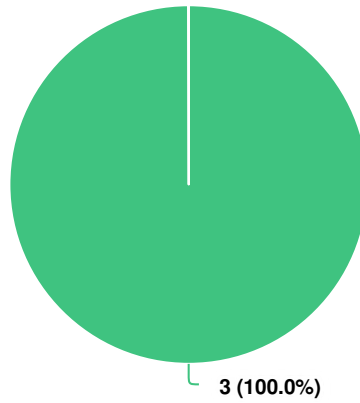
Question type: Radio Button Question

ENGAGEMENT TOOL: SURVEY TOOL

Events Strategy | Elected Member Survey

Visitors 7	Contributors 3	CONTRIBUTIONS 3
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What is your view on the number of events that are currently held in the Town?



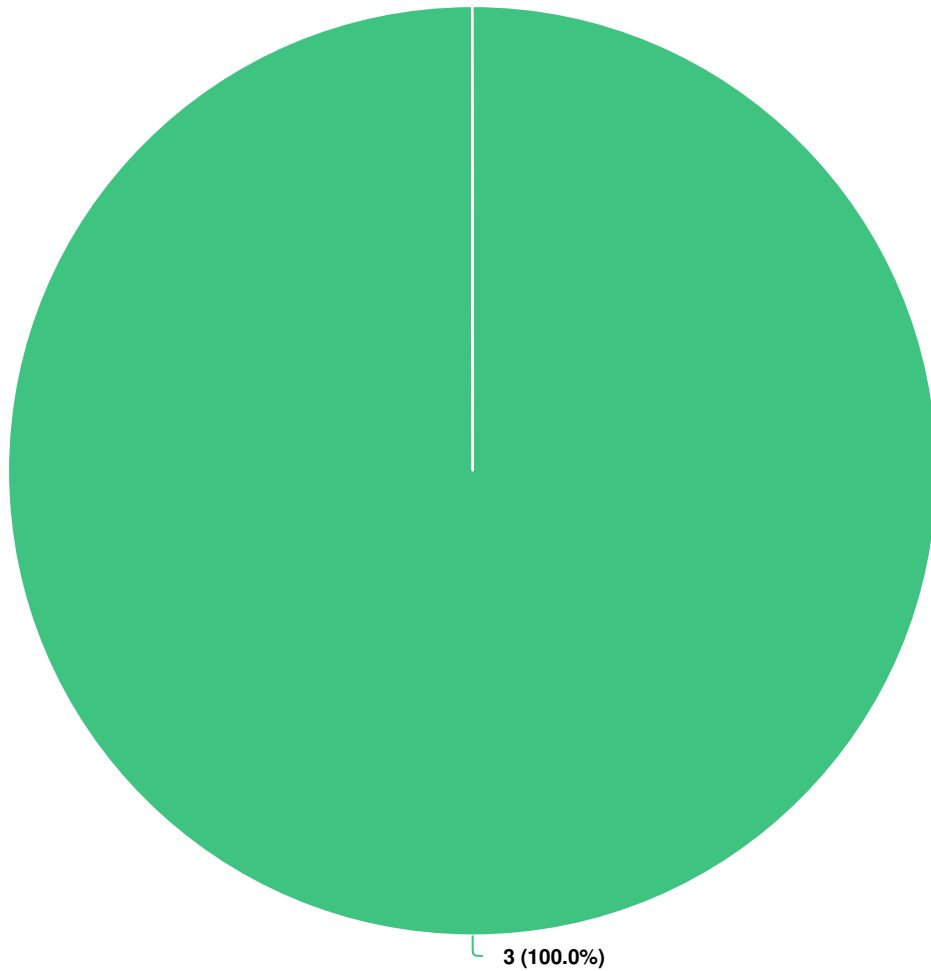
Question options

- There should be more events held in the Town

Optional question (3 response(s), 0 skipped)

Question type: Radio Button Question

What is your view on the types of events that are currently held in the Town?



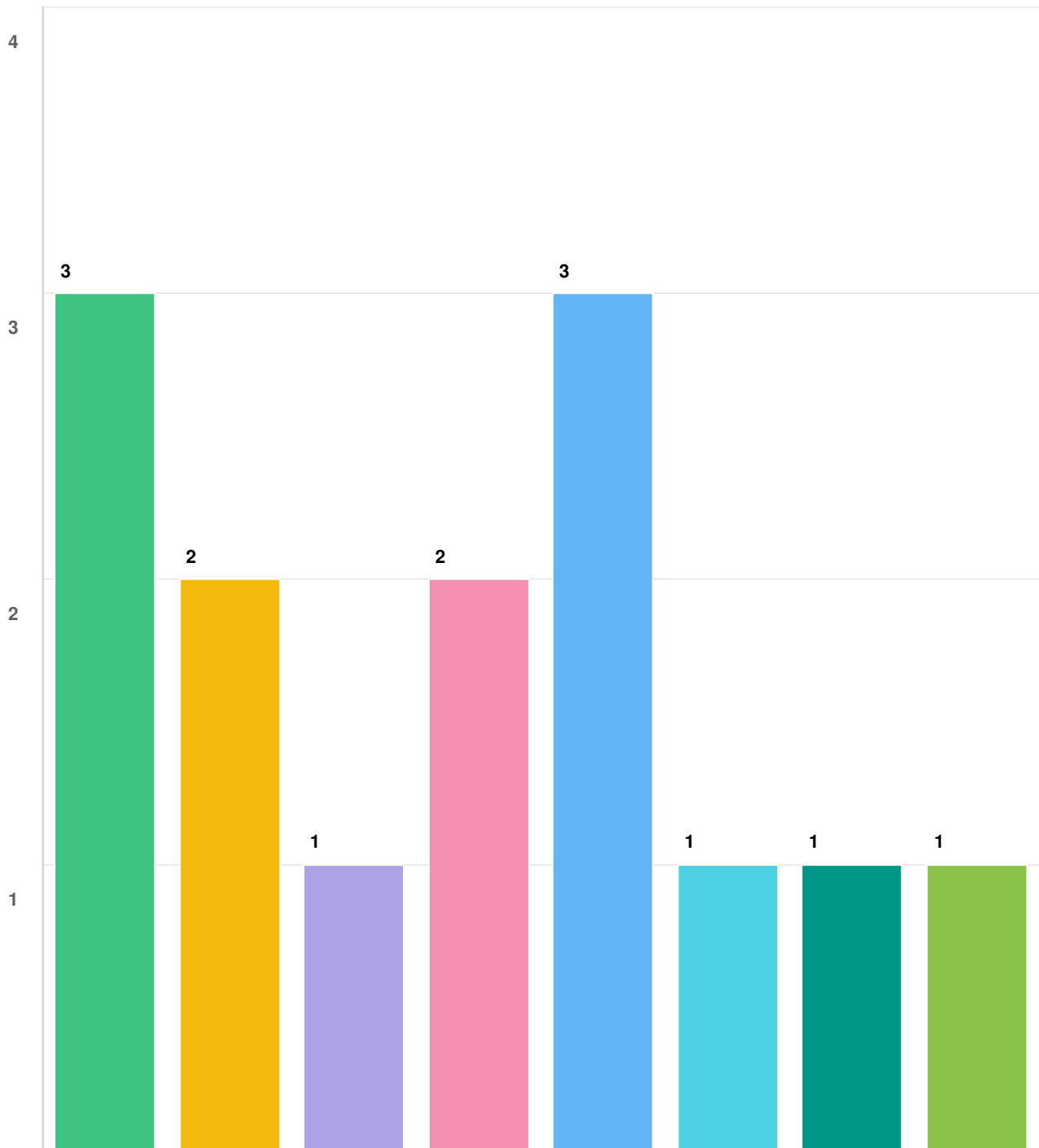
Question options

- There should be different types of events held in the Town

Optional question (3 response(s), 0 skipped)

Question type: Radio Button Question

Are there any types of events that you would like to see more of in the Town? (please select as many options as relevant).



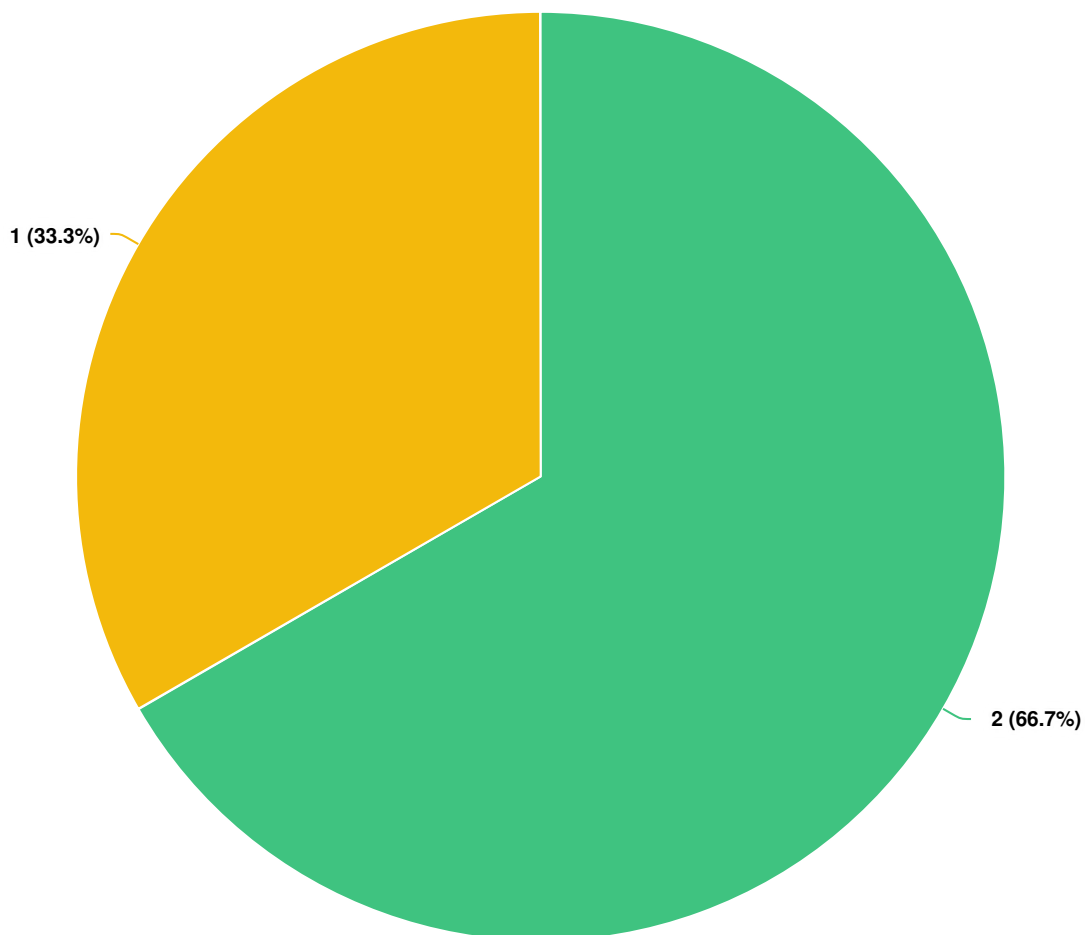
Question options

- Arts & cultural events
- Live music
- Markets
- Food & beverage events
- Multicultural events
- Sporting events
- Lifestyle events (e.g. leisure, hobbies, health)
- Trade-specific events (e.g. technology expos)

Optional question (3 response(s), 0 skipped)

Question type: Checkbox Question

Which statement best describes the future focus of events in the Town of Victoria Park.



Question options

- There is always something on in the Town of Victoria Park
- Town of Victoria Park has regular small-scale events that contribute to a sense of place, neighbourhood and community

Optional question (3 response(s), 0 skipped)

Question type: Radio Button Question

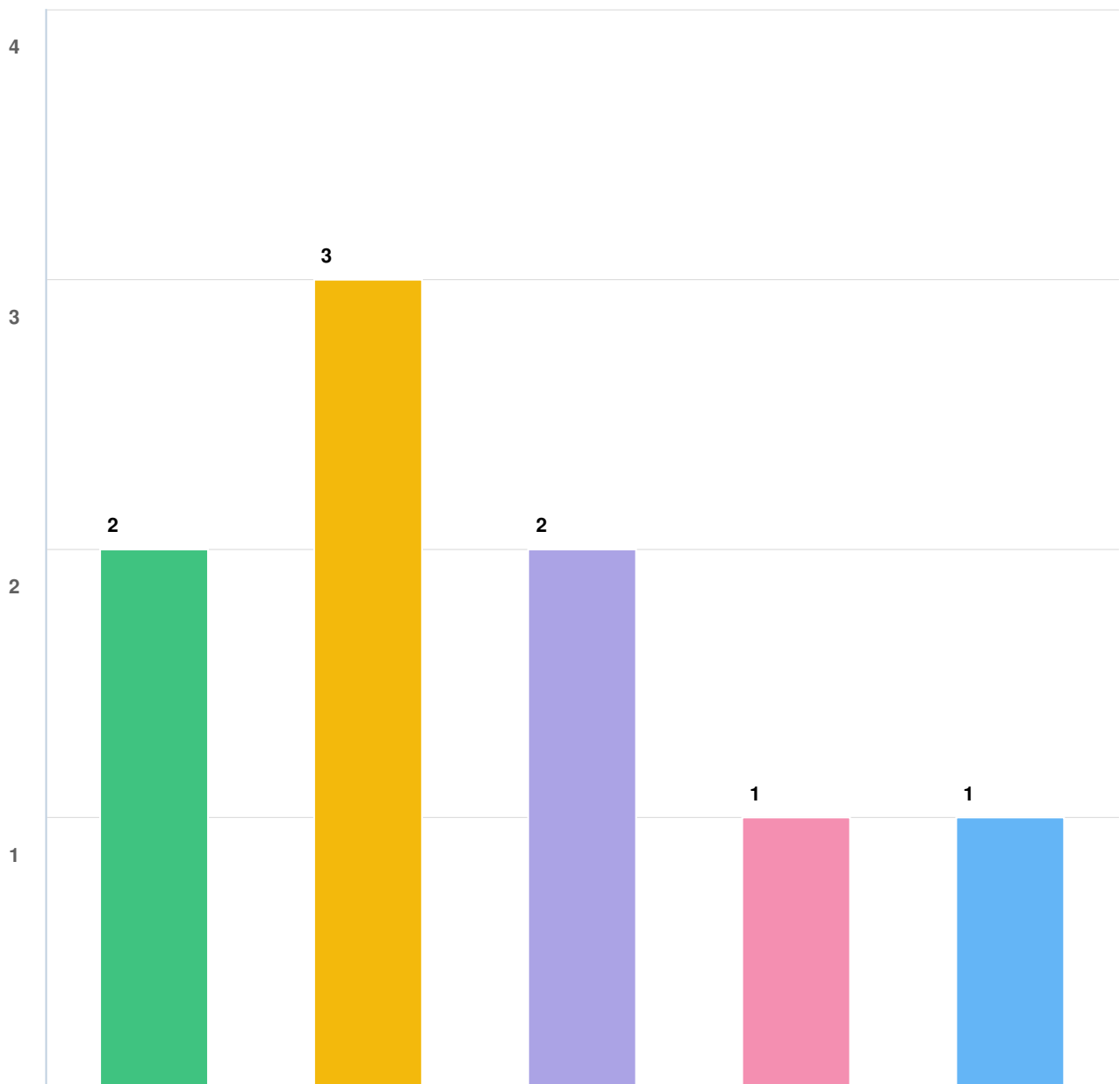
In your opinion, what should be the Town's primary role regarding events? Please rank the following from most preferred (1) to least preferred (4).

OPTIONS	AVG. RANK
Event Organiser: directly deliver events at strategic times, such as holidays, that are important to the community.	1.33
Partner/Sponsor: partner, co-develop and fund others in the delivery of events to the community.	2.67
Advocacy: advocate on behalf of the community to influence the delivery of events to meet community needs.	2.67
Facilitator: facilitate others to deliver events to the community through event attraction, activity approvals, capacity building, and...	3.33

Optional question (3 response(s), 0 skipped)

Question type: Ranking Question

In the next financial year, which of the following would you like to see more of in the Town? Please select up to three options.



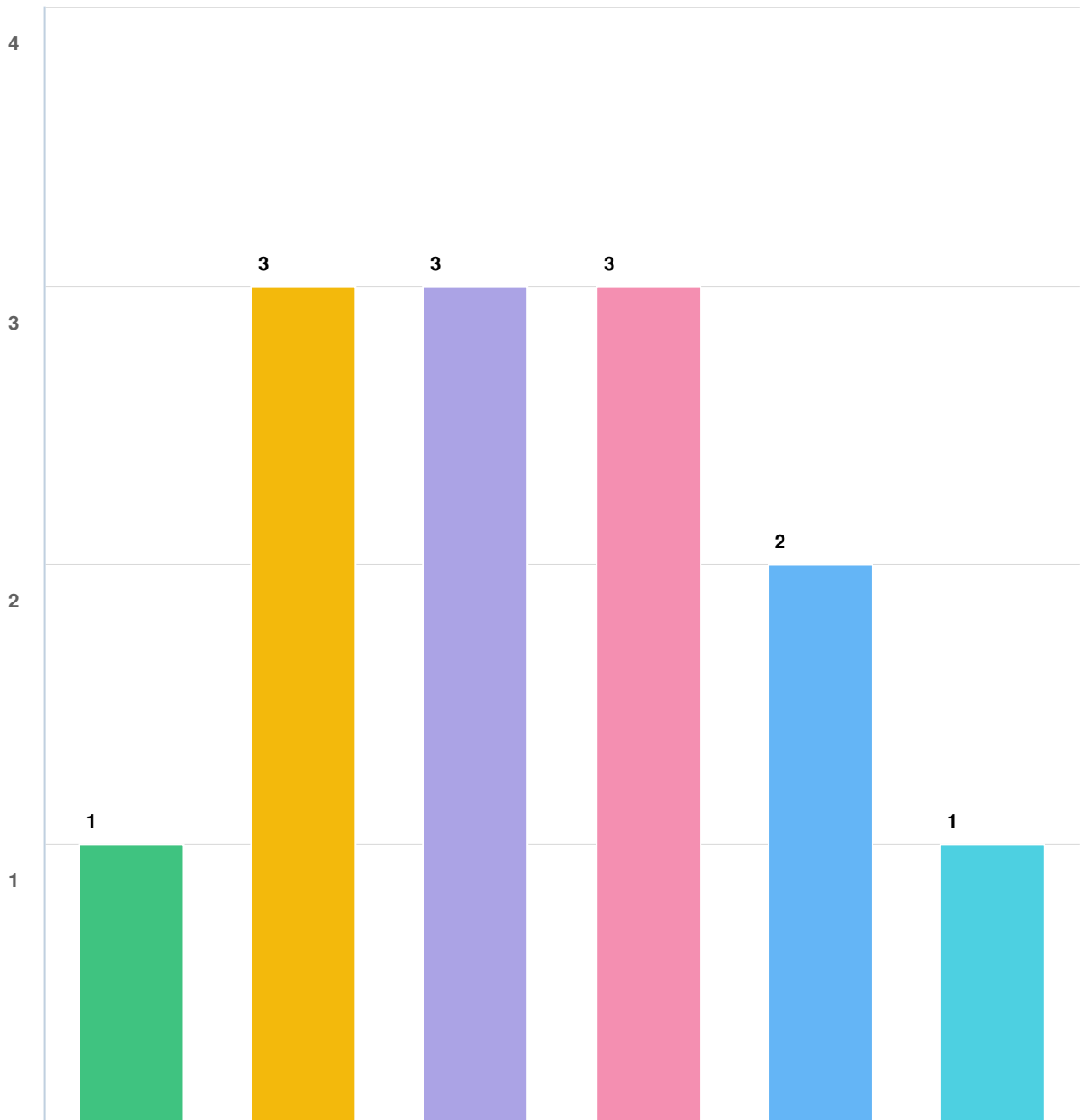
Question options

- Major events that put Town of Victoria Park on the map
- Regular community-level events on Town thoroughfares and public reserves that activate public space and increase economic opportunities for brick-and-mortar businesses
- Site-specific events that showcase the Town's unique natural/historical/built assets
- Cultural events that showcase the Town's artistic and cultural capital and potential
- Events that take over public space creating play streets where brick-and-mortar businesses expand their service area and are supplemented with temporary food/entertainment activations

Optional question (3 response(s), 0 skipped)

Question type: Checkbox Question

Events can achieve a range of social outcomes for the community. Which of the following outcomes do you think the Town should focus on with regards to events?



Question options

- Increased local participation
- Increased local pride and social cohesion
- Increased event diversity in the annual TOVP event calendar
- Increased visitation to the Town
- Increased economic outcomes for local businesses
- Increased financial/human resources to facilitate, deliver and sponsor events in the Town

Optional question (3 response(s), 0 skipped)

Question type: Checkbox Question

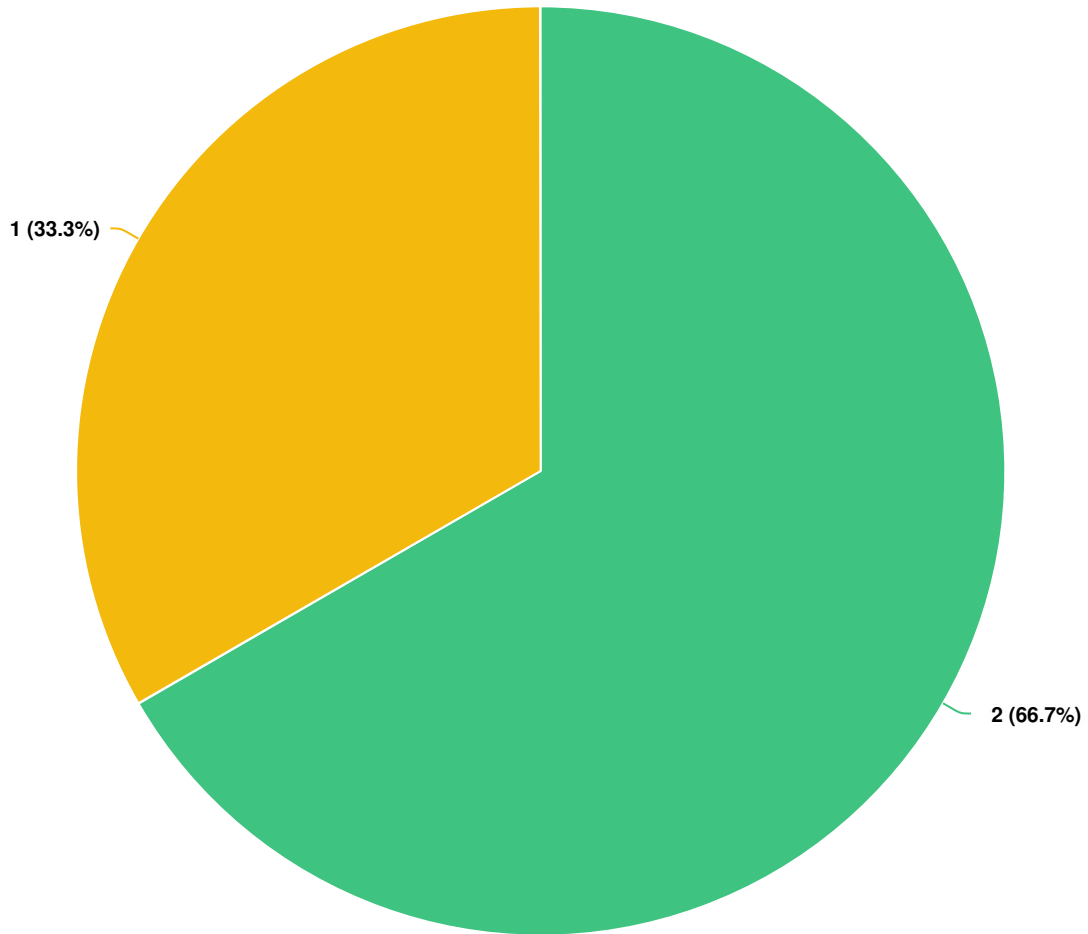
Which of the following event types are the best fit for the Town? Please rank the options from most preferred (1) to least preferred (last).

OPTIONS	AVG. RANK
Food & beverage events	1.33
Arts & cultural events	2.00
Live music events	3.33
Multicultural events	4.00
Markets	5.33
Sporting events	5.67
Health and lifestyle events (e.g. hobbies, leisure, camping, pregnancy, cars etc.)	6.33
Trade specific events (e.g. technology expos)	8.00

Optional question (3 response(s), 0 skipped)

Question type: Ranking Question

Which event offering is more important in the Town?



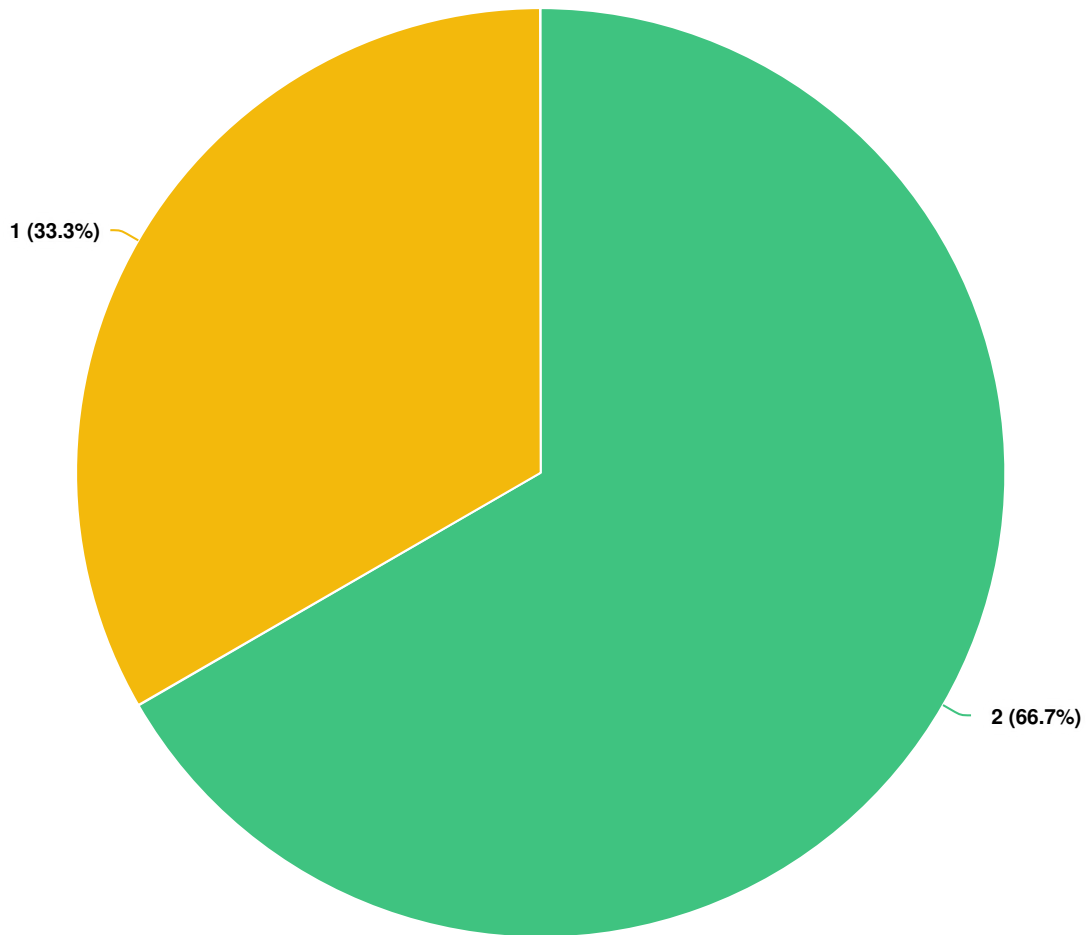
Question options

- Events that are free
- I'm unsure

Optional question (3 response(s), 0 skipped)

Question type: Radio Button Question

Should the Town focus on supporting local talent, or attracting blockbuster talent?



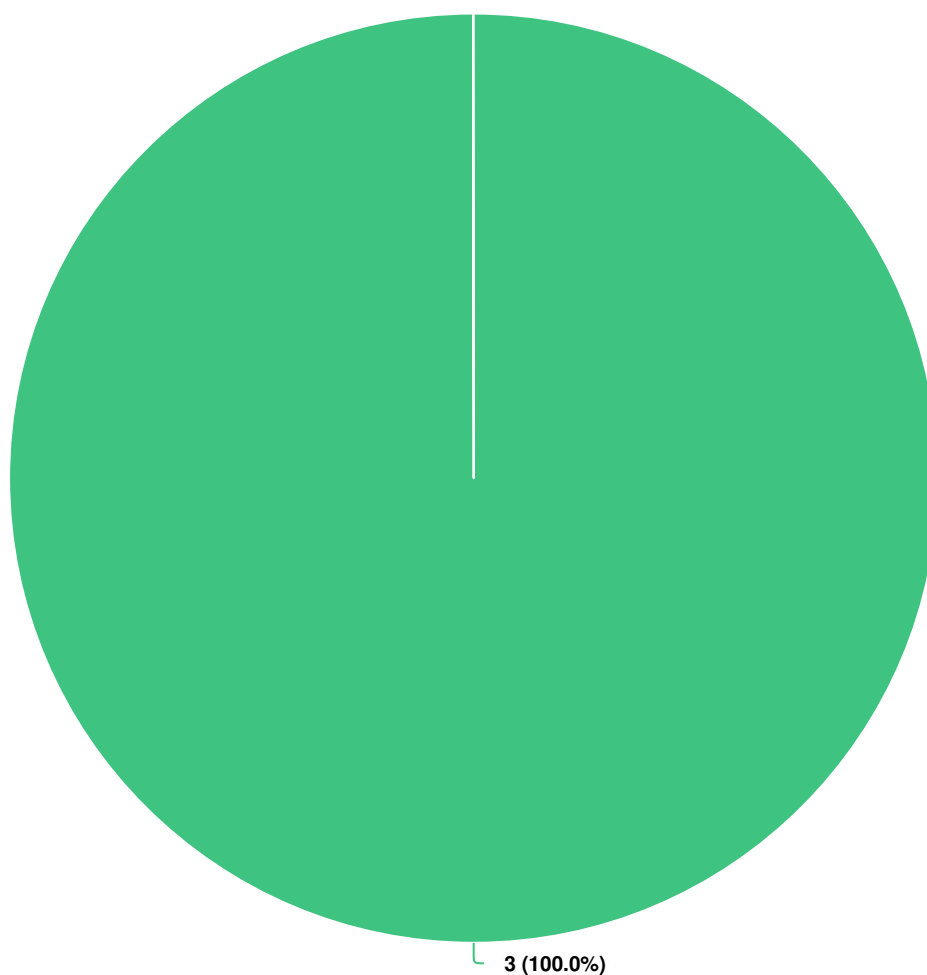
Question options

- Supporting local industry
- I'm unsure

Optional question (3 response(s), 0 skipped)

Question type: Radio Button Question

The amount of resource investment by the Town in relation to hosting and delivering events is:



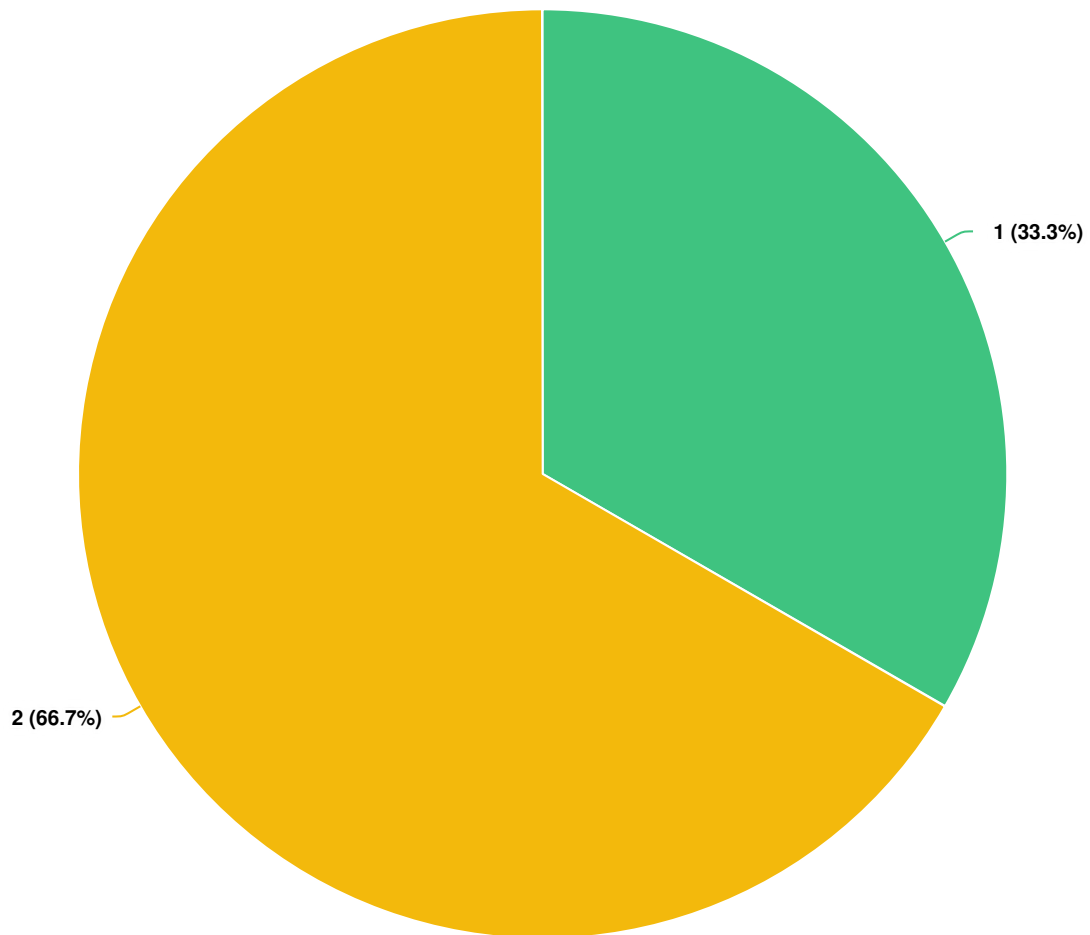
Question options

- Too low

Optional question (3 response(s), 0 skipped)

Question type: Radio Button Question

In your opinion, which should the Town prioritise?



Question options

- Becoming known as an events destination in WA
- Using events to help create a unique local identity

Optional question (3 response(s), 0 skipped)

Question type: Radio Button Question