

HARVEY REGION COMMUNICATIONS REPORT

Q1 2025/2026

OCTOBER 2025

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MONTHLY BREAKDOWN

	JULY	AUGUST	SEPTEMBER	TOTAL
FACEBOOK PAGE FOLLOWERS	49	87	23	159
FACEBOOK PAGE REACH	17,324	61,858	28,953	108,135
INSTAGRAM PAGE FOLLOWERS	32	52	24	108
INSTAGRAM PAGE REACH	6,758	2,392	2,030	11,180
WEBSITE VIEWS	16,547	23,742	23,202	63,491



WEBSITE

USERS



24,286

▲ 43.2%*

VIEWS



63,491

▲ 3.58%*

AVERAGE ENGAGEMENT TIME

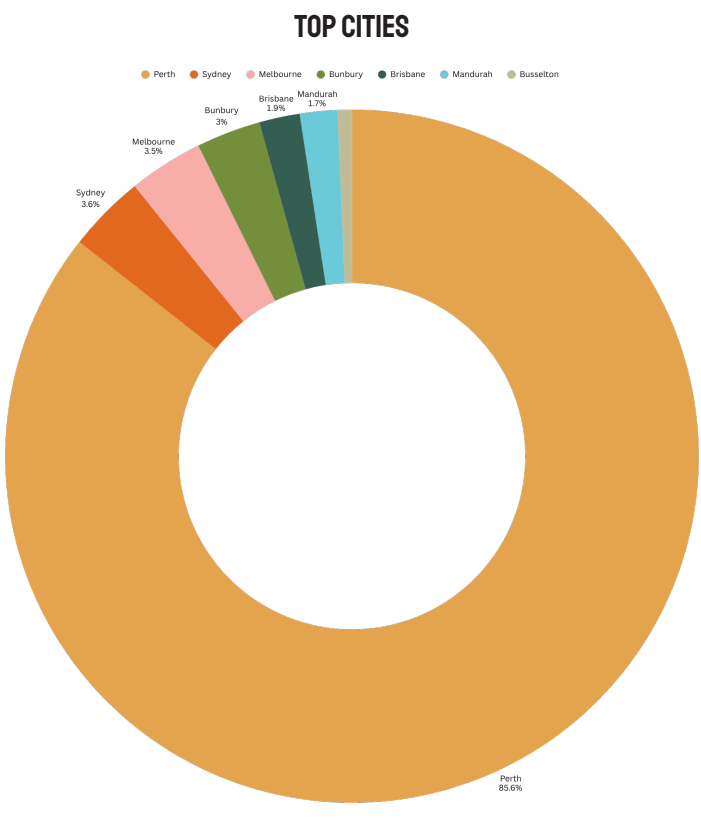
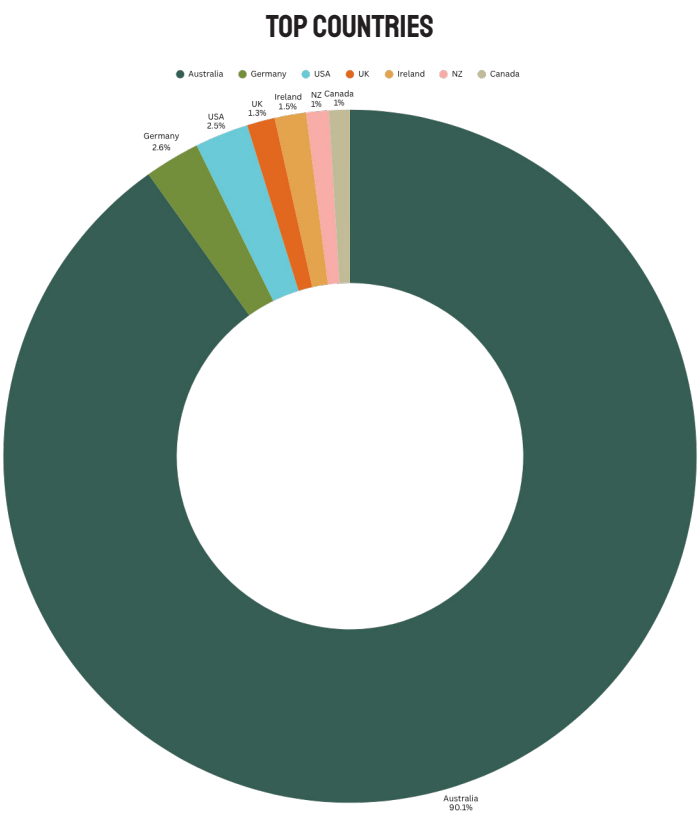
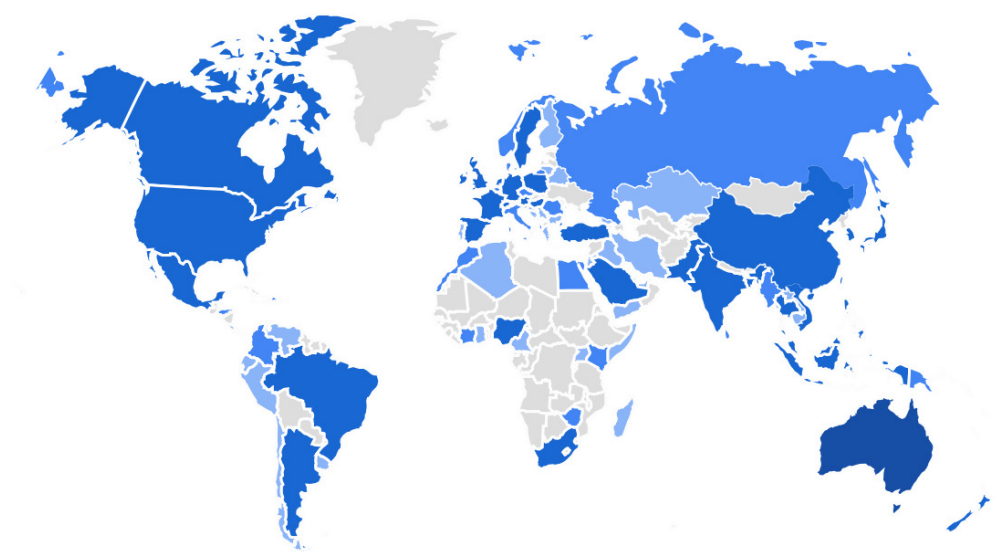


1m 1s

*Compared to previous years

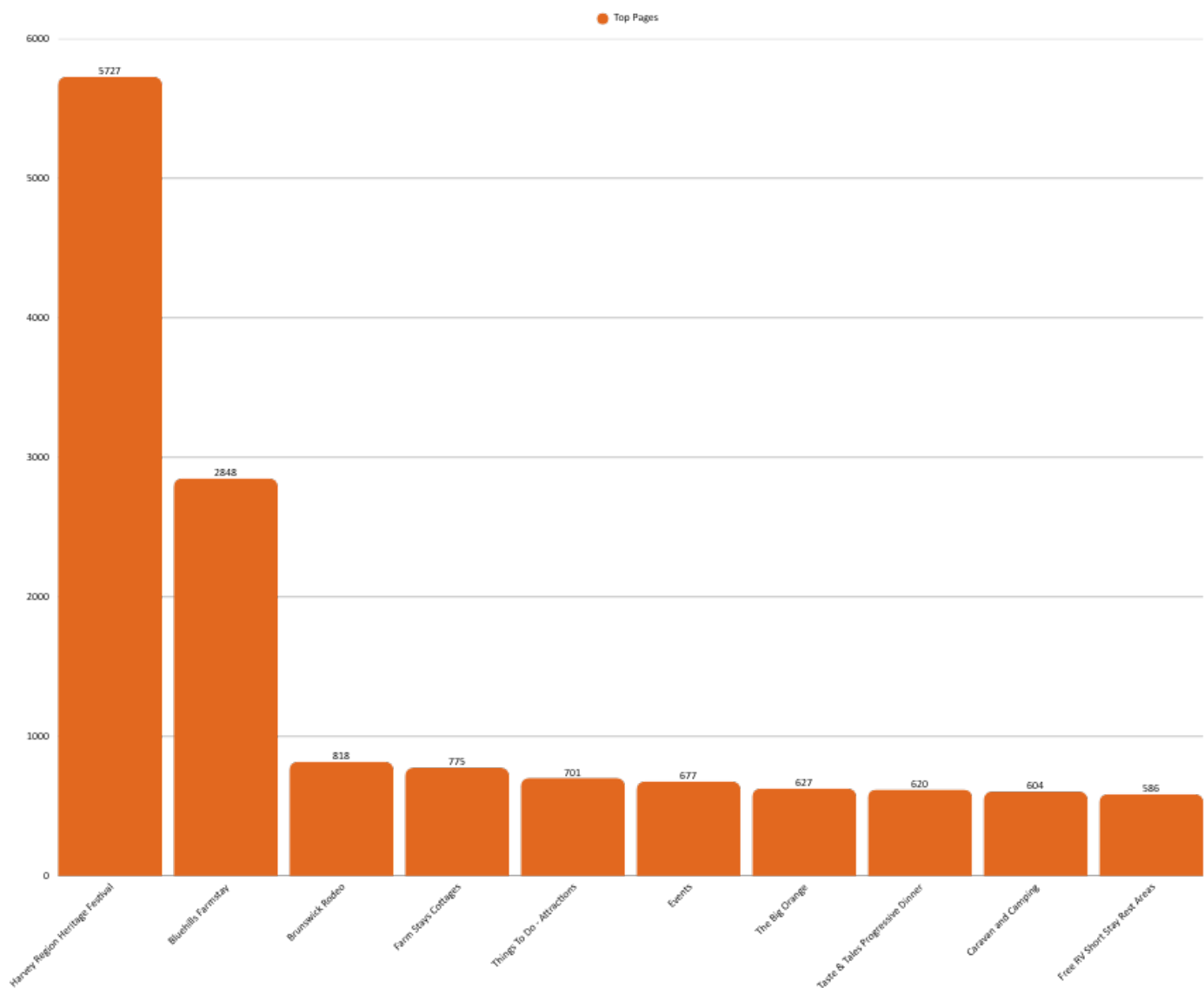
WHERE ARE OUR USERS FROM?

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



WEBSITE

TOP 10 MOST VIEWED PAGES



THINGS TO NOTE:

Our website views are trending upwards despite a worldwide trend of reduced website views due to the use of AI platforms such as Google Overlay and ChatGPT.

We are currently investigating how to obtain data on this to report as well.

WEBSITE - BLOG POSTS

CORPORATE WEBSITE - BLOGS



GENERAL

7 Sep 2025

The Harvey Region Shines On Two Episodes of ABC Back Roads

[Read more →](#)

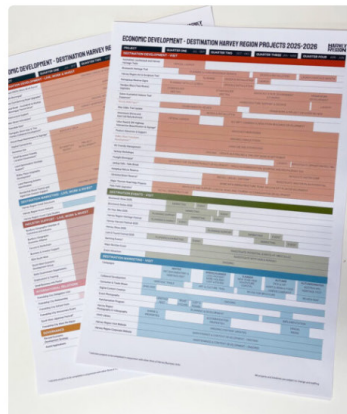


GENERAL

2 Sep 2025

Brunswick Spotligthted in Documentary

[Read more →](#)



GENERAL

28 Aug 2025

Destination Harvey Region Releases Annual Gantt Chart

[Read more →](#)



GENERAL

19 Aug 2025

Harvey Becomes an F1 Dream

[Read more →](#)



GENERAL

13 Aug 2025

Reel Success at WeAreSocial25

[Read more →](#)



GENERAL

4 Aug 2025

Winter Warming Talkin' Tourism Tourism Sundowner @ Sathya Olive Company

[Read more →](#)



EAT & DRINK EVENTS

29 Jul 2025

Harvey Region Launches Inaugural Heritage Festival 2025

[Read more →](#)



GENERAL

25 Jul 2025

New Stirling Cottage Gardens Interpretive Signage

[Read more →](#)



EAT & DRINK EVENTS

22 Jul 2025

Harvey Region Shines at the Perth Good Food & Wine Show 2025

[Read more →](#)



EAT & DRINK GENERAL

21 Jul 2025

Camille's gets a facelift

[Read more →](#)



ARTS, CULTURE & HERITAGE EAT & DRINK EVENTS GENERAL

3 Jul 2025

Harvey Region Joins the Lost & Found Festival Line-Up in 2025

[Read more →](#)

INVEST WEBSITE - BLOG



GENERAL

15 Sep 2025

Future Leaders Program – South West Cohort

[Read more →](#)



GENERAL

18 Aug 2025

Vineyard 28 Shines at Business Excellence Awards

[Read more →](#)



GENERAL

4 Aug 2025

Small Business Growth Grants – Now Open

[Read more →](#)



GENERAL

28 Jul 2025

Vineyard 28 Named Finalist in 2025 Bunbury Geographe Business Excellence Awards

[Read more →](#)



GENERAL

21 Jul 2025

Havcon Engineering Recognised

[Read more →](#)



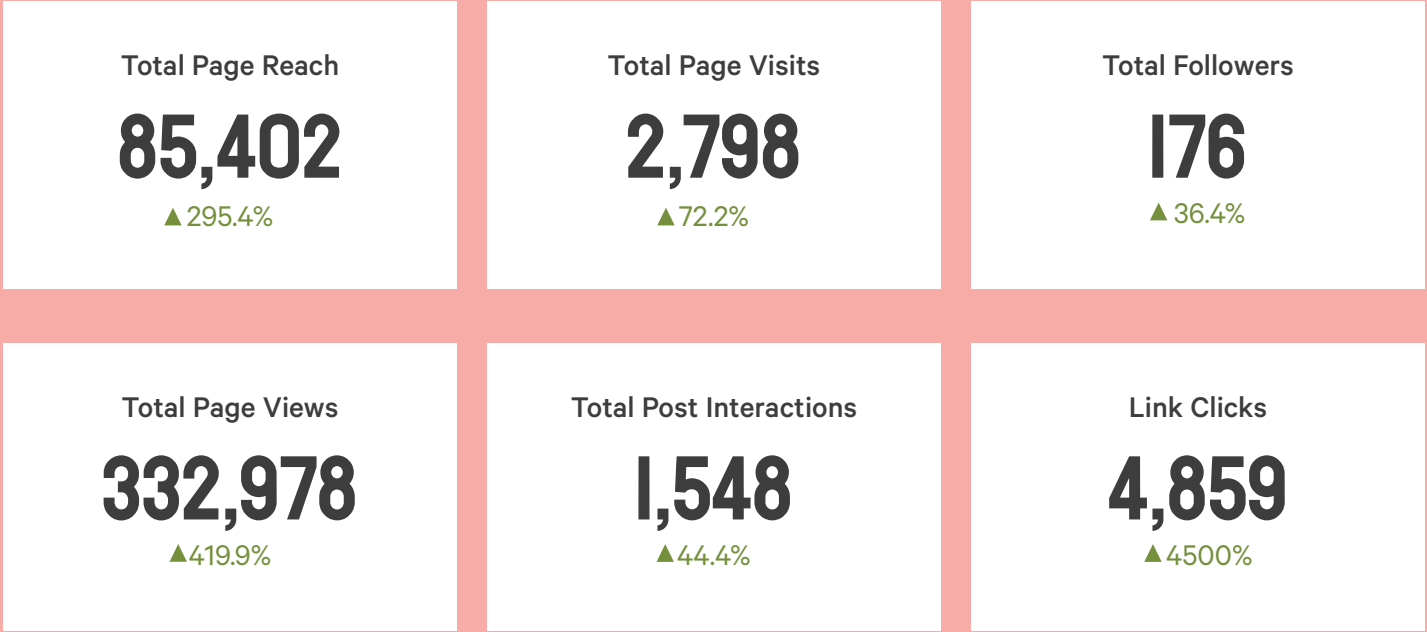
GENERAL

14 Jul 2025

Old Coast Brewery Wins Award

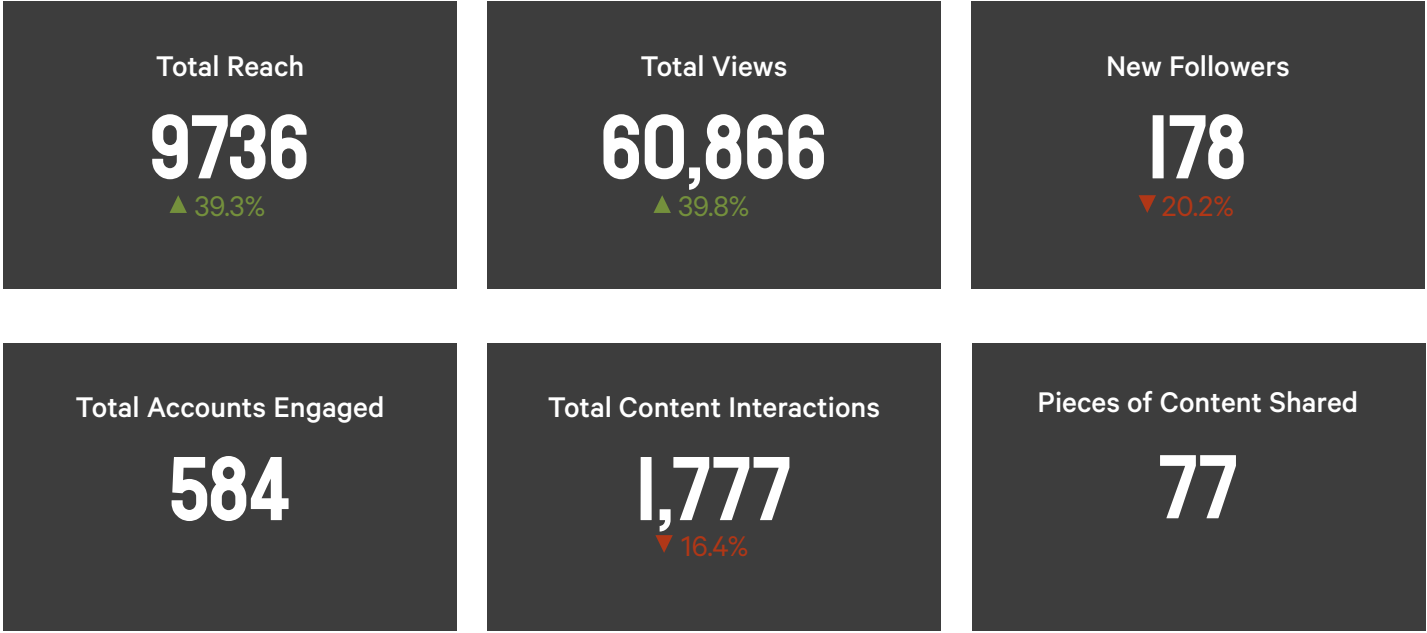
[Read more →](#)

SOCIAL MEDIA - FACEBOOK



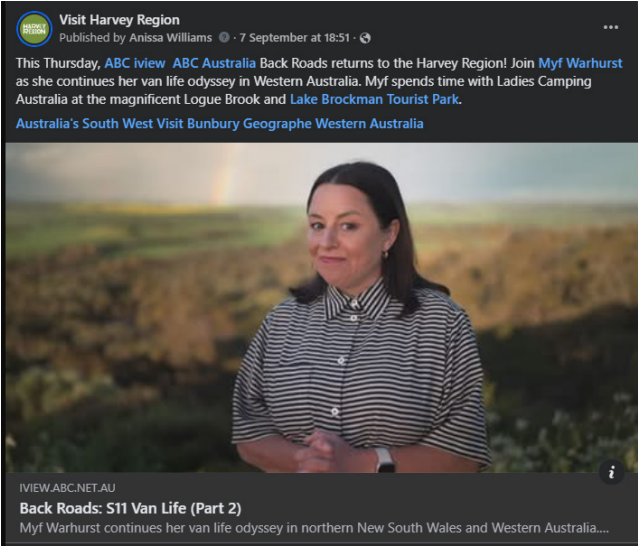
*Figures compared to previous quarter

SOCIAL MEDIA - INSTAGRAM



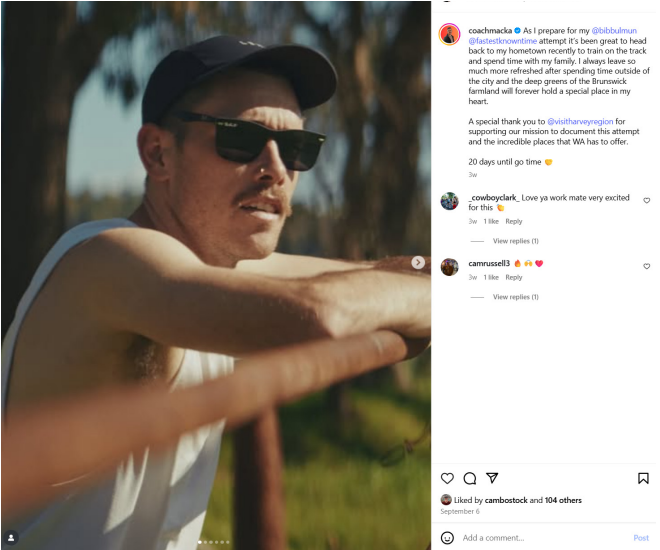
TOP PERFORMERS SOCIAL MEDIA

TOP ORGANIC POST - FACEBOOK



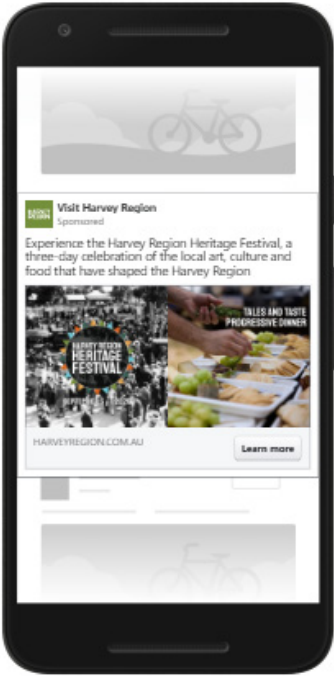
IEWS 7,634
REACH 4,082
INTERACTIONS 30

TOP ORGANIC POST - INSTAGRAM



IEWS 5,799
INTERACTIONS 116

TOP PAID POST



IEWS 207,415
REACH 64,462
LINK CLICKS 4,438
POST ENGAGEMENTS 34,996
COST PER LINK CLICK \$0.20

NEWSLETTER

TOURISM INDUSTRY NEWSLETTER

SENT TUESDAY JULY 8 2025

HARVEY REGION

Be Part of the Inaugural Harvey Region Heritage Festival



We're excited to announce the launch of the inaugural Harvey Region Heritage Festival, taking place from **5-7 September 2025**, and we're inviting local businesses like you to get involved!

This brand-new event will celebrate the rich and diverse history of our region and mark the official launch of the Harvey, Australind and Leschenault Heritage Trails, alongside the completion of the Harvey Internment Camp Shrine refurbishment.

We're calling on local businesses, community groups, and tourism operators to host a "heritage-inspired" event or experience as part of the weekend festivities. This could be anything from:

- Guided heritage walks or tours
- Themed menus using historic or cultural recipes
- Vintage markets or displays
- Storytelling or live music
- Creative workshops or art exhibitions
- Fun activities that activate heritage buildings or sites

RECIPIENTS 211 OPEN RATE 27.6%
TOTAL OPENS 204 CLICK RATE 5.2%

SENT MONDAY JULY 14 2025

HARVEY REGION

DID YOU KNOW?



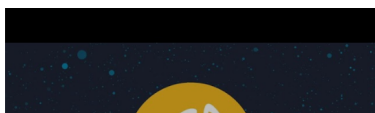
Tourism and hospitality operators are eligible for a FREE listing on WesternAustralia.com.

Destination Harvey Region is currently working to increase our presence on Tourism WA's leading website and are in the process of adding destination content to the sight, but we need your help!

Tourism operators, including attractions, tours, galleries, restaurants, wineries, breweries, accommodation providers etc, are eligible for a free listing on the site.

It's free to make a listing, only takes 10-15 minutes to complete and helps to put your business on the map!

WHY YOU SHOULD CREATE A PROFILE



RECIPIENTS 211 OPEN RATE 29.5%
TOTAL OPENS 162 CLICK RATE 8.1%

SENT FRIDAY JULY 25 2025

YOU'RE INVITED

TALKIN' TOURISM INDUSTRY SUNDOWNER

You're Invited!!

This is a friendly reminder of the upcoming Talkin' Tourism Industry Sundowner next Thursday, 31 July at The Sathya Olive Company.

If you haven't already, please RSVP to ensure we cater for the right amount of people. More details will be sent out next week regarding parking instructions.

Enjoy an evening of delicious food, refreshing drinks, and excellent company, plus an engaging tour of [The Sathya Olive Company](https://TheSathyaOliveCompany.com) followed by some updates from the Harvey Region team.

This is a unique opportunity to learn about [The Sathya Olive Company](https://TheSathyaOliveCompany.com) and connect with fellow industry professionals.

When: Thursday, 31 July 2025 | 5.30pm to 7pm
Where: The Sathya Olive Company | 7553 Forrest Highway, Parkfield, WA 6233.

RSVP by 17 July 2025 via email to rochelled@harvey.wa.gov.au

We look forward to seeing you there!



RECIPIENTS 209 OPEN RATE 43.3%
TOTAL OPENS 200 CLICK RATE 2.9%

SENT TUESDAY JULY 29 2025

YOU'RE INVITED

TALKIN' TOURISM INDUSTRY SUNDOWNER

Parking Instructions!

The Destination Harvey Region are looking forward to welcoming you to [The Sathya Olive Company](https://TheSathyaOliveCompany.com) this Thursday, 31 July.

Please click the button below for parking Instructions for the evening. If you have any questions, please contact Rochella.Dodds

When: Thursday, 31 July 2025 | 5.30pm to 7pm
Where: The Sathya Olive Company | 7553 Forrest Highway, Parkfield, WA 6233.

RSVP via email to rochelled@harvey.wa.gov.au

We look forward to seeing you there!

[View Parking Instructions Here](#)



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You are receiving this email because you are subscribed to our eNewsletter.
Want to change how you receive these emails?

RECIPIENTS 207 OPEN RATE 26.6%
TOTAL OPENS 114 CLICK RATE 7.2%

SENT TUESDAY SEPTEMBER 2 2025

HARVEY REGION

INDUSTRY NEWSLETTER

WHAT'S NEW



HARVEY REGION HERITAGE FESTIVAL

We're getting ready to celebrate our first Harvey Region Heritage Festival from 5-7 September, showcasing the history, heritage, culture, food and fun of our region.

Alongside the events across the weekend is the official launch of the Harvey, Australind, and Leschenault Heritage Trails, as well as the Harvey Internment Camp Memorial Shrine and Detention Cells exhibition spaces.

Whether it's a progressive dinner, family fun day, or exploring one of the open house events, there is something for everyone at the *Harvey-Danmin Maritime Festival*

RECIPIENTS 207 OPEN RATE 36.7%
TOTAL OPENS 1066 CLICK RATE 9.7%

SENT THURSDAY SEPTEMBER 18 2025

HARVEY REGION



FUTURE LEADERS PROGRAM: SOUTH WEST

Fast-track your rising stars into confident Managers

Do you have a team member who shows strong leadership potential?

The Future Leaders Program is designed to give rising talent the essential management skills to thrive in WA's tourism and hospitality sector. By strengthening the leadership pipeline, the program supports the long-term growth of WA's visitor economy.

This program is supported by Tourism Western Australia and delivered by ECU's Business Executive Education department.

What do participants gain?

The Future Leaders Program features the Leadership Masterclass, a four-day intensive learning experience designed to strengthen essential management capabilities.

Across the four days, participants will take part in targeted sessions covering:

- Decision-making and problem-solving
- Communication strategies that drive impact
- Stakeholder engagement and change management
- Setting and measuring KPIs

RECIPIENTS 205 OPEN RATE 21.0%
TOTAL OPENS 101 CLICK RATE 2.0%

CAMPAIGNS

HARVEY REGION HERITAGE FESTIVAL

The Destination Harvey Region team successfully hosted their first Harvey Region Heritage Festival, a three-day event celebrating the region's history, heritage and culture.

We ran a social media campaign targeting those in the Perth, Peel, Bunbury and Busselton areas. The social media campaign included paid and organic content across Facebook and Instagram.



SOCIAL MEDIA CAMPAIGN

Total Impressions

42,628

Total Reach

25,586

Total Link Clicks

705

ORGANIC SOCIAL COVERAGE



CAMPAIGNS

HARVEY REGION HERITAGE FESTIVAL

MEDIA COVERAGE



THINGS TO NOTE:

A full Harvey Region Heritage Festival report will be provided soon.

CAMPAIGNS

OVERTAKEN DOCUMENTARY

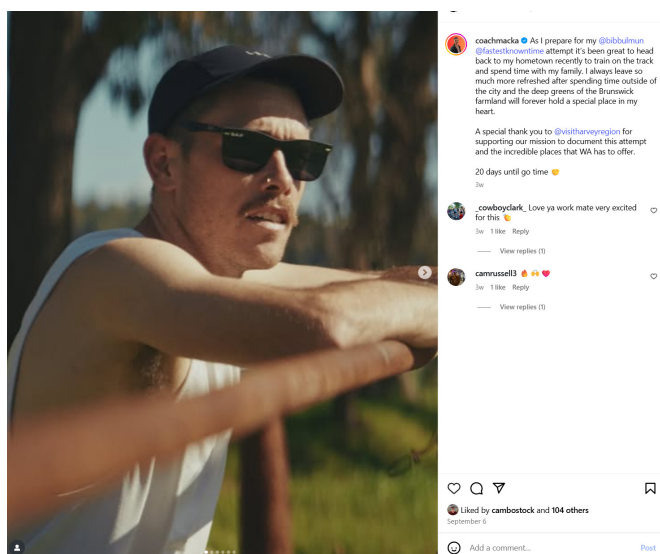
Brunswick-born and raised, Mackenzie (Macka) Burgoyne, is setting his sites on completing the fastest known time completing the Bibbulmun Track.

Perth production company, Sandbox will be documenting this great attempt in a short film, called *Overtaken*.

Late August, in the lead up to his attempt, Macka, along with the *Overtaken* film crew headed to Brunswick to capture the places that shaped Macka's life.

The Destination Harvey Region team hosted a barbecue at Melville Park for the crew and Macka's family which will be featured in the documentary.

The documentary is scheduled for release in April 2026.



COVERAGE

RAC HORIZONS MAGAZINE

Two Harvey Region businesses were featured in the Winter 2025 edition of RAC's Horizons magazine as some of the top pit stops on a road trip down south.



Explore

Ten best

ROAD TRIP PIT STOPS HEADING SOUTH OF PERTH

Midway Farm Stall
Pinjarra

This family-run store on a working lamb and beef farm sells grass-fed, vacuum-packed meats along with a selection of local eggs, honey, relishes, and dog treats for your travelling companion. The kids can pat the animals in the small playground out the back. If it's super cold, warm up by the roaring outdoor fireplace.

Katanning All Ages Playground

Widely praised for its unique play equipment—think 10m-high spiral slides, huge battle ropes, 2.5m rock climbing wall, and a spinning satellite dish—this park is as much fun for adults as it is for children. Given its broad appeal, it's well worth scheduling in the 30-minute detour off the Perth to Albany route. Kids can also bring their skateboards and give them a run in the nearby skatepark.

Williams Woolshed

No Denmark or Albany road trip is complete without a pit stop at

Williams Woolshed. Browse the pure wool garments in the shop and grab a hearty breakfast or lunch from the kitchen. It's dog-friendly and there's a playground and sandpit in the back where restless children can run about. A drive-through coffee window is also open from 6:30am.

Donnybrook Apple Fun Park

With 125 different play activities, it's statistically impossible for your children not to wear themselves out here. Apple-themed playthings join the likes of 15 swings, a flying fox, and a water play zone. It's a fun nod to the town being 'the home of the Granny Smith apple' and the long-standing fruit-farming industry.

Stirling Cottage Gardens

Harvey

A gentle walk through a peaceful garden is an ideal way to stretch out after a stint in the car. At Harvey's Stirling Cottage Gardens, you can do just that. Take to the pathways to see the fountain, mini orchard, and water monument.

The Kodja Place
Kojonup

Stop here on your drive from Perth to Albany and satisfy your hungry passengers at the Black Cockatoo Cafe, which serves burgers, wraps, homemade cakes, and coffee. Afterwards, tour the museum and view photos, art, and objects from local Noongar-Aboriginal and settler cultures. Outside there's a maze made of roses with upwards of 1400 plantings.

The Crooked Carrot
Myalup

A popular spot for anyone travelling along the Forrester Highway, the Crooked Carrot serves big slices of homemade cake and hearty burgers—often utilising produce

grown from their kitchen garden just outside. There's a huge playground that caters to kids of all ages. Four-legged family members are allowed but must remain on the lead. Parking is plentiful, including for caravans.

Mount Barker Country Bakery

If you're craving a pie-stop on your Perth to Albany or Denmark trip, it's well worth holding off until you reach Mount Barker. The award-winning Mount Barker Country Bakery is well known for its chunky, crusty, and saucy creations with 27 different flavours to choose from. Dogs are welcome to join you on lead, or head across the highway to the oval to give them a run.

Giant Ram/ Wetlands Park
Wagin

Bart, the 10m tall ram stands proud over the tiny Wheatbelt town of Wagin. If you take a 30-minute detour

off Albany Highway, you can see Bart, a symbol of the region's thriving merino industry, in all his glory. Bart isn't the only attraction in Wagin's Wetlands Park. There's also a ninja park with monkey bars, a ropes course, and a climbing wall. Smaller kids can run about in the enclosed playground.

Ravensthorpe PUBLIC Silo art trail

WA's Wheatbelt region is home to a large-scale outdoor gallery, the PUBLIC Silo art trail. The fifth grain silo artwork on the trail is conveniently right on the route from Perth to Esperance. Before you arrive at Ravensthorpe town centre, you'll see the silo to your right. For a post-silo pit stop, call into Bread and Butter Bar for a coffee and toastie, then head to the famed Yummylicious Candy Shack to reward well-behaved kids on the lengthy drive. ■



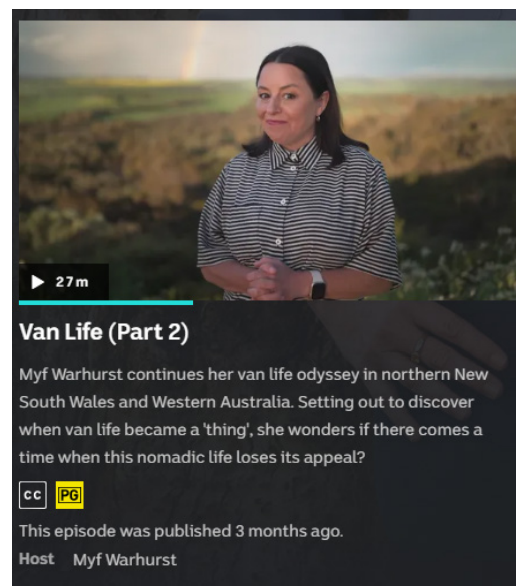
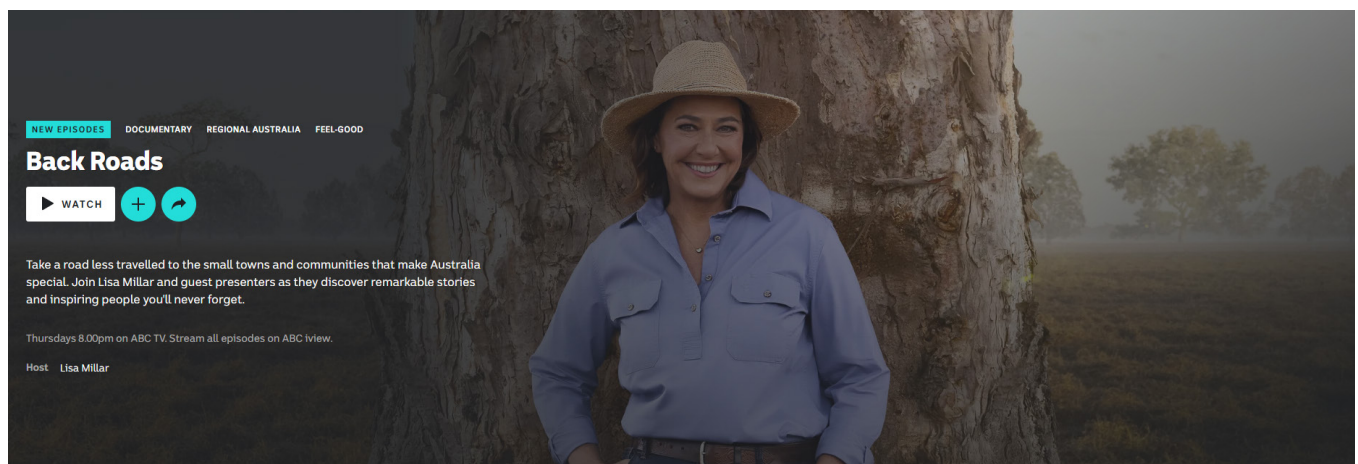
ABOVE: Some of the selection on offer at Midway Farm Stall in Pinjarra.

COVERAGE

BACK ROADS ABC

The Harvey Region was featured in not one, but two episodes of ABC's Back Roads. The first, following host Lisa Millar to Harvey during the beloved Harvey Harvest Festival, uncovering the different cultures that now call Harvey home.

The second episode explores Van Life and the 1000s of women enjoying doing it alone. Ladies Camping Australia take to the stunning Lake Brockman to discuss with host, Myf Warhurst the benefits of camping alone and the sisterhood formed through this group.



Myalup's Miami Bakehouse received a special mention in Delicious Magazine's top 50 best regional bakeries in Australia.

delicious.

LOG IN / SIGN UP

♡

RECIPES

TRAVEL

EAT OUT

DRINKS

FOOD NEWS

ENTERTAINING

PRODUCE AWARDS

SEARCH

🔍

We've found 50 of the best regional bakeries in Australia worthy of a road trip

Forget soggy servo sandwiches and post dirty-bird regret. Joining the dots between bakeries selling everything from artisan sourdough to flaky croissants is reason enough to head out on the highway. You see, pulling off the road isn't just about stretching your legs and refuelling; when it comes to travel snacks, road-trippers want quality over convenience. Here is our guide to the best bakeries in regional Australia to help you get on your way.

d.

BY DELICIOUS. TEAM

DELICIOUS. TEAM

Sep 02, 2025

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Miami Bakehouse, WA.

Credit: Supplied

Home is really where the hearth is. West Australians understand what all the fuss is about at the Falcon outpost of this WA bakehouse. There are a few offshoots in Perth and Mandura, as well as drive-through bakeries in Myalup, not far from the Forrest Highway. But the Falcon bakery is WA's most awarded bakery and, crumbs, it deserves the kudos for its chicken laksa pie, peri peri vegetable version and spicy little lamb rendang number. There are grab-and-go family pies in the offing and a rotating pie of the week. miamibakehouse.com.au

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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:

WEST COAST DRIVE
LOOKOUT

147,409
VIEWS

YALGORUP NATIONAL PARK
INFORMATION BAY

115,264
VIEWS

AUSTRALIND PIONEER
MEMORIAL PARK

258,294
VIEWS

THINGS TO NOTE:

DBCA's Communication Team have released figures of traffic movements for 2024-2025. The results showed 225,000 vehicles travelled through Lake Brockman Tourist Park and Logue Brook Dam. This is compared to the very popular Wellington Dam Mural and Kiosk site that saw 180,000 vehicles.

This illustrates the popularity of Logue Brook Dam and Lake Brockman Tourist Park, especially considering the considerable promotion the Wellington Dam Mural has received from Tourism WA and Australia's South, combined with State Government funding.

