

Place Activation and Performance Sub-program

The Place Activation and Performance Sub-program delivers projects that activate our local centres through pop-up activations and performances to create vibrant spaces. The sub-program aims to:

- Increase visitors and dwell time in our local centres to increase local spending;
- Encourage a community that is invested in improving the places that they live; and
- Help businesses to activate the public realm.

Some key initiatives under the sub-program are outlined below.

Pop-Up Performance Series

The Pop-up series showcases business and community precincts within the Town through a range of activations. The pop-up series seeks to:

- Activate Town precincts through arts, cultural and entertainment offerings;
- Deliver outdoor performances between November and March;
- Use events and pop-up activities to promote that 'there is always something on' in Vic Park.

More information can be found in the Expression of Interest information pack for entertainers **attached** which outlines the objectives and locations for the 2023-24 pop-up season.

Lunar New Year

Lunar New Year is a campaign that includes destination marketing and street activations to celebrate the Town's culturally diverse businesses and showcase our local town centres. Lunar New Year street activations in 2024 included night markets, pop-up performances, light show and installations. A video documenting the event can be found here:

https://drive.google.com/file/d/1CPaTCVfp9KfhKLGjErZgaGabSnLka7nu/view?usp=drive_link

As outlined below in Table 1, local spending was 32% higher in Victoria Park on the night of the Lunar New Year activation than the local spend on a typical night.

Table 1: Local spending during Lunar New Year activation and typical day for Victoria Park (suburb)

Category	Typical Spend	Event Day spend	\$ Difference	% Difference
Dining and entertainment	\$265,306	\$360,172	\$94,865	35 %
All other categories	\$280,346	\$360,144	\$79,797	28%
Total	\$545,652	\$720,316	\$174,663	32%

Explore Etwell St (town centre activations)

A series of activations collaborating with local businesses of Etwell Town centre. Four activations aimed to promote the Town centre and attract visitors to local businesses on Etwell St. Please see **attached** for some photos from Explore Etwell Town Activations.