

# Midwest Multicultural Association Inc



## Festival of Lights 2018 Report



The poster for the Festival of Lights 2018 features a background of colorful fireworks. The title "Festival of Lights" is written in a yellow, cursive font. A yellow starburst contains the text "FIREWORKS 8.45PM". A red banner with white text says "Entertainment &amp; stalls - something for all members of the family". The event details are listed in a black box: "Saturday 10 November 2018", "5pm to 9pm", and "Geraldton Multipurpose Centre Stow Gardens". A circular inset shows a fire performer. A list of activities is provided in a white box: "Pony Rides &amp; Bouncy Castle", "Entertainment on stage from 5pm", "Cultural food &amp; specialist stalls", "Circus Fire Spectacular 8.15pm", and "FIREWORKS 8.45pm". At the bottom, there are logos for sponsors including Lallywest, Geraldton City Council, and Woolworths. Contact information for more information is also provided: "www.midwestmulticultural.org.au" or "Yvonne on 0428 312 338".



Email: [admin@midwestmulticultural.org](mailto:admin@midwestmulticultural.org)

## Overview

Midwest Multicultural Association Inc (MWMA) was incorporated in 2008 and recognised by local government as the voice of the multicultural community.

Key annual community events facilitated by MWMA are Harmony Day (to be known as the Harmony Festival from 2019) in March and Festival of Lights in November.

The Festival of Lights, an accessible, free, cultural community celebration, was held at the Geraldton Multipurpose Centre, Stow Gardens, Geraldton on 10 November 2018.

The celebrations showcased multicultural music and entertainment on stage from 5pm and culminating with ZAP Circus, an internationally acclaimed duo performing their '*Circus Fire Spectacular*' as a prelude to the grand finale of fireworks from the Esplanade.

The Festival of Lights or Diwali has been celebrated by the Indian Community in Geraldton for nearly 10 years. In the last five years the event has been hosted by the MWMA and held in public open space for the whole community to enjoy as a celebration of culture.

With representatives from more than fifty different cultures in the Midwest, the 2018 Festival of Lights celebration emphasised and celebrated the rich cultural diversity of the Midwest region with a variety of cultural food, activities and performances.





Sand painting by 16 year old Coleesha Jones, third generation sand painting artist, pictured with grandmother and mentor, Maxine Gregory

The story of the painting:

*The sun is shining down on the Festival of Lights and the people are all gathering around meeting others from different cultures. We will follow different paths and hopefully one day meet again by the sea.*

### Program

Time	Item
5:00pm	Batavia Seniors Marching Team
5:15pm	Acknowledgment to the country and speech
5:30pm	Belly Sparkles
5:45pm	Indian Classical dance (Maduricca Yohanathan and Sania Sajeev)
5:55pm	Indonesian Singing Group
6:10pm	Natya Indian Classical dance (Kids Group)
6:25pm	Sisters of Samarkand
6:45pm	Geraldton Bootscooters
7:00pm	Midwest Belly Dancers
7:20pm	Fijian Community dance
7:30pm	Salt water sisters
7:45pm	Midwest African Association dance
7:55pm	Natya Bollywood dance ( Kids & Adults group)
8:15pm	Circus Fire Spectacular
8:45 pm	Fireworks



## Stalls

- ❖ Amenah's Satay House
- ❖ Geraldton Greenough Farmers Market coffee & food van
- ❖ Islamic Association of Geraldton
- ❖ Liu Liqin
- ❖ Marijke Travasso
- ❖ Scentsy
- ❖ Skeetas Restaurant & Cafe
- ❖ Talbot Fairy Floss
- ❖ Triskele Bodycrafts
- ❖ Wicked Waffles Geraldton
- ❖ Fusions Gelato
- ❖ Indian Sunset Restaurant
- ❖ Kusina Royale
- ❖ Lyns Succulents
- ❖ Rani's Henna
- ❖ Shaved Ice
- ❖ Tacos Locos
- ❖ Tracey's Eastern Treasures
- ❖ Wandina Primary School P&C
- ❖ Ziggy's Ice Cream

## Activities

- ❖ Face Painting Magic
- ❖ Hop Upon a Pony
- ❖ Bouncy Castle





## Sponsors for Festival of Lights 2018

Supported by



Department of Local Government,  
Sport and Cultural Industries  
Office of Multicultural Interests



We bring a little good to everyone, every day.



### Supporters

- ❖ City of Greater Geraldton Depot
- ❖ Geraldton Newspapers
- ❖ Kick Solutions
- ❖ Opus Music
- ❖ RadioMAMA
- ❖ Regional Development Authority
- ❖ Darren West MLC
- ❖ Geraldton Party Hire
- ❖ Laurie Graham MLC
- ❖ Patience Sandland
- ❖ Redi Hire Solutions
- ❖ Soren Pidgeon Photography
- ❖ Geraldton Greenough Farmers Market
- ❖ Ian Blayney MLA
- ❖ Midwest Disaster Relief
- ❖ Pindan
- ❖ Total Toilets

### Entertainers

- ❖ Batavia Seniors Marching Team
- ❖ Hari Kumar
- ❖ Maduricca Yohanathan
- ❖ Natya Indian Classical and Bollywood Dance
- ❖ Sisters of Samarkand
- ❖ Belly Sparkles
- ❖ Indonesian Singing Group
- ❖ Midwest African Association
- ❖ Salt Water Sisters
- ❖ Circus Fire Spectacular
- ❖ Fijian Community
- ❖ Geraldton Bootscooters
- ❖ Midwest Community Belly Dance School
- ❖ Sania Sajeev
- ❖ Westcoast Fireworks



## Volunteers

- ❖ Carlos Querino
- ❖ John Lovedee
- ❖ Soumya Harikumar
- ❖ Tom Mwangi
- ❖ Irene Mwangi
- ❖ Maringi Querino
- ❖ Tiana Mwangi
- ❖ Trevor Mwangi
- ❖ Yvonne Marsden
- ❖ Janine Gerard
- ❖ Shah Jackey
- ❖ Tiffany Mwangi
- ❖ Yvonne Lovedee

## Promotion

Mediums used to promote Festival of Lights 2018:

- ❖ Geraldton Newspapers 3 half page advertisements prior to event
- ❖ Social Media – Facebook,
- ❖ Websites – MWMA, City of Greater Geraldton
- ❖ Radio – RadioMAMA with interview and promoting the event.
- ❖ Posters at key locations
- ❖ Flyers distributed at Platform Markets and other key locations



## Evaluation

The event was assessed by the public, stall holders as well as the committee undertaking a SWOT (Strength, Weaknesses, Opportunity and Threats) analysis. In essence:

From the public evaluations, most were made aware of the event via social media or friends; all commented that the venue was great, food stalls and entertainment were enjoyed by their families especially *Circus Fire Spectacular*. Suggestions for improvement included: more stalls selling items with 'lights'; better lighting and more area for people to sit with better seating arrangement as some of the audience were struggling to see performers.

Stall holders on the whole were happy with the balance of stalls. For some stall holders it was a challenge to get their vans on site due to the bollards on the footpath as well as being a tight squeeze to get into their allocated area.

Suggestions for improvement included: allocated loading bay near the event area for stall holders to pick up and drop off if necessary during the night; reduce the site fees to encourage more stall holders; have vans enter event area in order of their allocated space to reduce congestion; recycle bins for cans & water bottles; stalls providing cooked foods to use paper or bamboo containers in place of plastic tubs with lids; more seating required; enforcement of no smoking at this family event.

## The Festival of Lights committee recommendations for 2019:

<b>Promotion</b>	Radio interviews on 3 stations RadioMAMA/ABC/Spirit FM for president and headline act in lead up to event
	Brief photographer on importance of names on photos and required photos i.e. of sponsor banners
	Advertise BYO chair/blanket
	Advertise event as no smoking and no alcohol
	Provide written program for patrons
<b>Funding – Grants &amp; Sponsors</b>	Build relationships with sponsors to enhance their experience with MWMA and event
	Corporate area successful - to be continued
<b>Infrastructure</b>	Ensure all City of Greater Geraldton event requirements in place well in advance, especially for fireworks
	Continue to work with electrician regarding power requirements for stall holders as two large generators were required in 2018
	More seating required for patrons - at least 250 chairs
<b>Participation:</b>	Partner with other community groups to assist with set up/pack down e.g. members of Mormon organisation have offered to do community service in 2019
<b>Stalls</b>	Review method of getting stall holders on/off site
	Review power charges, possibility to pay by requirement e.g. 15 amps could be \$15 rather than a flat rate of \$25 regardless of how many outlets required
	Tagging of power cords, if undertaken on site, to be charged direct to stall holder
	Early payment of fees to ensure stall holders are committed to turn up
	Onsite briefing for stall holders prior to the event

<b>Program</b>	Performers agreements with names, performance time, permission to take photos to be implemented
	Detailed run sheet for MC to ensure all tasks undertaken e.g. giving out Thank you certificates to performers
	More interactive activities e.g African drummers invited public up on stage to dance, which was very successful
	Invite more Aboriginal entertainers to be a part of the celebrations
	Advise performers where Corporate area is located - possibility of them acknowledging sponsors as part of their performance
	Fence off activities such as sand painting to provide sole use of area by artist
	MC to advertise events such as pony rides and bouncy castle which were outside of the main event area

### **Festival of Lights Committee 2018**

The 2018 Festival of Lights Committee which facilitated the celebrations come from diverse cultural backgrounds and met regularly to create and deliver a successful event. Tom Mwangi (country of origin Kenya); Yvonne Marsden (Australia); Maringi Querino (country of origin New Zealand); Soumya Harikumar (country of origin India); Janine Gerard (Australia) Yvonne Lovedee (first generation Australian)

**Saturday 10 November 2018 - 5pm to 9pm**  
**Geraldton Multipurpose Centre Stow Gardens**

# festival of lights

- ★ Pony Rides & Bouncy Castle
- ★ Entertainment on stage from 5pm
- ★ Cultural food & specialist stalls
- ★ **Circus Fire Spectacular 8.15pm**
- ★ **FIREWORKS 8.45pm**

For more information:  
[www.midwestmulticultural.org](http://www.midwestmulticultural.org) or Yvonne on 0428 312 338

Promotion in local newspapers prior to event: Half page advertisement in

- ❖ Midwest Times on 31 October & 7 November - circulation 21,500 copies
- ❖ Geraldton Guardian on 2 November – circulation 6,000 copies



# Festival of Lights

## NOVEMBER 2018

Thank you to  
sponsors, entertainers,  
volunteers and  
Geraldton community  
for assisting in making  
the celebrations so  
special!

Midwest  
Multicultural  
Association








**SPONSORS**








SUPPORTERS	ENTERTAINERS	VOLUNTEERS
<p>City of Greater Geraldton Ian Blayney MLA Pindan Darren West MLC Kick Solutions Radio MAMA Face Painting Magic Midwest Disaster Relief Redi Hire Solutions</p>	<p>Batavia Seniors Marching Team Hari Kumar Salt Water Sisters Belly Sparkles Maduricca Yohanathan Sania Sajeev Fijian Community Midwest African Association</p>	<p>Ahalya Harikumar Nalini Rao Tiffany Mwangi Bella Rao Maringi Querino Tom Mwangi Carlos Querino Prabakaran Palanichamy Trevor Mwangi</p>
<p>Geraldton Greenough Farmers Market Laurie Graham MLC Soren Pidgeon Photography Geraldton Newspapers Opus Music Total Toilets Geraldton Party Hire Patience Sandland</p>	<p>Sisters of Samarkand Indonesian Singing Group Midwest Community Belly Dance School Geraldton Bootscooters Nata Indian Classical &amp; Bollywood Dance Circus Fire Spectacular Westcoast Fireworks</p>	<p>Irene Mwangi Shah Jackey Yvonne Lovedee Janine Gerard Soumya Harikumar Yvonne Marsden John Lovedee Tiana Mwangi Wilfred Manyoni</p>

## Harmony Festival 2019



Planning is already underway for Harmony Festival 2019 so mark your calendar for Saturday 16 March 2019 for an awesome, free, inclusive family event to celebrate our rich cultural diversity of the Midwest Region

**Proposed Program, dependent on funding, to include:**

- ❖ Macedonian Society of WA – Children’s Dance Group
- ❖ Paint Storm
- ❖ Zap Circus
- ❖ Parade of Nations
- ❖ Representatives from Geraldton Schools and Dance Studios
- ❖ Children’s activities such as pony rides, bouncy castle, face painting