



FOR IMMEDIATE RELEASE – 16 DEC 2024

Kalamunda Chamber of Commerce Receives Metro Events Program Funding

The Kalamunda Chamber of Commerce (KCC) is thrilled to announce it has been awarded funding through the Cook Labor Government's \$3.6 million Tourism WA Metro Events Program for its annual Bickley Harvest Festival. This funding will significantly enhance KCC's ability to promote the region and help position the Bickley Valley as a premier WA tourism destination.

Located just 35 minutes from Perth, the Bickley Harvest Festival spans approximately 20 venues and attracts thousands of visitors over the festival weekend. The event highlights the region's finest produce, unique businesses, and breathtaking scenery, while delivering a substantial economic boost to the local community.

The funding has been provided to amplify marketing efforts for the festival, a flagship event that showcases the Bickley Valley's vibrant offerings and plays a pivotal role in growing the region's profile. The dates for the upcoming festival are 26th, 27th Apr & 3rd, 4th May 2025.

KCC Chair Jon Elbery celebrated the announcement, saying:

"The Bickley Valley region is home to some of WA's finest restaurants and producers of wine, spirits, ciders and beers and produce - and yet it is largely unknown. This generous grant from Tourism WA will allow the festival organisers to grow both patron numbers and the profile of the region in a way that we've been unable to accomplish in the past."

KCC CEO Tania Both also welcomed the announcement, saying:

"This funding will allow us to elevate our marketing efforts, creating lasting opportunities to grow the region's profile. We're excited to maximise this opportunity and are focused on using these funds to build the legacy of the festival, investing in elements that have permanency and creating something enduring for the entire region."

We'd also like to congratulate the other 11 worthy recipients and look forward to collaborating with our local networks as we develop some exciting new festival concepts."

Details on the grant's allocation are still being finalised, but the funds will support new marketing activities for the festival. KCC aims to enhance well-loved festival features, including pop-up accommodation and extending the event over multiple weekends.

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BHF Website: bickleyharvestfestival.com

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"Plant the seed and watch your idea grow."





Labor Candidate for Kalamunda Karen Beale, with KCC CEO Tania Both, pictured here at an iconic entrance to the Bickley Valley on Pomeroy Rd in Bickley.

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