



HARVEY REGION HERITAGE FESTIVAL POST EVENT REPORT



EXECUTIVE SUMMARY



INTRODUCTION

The inaugural Harvey Region Heritage Festival, was a three-day celebration of the local art, culture and food that has shaped the Harvey region throughout the years.

Delivered by the Destination Harvey Region team (DHR) the festival ran from 5–7 September 2025. This vibrant new festival brought the region's heritage to life through immersive experiences, unique heritage events and family-friendly activities.

From self-guided walking tours to heritage-themed workshops, open days and food inspired by the region's cultural roots

FESTIVAL HIGHLIGHTS

Despite the wet-weather conditions and short lead time, the inaugural festival was a resounding success with over 17 satellite and self-guided events occurring across the weekend. Festival goers travelled from as far as Perth to participate in the event. Meanwhile, several media outlets produced positive coverage about the festival and wider Harvey Region as a result.

LESSONS LEARNT

The inaugural Harvey Region Heritage Festival, was overall a successful and well-attended event. However, as with all events, there were some challenges including:

- Some events were impacted by wet-weather conditions on the first day, with satellite events being relocated to other venues outside the Shire of Harvey due to being unable to host their events outdoors.
- Limited budget - Meaning that the Harvey Region team could not host a free, community event which would increase participation and further establish the branding of the festival.
- Marketing support from satellite operators was varied - Further education for event hosts on the benefits of marketing their own events in addition to support provided by DHR is required to boost ticket sales and event promotion.
- Short lead time - The festival was coordinated in approximately 8-weeks. Having a longer lead-time would allow DHR to further promote the festival and increase visitation to the region.

The DHR team are in the process of applying for grant funding to deliver a bigger and better Harvey Region Heritage Festival in 2026.

SOCIAL MEDIA REPORT

IMPRESSIONS

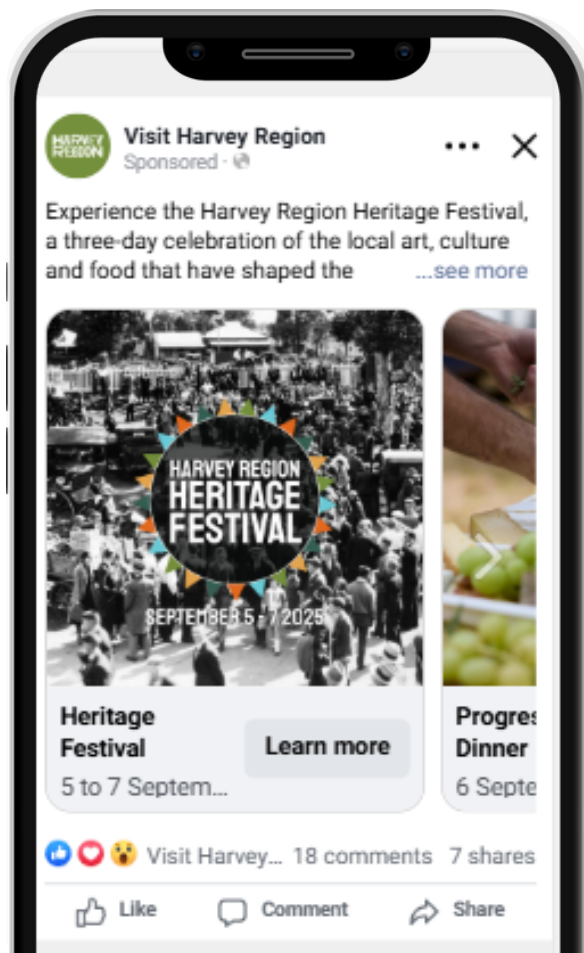
42,628

REACH

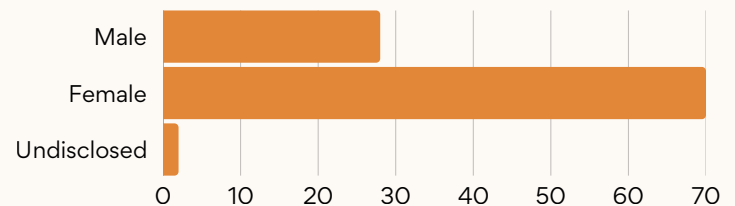
25,586

LINK CLICKS

705



GENDER BREAKDOWN (%)



WEBSITE REPORT

UNIQUE VIEWS

5,642

EVENTS PAGE

8,893

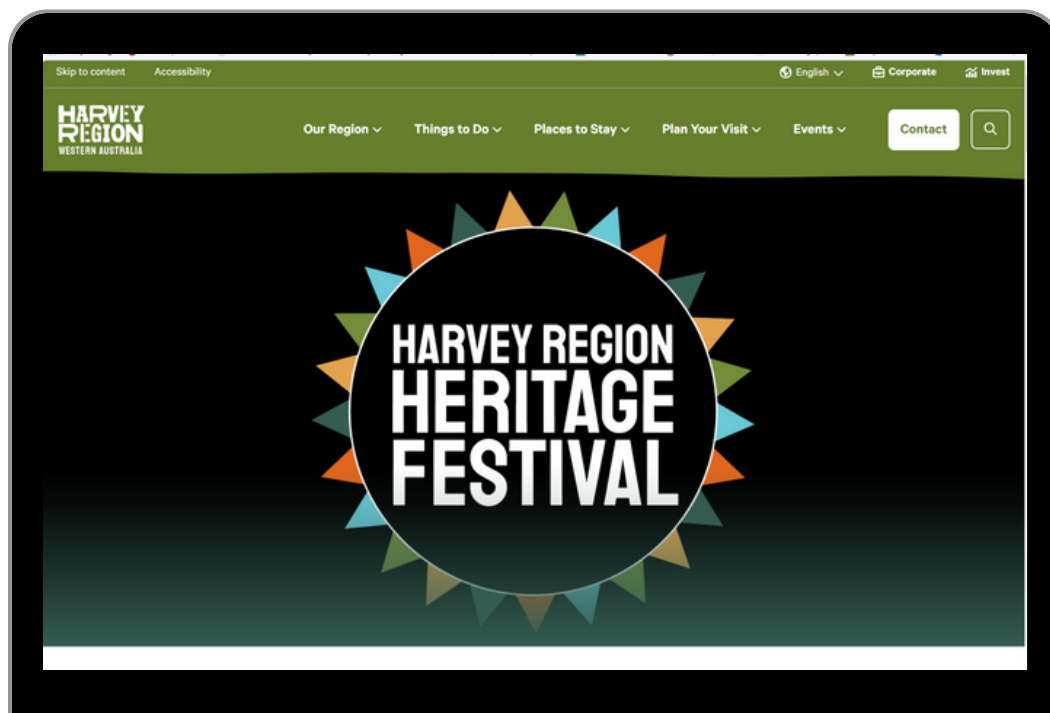
MOST VIEWED EVENTS

615

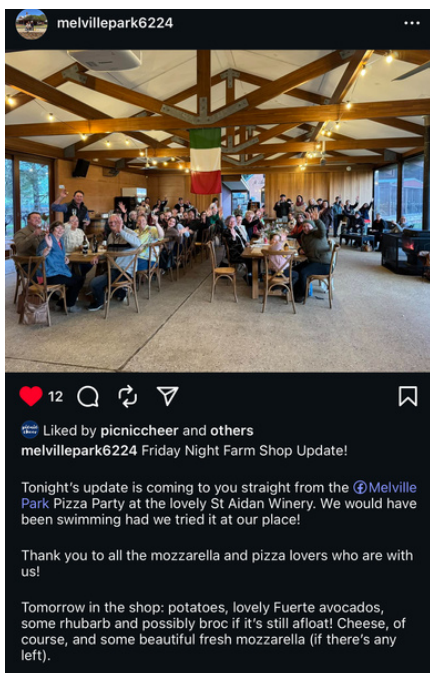
TALES & TASTE PROGRESSIVE DINNER

422

STIRLING COTTAGE HIGH TEA



OUR EVENT PARTNERS



MEDIA COVERAGE

Perth is OK! NEWS EAT & DRINK HOMES EXPLORE WHAT'S ON STAYS LIFESTYLE SPORTS FORGOTTEN PERTH

Head south for the inaugural Harvey Region Heritage Festival in September



EVENTS NEWS SOUTH WEST WA

By Deborah Melrose
Published Aug 22

Home > Events > Head south for...

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Running from September 5-7, the inaugural Harvey Region Heritage Festival will be a vibrant three-day celebration of the local art, culture and food that has shaped the region throughout the years.

From self-guided walking tours to heritage-themed workshops, storytelling sessions, cultural food experiences and much more, this is a can't miss event in the Harvey region.

On the opening day of the festival you can enjoy a Mozzarella party at Melville Park to learn about how mozzarella is made, before enjoying freshly made pizza and taking home your own mozzarella ball.

SHIRE GEARS UP FOR HERITAGE FEST

ROSE PATANE

Those visiting Harvey next month will have the opportunity to take a step back in time with the launch of a new festival.

The Shire of Harvey is gearing up for its Inaugural Harvey Region Heritage Festival, celebrating history, food and culture on September 5.

The official opening ceremony will host a range of special guests such as the Heritage Council of WA chair Darren Foster and the Italian consul Sergio Federico Nicolaci, as well as local history and community group representatives.

Shire president Michelle Campbell said festival goers would have the opportunity to take part in a range of activities and experiences.

"Take a Taste of Italy wine tour, make mozzarella in an 1890s historic barn, run the Harvey Hike Trail and celebrate the hikes of the 1930s.

savour local produce and bush food on a progressive dinner, let your child's artistic talents be inspired by first settler and renowned artist Louisa Clifton, and so much more," she said.

As part of the festival, a range of new shire heritage projects also will be unveiled.

It includes expanded Harvey and Australind heritage trails, a new Leschenault Heritage Trail, Harvey Hike Trail, new interpretive displays at the Harvey Internment Camp Memorial Shrine and Detention Cells, and updated heritage signage at the String Cottage gardens Precinct.

Cr Campbell said the projects would shine a spotlight on local heritage while providing an immersive and informative experience for people.

"It's been a busy year for the shire in the tourism and heritage space," she said. "There's been a strong focus on creating spaces and experiences to be enjoyed for many years to come – and we have plenty of projects to introduce."

Cr Campbell said the festival events have all been created through partnerships with local businesses.

"Our new festival encourages everybody to uncover the stories and culture that make the Harvey region unique," she said. "Whether you're a local historian, foodie, or simply a curious history buff, there's something at this festival for you."

To be launched at 1pm at the Harvey Internment Camp Memorial Shrine on September 5, the festival spans three days in several locations.



The Harvey Region Heritage Festival opens on September 5.



HERITAGE FESTIVAL
HARVEY REGION CELEBRATES HISTORY

NEWS

NORTH WEST Telegraph

South West | Harvey-Waroona Reporter | South Western Times

Shire of Harvey opens heritage projects for inaugural festival

Rose Patane | Harvey-Waroona Reporter
Mon, 8 September 2025 11:10AM



Shire of Harvey President Michelle Campbell, Heritage Council of WA Chair Darren Foster, Ben Small MP and Consul of Italy in Perth Sergio Federico Nicolaci opening the Harvey Heritage Festival 2025. Credit: Rose Patane/Bunbury Herald

Grey skies and heavy rain did little to stop Harvey celebrating its inaugural three day festival celebrating food, history and culture.

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