

Midwest Multicultural Association Inc



Multicultural Concert 11 November 2023 Report



Email: midwestmulticultural@gmail.com

Overview

The Midwest Multicultural Association Inc (MWMA)' overarching aim is to promote and celebrate the rich cultural diversity in the Midwest region of Western Australia.

From small beginnings in 2008 the volunteers of the MWMA have developed:

- ❖ English as a Second Language (ESL) classes held weekly during school terms
- ❖ Harmony Festival held annually in March
- ❖ Festival of Lights held annually in November
- ❖ Multicultural Concert held during Seniors Week celebrations

The Midwest Multicultural Association was first invited to be a part of Seniors Week in 2019 with a concert in the Queen Elizabeth II Seniors & Community Centre (QEII). Due to high attendance demand, by 2022, a larger venue was required and the Multicultural Concert moved to the Queens Park Theatre (QPT).

The new venue provided the opportunity to display the City of Greater Geraldton's cultural flag collection of more than 60 cultural flags for guests to enjoy as they entered the QPT.

The City of Greater Geraldton, Mid West Ports Authority and COTA (Council for the Ageing) proudly sponsored the 2023 event which kept the cost of tickets as low as possible to enable as many people as possible to attend.

The COTA grant provided, in part, for 40 tickets to be circulated to seniors considered to be isolated with the aim of encouraging them to become involved in senior activities on an ongoing basis.

Tickets were provided to Centacare Family Services and St Vincent De Paul and individuals known to the Midwest Multicultural Association volunteers. All tickets were distributed, mainly to the 50 to 80 age group years with approximately 5 being provided to people in their 40's who had approached the organisations for food parcels. In the short time since the concert on the 11 November, it is unknown if there will be lasting connections to seniors' activities for the ticket holders. It is hoped that this small gift will have made a difference in the long term.

The Multicultural Concert was the opening event for the action-packed Seniors Week Program which consisted of another 16 activities for seniors to enjoy.

As the date of the concert was on 11 November, the TS Morrow Navy Cadets were invited to conduct a Remembrance Day service on stage – complete with portable flag pole. They were joined by the students from Bluff Point Primary School who led the singing of the national anthem as a closure to the service. The program continued with dancing, singing and music from India, New Zealand, Indonesia, Australia, China, Thailand culminating in a mouthwatering cultural afternoon tea in the foyer.

The Geraldton Scout Group assisted with installing and dismantling the cultural flag display at the Queens Park Theatre. Muller Mind Creative was engaged to create a professional record of the concert with photos which have been provided to the local print media and uploaded to the MWMA Facebook.

A total of 228 tickets were issued which included: General tickets, Companion card holder and complimentary tickets. This was an increase of 82 tickets from the 2022 Concert.

Promotion of the event was via:

- ❖ Part of full-page Seniors Week advertisement in the Midwest Times 18 October edition (circulation 16,000 – distribution Cervantes to Exmouth and east to Yalgoo)
- ❖ Seniors Week Program booklet 1,200 copies to 43 outlets including Mullewa, Dongara & Northampton.
- ❖ Monthly QEII Senior's Newsletter emailed to a network of 600 centre attendees
- ❖ Included in the October edition of the Seniors Newspaper with a circulation of 61,588 state wide
- ❖ Included in Friday circulars – an email calendar of events circulated to 1,000 residents/organisations in the Midwest - Gascoyne Region for at least two weeks
- ❖ Queens Park Theatre event page
- ❖ Posters - 60 displayed throughout the city and circulated to the MWMA database of over 250 and other cultural group networks
- ❖ Social Media –
 - Over 50's Geraldton Live [Over 50's Geraldton Life | Facebook](#) with a following of 1700
 - Midwest Multicultural Association Facebook [Midwest Multicultural Association | Facebook](#) which at that stage had a following of over 1,600

Sponsors





Thank you



MIDWEST MULTICULTURAL ASSOCIATION PROUDLY PRESENTS
**MULTICULTURAL
 CONCERT**
 OPENING SENIORS WEEK 2023

PROGRAM

- 2:00 Welcome & Acknowledgement
- 2:05 TS Morrow Naval Cadets
- 2:15 National Anthem Bluff Point Primary School Dance and Singing Groups
- 2:20 Lara Dalton MLA
- Mayor Jerry Clune
- 2:25 Bluff Point Primary School Dance Group
- 2:30 Natya Classical and Bollywood School of Dance
- 2:35 Bluff Point Primary School Singing Group
- 2:40 Midwest Community Fusion Belly Dance: Belly Sparkles and Super Novas
- Melanie Brimson
- 2:50 Pesona Indonesia part 1
- 3:00 David 'U.J.' Stinson
- 3:15 Interval**
- 3:30 Karloo Rockers
- 3:40 Midwest Multicultural Association
- 3:50 Chai Duo
- 3:55 All Things Dance
- 4:05 Midwest Community Fusion Belly Dance Adults
- 4:15 Sarocha Leighton from Geraldton's Thai Community
- 4:25 Geraldton Mabuhay Cultural Association Inc
- 4:35 Pesona Indonesia part 2
- 4:45 Carly Markham Music



Please turn over the page and let us know your thoughts on the concert





Evaluation

- ❖ Festival of Lights 2023 photos displayed on screens in the foyer as attendees entered QPT added to the anticipation for the concert
- ❖ Promotion of concert through the QEII monthly newsletter was most effective method
- ❖ Air condition was too cold
- ❖ Length of program too long
- ❖ Be more enjoyable if the meaning behind the dances was provided
- ❖ More audience participating should be encouraged
- ❖ End program on a lively, active note
- ❖ More ethnic based performances in language/song
- ❖ Good to see Indigenous performers included
- ❖ Concert is too close to the Festival of Lights event (week after)

Recommendations for 2024:

- ❖ Concert to be 2 weeks after the Festival of Lights to give dance groups time to practise a different routine. Date recommended: Saturday 16 November 2024
- ❖ Singing performers - 2 songs only
- ❖ Performances where the audience can participate
- ❖ Performances to be reduced to 5-7mins to reduce the length of the program
- ❖ Advertise the availability of the hearing loop for attendees with hearing issues
- ❖ Request ticket sales to be at the QEII Seniors & Community Centre for more than one day in the lead up to the concert



MIDWEST MULTICULTURAL ASSOCIATION PROUDLY PRESENTS

MULTICULTURAL CONCERT

DRESS IN BRIGHT COLOURS OR CULTURAL DRESS

BRING FAMILY, FRIENDS AND NEIGHBOURS!

OPENING SENIORS WEEK 2023

Saturday 11 November, 2023
2pm – Concert & Cultural Afternoon Tea
Queens Park Theatre, Geraldton

Remembrance Day Service, music, songs and dances from at least 10 different countries

Tickets: MWMA members & Performers \$15 Non-members \$20
Tickets available from Civic Centre, Library or online at www.queensparktheatre.com.au

MID WEST PORTS COTA WESTERN AUSTRALIA Find us on Facebook Greater Geraldton a vibrant future



Bluff Point Primary School singing group. Pictures: David Boyes, Mullermind Creative



Concert tours the globe



A performer gets make-up done.

JESSICA MORONEY

A multicultural concert featuring a three-hour cosmopolitan dance was held at the Queens Park Theatre for the opening of Seniors Week, with a special Remembrance Service held on stage by navy cadets.

The concert on Saturday consisted of more than eight cultures performing on stage.

The audience was taken on a visual tour to India, New Zealand, Indonesia, America, China, the Philippines, Thailand and back to Geraldton through an array of song and dance performances.

TS Morrow Australian Naval Cadets held a Remembrance Day service on stage, complete with the raising and lowering of the Australian flag at the beginning of the program.

The Bluff Point Primary School dance and singing groups joined the cadets during the national anthem and the Geraldton Scout Group watched over the City of Greater Geraldton's cultural flag collection that hung at the entrance as the audience entered.

The Midwest Community Fusion Belly Dancers, All Things



Dancers from All Things Dance.



A ballet dancer from All Things Dance.



TS Morrow Australian Navy cadets on stage.

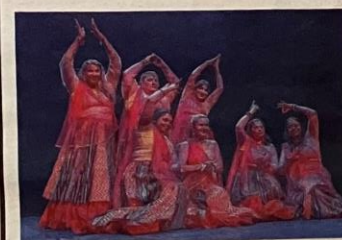
Dance and Karloo Rockers performed, finishing up with songs by musician Carly Markham.

Mid West Multicultural Association secretary Yvonne Lovedee said volunteers practised for hours to share their cultural heritage and love of music and dance with the community.

"The multicultural concert is an opportunity to come together and celebrate the richness of our cultural diversity, the inclusiveness, respect and a sense of belonging for everyone who calls the Mid West home," she said.



Midwest Community Fusion Belly Dance Group.



Natya Indian Classical and Bollywood Dancing.



Seniors Week committee Heather Allen, Jean Jones, Rosetta Finlay, Pat Parker and Lina Mitton.



A busy Queens Park Theatre foyer.