

HARVEY REGION COMMUNICATIONS REPORT

Q4 2024/2025

CONTENTS

3 MONTHLY BREAKDOWN

4 WEBSITE

8 SOCIAL MEDIA

10 EMAIL MARKETING

11 CAMPAIGNS

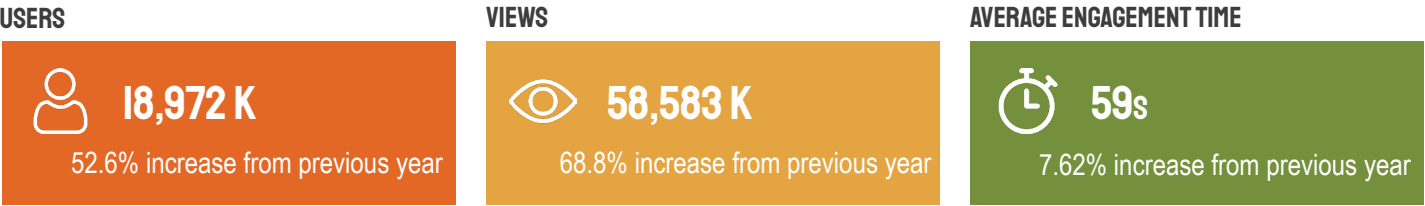
13 GOOGLE MAPS

MONTHLY BREAKDOWN

	APRIL	MAY	JUNE	TOTAL
FACEBOOK PAGE FOLLOWERS	18	14	96	128
FACEBOOK PAGE REACH	7,103	3,365	14,001	24,469
INSTAGRAM PAGE FOLLOWERS	35	65	83	183
INSTAGRAM PAGE REACH	2,210	1,972	4,551	8,733
WEBSITE VIEWS	18,879	26,260	13,440	58,579

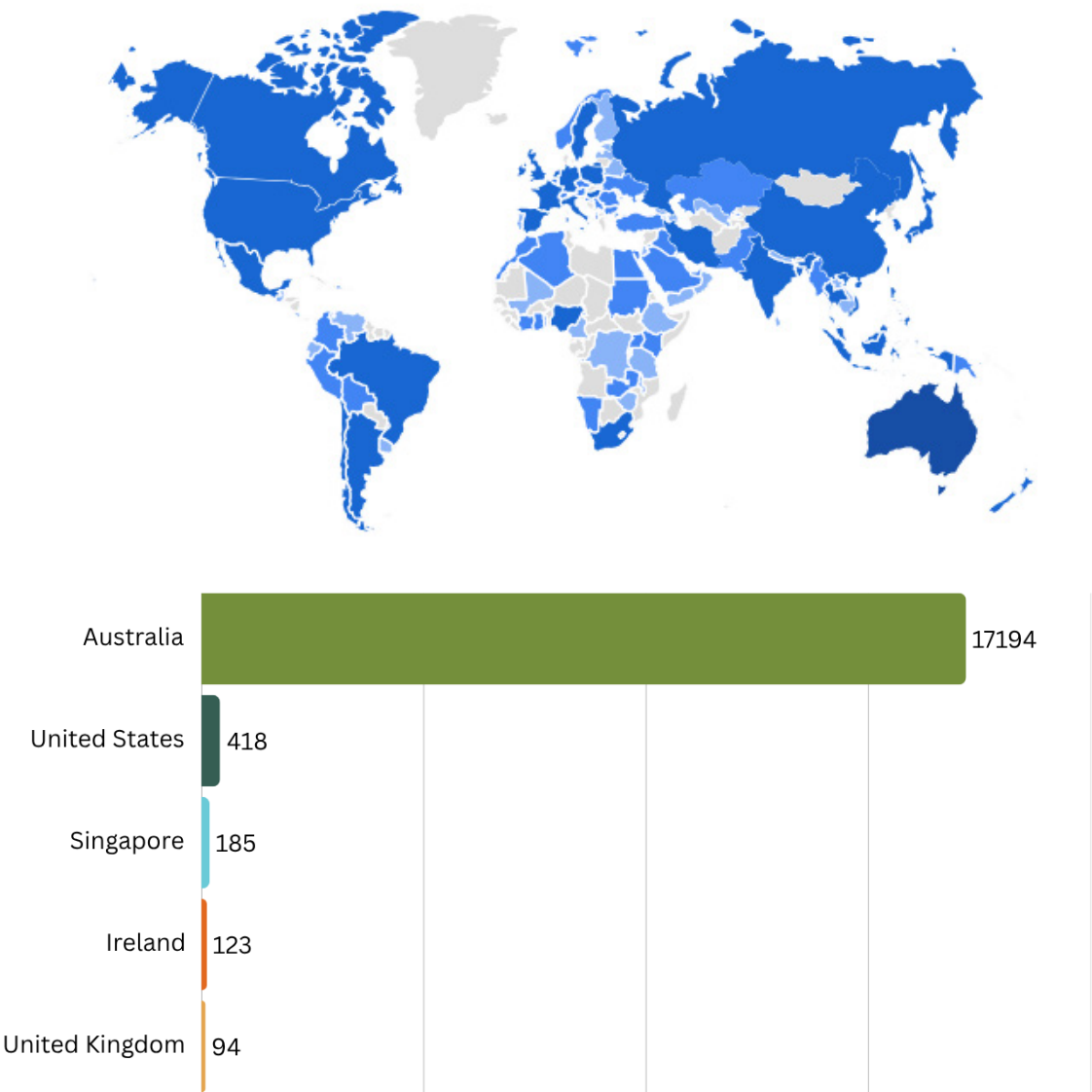


WEBSITE



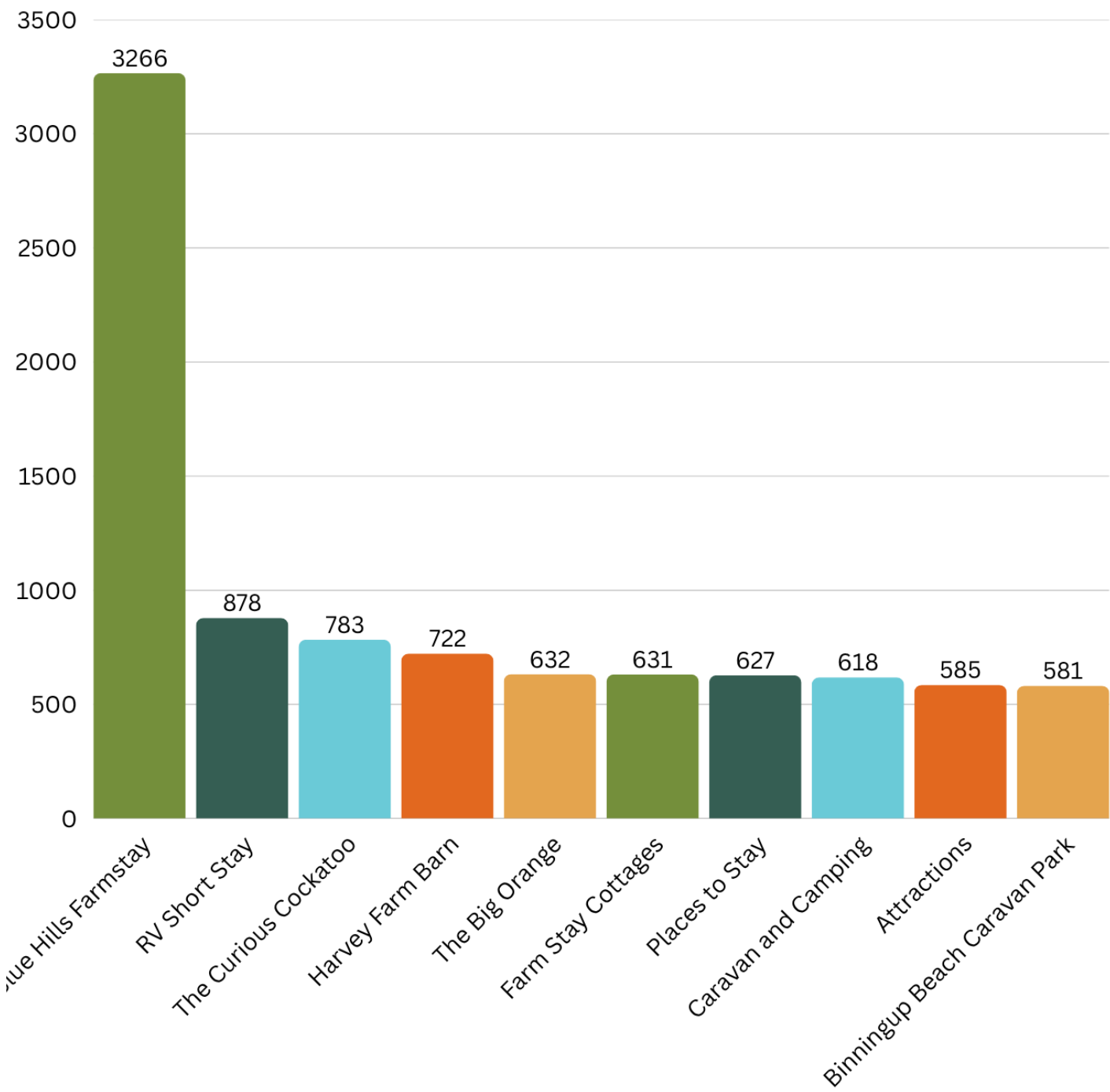
WHERE ARE OUR USERS FROM?

We received views from across the globe, with users from over 100 countries coming to our website.



WEBSITE

TOP 10 MOST VIEWED PAGES



WEBSITE - BLOG POSTS

VISIT WEBSITE



GENERAL

24 Jun 2025

A taste of winter in the Harvey Region

As the temperature drops, our local cafes, restaurants, wineries and distilleries step up with winter menus that comfort the soul...



PLANNING YOUR STAY SEE & DO

16 Apr 2025

School Holidays in the Harvey Region

If you're craving a weekend getaway filled with rolling vineyards, a stunning coastline, and a touch of country charm, the...

CORPORATE WEBSITE



GENERAL

19 Jun 2025

Calling All Harvey Region Small Businesses: Register Now for #WEARESOCIAL25!



ARTS, CULTURE & HERITAGE GENERAL

17 Jun 2025

Step Back in Time: Stage Two of the Australind and Leschenault Heritage Trail Now Complete



GENERAL

5 Jun 2025

Harvey Region Team Attends 2025 WA Tourism Conference in Fremantle

CORPORATE WEBSITE (CONT.)



GENERAL

2 Jun 2025

Autumn Visit Campaign – Tourist_thebus



EAT & DRINK EVENTS

26 May 2025

Harvey Region Returns to the Good Food & Wine Show in Perth 2025



EVENTS GENERAL

8 Apr 2025

Celebrating Culture and Connection at the Tourism Industry Sundowner



GENERAL

4 Apr 2025

New Free Image & Video Resource Just Landed



GENERAL

4 Apr 2025

Australind & Leschenault Heritage Trails Now Underway

INVEST WEBSITE - BLOG POSTS



GENERAL

30 Jun 2025

Melville Park Wins Big at Perth Royal Food Awards



GENERAL

23 Jun 2025

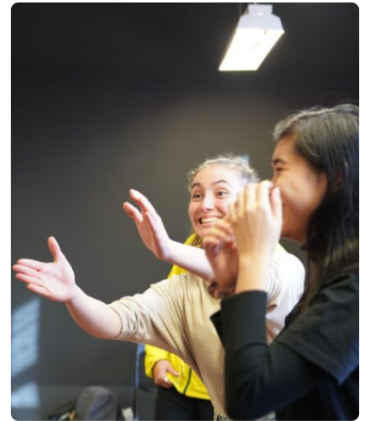
Harvey Region – Home to WA's Best Steak Sandwich



GENERAL

19 Jun 2025

Calling All Harvey Region Small Businesses: Register Now for #WEARESOCIAL25!



GENERAL

9 Jun 2025

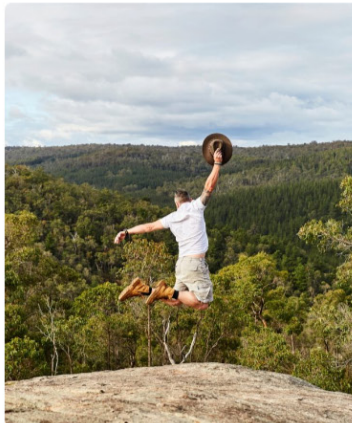
Calling All Stallholders – Embrace Employment Events in Bunbury and Harvey



GENERAL

5 Jun 2025

First Ever Harvey After Hours Networking Event Held



GENERAL

26 May 2025

Harvey Region in Australia's Top 5 For Internal Migration



GENERAL

19 May 2025

Climate Reporting – Is Your Business Ready?

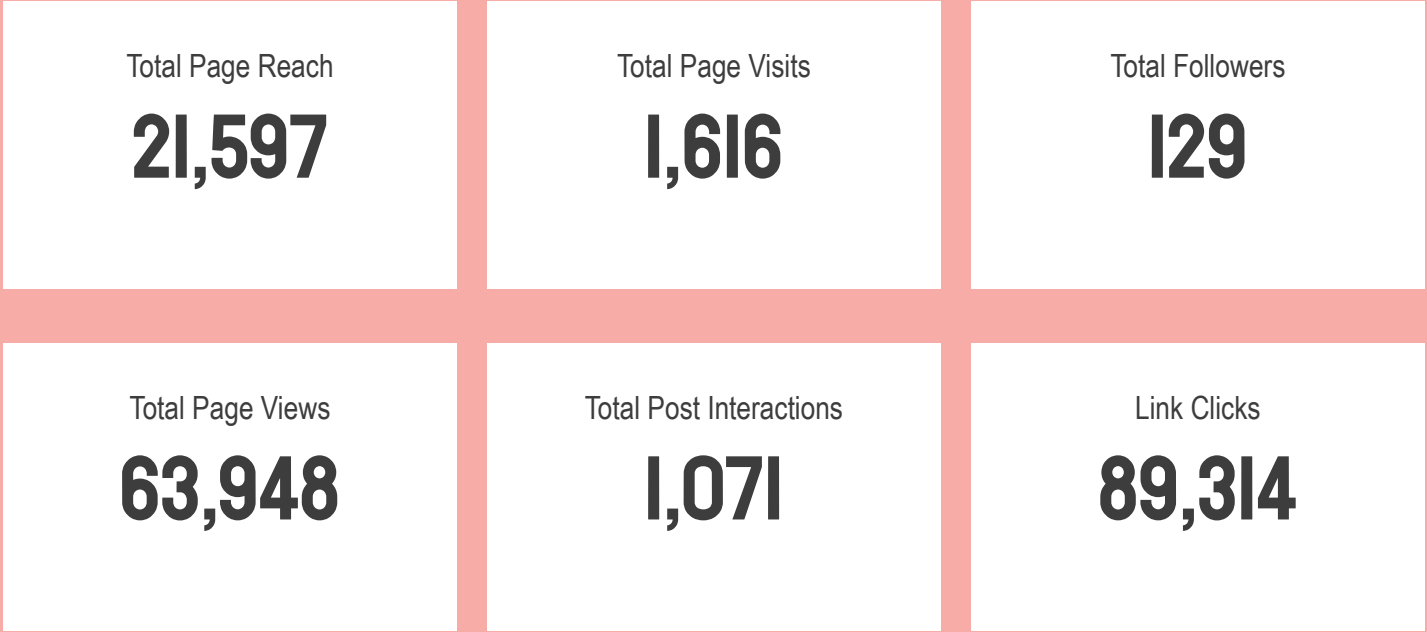


GENERAL

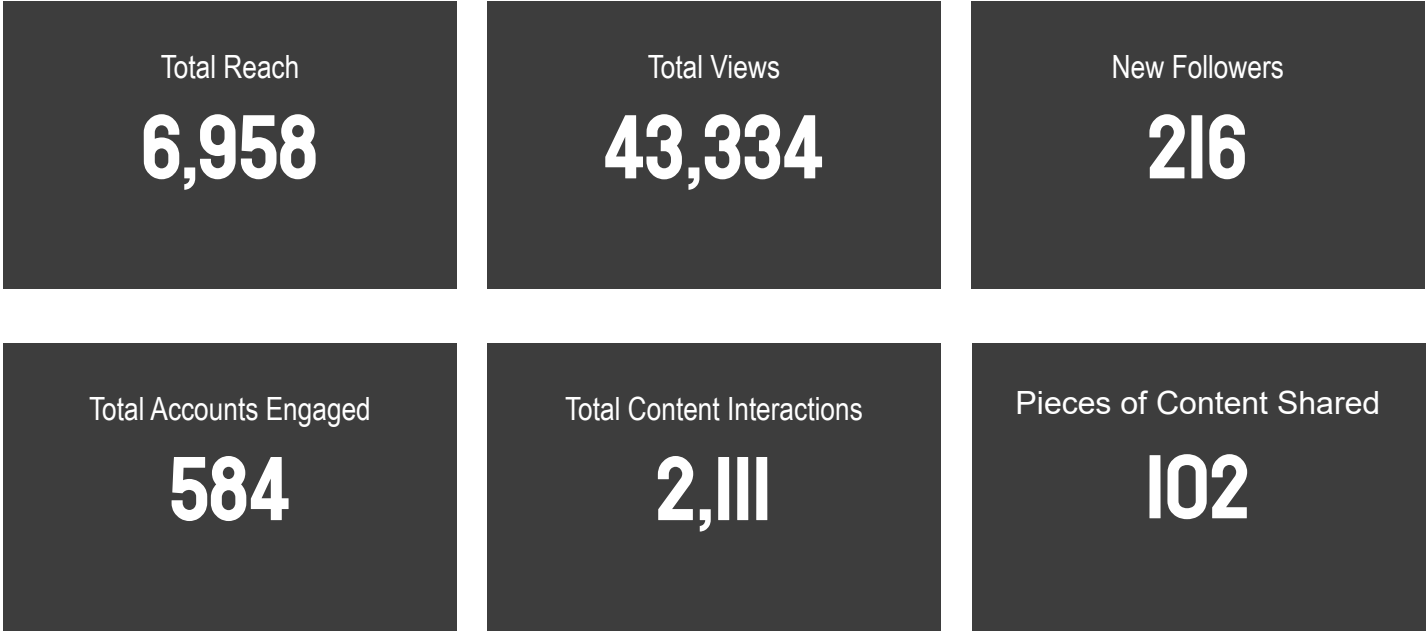
12 May 2025

New Business Networking Event Launches in Harvey

SOCIAL MEDIA - FACEBOOK



SOCIAL MEDIA - INSTAGRAM



TOP PERFORMERS (ORGANIC) - FACEBOOK

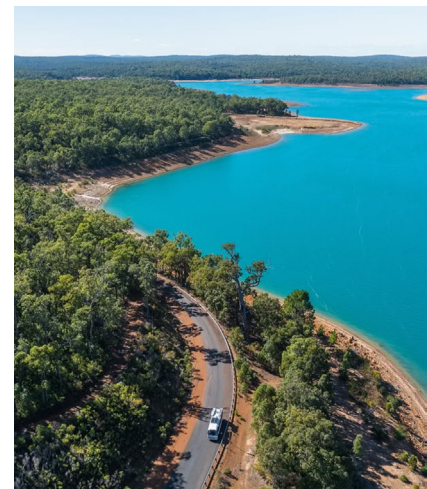
TOP POST



VIEWS 11,114
REACH 5,630
LIKES & REACTIONS 13
COMMENTS 4
SHARES 5

TOP PERFORMERS (ORGANIC) - INSTAGRAM

TOP STATIC POST



tourist_thebus and 3 others
South West Region, Western Australia

tourist_thebus 🌊 Frames from two weeks in the @visitharveyregion 📸 🌿 🍷

Just 90 minutes from both Perth and Margaret River, the Harvey Region is the perfect place to stretch your legs and explore. W rolling hills, picturesque hinterland, lakeside camping, and an endless coastline, it's a region that has something for everyone

These shots were taken at:
1-2. Lake Brockman
3. The Big Orange
4. Wildflower Ridge Walk
5. Lake Preston
6-7. @bluehillsfarmstay

Have you been to the Harvey Region? Let us know your favour spots!

📌 Save this post for when you're planning a trip to @australias_southwest and @westernaustralia

#HarveyRegion #BunGeo #AustraliasSouthWest #WATheDreamState #SeeAustralia

VIEWS 13,553
LIKES & REACTIONS 372
COMMENTS 38
SHARES 11

TOP REEL POST



tourist_thebus 🌊 📌 SAVE this post for when you plan your visit to @visitharveyregion and @australias_southwest

Lake Brockman Loop
📏 11.1 km loop | 216m elevation
🌳 A mix of shaded and open areas — we recommend walking in the morning or later in the afternoon.
👣 Either direction works! We walked clockwise from Lake Brockman Tourist Park.

Wildflower Ridge Walk
📏 1.4 km loop | 69m elevation
🌳 Mostly shaded, so anytime of day is great.
👣 We walked this twice and preferred the anticlockwise route — starting in the bush and ending with views was a lovely way to finish.

Harvey Dam Loop (Dick Lofthouse Rotary Walk)
📏 1.6 km loop | 60m elevation
🌳 Half shaded. Great anytime, but sunset from the top of the dam is a highlight — late afternoon is best.
👣 We recommend walking clockwise from the lower car park near Gibbs Pool Playground.

Australind Jetty (formerly Laporte Jetty)
📏 2.2 km return
🌳 Fully exposed — we suggest going later in the afternoon for sunset.
👣 Look out for birds and marine life — we had a dolphin swim right under us as we crossed the bridge!

Have you done any of these walks? Let us know your favourite below!

VIEWS 6,982
LIKES & REACTIONS 191
COMMENTS 30
SHARES 33

NEWSLETTER

TOURISM INDUSTRY NEWSLETTER



SENT THURSDAY MAY 29 2025

SENT	212
OPENED	102



SENT WEDNESDAY JUNE 25 2025

SENT	213
OPENED	66

CONSUMER NEWSLETTER



SENT THURSDAY APRIL 17 2025

SENT	4825
OPENED	643

CAMPAIGNS

TOURIST THE BUS

MAY 2025

We worked with digital nomads, Adam and Clara who make up travel account, **@Tourist_TheBus** to create some fresh and engaging content of the Harvey Region.

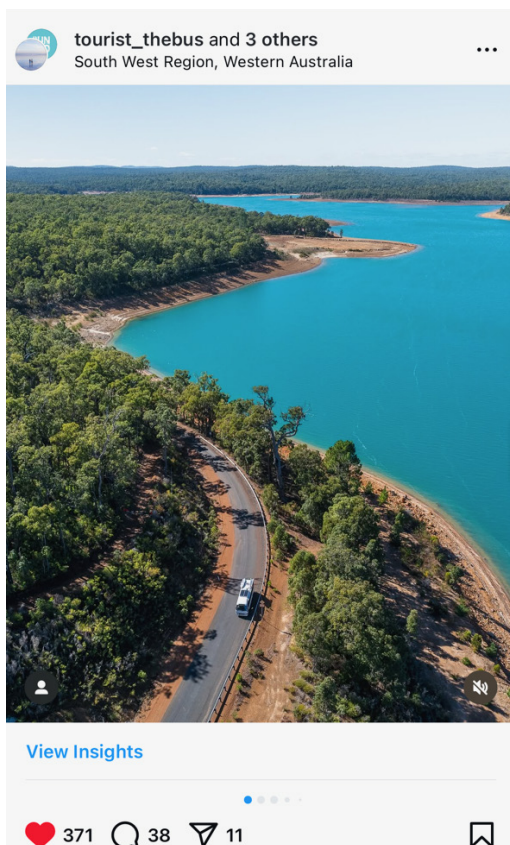
They came and visited the region for two weeks exploring cosy accommodation options, landmarks and favourite local spots to capture the essence of our pocket of the South West.

Not only did we update our content library, we also collaborated on several Instagram posts with them along with **@VisitBunburyGeographe** and **@Australias_SouthWest** which branched our content out to a potential 153,533 consumers.

THE RESULTS

Across the campaign, we collaborated on five posts. In total, this saw our content receive:

- 50,053 views
- 28,180 accounts reached
- 1,563 interactions



NOTABLE COMMENTS

"Stunning views! The Harvey Region seems like the perfect place for a getaway."
"Easily one of the most picturesque regions we've visited."



NOTABLE COMMENTS

"We've not heard of this place before and now we'd love to visit!"
"What a great location to stay with a little luxury thrown in!"



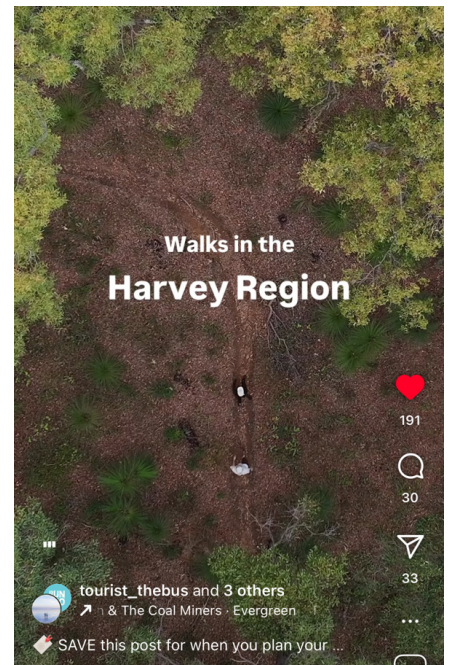
NOTABLE COMMENTS

"Such a stunning and underrated part of the South West!"



NOTABLE COMMENTS

"Oh this is the dream!"



NOTABLE COMMENTS

"I did not know there were so many great walks in this area. Saving this for next time I'm there!"

When asked about their time in the Region, Adam and Clara said:

"We had such an incredible time shooting the Harvey Region! Thank you again for the opportunity. We'll definitely be back to explore more in the future."



GOOGLE MAPS

Registering Harvey Region landmarks, parks and key attractions on Google Maps offers valuable marketing benefits by increasing visibility in local search results, enhancing discoverability across Google's travel tools, and allowing user-generated content like reviews and photos.

See below some big numbers we hit through Google Maps during this quarter:

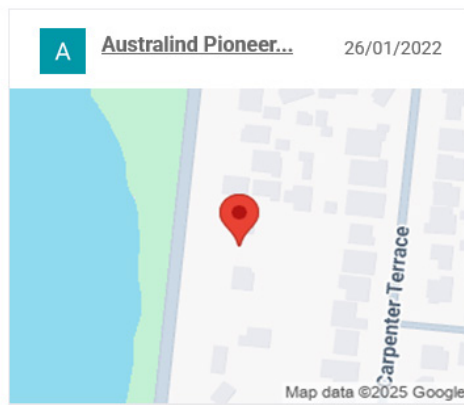
AUSTRALIND PIONEER MEMORIAL PARK



The place that you've added has

250,000

👁 total views



[See your added place >](#)

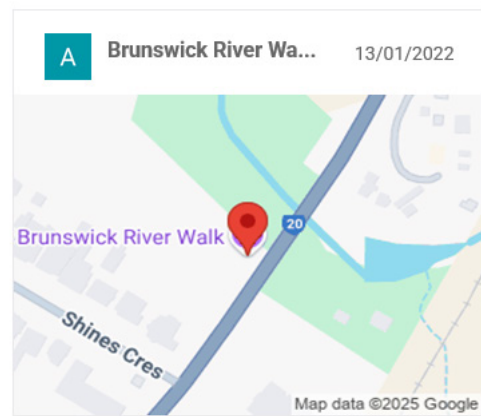
BRUNSWICK RIVER WALK



The place that you've added has

300,000

👁 total views



[See your added place >](#)

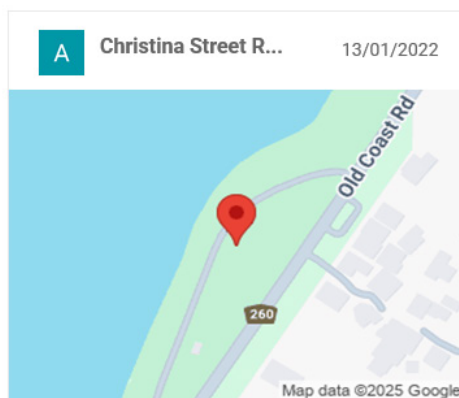
CHRISTINA STREET RESERVE



The place that you've added has

350,000

👁 total views



[See your added place >](#)