

Attachment One: Event Sponsorship Program 2023-2024 Evaluation Summaries

Note: panel score is out of a total of 25 for Major Funding and 20 for Activation Funding.

Recommended

Applicant	Panel score	Requested funding
Pride WA	20/25	\$100,000
<p>About:</p> <p>Perth's Inaugural Inclusive Queer Pool Party: Making a Splash for PrideFEST 2023 is a groundbreaking event aimed at providing outreach and support for individuals of diverse sexuality and gender in Western Australia. With the objectives of celebrating cultural expression, improving self-esteem and health, and highlighting the positive contributions of the Pride Community, this inclusive pool party promises to be a vibrant and empowering experience. Hosted by the legendary drag performer Cougar Morrison and featuring marquee headline acts, attendees can expect an unforgettable entertainment lineup. The event, set to take place at the Aqualife Centre, is designed to be inclusive of the whole community, including LGBTQIA+ individuals, families, and those seeking safe spaces for the visually and sensory impaired, as well as female and nonbinary individuals. By offering educational resources, fundraising activities, and raising awareness around the needs of people of diverse sexuality and gender, this pool party aims to make a significant impact in driving meaningful change and fostering a more inclusive society in Western Australia.</p>		
<p>Panel assessment:</p> <ul style="list-style-type: none"> • This application presents opportunities to move into a long-term partnership and host a major Pride event in the Town of Victoria Park. • There are opportunities to collaborate and leverage economic benefits for surround businesses. • The event offers a safe diverse event at one of the Towns facilities. 		

Applicant	Panel score	Requested funding
West Cycle Bike Festival	19/25	\$100,000
<p>About:</p> <p>WestCycle is a governing body for bike riding in Western Australia, representing the voice of all cyclists. As a non-profit organisation. West Cycle embrace the diverse aspects of cycling, catering to various preferences, from long rides to short commutes.</p> <p>The Vic Park Bike Festival will attract cyclists from across the metro area. Held on closed roads along an 800-meter circuit comprising Albany Hwy, Miller St, Merton St, and Gresham St, this event promises riveting races and features an attractive prize pool. The festival will also include a free community participation component. Offering activities such as a pop-up pump track, children's BMX coaching, learn-to-ride workshops, and bike maintenance sessions. Families can also enjoy face painting, art workshops, and live music, creating a festive atmosphere that promotes biking in all its forms.</p>		
<p>Panel assessment:</p> <ul style="list-style-type: none"> • Offers opportunities to align the Town with applicant's mission/vision within the cycling community and the Towns Transport strategy. • Opportunities to support cycling in the Town. • Opportunities for longer term partnerships with West Cycle for the Town to become a hub for cycling. 		

Applicant	Panel score	Requested funding
East Victoria Park P&C	16/20	\$9690
<p>About:</p> <p>The East Victoria Park Barn Dance, organised by the East Victoria Park Primary Schools' Parents and Citizens Association (P&C) and an experienced community event manager, is a free (ticketed) 18+ event aimed at encouraging parent, carer, guardian, and community participation. This vibrant event celebrates traditional folk and bush dances, with the renowned Mucky Duck Bush Band teaching participants how to dance. Through music and dance, the event aims to enhance overall well-being, foster new friendships, and bring together diverse cultural groups and new members of the community. Representing over 55 cultures across both schools, the P&C strives to strengthen the school community and promote a strong government school system for the benefit of all students, parents, carers, and citizens.</p>		
<p>Panel assessment:</p> <ul style="list-style-type: none"> • We don't have an existing Town event that lends to this area. • Drawcard for both parents and the community. • Aligns with many strategic outcomes around healthy community, economic vibrancy. • Opportunities for collaboration and longer-term partnerships. 		

Applicant	Panel score	Requested funding
Rotary Club of Victoria Park	15/20	Nil in kind only
<p>About:</p> <p>The Victoria Park Markets, held weekly at John McMillan Park in East Victoria Park, serve as a vibrant community event supported by the Rotary Club of Victoria Park. By sponsoring the park hire and utilities, the Rotary Club raises funds for a range of community, national, and international projects. The markets are designed to empower local businesses and small producers of niche products, fostering economic growth and increasing vibrancy within the community. Through their involvement, the Rotary Club of Victoria Park plays a crucial role in promoting fellowship, integrity, and service to others, aligning with their mission to advance world understanding, goodwill, and peace.</p>		
<p>Panel assessment:</p> <ul style="list-style-type: none"> • Encourages economic activity within the community, the event contributes to the overall prosperity and sustainability of the local economy. • The markets serve as a gathering place for community members, fostering a sense of belonging and connection. It creates opportunities for people to interact and socialise. 		

High Value

Applicant	Panel score	Requested funding
West Australian Marathon Club	13/20	\$10,000
<p>About:</p> <p>The West Australian Marathon Club (WAMC) was established in 1970 as a gathering place for passionate runners in Western Australia. Over the years, it has grown into the largest running club in WA, boasting more than 1,000 members ranging in age from four to over eighty.</p> <p>One of the standout events in our calendar is the Perth Marathon and 5km Race. Held in the Town, this event welcomes members and running enthusiasts from all backgrounds. It encourages inclusivity and participation, catering to individuals with different running abilities. Participants can expect a low-cost and</p>		

supportive environment, with fellow club members and volunteers cheering them on throughout the course. Additionally, the Perth Marathon and 5km Race presents an opportunity for participants to contribute to the community, as a portion of the proceeds is allocated for charitable causes. Join us in this exciting event, as we celebrate the spirit of running and camaraderie within the West Australian Marathon Club.

Panel assessment:

- Opportunity for naming rights to the marathon, which would support a potential long term delivery of a stand out sporting event for the Town.
- Hosting a marathon promotes a culture of health and wellness within the town. It encourages people of all ages and fitness levels to engage in physical activity and adopt a healthier lifestyle.
- Showcases Burswood and the Victoria Park foreshore.

Applicant	Panel score	Requested funding
Vic Park Collective	13/20	\$10,000

About:

The Vic Park Collective is a group dedicated to fostering collaborations between local businesses, residents, and the Town of Victoria Park, with the aim of making Vic Park "uniquely awesome." They strive to create projects that align with Vic Park's rich cultural history, diverse social makeup, and the aspirations of its residents. One of their initiatives, Rock the Vote Vic Park, seeks to increase participation in local council elections through a fun and friendly hyper-local campaign. Recognising the low voting rates in previous years, they aim to inspire and engage the community by organizing events to get to know councillors and culminating in a vibrant concert where attendees are encouraged to cast their votes. The campaign includes strategies such as public awareness and education, community engagement, and collaborations with local businesses and the Town.

Success will be measured by increased voter turnout, the number of attendees at the concert and voting event, and feedback from participants and community members. Ultimately, the Vic Park Collective believes that increased civic engagement and democratic participation will have a positive and lasting impact on the community.

Panel assessment:

- The event aims to increase voter turnout in local council elections. This heightened engagement allows individuals to have a voice in shaping their community and contributes to a more inclusive and representative decision-making process.
- The event provides a platform for residents, businesses to come together and collaborate. By fostering connections and dialogue between these stakeholders, Rock the Vote Vic Park strengthens community bonds and builds a sense of unity.
- This increased participation can lead to positive social and economic outcomes.

Applicant	Panel score	Requested funding
Magician Cameron Van der Does	13/20	\$7000

About:

Cameron the Magician will present the "Victoria Park Magic Extravaganza" in the future. The goal of the event will be to run a day of magic activities centered in Victoria Park, organised by a local magician for the local community, while welcoming everyone to participate.

The day will consist of various magic-based activities, including a captivating children's stage show that will entertain and engage young audiences. Additionally, there will be a children's magic workshop designed for kids aged 5 to 12, where they can learn and practice magic tricks under the guidance of experienced magicians.

To cater to older participants, a tween/teen workshop will be available for individuals aged 13 to 16. This workshop will offer more advanced magic techniques, allowing teenagers to enhance their skills and creativity in the world of magic.

Furthermore, an adults-only magic show will take place, showcasing the talents of professional magicians who will leave the audience in awe with their incredible performances. For those interested in learning magic themselves, there will be an adult's magic workshop specifically designed for individuals aged 16 and above.

Cameron, a professional magician and education student, firmly believes in the positive social and cognitive development benefits that magic can provide. By offering this event, Cameron aims to provide people of all ages with a unique opportunity to experience the art of magic firsthand, while having fun and enjoying themselves.

Panel assessment:

- "Victoria Park Magic Extravaganza" would be valuable because it provides a platform for promoting social and emotional learning. Research shows that participating in magic can enhance social skills, boost self-confidence, and improve emotional intelligence.
- Inclusive Fun for All Ages.
- Magic as an art form encourages imagination, problem-solving, and innovative thinking.
- This event provides a safe and supportive environment for individuals to step out of their comfort zones, embrace their creativity.

Not Recommended Funding

Applicant	Panel score	Requested funding
VCM Perth Events	13/25	\$50,000

About:

The Fire Festival is an immersive celebration that brings people together to experience the warmth and beauty of fire. This unique event concept combines music, storytelling, fire performances, and interactive activities centered around fire.

It aims to foster multicultural connections by showcasing the universal role of fire in different cultures throughout history. By involving the local community and collaborating with businesses and organisations, the festival creates a vibrant and inclusive atmosphere. With a family-friendly environment, attendees of all ages can enjoy the festivities. Careful planning, including venue selection, logistics, marketing, and ticketing, ensures a safe and well-executed event. The Fire Festival promises to be an unforgettable experience, inviting everyone to join in the celebration of fire and the connections it forges.

Panel assessment:

- Ensuring the safety of attendees, performers, and the surrounding environment may be challenging, and the potential liabilities associated with the event.
- While celebrating fire and its significance across cultures can be enriching, there is a risk of cultural appropriation if the event fails to adequately represent and respect the diverse cultural traditions associated with fire.
- Offering such a distinctive experience, the event has the potential to create lasting memories and leave a positive impact on participants.
- Potential for longer term partnership for key event.

Applicant	Panel score	Requested funding
Reach Her	4/20	\$10,000
<p>About:</p> <p>The Reach Her Project is an empowering initiative that aims to uplift women from diverse backgrounds through a combination of training workshops and cultural events. The project offers work placement training programs in hospitality and baking, providing women with valuable work experience at partnering establishments in South Perth, with the potential for casual employment. Additionally, the project offers business education training, including workshops and mentorship, to support women interested in starting their own home-based businesses. Recognising the importance of mental wellbeing, Reach Her Project also provides creative workshops designed to improve the mental health of women. Furthermore, the project hosts community cultural events, such as lunches and dinners, where participants can gather, share a meal, and learn from each other's heritage, traditions, and contemporary interpretations. Through these various initiatives, Reach Her Project strives to empower women, foster inclusivity, and enhance access to arts, history, culture, and education.</p>		
<p>Panel assessment:</p> <ul style="list-style-type: none"> • Application didn't align to the intent of the funding, more suited to a small community grant. • Doesn't support any vibrancy or activation of community spaces. 		

Applicant	Panel score	Requested funding
VCM Perth Events	12/25	\$10,000
<p>About:</p> <p>The Vic Park Garage Sale Trail is a community event in the Town of Victoria Park, Australia, dedicated to promoting sustainability and community engagement. This festival of pre-loved stuff aims to extend the life of items and find hidden treasures, all while reducing waste and supporting the circular economy. Last year, over 300,000 Australians participated in the event, with more than 15,000 garage sales taking place nationwide. Together, they saved over 1.5 million kilograms of items from landfill, maximizing the value of energy and resources invested in their production. By participating in the Vic Park Garage Sale Trail, residents have the perfect opportunity to contribute to a greener future, support their local community, and discover unique pre-loved gems.</p>		
<p>Panel assessment:</p> <ul style="list-style-type: none"> • The panel agreed that there was value in adding an event overlay to the existing Garage Sale Trail that already takes place in the Town. • Duplication of activity. • Doesn't add to the existing program on events offered by the Town. 		

Applicant	Panel score	Requested funding
Victoria Park Community Centre	10/20	\$5,900
<p>About:</p> <p>The Victoria Park Community Centre (VPCC) is driven by a vision of fostering thriving communities and connecting people. In collaboration with Wrenscape and the Victoria Park Creatives, VPCC is organising an exciting event called "Speed Date Artist." This event aims to bridge the gap between local artists and businesses by providing them a platform to get to know each other better. Artists will have the opportunity to showcase their unique styles and services, while businesses can explore different artistic perspectives for</p>		

potential commissions. The event will be held at the VPCC premises and will follow a speed dating-style format, allowing for brief but meaningful interactions between artists and businesses. Through this event, VPCC hopes to foster collaboration, innovation, and generosity within the community, strengthening the bonds between artists and businesses while supporting the local arts scene.

Panel assessment:

- This event allows businesses to connect with a diverse group of talented local artists.
- These connections can lead to valuable collaborations and partnerships, such as commissioning artwork for office spaces, product designs, or marketing campaigns.
- This event doesn't support vibrancy of spaces as the event is closed, although the panel agreed that the outcome could generate vibrancy.

Applicant	Panel score	Requested funding
VCM Perth Events	12/25	\$85,000

About:

Vic Park Revival Festival, a vintage, retro, and rockabilly extravaganza designed for hobbyists, life stylers, and collectors a. This event brings people together in a family-friendly environment, offering a nostalgic journey through the 1950s and 1960s.

Inspired by the success of our similar events in the Swan Valley, known as The Vintage Collective Markets, we have created a unique experience filled with fashion, lost trades, and music from the golden era. This festival is completely free to attend.

A fashion parade showcasing the iconic styles of the past, and explore lifestyle displays featuring vintage caravans and classic vehicles. Indulge in delectable food options while embracing the Americana culture and embracing the spirit of rock and roll.

Panel assessment:

- Not unique to the Town
- There was limited alignment with the Towns local economy or demographics
- High cost to the Town

Applicant	Panel score	Requested funding
Lunar Royale Big Top	12/25	\$85,000

About:

The Victoria Park International Circus Spectacular event that will bring the Lunar Circus show to the community of Victoria Park. Building on their successful history of producing the Western Australian Circus festival, Lunar Circus plans to showcase their International Spectacular show, featuring seven top performers from the global contemporary circus industry. With a Big Top and full production, the event promises a week of free shows for the entire community. In collaboration with the Town of Victoria Park, the event will also offer free circus workshops during the day, engaging community members and school groups. This community-oriented event aims to promote physical activity, creativity, and cultural enrichment while strengthening community ties. Through the partnership with the local government, the Victoria Park International Circus Spectacular is set to be an exciting and memorable experience for all attendees.

Panel assessment:

- Limited point of difference in the market
- Not aligned to demographics of businesses or activation of community/economy.

Applicant	Panel score	Requested funding
The Tiny Tall Teacher	9/25	\$100,000
<p>About: The VicTours Awards 2024 is an innovative amalgamation of 'Victoria Park', 'victors', and 'tours', carefully chosen to symbolize the essence of this esteemed event.</p> <p>The term 'victors' represents the distinguished awardees, while 'tours' pays tribute to the narrative-driven exploration of the community's history, growth, and artistic endeavors.</p> <p>With the intention of establishing an enduring tradition, this event aspires to become an annual flagship gathering that evolves in tandem with our collective experiences and progress. It is envisioned as the inaugural ceremony to honor exceptional individuals and groups who embody and excel in various creative disciplines</p>		
<p>Panel assessment:</p> <ul style="list-style-type: none"> The event was confusing in its explanation and the panel felt given the value of the sponsorship that it needed to be more established. 		

Applicant	Panel score	Requested funding
Venues Live WA	9/25	\$40,000
<p>About: Optus Stadium's Christmas Festival is an annual public Christmas event showcasing markets, food trucks and movies, and has been running for four consecutive years in Stadium Park since 2019. This free community event, enables Optus Stadium to engage with the local community, attracting a new audience to the Burswood Peninsula precinct.</p>		
<p>Panel assessment:</p> <ul style="list-style-type: none"> This is double the value of the previous cost to sponsor the same event but with no further benefits. Christmas events are highly beneficial to the Town and valued by the community. Limited activation of local retail 		

Applicant	Panel score	Requested funding
Perth Symphony Orchestra	15/25	\$80,000
<p>About: In line with our mission of 'Music for Everyone' Perth Symphony will create a unique, inclusive 'Christmas for Everyone' concert celebrating the multicultural diversity of the Town through this beautiful Christian Festival as it is celebrated around the world.</p>		
<p>Panel assessment:</p> <ul style="list-style-type: none"> High value Christmas event that has the potential to become a hero event for the Town. Would support local vibrancy of the area. High value event, but cannot fit into budget at this point. 		

Applicant	Panel score	Requested funding
Perth Racing	9/25	\$75,000
<p>About:</p>		

'All Together' Family Day - We're Open - We're Connected! Perth Racing's proposed 'All Together' one-day food, arts and music event will promote the Town of Victoria Park as a desirable location for families, locals and visitors.

Panel assessment:

- Location is far removed from key activity areas of the Town.
- No economic benefit.
- Potential issues relating to emerging community sentiment regarding horse racing.