



Midwest Multicultural Association

Harmony Festival 2024

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: Harmony Festival in March, Festival of Lights and Multicultural Concert in November.

Harmony Festival 2024, a family friendly, free, cultural community celebration, was held at the Geraldton Multipurpose Centre, Stow Gardens, Geraldton on 16 March with approximately 1,000 attendees. The festival theme was *'You-Me-Us!'* to convey that we all belong and together we make the region a rich culturally-diverse community where we live, work and play!

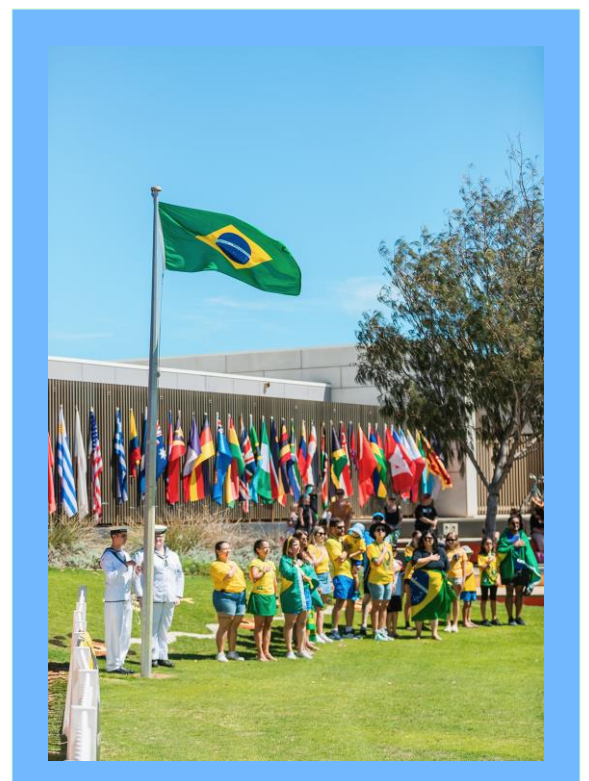
Almost seventy different cultures are represented in the Midwest region of Western Australia. From this rich cultural foundation attendees at Harmony Festival 2024 were kept enthralled with four hours of non-stop entertainment from dance school students to mothers' groups.

The country in focus for 2024 was Brazil. During the opening of the program, a group of Brazilian born residents carried in the Brazilian flag which was hoisted on the flag pole for the duration of the festival. The finale to the program was SambOzzy, Perth's Premier Brazilian band who not only performed but had the audience participating in energetic dances.

Watoto (Kids) World delighted the younger set with bouncy castles, pony rides, face painting, animal riders and mini workshops from making flags to decorating flower pots and planting seedlings.

Remaja (Teens) World challenged teenagers to wheelchair basketball, golf, giant jenga and a giant water fight.

SambOzzy led parade of cultural flags around Stow Gardens led by back to the stage for the group photo.



Sponsors' banners displayed on the stage



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

Birds from around the world travel to the Midwest for the 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 to nest



Sand mural artist, Coleesha Jones:

*"The circles represent
'You-Me-Us!'
connecting all peoples to our
community."*

Coleesha Jones



Natya Classical & Bollywood Dance School



Midwest African Association



Batavia Rockers



SambOzzy



Midwest African Association

HARMONY festival

2024

YOU - ME - US

18 MARCH 2024 PROGRAM

11:00	Welcome - Noma Mahlangu Welcome to Country - Kathy Councillor Australian National Anthem Lara Dalton MLA, Mayor Jerry Clune, Midwest Ports CEO - Damian Tully
11:14	Brazilian flag entry
11:20	The Karloo Rockers
11:35	All Things Dance
11:40	Geraldton Indonesian Community
11:45	Midwest African Association
11:55	Chinese Peony Flowers
12:00	Geraldton Bootscooters
12:10	Layung Sekar Wulan
12:20	Chinese Peony Flowers
12:24	Zumba with Lisa
12:30	Geraldton Indonesian Community
12:35	Midwest African Association
12:45	Wandina Primary School staff
12:50	Natthamon Weber (June)
12:55	Rusty Partz
13:02	Jiaonan (Nancy) Shenq-Beard
13:10	Mabuhay Cultural Group
13:15	Midwest Community Fusion Bellydance – The Bellsparkles & Supernovas
13:25	Pesona Indonesia (Adults)
13:30	Geraldton Kapa haka Te Whanau Manaaki
13:40	Big Ball Activity
13:50	Pesona Indonesia (Children)
13:55	Midwest Community Fusion Belly dancers
14:05	The Chai Duo
14:10	Batavia Rockers
14:20	Natya Classical and Bollywood School of Dance
14:25	SambOzzy Perth's Premier Brazilian Band
14:55	Parade of Nations
15:15	Drawing of prizes from Country of Birth activity

LOCATE YOUR COUNTRY OF BIRTH ON THE MAPS OF THE WORLD
PRIZES TO BE WON!

SAND MURAL ANNUAL RIDERS & BOLLIE
MIDWEST - GERALDTON

RADIO MAMA BROADCAST
12 NOON TO 3PM

🚫 🚭 ALCOHOL AND SMOKE FREE EVENT

<p style="text-align: center; font-weight: bold; margin: 0;">Remaja (Teens) World</p> <ul style="list-style-type: none"> * Wheelchair Basketball 11-1pm * Golf * Giant Water Fight & more 	<p style="text-align: center; font-weight: bold; margin: 0;">Watoto (Kids) World</p> <ul style="list-style-type: none"> * Pony rides 11am to 1pm * Bouncy castles * Animal riders * Mini workshops * Face painting * Archery
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Karloo Rockers



All Things Dance



MC: Itai Gurira

Stalls

- ❖ Amenah's Satay House
- ❖ Big Softy Ice Cream Vans
- ❖ Birdlife Midwest - Geraldton
- ❖ Centacare Family Services
- ❖ Dark Horse Hire
- ❖ Geraldton Greenough Farmers Markets
- ❖ Headspace
- ❖ Lickety Sticks Artesian Icy Pops
- ❖ Midwest African Association
- ❖ NGK Woodturning
- ❖ Nimble Fingers
- ❖ OMG Decadent Donuts Geraldton
- ❖ Pesona Indonesia
- ❖ Regional Men's Health
- ❖ Remi's French Street Food
- ❖ Shaved Ice
- ❖ STAY
- ❖ TS Morrow Australian Navy Cadets



MC: Hari Kumar

Volunteers

- ❖ TS Morrow Australian Navy Cadets
- ❖ Bobbi Fawcett
- ❖ Bruce Park
- ❖ Francis Bwalya
- ❖ Heather Allen
- ❖ Kamishengo Malisheni
- ❖ Lea Arnold
- ❖ Louise Hill
- ❖ Louise Ridge
- ❖ Yuwa Ghalley
- ❖ Midwest Multicultural Association



Geraldton Indonesian Group

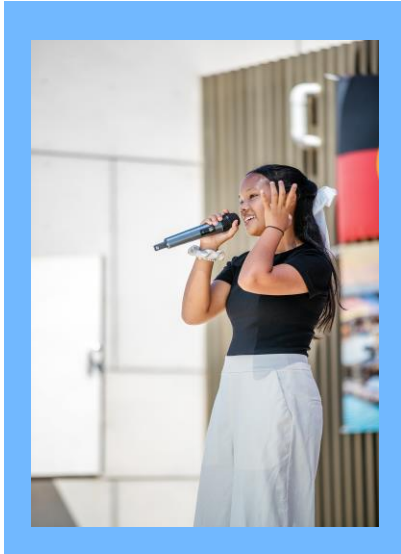
Presentations

- ❖ Kathy Councillor – Welcome to Country
- ❖ All Things Dance
- ❖ Batavia Rockers
- ❖ Chinese Peony Flowers
- ❖ Fusion
- ❖ Geraldton Bootscooters
- ❖ Geraldton Indonesian Community
- ❖ Geraldton Kapa haka Te Whanau Manaaki
- ❖ Geraldton Mabuhay Cultural Association
- ❖ Hari Kumar
- ❖ Itai Gurira
- ❖ Jiaonan Sheng-Beard
- ❖ Karloo Rockers
- ❖ Layung Sekar Wulan
- ❖ Midwest Community Fusion Belly Dancers
- ❖ Midwest Community Fusion Belly Dancers: Belly Sparkles & Super Novas
- ❖ Natthamon Weber – Thai Community
- ❖ Natya Classical and Bollywood Dance School
- ❖ Pesona Indonesia Association
- ❖ Rusty Partz – David Stinson
- ❖ Siti Madkhul
- ❖ The Chai Duo
- ❖ Wandina Primary School Staff

**SambOzzy –
Perth's Premier Brazilian Band**

Activities

- ❖ Birdlife Midwest – Geraldton (*Farewell to Shore Birds*)
- ❖ Fusion
- ❖ Radio MAMA
- ❖ Sand Mural by Coleesha Jones



Layung Sekar Wulan



Remaja (Teens) World

- ❖ ATLAS (Wheelchair basketball)
- ❖ Headspace
- ❖ Mini Madness (Golf & Giant Jenga)
- ❖ STAY (Short Term Accommodation for Youth)
- ❖ Sun City Christian Centre (Giant Water Fight)



Watoto (Kids) World

- ❖ Animal Riders
- ❖ Bouncy Castles (one for under 5's and one for over 5's)
- ❖ Facepainting Magic
- ❖ Hop Upon a Pony
- ❖ Sarah's Face Painting
- ❖ Workshops
 - Bunnings (painting flower pots and planting a seedling)
 - The Geraldton Project (making a whirly-gigs)
 - Ngala (making flags)



Name Your Country of Birth was a popular activity:

- ❖ Prizes were Buy Local vouchers and Orana Cinema tickets
- ❖ Forty-six people being added to the database to receive advance notice of MWMA activities.

Supported by



Iluka Resources

Sandra Carr MLC



Pesona Indonesian

Thank you to our Supporters who, as well as contributing financially, provided more than \$37,588 in-kind support.

Supporters

- ❖ 65 Thirty Events & Entertainment
- ❖ ATLAS
- ❖ Beam Mobility
- ❖ Bunnings
- ❖ Dongara Marine
- ❖ Fusion
- ❖ Kathy Councillor
- ❖ Kennards Hire
- ❖ Kick Solutions
- ❖ Melissa Price MP
- ❖ Midwest Bounce & Fun
- ❖ Midwest Visuals
- ❖ Ocean Air Solutions
- ❖ Orana Cinemas
- ❖ Patience Sandland
- ❖ Shane Love MLA
- ❖ St John's Rangeway
- ❖ The Geraldton Project
- ❖ Total Toilets
- ❖ Veolia Environmental Services
- ❖ Youngs Motors





Natthamon Weber



Jiaonan Sheng-Beard



Geraldton Kapa haka Te Whanau Manaaki

Geraldton Mabuhay Cultural Group

Evaluation:

Comments were received from the public, stall holders and performers as well as the committee and friends undertaking a SWOT (Strength, Weaknesses, Opportunities 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 was excellent. Of the twenty-four randomly chosen participants – twenty-two were local residents.

Suggestions for improvement for the next Harmony Festival included:

- ❖ More Indigenous content – performances as well as food stall
- ❖ More multicultural instruments and singing
- ❖ Animal display in Watoto (Kids) World
- ❖ More shade

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

Harmony Festival recommendations for 2025:

Date chosen - 15 March, 2025		Theme continues as <i>You-Me-Us!</i>
Planning		<ul style="list-style-type: none"> ❖ Festival Planning Group to be separate from but report to MWMA Committee ❖ Designated greeter to look after special guests ❖ All Festival management team to have Hi-vis vests and identification cards for ease of identification by public
Funding	Grants/Sponsors	❖ More funding required to deliver effective festivals
Infrastructure	Site Plan	❖ Site plan for stalls and activities to be reviewed by MWMA Committee
		❖ Marquees near the Yacht Club can only be set up after 9am (or have Geraldton Party Hire put up the day before) as community Yoga classes are too large to move.
Participation	Partnerships	❖ Encourage partnerships with community organisations to provide activities and information such as Men's Health Pit Stop, Bunnings, The Geraldton Project, Ngala, Headspace, Centacare

Stalls holders		<ul style="list-style-type: none"> ❖ Early advertising to attract more stall holders - especially Aboriginal food ❖ Stall holders to be guided to their sites on the day ❖ To be reminded of no early packing up
Program (Entertainment & Activities)	Performers	<ul style="list-style-type: none"> ❖ Early advertising to attract more diverse performers ❖ Performers Expression of Interest needs to be reviewed to be clear on how many performances are possible ❖ Donation to groups to be \$100 regardless of the number of performances. ❖ Emphasis of performances is to be on cultural celebration - not on religion
	Watoto (Kids) World	<ul style="list-style-type: none"> ❖ Bring back the petting zoo
	Remaja (Teens) World	<ul style="list-style-type: none"> ❖ Activities need to be teenage appropriate
	Master of Ceremonies	<ul style="list-style-type: none"> ❖ New MC need to be mentored - link with experienced MC for guidance ❖ MC need to have a list of all activities in the festivals to promote participation
Evaluation	Surveys	<ul style="list-style-type: none"> ❖ From public, performers and stall holders to be encouraged either online with QR Code or printed survey to provide more comments towards future enhancements to festival.
Promotion	From Festival	<ul style="list-style-type: none"> ❖ Encourage public to tag their photos of the festival to MWMA Facebook (add #midwestmulticultural to posters) ❖ MWMA to video snippets and upload to MWMA Facebook from the festival
	GWN/7 News	<ul style="list-style-type: none"> ❖ Video snippets from festival to be provided to TV reporter on Monday morning after festival ❖ MWMA Chair to be available for an interview on the Monday morning

Harmony Festival Committee 2024

The 2024 Harmony Festival Committee which facilitated the celebrations come from diverse cultural backgrounds and met regularly to create and deliver a successful event. The volunteer committee of Noma Mahlangu, Yvonne Marsden, Janine Gerard, Vita Oktaviana, Francis Bwalya, Yvonne Lovedee with support from MWMA members provided in excess of 513 volunteer hours to deliver this community festival.

In addition, volunteers on festival day contributed 120 hours in the set up and dismantling of the event. In calculating a monetary value to volunteer input into the event a standard \$25 per hour was applied (120hrs plus 533hrs = 733 hours x \$25p/hr) giving a monetary value of \$18,325.

Poster circulated in the community, on MWMA Facebook, website, and via database, in the print media as well as on Office of Multicultural Interests and City of Greater Geraldton websites.



Geraldton Guardian Tuesday 12 March 2024
(Circulation approximately 3,000 copies)

Promotion of poster in local newspapers prior to event as 13cm x 15.6cm advertisement in:

- ❖ Midwest Times on Wednesday 6 March - circulation 19,800 copies
- ❖ Geraldton Guardian on Friday 8 March - circulation 4,500 copies
- ❖ Combined digital and hardcopy readership is in the vicinity of 50,500



Midwest Times
Wednesday 20 March 2024
(front page and page 8)
(Circulation 19,800 free to
Midwest/Gascoyne residents)

Wednesday, March 20, 2024

MIDWEST Times

Find us on Facebook midwesttimes.com.au 9956 1000

CULTURES MEET IN HARMONY

JESSICA MORONEY

Geraldton's multicultural melting pot came alive in a blaze of colour and rhythm for the annual Harmony Festival at the foreshore.

More than 130 performers took turns exploring their cultures' sense of song and dance at Stow Gardens, celebrating the cultural diversity of Geraldton.

Brazilian families danced into Stow Gardens proudly flying their flag before singing their national anthem with hands on hearts, and young local leader Kathy Councillor opened the day with a welcome to country.

Guests were able to get a taste of what makes more than seven cultures unique, while Coleesha Jones created a sand mural highlighting the event's theme of You, Me, Us.

"Our community is a beautiful place and this design tells the story of our home and how we all connect together," she said.

REPORT PAGE 8



Brazilian band Sambozzy made their way to Geraldton for Harmony Day.



Charlie Neighbour, 4, gets her face painted.



Creator of the sand mural Coleesha Jones.



The headline act, Sambozzy, at Harmony Day 2024.

Blaze of colour and rhythm

JESSICA MORONEY

Geraldton foreshore came alive with colour on Saturday as cultural dance groups dressed in stunning costumes and performed alongside more than 60 flags from different nations to celebrate Harmony Day.

More than 130 performers took turns exploring their cultures' sense of song and dance at Stow Gardens, celebrating the cultural diversity of Geraldton.

Brazilian families danced into Stow Gardens proudly flying their flag before singing their national anthem with hands on hearts, and young local leader Kathy Councillor opened the day with a welcome to country.

Guests were able to get a taste of what makes more than seven cultures unique, including those of Indonesia, Africa, China, Colombia, Thailand, Philip-

pines and New Zealand. Coleesha Jones laid out a sand mural and said the design comprised three circles and represented this year's theme You, Me, Us.

"Our community is a beautiful place and this design tells the story of our home and how we all connect together," she said.

Mid West Multicultural Association chair Noma Mahlangu said it was wonderful to see people joining to enjoy each other's company at the festival. "It was moving to be a part of the ceremony as the Brazilian families came towards the stage dancing and singing with their flag," she said.

Perth's premier Brazilian band and headline act Sambozzy had people dancing to the beat of their drums before the event finished off with a parade of nations with flags from many countries.



Leo, 4 and mum Rachel Thaw.



Kathy Councillor, mayor Jerry Clune, Noma Mahlangu and Midwest Ports' Damian Tully.



Chinese Peony Flowers dancers Wendy Yu, Lily Blackwell and Vita Oktaviana.



Pesona Indonesia Pictures: Mullermind Creative

Skilled migrant settlement support program to run in the Mid West

ANNA COX

A program to help skilled migrants settle into regional communities has been introduced by the State Government, with Centacare appointed to deliver the program in the Mid West.

The \$4.25 million Skilled Migrant Job Connect Program supports newly arrived skilled

migrants into WA's workforce and community, through the provision of wraparound services.

This expansion of settlement services supports migrants to overcome barriers to securing employment and to participate in the State's economy and society as soon as possible. The service will help migrants find work, access health care, find education for

their children and improve their English.

The new services are in addition to the existing free walk-in Settlement Services available at the Department of Training and Workforce Development's WA Migration Services Perth-based office.

"We know that supporting primary visa holders to find and retain employment, and the social

and cultural integration of primary and secondary visa holders, are key for the successful settlement of skilled migrants," Training and Workforce Minister Simone McGurk said. "The services aim to create a sense of welcoming and belonging, expand a migrant worker's network, and contribute to attracting and retaining migrants in regional areas."

Launched in July 2023, the program includes a subsidy to assist migrants to access financial support up to \$7500.

The payment helps to offset the cost associated with skills assessments, gap training and meet occupational licensing requirements, to gain employment in occupations commensurate with their formal overseas qualifications.

Half page **Acknowledgement to Sponsors**, Supporters and Presenters in the Midwest Times on Wednesday 27 March, 2024 (Circulation 19,800 copies)



HARMONY FESTIVAL 2024

Midwest Multicultural Association would like to thank the sponsors, supporters, entertainers, volunteers, stall holders and Geraldton community for helping to make this year's celebrations so special!



Iluka Resources • Sandra Carr MLC

Supporters



- 65 Thirty Pty Ltd • ATLAS
- Beam • Dongara Marine • Fusion
- Kathy Councillor • Kennards Hire
- Kick Solutions • Melissa Price MP

- Midwest Bounce & Fun
- Midwest Visuals • Orana Cinemas
- Patience Sandland
- Rob Dines - Ocean Air

- Shane Love MLA
- St John's Rangeway
- Total Toilets • Veolia
- Youngs Motors

Performers



- All Things Dance • Batavia Rockers
- Chinese Peony Flowers • Fusion
- Geraldton Bootscooters
- Geraldton Indonesian Community
- Geraldton Kapa haka Te Whanau Manaaki
- Geraldton Mabuhay Cultural Association

- Hari Kumar • Itai Gurira • Jiaonan Sheng-Beard
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- Pesona Indonesia • Rusty Partz
- Siti Madkhul • The Chai Duo
- Wandina Primary School Staff
- SambOzzy



Stall holders

- Amenah's Satay House
- Big Softy Ice Cream Vans Geraldton
- Centacare Family Services
- Dark Horse Hire
- GG Farmers Markets

- Headspace • Lickety Sticks Artisan
- Icy Pops • Midwest African Association
- NGK Woodturning • Nimble Fingers
- OMG Decadent Donuts Geraldton
- Pesona Indonesia

- Regional Men's Health
- Remi French Street Food
- Shaved Ice • STAY
- TS Morrow Australian Navy Cadets

Activities



- Atlas - Wheelchair basketball
- Birdlife Midwest - Geraldton
- Bunnings • Face Painting Magic
- Fusion

- Hop Upon A Pony
- Midwest Bounce & Fun
- Mini Madness
- Ngala • Coleesha Jones

- Sara's Face Painting
- Sun City Christian Centre Youth
- The Geraldton Project
- Woorree Scouts



Volunteers

- TS Morrow Australian Navy Cadets • Bobbi Fawcett • Bruce Park • Francis Bwalya • Heather Allen
- Kamishengo Malisheni • Lea Arnold • Louise Hill • Louise Ridge • Yuwa Ghalley •



Next Event: Festival of Lights 2 NOVEMBER 2024 • Follow us on Midwest Multicultural Association | Facebook



Next Harmony Festival
Saturday, 15 March 2025

You-Me-Us!

All together we make
COMMUNITY!