



2012 HARMONY CELEBRATIONS EVALUATION REPORT





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BACKGROUND

Harmony Day is celebrated around Australia on 21 March each year. It's a day where all Australians celebrate our cultural diversity. The day is also the United Nation's International Day for the Elimination of Racial Discrimination. Harmony Day gives people the opportunity to celebrate what makes each Australian unique and share what we have in common.

The City of Greater Geraldton in partnership with the Midwest Multicultural Association has held celebration events over a number of years. The partners meet throughout the year to establish the structure of the events and the Midwest Multicultural Association has applied for funding and is supported within a budget from the City.

The Working party opted for a Harmony Dinner and a free open Community Harmony event, and funding applications were submitted to Lotterywest, the Office of Multicultural Interests and Iluka Resources.

STRATEGIC PLANNING

City of Greater Geraldton has a Strategic Community Plan and a 2029 and Beyond Charter which supports a community to embrace and celebrate diversity. The Harmony events directly support City's primary strategies including.

2.2: Greater Geraldton as a leading regional and rural destination

Strategy 2.2.1: Attract, facilitate and promote regional, national and internationally significant events

Strategy 2.2.2: Promote tourism and investment opportunities including cultural tourism

3.1: A community that embraces and celebrates diversity

Strategy 3.1.1: Create vibrant and diverse neighbourhoods that meet local and regional needs

Strategy 3.1.2: Develop and promote services, facilities, events and activities that support our cultural diversity

Strategy 3.1.3: Celebrate "Yamatji" culture

Strategy 3.1.4: Preserve and activate the heritage of our community

3.2: A community that attracts creative people through nurturing creative industries

Strategy 3.2.2: Facilitate and support Aboriginal, cultural and arts and technology based creative industries

Strategy 3.2.3: Provide opportunities for youth based creative services and industries

3.3: Enhanced community capacity for learning

Strategy 3.3.1: Promote and advocate opportunities for the educational development of students

Strategy 3.3.4: Promote and facilitate lifelong learning opportunities and engagement for all the community



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FUNDING

The City of Greater Geraldton provided a budget of \$15,000. The City also provided additional in kind support with venues, planning, marketing and administration staff and resources to assist the event.

The Midwest Multicultural Association were successful in receiving grant funds from Lotterywest, the Office of Multicultural Interests and Iluka Resources which provided a budget for the event made of:-

• Lotterywest	\$ 7,500
• Office of Multicultural Interests	\$ 10,000
• Iluka Resources	\$ 1,000
Grant Contributions total	\$ 18,500
• City of Greater Geraldton	\$ 15,000
Total Budget	\$ 33,500

The Harmony Dinner catering was covered by ticket sales, and all other costs associated with the dinner event were covered by the budget.

HARMONY EVENTS OVERVIEW

The Harmony Dinner was held on Saturday 17 March at the Queen Elizabeth II Seniors and Community Centre. The ticketed event attracted over 150 adult patrons and 45 children who were provided with an evening of cultural performances and a buffet meal. The event commenced at 6.30pm and finished at 11pm.

The Harmony Celebrations was held on Sunday 18 March at Stow Gardens, Geraldton Foreshore. The free community event included cultural performances, activities, craft and information stalls, sports activities and cultural food stalls. The event commenced at 11pm and finished at 3pm and attracted an estimated 800 people.

PARTICIPANTS

Various local cultural groups and service providers participated in the events either with performances or stalls. The following list comprises of the performers, stalls and activities respectively, and provides the cultural and community representation:-

Performances

Leon Tioke (Maori performer)
Local students (Indonesian language classes)
Geraldton PCYC (martial arts and dance performance)
African Community (children's performance)

Global Ikhwan (Malay performance)
Geraldton Mabuhay (Filipino performance)



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Bollywood Dance (Indian dance performance)
Tin City Boys (Aboriginal band performance)
Parade of Nations / drums (Midwest Entertainment)

Stalls

Miki Noel (Japanese Community- crafts)
Goldfields Midwest Medicare Local (Aboriginal Closing the Gap awareness)
Geraldton Regional Library (books, stories, crafts)
Yamatji Marlpa Aboriginal Corporation (Aboriginal culture)
Geraldton PCYC (food - halal BBQ, fruit)
Goodstart Wonthella (service information)
Ikhwan Café (food – Malay)
Global Ikhwan (Malay – clothing)
Geraldton Show & Shine (food – hot dogs)
Midwest Multicultural Ass (service information)
Macedonian Society (food – Macedonian)
African Association (food- boerwoers)
Drug Alcohol Action Group (mocktails – information)
Local school display (Indonesian language classes)

Activities

City Of Greater Geraldton Youth n Motion (Come and Try Sports activities)
Geraldton PCYC (face painting)
Inflatable Bouncy Castles (bouncy castle)
Jo Franklin (face painting)
Sun City Christian Centre (children's activities)

INFRASTRASURE

Significant costs and labour associated with the events includes the hire and set up of marquees, shade domes, on site generators, electrical equipment and electrician, sound equipment and technician, stage and dance floor, portable toilets, security and marketing. Other additional elements include the cost of diner catering, venue cleaning, St John Ambulance attendance and event insurance. The event included the purchase of flags and flag holders which will be utilised in future events.

The City of Greater Geraldton staff organised the risk management, onsite layout planning, purchasing and marketing with an estimated 150 hours administrative hours. On the event day the City staff included the event manager, stage manager and 6 youth staff for the Youth n Motion sports activities, risk management governance, reticulation grounds and stage delivery staff and a further 70 hours direct involvement with the events.

The Midwest Multicultural Association volunteered an estimated 150 hours in planning and setup of the dinner event.

The responsibilities within the partnership are defined only by grant submission budgets and rely on cooperative actions and good communications. There is currently no formal agreement in place defining the roles and responsibilities of either party.



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FEEDBACK

A survey questionnaire was circulated for feedback comments for participants at both the dinner and the celebration event. The feedback has been tabulated and summarised as follows:-

- 1 *Were you born in a country other than Australia?*
- if yes please specify
India; Sweden; Indonesia; Germany;
Taiwan; Vietnam; China; Philippines;
South Sudan; New Zealand; Zimbabwe;
Uganda;
Yes – 21 No – 12

- 2 *Have you attended Harmony Day celebrations in Geraldton previously?*
Yes – 21 No – 12

- 3 *How did you find out about the 2012 Harmony Day celebrations in Geraldton?*
- radio; 4
- local newspaper (general advertisements); 8
- Posters/flyers; 12
- Family/friends; 6
- City Website; 8
- Other
Teacher; Community participation;
Community; Work colleague; ESL lessons;
African Association in Midwest; MWMA;
School.

- 4 *What did you enjoy most about the 2012 Harmony Day Dinner in Geraldton?*
 - Entertainment;
 - Celebrations;
 - The cultural presentations;
 - Friendship;
 - Colour;
 - Costumes;
 - Harmony between good friends;
 - Colourful costumes;
 - Games for kids;
 - Indian Dances;
 - Indian Dances;
 - All the different dances;
 - Seeing people in costumes;
 - The enjoyed the entertainment the most;
 - Dances;
 - Dancing;
 - Kids did a great job;



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- The African dance;
- I loved being with all the many nationalities;
- The dance performers;
- Good music;
- Colourful dress,
- Food.

5 *What did you enjoy least about the 2012 Harmony Day Dinner in Geraldton?*

- The food, the rice was not cooked and the battered vegetables not cooked;
- Food;
- The rice;
- The food;
- Some of the main courses were not cooked enough;
- Lack of professionalism with the caterers and wait staff;
- Program / chronology of events;
- The meal.

6 *What did you enjoy most about the 2012 Harmony Day Celebrations in Geraldton?*

- Fun stuff;
- Family fun;
- Food stalls;
- People mixing;
- Information available;
- The complete integration of cultures;
- Maps with dots where you were born;
- The location;
- Working and conducting activities with youth and families at no cost;
- Diversity and participation of all who attended;
- Cultural dances;
- Multicultural dancing demonstrations;
- Meeting all my friends;
- Dance;
- Music;
- The different cultures coming together to celebrate was wonderful;
- Food and entertainment;
- The support from the City of Greater Geraldton and seeing Ian Carpenter there;
- Dinner'

7 *What did you enjoy least about the 2012 Harmony Day Celebrations in Geraldton?*

- More cultural presentations;
- Lack of WASP attendance;
- No ice-creams;
- Lack of shade at the sports events;
- More performances from other cultures;
- More shade.



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8 *What would you like to see included in the 2013 Harmony Day Geraldton program to make this an even more enjoyable experience?*

- Earlier start for the dinner;
- More entertainment on Sunday;
- More community participation;
- More involvement by people of Aboriginal decent;
- Greater WASP recognition;
- Even more participation;
- More stalls;
- More multi-cultural representatives holding the flags in the march;
- Chinese Dragon;
- International food hall;
- Send invitation to the Vietnamese people;
- Earlier start for dinner;
- More entertainment;
- South Sudan Flag;
- More options for dessert;
- More cultural dances;
- Have on a different date so more people can attend;
- Need to sort out the food content for the dinner dance;
- More entertainment;
- Band;
- Entertainment should continue on the stage all the time – just tone it down during dinner;
- Some aboriginal Dance.

9 *Comments?*

- Have people help with the hall in the morning;
- Rice needs to be well cooked;
- Great night, everyone seemed to have a wonderful night;
- I loved it thank you;
- The rice was really undercooked – otherwise it was a great evening;
- Definitely need to sort out the food content for the dinner;
- Well done organising committee;
- Overall good;
- Awesome night, wonderful atmosphere, real harmony;
- Lovely to see all the people together;
- The parade of the flags went to quickly and did not have the same impact than last year with so many more people walking with flags;
- The food was not as good as last year.



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PLANNING RECOMMENDATIONS 2013

The working party evaluation considered the surveyed evaluations and noted the following considerations be made in planning for 2013.

In relation to the Harmony Dinner, the reduced patron numbers this year is attributed to the cost of the dinner, which becomes particularly expensive for a family, and that the marketing requires more advanced promotion. The following points are to be incorporated for next year.

- Reduce the ticket cost by investigating alternative catering processes and effective costing.
- Pursue sponsorships to offset the overall costs.
- Improve and increase the lead time for the promotion.
- Increase the advertising budget.
- Be more proactive in pursuing press editorial.
- Change the evening to a Friday, rather than a Saturday so that patrons have a rest day before the Sunday event.
- Establish and continually improve a database for direct mail out of promotional material.

In relation to the Harmony Community celebration again the patron numbers were a concern and it is felt that marketing and promotion is a major factor. Another area to consider is to include and encourage more cultural groups to participate. The following points are to be incorporated for next year.

- Improve and increase the lead time for the promotion.
- Increase the advertising budget.
- Be more proactive in pursuing press editorial and media attention.
- Establish and continually improve a database for direct mail out of promotional material.
- Ensure promotion is done through all local schools.
- Budget and produce vinyl banners advertising the event and organise strategic placements.
- The general layout was considered to work well at the foreshore event however the stage can be improved with a taller shade cover and the dance floor needs a covering to reduce the radiated heat.
- Improve communications to participating groups that are external to the working party, and invite groups to planning meetings particularly in the lead up January/February meetings for detailing participant programs.
- Encourage more aboriginal participation.



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Dates

The working party is aware that conflicting events over the weekend may well be impacting on numbers, and it is decided to not compete with the Nukara Festival which will be on 16 March 2013. Hence the working party has decided to use the following weekend and to also trial the Friday for a dinner to provide a rest day for participants of both events. The dates will be.

- Harmony Dinner, Friday March 22, 2013
- Harmony Community Celebration, Sunday March 24, 2013

Planning working party committee

The working party is made up of Midwest Multicultural Association members and City of Greater Geraldton staff. The working party will invite further members to the working party from cultural group representatives, a school representative and an Aboriginal cultural representative.

Planning schedule

The working Party will meet regularly as needed to achieve professional well planned events and outcomes. Starting in May 2012 monthly meetings will be scheduled, and in February March 2013 more regularly as determined by the working party.

Budget - grant submissions / sponsors

The working party will identify grant opportunities and potential sponsors and actively make grant submissions and sponsorship proposals from the Midwest Multicultural Association and package a budget based upon the outcomes.

The budget for 2013 will require a minimum of \$35,000 and if further funds can be secured this can support increases in advertising, performance fees and additional activities.

The working party will request a contribution from the City of Greater Geraldton in addition to in kind support of venues and the City's network of promotion and marketing resources based upon previous support.

A memorandum of understanding is to be established and agreed upon setting out the financial and procurement responsibilities of the Midwest Multicultural Association and the City of Greater Geraldton.

Report Prepared by:
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