

# AVONDALE HEIGHTS COMMUNITY ACTIVATIONS

A large-scale community activation to strengthen social connection, promote local community facilities, and build partnerships across Avondale Heights.

## WHAT WE DID

- Designed and delivered a place-based community project to promote and activate Avondale Heights' network of community facilities.
- Established and worked closely with a panel of 13 Community Champions to co-design activation approaches and shape priorities.
- Designed and delivered the Discover Avondale Heights community event; a single, large-scale activation showcasing local groups, facilities and activities.
- Led detailed event planning and coordination, including engagement with community groups, performers, artists, local businesses and suppliers.
- Developed comprehensive event documentation including implementation, communications, risk management, OH&S and traffic management.
- Delivered an inclusive, all-ages event featuring 16 community groups, 11 community facilities, 7 sporting activities and 4 hours of programming.
- Reached approximately 900 attendees, with peak attendance of around 200 people, strengthening visibility, participation and local partnerships.
- Conducted a full post-event evaluation to inform future place-based programming.

- 01 Community activation tent
- 02 Graphic showcasing each of the community facilities across Avondale Heights
- 03 Attendees at the community event

**YEAR**  
2025

**CLIENT**  
Moonee Valley City Council

**PROJECT PARTNERS**  
Localite

**EXPERTISE PROVIDED**  
Community Engagement  
Social Infrastructure  
Creative Studio

**TEAM**

