

# Midwest Multicultural Association Inc



## Festival of Lights 2021 Report



Email: [midwestmulticultural@gmail.com](mailto:midwestmulticultural@gmail.com)

## Overview

The Midwest Multicultural Association Inc (MWMA)' overarching aim is to promote and celebrate the rich cultural diversity in the Midwest region of Western Australia.

From small beginnings in 2008 the volunteers of the MWMA have developed:

- ❖ English as a Second Language (ESL) classes held weekly during school terms
- ❖ Harmony Festival held annually in March
- ❖ Festival of Lights held annually in November
- ❖ Multicultural Choir as part of the community programs held at the QEII
- ❖ Tastes of the World – monthly cultural cooking demonstrations and lunch at QEII
- ❖ Multicultural Concert held during Seniors Week celebrations

The Festival of Lights 2021, an accessible, free, family focused, cultural community celebration, was held at the Geraldton Multipurpose Centre, Stow Gardens, Geraldton on 6 November.

The celebrations showcased multicultural music, performances by 13 local groups and the Sri Ganesha Samskrithi Vadya Kala Samithi, a troop performing traditional Indian drumming from state of Kerala who are based in Perth.

Floating high over the foreshore, creating a colourful display, were huge kites from Kite Kinetics which provided a backdrop to the cultural food and craft/gift stalls and children's activities.

An independent estimate of 3,000 plus patrons were on the Geraldton foreshore for the program grand finale – the *Midwest Orthopaedics Fireworks* display from the Esplanade.

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

With representatives from more than fifty different cultures in the Midwest, the 2021 Festival of Lights event emphasised and celebrated the rich cultural diversity of the Midwest region.

Prior to the Festival over 130 students, from Beachlands, Bluff Point and Rangeway Primary Schools were introduced to kite making by Michael Alvares from Kite Kinetics. The workshops, while providing instruction on creating a box kite, first created by Australian aviation pioneer Lawrence Hargrave, also introduced students to information on different cultures from around the world to broaden their perspectives on life and future opportunities.







Local artists, Rashaan Briggs and Beau Simpson created a unique sand painting depicting the Midwest Multicultural Association 2021 theme of *You-Me-Us!* Under the watchful eye of Rashaan's mother Nola Gregory.

The artform of creating sand paintings has been handed from senior members of the family to Rashaan to carry on the tradition.

## SATURDAY 6<sup>TH</sup> NOVEMBER

# Festival of lights

### STAGE PROGRAM

- 4:00pm Welcome & Acknowledgement to Country  
Anna Narvasa – Geraldton Mabuhay Cultural Association
- 4:15pm Batavia Seniors Marching Team
- 4:30pm Pesona Indonesia Group
- 4:45pm Midwest Community Fusion Belly Dancers (Junior group)
- 5:00pm Geraldton Yoga Club
- 5:15pm Zumba with Lishell
- 5:30pm Midwest African Drumming
- 5:45pm Maduricaa Yohanathan & Sania Sajeev
- 6:00pm Natya Dance School
- 6:15pm Garba Challenge – Natya Dance School  
along with Geraldton community.
- 6:30pm Batavia Rockers
- 6:45pm Geraldton Bootscooters
- 7:00pm Midwest Community Belly Dancers
- 7:15pm Fijian Cultural Group
- 7:30pm Natya Dance School
- 7:50pm Panchari Melam



### ACTIVITIES

#### Beach side of Stow Gardens

#### Kite Kinetics

- ❖ Sand Mural
- ❖ Animal Riders
- ❖ Magic Mirror

#### Near Moreton Bay Tree

- ❖ Birdlife Midwest-Geraldton
- ❖ Face Painting
- ❖ Hop Upon a Pony
- ❖ Bouncy Castle
- ❖ Old Macdonald's Traveling Farm
- ❖ Wildlife Display

#### GIANT Origami

### 8:20pm Midwest Orthopaedics Fireworks







*The Kite Kinetic Workshop was a fantastic experience for the students at Rangeway Primary School. It was interesting and informative to see variety of kites and hear about their origins and history. The presentation was motivating and the students were incredibly engaged. All the students enjoyed the workshop and loved flying their new box kites. Thank you to Michael & Jan Alvares for a very educational and fun experience. The workshop was a hit!*

*Carlie Taylor - Rangeway Primary School*





## Stalls

- ❖ Boho Soda Jewellery
- ❖ Fusions Gelato Café
- ❖ Geraldton Yoga Club
- ❖ Geraldton Greenough Farmers Market
- ❖ Hatsanee Kitchen
- ❖ Headspace
- ❖ Islamic Association Geraldton
- ❖ Little India
- ❖ Midwest Scout Group
- ❖ Miguel's for Coffee
- ❖ Remi French Street Food
- ❖ Scentsy
- ❖ Shaved Ice
- ❖ Skeetas
- ❖ Tacos Locos
- ❖ Talbot Fairy Floss
- ❖ Ting Thai Food
- ❖ Wandina Primary School P & C
- ❖ Wicked Waffles

## Activities

- ❖ Birdlife Midwest-Geraldton
- ❖ Face Painting Magic
- ❖ Fairy Deb
- ❖ Geraldton Party Hire
- ❖ Hop-Upon-A-Pony
- ❖ Kite Kinetics
- ❖ Lizzy Robinson (Origami)
- ❖ Magic Mirror
- ❖ Midwest Bounce & Fun
- ❖ Midwest Orthopaedics fireworks
- ❖ Old MacDonald's Travelling Farms
- ❖ Rashaan Briggs & Beau Simpson – Sand Mural
- ❖ WA Wildlife Display



# Sponsors for Festival of Lights 2021



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



## Supporters

- ❖ 65Thirty Sound Production
- ❖ Dome
- ❖ Geraldton Christian College
- ❖ Kiara Flanigan
- ❖ Kick Solutions
- ❖ Kleenheat
- ❖ Lara Dalton MLA
- ❖ Midwest Bounce & Fun
- ❖ Redi Hire Solutions
- ❖ Rigtors Supermarkets
- ❖ Rod Dines
- ❖ Sandra Carr MLC
- ❖ Total Toilets
- ❖ Zen Events & Photography

## Entertainers

- ❖ Ana Narvasa
- ❖ Batavia Rockers
- ❖ Batavia Seniors Marching Team
- ❖ Fijian Cultural Group
- ❖ Geraldton Bootscooters
- ❖ Geraldton Yoga Club
- ❖ Maduricaa Yohanathan & Sania Sajeev
- ❖ Midwest African Drumming
- ❖ Midwest Community Belly Dancers
- ❖ Midwest Community fusion Belly Dancers (Junior)
- ❖ Natya School of Indian Classical & Bollywood Dance
- ❖ Pesona Indonesia Group
- ❖ Sri Ganesha Samskrithi Vadya Kala Samithi
- ❖ Zumba with Lishell

## Volunteers

- ❖ NKNC Open Water Swimming
- ❖ Ernest Gutsa
- ❖ Midwest African Association
- ❖ Sebastian Pass
- ❖ Midwest Multicultural Association
- ❖ Michael Pass
- ❖ Olympic football Club



## Promotion

Mediums used to promote Festival of Lights 2021:

- ❖ Geraldton Newspapers (Midwest Times and Guardian) advertisement and editorials prior to event
- ❖ Geraldton Guardian 5 November public notices regarding fireworks
- ❖ Social Media – Facebook,
- ❖ Websites – Office of Multicultural Interests, MWMA, City of Greater Geraldton, Everything Geraldton,
- ❖ Radio – RedFM & ABC with interview and promoting the event.
- ❖ Posters at key locations
- ❖ Poster in the Geraldton Seniors Newsletter circulated to over 1,000
- ❖ Posters 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:

**Public evaluations:** most were made aware of the event via social media or friends; all commented that the entertainment was great.

Suggestions for improvement included:

- more stalls, particularly food
- more singers
- more light features
- more cultures represented



**Stall holders** on the whole were happy with the balance of stalls.

Suggestions for improvement included:

- ❖ have stall holders on main event space
- ❖ Have gift stalls in between food stalls
- ❖ Better advertising for stall holders

Other comments included:

- ❖ Incredible community response - happy to be a part of festival
- ❖ Would LOVE to do this fundraiser again
- ❖ It's not worth attending if we don't get a better location - recycling was a disaster
- ❖ Should promote what stalls are there as that could attract more business

## The Festival of Lights committee recommendations for 2022:

Date chosen	Saturday 5 November, 2022	
<b>THEME to remain</b>	<b>You-Me-Us!</b> <b>Demonstrates all cultures are important in the community</b>	
<b>Promotion</b>	<b>Radio</b>	❖ More interviews with President and key entertainers in lead up to event on all stations
	<b>Social Media</b>	❖ Excellent response to postings before and after event.
	<b>Print Media</b>	❖ Partner with reporter/s to create editorials on key entertainers and event in general in lead up
	<b>Instagram</b>	❖ An opportunity to reach a younger sector of the community
	<b>Other events on same day</b>	❖ Form partnerships and cross promote with family focused (like minded) events.
	<b>Stall holders</b>	<ul style="list-style-type: none"> <li>❖ Promote event early to attract more stall holders - have a cut off time for Expression of Interest</li> <li>❖ Promote which stalls will be at the festival which could attract other local businesses</li> <li>❖ Review EOI for Stallholders to include query whether flat ground is required to operate e.g. coffee machines need flat ground to operate correctly</li> </ul>
<b>Funding</b>	<b>Sponsorship</b>	<ul style="list-style-type: none"> <li>❖ Opportunities for local businesses to sponsor festival to be promoted earlier.</li> <li>❖ On acceptance, invoices to be paid in a timely manner prior to logos being included on posters</li> </ul>
	<b>Grants</b>	❖ Apply for funding to cover more than one event
<b>Infrastructure</b>	<b>Power</b>	❖ List of power needs to be reviewed by volunteer electrician before the event. Ensure all generators on line before electrician leaves the ground.
	<b>Toilets</b>	❖ 6 Std and 1 Accessible portable toilets in addition to the public toilets sufficient for 2,500 / 3,000 people
	<b>Bins</b>	❖ Cleanaway provided bins - request bins be clean on the outside (in 2021 were covered in dust)
	<b>Sound system</b>	❖ Operated from the right-hand side of the stage - gave more room for performers. Still need to have a marquee for shade in the late afternoon.
	<b>Security</b>	❖ Clear communication required when requesting number and time officers needed on site. Email and ring to confirm



	<b>Recycling</b>	❖ Collection of cans using designated bins was not successful in 2021 - look for alternatives
	<b>Green Rooms</b>	❖ For large groups cordon off the corridor to the Function Room - use rope and side of a marquee
	<b>Boats in Bay</b>	❖ Ensure Dept of Transport has contacted all boats in the bay to ensure that no boat is within the exclusion zone of the Esplanade for fireworks. Have an emergency contact number if boat owner needs to be advise on the day.
	<b>Site Plan</b>	❖ Engage a community group to assist develop site plan, assist in set up, monitor/assist stall holders into their allocated sites and pack down ❖ Locate entertainment closer to the main event space
	<b>Children's area vicinity of Moreton Bay Tree</b>	❖ Request City of Greater Geraldton to disinfect areas around the Moreton Bay Tree due to health concerns raised by a stall-holder in 2021
<b>Participation:</b>	<b>Partnerships</b>	❖ Create more partnerships with different cultural groups to include them in this community festival Connect with City of Greater Geraldton Indigenous Community Development Officer to encourage more involvement in festival by Indigenous community.
<b>Site</b>	<b>Stow Gardens</b>	❖ A flatter, larger area for stalls would be more beneficial
<b>Stalls</b>	<b>Briefing</b>	❖ EOI need to be lodged early and payment received before the festival or are refused entry ❖ Stall holders need to attend briefing - hold at least two at different times in the lead up to festival
	<b>Food</b>	❖ More food vans required
<b>Program (entertainment &amp; activities)</b>	<b>Program</b>	❖ No changes to the program once the coordinator published list of performers
	<b>Activities</b>	❖ Workshops to learn new skills e.g. origami Ensure if a group plans an activity that it is delivered as it has a bearing on the site plan for other activities Include Old fashion games such as 3 legged races, tunnel ball etc
	<b>Performers</b>	❖ More Indigenous performers More singers
<b>Fireworks</b>		❖ Sponsorship of fireworks to include total costs of fireworks
<b>Evaluation</b>	<b>Survey Monkey</b>	❖ Make available on Facebook on the day to increase number of participants

## Festival of Lights Committee 2021

The Midwest Multicultural Association Committee which facilitated the celebrations, come from diverse cultural backgrounds and met regularly to create and deliver a successful event.

The volunteers contributed over 720 hours to create, liaise with contractors and deliver the Festival of Lights and other cultural programs during 2021.

### Promotion in local newspapers:

Advertisement (13cm x 16cm) in Midwest Times on 27 October - circulation 21,500 copies

SATURDAY 6<sup>TH</sup> NOVEMBER  
*Festival of lights*  
THEME **YOU-ME-US**

STALLS & CULTURAL ENTERTAINMENT  
ACTIVITIES FOR ALL THE FAMILY

MIDWEST ORTHOPAEDICS FIREWORKS

KEY DISPLAY - KITE KINETICS  
WWW.KITEKINETICS.COM.AU

4PM - 8.30PM  
STOW GARDENS, GERALDTON

FOLLOW US ON FACEBOOK  
MIDWEST MULTICULTURAL ASSOCIATION - FACEBOOK

FAMILY FRIENDLY ALCOHOL & SMOKE FREE EVENT



Geraldton Guardian  
Tuesday 9 November 2021

### FESTIVAL OF CULTURES

Fireworks on Sunday night signalled the close of the Midwest Multicultural Association's Festival of Lights.

As part of the Hindu and Sikh Diwali celebrations, more than 3000 people hit the foreshore for music, dance, world cuisines, and kite-flying.

"It was wonderful to see so many people come along to enjoy this cultural festival," MWMA president Tom Mwangi said.

More than 130 students from Beachlands, Bluff Point and Rangeway primary schools were guided in creating box kites for the festival.

Local artists Rashawn Briggs and Beau Simpson came together to create a sand painting, following the festival's theme - You, Me, Us!

A Fijian dance troupe also performed a traditional song and dance routine about their homeland, while the Bollywood, bellydance, Zumba and other groups showed off what they had learned.

People of all ages learned some Indian moves on the grassed area in a group dance.

On November 25, the MWMA will take over the QEII centre for its Tastes of the World cooking demonstration.

The Fijian dancers were cheered on for an encore performance. INSET: The Natya Bollywood dancers. Pictures: Michael Roberts





# All cultures in the mix

ELISE VAN AKEN

Over 3000 people celebrated multiculturalism at a traditional Hindu and Sikh gathering on Geraldton's foreshore last weekend, with the joyous event all the more special as its usual format was resumed after a year off.

More than 200 kites and a fireworks display filled the sky with colour above Stow Gardens and the foreshore on Saturday, with more than 60 nationalities including Indian, Japanese and Fijian represented through musical performances, food stalls and art.

The annual festival was displayed via a film screening last year due to COVID-19 gathering

restrictions, with the Mid West Multicultural association glad to be back and sharing the rich cultures that make up Geraldton with the community in person once again.

The festival is set to be bigger and better than ever next year after it was recently bolstered by a \$20,000 Lotterywest Grant, which MWMCA president Tom Mwangi said would be used to fund extra activities including kite-making workshops at local schools.

The association's next event will be a multicultural concert this Sunday at 2pm at the QEII Seniors and Community Centre.

Tickets are \$5 and pre-booking is essential with no door sales.



## Midwest Multicultural Association Festival of Lights 2021

Thank you to sponsors, supporters, entertainers, volunteers, stall holders and the Geraldton community for helping to make the celebrations so special.

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lotterywest  
supported



Geraldton  
City



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



MIDWEST  
ORTHOPAEDICS



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**Supporters**

- 65 Thirty Sound Production
- Dome
- Geraldton Christian College
- Kara Flarigan
- Kick Solutions
- KleenHeart
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- Sri Ganeshia Samskrithi Vadya Kala Samithi
- Zumba with Lohell

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- Olympic Football Club
- Ernest Gutsa
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- Michael Pass

**Activities**

- Kite Kinetics
- Birdlife Midwest-Geraldton
- Face Painting Magic
- Fairy Deb
- Geraldton Party Hira
- Hop-Upon-A-Pony
- Lizzy Robinson
- Magic Mirror
- Midwest Bounce & Fun
- Midwest Orthopaedics Fireworks
- Old MacDonald's Travelling Farms
- Rachael Briggs & Beau Simpson
- WA Wildlife Displays

**Stallholders**

- Boho Soda
- Fusions Gelato
- Geraldton Greenough Farmers Market
- Geraldton Yoga Club
- Hatsune Kitchen
- Headspace
- Islamic Association of Geraldton
- Little India
- Miguels for Coffee
- Paris French Street Food
- Scenty
- Scouts
- Shaved Ice
- Skoetas
- Tacos Locos
- Talbot Fairy Floss
- Ting Thai Food
- Wandina P & F
- Wicked Waffles



**NEXT EVENT Harmony Festival 12 March, 2022**  
Follow us on Midwest Multicultural Association | Facebook

A full page Thank you to sponsors, supporters, volunteers was inserted in the Midwest Times on 17 November, 2021 – circulation 21,500

# Harmony Festival 2022



Planning is well underway for Harmony Festival 2022 so mark your calendar for Saturday 12 March 2022 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.

## Confirmed supporters:



## Proposed Program:

- ❖ A stage program with at least 15 items from individuals, cultural groups, Geraldton Schools and Dance Studios.
- ❖ Children's activities such as pony rides, animal rides, bouncy castle, face painting
- ❖ Stall holders – cultural foods and gifts

