

HARVEY REGION COMMUNICATIONS REPORT

Q2 2025/2026

CONTENTS

3 MONTHLY BREAKDOWN

4 WEBSITE

8 SOCIAL MEDIA

10 EMAIL MARKETING

11 CAMPAIGNS

14 MEDIA COVERAGE

17 GOOGLE MAPS

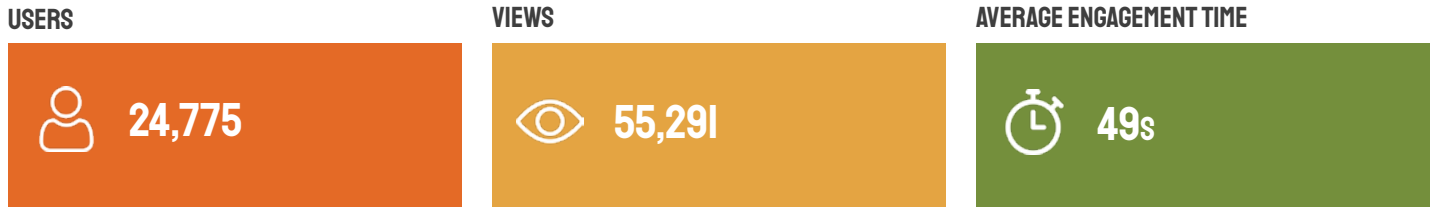
18 BROCHURE DISTRIBUTION

MONTHLY BREAKDOWN

	OCTOBER	NOVEMBER	DECEMBER	TOTAL
NEW FACEBOOK FOLLOWERS	20	13	18	51
FACEBOOK PAGE REACH	25,456	31,690	2,246	59,392
NEW INSTAGRAM FOLLOWERS	48	26	36	110
INSTAGRAM PAGE REACH	3,757	4,913	1,608	10,278
WEBSITE VIEWS	21,575	19,633	14,083	55,291



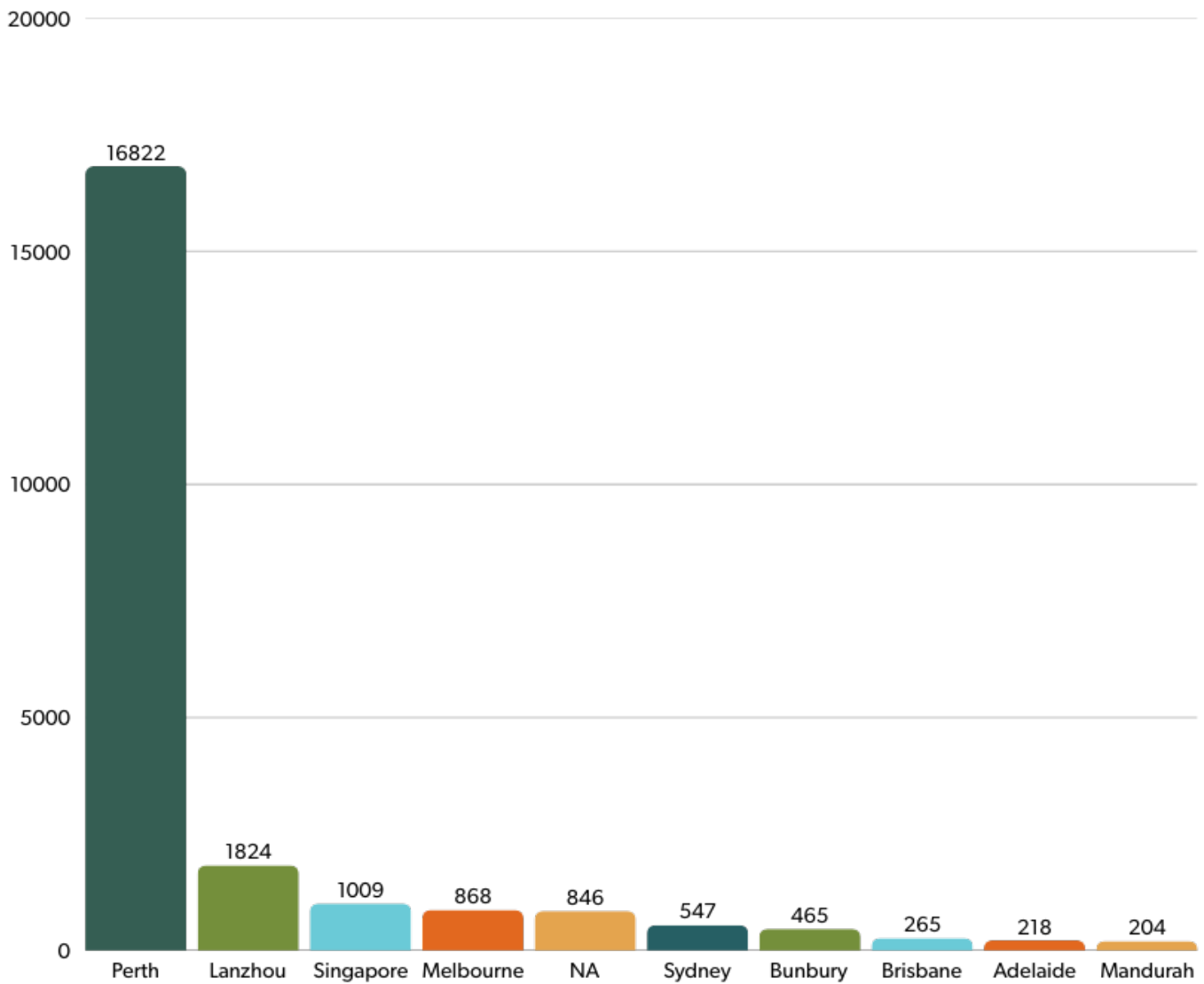
WEBSITE



WHERE ARE OUR USERS FROM?

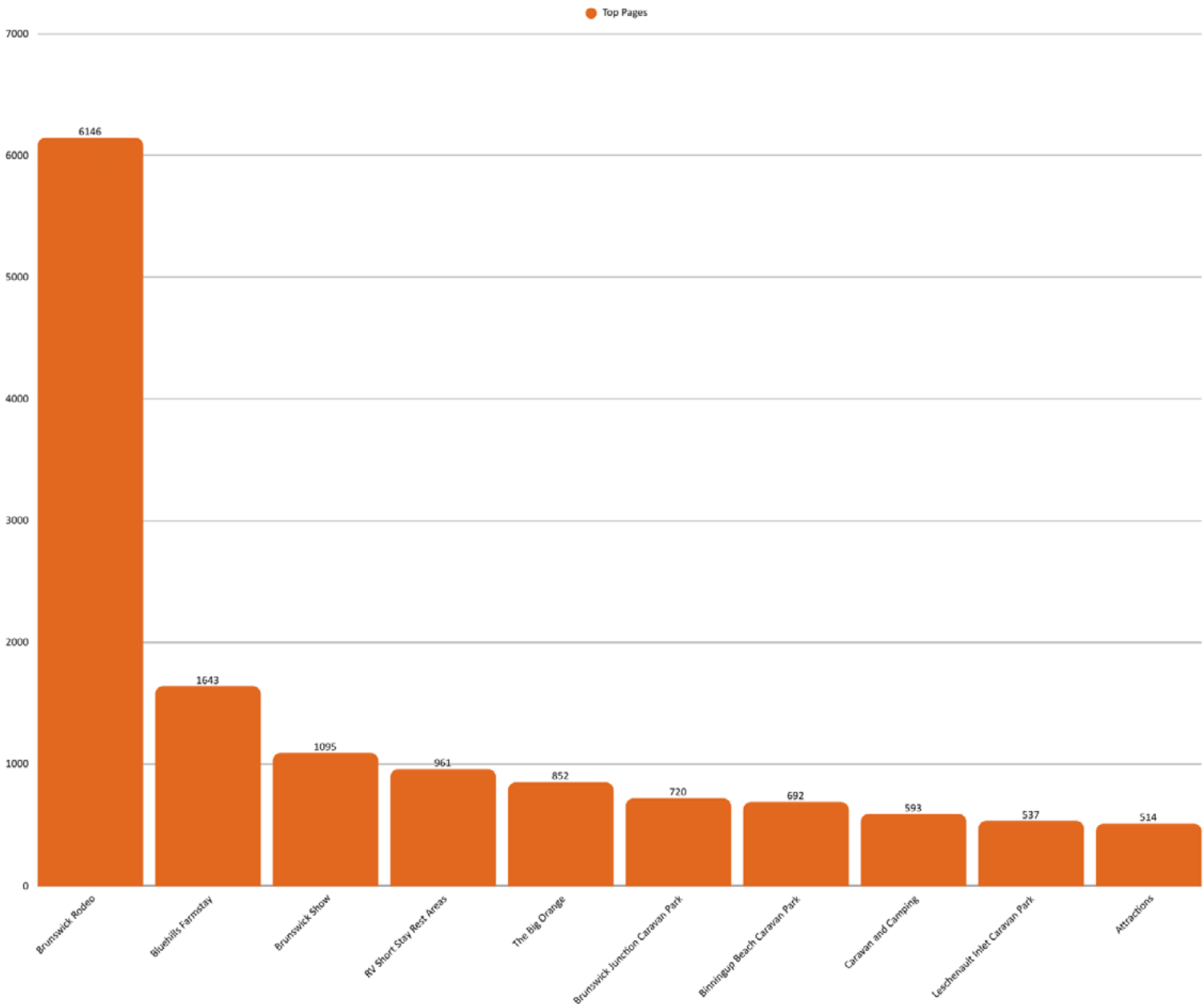
We received views from across the globe, with users from over 100 countries coming to our website.

TOP CITIES



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.

This data indicates the strong interest in events in our Region with both the Brunswick Rodeo and Brunswick Show being amongst the most viewed pages across our website.

It also showcases the desire for caravan and camping as a form of holidaying with five searches relating to this category.

WEBSITE - BLOG POSTS

VISIT WEBSITE - BLOG



EAT & DRINK NATURE & OUTDOORS

SEE & DO

16 Dec 2025

Harvey Region Public Art – Highlights Trail

Discover some of the Harvey Region's most inspiring public artworks through our Highlights Trail — a curated selection of six...



GENERAL

28 Nov 2025

Festive Season in the Harvey Region

It's the most wonderful time of the year, and what better place to spend it than in the Harvey Region.

[Read more →](#)



EAT & DRINK NATURE & OUTDOORS

SEE & DO

15 Oct 2025

Beaches, Breweries and BBQs to Visit

Uncover the Harvey Region's best breweries, beaches and barbecue spots for the ultimate day out.



EAT & DRINK GENERAL

SEE & DO

15 Oct 2025

Un-wine-d in the Harvey Region

The Harvey Region is the perfect place to unwind.

[Read more →](#)

INVEST WEBSITE - BLOG



GENERAL

5 Jan 2026

Strong Turnout at Second Harvey After Hours Event at Brugan Brewery



GENERAL

19 Nov 2025

Ridley Place Redevelopment – Project Update



GENERAL

31 Oct 2025

Have Your Say: Help Shape the Future of Our Local Economy!



GENERAL

20 Oct 2025

Funding Opportunity: RED Grants Round 8 Now Open

CORPORATE WEBSITE - BLOG



GENERAL NATURE & OUTDOORS

17 Dec 2025

Harvey Region RV Friendly Short Stay Rest Areas: A Big Win for Visitors and the Community

[Read more →](#)



GENERAL

10 Dec 2025

Talkin' Tourism Sundowner @ River End Bed and Breakfast

[Read more →](#)



GENERAL

5 Dec 2025

New Heritage Trail Coming to Brunswick

[Read more →](#)



GENERAL

19 Nov 2025

Ridley Place Redevelopment – Project Update

[Read more →](#)



ARTS, CULTURE & HERITAGE GENERAL

18 Nov 2025

Harvey Region Venues Shine at Statewide Hospitality Awards

[Read more →](#)



ARTS, CULTURE & HERITAGE GENERAL

18 Nov 2025

Harvey Region Commended for Interpretation Project

The Shire of Harvey received a commendation for their Harvey Internment Camp Shrine and Detention Cells Interpretation Project.

[Read more →](#)



ARTS, CULTURE & HERITAGE GENERAL

13 Nov 2025

Simplify Your STRA Registration with Integrated Booking Platforms



ARTS, CULTURE & HERITAGE GENERAL

11 Nov 2025

Reflecting on the Success of the Harvey Region Heritage Festival 2025

SOCIAL MEDIA - FACEBOOK

Total Page Reach

85,402

Total Page Visits

2,798

Total Followers

176

Total Page Views

51,796

Total Post Interactions

251

Link Clicks

1,078

SOCIAL MEDIA - INSTAGRAM

Total Reach

8760

Total Views

49,183

New Followers

110

Total Accounts Engaged

584

Total Content Interactions

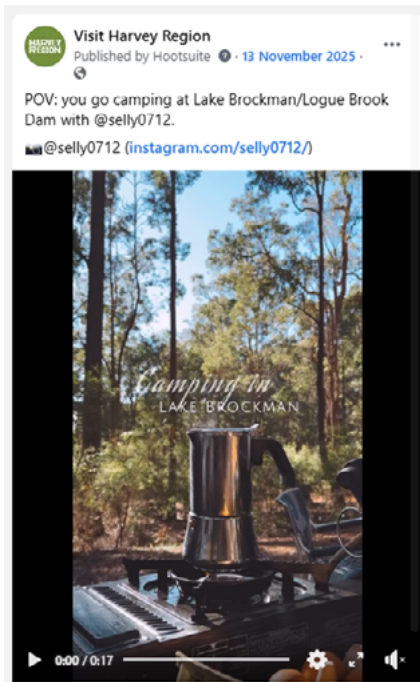
1,307

Pieces of Content Shared

72

TOP PERFORMERS SOCIAL MEDIA

TOP ORGANIC POST - FACEBOOK



VIEWS 852
REACH 4,082
INTERACTIONS 30

TOP ORGANIC POST - INSTAGRAM



VIEWS 3,512
INTERACTIONS 27

TOP PAID POST



VIEWS 38,200
REACH 25,777
POST ENGAGEMENTS 34,996


WHAT TRENDS ARE WE SEEING ON SOCIALS?

In recent months, carousels are outperforming reels in certain key metrics, especially engagement. Whilst reels are great for reaching new audiences, carousels are far better for engagement quality to your existing audience.

NEWSLETTER

TOURISM INDUSTRY NEWSLETTER

SENT MONDAY NOVEMBER 17 2025



SAVE THE DATE
TALKIN' TOURISM INDUSTRY SUNDOWNER

Last Sundowner of 2025!

The Destination Harvey Region team are delighted to invite you to the Talkin' Tourism Industry Sundowner to be held on Thursday 27 November 2025 at [River End Bed & Breakfast](#).

Enjoy a selection of nibbles, refreshing drinks, and excellent company, plus a tour of the property followed by some updates from the Harvey Region team.

This is a unique opportunity to learn about one of Harvey's newest accommodation providers and connect with fellow industry professionals.

When: Thursday, 27 November 2025 | 5:30pm to 7pm
Where: River End B&B | 254 Fifth Street, Harvey, WA 6220.

Please feel free to RSVP below

We look forward to seeing you there!

[RSVP](#)

RECIPIENTS 202 OPEN RATE 46.9%
TOTAL OPENS 92 CLICK RATE 5.6%

SENT WEDNESDAY 19 NOVEMBER 2025



HARVEY REGION
INDUSTRY NEWSLETTER



SAVE THE DATE
TALKIN' TOURISM INDUSTRY SUNDOWNER

JOIN US FOR THE LAST TOURISM INDUSTRY SUNDOWNER OF THE YEAR!

The end of the year is fast approaching, and what better way to celebrate the year that was than a final Talkin' Tourism Industry Sundowner?


Held at the beautiful, new River End Bed and Breakfast on Thursday 27 November, enjoy nibbles, drinks and great company as we celebrate another great year of tourism in the Harvey Region.

📅 Thursday 27 November 2025 | 🕒 5:30pm-7:30pm | 📍 254 Fifth Street, Harvey

Please ensure you RSVP.

RECIPIENTS 197 OPEN RATE 55.6%
TOTAL OPENS 109 CLICK RATE 6.1%

SENT MONDAY NOVEMBER 24 2025



SAVE THE DATE
TALKIN' TOURISM INDUSTRY SUNDOWNER

We are only a few days out from our final tourism industry celebration of the year!


Join us for the Talkin' Tourism Industry Sundowner on Thursday 27 November 2025 at River End Bed & Breakfast.

Enjoy nibbles, drinks and wonderful company as we reflect and celebrate the year that was for the tourism industry in the Harvey Region.

Please RSVP by clicking the button below.


📅 Thursday 27 November 2025 | 🕒 5:30pm - 7:30pm | 📍 254 Fifth Street, Harvey

[RSVP](#)



RECIPIENTS 197 OPEN RATE 43.9%
TOTAL OPENS 86 CLICK RATE 1.5%

SENT MONDAY 15 DECEMBER 2025



SAVE THE DATE
TALKIN' TOURISM INDUSTRY SUNDOWNER

First Sundowner of 2026!

The first 2026 Harvey Region Talkin' Tourism Industry Sundowner will be held on Thursday 19 February 2026.

Enjoy a selection of nibbles, refreshing drinks, excellent company and some updates from the Harvey Region team.

Save the date. More details will follow in the new year.

*Merry Christmas and Happy New Year
from the Destination Harvey Region Team*

🎄 🌲

Copyright © 2025 Shire of Harvey. All rights reserved.
You are receiving this email because you are subscribed to our eNewsletter.
Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

RECIPIENTS 195 OPEN RATE 48.5%
TOTAL OPENS 94

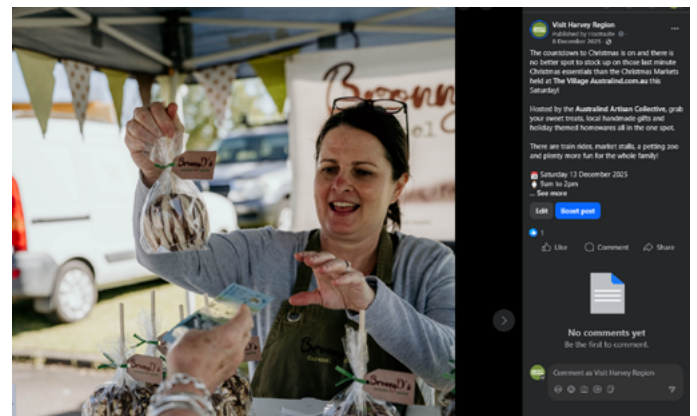
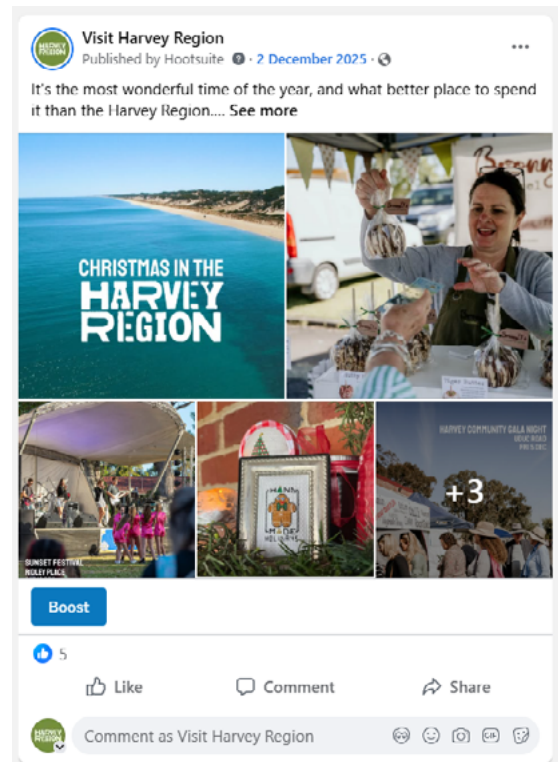
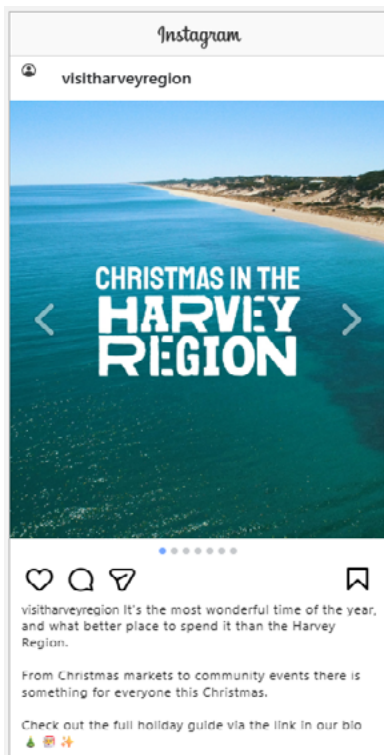
FESTIVE SEASON IN THE HARVEY REGION

Christmas time in the Harvey Region was busy with lots of celebrating and festive spirit.

We created an ad campaign to go alongside our summer promotion advising all the wonderful things happening in the Region during December.

This consisted of:

SOCIAL MEDIA CAMPAIGN



WEBSITE BLOG

FESTIVE SEASON IN THE HARVEY REGION



It's the most wonderful time of the year, and what better place to spend it than in the Harvey Region.

The festive season is approaching, so get ready to celebrate the most magical time of year. From markets, to community Christmas nights to family-friendly events, this guide brings together everything you need to make the holiday season full of jingle, joy and plenty of memories.

Let the celebrations begin! 🎄🌟

NEWSLETTER BLAST

FESTIVE SEASON IN THE HARVEY REGION

The festive season is upon us! 🎄🌟🌲

And there's so much to look forward to as we head into December.

Whether you're chasing magical markets, family-friendly events, delicious local food, or even eager to catch Father Christmas himself before his busiest day of the year, we've brought everything together for you.

Our Festive Season Guide highlights all the best happenings, must-see moments, and community celebrations across the region, making it easier than ever to plan your escape to the Harvey Region.

Explore the guide below and start filling your calendar with festive fun!

[View Festive Guide Here](#)

LOST & FOUND FESTIVAL



Destination Harvey Region participated in last year's Lost & Found Festival, working with our local operators to participate and take part in the festival's program.

Held from 16 to 19 October 2025, 6 events were held across the Harvey Region.

Participating Harvey Region operators were Melville Park, Edith Valley, Adrift Brewery and Brugan Brewery, as well as one event held at the Harvey Recreation and Culture Centre.

Promotion for the festival stretched across many forms of media including radio, newspaper, social media and online blogs.

244 TICKETS SOLD AT EVENTS
IN THE HARVEY REGION

\$17,390.60 IN SALES FOR
THE HARVEY REGION

SOCIAL MEDIA

5%
CTR

24K
LINK CLICKS

1.3M
IMPRESSIONS

400K
REACH

WEBSITE

28K
USERS

57K
PAGE VIEWS

36K
SESSIONS

73%
PERTH USERS

FEEDBACK FROM PARTICIPATING BUSINESS

"We loved hosting the Yoga Brunch with Shala Yoga and Grazing by Abbey for the Lost & Found Festival - a completely sold-out morning filled with incredible energy, glowing feedback from participants, and excitement for future events. The festival overall was huge win for the region, showcasing its vibrant community and offerings."
Edith Valley

FEEDBACK FROM TICKET HOLDERS

"As an interstate visitor attending the Lost & Found Festival, the Melville Park High Tea on the Homestead was an absolute highlight of our trip. The food was delicious and incredibly plentiful. Every tier beautifully presented and full of flavour. We loved every minute of the experience. A wonderful experience all round and one we would happily recommend to anyone visiting the region. A perfect compliment to a fabulous festival weekend."

COVERAGE

RAC

Article: *10 of WA's Best Big Things*

The screenshot shows a Facebook post from RAC WA. The post title is "How many have you seen?" with a car and eyes emoji. It features two images: a large red prawn sculpture and a red spherical tower on a metal frame. The post has 186 likes, 65 comments, and 33 shares. The RAC WA logo and name are visible at the top left of the post.

8. The Big Orange

A visit to the town of [Harvey](#) isn't complete without a trip to see the Big Orange. Atop a 10m tower at the [Harvey River Estate](#) cellar door, the Orange is the perfect spot to view Harvey's thriving farmlands during harvest (from June to October). Climb the additional 4m to reach the viewing platform within the orange itself. Entry is by gold coin donation, with all proceeds going to Telethon.

The screenshot shows an Instagram post by user cam.gale. The post features a large orange sculpture on a tall metal tower. The caption reads "The Big Orange". The post has 46 likes and a comment section is visible at the bottom.

Article: *Lesser-known beach getaways south of Perth*

Myalup Beach

Distance from Perth CBD: 141km or 1.5hrs drive.

Only 25min on from Preston Beach is Myalup Beach, a place for people to truly get away from it all. Beach driving is a big attraction here: the 53.5km of sand between Myalup and Cape Bouvard make up the longest beach in the South West, so there's plenty of terrain to roll deflated tyres over. As you'd expect, beach fishing is a beloved pastime in these parts (bait up for bream, tailor and yellow fin whiting), along with sandcastle building and paddling in the clear ocean.



Image credit: Marc Russo

The small community numbers only 353 residents, with the Myalup Beach General Store the sole place to find a feed. The cursive neon sign in its window advertises the essentials inside: beer, burgers, bait and bacon. That's all you need, right?

Where to eat en route: The Crooked Carrot Café is close to the Myalup turn-off. They do great pies and kids love the massive outdoor playground with trams, farm machinery, a rope wall and more.

Where to stay: Check online for local accommodation through Stayz

Binningup Beach

Distance from Perth CBD: 145km or 93min drive.

Driving into Binningup, you get the distinct sense there's a warm and welcoming community where local residents outnumber holiday houses.

Past a beautiful fish sculpture at the town's entrance, there's a large public grassed area with a skate park where kids zoom down ramps. Modest beach shacks give way to the foreshore, where a hefty playground pirate ship - the SS Playworld - faces the ocean, as well as free barbeques and shaded picnic tables.



Image credit: Harvey Visitor Centre

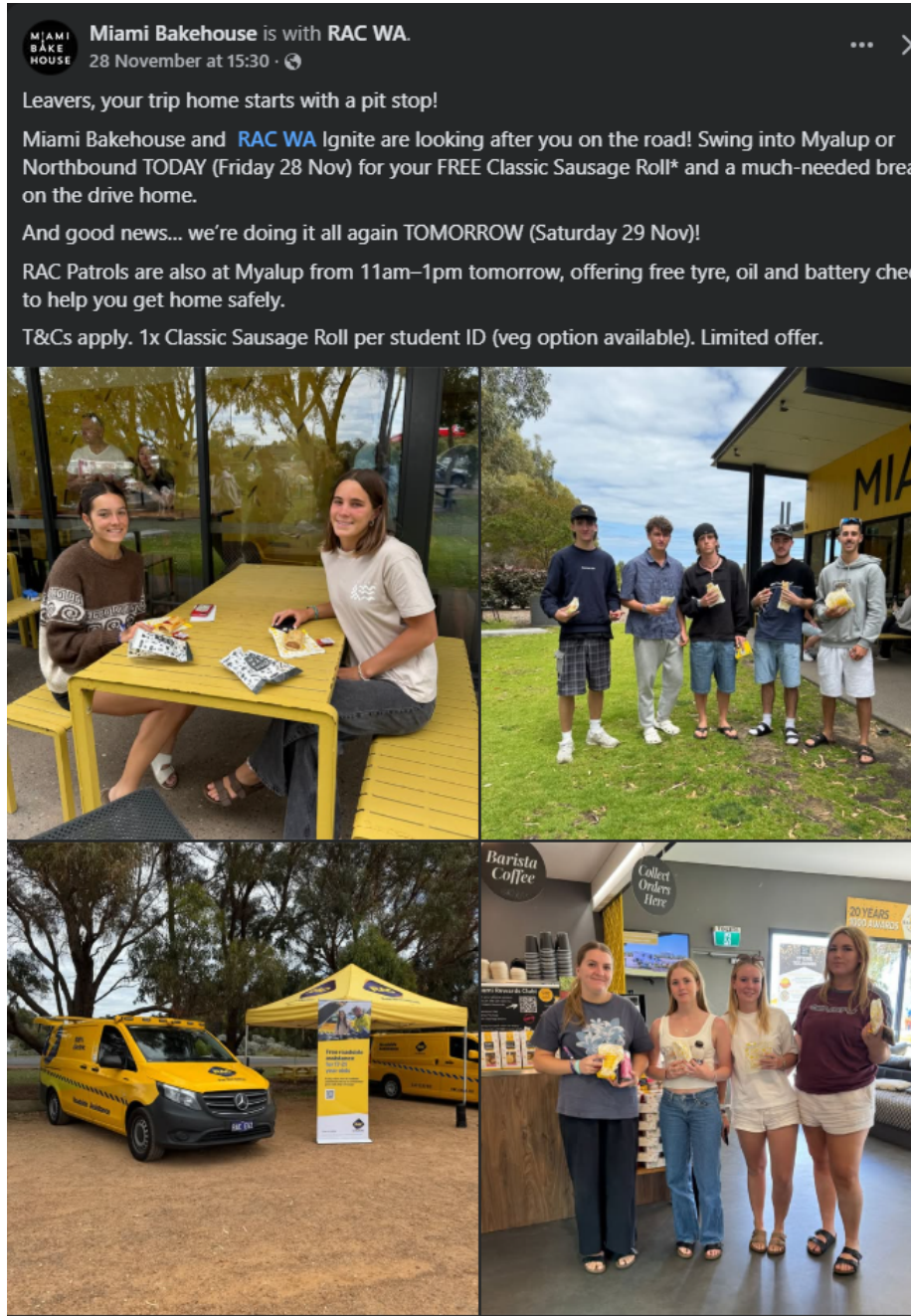
A boat ramp leads from the carpark onto the sand. Locals say there's good snorkelling just out front, about 20m off the beach, and that March and April is when the coast is at its best, as warmer easterly breezes tickle the air.

From here, walk northwards and follow the marked walk trails to a wooden lookout, edged with native bushes and grass tufts; look back and marvel at the stately oceanfront homes. While it's little-known, there are surfable waves in these parts, rising up to 5m at a spot locals call Weed

COVERAGE

RAC

Myalup's Miami Bakehouse collaborated with RAC for a two-day special where visitors could receive a free sausage roll.



COVERAGE

HARVEY-WAROONA REPORTER

Local businesses came together on 2 December 2025 for the second Harvey After Hours networking events, held at Brugan Brewery.

Hosted by the Bunbury Geographe Chamber of Commerce and Industry (BGCCI) in partnership with the Shire of Harvey, the event highlighted the growing demand for connection across the Harvey Region business community.

This event saw coverage in the Harvey-Waroona Reporter.

An after hours well spent

CRAIG DUNCAN

The Harvey business community rubbed shoulders at Brugan Brewery last week for an after hours sundowner.

Local entrepreneurs joined councillors and business owners at the popular pub to talk shop and connect over good food and drinks last Tuesday night.

Hosted by the Bunbury Geographe Chamber of Commerce and the Shire of Harvey, the Harvey After Hours saw people gather together to discuss matters of the day in a bid to build a stronger, more collaborative business community.



Brugan owner Bruce Hathway and Bunbury Geographe Chamber of Commerce CEO Sean McKeown.

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:

BRUNSWICK RIVER WALK

147,409
VIEWS

BRUNSWICK TAVERN

114,625
VIEWS

BINNINGUP BEACH

87,869
VIEWS



BROCHURE DISTRIBUTION

Destination Harvey Region have several brochures and maps available for visitors to help accompany them on their travels through the Region.

These are dropped to local tourism operators, hotels and accommodation providers in Bunbury and are also delivered to accommodation providers throughout Perth, through a media company called Vanguard.

Vanguard distribute roughly 500 of our touring maps across Perth monthly, and we recently spotted them in Whiteman Park.

We are also currently working on a way to streamline the process for our Harvey Region operators to request more brochures when stock is running low.

