

# Midwest Multicultural Association Inc



## Festival of Lights 2019 Report



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

## Overview

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

Key annual community events facilitated by MWMA are Festival of Lights in November and Harmony Festival in March. In 2020 the Harmony Festival will be held between 1pm and 6pm on Saturday 14 March and the Festival of Lights on 7 November between 5pm and 9pm at the Geraldton Multipurpose Centre, Stow Gardens, Geraldton

The Festival of Lights 2019, an accessible, free, family focused, cultural community celebration, was held at the Geraldton Multipurpose Centre, Stow Gardens, Geraldton on 9 November.

The celebrations showcased multicultural music and entertainment by 15 local groups and individuals supported by spectacular “Bubbly” who covered the event space with bubbles of all shapes and sizes to the delight of the young and those not so young. 3,000 plus patrons packed the foreshore for the grand finale of the program - fireworks from the Esplanade.

The Festival of Lights is celebrated by the Geraldton multicultural community. The Midwest Multicultural Association also acknowledges that the Diwali Festival, observed by the Indian Community, is held around the same time of the year.

With representatives from more than fifty different cultures in the Midwest, the 2019 Festival of Lights event emphasised and celebrated the rich cultural diversity of the Midwest region with a variety of cultural food, activities and performances.

Prior to the Festival 120 students, mainly from low socio-economic areas, were able to experience bubble making up close and personal with the Bubbly workshops held at their schools and with the homeschoolers teaching principles in the realms of Science, Mathematics and Creative Arts.





Local artist, Maxine Gregory, created the story and design of the sand mural formed during the Festival of Lights. Ms Gregory gave permission for her family members, local artists Rhonelle Gregory and Mielisha Ponta to create it for the festival. The mural depicts the Yamaji people, their six language groups in the region, welcoming the multicultural diversities to their land.



## Program

# FESTIVAL OF LIGHTS

## STAGE PROGRAM

5.00PM	Batavia Senior Marching Team
5.10PM	Giant Bubble Blowing activity
5.25PM	Welcome Speeches
5.35PM	Jumbinu Warranan Girls Group
5.45PM	Sania & Madurica (Indian Classical)
5.55PM	Belly Sparkles
6.10PM	Gail Burges Bagpiper
6.20PM	Cocos Malay Drumming
6.30PM	Monster Bubbles - Bubbly
6.50PM	Zumba
7.05PM	Midwest Belly Dancers
7.15PM	Indonesian Ladies Group (dancing)
7.25PM	Multicultural Choir
7.45PM	Chinese Dance Group
8.00PM	Natya Bollywood Dance
8.10PM	Fijian Community
8.25PM	Mabuhay Community
8.40PM	Indonesian Ladies Group (singing)

## ACTIVITIES

5pm - 7pm	Wildlife Display & Hop Upon A Pony
5pm - 8pm	Face Painting & Aero Bungy & Bouncy Castles
5pm - 8.45pm	Magic Mirror

**GERALDTON ORTHOPAEDICS FIREWORKS**



*The students really enjoyed the incursion: it promoted hands-on learning, engaging activities, cooperation with team members and the quality of persevering with something until the penny drops!*

*Thank you for your time and for Mr Bubbly's enthusiasm.*

*Teacher, Rangeway Primary School*

## Stalls

- ❖ Amenah's Satay House
- ❖ Danny Chai
- ❖ Fusions Gelato Café
- ❖ Geraldton Greenough Farmers Market van
- ❖ Cucina Royale
- ❖ Sweet & Things
- ❖ Talbot Fairy Floss
- ❖ ABC Radio
- ❖ Midwest Scout Group
- ❖ Scentsy
- ❖ Wandina Primary School P & C
- ❖ Big Softy
- ❖ Daron's Country Kitchen
- ❖ Geraldton Coffee Van
- ❖ Islamic Association Geraldton
- ❖ Shaved Ice
- ❖ Tacos Locos
- ❖ Wicked Waffles & Ice cream
- ❖ Headspace
- ❖ Mix & Matched
- ❖ Soda Jewellery
- ❖ Joyce Morrison

## Activities

- ❖ Aero bungy
- ❖ Craft activities
- ❖ Photo booth
- ❖ Wildlife display
- ❖ Bouncy Castle
- ❖ Face painting
- ❖ Pony rides







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



Geraldton Community Bank® Branch



**Australia Post**

**Supporters**

- ❖ ABC Radio
- ❖ Face Painting Magic
- ❖ Geraldton Party Hire
- ❖ Laurie Graham MLC
- ❖ Midwest Disaster Relief
- ❖ Radio MAMA
- ❖ Total Toilets
- ❖ City of Greater Geraldton Depot
- ❖ Geraldton Greenough Farmers Markets
- ❖ Ian Blayney MLA
- ❖ Melissa Price MP
- ❖ Ocean Air Geraldton
- ❖ Redi Hire solutions
- ❖ Zen Events
- ❖ Darren West MLC
- ❖ Geraldton Newspapers
- ❖ Kick Solutions
- ❖ Midwest African Association
- ❖ Opus Music
- ❖ St Joan's Cottage, Drummond Cove

## Entertainers

❖ Batavia Seniors Marching Team	❖ Belly Sparkles	❖ Chinese Dance Group
❖ Cocos Malay Drumming	❖ Fijian Community	❖ Gail Burges
❖ Geraldton Mabuhay Cultural Association	❖ Hari Kumar	❖ Indonesian Ladies Group
❖ Maduricca Yohanathan	❖ Midwest Community Belly Dance School	❖ Multicultural Choir
❖ Natya Indian Classical and Bollywood Dance	❖ Sania Sajeev	❖ Zumba

## Volunteers

Adriana Callazos Nino	Bill Frazer	Caitlin Scully
Chris Sorohan	Ernest Gutsa	Irene Mwangi
Isaac Northdurft	Janine Gerard	Jaye Allan
John Lovedee	Kay McAuliffe	Kim Stokes
Laurie Dines	Marc Cameron	Maringi Querino
Mime Liu	Rotary Club of Geraldton-Greenough	Soumya Harikumar
Tiana Mwangi	Tom Mwangi	Trevor Mwangi
Wilfred Manyuni	Yvonne Lovedee	Yvonne Marsden



## Promotion

Mediums used to promote Festival of Lights 2019:

- ❖ Geraldton Newspapers (Midwest Times and Guardian) 3 half page advertisements prior to event
- ❖ Geraldton Guardian 8 November public notices regarding fireworks
- ❖ Social Media – Facebook,
- ❖ Websites – Office of Multicultural Interests, MWMA, City of Greater Geraldton, Everything Geraldton,
- ❖ Radio – RadioMAMA with interview and promoting the event.
- ❖ Posters at key locations
- ❖ Flyers distributed at markets and to individuals



## 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.

Suggestions for improvement included:

- more stalls and more rides.

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:

- ❖ Dedicated stall holder parking spaces
- ❖ No vehicles on venue
- ❖ Announcements for activities over pa e.g. where children's craft being held.
- ❖ Sound production to cover whole venue

## The Festival of Lights committee recommendations for 2020:

Date chosen		7 November, 2020
Promotion	Social Media	❖ excellent and effective method of providing information
	Print Media	❖ 3 half page adverts in Geraldton newspapers in lead up to the event a minimum (have more if possible)
Funding	Sponsorship	❖ Invite sponsors to cover the costs of particular areas of the program i.e. entertainment (then advertise as such)
		❖ Corporate tent – need to make the sponsors feel special – need extra touch
		❖ Invite main sponsor to be part of the program e.g. count down to the fireworks
	Grants	❖ Applications need to be early – look to joining both Festival of Lights and Harmony Festivals when applying for grants.
Infrastructure	Power	<ul style="list-style-type: none"> <li>❖ Electrician to plug in all stall holders to power source (generators or on site)</li> <li>❖ Electrician to be on site from 2.30pm to link stall holders to power</li> <li>❖ Electrician to have access to master board for onsite power in case of power outages</li> </ul>
	Toilets	<ul style="list-style-type: none"> <li>❖ More portable toilets required - at least 6 std and 1 accessible and 1 hand wash station</li> <li>❖ Request council to clean the permanent toilets during the event</li> </ul>
	Security	❖ Increase to at least 8 on event space and 1 at Esplanade from 2pm
	Recycling	❖ Provide opportunity for recycling of waste
	Green Rooms	<ul style="list-style-type: none"> <li>❖ Privacy screen needed in the green room (meeting room behind the stage)</li> <li>❖ Second green room (in corridor) is required - ensure privacy</li> </ul>
Participation:	Networking	<ul style="list-style-type: none"> <li>❖ Building relationships with communities to ensure inclusivity in the event (which could include supporting groups during the year on any issues that they may be facing)</li> <li>❖ Partner with organisations such as GRAMS to deliver the event</li> </ul>
Stalls	Security	❖ Note on the stall holder application form to make sure money is kept secure
	Briefing	<ul style="list-style-type: none"> <li>❖ Stall holders to attend a briefing before the event to discuss set up/pack down</li> <li>❖ Risk management issues including if there needs to be an evacuation</li> <li>❖ All electrical cords are to be tagged</li> <li>❖ All electrical cords are to be covered from the power source to the stall</li> </ul>
	Clean up	❖ all equipment to be cleaned either in the van or taken off site to clean



<b>Program (entertainment &amp; activities)</b>	<b>Performers</b>	<ul style="list-style-type: none"> <li>❖ Obtain a signed Performers Agreement to confirm commitment to event</li> <li>❖ Performers to be paid a token to offset costs of costumes etc</li> </ul>
	<b>Fireworks</b>	<ul style="list-style-type: none"> <li>❖ Ensure Esplanade is closed by 2pm (earlier if possible - with security)</li> </ul>

**Festival of Lights Committee 2019**

The Midwest Multicultural Association Committee: Tom Mwangi; Yvonne Marsden; Maringi Querino; Soumya Harikumar; Janine Gerard; Jaye Allan; Adriana Collazos Nino; Yvonne Lovedee, which facilitated the celebrations, come from diverse cultural backgrounds and met regularly to create and deliver a successful event.

The volunteers contributed over 600 hours to create, liaise with contractors and deliver the Festival of Lights 2019.

The pinnacle for the Festival of Lights was being nominated and selected winner of the *Centacare Volunteer Involving Event of the Year 2019*.



Promotion in local newspapers prior to event:

Half page advertisement in

- ❖ Midwest Times on 25 October and 6 November - circulation 21,500 copies
- ❖ Geraldton Guardian on 1 November – circulation 6,000 copies

A full page Thank you to sponsors, supporters, volunteers was inserted in the Midwest Times on 20 November, 2019

**MIDWEST MULTICULTURAL ASSOCIATION PRESENTS**

**SATURDAY, NOVEMBER 9 2019 | 5PM - 9PM**

**GERALDTON MULTIPURPOSE CENTRE "STOW GARDENS"**

**GERALDTON ORTHOPAEDICS FIREWORKS 8.45PM**

# FESTIVAL OF LIGHTS 2019



**BUBBLY WITH MONSTER BUBBLES**

**CULTURAL ENTERTAINMENT**  
**FOOD & CRAFT STALLS | CHILDREN'S ACTIVITIES**

Time	Performance
5.00PM	Batavia Seniors Marching Team
5.10PM	Giant Bubble Blowing
5.25PM	Welcome Speeches
5.35PM	Jumbinu Warranan Girls Group
5.45PM	Sania & Madurica (Indian Classical Dance)
5.55PM	Belly Sparkles
6.10PM	Gail Burges Baggiper
6.20PM	Cocos Malay Drumming
6.30PM	Bubbly - Monster Bubbles
6.50PM	Zumba
7.05PM	Midwest Belly Dancers
7.15PM	Indonesian Ladies Group (dancing)
7.25PM	Multicultural Choir
7.45PM	Chinese Dance Group
8.00PM	Natya Bollywood Dance
8.10PM	Fijian Community
8.25PM	Geraldton Mabuhay Cultural Group
8.40PM	Indonesian Ladies Group (singing)
8.45PM	Geraldton Orthopaedic Fireworks

<https://www.facebook.com/MidwestMulticulturalAssociation>

CHRISTMAS BONANZA  
STOW GARDENS  
SUNDAY 10TH NOVEMBER  
10AM - 2PM

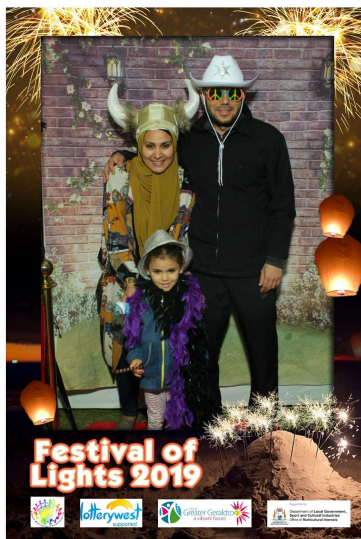


*Students LOVED the workshop. They thoroughly enjoyed learning how to make shapes with bubbles and all gained new skills and understanding.*

*The children are all well behaved as a general rule so there was no change in attitude for our kids but they loved it.*

*We would definitely love to be involved again if the opportunity arose. The workshop was fantastic, interactive, interesting, informative and a nice way for the kids to interact.*

*Home School Student Coordinator*







# Midwest Multicultural Association Festival of Lights 2019

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

## Sponsors



## Supporters

- ABC Radio
- City of Greater Geraldton Depot
- Darren West MLC
- Face Painting Magic
- Geraldton-Greenough Farmers Markets
- Geraldton Newspapers
- Geraldton Party Hire
- Ian Stacey MLA
- Kick Solutions

## Entertainers

- Batavia Senior Marching Team
- Betty Sparkles
- Chinese Dance Group
- Cocos Malay Drumming
- Fijian Community
- Gall Burges
- Geraldton Mabuhay Cultural Group

## Volunteers

- Adriana Collazos Nino
- Bill Frazier
- Caitlin Scully
- Chris Sorohan
- Ernest Gutsa
- Irene Mwangi
- Isaac Nothdurft
- Janine Gerard
- Jayo Allan
- John Lovedee
- Kay McAuliffe
- Kim Stokes
- Laurie Dines
- Marc Cameron
- Maringi Guerino
- Midwest Disaster Relief
- Mine Liu
- Rotary Club of Geraldton -Greenough

- Laurie Graham MLC
- Melissa Price MP
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- Ocean Air Geraldton
- Opus Music
- Radio MAMA
- Redi Hire Solutions
- St Joans Cottage, Drummond Cove
- Total Toilets
- Zen Events

- Harf Kumar
- Indonesian Ladies Group
- Madurica Yohanathan
- Midwest Belly Dancers
- Multicultural Choir
- Natya Bollywood Dance
- Santa Sajeev
- Zumba

- Scumya Harikumar
- Tiana Mwangi
- Tom Mwangi
- Trevor Mwangi
- Wilfred Manyount
- Yvonne Lovedee
- Yvonne Marsden



**NEXT EVENT: Harmony Festival 14 March, 2020**



## Harmony Festival 2020



Planning is well underway for Harmony Festival 2020 so mark your calendar for Saturday 14 March 2020 at the Geraldton Multipurpose Centre, Stow Gardens for an awesome, free, inclusive family event to continue celebrations of our rich cultural diversity in the Midwest Region.

Celebrations will commence at 1pm with the Parade of Nations, a parade of colour and excitement with more than 60 cultural flags on display.

**Confirmed supporter:**



### Proposed Program:

- ❖ Parade of Nations
- ❖ Headline band from Perth
- ❖ A stage program with at least 12 groups from Geraldton Schools and Dance Studios
- ❖ Children's activities such as pony rides, bouncy castle, face painting
- ❖ Stall holders – cultural foods, arts and crafts

