

Midwest Multicultural Association Inc



Harmony Festival 2020 Report



Email: 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. Key annual community events facilitated by MWMA are the Harmony Festival in March and Festival of Lights in November.

The Harmony Festival is a family friendly, free, cultural community celebration, held at the Geraldton Multipurpose Centre, Stow Gardens, Geraldton on 14 March, 2020

More than sixty different cultures are represented in the City of Greater Geraldton. This rich cultural diversity came together at the 2020 Harmony Festival with a variety of cultural food and gift stalls, activities and entertainment.

TS Morrow Navy Cadets accepted the invitation to be a part of the celebrations and conducted a flag raising ceremony as well as leading the *Parade of Nations*, which showcased a colourful array of national costumes and cultural flags.

The amazing depth of talent in Geraldton was on show, from primary school students to dance studios to mother's groups, all were outstanding in their performances and delighted the audience. Geraldton is very proud of the richness brought to the community by people from so many diverse cultures.

The *Name Your Country of Birth* activity was a success with sixty-four participants requesting to be included in the Midwest Multicultural Association database to receive information from the organization in the future. Having prizes being drawn at regular intervals during the afternoon kept interest in the activity.

Twenty-four local food, gift and information stalls participated in the Festival with attendance figures estimated to be approximately 1,200. Attendance to the event was greatly reduced due to the health issues being experienced in the world at the moment and people practicing 'social distancing' to keep well. It was appreciated that parents brought their children to perform even though they did not stay at the event for extended periods.

Funding secured from Lotterywest, Department of Local Government, Sport and Cultural Interests and local sponsors, with in kind support from the City of Greater Geraldton ensured that the Harmony Festival 2020 was able to be held.



Program (adjusted for report as two entertainment groups and two activities were cancelled at the last minute)

A3 posters were distributed to stall holders and A5 flyers of the program were handed out to patrons.



HARMONY FESTIVAL

Geraldton Multipurpose Centre, Stow Gardens

STAGE PROGRAM

- 1.00pm Geraldton City Band
- 1.05pm Acknowledgment to Country
- 1.06pm TS Morrow Navy Cadets - Raising of Flag
- 1.12pm President Tom & Mayor Shane Van Styn
- 1.22pm Parade - assemble on footpath

- 1.30pm Parade of Nations
Group photo back on the stage steps

- 1.50pm ~~Waggrakine Primary School~~ **Orquesta Yambeque**

- 2.20pm ~~Natya School of Indian Classical and Bollywood Dancing~~
- 2.30pm Waggrakine Primary School
- 2.45pm Strathalbyn Christian College
- 2.55pm Geraldton Primary School
- 3.00pm Geraldton Multicultural Choir
- 3.15pm Belly Sparkles
- 3.25pm ~~Wandina Primary School (Cancelled)~~
- 3.35pm ~~Batavia Rockers (Cancelled)~~
- 3.50pm African Drumming
- 4.05pm Walkaway Primary School
- 4.15pm Zumba Dance group
- 4.30pm ~~Pesona~~ Indonesia Ladies group
- 4.40pm Chapman Family Singers
- 4.55pm Leaning Tree Steiner School
- 5.05pm Bluff Point Primary School
- 5.15pm Midwest African Association (Youth group)
- 5.25pm Geraldton Mabuhay Cultural Association
Thai Community (additional act)

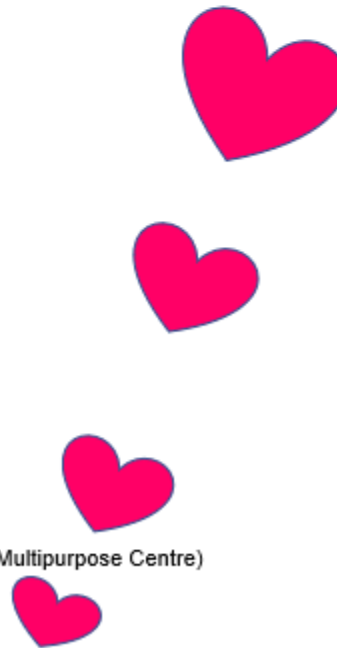
- 5.35pm ~~Orquesta Yambeque~~ - Finale

- 6.00pm Draw prizes & close



ACTIVITIES

- 1.00pm – 6.00pm Face painting & Bouncy Castle
- 1.00pm – 5.00pm TS Morrow Navy Cadets (in Geraldton Multipurpose Centre)
- 1.00pm – 4.00pm Bunnings Craft & Croquet Club
- 2.00pm – 4.00pm Pony Rides



The event was to have finished by 6pm however with the addition of the Thai Dancers and Orquesta Yambeque enjoying performing for the community, the festival finished later than originally programmed.

Aboriginal Sand Painting in front of the display of the City's cultural flag collection



Story behind the Sand Painting created by Rhonelle Gregory

“Act, Belong, Commit. Coming together as one in our community and working together towards a strong cultural future in recognition of our stories and our connection to the land.”

Stalls

- ❖ Amenah's Satay House
- ❖ Birdlife Midwest
- ❖ Friends of Geraldton Gardens
- ❖ Geraldton Greenough Farmers Market coffee & food van
- ❖ Headspace
- ❖ Indonesian Community
- ❖ Kucina Royale
- ❖ Mavuno Wealth
- ❖ Rampun Nock
- ❖ Shaved Ice
- ❖ Sweets & Things
- ❖ TS Morrow Navy Cadets
- ❖ Big Softy
- ❖ Bohosoda
- ❖ Geraldton Coffee Van
- ❖ Geraldton Scouts
- ❖ Health & World Being
- ❖ Islamic Association of Geraldton
- ❖ Liberal Party
- ❖ Midwest Anti-Trafficking
- ❖ Scentsy
- ❖ Silk Road Jewellery
- ❖ Tupperware
- ❖ Wicked Waffles & Ice Cream



Activities

- ❖ Bouncy Castles
- ❖ Bunnings Craft
- ❖ Croquet Club
- ❖ Face Painting Magic
- ❖ Pony Rides
- ❖ Sand Mural



Sponsors



- ❖ Bendigo Bank
- ❖ Ian Blayney MLA

- ❖ Woolworths
- ❖ Laurie Graham MLC

- ❖ Darren West MLC

Supporters

- ❖ 65Thirty Records
- ❖ Croquet Club

- ❖ ABC Radio
- ❖ Face Painting Magic

- ❖ Bunnings Craft
- ❖ Geraldton Greenough Farmers Market

- ❖ Geraldton Newspapers
- ❖ Midwest African Association
- ❖ Redi Hire Solutions

- ❖ Hi-Lite Security
- ❖ Midwest Disaster Relief
- ❖ Total Toilets
- ❖ 24 Stall holders (food & gift)

- ❖ Kick Solutions
- ❖ Ocean Air
- ❖ Weelaway-on-Gregory

Entertainers

- ❖ African Drummers
- ❖ Chapman Family Singers

- ❖ Belly Sparkles
- ❖ Geraldton City Band

- ❖ Bluff Point Primary School
- ❖ Geraldton Mabuhay Cultural Association

- ❖ Geraldton Multicultural Choir
- ❖ Midwest African Association (Youth Group)

- ❖ Geraldton Primary School
- ❖ Natya Scool of Indian Classical & Bollywood Dancing

- ❖ Leaning Tree Community School
- ❖ Persona Indonesia Ladies Group

- ❖ Strathalbyn Christian College
- ❖ Waggrakine Primary School

- ❖ Thai Dancers
- ❖ Walkaway Primary School

- ❖ TS Morrow Navy Cadets
- ❖ Zumba

Volunteers

- ❖ Adam Koshkuson
- ❖ Alia Golestani
- ❖ Brian Sonneman
- ❖ Emma Jackson
- ❖ Girl Guides
- ❖ Isis Seves
- ❖ Jaymee Brown
- ❖ Kim Stokes
- ❖ Marlyn Foley
- ❖ Nicole Wyatt
- ❖ Rebecca Brown

- ❖ Adrian Collazos Nino
- ❖ Apex Club of Geraldton
- ❖ Cossam Penyayi
- ❖ Emma Jones
- ❖ Ian Johnston
- ❖ Janine Gerard
- ❖ Judith Chebii
- ❖ Maringi Querino
- ❖ Marnie Mitchell
- ❖ Peter & Vicki Sukiennik
- ❖ Robert Dines

- ❖ Alenna Golestani
- ❖ Baha'i Youth Team
- ❖ Daniel Pelkowitz
- ❖ Ernest Gutsa
- ❖ Irene Mwangi
- ❖ Jaye Allan
- ❖ Kevina Mitchell
- ❖ Mark Christoffersen
- ❖ Martin Collazos
- ❖ Romona Zare
- ❖ Rotary Club of Geraldton Greenough
- ❖ Susana Peel
- ❖ Vaughan Masters
- ❖ Yvonne Marsden

- ❖ Shirin Schreiber
- ❖ Tom Cox
- ❖ Wendy Morrell

- ❖ Soumya Harikumar
- ❖ Tom Mwangi
- ❖ Yvonne Lovedee

Name Your Country of Birth Activity



Harmony Festival 2020 Name your Country of Birth

Entry form

Name: Country of Birth:

Mobile:.....

Would you like to receive information from the Midwest Multicultural Association?

Your Email

Winners will be announced during the day with the final prize/s at 6pm

No.	Prizes	Drawn	Winner
1	Fusion Gelato – Ice Cream	3pm	H Puria
2	Fusion Gelato – Ice Cream	3pm	T Johnson
3	Ipad Stand (valued at \$10)	4pm	J Smith
4	Geraldton Greenough Farmers Markets (voucher \$10)	4pm	A Smyth
5	Geraldton Greenough Farmers Markets (voucher \$10)	4pm	L
6	Microphone (valued at \$30)	5pm	M Mitchell
7	African Shirt (valued at \$30)	5pm	J Tiver
8	\$25 (sponsored by Bendigo Bank)	6pm	F Gould
9	\$50 (sponsored by Bendigo Bank)	6pm	T Rampan
10	\$75 (sponsored by Bendigo Bank)	6pm	T Dickson

Group photo after the Parade of Nations



Promotion

Mediums used to promote Harmony Festival 2020:

- ❖ Geraldton Newspapers 4 advertisements 10cm x 15cm prior to event (Midwest Times 26 February; 4 & 11 March and Guardian 6 March 2020)
- ❖ Social Media – Facebook (Reach 5,640)
- ❖ Websites – MWMA, City of Greater Geraldton, Everything Geraldton
- ❖ Radio – ABC - with interviews and promoting the event.
- ❖ Posters at key locations (40)
- ❖ Posters circulated through schools (32 in the region), Visitor Centre, social group networks such as Midwest Yellow Ribbon for Life and stall holders.

Aerial view of Harmony Festival 2020



Compliments Brian Sonneman

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 and entertainment were excellent. Suggestions for improvement included:

- ❖ More shade
- ❖ More multicultural stall holders.

Eight people provided their email for future contact by the Midwest Multicultural Association. In addition to this, sixty-four people provided their contact details as a result of the *Country of Birth* activity (These are net figures as duplicate names have been taken into account.)

First Aid services were provided by qualified volunteers from the Midwest African Association. Only two incidents were recorded: a cut which required a band aid and a person who required an ice pack and hydration due to the heat.

Stall holders were appreciative of having members of the Apex Club guide them to their allocated area and assist with setting up marquees where needed.

Suggestions for improvement included:

- ❖ More shade so that patrons did not sit directly in front of stalls which stopped buyers having access to goods.
- ❖ Stalls located outside of the main event area to be brought closer.

Harmony Festival committee recommendations for 2021:

Date chosen		
Date chosen		13 March, 2021
Promotion	Social media	❖ Very successful - key means of advertising
	Print media	❖ Concentrate in two weeks prior to the event
	Networking	❖ Use networks such as Visitor Centre, Friday circulars and schools (newsletters)
	On-site broadcast	❖ Invite RadioMAMA to broadcast from site during the event
	Printed Programs	❖ A3 for stall holders and around the event area assisted patrons ❖ A5 programs distributed in Rocks Laneway (small number) and some distributed at Stow Gardens

Funding	Sponsorship	<ul style="list-style-type: none"> ❖ Invites to local businesses as soon as possible ❖ Welcome In Kind sponsorship from local businesses
	Grants	<ul style="list-style-type: none"> ❖ Apply for grant funding for both Festival of Lights and Harmony Festival in one application where possible ❖ Seek grant funding for MWMA for extended period not just for festivals
Infrastructure	Power:	<ul style="list-style-type: none"> ❖ Use of generator to balance out power needs (2 x 50 KVA generators were required in 2020) ❖ Have volunteer electrician check the list of stall holder needs and site plan prior to the event
	Sound system	<ul style="list-style-type: none"> ❖ Sound checks necessary, especially for headline act ❖ Sound production requirements from each act to be provided well before the event
	Green Room	<ul style="list-style-type: none"> ❖ Only one dressing room required - use of the room divider to create a private area works well,
	Shade	<ul style="list-style-type: none"> ❖ More areas of shade ❖ Main shade domes to be closer to the stage (just past the concrete cover approx 10m from the stage)
	Site Plan	<ul style="list-style-type: none"> ❖ Have at least two people working on site plan
	Stage	<ul style="list-style-type: none"> ❖ Request Council to remove down pipes from the stage (inclement weather causes the stage to be wet and dangerous) ❖ Sweep area to right hand side of stage to remove seed pods from tree (safety issue)
	First Aid	<ul style="list-style-type: none"> ❖ Separate tent worked well ❖ Having a community group provide skilled first aid services assists both organisations
Stalls holders		<ul style="list-style-type: none"> ❖ Include as many as possible in the main event space ❖ Variety of cultural food and gifts - balanced well in 2020
		<ul style="list-style-type: none"> ❖ More shade so patrons not crowding in front of stalls preventing potential sales
		<ul style="list-style-type: none"> ❖ Briefing prior to event for stall holders (particularly new ones) for instructions for getting onto event space, program, expected flow of crowd and power access
Participation		<ul style="list-style-type: none"> ❖ Date is near St Patricks Day - involve the Irish community ❖ Encourage involvement of other community organisations / individuals in the Festival e.g. Aboriginal entertainers, artist in residents, ❖ Invite Army and Airforce Cadet units to be involved ❖ Demonstrations in cooking or fruit / ice sculptures / emu egg carving

Program (entertainment & activities)	Performers	<ul style="list-style-type: none"> ❖ Endeavour to give performers a donation ❖ Performers to have an agreement signed which includes time of performance, sound production requirements and bank details for payments
	Children's area	<ul style="list-style-type: none"> ❖ Successful under the Morton Bay Tree area (ensure that it is swept clean of debris for safety) ❖ Need face painter in the main event area
	Council Representative	<ul style="list-style-type: none"> ❖ Request two representatives so if one is not available the second can attend to ensure that Council is represented on the program
	Cultural dress	<ul style="list-style-type: none"> ❖ Encourage dressing in cultural dress ❖ Fashion parade of different cultural dress ❖ Have cultural costumes available to dress up and have photos taken ❖ Have cut out figures available for photo opportunity
	Puppet show	<ul style="list-style-type: none"> ❖ To appeal to all ages ❖ To undertake workshops within chosen schools
	Country of Birth Activity	<ul style="list-style-type: none"> ❖ The 6 boards depicting the world map on display is a conversation starter ❖ The activity of naming your <i>Country of Birth</i> resulted in additional names being added to the MWMA Database ❖ Prizes being awarded at 3pm, 4pm, 5pm and 6pm kept people interested
Planning	Time	<ul style="list-style-type: none"> ❖ 1pm to 6pm for the festival is perfect
	Tasks	<ul style="list-style-type: none"> ❖ List of tasks to be undertaken for delivery of successful festival invaluable ❖ Divide into Lead up; Pre event (on day); During event and Post event ❖ More transparency for committee ❖ Easier to allocate particular tasks to volunteers (individuals and groups) ❖ Engaging Apex, Baha'i youth team and Rotary to assist with set up alleviated pressure on MWMA committee
	Evaluation	<ul style="list-style-type: none"> ❖ Having a group of volunteers obtain written evaluations from patrons increased return of information and suggestions for improvement for future festivals

Harmony Festival Committee 2020

The 2020 Harmony Festival Committee which facilitated the celebrations come from diverse cultural backgrounds and met regularly to create and deliver a successful event.

Tom Mwangi; Yvonne Marsden; Maringi Querino; Soumya Harikumar; Janine Gerard
 Jaye Allan; Adriana Collazos Nino, Kevina Mitchell, Wendy Morrell, Marlyn Foley,
 Yvonne Lovedee

Poster circulated in the community,
on MWMA Facebook and website

MIDWEST MULTICULTURAL ASSOCIATION PRESENTS

HARMONY FESTIVAL

SATURDAY 14 MARCH **1PM - 6PM**
STOW GARDENS
GERALDTON FORESHORE

ORQUESTA YAMBEQUE FEATURING
PERTH'S PREMIER LATIN BAND

ENTERTAINMENT | FOOD STALLS | ACTIVITY STALLS
GIFT STALLS | PARADE OF NATIONS | FAMILY FRIENDLY EVENT
ALCOHOL & SMOKE FREE EVENT

FIND US ON FACEBOOK @ MIDWESTMULTICULTURALASSOCIATION

Greater Geraldton a vibrant future
 MIDWEST MULTICULTURAL ASSOCIATION
 Department of Local Government, Sport and Cultural Industries
 lotterywest supported

Promotion in local newspapers prior to event as 10cm x 15cm advertisement in:

- ❖ Midwest Times on 26 February, 4 & 11 March - circulation 21,500 copies each edition
- ❖ Geraldton Guardian on 6 March - circulation 6,000 copies

Full page Advert:

Thank you to Sponsors, Entertainers and Volunteers in the Midwest Times 25 March, 2020.



Midwest Multicultural Association

Harmony Festival 2020

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



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



Supporters

- Bendigo Bank
- Darren West
- Ian Blayney
- Laurie Graham
- Woolworths
- 65Thirty Records
- Bunnings Craft Activity
- Croquet Club
- Geraldton Greenough Farmers
- Markets
- Geraldton Newspapers
- HiLite Security
- Kick Solutions
- Midwest African Association
- Midwest Disaster Relief
- Ocean Air
- Redi Hire Solutions
- Total Toilets
- Weelaway on Gregory
- The 24 Stall holders (food & gift)



Entertainers

- African Drummers
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- Chapman Family Singers
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- Thai Dancers
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- Waggrakine Primary School
- Walkaway Primary School
- Zumba



Volunteers

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- Cossam Penyayi
- Daniel Pelkowitz
- Emma Jackson
- Emma Jones
- Ernest Gutsa
- Ian Johnston
- Irene Mwangi
- Isis Seves
- Janine Gerard
- Jaye Allan
- Jaymee Brown
- Judith Chebil
- Kevena Mitchell
- Kim Stokes
- Maringi Querino
- Mark Christoffersen
- Marilyn Foley
- Martin Collazos
- Nicole Wyatt
- Peter & Vicki
- Sukiennik
- Ramona Zare
- Rebecca Brown
- Robert Dines
- Rotary Club of Geraldton Greenough
- Shirin Schreiber
- Soumya Hari Kumar
- Susana Peel
- Tom Cox
- Tom Mwangi
- Vaughan Masters
- Wendy Morrell
- Yvonne Lovedee
- Yvonne Marsden



NEXT EVENT PROPOSED: Festival of Lights 7 November 2020



Opportunities to invest in future multicultural events

Festival of Lights - 7 November, 2020

Harmony Festival - 13 March 2021

DIAMOND

Both Festivals for

(1) stage program OR (2) children's activities

Festival of Lights for fireworks

\$5,000

- ✧ Naming rights
- ✧ Name and/or logo included in promotional material
- ✧ Logo on posters distributed widely in the community
- ✧ Logo in advertisements in print media (minimum 2 in the lead up to event)
- ✧ Banner in front of stage (supplied by sponsor)
- ✧ Mention by Master of Ceremonies during the event
- ✧ Corporate area – (6 spaces allocated)
- ✧ Logo in 'Thank you to sponsors' advertisement in print media after event

RUBY

Festival of Lights AND Harmony Festival

\$3,800

Festival of Lights OR Harmony Festival

\$2,000

- ✧ Name and/or logo included in promotional material, including social media
- ✧ Logo on posters distributed widely in the community
- ✧ Logo in advertisements in print media (minimum 2 in the lead up to event)
- ✧ Banner displayed prominently on site (supplied by sponsor)
- ✧ Mention by Master of Ceremonies during the event
- ✧ Corporate area– 3 spaces allocated)
- ✧ Logo in 'Thank you to sponsors' advertisement in print media after event

SAPPHIRE

Festival of Lights AND Harmony Festival

\$2,000

Festival of Lights OR Harmony Festival

\$1,000

- ✧ Name included in promotional material, including social media
- ✧ Name on posters distributed widely in the community
- ✧ Name in advertisements in print media (minimum 2 in the lead up to event)
- ✧ Mention by Master of Ceremonies during the event
- ✧ Acknowledged in 'Thank you to sponsors' advertisement in print media after event

EMERALD

Under \$1,000

- ✧ Acknowledged in advertisements in print media (minimum 2 in the lead up to event and thank you after event)
- ✧ Mention by Master of Ceremonies during the event
- ✧ Acknowledged in 'Thank you to sponsors' advertisement in print media after event

Queries to:

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