

HARVEY REGION COMMUNICATIONS REPORT

Q3 2025/2026

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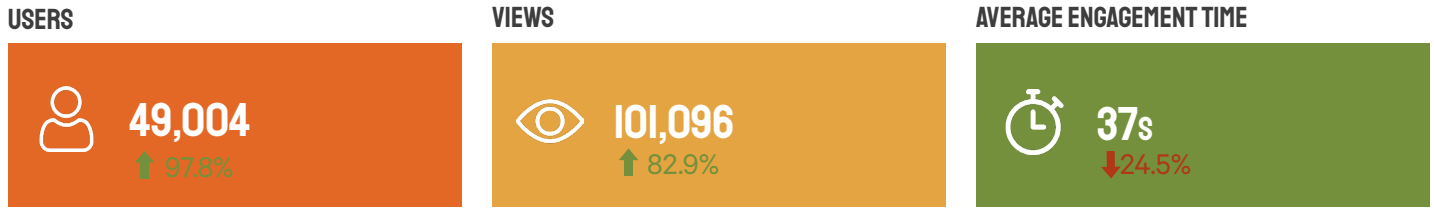
19 RV FEEDBACK

MONTHLY BREAKDOWN

	JANUARY	FEBRUARY	MARCH	TOTAL
NEW FACEBOOK FOLLOWERS	23	33	71	127
FACEBOOK PAGE REACH	2,367	59,569	36,577	98,513
NEW INSTAGRAM FOLLOWERS	29	36	136	201
INSTAGRAM PAGE REACH	2,155	2,291	4,714	9,160
WEBSITE VIEWS	28,275	38,682	34,139	101,096



WEBSITE

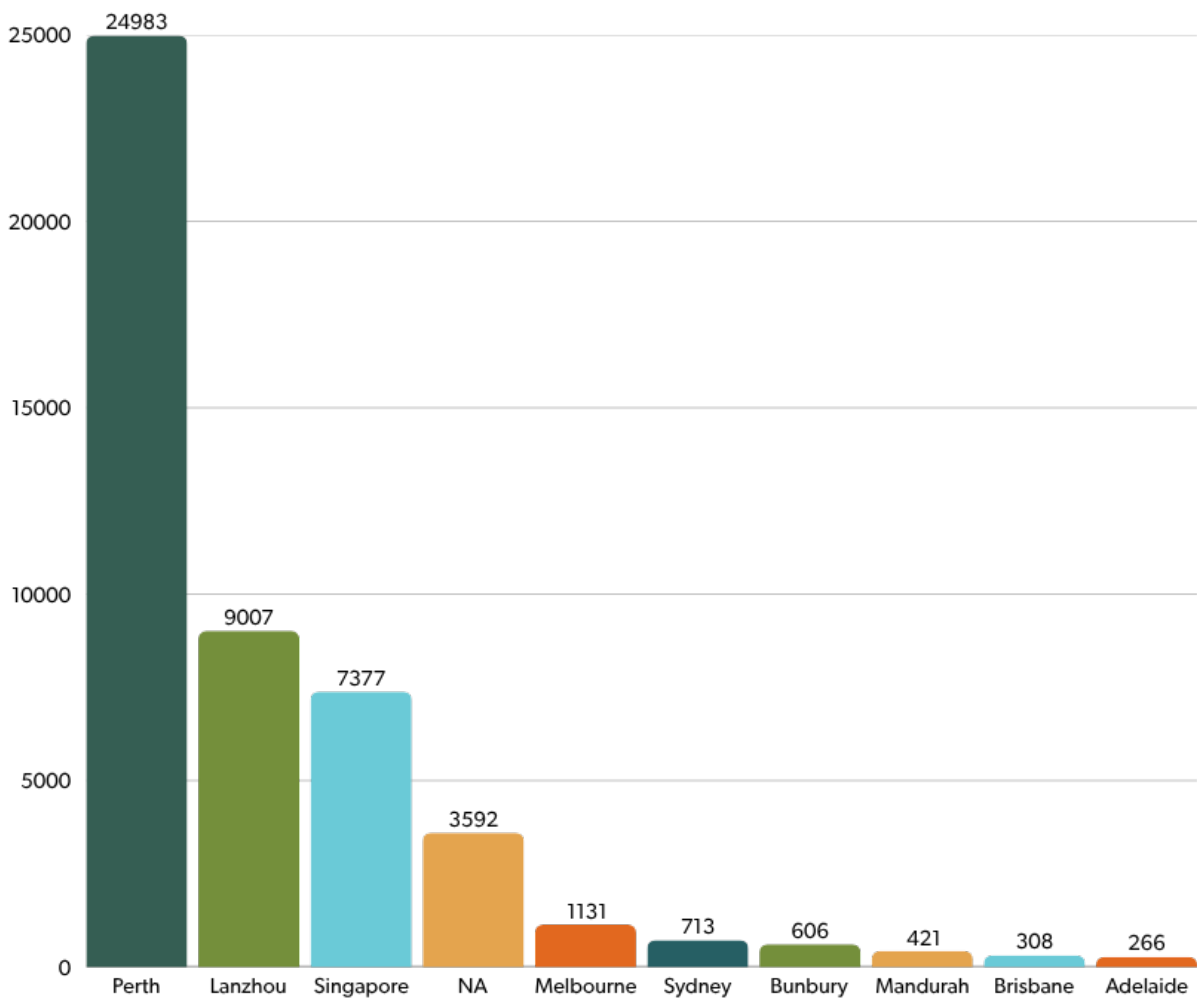


statistics compared to last quarter

WHERE ARE OUR USERS FROM?

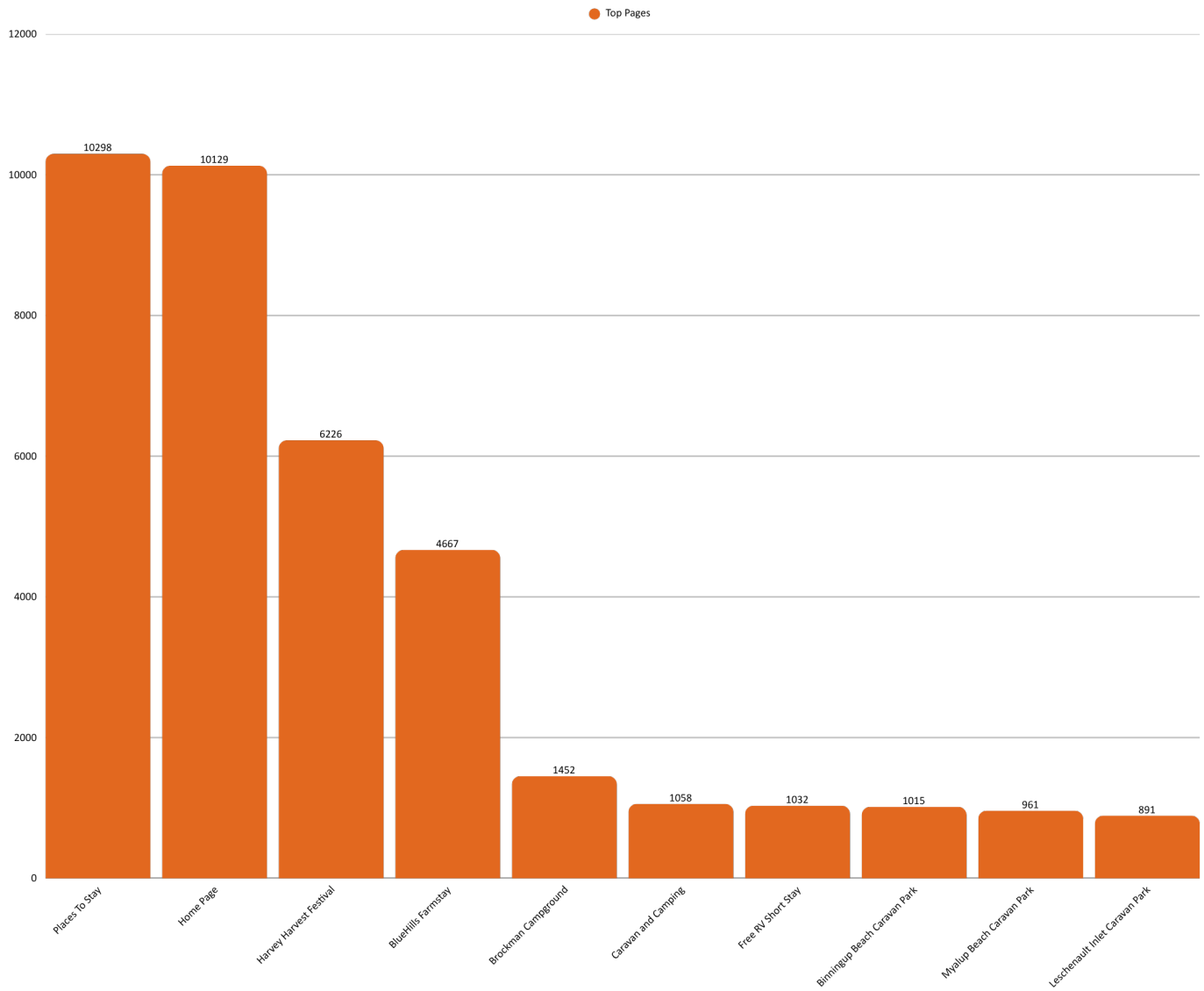
We received views from across the globe, with users from over 110 countries coming to our website.

TOP CITIES



WEBSITE


TOP 10 MOST VIEWED PAGES



AI





We previously spoke of how the increase of AI usage is causing a global decline in website views. We recently discovered a program that scores websites based on their readability and discoverability through AI platforms such as ChatGPT and Copilot.


Read below to see how our Destination Harvey Region compares to other tourism bodies.



Harvey Region





The Harvey Region is a dynamic area known for its stunning landscapes, local produce, and vibrant tourism sector. It offers a range of outdoor adventures and cultural experiences.


 ChatGPT	91
 Google AI Overviews	92
 Perplexity	89
 Microsoft Copilot	90



Explore Perth





A tourism website that helps visitors discover the best of Perth, including attractions, activities, and events to experience in and around the city.


 ChatGPT	85
 Google AI Overviews	88
 Perplexity	84
 Microsoft Copilot	90



Discover Bunbury





A key tourism brand that promotes the Bunbury region with attractions, events, and experiences for visitors, focusing on local adventures and coastal activities.

 ChatGPT	78
 Google AI Overviews	76
 Perplexity	75
 Microsoft Copilot	80



Margaret River

Known for its world-class wine, surf, and gourmet food scene, Margaret River is a premier tourist destination attracting visitors from around the globe.

 ChatGPT	88
 Google AI Overviews	87
 Perplexity	86
 Microsoft Copilot	89

WEBSITE - BLOG POSTS

VISIT WEBSITE - BLOG

HARVEY HARVEST FESTIVAL RETURNS BIGGER THAN EVER

The Harvey Harvest Festival has long been a much-loved celebration of everything that makes the Harvey Region special: fresh produce, rich agricultural heritage and multiculturalism.

In 2026, the Harvey Harvest Festival is officially bigger than ever, with an exciting program of satellite events rolling out across the region, turning the festival into a full, flavour-packed experience that spans multiple days, venues and communities.

While the main **Harvey Harvest Festival Day** remains the heart of the celebrations, this year's expanded program invites visitors to explore more of the region than ever before. A series of satellite events will be hosted across Harvey and surrounding towns, each offering its own unique take on food, culture and entertainment.



A FRESH CHAPTER ON HARVEY'S MAY GIBBS TRAIL



Nestled within the Stirling Cottage Garden Precinct, the May Gibbs Trail is a charming, short walk that has been given new life with recently upgraded and replaced signage.

Winding along the edge of the Stirling Cottage Gardens and the banks of the Harvey River, this picturesque 10-20 minute trail invites visitors to slow down and soak in the beauty of the Australian bush. Now, with bright, engaging interpretive signs, the experience is more immersive than ever.

INVEST WEBSITE - BLOG



GENERAL

25 Mar 2026

Reflections from the 2026 Perth Caravan & Camping Show

[Read more →](#)



ARTS, CULTURE & HERITAGE GENERAL

NATURE & OUTDOORS

17 Mar 2026

May Gibbs Trail Signage Refreshed at Stirling Cottage Gardens

[Read more →](#)



GENERAL

23 Feb 2026

Alcoa – Business After Hours | Waroona

[Read more →](#)



GENERAL

17 Feb 2026

Expand Your Reach: Get Your Tourism Business on ATDW

[Read more →](#)



GENERAL SEE & DO

9 Feb 2026

Harvey Harvest Shopfront Competition

[Read more →](#)



GENERAL

9 Feb 2026

Activate Main Street EOIs Open

[Read more →](#)

CORPORATE WEBSITE - BLOG



GENERAL SEE & DO

9 Feb 2026

Harvey Harvest Shopfront Competition

[Read more →](#)



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9 Feb 2026

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ARTS, CULTURE & HERITAGE GENERAL NATURE & OUTDOORS

17 Mar 2026

May Gibbs Trail Signage Refreshed at Stirling Cottage Gardens

[Read more →](#)



GENERAL

17 Feb 2026

Expand Your Reach: Get Your Tourism Business on ATDW

[Read more →](#)

ACCOMMODATION

Alongside the Shire of Harvey's Planning, Building and Health teams, we have clarified and streamlined the approval processes on short-term accommodation providers in the Harvey Region.

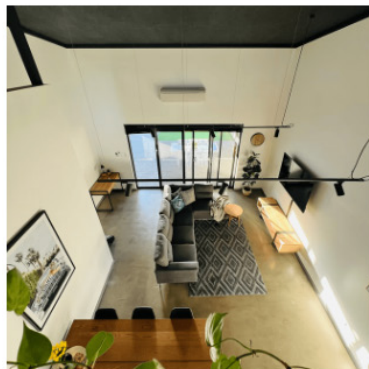
Accommodation options are imperative to a thriving tourism region and as shown in our top website pages, places to stay is the top interest to users on the Harvey Region website. By improving the approval process we have been able to advertise and promote many more options on our website, social media channels and through our email database.

In this quarter, we added 32 new accommodation properties to the Harvey Region website.

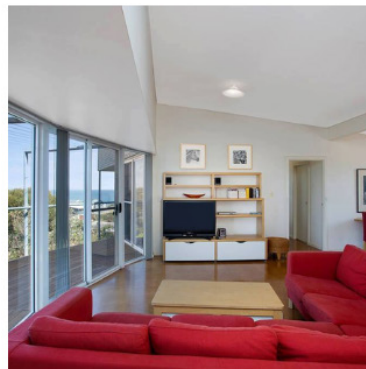
We also improved the search and filter functions on the Places To Stay landing page, to allow users to easily find properties that match their preferences.

NEW HARVEY REGION STAYS

As the Harvey Region continues to grow as a must-visit destination in Western Australia, we're excited to welcome some new and refreshed accommodation spots that will elevate the visitor experience across our region.



New Yorker Townhouse | Australind
3 🏠 | 2 🛏️



McCallum House | Binningup
4 🏠 | 2 🛏️



Casa Eliza | Myalup
4 🏠 | 2 🛏️



Sanctuary Bush Retreat | Yarloop
8 🏠 | 2 🛏️

We have also created a snapshot report, which analyses data from the Short Term Rental and Accommodation Register, highlight accommodation demand and peaks as well as general accommodation facts of the Region.

You can view the report [here](#).

SOCIAL MEDIA - FACEBOOK

Total Page Reach

98,513

↑ 38.8%

Total Page Visits

1,935

↑ 91.6%

New Followers

127

↑ 149%

Total Page Views

236,178

↑ 130.4%

Total Post Interactions

823

↑ 209.4%

Link Clicks

5,525

↑ 402.3%

SOCIAL MEDIA - INSTAGRAM

Total Reach

9,160

↓ 9%

Total Views

85,701

↑ 78.5%

New Followers

201

↑ 82.7%

Total Accounts Engaged

584

Total Content Interactions

3,706

↑ 189.4%

Pieces of Content Shared

36

Statistics compared to last quarter's results

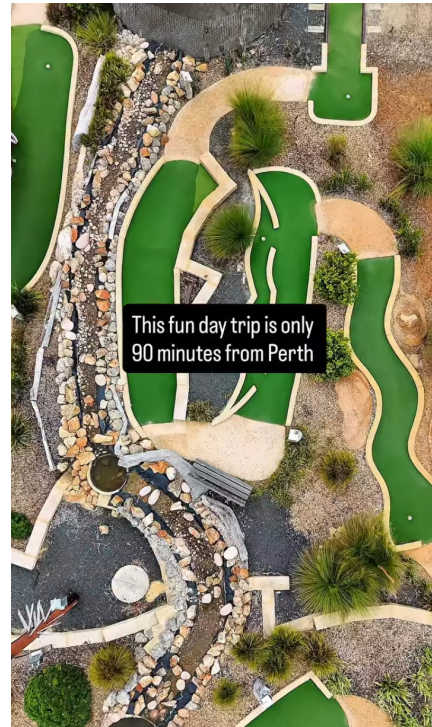
TOP PERFORMERS SOCIAL MEDIA

FACEBOOK



VIEWS 18,060
REACH 10,856
INTERACTIONS 72

INSTAGRAM

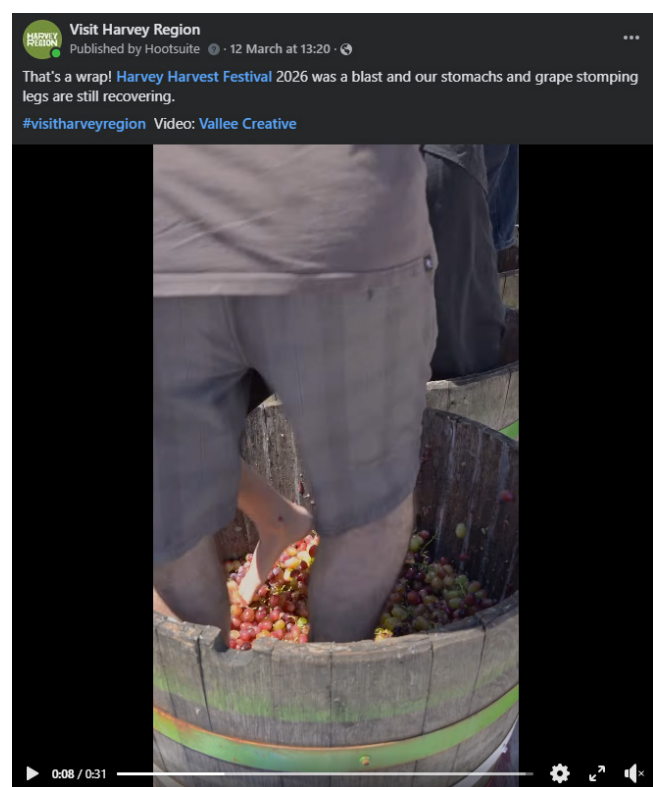
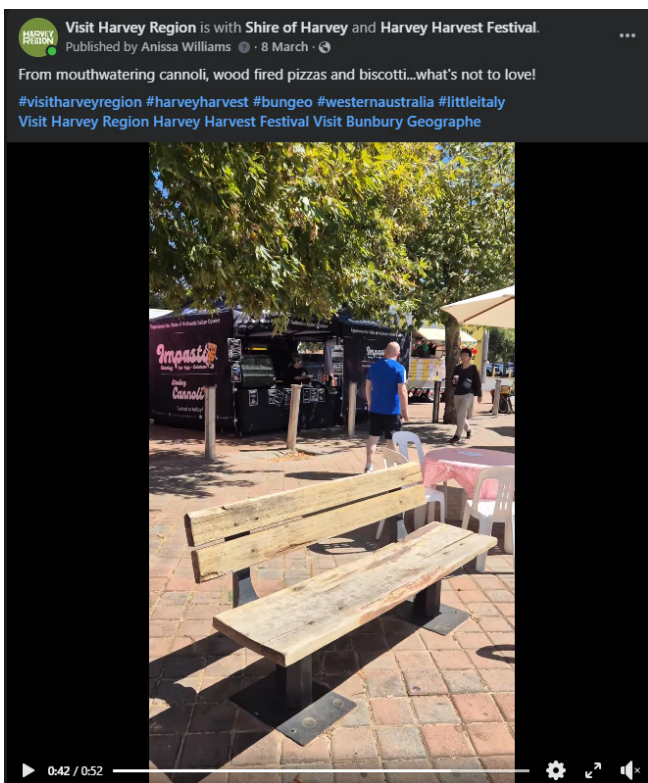


VIEWS 67,624
REACH 52,836
INTERACTIONS 1,905

HARVEY HARVEST FESTIVAL

A much-anticipated event in the Harvey Region calendar - The Harvey Harvest Festival. Celebrating the heritage, growers, producers and culture of our region, we aimed to promote this exciting event across the region and beyond.

SOCIAL MEDIA CAMPAIGN



HARVEY HARVEST FESTIVAL RETURNS BIGGER THAN EVER

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In 2026, the Harvey Harvest Festival is officially bigger than ever, with an exciting program of satellite events rolling out across the region, turning the festival into a full, flavour-packed experience that spans multiple days, venues and communities.

While the main **Harvey Harvest Festival Day** remains the heart of the celebrations, this year's expanded program invites visitors to explore more of the region than ever before. A series of satellite events will be hosted across Harvey and surrounding towns, each offering its own unique take on food, culture and entertainment.



From intimate workshops and long table lunches showcasing local produce, to live music events, farm shops, and family-friendly activities, the festival now stretches beyond a single-day event.

The expanded festival program shines a spotlight on what the Harvey Region does best: fresh food straight from the source, passionate local producers, and a strong sense of community.

Last year's addition of the **Long-Table Lunch** returns, offering a perfectly curated menu of local produce in the beautiful Uduc Hall in Harvey's countryside. Paired with local wines and live music, it's the perfect afternoon activity.



Harvey Harvest Festival Long-Table Lunch 2025

If you're into live music, there is plenty to tickle your fancy with Australian icon, **Casey Donovan** at Gibbs Pool Amphitheatre on Friday 6 March, and the **South West Opera Company** on Saturday 7 March.

With events spread across multiple days, the Harvey Harvest Festival has become the perfect excuse for a weekend getaway. Just a short drive from Perth, the Harvey Region offers a refreshing change of pace, with accommodation options including farm stays, cottages and caravan parks.

Make a weekend of the festival, arrive early, explore the satellite events, enjoy the main festival day, and discover the region's walking trails, waterways and food spots in between. It's an easy escape that feels a world away.

Explore our accommodation options [here](#).

NEWSLETTER BLAST



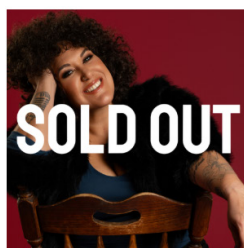
The Harvey Harvest Festival returns

Get ready for one of the south west's most beloved community events, the Harvey Harvest Festival is back in 2026, celebrating more than 25 years of food, culture, music and community spirit in the heart of the Harvey Region.

This iconic festival honours the rich agricultural heritage and multicultural roots of the region with a weekend packed full of experiences for all ages.

From the iconic WA Grape Stomping Competition to the stunning long-table lunch, plenty of live music events, and so much more, this festival is worth the weekend getaway.

What's On



An Evening with Casey Donovan
Friday 6 March | SOLD OUT



Harvey Harvest Long Table Lunch
Saturday 7 March | Uduc Hall

PERTH FOOD ADVENTURES X HARVEY HARVEST FESTIVAL

To assist with showcasing the Harvey Harvest Festival Long Table Lunch as a premier food experience, as well as appealing to a younger demographic, we worked with one of Perth's biggest foodie influencer, [@PerthFoodAdventures](#) to attend the lunch and share the experience with their large and loyal following.



perthfoodadventures ...

Perth Food Adventures

2,795 posts 105K followers 87 following

our food, drink & lifestyle adventures of perth and beyond!

📍 perth + 🌐 travel

📱 #perthfoodadventures

🔗 ... more

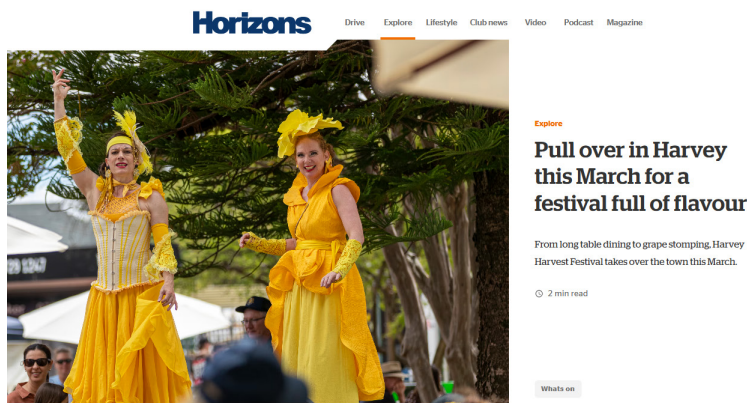
📺 [tiktok.com/@ryankhong](https://www.tiktok.com/@ryankhong)



Followed by [stirlingcottage_harvey](#), [visitbunburygeographe](#) + 124 more



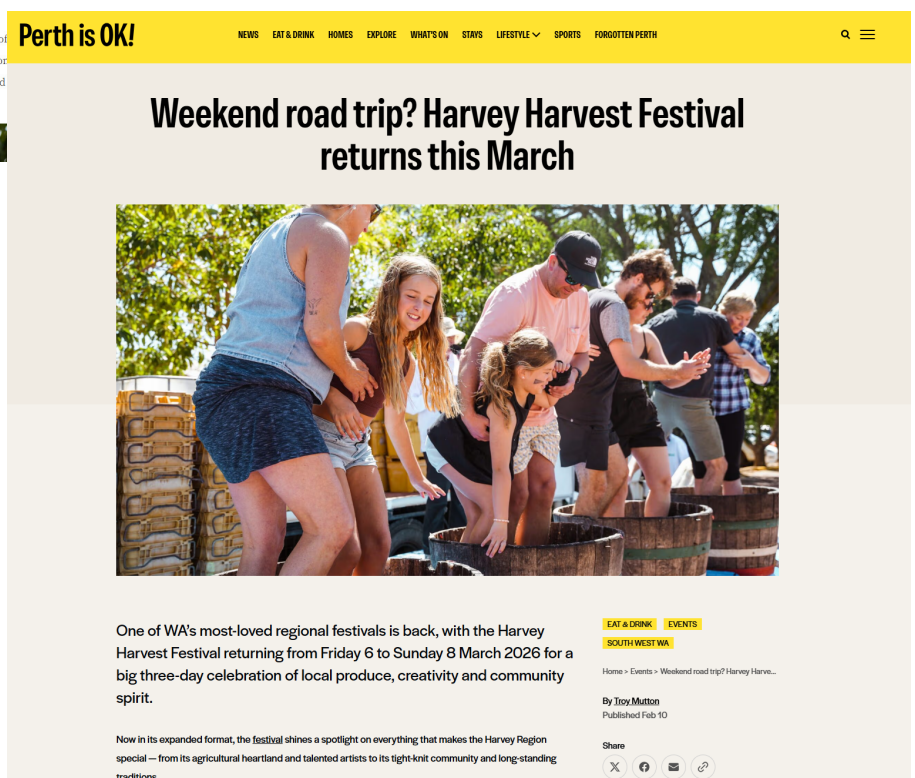
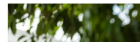
As a result of our marketing campaign of the Harvey Harvest Festival, we generated quite a buzz with online media covering the festival weekend, further promoting the events.



Published Jan 2026
Text size A A A

By: Natalie Pugh

A much-loved celebration of Harvey Harvest Festival returns from local flavour, live music and Harvey region.



The *Perth Is OK!* feature promoting the Harvey Harvest Festival 2026 provides valuable targeted digital exposure to a highly engaged Perth-based audience actively seeking events and weekend experiences.

As a leading local media platform, Perth Is OK! reaches a large metropolitan audience through its website, social media, and EDM channels, positioning this coverage as high-intent promotion. Using conservative digital advertising benchmarks, a feature of this nature is estimated to deliver approximately \$1,000–\$2,500 in base media value, increasing to \$3,000–\$7,500 when applying a standard PR multiplier to reflect the higher trust and influence of editorial content.

Given the strong proximity of Perth audiences to the Harvey Region, applying a modest 1–2% conversion rate suggests the potential to drive ~200–800 visitors to the event. With average visitor spend of \$180, this equates to an estimated \$36,000–\$144,000 in regional economic impact. This highlights the effectiveness of hyper-local media platforms in converting awareness into actual visitation, particularly for drive-market events like the Harvey Harvest Festival.

PERTH LOCAL X HARVEY REGION

To promote our region to a Perth audience, we worked with Lisa Gageler from **@PerthLocal** on an exciting partnership. Lisa, who is known in Perth for sharing fun and unique experiences across the state, spent a couple of days exploring the region and capturing some of our exciting offerings.

Across her social media platforms, Lisa has an impressive 187K followers, with the majority of her following being Australian females aged between 18 - 45.

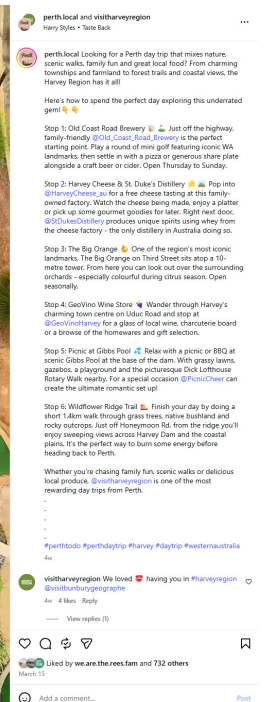
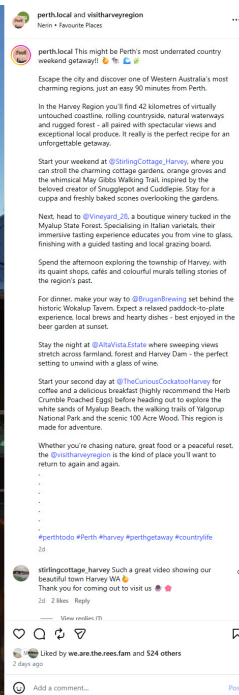
We worked with local tourism operators to support her visit, and we will be sharing further insight of this campaign with our operators to further understand how impactful these sorts of partnerships can be.

In addition to the collaboration and promotion, we also gained fresh photography for our own database.

The collaboration generated strong digital reach and high-intent engagement, delivering a total of **98,786** video views across Instagram, supported by meaningful interaction including **1,259** likes, **28** comments, **1,596** shares/sends, and **1,621** saves. Notably, “saves” and “shares” are considered high-value actions in travel marketing, as they indicate users are actively planning or recommending a future visit. Additional exposure on Facebook further amplified reach, with **1,275** likes, **240** comments, and **156** shares, extending visibility into local community networks.

Using standard 2026 influencer benchmarks, content with ~100,000 views typically equates to a paid media value of approximately **\$2,000–\$4,000**, which increases to **\$6,000–\$12,000** in PR value when factoring in the higher trust of organic recommendations. Based on a conservative 1–2% conversion rate, this campaign has the potential to drive **~1,000–2,000** visitors to the Harvey Region. At an average spend of \$180 per visitor, this equates to an estimated **\$180,000–\$360,000** in regional economic impact.

REELS



VENUE SPOTLIGHT POSTS

Perth Local is with Brugan at Wokalup Tavern.
 9 April at 18:00 · Wokalup · 📍 A Cowgirl's Heart · Sofie Tabesh · 🌐

Add this country pub to your next road trip south - it's a WA gem... 🍷🍷

Tucked behind the historic Wokalup Tavern just outside Harvey, **Brugan Brewery** was one of our favourite discoveries while recently exploring the Harvey Region.

And the best part? This beautiful farming region is only 90 minutes from Perth, making it perfect for an easy day trip or relaxed weekend escape. Between scenic walks, cellar doors, beaches and local producers, there's plenty to fill a full day - with a stop here for lunch or dinner highly recommended.

Brugan Brewing is a microbrewery that not only brews its own craft beer on site, it also embraces a true paddock-to-plate philosophy, working closely with local farmers and producers. The setting couldn't feel more country - with the beer garden overlooking neighbouring farmland, it's the perfect place to settle in and soak up a South West sunset.

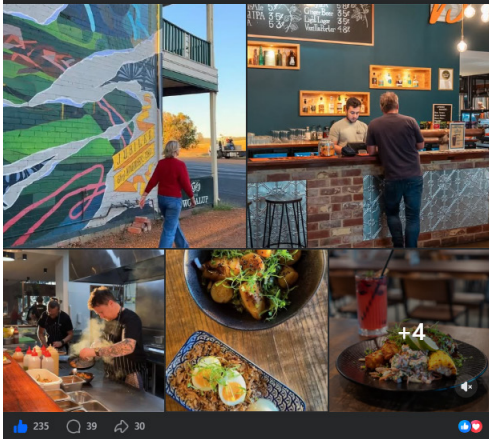
The food was just as impressive. We started with the house pickled egg and seared scallops, before moving onto the standout American BBQ glazed chicken, served with feta, chilli and cheese cornbread, slaw and charred corn - hearty, flavour-packed and perfect with a cold beer or cocktail.

If you're planning a day exploring the **Visit Harvey Region**, this is the kind of place that makes the trip even more memorable.

A relaxed bevvie, great local produce and friendly country service - it's definitely one to stop at on your way down south.

📍 11538 South Western Highway, Wokalup
 🕒 Open Wed from 5pm | Thur - Sat from 12pm | Sun 12pm - 4pm

#westernaustralia #countrypub #Harvey #perthfood #perthtudo



Perth Local is with Stirling Cottage Kitchen in Harvey.
 26 March at 12:43 · 📍 Me In My Garden · Julia Gartha · 🌐

Step into a storybook setting just 90 minutes from Perth... 🍷🍷

Along the peaceful banks of the Harvey River, **Stirling Cottage Kitchen & Gardens** is one of the most charming spots in the Harvey Region - where history, nature and a beautiful morning tea come together.

Originally home to Western Australia's first Governor and later beloved Australian author May Gibbs, this replica 1850s cottage is surrounded by cottage-style gardens, orange groves and tranquil river views. It's easy to see how the landscape inspired the magic of Snugglypot and Cuddlepip.

Take your time wandering through the gardens, discovering hidden corners, a mini orchard and even a secret garden before following the May Gibbs Walking Trail, where excerpts and illustrations bring her stories to life along the path.

After your stroll, settle in at the tearoom for a relaxed morning tea. We enjoyed freshly baked scones with jam and cream, a delicious homemade mango pavlova roll, a pot of tea and a perfectly made flat white - all enjoyed on the balcony overlooking the gardens. (Lunch options are also available if you're visiting later in the day.)

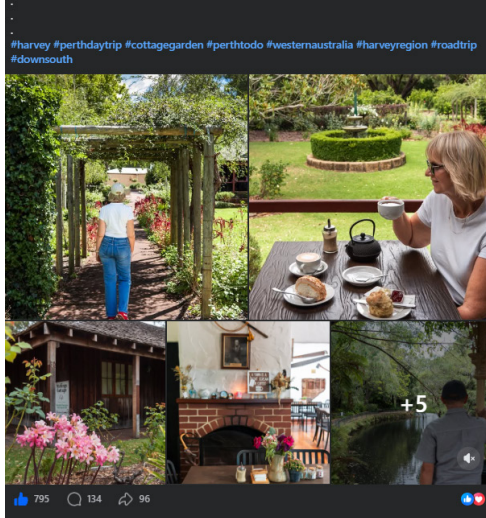
It's the kind of place that invites you to slow down and soak up the surroundings - whether you're visiting for the history, the gardens or simply a great coffee and sweet treat.

If you're exploring the **Visit Harvey Region**, this is a must-stop - and the perfect way to start a day discovering nearby wineries, scenic walks and coastal gems.

📍 1 James Stirling Place, Harvey
 🕒 9am-2:30pm weekdays (3pm weekends)
 ☕ Coffee, Botanical Teas, Homemade Cakes, Light Lunches

Save this one for your next day trip or weekend escape south of Perth.

#harvey #perthdaytrip #cottagegarden #perthtudo #westernaustralia #harveyregion #roadtrip #downsouth



Perth Local is with Old Coast Road Brewery in Myalup.
 13 March at 17:46 · 📍 Hurry Up Slow Down · Dhruv Goel · 🌐

If you're planning a road trip south of Perth, here's a fantastic lunch stop to add to your itinerary!

We recently visited **Old Coast Road Brewery** and it's the kind of place where you can easily spend a few hours enjoying great food, craft beer and the relaxed Harvey Region countryside.

Set on 60 acres between Mandurah and Bunbury, the brewery has a spacious deck, shady beer garden and plenty of room for families to spread out and relax.

One of the most fun surprises here is the mini-golf course, which winds its way around the grounds and features clever holes inspired by iconic WA landmarks - a great activity for the kids before or after lunch.

On our visit we tried a few dishes from the share plates and pizza menu and can happily recommend:

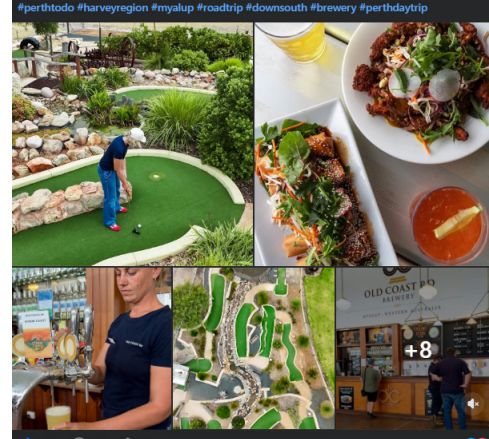
- 🍗 Satay chicken bites - tender boneless chicken with a delicious satay sauce and crunchy peanut salad
- 🥟 Spring rolls - perfectly crisp and served smothered in an amazing sauce
- 🍕 Pepperoni pizza - great pizza base, plenty of cheese and ideal for sharing

Pair it with one of their house-brewed craft beers or ciders and you've got the perfect relaxed lunch stop.

Whether you're exploring the **Visit Harvey Region** or heading further south, this is a great place to pause the drive, stretch your legs and enjoy a long, leisurely lunch before continuing your journey.

📍 1238 West Break Road, Myalup
 🕒 Open Thurs 11am-3pm | Fri, Sat, Sun 11am-5pm

#perthtudo #harveyregion #myalup #roadtrip #downsouth #brewery #perthdaytrip



WEBSITE BLOG POST

The Harvey Region: The Ultimate Guide for your next getaway

Best of WA



Just 90 minutes from Perth, the Harvey Region is one of Western Australia's most underrated escapes - where rolling farmland, forest trails, coastal beauty, natural waterways and incredible local produce come together. Whether you're planning a relaxing weekend getaway or an easy day trip, this charming region offers the perfect balance of nature, food and small-town hospitality.

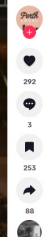


Why visit the Harvey Region?

Comprising of localities including Harvey, Australind, Myalup, Binningup, Brunswick Junction and more, the Harvey Region stretches from lush inland hills to 42 kilometres of virtually untouched coastline. Here, you'll find everything from scenic walking trails and national parks to remote beaches, boutique wineries, cosy cafes and farm-fresh produce.

It's the kind of place where you can start your morning with a beach walk, spend the afternoon wine tasting, and end the day with a sunset over rolling paddocks.

TIKTOK



COVERAGE

AUSTRALIAN TRAVELLER

Article: *A Guide to 31 of Australia's Big Things*

30. The Big Orange

Fans of *James and the Giant Peach* by British author Roald Dahl will appreciate the fact the owners of Harvey Fresh went out on a limb in order to celebrate the citrus fruit grown in the surrounding orchards. Harvey now rests on a 10-metre-high tower at the Harvey River Estate and, for a small fee, you can climb up into the giant piece of fruit to discover information about the history of Harvey.



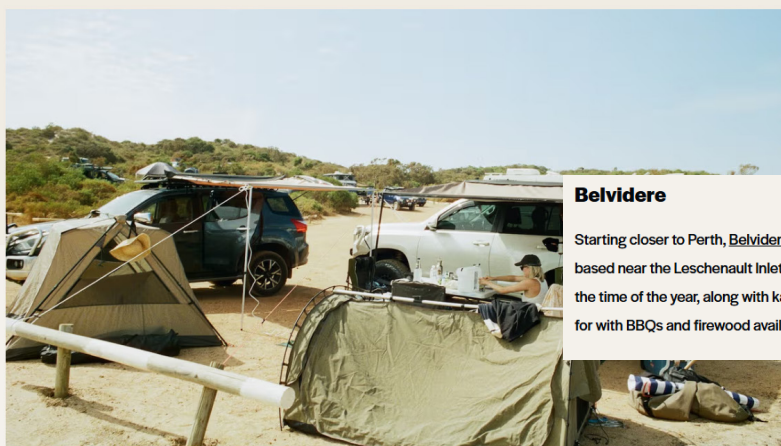
Roald Dahl fans will love The Big Orange. (Image: Harvey Region)

PERTHISOK!

Perth is OK!

NEWS EAT & DRINK HOMES EXPLORE WHAT'S ON STAYS LIFESTYLE SPORTS FORGOTTEN PERTH

Some of the best spots to camp near the beach around Western Australia



Belvidere

Starting closer to Perth, **Belvidere** is 20km north of Bunbury and offers both beach and river activities, being based near the Leschenault Inlet. The beach and inlet offer great fishing for different species depending on the time of the year, along with kayaking, bushwalking and 4WDing. The campsite is small, but well catered for with BBQs and firewood available between April and November.

COVERAGE

RAC



Step into a sunflower wonderland just 10 minutes from Harvey

RAC WA · Following
Olivia Dean · Man I Need

Just 10 minutes from Harvey, @harveyfarmbarn offers a relaxing country escape for families and visitors of all ages 🌻

Set on a working farm in Cookernup, the husband-and-wife team behind the farm have created everything you see, from seasonal flowers to playful props and accessible spaces designed for fun, photos, and a day that lets you fill your cup and give back to yourself.

Farm tours to explore the flower fields and photo props wrap up 26 Jan. Pick-your-own flowers runs from 27-31 Jan, before the farm closes for the season. The farm will reopen in April, refreshed and ready to bloom again 🌻

Here's everything you'll find at Harvey Farm Barn:

- ♥ Seasonal flower displays, with new blooms from April and monthly flower-picking opportunities scheduled
- ♥ Tripods for solo travellers and props thoughtfully positioned for colourful photo opportunities
- ♥ Friendly farm animals including alpacas, goats, Highland cattle, pigs, ponies and chickens
- ♥ Picnic spots under billowing trees, or coffee and ice cream from the on-site café
- ♥ Different props each season to keep it fresh, three years ago the farm even had a maze!
- ♥ Workshops for all ages, make your own bath soaps, body scrubs, clay creations, and enjoy sound healing sessions
- ♥ Accessible pathways and toilets, plus wheelchair-friendly areas and timed sessions to keep the flow gentle and enjoyable for everyone
- ♥ Session experiences are consistent each visit, keeping it genuine and low-pressure for all guests

Harvey Farm Barn See less



Horizons

- Drive
- Explore
- Lifestyle
- Club news
- Video
- Podcast
- Magazine



Explore

Sunflowers in bloom at Harvey Farm Barn

From flower fields and farm animals to creative workshops and wide-open space, Harvey Farm Barn delivers a thoughtful South West day out.

2 min read

Travel brief

Published Jan 2026

Text size A A A

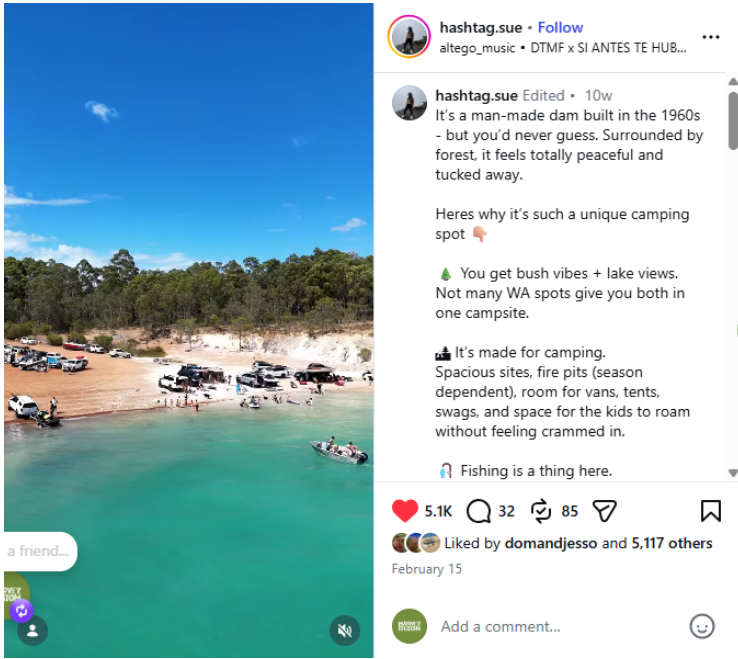
By: Natalie Pugh

Just 10 minutes from the town of Harvey and set on a working farm in Cookernup, Harvey Farm Barn offers a gentle escape into country life, where space, fresh air and simple pleasures take centre stage.

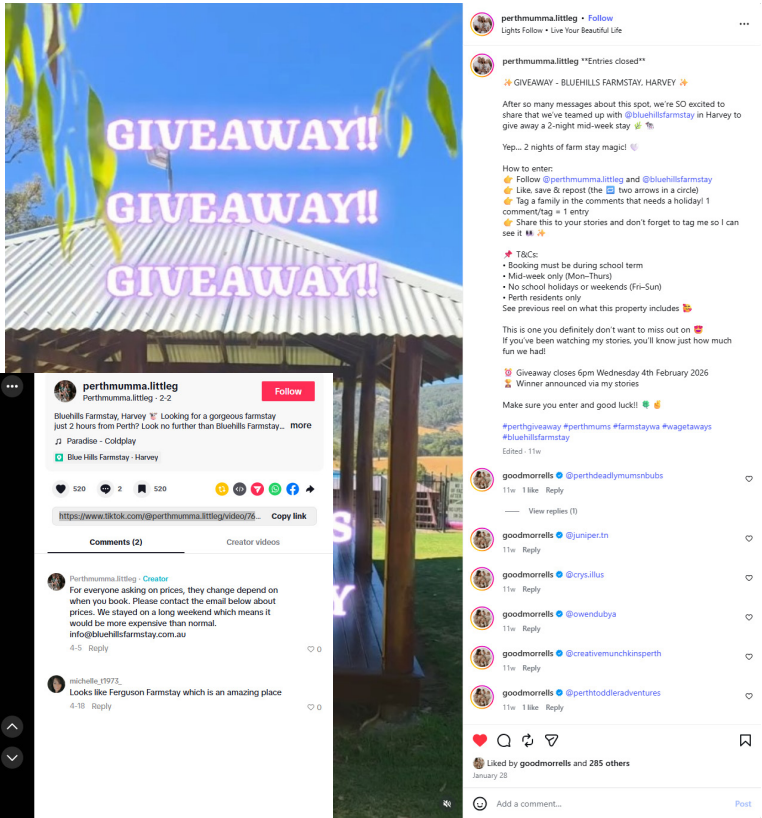
Visitors are invited to wander the farm at their own pace, meeting friendly animals along the way, from goats and alpacas to cows, pigs and the ever-popular Highland cattle.

For summer visitors, farm tours exploring the flower fields and photo props wrap up on 26 January. Pick-your-own sunflowers follow from 27 - 31 January, before the farm closes for the season. Harvey Farm Barn will reopen in April, refreshed and ready to bloom again.

SOCIAL COVERAGE



@HASHTAG.SUE



@PERTHMUMMA.LITTEG

