

HARVEY REGION COMMUNICATIONS REPORT

APRIL 2026

CONTENTS

3 OVERVIEW BREAKDOWN

4 WEBSITE

7 SOCIAL MEDIA

9 TOP TOURISM TOWN AWARD

II MEDIA COVERAGE

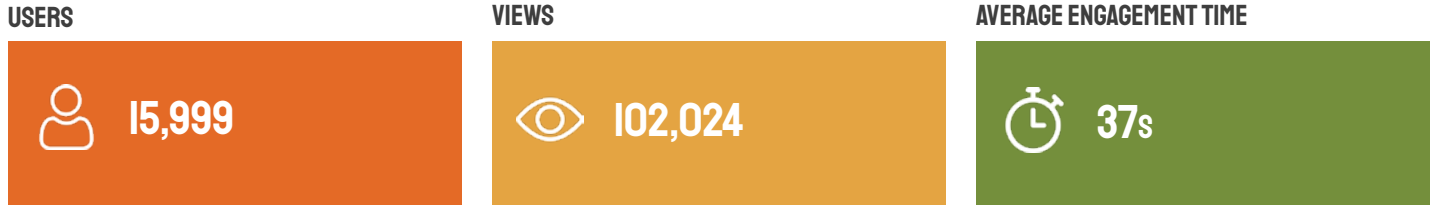
14 SMALL TOWN SPOTLIGHT

OVERVIEW BREAKDOWN

	TOTAL
NEW FACEBOOK FOLLOWERS	104
FACEBOOK PAGE REACH	91,356
NEW INSTAGRAM FOLLOWERS	201
INSTAGRAM PAGE REACH	9,160
WEBSITE VIEWS	101,096



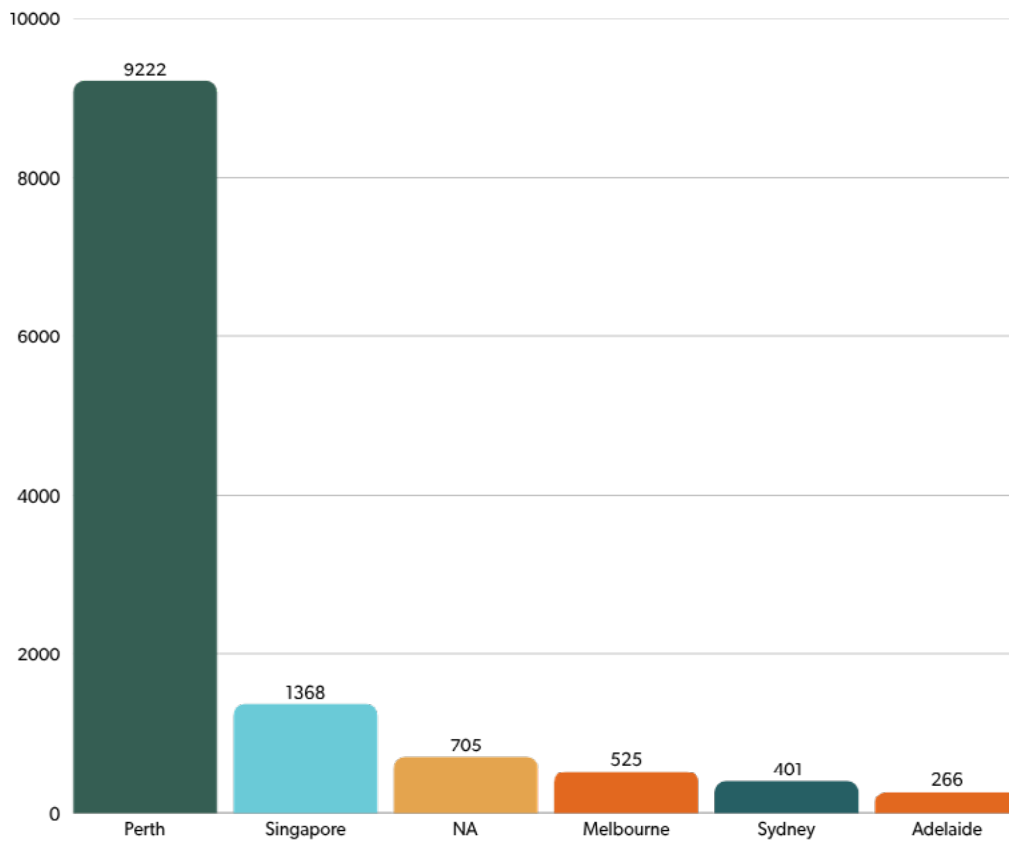
WEBSITE



WHERE ARE OUR USERS FROM?

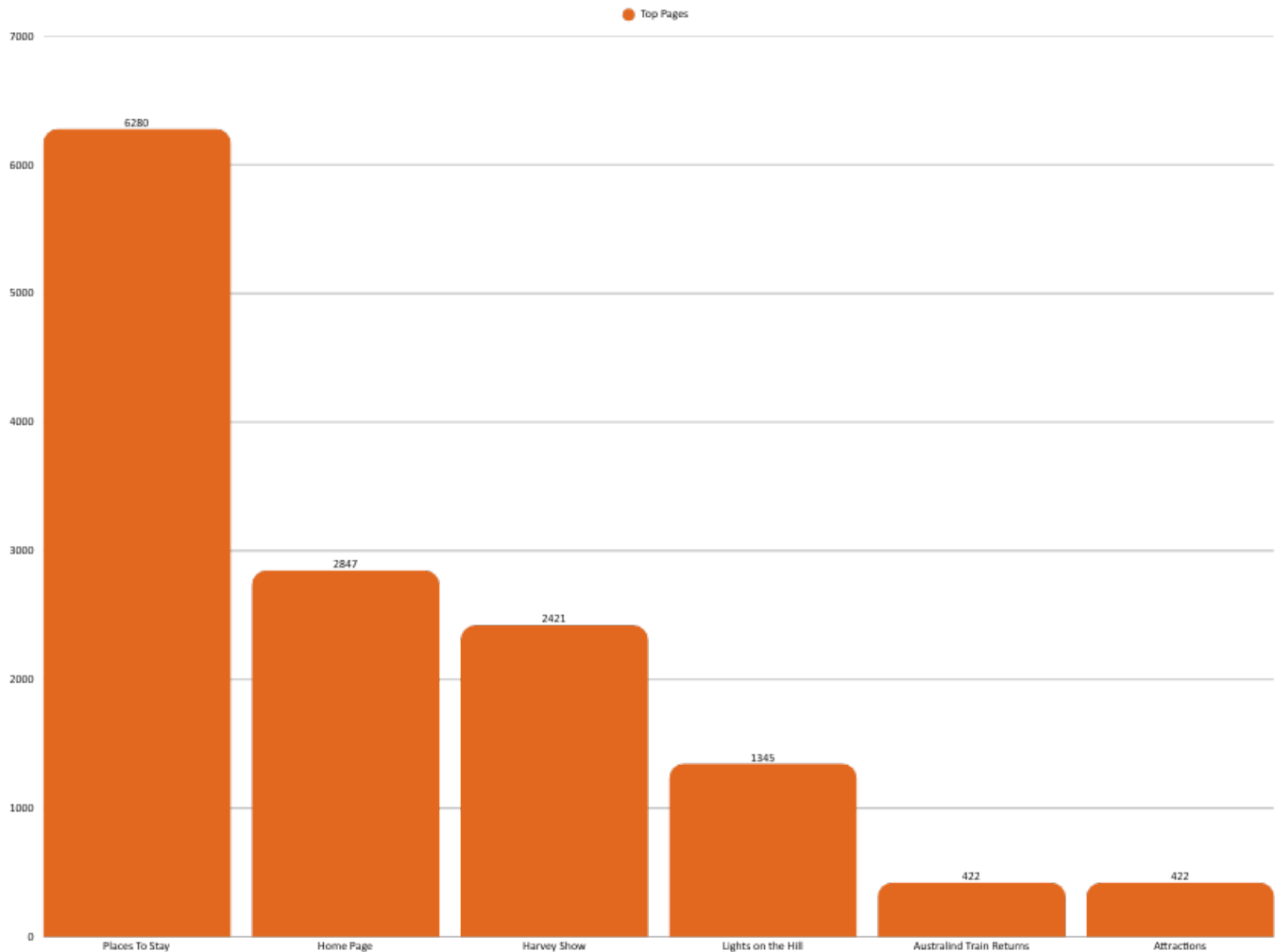
We received views from across the globe, with users from over 110 countries coming to our website.

TOP CITIES



WEBSITE

APRIL'S MOST VIEWED PAGES



These website insights provide a strong indication of visitor intent and trip planning behaviour, which can be used to determine the region's economic benefit. While page views do not equal physical visitation, high-performing pages like "Places To Stay" (6,280 views) and key event listings such as the Harvey Show (2,421 views) act as reliable proxies for travel considerations and can be translated into estimated amount of visitors. For example, assuming ~70% of users are engaged, and a 5-8% conversion rate, these two pages alone could generate approximately 410 visitors to the region.

When paired with a conservative average spend of \$180 per visitor, this equates to an estimated \$73,000 in regional expenditure driven from just these pages. This highlights the website's role as a key conversion tool, not just an information source.

WEBSITE - BLOG POSTS

VISIT WEBSITE - BLOG

We are Highlights.

Discover the latest news from the Harvey Region – including insider tips, itineraries for your next visit, and the perfect pit-stops for your road trip home.

[View all →](#)



[GENERAL](#) [PLANNING YOUR STAY](#)

23 Apr 2026

The Australind Train Returns to the Harvey Region

The TransWA Australind train service, which travels from Perth to Bunbury via the Harvey Region is set to formally resume...

[Read more →](#)



[EAT & DRINK](#) [GENERAL](#)

[PLANNING YOUR STAY](#)

23 Apr 2026

Myalup one of the 13 Most Charming General Stores in Australia

Australian Traveller Magazine has named the Myalup Beach General Store within their list of the most charming General Stores in...

[Read more →](#)



[GENERAL](#) [PLANNING YOUR STAY](#)

15 Apr 2026

Harvey Named a Top Tourism Town Finalist

The town of Harvey has been shortlisted in the Top Tourism Town Awards – Small Town category.

[Read more →](#)



[EAT & DRINK](#) [GENERAL](#)

[SEE & DO](#)

13 Apr 2026

5 Things to do in the Harvey Region for under \$20

Make school holidays a breeze with 5 affordable things to do in the Harvey Region.

[Read more →](#)

INVEST AND CORPORATE WEBSITE - BLOG



[GENERAL](#)

23 Apr 2026

The Australind Train Returns to the Harvey Region

[Read more →](#)



[GENERAL](#)

23 Apr 2026

Myalup one of the 13 Most Charming General Stores in Australia

[Read more →](#)



[GENERAL](#)

20 Apr 2026

Harvey Named a Top Tourism Town Finalist

[Read more →](#)

SOCIAL MEDIA - FACEBOOK

Total Page Reach

91,365

↑ 203.3%

Total Page Visits

966

↑ 11.8%

New Followers

104

↑ 50.7%

Total Page Views

187,228

↑ 238.9%

Total Post Interactions

111,5

↑ 148.3%

Link Clicks

1,575

↑ 154.9%

SOCIAL MEDIA - INSTAGRAM

Total Reach

4,924

↑ 4.7%

Total Views

55,336

↓ 19.3%

New Followers

171

↑ 28.6%

Total Accounts Engaged

1,652

Total Content Interactions

2,871

↓ 9.1%

Pieces of Content Shared

31

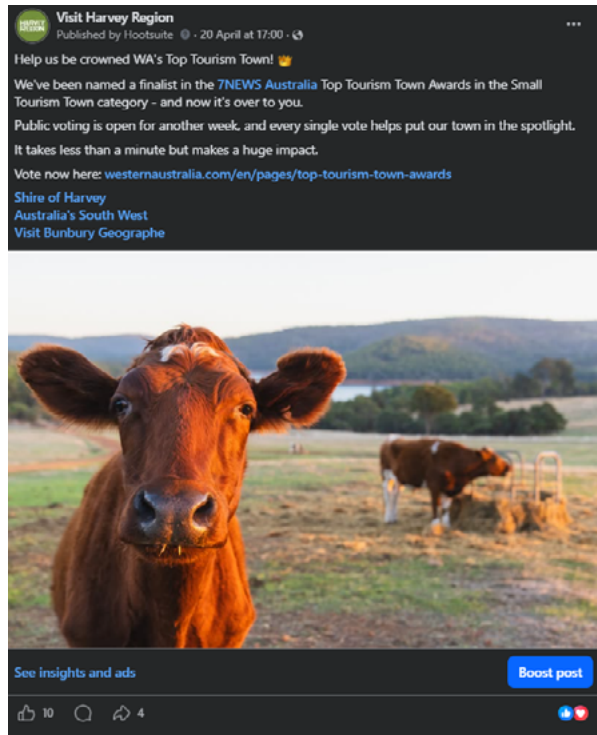
Statistics compared to March 2026

TOP TOURISM TOWN AWARD

The town of Harvey was shortlisted for WA's Top Tourism Town Award in the Small Town category on April 1.

Public voting opened on April 3 and closed on May 1. To encourage voting, we ran a small campaign to get the word out.

SOCIAL MEDIA CAMPAIGN



WEBSITE BLOG

HARVEY NAMED A TOP TOURISM TOWN FINALIST

The town of Harvey has been shortlisted in the Top Tourism Town Awards – Small Town category – a recognition that celebrates not just a destination, but the people, places and experiences that make it truly special.

This achievement is the result of a collaborative effort led by the Harvey Region team, who created a compelling submission showcasing the very best of Harvey – from wine and dine experiences, to heritage and culture, through to our much-loved hidden gems.

Importantly, this submission was strengthened by the passion and generosity of our local businesses and operators. This recognition belongs to you as much as it does to the region. We extend a sincere thank you to everyone who contributed their time and support.



NEWSLETTER BLAST



VOTE FOR HARVEY

We're honoured to be named a finalist in the 2026 7NEWS Top Tourism Town Awards.

These awards recognise Western Australian towns for their ongoing contribution to the tourism industry and celebrate the unique experience they offer visitors.

Public voting is now open and represents a significant portion of the overall result. Winners will be announced at the WA Tourism Conference on 27 May 2026.

Voting closes 1 May 2026. Please take a moment to cast your vote for Harvey. Each email address can submit one vote, so we encourage you to share this with your team and networks.

[VOTE NOW](#)

HARVEY REGION

PLEASE HELP US!

We're honoured to announce we are finalists in the 7NEWS WA Top Tourism Town Awards in the small town category!

Now it's over to you – our Harvey Region enthusiasts, to vote for us.

If you've already voted, thank you.
If you haven't already, here's your final reminder that voting closes on Friday 1st May and every vote counts!

It takes less than a minute to complete, but it would mean a great deal to us.

[Vote Now!](#)

POSTERS

HARVEY REGION

VOTE FOR HARVEY

HARVEY IS A FINALIST IN THE 7NEWS SMALL TOURISM TOWN AWARDS

The 7NEWS Top Tourism Town Awards recognise and reward WA towns that encourage tourism to their destination.

To vote for Harvey scan the below QR code or go to toptourismtownwa.com.au

PROUDLY SPONSORED BY

VOTE FOR HARVEY

HARVEY NAMED A TOP TOURISM TOWN FINALIST

The town of Harvey has been shortlisted in the 7News Top Tourism Town Awards (Small Town category).

Vote for Harvey and you'll also go in the draw to win: a \$5,000 WA travel voucher, or a \$500 voucher to spend at any RAC Park or Resort in WA

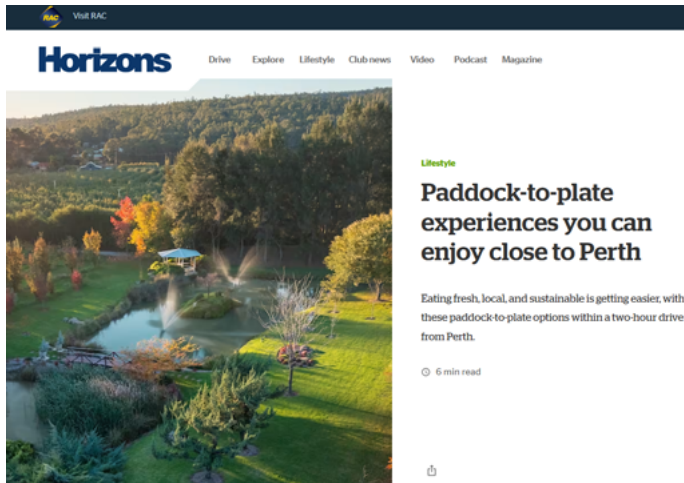
Voting closes Friday 1 May 2026

HARVEY REGION



COVERAGE

RAC



Lifestyle

Paddock-to-plate experiences you can enjoy close to Perth

Eating fresh, local, and sustainable is getting easier, with these paddock-to-plate options within a two-hour drive from Perth.

6 min read

Lifestyle

Paddock-to-plate experiences you can enjoy close to Perth

EATING FRESH, LOCAL, AND SUSTAINABLE IS GETTING EASIER, WITH THESE PADDOCK-TO-PLATE OPTIONS WITHIN A TWO-HOUR DRIVE FROM PERTH.

By Fleur Bainger

Brugan Brewery

Wokalup

About two hours' drive, or 140km south of Perth is Brugan Brewery, hidden behind The Wokalup Pub. The name is an amalgamation of the owner-couple, Bruce Hathway and Megan Hardwick, east-coasters who hit the reset button with a move to WA. After taking over the country pub, they built the brewery, which uses locally grown hops and malt. Some 40 per cent of the menu is locally sourced, often direct from farmers in the Harvey region. In Wokalup, family-owned Halls Dairy supplies its lauded suzette cheese, while other cheeses and seasonal vegetables come from a cheese maker and farm in Brunswick called Melville Park. Olive oil is delivered by Delle Donne Produce from nearby Leschenault, meats come from Dardanup, and lemongrass, chervil, chives and coriander are plucked from the brewery garden.

Food scraps go to a local pig farmer, in keeping with a minimal-waste ethos. Order the pan-fried olive and herb gnocchi or togarashi pork fillet with udon noodles to maximise your paddock-to-plate experience.

brugan.com.au

Brugan Brewery

Wokalup

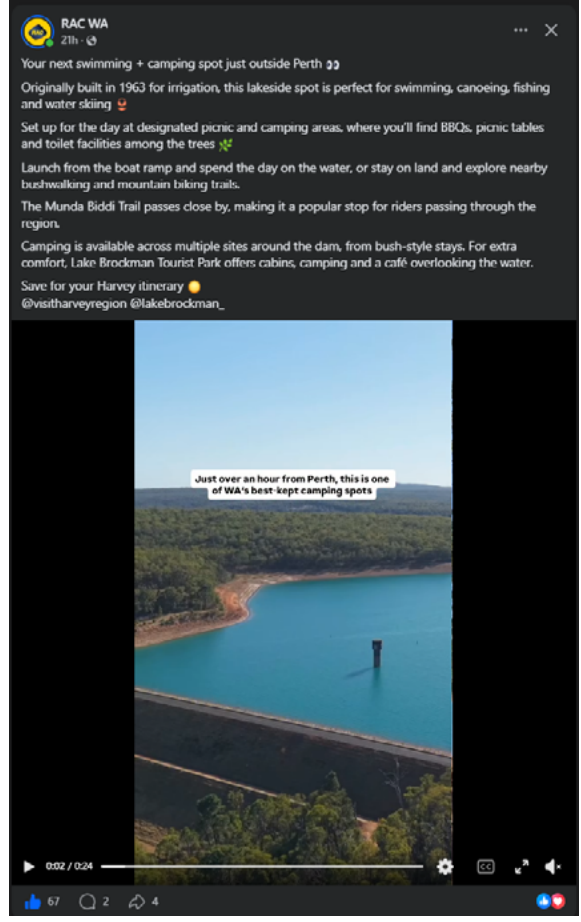
About two hours' drive, or 140km south of Perth is Brugan Brewery, hidden behind The Wokalup Pub. The name is an amalgamation of the owner-couple, Bruce Hathway and Megan Hardwick, east-coasters who hit the reset button with a move to WA.

After taking over the country pub, they built the brewery, which uses locally grown hops and malt. Some 40 per cent of the menu is locally sourced, often direct from farmers in the Harvey region. In Wokalup, family-owned Halls Dairy supplies its lauded suzette cheese, while other cheeses and seasonal vegetables come from a cheese maker and farm in Brunswick called Melville Park. Olive oil is delivered by Delle Donne Produce from nearby Leschenault, meats come from Dardanup, and lemongrass, chervil, chives and coriander are plucked from the brewery garden.



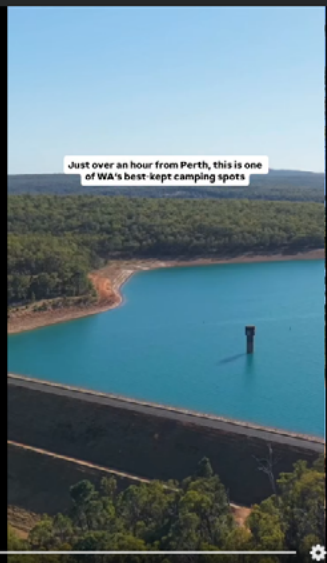
Food scraps go to a local pig farmer, in keeping with a minimal-waste ethos. Order the pan-fried olive and herb gnocchi or togarashi pork fillet with udon noodles to maximise your paddock-to-plate experience.

brugan.com.au



RAC WA

Your next swimming + camping spot just outside Perth 🏖️
Originally built in 1963 for irrigation, this lakeside spot is perfect for swimming, canoeing, fishing and water skiing 🏊
Set up for the day at designated picnic and camping areas, where you'll find BBQs, picnic tables and toilet facilities among the trees 🌳
Launch from the boat ramp and spend the day on the water, or stay on land and explore nearby bushwalking and mountain biking trails.
The Munda Biddi Trail passes close by, making it a popular stop for riders passing through the region.
Camping is available across multiple sites around the dam, from bush-style stays. For extra comfort, Lake Brockman Tourist Park offers cabins, camping and a café overlooking the water.
Save for your Harvey itinerary 📌
[@visitharveyregion](https://www.instagram.com/visitharveyregion) [@lakebrockman_](https://www.instagram.com/lakebrockman_)



Just over an hour from Perth, this is one of WA's best-kept camping spots

0:02 / 0:24
67 likes, 2 comments, 4 shares

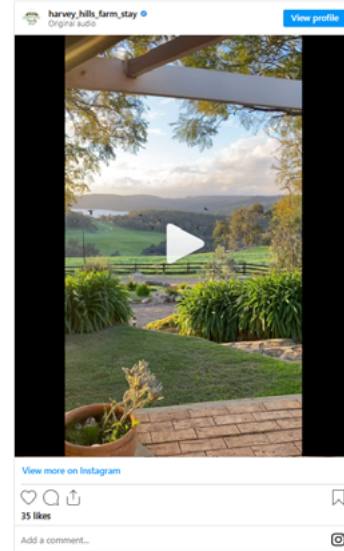
COVERAGE RAC

5. Harvey Hills Farmstay, Harvey

Take in the expansive views of the Harvey Dam from the balcony of your cosy chalet at [Harvey Hills Farmstay](#). This 100-acre working farm has four self-contained chalets that can sleep up to six people.

On the property, the kids can enjoy hand-feeding one of the many resident animals, including a donkey, miniature horse, miniature goats, and alpacas.

Nearby, you can visit a replica 1800s cottage, the old Harvey Railway Station—which is now a museum—or take a picnic and enjoy the Harvey Dam from a closer vantage point.



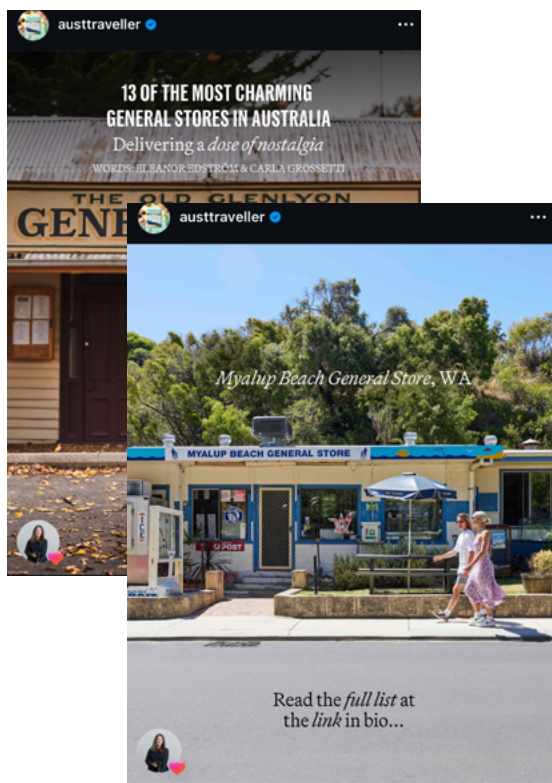
The RAC Horizons article provides valuable exposure to the Harvey Region by promoting local businesses to a large audience. The magazine was viewed by 298,000 readers in December 2025. If we estimate around 100,000 people have read the article, this level of coverage would typically cost Around \$3000 in advertising, or an estimated \$6,000 - \$9,000 with additional social media coverage.

If even a small percentage of readers (around 1%) are inspired to visit, this could bring approximately 1,000 visitors to the region. With each visitor spending around \$180, this could generate around \$180,000 in local economic benefit.

Overall, these articles show how media coverage can translate into real visitors to the region.

COVERAGE

AUSTRALIAN TRAVELLER



Australian Traveller continues to be a leading domestic travel platform in 202, reaching a substantial and highly-engaged audience across multiple channels. Its digital platform attracts approximately 226,000 monthly users, supported by a quarterly print circulation of 25,000, and EDM subscriber base of 89,000, and a strong social media presence of 142,000 Instagram followers and 102,000 Facebook followers. In the current travel media landscape, where advertising spend has increased by 12% year-on-year, this multi-channel reach represents a high-value promotional environment.

Based on these audience figures, the combined coverage delivers an estimated base advertising value of \$12,350 across print, digital, and social placements. When applying a standard PR multiplier for added credibility and influence of editorial content, the total estimated public relations value rises to \$37,050.

In addition, the inclusion of a linked Instagram post further strengthens this impact, contributing an estimated \$6,000 in PR value.

This higher valuation reflects Instagram's strong performance in the travel industry, where high engagement rates, content "saves," and direct referral traffic indicate genuine travel intent. Collectively, this coverage demonstrates a significant promotional and economic opportunity, reinforcing the role of trusted media platforms in driving awareness, consideration, and potential visitation to the region.

SMALL TOWN SPOTLIGHT FEATURE

RAC Horizons visited Harvey in March 2026 as part of their Small Town Spotlight series they run on their YouTube as well as their Horizons magazine that gets delivered every quarter.

Harvey's feature, delivered via video and digital platforms, provides valuable multi-channel earned media exposure for the region - reaching a state-wide audience interested in travel and regional exploration.

Applying a conservative earned media approach, a feature of this nature can be valued at approximately \$3,000 - \$5,000 in base advertising value, increasing to \$6,000 - \$15,000 when factoring in the higher trust and influence of editorial storytelling.

Using a modest 1% conversion rate from audience to visitation, this exposure has the potential to generate anywhere from 100 to 1000 visitors, equating to an estimated \$18,000 - \$180,000 in regional expenditure.

This demonstrates how destination storytelling through trusted third-party media not only builds awareness, but can translate into measurable visitation and economic benefit for the Harvey Region.

