

Before your event can officially become part of the **Australian Heritage Festival**, you will need to complete the online registration form. Online registrations may be submitted right up to the launch of the festival. Any relevant local State printed material deadline requirements are detailed in the **Festival Near Me** section of the website. It is important that you are aware of the four entry criteria which include the terms and conditions of participation. The information is available at [www.australianheritagefestival.org.au](http://www.australianheritagefestival.org.au). Please ensure that you read all of the information before submitting the Registration Form.  
**Registration is free.**

## Marketing your Event

### 1. Make a Plan

- Objectives – How many tickets do you want to sell and at what price?
- Activities – Make a plan of your potential marketing activities.
- Budgets – Allocate a marketing budget, assign realistic amounts to activities, plus contingencies.
- Timescales and Deadlines – Working to a schedule allows for more chance of success.

### 2. Letting People Know

- Think about your visitors from the outset, their age, level of expertise, demographic, interests etc.
- Make sure the **RIGHT** people know about your event.
- Tailor your promotion to the audience you want to attract.

### 3. Information – Be clear about the details on all publicity

- Where and when – the location, date and time of the event
- What is the event about (think about your visitors)

- How much it costs – are there any incentives like group booking discounts or concessions?
- How to get more information
- How to get a ticket
- Other information (what to bring, wear, wet weather alternatives etc.)

### 4. Publicity Material

- Appealing, professional & functional
- Good quality photographs and artwork
- Good quality design – is it worth paying a professional?
- Clear information – always the main objective!
- Branding – please put the Australian Heritage Festival Logo on ALL your publicity material.

### 5. Promotion ideas

- Leaflets & Posters
  - » Print as many as you can afford
  - » Distribution: Shops, cafés, restaurants, community centres, hotels, pubs, leisure outlets, hairdressers etc
- Press and radio coverage
  - » Find out who the best contact is and build a relationship
  - » Press Releases – The Golden Rules!
    - i. Include the vital info in bold:
    - ii. Name of event, date, time, price, venue, booking telephone number and press contact details
    - iii. Brand your release as an **Australian Heritage Festival** event
    - iv. Eye-catching headline and image
    - v. First sentence should be snappy, interesting and factual
    - vi. No longer than one side of A4
    - vii. Use quotes from reviews and interviews with artists or organisers
    - viii. Write your press release in a style that you would expect of a newspaper article
    - ix. Submit to free listings and guides

- Word of Mouth: Get people talking about your event – give free press tickets, organise VIP events etc.
- Reciprocal Arrangements & Sponsorship
  - » Join up with other events, businesses or organisations
- Advertising
  - » Identify potential advertising opportunities – newspapers, magazines, radio, newsletters, billboards etc.
  - » Check that the cost of any advertising is viable by working it out as a cost per person, or by calculating how many tickets you would need to sell to make the money back
- Mailings
  - » Do you own a list of past customers or can you get hold of one?
  - » Are they the right people?
- E-Marketing
  - » Website: [www.australianheritagefestival.org.au](http://www.australianheritagefestival.org.au)
  - » Link our website to the Festival site
  - » Look out for websites with free events listings
  - » E-mails and e-flyers – Start capturing e-mail addresses for your audience (run competitions, organise questionnaires etc.)

## 6. Help from the Australian Heritage Festival

- Entry on the website and potential social media support

- Remember – publicising your event is your responsibility! We have a small but hardworking PR team who will try to promote you as much as possible.
- Promotional materials available.

## Insurance

If you are putting on an event, you must carry Public Liability Insurance of at least \$20 million (see the Terms and Conditions). The Australian Heritage Festival does not cover insurance on your behalf.

## Performing Rights

If you are staging a musical event and somebody who died less than 70 years ago composed any of the music, you have to pay Performing Rights. For more information contact the Australasian Performing Right Association and the Australasian Mechanical Copyright Owners Society on 1300 852 388 or email [licence@apra.com.au](mailto:licence@apra.com.au). APRA AMCOS is a collective management organisation which licenses performing, communication and reproduction rights in music on behalf of more than 87,500 members and 124,000 licensees with 170 affiliated organisations worldwide. <http://apraamcos.com.au/media/6632/events-peg.pdf>