

Midwest Multicultural Association Harmony Festival 2022 Evaluation Report



The poster for the Midwest Multicultural Association's Harmony Festival 2022 features a vibrant, multi-colored background transitioning from green at the top to pink at the bottom. At the top left is the association's logo, a circular emblem with a colorful flower-like design. The text 'Midwest Multicultural Association' is positioned to the right of the logo. The main title 'HARMONY FESTIVAL.' is enclosed in a white, hand-drawn style frame with a scalloped top edge. Below this, the subtitle 'You - Me - Us' is written in a black, cursive font. The event details are listed in bold, black, uppercase letters: 'SATURDAY 12 MARCH 2022', '11am-3pm', and 'STOW GARDENS, GERALDTON'. A list of activities follows: 'Cultural Entertainment', 'Food & Gift Stalls', and 'Family Friendly Alcohol & Smoke FREE Event'. The bottom section of the poster includes logos for 'lotterywest supported', the 'Department of Local Government, Sport and Cultural Industries' (Government of Western Australia), and 'Greater Geraldton a vibrant future'. A 'NOTE: TO ATTEND' box states 'If over 16 years Proof of vaccination is required'. The 'Service WA' logo is also present. A blue circular badge on the right side of the bottom section reads 'Water Polo by the Sea 10am to 2pm'. At the very bottom, a small Facebook icon is followed by the text 'Midwest Multicultural Association/ Facebook'.

*Poster designed by John Dacayana
from Geraldton Mabuhay Cultural Association*



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 2022, was a family friendly, free, cultural community celebration, was held at the Geraldton Multipurpose Centre, Stow Gardens, Geraldton on 12 March. The festival theme was 'You-Me-Us!' portraying the message that we all belong and, together, we make the region a rich and diverse community to live, work and play.

More than sixty different cultures are represented in the Midwest region of Western Australia. From this rich cultural foundation guests at Harmony Festival 2022 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.

On the 5 February, 2022 with the changing environment due to COVID, the Midwest Multicultural Association (MWMA) Committee made the decision to cancel all entertainment from Perth which meant the workshops for students were cancelled as well, and to restrict the stall holders and activities to local people only. Following WA Health Dept guidelines to accommodate the possible 1500 people on site the publicity began for the festival which included requesting proof of vaccinations for performers and stall holders over 16. All happily provided the information as they wished to share a cultural experience with the community as well as keeping everyone as safe as possible.

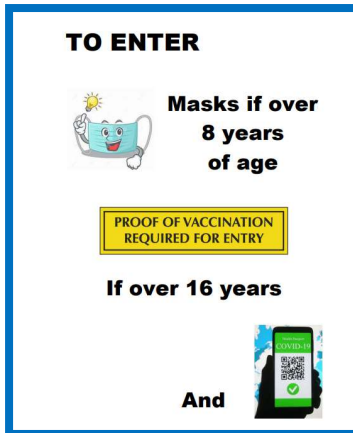
On Friday 4 March, the WA Government announced new COVID restrictions which mandated a reduction of attendees at public open-air events to 500. The MWMA Committee made the decision to cancel the majority of the children's activities such as pony rides, face painting, bouncy castles and circus fun time. This was understandably disappointing to the community groups who were to have provided the services for the event but it was also seen as a way of keeping the guests at the event safe as social distancing could not be guaranteed in the line-up for the activities or in participating due to the close contact needed, for example with face painting and pony rides or with keeping the equipment wiped clean between uses. It was also at this time that the partnering event "*Water Polo by the Sea*" was cancelled as sporting events also had to limit the number of spectators at events.

As part of the announcement of the updated guidelines, there had been a change in the requirement to show proof of vaccinations at events to - *not being required for under 500 people at events*.

The MWMA Committee, working under the mandates for 1500 people at events, had already turned stall holders and performers away who have not provided proof of vaccination in the lead up to this event. All those providing the entertainment, food and information stalls had happily provided all the information, including proof of vaccinations to enable them to be involved in the festival. The COVID safety plans had been lodged with the relevant authorities for approval.

The MWMA made the decision to honour the performers and stall holders who had already made the commitment to the Harmony Festival under the original arrangements with proof of vaccination for all attendees over the age of 16 and wearing of masks for those over 8 years.

Signs at the registration marquees which were managed by the local swimming club - NKNC



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, red wristbands were issued as a method of keeping track of numbers in the space. Guests leaving the event space had their wristbands removed which allowed others to enter the grounds. The stage program had been added to the MWMA Facebook page [Midwest Multicultural Association | Facebook](#) and guests attended for their selected performances and then left the grounds. With the constant flow of guests entering and exiting the grounds, the numbers at the event did not exceed 500 at any one time. In total over 900 people were able to attend the festival.

Stalls were limited to 14 cultural food and gift/information displays

In the lead up to and on the day of the event anti vaccination protestors made their present felt by:

- Defacing banners

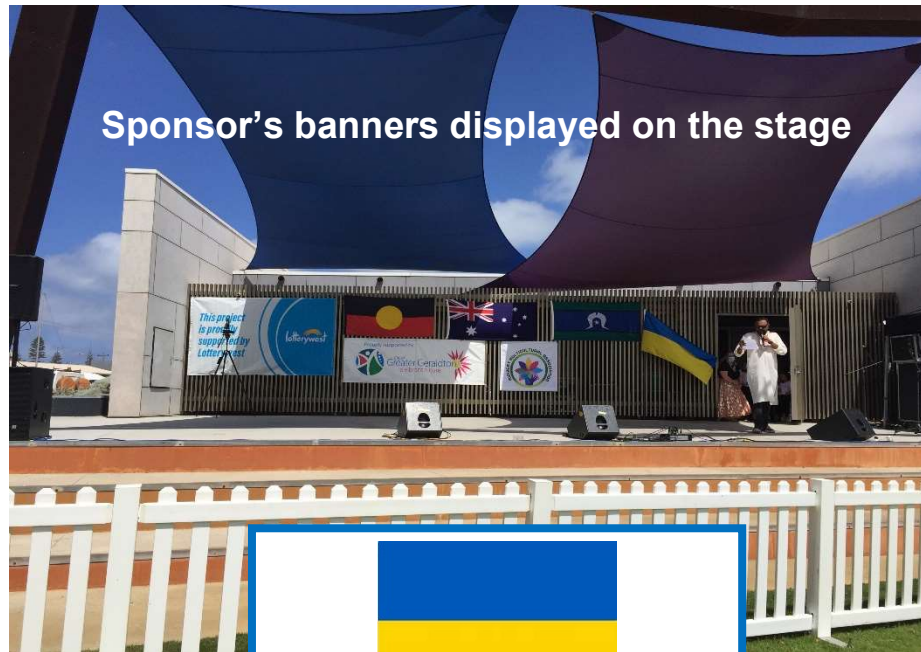


Banner cannot be cleaned and must be replaced

- Emails deriding the purpose of the festival
- Phone calls ridiculing the efforts of the volunteer committee
- Displaying placards and calling out to patrons as they arrived at the festival grounds
- Calling for BBQ to be held in the same space at the same time via their Facebook page

Funding secured from Lotterywest, Department of Local Government, Sport and Cultural Industries, City of Greater Geraldton and sponsors ensured that Harmony Festival 2022 could be celebrated.

Photos from the Magic Mirror photo booth were framed and included logos of major sponsors
Over 100 visitors to Magic Mirror now have a memento of the occasion



Sponsor's banners displayed on the stage



The plight of Ukraine was acknowledged by a minute's silence during the official opening with the flag displayed on stage during the festival.



Midwest Birdlife – Geraldton hosted the inaugural *'Farewell to Shorebirds'* as part of the festival.

Birds from around the world travel to the Midwest for our summer and from March begin flying thousands of kilometres up the coast of Western Australia, through countries such as Indonesia, Thailand, China and Japan to return to Russia and Siberia for nesting



Program

Added to the Midwest Multicultural Association Facebook as well as distributed to guests.




HARMONY FESTIVAL

PROGRAM

11:00am	Revenant
11:10am	Welcome - Tom Mwangi Lara Dalton MLA on behalf of Hon Dr Tony Buti, Minister for Citizenship and Multicultural Interests, Mayor Shane Van Styn
11:20am	Revenant
11:30am	Midwest Community Fusion Belly Dancers: <i>Belly Twinkles – Belly Sparkles – Super Novas</i>
11:40am	Natya School of Indian Classical and Bollywood Dance
11:50am	Geraldton Thai Community – Rampun Nock
12:00pm	Midwest African Association
12:10pm	Anna Marie Narvasa
12:20pm	Zumba with Lishell
12:40pm	The Chinese Peony Flowers
12:50pm	Geraldton Primary School
1:00pm	Midwest Birdlife – Geraldton <i>Farewell to shore birds</i>
1:05pm	Melanie Brimson
1:15pm	Geraldton Mabuhay Cultural Association
1:25pm	Geraldton Chinese Dance Group
1:30pm	Batavia Rockers
1:40pm	Midwest Community Fusion Belly Dancers
1:50pm	Natya School of Indian Classical and Bollywood Dance
2:00pm	Pesona Indonesian Ladies Dance Group
2:10pm	Zain Laudehr-May
2:30pm	Paintstorm with Phil Doncon
3:00pm	Close







Stalls

- ❖ Africa Artifacts
- ❖ Amenah's Satay House
- ❖ Beyond Awesome Designs
- ❖ Friends of Geraldton Gardens (FROGGS)
- ❖ Headspace
- ❖ Mint & Pepper
- ❖ Pesona Indonesia
- ❖ Remi French Street Food
- ❖ Ting's Thai Food
- ❖ Shaved Ice
- ❖ Tupperware
- ❖ Wicked Waffles & Ice Cream

Activities

- ❖ Birdlife Midwest - Geraldton
- ❖ Magic Mirror
- ❖ Sand mural – Rashaan Briggs & Beau Simpson
- ❖ Weaving – Glenda Blythe





The story behind the sand mural is about all the different cultures sitting around the fire coming together as one and the hand prints represent unity



Sponsors



Supporters

- ❖ Rigter's Supermarkets
- ❖ 65Thirty Events & Entertainment
- ❖ Magic Mirror
- ❖ Melissa Price MP
- ❖ Birdlife Midwest - Geraldton
- ❖ Midwest African Association
- ❖ Sandra Carr MLC
- ❖ Boomerang Bags
- ❖ Redi Hire
- ❖ Lara Dalton MLA
- ❖ Geraldton Christian college
- ❖ Rob Dines
- ❖ Martin Aldridge MLC
- ❖ Geraldton Newspapers
- ❖ Total Toilets
- ❖ Colin de Grussa MLC
- ❖ Glenda Blyth
- ❖ Wicked Prints
- ❖ Shane Love MLA
- ❖ Kick Solutions
- ❖ Zen Events



Entertainers

- ❖ Anna Marie Narvasa
- ❖ Batavia Rockers
- ❖ Geraldton Chinese Dance Group
- ❖ Geraldton Mabuhay Cultural Association
- ❖ Geraldton Primary School
- ❖ Geraldton Thai Community
- ❖ Melanie Brimson
- ❖ Midwest African Association
- ❖ Midwest Birdlife - Geraldton
- ❖ Midwest Community Fusion Belly Dancers
- ❖ Natya School of Indian Classical & Bollywood Dance
- ❖ Paintstorm – Phil Doncon
- ❖ Pesona Indonesian Ladies Dance Group
- ❖ Revenant
- ❖ The Chinese Peony Flowers
- ❖ Zain Laudehr-May
- ❖ Zumba with Lishell

Volunteers

- ❖ Apex Club of Geraldton
- ❖ Baha'i Community of Geraldton
- ❖ NKNC Open Water Swimming Club



Promotion:

Mediums used to promote Harmony Festival 2022:

- ❖ Geraldton Newspapers 2 advertisements 13cm x 15cm prior to event
(Midwest Times 2 March & Guardian 4 March 2022)
- ❖ Social Media – Facebook
- ❖ Websites – OMI, MWMA, City of Greater Geraldton, Everything Geraldton
- ❖ Radio – ABC, FM - with interviews and promoting the event.
- ❖ Posters at key locations (40)
- ❖ Posters circulated through:
 - MWMA database – 240 plus members and cultural group contacts
 - Schools (32 in the region),
 - Visitor Centre,
 - Geraldton Regional Library
 - QEII Seniors & Community Centre and through their monthly newsletter to over 1,000 contacts

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 entertainment were excellent. Of the twenty responses received – 16 were from local residents.

Two new questions were added to the evaluation form:

- ❖ Would you be interested in attending cultural forums or other festivals, so you could learn more about other cultures?
- ❖ If yes, what type of activities would you be interested in attending? Discussions, film evenings, meals and the like.

The overwhelming response was for films, meals and concerts.

Suggestions for improvement for the next Harmony Festival included:

- ❖ More programs for distribution
- ❖ More non-food stalls
- ❖ More shade and seats
- ❖ Different cultural activities for example: dance/art/pantomime

Eight 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. There were no incidents on the day.

Harmony Festival committee recommendations for 2023:

Date chosen	18 March, 2023	Theme continues as <i>You-Me-Us!</i>
	Poster	❖ Design by member of a cultural group linked to MWMA
Promotion	Social media	❖ Very successful - key means of advertising
	Print media	❖ Provide editorial on unique aspects of the program in the lead up to festival
	Networking	❖ Use links with Visitor Centre, Friday Circulars and schools in the region
	Radio	❖ Arrange interviews with all three stations – Triple J, ABC & Radio MAMA
Funding	Sponsorship	❖ Invites to local businesses well in advance.
	Grants	❖ Funding from CGG for a further two years gives security ❖ Apply for grant funding for both Festival of Lights and Harmony Festival where possible.
Infrastructure	Power:	❖ Ensure the right equipment comes with the generator to link power to stall holders
	Sound production	❖ Stage program, equipment requirements and backing music to be with contractor seven days before the event to allow for planning ❖ Contractor to have access to the back of the GMC to bring in equipment to the stage area easily.
	Shade	❖ Shade domes in the event space to be three in front and three behind for maximum shaded area.
	Corporate marquee	❖ Designate the area with bunting and signage for sponsors only.
	Security	❖ Engage regular security company well in advance.
	Bins	❖ Request clean 240lt rubbish bins from contractor
	Site plan	❖ Have at least two people developing plan

Stall holders		❖ Include as many as possible within the main event space
		❖ Include interactive cultural activities / art / craft stalls
		❖ Briefings with stall holders prior to the event essential regarding times, access points to the grounds, program and access to power. Also gives the opportunity for queries to be answered.
Performers		❖ Performers Agreement to also have Statement by Supplier attached
		❖ Encourage performers to reflect the Harmony Festival theme You-Me-Us!
Planning	Partnerships	❖ Partnering with cultural groups to deliver festival/events.
	Time	❖ To be confirmed
	Tasks	❖ Task list to deliver the event to be more detailed ❖ Task list to be printed out for group setting up and packing down for the event.
	Evaluation	❖ Link to Survey Money with the same questions as written evaluation to be on Facebook. ❖ Request feedback from all stall holders, performers and contractors ❖ SWOT to be undertaken by MWMA Committee as soon as possible after the event.

Harmony Festival Committee 2022

The 2022 Harmony Festival Committee which facilitated the celebrations come from diverse cultural backgrounds and met regularly to create and deliver a successful event.

Tom Mwangi; Hari Kumar, Yvonne Marsden; Maringi Querino; Janine Gerard; Jaye Allan; 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 15.6cm advertisement in:

- ❖ Midwest Times on 2 March - circulation 19,800 copies
- ❖ Geraldton Guardian on 4 March - circulation 6,000 copies

Guardian 15 March, 2022.
(Circulation 4,800 copies)



FORESHORE FEST A HARMONIOUS SUCCESS

Katya School of Indian Classical and Bollywood Dance teacher Soumya Hari Kumar with Synnove Dhyon, Alme Joseph, Prapti Neupane and Leshia Sah. Picture: Jessica Moroney

JESSICA MORONEY

Geraldton's foreshore was full of folk from all walks of life as the city celebrated its cultural diversity with the Harmony Festival. Multicultural entertainment and food were in the spotlight on Saturday, and the event did not disappoint in showcasing the melting pot of cultures that make up the city. The fun featured local belly dancing, Geraldton band Remnants and Indian and African dance groups. City of Greater Geraldton Mayor Shane Van Styn congratulated the crowd for their compassion and understanding of each other's differences. "Geraldton has been founded on multicultural people from four corners of the earth, with that brings a great experience. Walking down the street and hearing a different accent, or (seeing) a different outfit. If we were all the same we would be bored of each other," he said.

More on the Harmony Festival in tomorrow's Midwest Times

Guardian
Tuesday, March 15, 2022

Times
Wednesday, March 16, 2022
midwesttimes.com.au
NEWS 15

Festival unites all cultures

JESSICA MORONEY

An array of national flags sat bright and proud at the front of the foreshore on Saturday as Geraldton's multicultural community gathered to celebrate Harmony Day.

The Harmony Festival was hosted by the Mid West Multicultural Association, and brought together entertainment and foods from different cultures to promote harmony within the community.

Harmony Day began in 1999, similar with the United Nations International Day for the Elimination of Racial Discrimination. The day is about recognising cultural diversity through inclusiveness, respect and bringing a sense of belonging to everyone.

Different world flavours wafted through the foreshore air, with food trucks including Indian Mint & Pepper, Pesona Indonesia, Anemah's brought Coos Malay and Remi's French Street Food just some of the offerings.

Entertainment included local band Remnants, young Australian belly dancers, Katya School of Indian Classical and Bollywood Dance, and African dance from the Mid West African Association, which left people in awe at the variety of technique and skill needed in cultural dances.

City of Greater Geraldton Mayor Shane Van Styn said the event celebrated

how diverse the Geraldton community was, adding the world would be a dull place if we were all the same.

"We've been founded on multicultural people from four corners of the earth. With that brings a great experience such as walking down the street and hearing a different accent, or seeing a different dress," he said.

With COVID-19 restrictions in place, the community respected safety measures such as social distancing and mask wearing despite being a hot day — all with the exception of a few.

One group not interested in inclusion were the handful of anti-vaccine and anti-mandate protesters, who lined the front of one of the festival's entrances "standing for their medical rights".

A female protestor who refused to be named said the event would only accept people who have been "jabbed", then asked whether they accept proof if someone was a "murderer or a paedophile".

One male protestor without a mask who could not provide an exemption stated he "couldn't wear a mask because he has emphysema" and the festival "wouldn't let him in without a mask".

IAP candidate for Durack Andrew Middleton said the proof of vaccination rules were "immoral" as was "segregating parts of society" who had chosen not to be vaccinated.



Tom Mwangi, Lara Dalton, Shane Van Styn and Hari Kumar.



Beyond Awesome Designs stall owner Anita Southall Harris.



The crowd at Harmony Day.



The African Dance crew.



The Pesona Indian food stall smells delicious.



The band Remnants. Pictures: Jessica Moroney



Soumya Hari Kumar, Synnove Dhyon, Alme Joseph, Prapti Neupane and Leshia Sah.



Ebony Gaunt, Scarlett Kaulers and Yani Connors.

Midwest Times 16 March, 2022.
(Circulation 19,800 copies)

Kaleidoscope of colour



Tiffany Holt from the Fusion Belly Dancers.



Kadek Widayani. Pictures: Gina Jenkin



Mid West African Dance Association on stage.

The bright colours of national costumes, the electric dance movements and the spirit of inclusivity and happiness were in abundance at the Geraldton foreshore for the recent Harmony Festival.

While COVID restrictions affected the size and spacing of the event on March 12, the event's purpose stayed crystal clear — to celebrate Geraldton's multicultural community.

Dancers, singers, stall holders and food vendors combined to make it a day about what made

Geraldton special. Photographer Gina Jenkin captured the whirlwind of colour, fun, spontaneity and happiness of the day through her lens.

City of Greater Geraldton Mayor Shane Van Styn reminded the crowd that Geraldton residents were lucky to be able to walk down the street and see and hear people who were different.

The event was organised by the Mid West Multicultural Association, with the theme of the day being You Me Us.



Phil Doncon with Ronald Gilbert, Brenda Wingo and Jennifer Cameron.

and culture goes on show



Natya School of Indian Classical and Bollywood Dance pupils.



The Chinese Peony Flower dancers.



Members of the Mid West African Dance Association.



Mid West MA president Tom Mwangi and MC Hari Kumar.



Singer Anna Marie Narvasa entertains the crowd.

Half page Advert:

Thank you to Sponsors, Supporters, Entertainers and Volunteers in the
Midwest Times 23 March, 2022. (Circulation 19,800 copies)



Harmony Festival 2022

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

Supporters

Rigter's Supermarkets Melissa Price MP Sandra Carr MLC Lara Dalton MLA Martin Aldridge MLC Colin de Grussa MLC Shane Love MLA	65Thirty Records Birdlife Midwest - Geraldton Boomerang Bags Geraldton Christian College Geraldton Newspapers Glenda Blyth Kick Solutions	Magic Mirror Midwest African Association Redi Hire Rob Dines Total Toilets Wicked Prints Zen Events
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Entertainment

Anna Marie Narvasa Batavia Rockers Geraldton Chinese Dance Group Geraldton Mabuhay Cultural Association Geraldton Primary School Geraldton Thai Community	Melanie Brimson Midwest African Association Midwest Birdlife - Geraldton Midwest Community Fusion Belly Dancers Natya School of Indian Classical & Bollywood Dance	Paintstorm - Phil Doncon Pesona Indonesian Ladies Dance Group Revenant The Chinese Peony Flowers Zain Laudehr-May Zumba with Lishell
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Volunteers

Apex Club of Geraldton	Baha'i Community of Geraldton	NKNC Open Water Swimming Club
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lotterywest supported

Department of Local Government, Sport and Cultural Industries

City of Greater Geraldton a vibrant future

4582437-1



Next Harmony Festival

Saturday, 18 March 2023

You-Me-Us!

Together we make
COMMUNITY!