

Midwest Multicultural Association Inc



Harmony Day 2018 Report



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Overview

The Midwest Multicultural Association (MWMA) was incorporated in 2009 and in the early years assisted the City of Greater Geraldton (CGG) in coordinating the celebration of cultural diversity in the community. For some years now the MWMA have taken on the responsibility and have been successfully coordinating the event with support from the CGG.

The 2018 event with a four hour culturally diverse program on stage and twenty-one (21) stalls kept the 2,000 plus crowd entertained. A street artist who had just arrived from Thailand was an added attraction to patrons with his skillfully applied henna tattoos.

A highlight of the day was the display of fifty-six (56) cultural flags from the City's collection. The parade, led by the Geraldton City Band, wound it's way around the event area back to the stage for a group photo and the stirring rendition of the national anthem sung by all present.



Program

Time	Item
10.00 am	Sisters of Samarkand
10.20 am	MWMA President Tom Mwangi Rolan Deutekom
10.30 am	Afrikaans singing group
10.40 am	Belly Sparkles
10.50 am	Natya Indian Dance Group
11.00 am	Leaning Tree – Malay Dance
11.05 am	Mt Tarcoola Primary School
11.10 am	Joss Kitcher
11.20 am	All Things Dance
11.30 am	African Drumming
11.50 am	Kerry's Batavia Coast Dancer Centre
12.00 pm	Geraldton City Band (in front of stage) Parade of Nations with cultural flags

Parade from the Geraldton Multipurpose Centre (GMC) around the playground and back onto steps of GMC for a group photo

12.30 pm	National Anthem – with everyone on stage steps MWMA President Tom Mwangi Laurie Graham MLC Mayor Shane Van Styn
12.45 pm	Strathalbyn Christian College
12.55 pm	Midwest Community Belly Dance School
1.05 pm	Mt Tarcoola Primary School
1.15 pm	African Community Group
1.25 pm	Tobias Dieterich
1.35 pm	Indonesian Singing Group
1.45 pm	Zumba
2.00 pm	Girl Guides – Draw raffle & close



Stalls

- ❖ Amenah's Satay House
- ❖ Liquid Mojo
- ❖ Tacos Locos
- ❖ Wicked Waffles and Ice cream
- ❖ Boab & Fox Crochet
- ❖ Geraldton Family History Society Inc
- ❖ Scentsy
- ❖ Unique-ly Recycled
- ❖ Lyn Fontanini
- ❖ GGFM coffee & food van
- ❖ Soft N Sweet Ice creams
- ❖ The Sporting Shooters Assoc Geraldton
- ❖ Beeloved By Me and The Bee
- ❖ Geraldton Dog Rescue
- ❖ Leaning Tree
- ❖ Tiny
- ❖ Tracey's Eastern Treasurers
- ❖ Tupperware

Activities

- ❖ Face Painting Magic
- ❖ Girl Guides
- ❖ Henna Tattoos



Sponsors

Supported by



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



Ian Blayney MLA

Supporting Organisations and Volunteers

- ❖ Melissa Price MP
- ❖ 360 Health
- ❖ Geraldton Party Hire
- ❖ Midwest Disaster Relief
- ❖ Total Toilets
- ❖ Hari Kumar
- ❖ Glen Marsden
- ❖ Trevor Mwangi
- ❖ Salvation Army Geraldton
- ❖ Bendigo Bank
- ❖ Face Painting Magic
- ❖ Pindan
- ❖ Maria Flavel
- ❖ Jack Marsden
- ❖ Trevor & Anne Holloway
- ❖ Opus Music
- ❖ City of Greater Geraldton Depot
- ❖ Girl Guides WA (Geraldton)
- ❖ Redi Hire Solutions
- ❖ Soren Pidgeon Photography
- ❖ John Lovedee
- ❖ Tiana Mwangi
- ❖ Stanley Yokwe



Promotion

Mediums used to promote Harmony Day 2018:

- ❖ Social Media – City of Greater Geraldton, Everything Geraldton, Facebook
- ❖ Radio – ABC, Spirit FM with interviews and promoting the event.
- ❖ Posters at key locations
- ❖ Flyers distributed at Platform Markets and other key locations



MIDWEST MULTICULTURAL ASSOCIATION PRESENTS

HARMONY DAY

SATURDAY 24 MARCH 2018

10AM TO 2PM | STOW GARDENS
GERALDTON FORESHORE

- Entertainment
- Food Stalls
- Activity Stalls
- Gift Stalls
- Parade of Nations

**SOMETHING FOR
ALL MEMBERS OF THE FAMILY!**

For further details T: 0428 212 326 | E: yourrelative@outlook.com

PROUDLY SUPPORTED BY

WATER
Department of Local Government, Sport and Cultural Industries, Office of Multicultural Interests
Greater Geraldton
A Vibrant Future

EVERYONE BELONGS
www.harmony.gov.au

Guardian 30 March, 2018

Tiny Dickson



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; all commented that the venue was excellent, especially the parking; all currently lived in the Midwest with most being born in another country.

Suggestions for improvement included: more cultural entertainment; more shade; more stalls; more activities for children; improve the parade; more advertising in the community and.....a coffee van!

Stall holders on the whole were happy with the balance of stalls, particularly the food stalls; the shade in the centre of the event area and the hand wash station near the 'food court' shaded area worked well.

Suggestion is to have a variety of activities to keep the community engaged complementing the stage performances.

The Harmony Day committee recommendations for 2019:

The major change will be for a change of name to **Harmony Festival** to avoid confusion with National Harmony Day which is recognised on 21 March.

The reintroduction of **Harmony Dinner Celebrations** will be welcomed by many.

Promotion	#theworldatyourforshore
	Website kept current
	Facebook – posts to be pre / during / post event
	Early notification of date on as many public calendars as possible.
	Grow event to 3,500+
Funding	Encourage sponsorships
	Submit grant applications early
Infrastructure	More shade and chairs
Participation:	encourage nursing homes to bring residents to the Harmony Festival as an outing.
	Encourage more cultural performances
	Involve more sectors of the community, particularly schools
	Attract regional performers/participation e.g from Dongara/Three Springs, Northampton
Stalls	More cultural stalls, particularly foods
Program	Parade towards the end of the program
	Photograph each performing group on stage, thank and present Thank you certificate.

Harmony Dinner Celebrations	Dinner on the same night - ticketed event •Perth cultural band (to play the grand finale segment after parade then at night). •Partner with another organisation to coordinate dinner
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Harmony Day Committee 2018

The 2018 Harmony Day 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); Tiny Dickson (country of origin Botswana); Erfana Jackey (country of origin Australia); Yvonne Lovedee (first generation Australian)

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 in the Midwest Region