

City of Perth

# BOORLOO HERITAGE FESTIVAL

Bringing Perth's stories to light



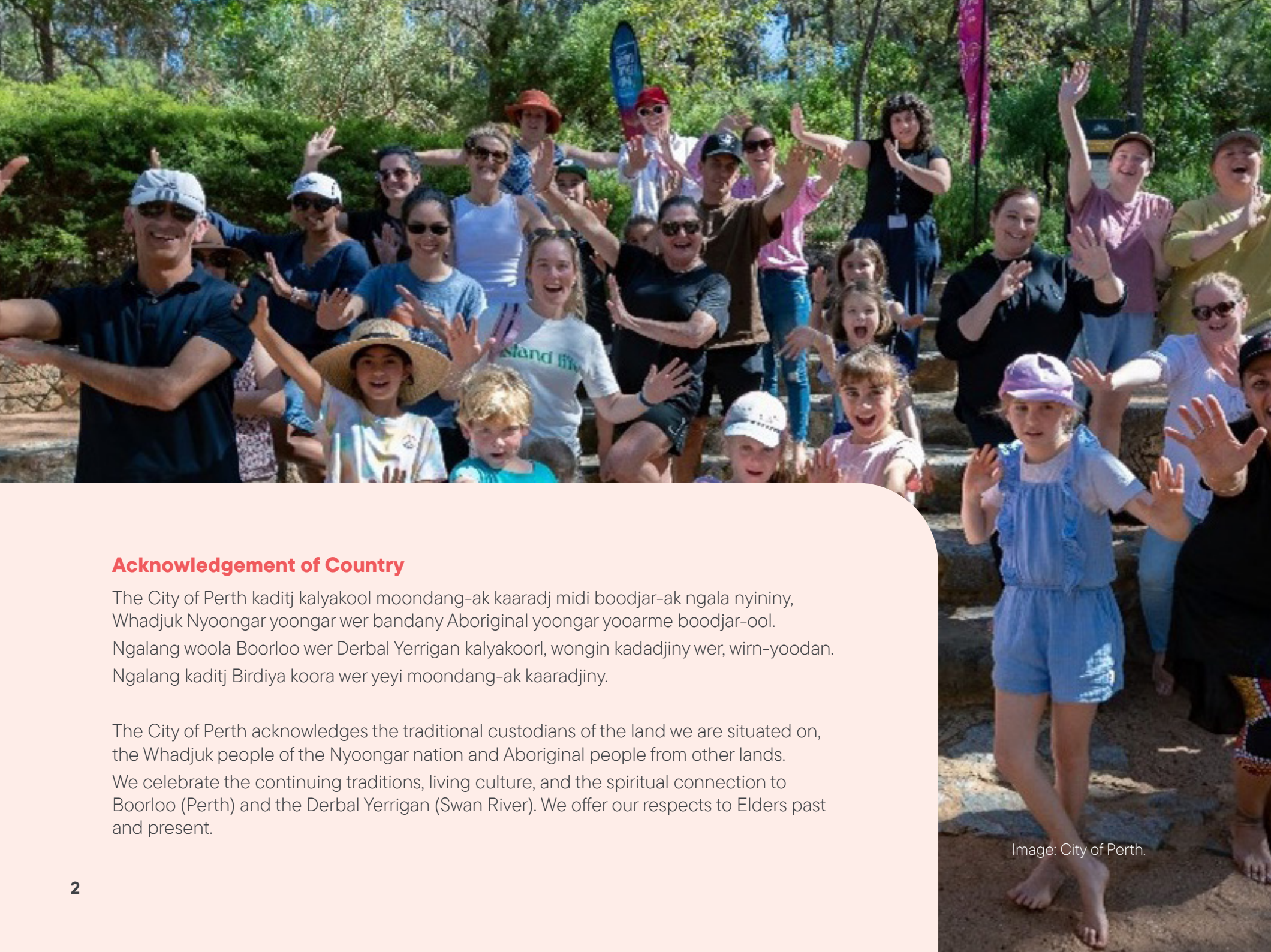
**CITY OF  
PERTH**  
*City of Light*

Supported by



## 2023 Evaluation Report





### Acknowledgement of Country

The City of Perth kadij kalyakool moondang-ak kaaradj midi boodjar-ak ngala nyininy, Whadjuk Nyoongar yoongar wer bandany Aboriginal yoongar yooarme boodjar-ool. Ngalang woola Boorloo wer Derbal Yerrigan kalyakoorl, wongin kadadjiny wer, wirn-yoodan. Ngalang kadij Birdiya koora wer yeyi moondang-ak kaaradjiny.

The City of Perth acknowledges the traditional custodians of the land we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo (Perth) and the Derbal Yerrigan (Swan River). We offer our respects to Elders past and present.

## EVENT Overview

<b>Event Name:</b>	City of Perth Boorloo Heritage Festival
<b>Event Owner:</b>	City of Perth
<b>Presented By:</b>	City of Perth, Lotterywest, Department of Local Government, Sport and Cultural Industries and the Heritage Council of Western Australia
<b>Dates:</b>	April 1 -30, 2023
<b>Event Type:</b>	Cultural/ Heritage

The City of Perth Boorloo Heritage Festival was presented as a month-long celebration of our built, natural and cultural heritage. Over the course of five weekends the city's six neighbourhoods were brought to life with a range of heritage events, workshops, exhibitions, public talks, and performances. The name of the Festival was modified this year from a dual naming convention in 2021 and 2022 of both English and Nyoongar to using the Nyoongar name for Perth exclusively.

The neighbourhoods that comprise the city are: Perth CBD, Northbridge, East Perth, Claisebrook, West Perth/ Kings Park and Crawley/ Nedlands. The event involved and engaged over 75 stakeholders made up of community groups, cultural, historic organisations, small businesses and cultural tourism operators.

The City of Perth's Boorloo Heritage Festival celebrated its 13th year in 2023 and remains committed to shining a light on the multiple aspects of Perth's heritage and showcasing it's vibrant and varied neighbourhoods. The Festival aims to create an inclusive atmosphere, offering something for everyone, whilst also inspiring a sense of community pride and engagement with the city. The expansion of the Festival's focus to include our cultural and natural heritage as well as the more traditional focus on our built heritage has served the festival well in expanding its reach. This year saw an attendance of 30,400 people across a range of 96 events. This is a significant increase over 2022 which saw 3,111 people attend across 74, however it must be noted that 2022 was impacted significantly by the COVID-19 pandemic. In 2021 an attendance of 11,300 people was recorded across 130 events.

### Partners:

The City of Perth Boorloo Heritage Festival 2023 was supported by Lotterywest, the DLGSC CBD Revitalisation Grant Program and the Heritage Council. The City of Perth also partnered with a number of heritage and cultural organisations and venues across the city to program a robust offering over the course of the month.

Image: City of Perth.



## KEY Objectives

1. A safe, activated, and welcoming city that celebrates its diversity and sense of community, providing unique educational, cultural and lifestyle offerings (Strategic Community Plan 2019-2029; Cultural Development Plan 2019-2029).
2. Increase and deepen the community's sense of belonging to our shared histories (Cultural Development Plan 2019-2029).
3. Residents, businesses, and visitors have opportunities to appreciate Perth's diverse cultural heritage, participate in its conservation and contribute to the stories of Perth (City of Perth Heritage Strategy 2020-2024).
4. Perth is unique – our priority is to support events that build and communicate our unique cultural identity (City of Perth Events Strategy 2025).
5. Publicly recognise and celebrate Aboriginal cultures and histories (City of Perth Reflect Reconciliation Action Plan 2018-2019).
6. Our focus is local. We will advocate for the use of local businesses and suppliers, and we will design our own events with local businesses in mind (City of Perth Events Strategy 2025).
7. Identify, improve, and broaden relationships with key stakeholders who have an interest in the city's cultural heritage (e.g. small businesses, cultural tourism operators, heritage property owners, cultural organisations, not-for-profit organisations).



Image: City of Perth.



# PROGRAM OVERVIEW AND STAKEHOLDERS

A sample of events from the program and stakeholders who delivered them:



Open House All ages

**'More than tea and scones'**  
**Country Women's Association of WA Open Day**  
Country Women's Association in West Perth invite adults and children to cooking demonstrations, interesting crafts and enjoying yummy tea and scones made by our members.

**Sun 23 Apr**  
**10am - 4pm**  
**Country Women's Association of WA, 1176 Hay Street, West Perth**  
**Free - Bookings required**  
Donations appreciated



Public Talk Adults

**Ghosts of Perth**  
**National Archives of Australia**  
What ghosts haunt Perth's history? Hear Dodgy Perth's Eddie Marcus and other speakers discuss ghosts - from 1920s spiritualism to tragic characters from the archives.

**Sat 29 Apr**  
**10.30am - 12pm**  
**National Archives of Australia WA Office, Ground Floor, William Square, 45 Francis Street, Perth**  
**Free - Bookings required**



Exhibition All ages

**Behind the scenes tour of PICA**  
**Perth Institute of Contemporary Arts**  
Join a guided tour through PICA, an iconic heritage building, and discover its rich history dating from 1896.

*Image courtesy of Lisa Liebetrau, photo: Paul Sutherland.*

**Sat 29 & Sun 30 Apr**  
**Opens 10am - 5pm**  
**Tours - 11am, 12pm, 1pm & 2pm**  
**Perth Cultural Centre, 51 James Street, Northbridge**  
**Free - No bookings required**  
**Wheelchair access ground floor only**



Walking Tour All ages

**West Perth: Now & Then**  
**with West Perth Local**  
Beyond the fence, down the laneways and up above the shopfronts. West Perth Local's tour will highlight some of the neighbourhood's most interesting heritage sites.

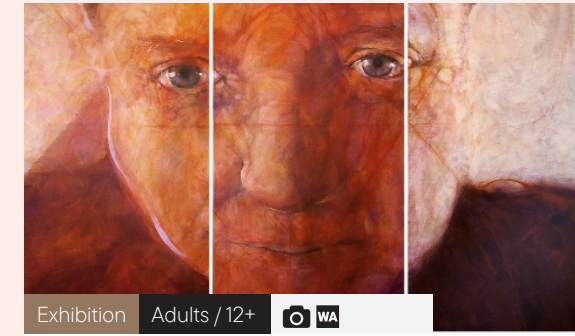
**Sun 23 Apr**  
**10am - 12pm**  
**G25, West Centre, 1260 Hay St, West Perth**  
**\$5 - Bookings required**  
**AUSLAN Interpreted**



Presentation All ages

**OldPerth: Navigating Perth's history through the State Library of WA's historical photograph collection**  
**Curtin University HIVE**  
Discover how to find photos of Perth locations in just a few clicks. Hear about new discoveries and test your knowledge of old Perth.

**Thu 27 Apr**  
**6pm - 7pm**  
**State Library Theatre, State Library of WA, Alexander Library Building, 25 Francis Street, Perth**  
**Free - Bookings required**

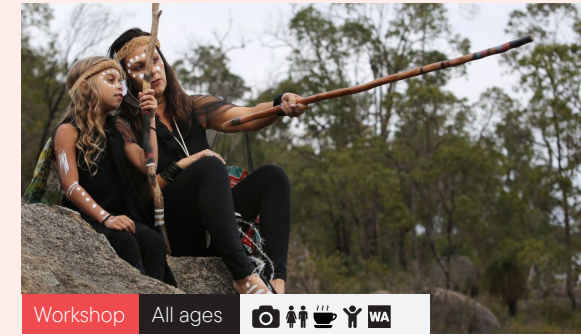


Exhibition Adults / 12+

**The Lester Prize Portraiture Retrospective**  
This exhibition explores the history of The Lester Prize, from the years of the Black Swan to its emergence as one of Australia's most prestigious portraiture prizes.

*Image credit: Peteris Ciemitis, Archer (Acrylic on linen)*

**Mon 24 Apr - Sun 30 Apr**  
**10am - 4pm**  
**Perth Town Hall, 601 Hay St, Perth**  
**Free - No bookings required**



Workshop All ages

**Backyard Bush Pharmacy Workshop**  
**with Djirrily Dreaming**  
Participants will learn to identify, process and use WA bush plants for healing and wellbeing. Guests get to sample native plant oils used in the old way.

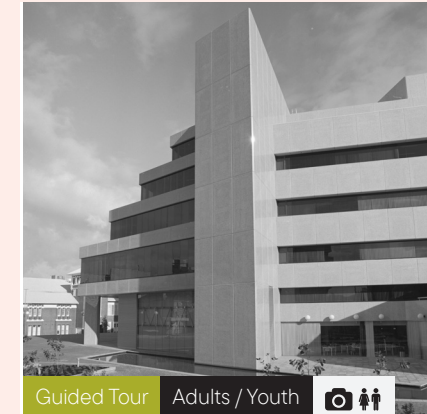
**Sat 22 & Sun 23 Apr**  
**9am - 10am**  
**Beedawong Meeting Place, Lotterwest Federation Walkway, Kings Park, West Perth**  
**Free - Bookings required**



Walking Tour Adult / 12+

**Northbridge History and Heritage**  
**Oh Hey WA**  
Join Oh Hey WA on an informative walking tour showcasing the history and heritage of Northbridge, exploring aspects of Aboriginal culture, colonisation, segregation, crime, brothels, Chinese immigration and more!

**Sat 29 & Sun 30 Apr**  
**10am - 11.45am**  
**Yagan Square, Corner of Wellington & William Street, Perth**  
**Free - Bookings required**  
**Mature content**

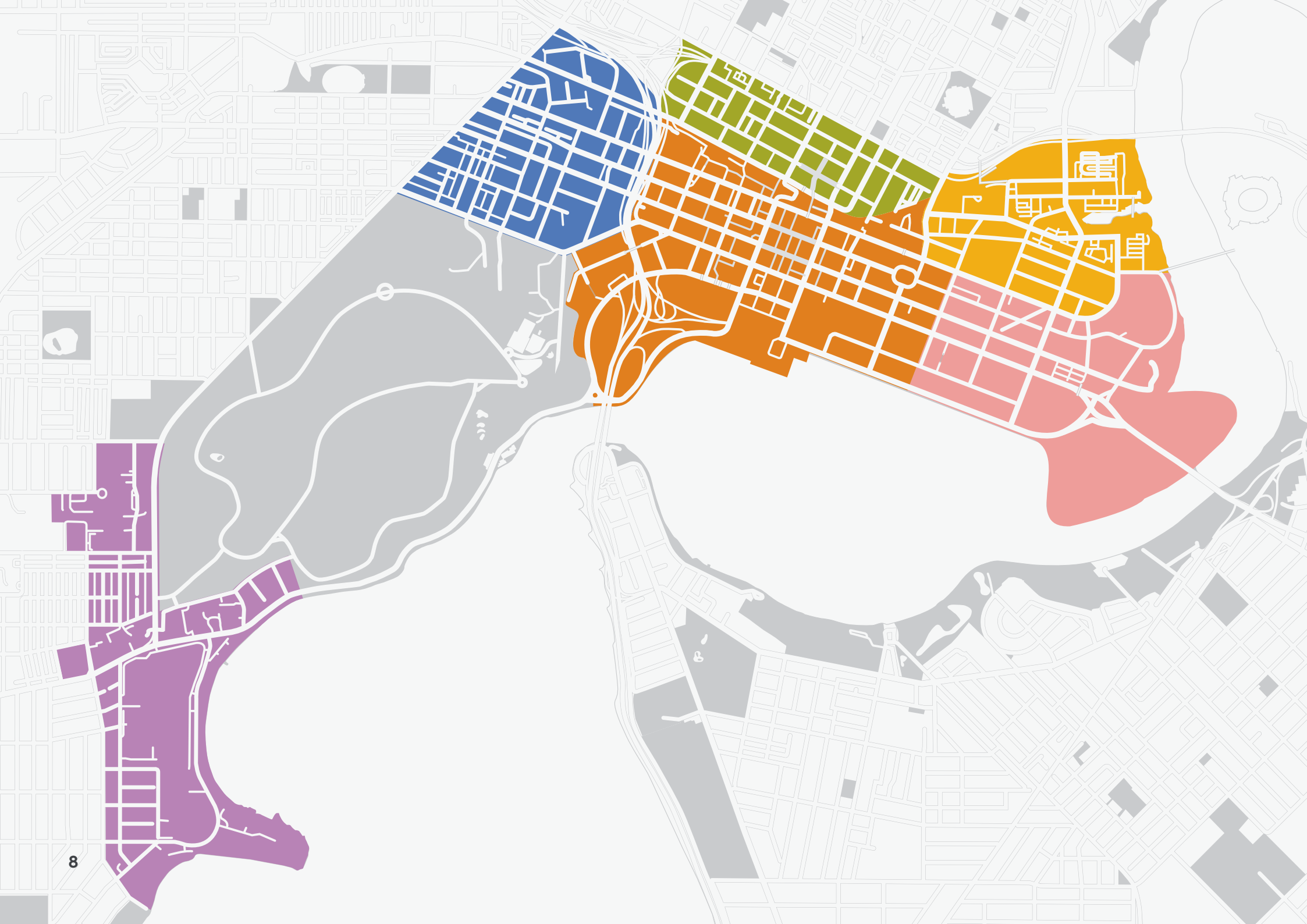


Guided Tour Adults / Youth

**Migration Stories Northbridge Walking Trail**  
**State Library of WA**  
Meet at the State Library and explore the city of Perth's migrant heritage with a one hour guided walking trail.

**Sat 29 Apr**  
**10am - 11am**  
**State Library of Western Australia, 25 Francis Street, Perth**  
**Free - Bookings required**





## EVENTS BY *Neighbourhood*

Central Perth (CBD)

**49 events\***

**51%**

of events took place here

Northbridge

**15 events\***

**16%**

of events took place here

East Perth

**11 events\***

**11%**

of events took place here

Claisebrook

**2 events\***

**2%**

of events took place here

West Perth / Kings Park

**11 events\***

**11%**

of events took place here

Crawley

**8 events\***

**9%**

of events took place here

\*not including events that took place on multiple days



# EVENT Type

First Nations events at the City of Perth Boorloo Heritage Festival made up 12.5% of all programming this year. The Festival offered a number of events which explored the diverse history and stories of the city. This included ‘Migration Stories Northbridge Walking Trail’ which explored the migrant heritage of the city and a silent disco guided tour ‘The Lion Never Sleeps’ which retraced Boorloo’s LGBTQIA+ history during the HIV/AIDS crisis.

	Total Number of Events*	Percentage
Workshop	12	12.5%
Guided Tour	26	27%
Exhibition	9	9%
Public Talk	9	9%
Parade	1	1%
Walking Tour	6	6%
Performance	10	10%
Self-Guided Tour	3	3%
Presentation	2	2%
Open House	9	9%
Storytime	4	4%
Virtual Reality	2	2%
Film	3	3%



Image: City of Perth, Binyarns Bush Medicine Walk and Talk with Vivienne Hansen.





Image: City of Perth Library.

# COMMUNITY

## Engagement

### Community Inclusion

The City engaged in pre-event consultation with the City of Perth Elders Advisory Group, City of Perth Access and Inclusion Advisory Group, DADAA (Disability in the Arts, Disadvantage in the Arts, Australia) and the City of Perth LGBTQIA+ Advisory Group to increase and deepen accessibility and enjoyment for all event attendees. Working partnerships continued throughout the development and delivery of the program.

Elders Advisory Group – guided updating the name for the event to ‘City of Perth Boorloo Heritage Festival’ used throughout program marketing materials and endorsed Aboriginal event programming.

Access and Inclusion Advisory Group – team members attended advisory group meetings prior to event to report on access planned for the events and to make any adjustments needed.

LGBTQIA+ Advisory Group – team members attended meetings prior to event to report on LGBTQIA+ events planned for the weekend and collaborate on further ideas for programming and outreach purposes.

DADAA were engaged to provide guidance on how to increase and deepen accessibility throughout the program. As a result two tactile and audio described tours were developed for the Royal Perth Hospital Museum Open Day and Circus WA’s Uglieland 1923 performances at Victoria Gardens.

The services of ACCESS Plus were engaged to provide AUSLAN interpretation for talks and workshops held in the City of Perth Library Auditorium: Traditional Stories with Djurandi Dreaming and Interactive Noongar Storytelling with Boorloo Aboriginal Cultural Experience. AUSLAN interpretation was also provided for other events including: West Perth: Now and Then, Ngala Maumahara – Indigenous ANZAC Day Service and at the Forrest Place Family Fun Day on 8 April.



# CULTURE Counts

The City of Perth engaged Culture Counts to conduct an evaluation of the event by surveying members of the general public who attended the City of Perth Boorloo Heritage Festival events. In partnership with Culture Counts, this survey was designed and developed to evaluate the strategic goals and outcomes of the Festival.

The survey was also sent via email to those who has registered for tickets to Festival events. In total 454 attendees completed the survey with 192 responses coming from intercept interviews at the events.

Each survey contained a range of ‘dimension’ questions, asking members of the public about their experience of the event. These dimensions have been developed and tested in collaboration with industry, practitioners, and academics to measure the impact and value of arts and cultural events and activities.

Appropriate dimensions were chosen based on their alignment with City of Perth's strategic objectives.

The full Culture Counts report can be found [here](#).



# OVERALL Experience



88%

Local impact

The Festival's importance to attendees.



91%

Vibrancy

Vivacity of activations at the Festival.



96%

Place

The Festival's ability to make patrons feel proud of their local area.



94%

Connection

The Festival's ability to make patrons feel connected to the community.



95%

Diversity

The Festival's engagement of people from different backgrounds.



88%

Heritage

The Festival's ability to make patrons feel connected to a shared history/culture.



87%

Perspective

The Festival's delivery of insights into the past, providing patrons perspective on today's world.



# ATTENDANCE

## Summary



30,400

People attended.



96

Events delivered.



98%

Event satisfaction rating.



64%

Caught public transport to the Festival.



4 hours

Average dwell of Festival attendees in the City of Perth.



73%

Of patrons indicated that the Festival was their main reason for travelling to the City of Perth.



80%

Of attendees attended up to 5 events programmed as part of the Festival.



69%

Would not have come into the City if it wasn't for the Festival.



71%

Of attendees indicated this was their first time attending the Festival.



\$1.4M

Injected back into the local economy as a result of the Festival.

# AUDIENCE

## insights



74%

Live in Perth metro area.



74%

Female.



24%

Male.



1%

In another way.



40%

Born overseas.



10%

Speak another language at home.



7%

Identified as LGBTQIA+.



5%

Identified as having a disability.



1%

Identified as an Indigenous Australian.



Top four suburbs of where event attendees live:

- 1 Perth (6000)
- 2 Beldon (6027)
- 3 Subiaco (6008)
- 4 East Perth (6004)



Top three age groups of people who attended:

- 1 40% - 60+
- 2 21% - 40-49
- 3 17% - 30-39



# MARKETING Outcomes

## OBJECTIVES

The objective for this campaign was to grow the number of attendees at the City of Perth Boorloo Heritage Festival in 2023. There is also a need to ensure that the public understands the Festival rebrand from Perth Heritage Festival to the City of Perth Boorloo Heritage Festival and that there is the opportunity for repeat attendance as the event runs over a month as opposed to a weekend.

## MEDIA



### Printed Brochure

90,000 copies printed with 80,000 copies distributed through The West Australian Newspaper on 24 March 2023.

3,000 copies distributed by Poster Girls and the remainder were disseminated through the iCity Kiosk, Festival events, cafés, hotels and at other suitable locations.



### Press

6 advertisements placed in the West Australian.

Reach is calculated at 379,000.



### Social Media

First social media post was shared on 20 March 2023 .

A total of 50 posts received a total of 6,778 reactions, 183 comments, and 409,459 impressions from a reach of 392,110 people.



### Paid Ads

Across the campaign period, a total of 4 ad sets were run on Facebook across 4 weeks. Each ad set highlighted the upcoming events for the week ahead.

504,131 impressions were delivered.



### Radio

4 x 30-second commercial spots.

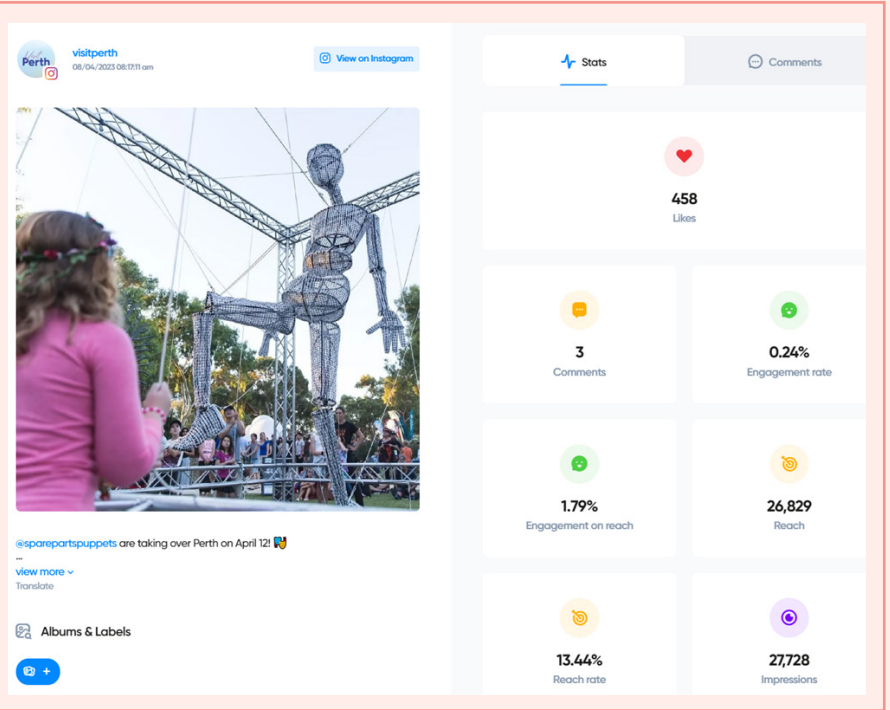
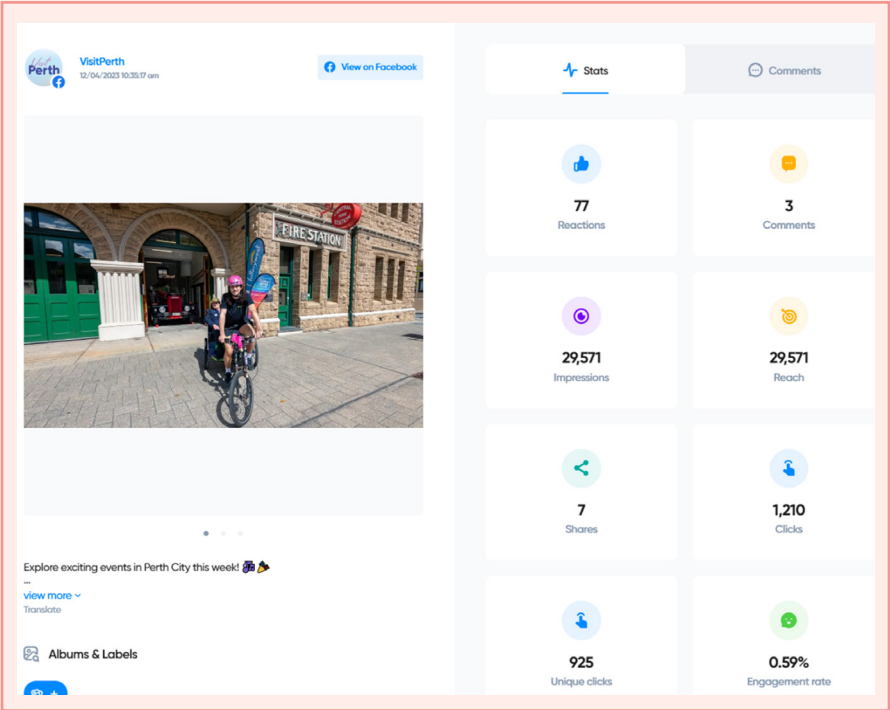
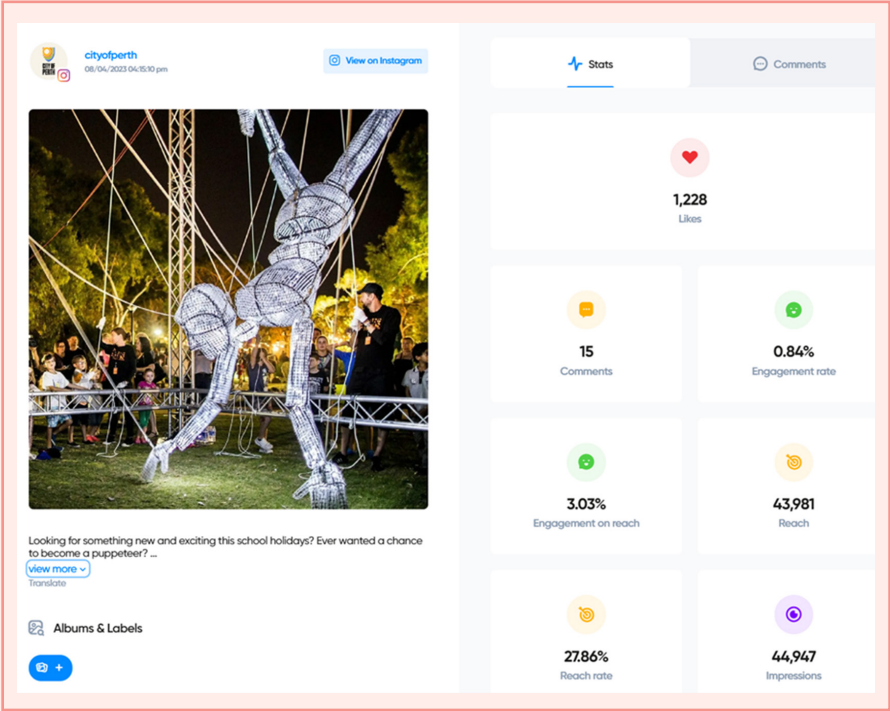
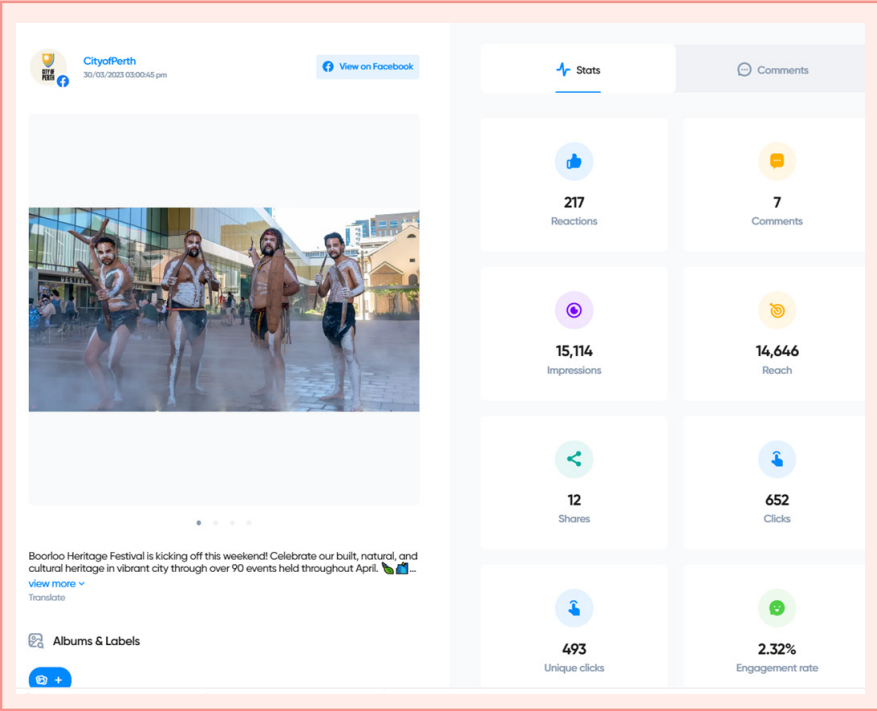
Radio commercials commenced 27 March 2023.

Radio commercials were broadcast on 6PR, Curtin FM, Mix 94.5.

Reach of 332,000 calculated.



# TOP PERFORMING Posts



Metrics	Round One	Round Two	Round Three	Round Four	Total
Link Clicks	1,508	2,566	5,807	1,565	11,446
Reach	54,192	53,632	67,568	54,578	132,193
Impressions	214,268	118,735	135,733	125,395	504,131
Cost per click	\$0.24	\$0.13	\$0.06	\$0.21	\$0.12
Amount spent	\$357.57	\$326.77	\$326.77	\$326.76	\$1,337.87



# PAID ADS

## Set Audience

### Heritage perth

#### Location:

Australia: Latitude -31.95 Longitude 115.86 Perth (+55 km) Western Australia

#### Age:

18-65+

#### People who match:

Interests: Modern art, Art museums, Contemporary art, Museum, Indigenous Australian art, Cultural history, Art exhibition, History, Cultural heritage, Walking tour, Historic preservation or Drawing

#### Advantage detailed targeting: +

Off

#### Try Advantage detailed targeting

We recommend expanding your selections to improve performance. If you want to turn it on, you can duplicate your audience and select Advantage detailed targeting.

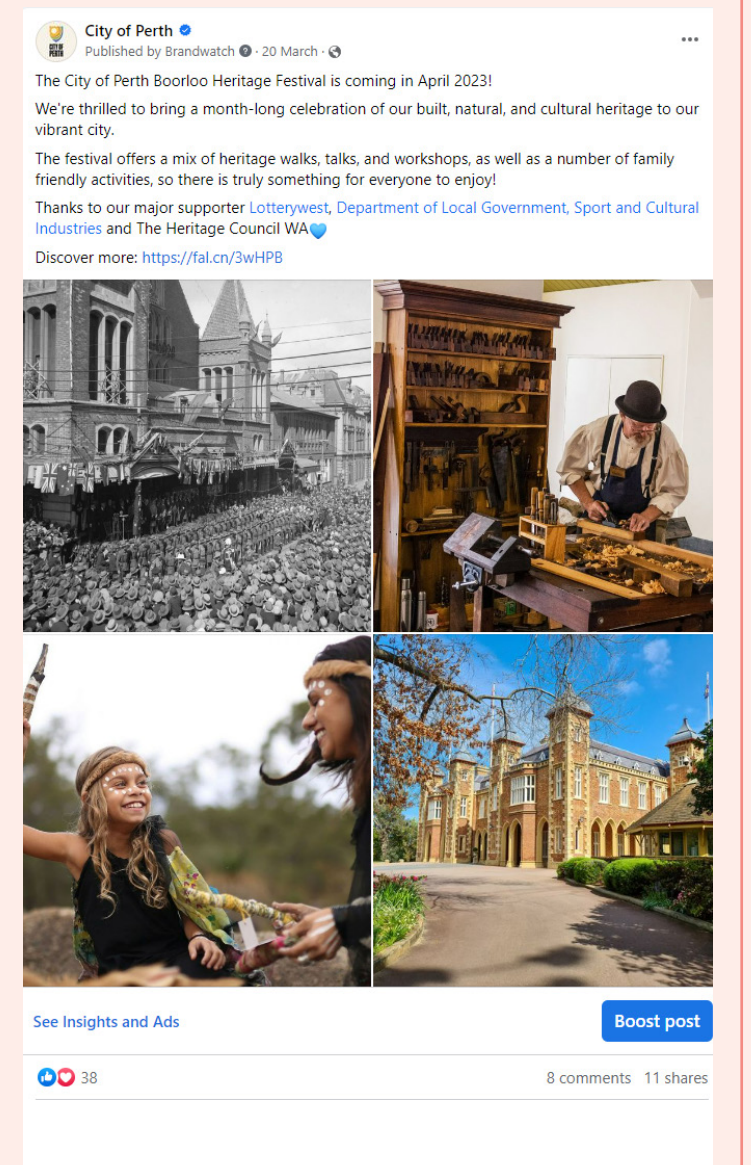
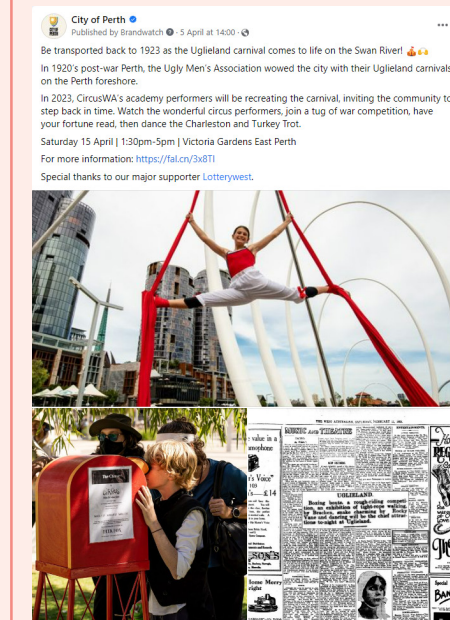
Duplicate Audience

Learn more

Edit

### Partnership Posts

Specialised content was created for City of Perth social media channels that included reference to the sponsor as a major supporter of the Boorloo Heritage Festival.





# WEBSITE

## Visit Perth Traffic

- During the Festival period the Visit Perth website saw a total of 359,936 pageviews.
- 4.66% of traffic to the website was related to the Boorloo Heritage Festival landing page.
- Interactive Storymap was accessed 2082 times over the Festival period.
- During this period, the most popular events according to website traffic were:
  - Twilight Hawkers Market – 2,786 page views
  - Puppets in the City – 1,945 page views
  - Wonderland – 1,355 page views
  - Forrest Place Easter Weekend Family Fun Day – 1,261 page views
  - Boorloo Heritage Festival listing – 1,237 page views



## Landing Pages

### Boorloo Heritage Festival Landing page

Pageviews: 16,788  
Average time on page: 1 min 02 sec  
Bounce rate: 27%  
Date with the highest traffic: 24 March 2023

### Boorloo Family Fun Day

Pageviews: 1,073  
Average time on page: 2 min 05 sec  
Bounce rate: 73%

Source / Medium ?	Acquisition	
	Sessions ? ↓	% New Sessions ?
	142,668 % of Total: 100.00% (142,668)	79.33% Avg for View: 79.29% (0.06%)
1. google / organic	86,697 (60.77%)	80.25%
2. (direct) / (none)	22,359 (15.67%)	79.76%
3. m.facebook.com / referral	8,587 (6.02%)	87.74%
4. lm.facebook.com / referral	4,157 (2.91%)	72.96%
5. bing / organic	3,944 (2.76%)	68.10%
6. facebook / cpc	3,389 (2.38%)	82.74%
7. l.facebook.com / referral	2,224 (1.56%)	65.65%
8. linktr.ee / referral	1,041 (0.73%)	75.98%
9. yahoo / organic	915 (0.64%)	81.31%
10. duckduckgo / organic	836 (0.59%)	84.57%

## Traffic Sources (Home Page)

61% of people visiting the website found their way via search engines (Google, Bing, Yahoo etc.).

## Visit Perth Traffic in Total, YOY Comparison

There was a 43% increase in total pageviews on the Visit Perth website compared to campaign period in 2022.





All Visit Perth Website Traffic

Blogs

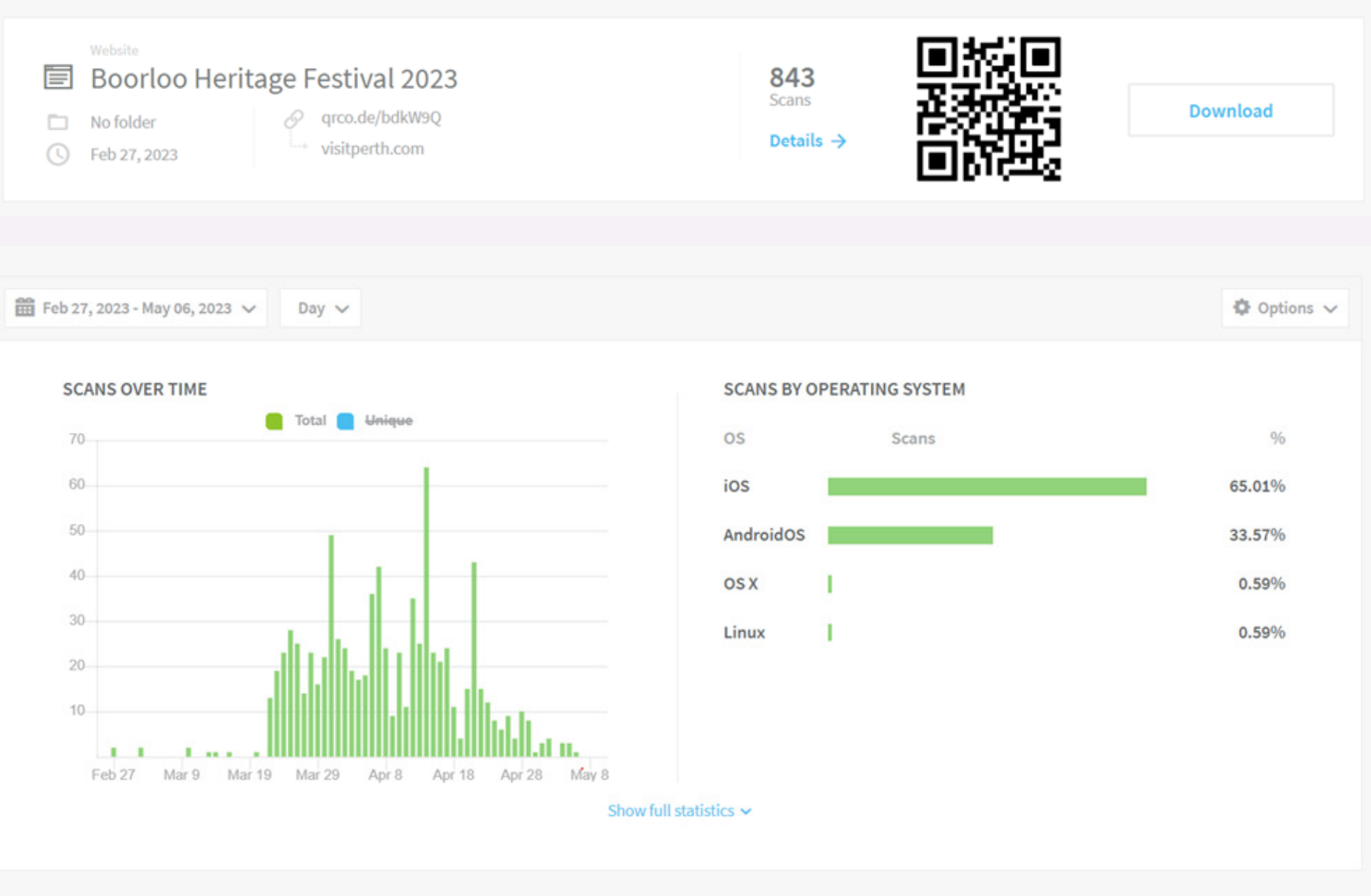
There was a total of five blogs relating to the Boorloo Heritage Festival event published on the Visit Perth website in the reporting period with a combined total of 1,310 pageviews.

The most popular blog was Get the family out for Boorloo Heritage Festival with 278 page views.

QR Code

Over this period the QR code was scanned 843 times, 802 of which were unique. The highest performing day was 14 April with 64 scans. The second highest scan day was 31 March which coincides with the print insert available in the newspaper that day. This date recorded 49 scans.

	Page		Pageviews	Unique Pageviews
			359,936 % of Total: 100.00% (359,936)	282,443 % of Total: 100.00% (282,443)
<input type="checkbox"/>	1. /events		22,683 (6.30%)	14,607 (5.17%)
<input type="checkbox"/>	2. /boorlooheritagefestival		16,788 (4.66%)	9,272 (3.28%)
<input type="checkbox"/>	3. /		16,554 (4.60%)	12,489 (4.42%)
<input type="checkbox"/>	4. /getting-around/parking		8,324 (2.31%)	6,826 (2.42%)
<input type="checkbox"/>	5. /events/search		6,020 (1.67%)	3,839 (1.36%)
<input type="checkbox"/>	6. /blog/whats-on-perth-city-2023		5,945 (1.65%)	4,931 (1.75%)
<input type="checkbox"/>	7. /see-and-do		5,245 (1.46%)	2,981 (1.06%)
<input type="checkbox"/>	8. /shopping/shopping-destinations/venues/hay-street-mall		4,009 (1.11%)	2,673 (0.95%)
<input type="checkbox"/>	9. /see-and-do/public-spaces/venues/elizabeth-quay		3,828 (1.06%)	3,023 (1.07%)
<input type="checkbox"/>	10. /getting-around/walking-tours		3,324 (0.92%)	2,787 (0.99%)
<input type="checkbox"/>	11. /shopping		3,267 (0.91%)	2,088 (0.74%)
<input type="checkbox"/>	12. /see-and-do/museums-and-galleries		3,170 (0.88%)	1,753 (0.62%)
<input type="checkbox"/>	13. /shopping/shopping-destinations		3,036 (0.84%)	1,634 (0.58%)
<input type="checkbox"/>	14. /shopping/shopping-destinations/venues/murray-street-mall		2,988 (0.83%)	2,045 (0.72%)
<input type="checkbox"/>	15. /see-and-do/parks-gardens-and-reserves/venues/heirisson-island		2,814 (0.78%)	1,992 (0.71%)
<input type="checkbox"/>	16. /events/twilight-hawkers-market-perth-2022		2,786 (0.77%)	2,517 (0.89%)
<input type="checkbox"/>	17. /see-and-do/neighbourhoods		2,228 (0.62%)	1,501 (0.53%)
<input type="checkbox"/>	18. /getting-around		1,967 (0.55%)	1,362 (0.48%)
<input type="checkbox"/>	19. /events/puppets-in-the-city		1,938 (0.54%)	1,736 (0.61%)
<input type="checkbox"/>	20. /about-perth/indigenous-culture		1,856 (0.52%)	1,667 (0.59%)
<input type="checkbox"/>	21. /see-and-do/parks-gardens-and-reserves		1,817 (0.50%)	1,180 (0.42%)
<input type="checkbox"/>	22. /see-and-do/entertainment		1,814 (0.50%)	1,196 (0.42%)
<input type="checkbox"/>	23. /search		1,767 (0.49%)	1,250 (0.44%)
<input type="checkbox"/>	24. /getting-around/boats-and-ferries		1,614 (0.45%)	1,304 (0.46%)
<input type="checkbox"/>	25. /getting-around/buses-and-trains		1,585 (0.44%)	1,367 (0.48%)





This publication is available in alternative formats  
and languages upon request.



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