

Midwest Multicultural Association Inc



Multicultural Concert 12 November 2022 Report



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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 Lower Hall of the Queen Elizabeth II Seniors & Community Centre (QEII) with an audience of approximately 150 with afternoon tea supplied by the Seniors Week Committee. This event was a success however performers and their family stood around the edges making difficult to know if the prepared afternoon tea would be sufficient. (Note: in 2020 there was no concert due to Western Australian health safety measures)

In 2021, working with the Seniors Week Committee, the Midwest Multicultural Association opted to move the concert to the QEII Upper Hall with a sellout of 200 tickets three days before the event with many people turned away. The decision was made for 2022 to move the concert to the Queens Park Theatre to accommodate demand.

The City of Greater Geraldton and Rigter's Supermarkets proudly sponsored the event.

The Queens Park Theatre, Geraldton was adorned with more than 60 cultural flags from the City of Greater Geraldton's collection. Guests were greeted with music from the CHAI Trio performing traditional Chinese music on an erhu, Chinese gourd and flute.

Cooee Motion Media 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.

Promotion of the event was via:

- ❖ Part of full-page Seniors Week advertisement in the Midwest Times 17 October edition (circulation 18,000 – distribution Cevantes to Exmouth and east to Yalgoo)
- ❖ Seniors Week Program booklet 2,500 copies to 43 outlets including Mullewa, Dongara & Northampton.
- ❖ Monthly QEII Senior's Newsletter emailed to a network of 514 centre attendees
- ❖ Included in Friday circulars – an email calendar of events circulated to 700 plus in the Midwest Region.
- ❖ Queens Park Theatre event page
- ❖ Posters - 70 displayed throughout the city and circulated to the MWMA database of over 250 and other cultural group networks
- ❖ Midwest Multicultural Association Facebook [Midwest Multicultural Association | Facebook](#) which at that stage had a following of over 1,400





Sponsors



*Thank
you*





Midwest Multicultural Association
Presents

Multicultural Concert 2022

- ❖ Welcome
- ❖ Geraldton Thai Community
- ❖ Midwest Community Fusion Belly Dance:
Belly Sparkles – Super Novas
- ❖ Melanie Brimson
- ❖ The Chinese Peony flowers Part 1
- ❖ Pesona Indonesia



**Interval & Drawing of Seniors Week Raffles
Music in Foyer by CHAI Trio**



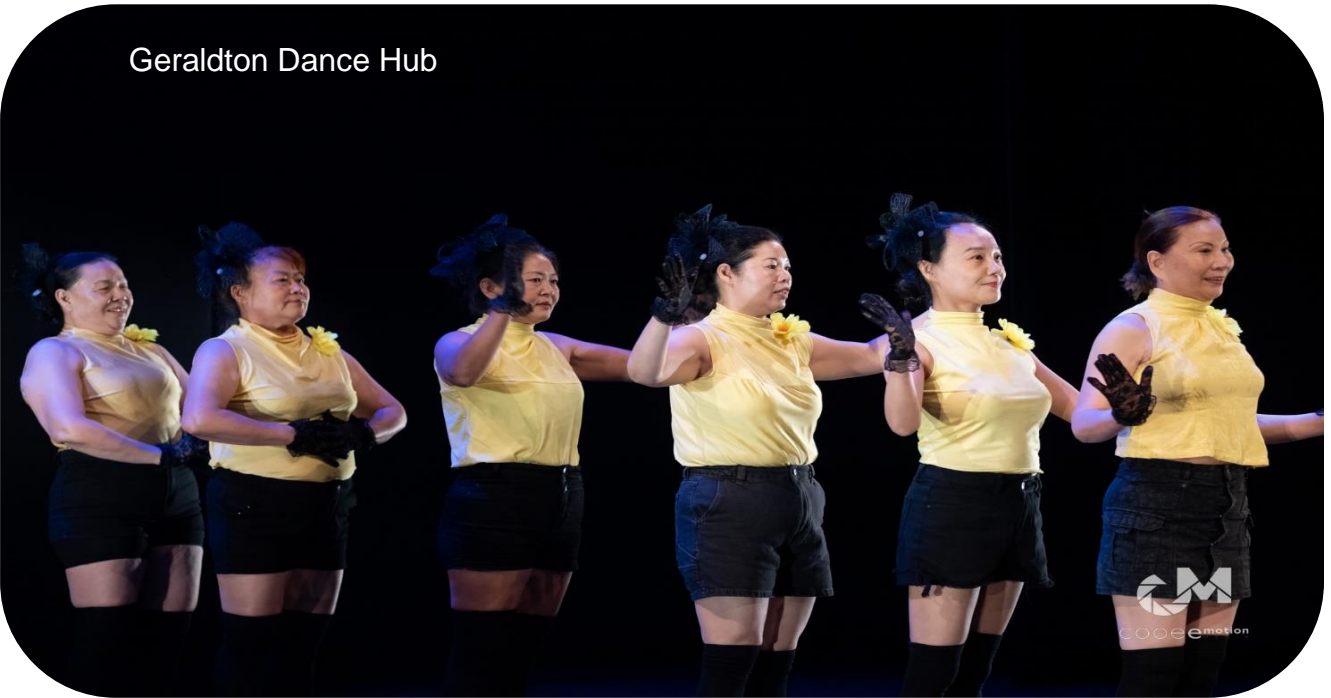
- ❖ The Chinese Peony Flowers Part 2
- ❖ Natya School of Indian Classical & Bollywood Dance Part 1
- ❖ Geraldton Dance Hub Part 1
- ❖ Midwest Community Fusion Belly Dancers
- ❖ Geraldton Mabuhay Cultural Association
- ❖ Geraldton Dance Hub Part 2
- ❖ Natya School of Indian classical & Bollywood Dance Part 2

**Afternoon Tea
in Foyer**





Midwest Community Fusion Belly Dance



Geraldton Dance Hub



Geraldton Mabuhay Cultural Association





Evaluation

- ❖ Excellent venue with supportive staff
- ❖ Promotion of concert was extensive by City of Greater Geraldton & Midwest Multicultural Association with other Seniors Week events
- ❖ Provided volunteers with a new experience of performing on an indoor stage
- ❖ Limited sponsorship due to being a ticketed event – a challenge to cover costs when ticket sales were lower than expected
- ❖ Some considered event too close to the Festival of Lights with similar performances
- ❖ More diverse program to be considered
- ❖ Opportunity to invite dance schools to participate in future
- ❖ Time of the afternoon concert suited patrons
- ❖ Seniors Week Committee drawing major raffle prizes at interval worked well
- ❖ Seniors Week sponsors provided with complimentary tickets in recognition of their support of the week's event

Recommendations for 2023:

- ❖ Continue with the Multicultural Concert being held at the Queens Park Theatre on Saturday 11 November 2023
- ❖ Queens Park Theatre balustrades to be decorated with the City of Greater Geraldton's cultural flag collection
- ❖ Starting time to be 2pm
- ❖ Invite a diverse range of performers from singers to dance studios to participate
- ❖ Entertainers in the foyer as patrons arrive
- ❖ Catered cultural afternoon tea to be in the foyer after the concert
- ❖ Encourage patrons to wear cultural/colourful dress to add to the festivities
- ❖ Festival of Lights photos to be displayed as a slide show in the auditorium





MIDWEST MULTICULTURAL ASSOCIATION PROUDLY PRESENTS:

MULTICULTURAL CONCERT

Saturday 12 November, 2022

2pm - Concert & Cultural Afternoon Tea

Queens Park Theatre, Geraldton

Music, song and dances from at least ten different countries

PART OF SENIOR'S WEEK PROGRAM BUT OPEN TO ALL COMMUNITY

Tickets MWMA members \$15 Non members - \$20

Tickets available from Civic Centre, Library or online at www.queensparktheatre.com.au



Varied cultures bring

JAMIE THANNOO

Geraldton's multicultural festivities continued with the Multicultural Concert at Queens Park Theatre on Saturday to celebrate Seniors Week. The event featured performances from Thai, Filipino,

Indonesian and Indian cultures, and opened with a prelude featuring traditional Chinese instruments from The CHAI Trio.

The performances from the dancers captured a wide range of themes and emotions, from love and family to fun and partying.

Midwest Multicultural Association president Tom Mwangi said it was a pleasure to hold a concert marking Seniors Week, and thanked everyone who helped put the event together.

"Thank you to all the performers who so professionally show-

cased their heritage with the lively dances and beautiful outfits which adds to the cultural splendour of our Geraldton community," he said. "The volunteers put in many hours to ensure the performances conveyed to the audience a unique dimension of art and culture."



Natya School of Indian Classical & Bollywood Dance.



Midwest Community Fusion Belly Dance – Belly Sparkles & Super Novas.



Many flags were flying.



The Chinese Peony Flowers.

song and dance alive



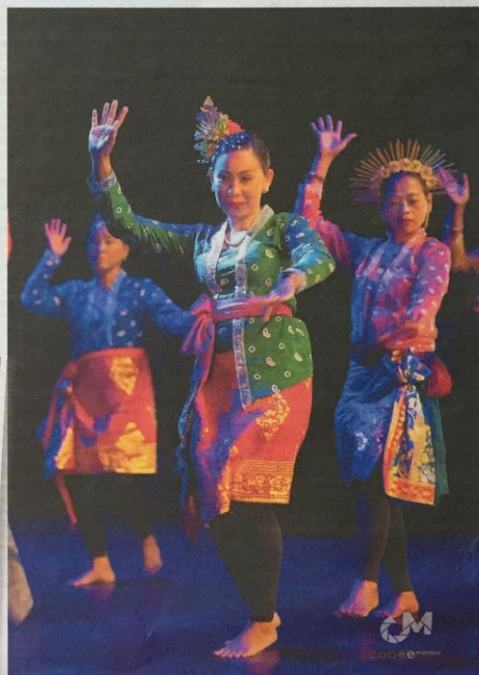
MMWA president Tom Mwangi and vice-president Hari Kumar.



Soumya Hari Kumar



Jaye Allan playing the Chinese gourd flute.



Pesona Indonesia Pictures: Coee Motion Media