

Midwest Multicultural Association Inc



Festival of Lights 2022 Report



Email: midwestmulticultural@gmail.com

Overview

The Midwest Multicultural Association Inc (MWMA)'s 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 Concert held during Seniors Week celebrations in November

The Festival of Lights 2022, an accessible, family focused, free, cultural community celebration, was held at the Geraldton Multipurpose Centre, Stow Gardens, Geraldton on 5 November.

The celebrations showcased multicultural music, performances by 16 local individuals and groups with guest, Joseva Lesivakadua from Fiji, as part of the *Mid West Ports Stage Entertainment*.

The community dance, *Jerusalema*, was led by dancers from Midwest African Association, Pesona Indonesia and Natya School of Indian Classical & Bollywood Dance which demonstrated the networking enjoyed between the groups. Numbers swelled on the dance floor as participants from the crowd joined in.



The Children's area was bursting with excitement with pony rides, face painting, hover archery, bouncy castle and the new addition of mini workshops: creating lanterns, delving into the art of origami, making tea light stands from CDs and creating sand paintings with local artists had many young people enthralled.

The cultural food and craft/gift stalls encircled the main event space which was decorated with cultural flags, cable drums, stools, and festoon lighting.

Birdlife Midwest – Geraldton celebrated the '*Welcome to shore birds*', an annual occasion as birds travel from Europe and Asia to nest along the west coast of WA during October/November returning to their homelands early in the new year.

An independent estimate of 4,000 plus patrons were at Stow Gardens with many more listening to the Radio MAMA broadcast from site. As well as broadcasting the live music, Radio MAMA interviewed key leaders in the community who shared their view of the celebrations and the difference they make in the region.

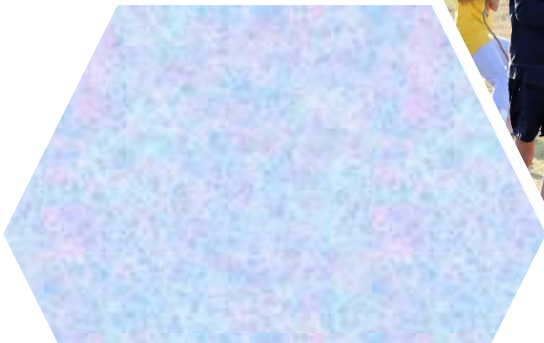
An addition to the event was the projection of images, taken both during the Festival of Lights 2021 and 2022, on a screen attached to the Geraldton Multipurpose Centre





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

With representatives from more than sixty different cultures in the Midwest, the 2022 Festival of Lights event emphasised and celebrated the rich cultural diversity of the Midwest region.





Local artists, Rashaan Briggs created a unique sand painting depicting the Midwest Multicultural Association theme of *You-Me-Us!*

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



Festival of Lights

5 November, 2022
Stow Gardens, Geraldton



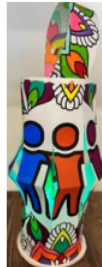
STAGE PROGRAM

- 3:50 pm Revenant
- 4:10 pm Batavia Seniors Marching Team
- 4:20 pm Festival Opening
- 4:30 pm Pesona Indonesia
- 4:40 pm Midwest Community Fusion Belly Dance:
Belly Sparkles – Super Novas
- 4:55 pm Community Dance led by:
Midwest African Association, Pesona Indonesia Inc &
Natya School of Indian Classical & Bollywood Dance
Geraldton Mabuhay Cultural Association Inc
- 5:10 pm The Chinese Peony Flowers part 1
- 5:20 pm Geraldton Bootscooters
- 5:40 pm Midwest Community Fusion Belly Dancers
- 5:55 pm The Chinese Peony Flowers part 2
- 6:00 pm Geraldton Thai Community
- 6:12 pm Melanie Brimson & Raihania Potaka
- 6:30 pm Natya School of Indian Classical & Bollywood Dance part 1
- 6:35 pm Geraldton Dance Hub part 1
- 6:40 pm Geraldton Yoga Club
- 6:50 pm Born2sing - Zain Laudehr
- 7:15 pm Community Dance led by
Natya School of Indian Classical & Bollywood Dance
- 7:30 pm Geraldton Indonesian Community
- 7:45 pm Geraldton Dance Hub part 2
- 7:50 pm Natya School of Indian Classical & Bollywood Dance part 2
- 8:00 pm Joseva Lesivakadua

SURVEY

Comment on the
Festival of Lights 2022





ACTIVITIES

- ❖ Sand Mural
- ❖ Fusion Family Activities
- ❖ Magic Mirror
- ❖ Birdlife Midwest - Geraldton
- ❖ Bouncy Castle
- ❖ Animal Riders
- ❖ Face painting
- ❖ Hover Archery
- ❖ Hop Upon A Pony
- ❖ Old MacDonald's Travelling Farm

Mini Workshops with Scrapbook House, Yamaji Art,
Lizzy Robinson with Kai & Sui & The Geraldton Project

- ❖ Making Lanterns 4pm-6pm
- ❖ Sand Painting 4.30pm to 6.30pm
- ❖ Recycling CD's & tea lights from 4pm
- ❖ Origami 5pm to 7pm



- Stalls**
- ❖ Amenah Satay House
 - ❖ Fusions Gelato Café
 - ❖ Islamic Association Geraldton
 - ❖ Remi French Street Food
 - ❖ Shaved Ice
 - ❖ Tacos Locos
 - ❖ Talbot Fairy Floss
 - ❖ Wicked Waffles
 - ❖ Wild Flour Geraldton
 - ❖ Hepatitis WA
 - ❖ iMPACT'N Remedial & Sports Massage Clinic
 - ❖ Kevin Fry
 - ❖ Osa Hair Art
 - ❖ Scentsy
 - ❖ Wandina Primary School P & C

- Activities**
- ❖ Birdlife Midwest-Geraldton
 - ❖ Face Painting Magic
 - ❖ Fairy Deb
 - ❖ Fusion Family Activities
 - ❖ Geraldton Party Hire
 - ❖ Hop-Upon-A-Pony
 - ❖ Hover Archery (Woorree Scouts)
 - ❖ Lizzy Robinson (Origami)
 - ❖ Magic Mirror
 - ❖ Midwest Bounce & Fun (animal riders)
 - ❖ Old MacDonald's Travelling Farms
 - ❖ Scrapbook House (Lantern making)
 - ❖ Rashaan Briggs – Sand Mural
 - ❖ The Geraldton Project (Recycling CD)
 - ❖ Yamatji Art (sand painting)



- Volunteers**
- ❖ 501st Legion Desert Scorpion Garrison
 - ❖ Midwest African Association
 - ❖ Midwest Multicultural Association
 - ❖ Olympic Football Club
 - ❖ Sebastian Pass
 - ❖ Michael Pass

- Entertainers**
- ❖ Batavia Seniors Marching Team
 - ❖ Geraldton Bootscooters
 - ❖ Geraldton Dance Hub
 - ❖ Geraldton Indonesian Community
 - ❖ Geraldton Mabuhay Cultural Association
 - ❖ Geraldton Thai Community
 - ❖ Geraldton Yoga Club
 - ❖ Joseva Lesivakadua
 - ❖ Melanie Brimson
 - ❖ Midwest Community Fusion Belly Dancers
 - ❖ Midwest Community Fusion Belly Dancers Belly Sparkles & Super Novas
 - ❖ Natya School of Indian Classical & Bollywood Dance
 - ❖ Pesona Indonesia
 - ❖ Revenant
 - ❖ The Chinese Peony Flowers
 - ❖ Zain Laudehr-May

Sponsors for Festival of Lights 2022



Supporters

- ❖ 65Thirty Events & Entertainment
- ❖ Diverse Capacity Builders
- ❖ Dome
- ❖ Kick Solutions
- ❖ Lara Dalton MLA
- ❖ Melissa Price MLC
- ❖ Mullewa Medical Centre
- ❖ Ocean Air
- ❖ Paa Zuri Care Services
- ❖ Sandra Carr MLC
- ❖ The Geraldton Project
- ❖ Total Toilets
- ❖ Zen Events & Photography

Promotion

Mediums used to promote Festival of Lights 2022:

- ❖ Newspapers
 - Geraldton Guardian editorial on Lotterywest and Office of Multicultural Interests grants 4 October (circulation 3,500)
 - Midwest Times advertisement 26 October (circulation 18,000)
 - Geraldton Guardian advertisement 1 November (circulation 3,500)
 - Geraldton Guardian editorial on entertainment at festival - 1 November
- ❖ Social Media – Facebook (following of 1400)
- ❖ Websites – Office of Multicultural Interests, MWMA, City of Greater Geraldton.
- ❖ Radio – Radio MAMA, Triple J & ABC with interviews and promoting the event.
- ❖ Posters - 130 at key locations in the City of Greater Geraldton
- ❖ Posters – emailed to 36 schools in area (public and private) with a request to be included in school newsletters
- ❖ Posters – to MWMA database of 250 and to Friday Circulars (Reach of over 600)
- ❖ Poster in QEII monthly Seniors Newsletter (reach over 540) as well as displayed at QEII Seniors & Community Centre – visitation of over 2,000 per month



Evaluation

Surveys were available both on line and in written form for both the public and stallholders/ entertainers. QR codes were created for ease of access however were not utilised as often as anticipated.

Social media appears to be the main source of information for many.

The event was assessed by the public, stall holders, performers and contractors as well as the committee undertaking a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. In summary:

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 outlets
- Fireworks

Stall holders / Performers / Contractors overall were happy with the balance of stalls.

Suggestions for improvement included:

- ❖ More lights in the main event space, too dark especially when packing up.
- ❖ Still need to have security circulating when packing up at the end of event
- ❖ Workshops need to have signs stating “FREE” to attract participants
- ❖ Better social media promotion to attract younger generation
- ❖ Clean bins (were disgusting and stank)
- ❖ Larger screen for projections (light show)
- ❖ More dancers with lights included in their performances
- ❖ Extend food stalls out (to edges of event space) to avoid congestion
- ❖ Stall holders to ‘dress up’ (in cultural attire)
- ❖ Need Aboriginal and Torres Strait Islander flags on poles with others (were only on the back of the stage)
- ❖ Need to have ‘Welcome to Country’

Other comments included:

- ❖ Local artists to create light installations
- ❖ Great festival, please continue in future
- ❖ Sad that no fireworks but its so expensive so, I totally understand
- ❖ This is my favourite festival in Geraldton all year.

Magic Mirror – Photo Booth

Key sponsor logos imprinted on photo frames
Over 370 photos taken



The Festival of Lights committee recommendations for 2023:

Date chosen	Saturday 4 November, 2023	
THEME to remain	You-Me-Us! Demonstrates all cultures are important in the community	
Promotion	Radio	<ul style="list-style-type: none"> ❖ More interviews with President and key entertainers in lead up to event on Triple J, ABC & Radio MAMA ❖ Radio MAMA broadcasting from festival
	Social Media	<ul style="list-style-type: none"> ❖ Extend promotions to attract younger generation
	Print Media	<ul style="list-style-type: none"> ❖ Develop a flyer to insert in Midwest Times
	Stall holders	<ul style="list-style-type: none"> ❖ Promote event early to attract more stall holders - have firm cutoff date as information needs to be submitted to City of Greater Geraldton for event approval. ❖ More food vans required to reduce length of queues
Funding	Sponsorship	<ul style="list-style-type: none"> ❖ Opportunities for local businesses to sponsor festival to be promoted earlier.
	Grants	<ul style="list-style-type: none"> ❖ Grants secured to cover both Festival of Lights and Harmony Festival are beneficial
Risk Management	Lost Children	<ul style="list-style-type: none"> ❖ Develop a lost children/parent policy ❖ First Aid marquee to be the location to wait ❖ Sign to be on the marquee
Infrastructure	Suppliers	<ul style="list-style-type: none"> ❖ Continue to use local contractors
	Power	<ul style="list-style-type: none"> ❖ Double check hired equipment before it leaves the hire firm to ensure that it is in working order ❖ Check all silver power boxes on site are operational prior to event ❖ Ensure access is available to power on the GMC stage.
	Toilets	<ul style="list-style-type: none"> ❖ 6 Std and 1 Accessible portable toilet in addition to the public toilets sufficient for 4,000 people
	Bins	<ul style="list-style-type: none"> ❖ Cleanaway provided bins – request bins to be clean, of event standard and professionally presented.
	Lights	<ul style="list-style-type: none"> ❖ More lights in event space – particularly when packing up
	Security	<ul style="list-style-type: none"> ❖ To circulate in event space during the festival and especially when stall holders are packing up ❖ To be engaged for at least half to three quarters of an hour after close of event
	Site Plan	<ul style="list-style-type: none"> ❖ Divide event space into sections: <ul style="list-style-type: none"> ❖ Kids (Watoto) World ❖ Teens (Remaja) World ❖ Central event space ❖ Could be opportunity for sponsorship

Participation:	Partnerships	<ul style="list-style-type: none"> ❖ Create more partnerships with different cultural groups to include them in planning and delivering this community festival ❖ Encourage emerging leaders (such as from Change Agents workshop) to assist with festival
Program (entertainment & activities)	Activities	<ul style="list-style-type: none"> ❖ More activities for teens, young people ❖ More face painters ❖ Two bouncy castles (keep young children under 5 separated from older children for safety purposes)
	Workshops	<ul style="list-style-type: none"> ❖ Popular – locate in one large marquee
	Performers	<ul style="list-style-type: none"> ❖ Include Welcome to Country (if affordable) ❖ Headline Act – invite Zap Circus (for workshops in 3 schools & performance at festival) ❖ Volunteer Performers need to complete the Australian Tax Office Statement by Supplier forms to support donation from MWMA ❖ Continue with requesting backing music seven days before event to assist with sound production ❖ Performers Expression of Interest form to include request for information on costume changes to ensure sufficient time is allocated on program
	Networking	<ul style="list-style-type: none"> ❖ Encourage different cultural groups to work together to lead community dances
	Master of Ceremonies	<ul style="list-style-type: none"> ❖ MCs to promote activities on the event space
Evaluation	On line Surveys	<ul style="list-style-type: none"> ❖ Inform audience re online surveys available via QR codes on programs ❖ Promote on social media

Festival of Lights Committee 2022

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 MWMA volunteers contributed over 1090 hours to create, liaise with contractors and deliver the Festival of Lights and other cultural programs during 2022.

Giving a financial value to volunteer hours – 1090 hours x \$25 per hour = \$27,250 between 6 May and 30 November 2022

Cash injections to breathe new life into popular fests

JAMIE THANNOO

The Midwest Multicultural Association has received funding to help cover infrastructure and entertainment costs for two of its upcoming festivals.

The association received \$20,000 from Lotterywest, as well as \$5000 from the WA government's Office of Multicultural Interests, for its Festival of Lights and Harmony Festival.

Association chair Tom Mwangi expressed his gratitude for the support, explaining the importance of these festivals.

"Events like the Festival of Lights and Harmony Festival are an opportunity to bring people together and strengthen ties within our community," he said.

"The Multicultural Festival is an opportunity for our diverse community to continue traditions and

customs from back home in a festive atmosphere, surrounded by their new friends."

The Festival of Lights will showcase performances of dance and music from all over the world, including Indonesia, Indian, Chinese, and Fijian performers.

Geraldton MLA Lara Dalton said these festivals were an important celebration of the region's cultural diversity.

"I am pleased that the Midwest Multicultural Association has again secured festival funding for their vibrant and inclusive events," she said.

"I encourage all residents and visitors to Geraldton to attend and join in learning about other cultures and celebrating our multicultural community."

The Festival of Lights will be held on November 5 and Harmony Festival on March 18 next year.



Member for Geraldton Lara Dalton with members of the Midwest Multicultural Association

Geraldton Guardian
Tuesday 4 October, 2022



Promotion in local newspapers:

Advertisement (13cm x 16cm) in Midwest Times on 26 October (circulation 18,000 copies) and Geraldton Guardian on 1 November (circulation 3,500 copies)

Geraldton Guardian Tuesday 1 November 2022



Festival of Lights enchants big crowd

JAMIE THANNOO

Geraldton was treated to dance, music and food from around the world on Saturday at the Midwest Multicultural Association's Festival of Lights.

Performers from the Philippines, Fiji, China, Thailand, India, Indonesia and Africa took to the stage in colourful costumes to deliver their vibrant performances.

Dancers from Midwest African Association, Pesona Indonesia and Natya School of Indian Classical and Bollywood Dance came together and

brought participants from the crowd to dance to the song Jerusalem, and the show finished with a performance from Fijian singer Joseva "Junior" Lesivakadua.

"To the board of the Midwest Multicultural Association Committee, thank you so much, I'm still speechless," he said. "Ni sa moce (goodbye and see you soon)."

Taking on feedback from last year, this year's event featured educational workshops to teach festival goers about making lanterns, origami, sand painting and even recycling CDs.

About 4000 people attended the event, a massive success according to Midwest Multicultural Association president Tom Mwangi.

"It was wonderful to see so many people come along to enjoy the cultural festival," he said. "The support we get from the people of Geraldton is amazing, that's why we always feel proud to host festivals like this."

This is the ninth year the Festival of Lights has been held.

The festivities continue this week with the Multicultural Concert on Saturday, November 12.



The Pesona Indonesia Dance Group. Picture: Gina Jenkin

Midwest Times
Wednesday, November 9, 2022

Geraldton Guardian Friday 11 November 2022



Performers from the Geraldton Thai community. Pictures: Gina Jenkin



The Geraldton Mabuhay Dancers.



Natya Indian and Bollywood Dance Troupe.



A dancer from Pesona Indonesia.

Festive light fantastic

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This is the ninth year the Festival of Lights has been held, and the future of the event looks bright, association board member Hari Kumar said.

"It's amazing to see such a crowd come every year."

"The amount of people that come to volunteer to dance from different cultures... that's amazing for Geraldton."

The festivities continue this week with the Multicultural Concert on Saturday November 12.



Aboriginal sand muralist Rashaan Briggs. Picture: Jamie Thanoo



The Pesona Indonesia Dance Group.



Festival of Lights 2022

Midwest Multicultural Association would like to thank the sponsors, supporters, entertainers, volunteers and Geraldton community for assisting in making the celebrations so special!



65 Thirty – Events & Entertainment • Diverse Capacity Builders
Kick Solutions • Lara Dalton MLA • Laurie Dines
Melissa Price MLC • Mullewa Medical Centre
Sandra Carr MLC • Paa Zuri Care Services
Total Toilets • Zen Events

Entertainers

Batavia Seniors Marching Team • Born2sing - Zain Laudehr • Geraldton Bootscooters
Geraldton Dance Hub • Geraldton Indonesian Community • Geraldton Mabuhay Cultural Association
Geraldton Yoga Club • Joseva Lesivakadua • Melanie Brimson
Midwest Community Fusion Belly Dancers
Midwest Community Fusion Belly Dancers: Belly Sparkles – Super Novas
Natya School of Indian Classical & Bollywood Dance • Pesona Indonesia • Revenant • The Chinese Peony Flowers



Volunteers

Olympic Football Club • Midwest African Association • 501st Legion Desert Scorpion Garrison



Half page advert Thank you to sponsors, supporters, volunteers was inserted in the Midwest Times on 16 November, 2021 – circulation 18,000



Harmony Festival 2023

Planning is well underway for our Harmony Festival so mark your calendar for **Saturday 18 March 2023** 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 for Harmony Festival 2023:

