



## HERITAGE FESTIVAL – PARTICIPANT PROPOSAL 11-13 SEPTEMBER 2026

### OVERVIEW

To celebrate the rich and diverse history of the Harvey Region, Destination Harvey Region (DHR) is proud to present the Harvey Region Heritage Festival, taking place from 11-13 September 2026.

As part of the celebrations, DHR is inviting local businesses, community groups, and organisations to get involved by hosting a “heritage-inspired” event or experience. This could include anything from guided tours, heritage menus, art displays, storytelling sessions, themed workshops, live music, vintage markets, sporting events in heritage costumes, or other creative activations that connect to the region’s history.

We are also keen to celebrate our cultural heritage such as Noongar bush tucker, Italian food in Harvey and Brunswick, or Irish/British/Indian fare in Australind.

This proposal aims to support your participation in this regional celebration, showcase your brand to a wider audience, and attract new customers to your business.

### WHY PARTICIPATE

Participating in the Harvey Region Heritage Festival is a fantastic opportunity for local businesses and community groups to showcase their unique offerings, attract new customers, and be part of a high-profile regional celebration.

With increased foot traffic, media coverage, and promotion through Destination Harvey Region’s marketing channels, your business or organisation will benefit from enhanced visibility and community engagement.

Hosting a heritage-inspired event allows you to connect with locals and visitors in a meaningful way and celebrate the rich history of our region. Don’t miss your chance to be part of this heritage event!

### KEY DATES

ITEM	DATE/S	NOTES
Heritage Event Registrations	Now - 31/07/2026	Register your heritage event to receive the full event promotion benefits. <a href="https://forms.office.com/r/KkXGkEnRKe">https://forms.office.com/r/KkXGkEnRKe</a>
Marketing Campaign to Launch	July - August	
Heritage Festival Promotion Kit Delivery	August	Receive your very own Heritage Festival Promotion Kit
Heritage Festival Weekend	11/9/2026 - 13/9/2026	



## FESTIVAL INCLUSIONS

Participation in the Harvey Region Heritage Festival is completely **FREE** for businesses and community groups who choose to host a heritage-inspired event.

As a thank you for getting involved and helping bring the region's stories to life, Destination Harvey Region will be supporting all participating events with a comprehensive marketing and promotional campaign.

By signing up, your business or organisation can take advantage of the following marketing inclusions designed to boost visibility, drive foot traffic, and connect you with both locals and visitors throughout the festival weekend.

- An event listing on the official Harvey Region Heritage Festival webpage.
- Promotion in the 4-o'clock report in the Harvey Reporter and/or Bunbury Herald Newspaper.
- Logo inclusion on the official Festival program – available free to download from the Harvey Region website.
- Inclusion in DHR e-newsletters sent to a wide audience of regional visitors and locals.
- Inclusion in DHR blog posts published on the Harvey Region website.
- Social media tags in a minimum of 2 x social media posts promoting the event.
- Festival-branded promotional materials (posters, flyers, A-frames) to display at your venue.
- Priority access to DHR website data and post-event report.

## CONTACT US

If you're a small business or community group with a great idea for a heritage-inspired event, we'd love to hear from you!

The Destination Harvey Region team is here to support you every step of the way—from brainstorming ideas to promoting your event. Get in touch with us to register your event and be part of this exciting new festival!

For more information or to discuss your event contact:

**Email:** [jadem@harvey.wa.gov.au](mailto:jadem@harvey.wa.gov.au)

**Registration form:** <https://forms.office.com/r/KkXGkEnRKe>

*\*Please note, that if late events are registered, they will not receive all promotional benefits as outlined above.*

*To ensure that you make the most of this opportunity please register your event prior to July 31, 2026.*