



MIDWEST MULTICULTURAL ASSOCIATION PRESENTS:

HArmony Festival

SATURDAY | 13 MARCH, 2021 | 11AM - 3PM
STOW GARDENS, GERALDTON

YOU - ME - US!

Evaluation Report



Email: midwestmulticultural@gmail.com

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, a family friendly, free, cultural community celebration, was held at the Geraldton Multipurpose Centre, Stow Gardens, Geraldton on 13 March, 2021. The Festival had the theme of 'You-Me- Us!' portraying the message that we all belong in community.

Australia Day Ambassador, Jenny Lam, a dynamic entrepreneur, former Masterchef participant, business owner and author provided an inspiring presentation of her journey of learning to balance her Vietnamese heritage and living and working within Australian culture.

More than sixty different cultures are represented in the Midwest region of Western Australia. From this rich cultural foundation guests at Harmony Festival 2021 were kept enthralled for four hours of non-stop entertainment.

The amazing depth of talent in Geraldton was on show, from primary school students 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.

In line with WA Government COVID Event Guidelines a safety plan was initiated with Stow Gardens having a waist high boundary fence in place to delineate the area for the attendance of up to 1,500 guests. Three registration marquees provided entry to the venue where guests could either 'sign in' using the SafeWA app or write their contact details on a slip of paper and put it in a sealed container. All details will be destroyed after 28 days. Once guests had signed in, all members of the family were requested to wear wristbands as a method of keeping track of numbers in the space. If guests were leaving and not returning the wristbands were removed to enable others to enter the grounds. The total number of guests on the day was 1,437.

Safety Marshals in Hi Vis vests patrolled the area to encourage guests to social distance and anyone not wearing a wristband was encouraged to return to the registration point to 'sign in'.

Food stalls were limited to six within the event space to ensure that there was sufficient room for guests. Four gift/information stalls were provided the opportunity to be just outside the event space. Children's activities of petting zoo, pony rides, painting birds templates, plaster models and reptile display were delivered within safe practices.

Funding secured from Department of Home Affairs, Department of Local Government, Sport and Cultural Industries, Lotterywest, Mid West Ports Authority and Bendigo Bank with in kind support from the City of Greater Geraldton ensured that the Harmony Festival 2021 was able to be held.

The Midwest African Association were the high light of the festival with 'Jerusalema'

In the weeks before the festival the Midwest African Association held practice at various public locations to encourage the community to join in and learn the steps to the dance.



Photo from Magic Mirror photo booth with special frame acknowledging sponsors –

150 visitors to Magic Mirror now have a memento of the occasion with sponsor's logos



Sponsor's banners displayed on the stage



Local artist Phil Doncon was engaged to provide workshops in three primary schools in low socio-economic areas and for home schooled students. Purpose was to encourage resilience in students in this challenging world in an extra curricula activity. Over 200 students at four locations participated.

[School incursion with wellbeing messages - Phil Doncon's Paint Storm](#)



I'd firstly like to express my sincere gratitude to the Midwest Multicultural Association for making this opportunity available to the students at Rangeway PS.

It was extremely successful with the students being entertained, learning new things are trying new skills in a fun, energetic and engaging environment.

We had 54 students from Years 3 and 4 attend the performance/workshop and they were all captivated by the performance and engaged in the workshop.

Some of the comments made by students afterwards included;

It was great fun! We learnt Hip Hop dancing!

His painting just looked like splotches at the start but all of a sudden they turned into a picture!

We learnt about harmony, kindness and being friendly to everyone!

We got to do our own painting on a big sheet of paper!

It's hard to capture the expression when these statements were made from 8 and 9 year old students, but I can tell you that they were full of excitement when they described some of the new things they had seen and tried for the first time during this performance/workshop.

Phil was professional, energetic and extremely talented, keeping the students engaged and captivated.

*Dean Vose, Principal,
Rangeway Primary School*

All students from Year 2-6 attended, with a total of approximately 65.

Phil set up his paint area quickly and independently, with his workshop clearly covering values, resilience, the importance of listening and how to listen, cultural diversity and the pride we should have in our culture. Additionally, the incursion linked to building courage and having the courage to speak up when needed.

*Ross Griffin, Deputy
Principal, Beachlands
Primary School*



Program

A3 posters were displayed at various points around the event space with A5 flyers distributed to guests.



2021 Theme: You-Me-U!

PROGRAM

- 11:00am Acknowledgement to Country
Welcome Tom Mwangi & Mayor Van Styn
- 11:10am Australia Day Ambassador – Jenny Lam**
- 11:30am Geraldton Mabuhay Cultural Association
- 11:45am Casa Blanca Line Dancing
- 12:00pm Melanie Brimson
- 12:15pm Midwest African Association – Jerusalema Challenge
- 12:20pm Geraldton Chinese Dance Group
- 12:40pm Zumba with Lishell
- 1:00pm Midwest Community Fusion Belly Dance:
Belly Twinkles – Belly Sparkles – Super Novas
- 1:15pm Midwest Community Belly Dancers
- 1:30pm Natya Bollywood Dance
- 1:45pm Indonesian Ladies Dance Group
- 2:00pm Geraldton Thai Community
- 2:20pm Midwest African Association
- 2:30pm Paintstorm with Phil Doncon

Activities:

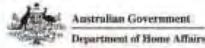
Magic Mirror & Animal Riders

Old Macdonald's Travelling Farm & Birdlife Midwest & Bunnings (Under Moreton Bay Tree)

Pony Rides (between 1pm & 3pm near Yacht Club)

WA Wildlife Display (2pm to 3pm Under Moreton Bay Tree)

Emu egg carving & weaving demonstrations



This activity is supported by a Fostering Integration Grant from the Department of Home Affairs



Stalls

- ❖ Cocos Malay Community
- ❖ Fusions Gelato
- ❖ Headspace
- ❖ Kaye Morgan
- ❖ Africa Curio
- ❖ Pesona Indonesia
- ❖ Remi French Street Food
- ❖ Scentsy
- ❖ Shaved Ice
- ❖ Tupperware
- ❖ Wicked Waffles & Ice Cream



Activities

- ❖ Animal Riders
- ❖ Birdlife Midwest - Geraldton
- ❖ Bunnings Craft
- ❖ Hop Upon a Pony Rides
- ❖ Magic Mirror
- ❖ Midwest Bounce & Fun – Animal Rides
- ❖ Old Macdonald's Travelling Farms



Sponsors



Australian Government
Department of Home Affairs



Department of
Local Government, Sport
and Cultural Industries



This activity is supported by a Fostering Integration Grant from the Department of Home Affairs

Supporters

- ❖ Aspire – Australia Day Council
- ❖ 65Thirty Records
- ❖ Birdlife Midwest - Geraldton
- ❖ Boomerang Bags
- ❖ Bunnings Craft
- ❖ Geraldton Christian college
- ❖ Geraldton Newspapers
- ❖ Guardian Print
- ❖ Hi-Lite Security
- ❖ Hop Upon A Pony
- ❖ Kick Solutions
- ❖ Lance Mongoo
- ❖ Magic Mirror
- ❖ Midwest African Association
- ❖ Midwest Disaster Relief
- ❖ Murray & Glenda Blyth
- ❖ Old Macdonald's Travelling Farm
- ❖ Total Toilets
- ❖ Veolia
- ❖ WA Wildlife Display
- ❖ Zen Events

Entertainers

- ❖ Casa Blanca Line Dancing
- ❖ Geraldton Chinese Dance Group
- ❖ Geraldton Mabuhay Cultural Association
- ❖ Geraldton Thai Community
- ❖ Indonesian Ladies Dance Group
- ❖ Melanie Brimson
- ❖ Midwest African Association
- ❖ Midwest Community Belly Dancers
- ❖ Midwest Community Fusion Belly Dance
- ❖ Natya Bollywood Dance
- ❖ Paintstorm – Phil Doncon
- ❖ Zumba

Volunteers

- ❖ Ahalaya Harikumar
- ❖ Bella Rao
- ❖ Brad Pass
- ❖ Daniel Pelkowitz
- ❖ Diane O'Brien
- ❖ Ernest Gutsa
- ❖ Hazel Law
- ❖ Irene Mwangi
- ❖ Janine Gerard
- ❖ Jaye Allan
- ❖ Libby Adamcyk
- ❖ Lighthouse Church
- ❖ Maringi Querino
- ❖ Michael Pass
- ❖ Natalie Pass
- ❖ NkNC Open Water Swimming
- ❖ Pippa Compton
- ❖ Sebastian Pass
- ❖ Shirin Schreiber
- ❖ Soumya Harikumar
- ❖ Syd Madziva
- ❖ Tom Mwangi
- ❖ Wendy Morrell
- ❖ Yvonne Lovedee
- ❖ Yvonne Marsden

Unity Junior Youth Group

- ❖ Hayden Tuffley
- ❖ Liam Doncon
- ❖ Luke Roden
- ❖ Jameson Nolan



Promotion:

Mediums used to promote Harmony Festival 2021:

- ❖ Geraldton Newspapers 4 advertisements 13cm x 15cm prior to event (Midwest Times 24 February; 3 March and Guardian 26 February & 12 March 2021)
- ❖ Social Media – Facebook (Reach 6,668 as at 12 March)
- ❖ Websites – OMI, MWMA, City of Greater Geraldton, Everything Geraldton
- ❖ Radio – ABC - with interviews and promoting the event.
- ❖ Posters at key locations (40)
- ❖ Posters circulated through:
 - MWMA database – 234 plus members and cultural group contacts
 - schools (32 in the region),
 - Visitor Centre,
 - social group networks and stall holders.



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. Of the forty responses received – 36 were from local residents.

Suggestions for improvement included:

- ❖ Connect with all migrant communities
- ❖ Hold a kite event
- ❖ More chairs
- ❖ More market stalls
- ❖ Sound system needs to be louder

Nine people provided their email for future contact by the Midwest Multicultural Association

First Aid services were provided by qualified volunteers from the Midwest African Association. The volunteers were first responders to a traffic accident which took place outside of the event space in the car park. First aid was administered, one person was taken by ambulance to hospital for observation and left later in the day.

Harmony Festival committee recommendations for 2022:

Date chosen		
Date chosen		12 March, 2022
Promotion	Social media	❖ Very successful - key means of advertising
	All methods	❖ Commence much earlier
	Networking	❖ Increase partnership with other community groups as a means of promoting the event)
	Theme/Slogan	❖ Create one for the event (2021 You-Me-Us!)
Communication	Committee	❖ To be aware of all facets of the event
	Event set up/ program	❖ Briefing of all personnel involved in the event from stall holders, security, safety marshals, registration point personnel to coordinators of children's activities
Infrastructure	Power:	❖ Confirm and check two days before the event that power connections to silver boxes and fences outlets are accessible and have power supplied.
	Site Plan	❖ Flags attached to the bollards along Foreshore Dr (car park) a welcoming entry for guests
	Shade	❖ Having 8 shade domes in the middle of event space with several to the side gave sufficient shade
	Registration / Entry Points	❖ The three brightly coloured 6 x 3 marquees (from CGG) were visible as the entry points to the venue.
	Stage	❖ White fence in front of stage provides a boundary as well as a place to hang sponsor banners
	First Aid	❖ Have brightly coloured 6 x 3 marquee (from CGG) gives room and is recognisable
	Set up / pack down	❖ Engage a community group to assist set up / pack down the event as a fundraiser for their club
Activities	Stall Holders	❖ More cultural stalls selling goods
	Birdlife Midwest - Geraldton	❖ Opportunity for group to have activity to 'Farewell to Shorebirds' – this is the time the birds begin their migration from the Midwest to Siberia (In other parts of the world this farewell is a stand alone festival)
	Aboriginal Groups	❖ Encourage to showcase their culture

	Indian Ocean Craft Triennial	❖ Main displays in the Geraldton Regional Art Gallery however the additional craft expected to be produced could be on display during the festival at a site closer to Stow Gardens.
	Youth Groups	❖ Encourage youth groups to become involved as a way of encouraging volunteering in the youth of the community.
Entertainment	Theme	❖ Choose a particular song to accompany the theme
	Performers	❖ Include First Nation people to be involved with music, dancing, story telling
	Children's area	❖ Ensure coordinators are briefed on the focus of the event such as being environmentally friendly (collecting can/bottles, not giving out plastic items such as toys)

Harmony Festival Committee 2021

The 2021 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; Wendy Morrell, Yvonne Lovedee

Poster circulated in the community, on MWMA Facebook and website and in the print media



Promotion of poster in local newspapers prior to event as 13cm x 15cm advertisement in:

- ❖ Midwest Times on 24 February, 3 March - circulation 21,500 copies each edition
- ❖ Geraldton Guardian on 26 February and 12 March - circulation 6,000 copies

Festival in harmony with community



Jenny Lam will open the festival.

GEOFF VIVIAN

The Harmony Festival is on again tomorrow as Geraldton's various ethnic communities don national costumes and practise their music and dance moves to the smell of a dozen nations' cuisine.

The keynote speaker at 11am will be Australia Day ambassador and MasterChef contestant and author Jenny Lam.

Midwest Multicultural Association president Tom Mwangi said Ms Lam was unable to come for Australia Day but was pleased to accept this invitation.

"We are looking forward to the Harmony Festival, being that it was the last festival before the COVID lockdown happened last year," he said.

"It is always a family-friendly event and we are looking to invite the Geraldton community to come up

and enjoy themselves." Mr Mwangi said there would be "activities to suit everyone", with pony rides and a petting zoo for kids, and jet skiing for the adventurous.

"For those who just want to sit and enjoy the performances on stage, it is just a great day to do that too," he said.

The Harmony Festival is billed as a family-friendly, alcohol and smoke-free event.

Organisers say 1500 people are allowed on site at any one time, so the site will be fenced and they are using wristbands to keep track of numbers present.

The venue will be Stow Gardens on the Geraldton Foreshore, with stalls and events from 11am-3pm.

A special Q&A sundowner with Ms Lam will then be hosted at Pollinators City Hive between 5.30pm and 7.30pm, with pre-bookings via Eventbrite essential.



Tabitha and Angloal Thiesh promote the Harmony Festival 2020.



Artist Phil Dorson at Rangeway Primary School.

Kids paint a storm for Harmony

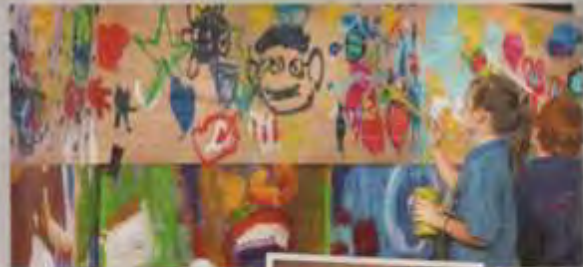
LISA FAVAZZO

In the lead-up to the Harmony Festival, a Geraldton artist last week brought a flurry of splattered paint, vibrant colour and acrobatic energy to three local primary schools.

Phil Dorson's trademark program Paintstorm is about inclusivity, co-operation and encouraging resilience. It included a spirited paint performance and gave students the chance to create their own artwork.

"If you have a garden with one kind of flower it will be boring and prone to disease," he told Rangeway Primary School students on Wednesday before they started planning what they would paint.

"Dorson said art offered children a



chance to express themselves in a low-risk and fun environment. He said it was an important skill to practise in the lead-up to the Harmony Festival, which celebrated cultural diversity and unity on Saturday.

The Mid West Multicultural Association arranged the workshops for about 60 students at each school with funding from the Department of Local Government, Sport and Cultural Industries as part of Harmony Week.



Chris Tyler, 11, has a great time painting. Pictures: Lisa Favazzo

Gardens alive with culture

GEOFF VIVIAN

The Geraldton community came together in cultural unity last Saturday for the annual Harmony Festival at Stow Gardens.

Midwest Multicultural Association president Tom Mwangi was thrilled with the turnout.

"It was within the limit set up by the City (of Greater Geraldton) for the ground, so it was very good support by the community," he said.

Last year's event was subdued, just before COVID-19 restrictions came into place, and some feared the threatening hot easterly wind would persuade people to stay home on Saturday. However, the wind stayed away and people came to enjoy four hours of dancing, craft demonstrations, food stalls and children's

activities. Australia Day Ambassador and Perth restaurateur Jenny Lam, opened the event and later held a sundowner Q&A session at Pollinators City Hive.

Geraldton embraced the Jerusalema dance craze from South Africa — involving people breaking into dance while eating without dropping their plates — as well as many other cultures during the festival.

Midwest African Association members began practising the Jerusalema dance — a trend that spread as an antithesis to the COVID-19 chaos — several weeks ago. But not even they realised the number of people who would take up the challenge last Saturday.

"It was exciting to see the whole area in front of the stage filled with people of all ages joining us in dancing to Jerusalema," co-ordinator Tiny Dickson said.



Gina Jenkin, Tahlia Dalle and Lorelie Dalle paint up a storm with artist Phil Doncon.



Jerome Lang, 5. INSET ABOVE: Jenny Lam.



Geraldton Thai Community Dance Group.



Lance Mongoo held an egg-carving demonstration.



Indonesian dancers. Pictures: Gina Jenkin/ZEN Events & Photography Services



Geraldton Chinese Dance Group members Annie Sun, Lily Liu, Hai Yan, Fang Fang Wang, and Jun Tang.

Full page Advert:

Thank you to Sponsors, Entertainers and Volunteers in the Midwest Times 24 March, 2021.



Harmony Festival 2021






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

Guest Speaker

Jenny Lam, Australia Day Ambassador 2021

Supporters

Auspire - Australia Day Council	Boomerang Bags	Geraldton Newspapers	Lance Mongoo	Midwest Disaster Relief	Total Tickets
65Thirty Records	Bunnings Craft Activity	Hi-Lite Security	Magic Mirror	Murray & Glenda Blyth	Voila
Birdlife Midwest - Geraldton	Geraldton Christian College	Hop Upon A Pony	Midwest African Association	Old Macdonald's Travelling Farms	WA Wildlife Displays
		Kick Solutions	Midwest Bounce & Fun		Willow McAuliffe
					Zen Events

Entertainment

Casa Blanca Line Dancing	Geraldton Mabuhay Cultural Association	Indonesian Ladies Dance Group	Midwest African Association	Midwest Community Fusion Belly Dance	Paintstorm - Phil Doncon
Geraldton Chinese Dance Group	Geraldton Thai Community	Melanie Brinson	Midwest Community Belly Dancers	Natya Bollywood Dance	Zumba with Lishali







Volunteers

Ahalaya Hanikumar	Ernest Gutsa	Libby Adamcyk	NKNC Open Water Swimming	Sebastian Pass	Wendy Morrall
Bella Rao	Hazel Law	Lighthouse Church	Norhisamudin Dahban	Shirin Schreiber	Yeonie Lovades
Brad Pass	Irene Mwangi	Maringi Querino	Pippa Compton	Sourya Hanikumar	Yvonne Marsden
Daniel Pelkowitz	Janine Gerard	Michael Pass		Syd Madziva	
Diane O'Brien	Jaye Allan	Natalie Pass		Tom Mwangi	

Unity Junior Youth Group

Hayden Tuffley	Slam Duncon	Luka Roden	Jameson Nolan
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