Australian Government | NATIONAL TRUST

AUSTRALIAN HERITAGE FESTIVAL

Organisers Media Kit

Festival Vision

Australian Heritage Festival program in Victoria is coordinated by the National Trust of Australia (Victoria) (NTAV) and supports the National Trust's mission "to inspire the community to appreciate, conserve and celebrate its natural, cultural and Indigenous heritage."

The objectives of the festival are:

- To communicate how heritage values and Victoria's culture can enrich our lives

- To provide opportunities for communities, local government and organisations to celebrate Victoria's heritage

- To enable active engagement in the conservation and management of heritage places and values

The Australian Heritage Festival is Australia's biggest annual community-driven heritage festival. In Victoria the Festival is comprised of events from across the state organised by NTAV properties and Branches, community groups, local councils, individuals and other organisations. The NTAV coordinates the registration of Festival events, promoting the program to a wide audience with interest in cultural heritage. The Festival begins annually on the 18th of April, the International Day for Monuments and Sites, and in 2018 will draw to a close on the 20th of May.

Cover image by Suzie Potter

Unlocked Tours with Dale Campisi, Melbourne Central

## Australian Heritage Festival 2018 Theme:
My Culture, My Story

Australia's biggest and most diverse heritage festival is expanding again in 2018, focusing on what makes a place special, encouraging us all to embrace the future by sharing the strengths of our cultural identities. The 2018 Australian Heritage Festival theme is *My Culture, My Story*, celebrating the diversity of cultures that have shaped our shared heritage. The Festival is an opportunity to reflect on the places where we live, work, and travel, and why they are special, celebrating our many diverse and distinctive cultures. In 2018 we call on communities to treasure their local cultural heritage by telling their stories and celebrating their traditions, including storytelling, music, food, dance, traditional games, and crafts.

What are the cultures of your region, and how are they celebrated? What are the stories of your community? Do you know an untold story that should be shared? What is the role of new generations in celebrating and protecting our heritage?

Victoria Carpets woollen mill employees
c1975. The Mill Castlemaine

3600
UNIQUE PAGE VIEWS
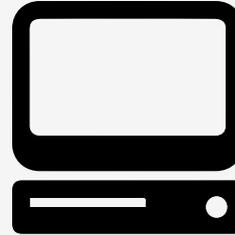
4433
UNIQUE SESSIONS

10,000
HOUSEHOLDS

Festival Audience and Reach

We received 3600 unique page views and 4433 unique sessions during the 2017 Festival.

The printed program is distributed to 24,000 NTAV members via over 10,000 households, to Visitor Information Centres in metro and regional areas across Victoria, to the Melbourne Airport Visitor Information Centre, to event holders, as well as to NTAV properties and Branches.

Why Advertise with the Australian Heritage Festival?

- Participate in a landmark event on the National Trust calendar
- Connect with an audience of National Trust members and Regional Visitor Centres
- Reach a state-wide audience
- Contribute to the celebration and preservation of Victoria's heritage

Our audience are:

- NTAV members, a cross generational membership base with an increasing youth and family demographic. Our members are actively committed to conserving and enjoying Victoria's cultural heritage
- Tourists (local, interstate and international)
- Local communities in metropolitan and regional Victoria from a diverse range of cultural and linguistic backgrounds
- Aboriginal and Torres Strait Islander Peoples
- Local governments
- Private sector heritage and cultural tourism businesses
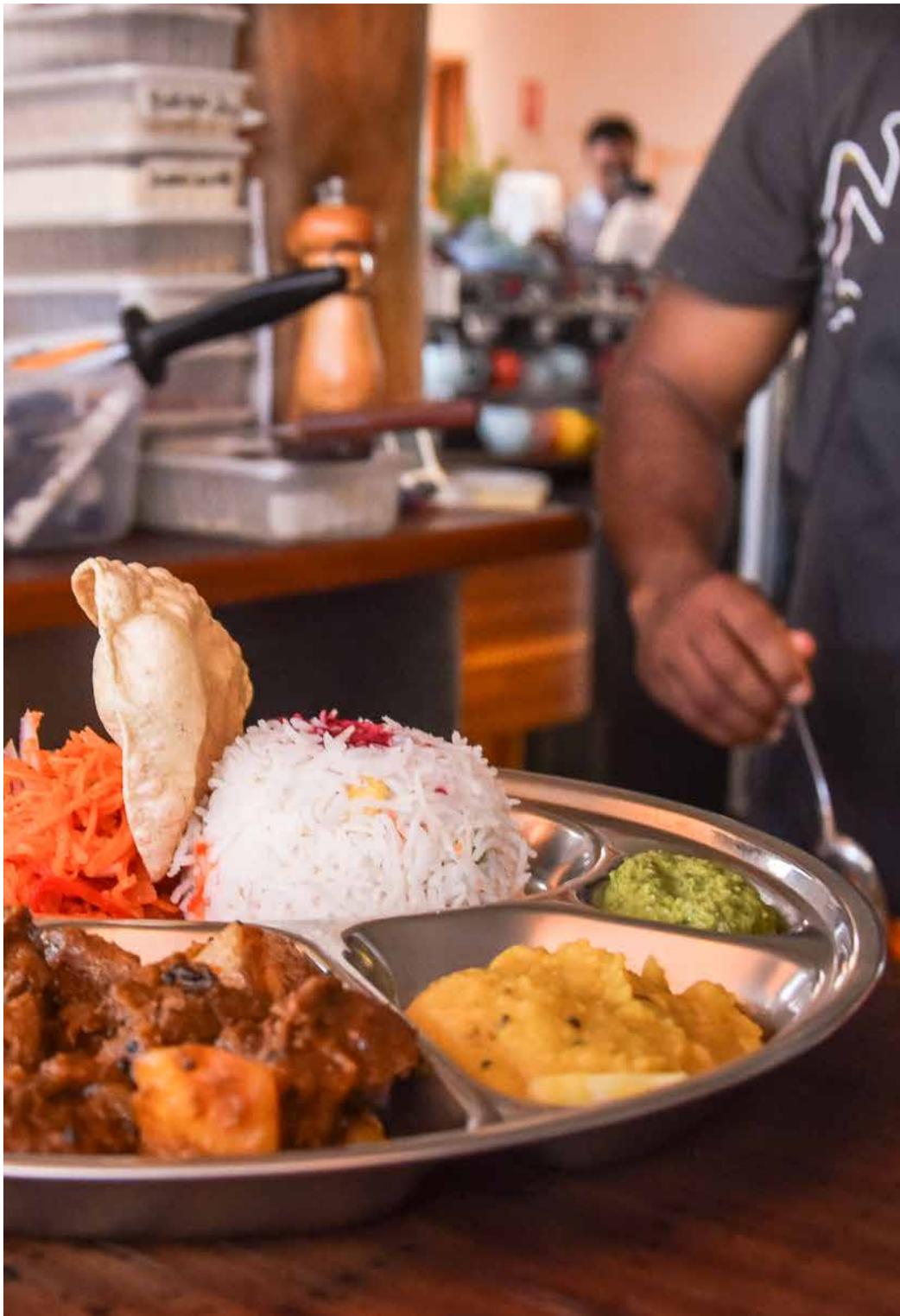
2017 Festival Facts

250+ events across Victoria

120,000+ event attendees across metro and regional Victoria

18,000 printed programs distributed across Victoria

28,000+ e-news subscribers

Social media presence across a number of platforms:

- 10,000+ Facebook followers
- 3,000+ Twitter followers
- 4,200+ Instagram followers

Our e-news lists that are used for promotion of the Festival are highly successful with an average open rate in excess of the industry average (21.2%) for not-for-profit organisations: 33.2% average open rate for the Australian Heritage Festival list (973 subscribers); 37.7% average open rate for NTAV Members list (7,345 subscribers); and 24% average open rate for Non-Members List (20,050 subscribers).

Tamil Feasts presented at CERES Community Environment, Park Brunswick East

2018 Festival Themes

This year the Australian Heritage Festival printed program will be organised by the following themes:

- Aboriginal cultural heritage

- Advocacy, activism, and conservation movements

- Cultural expressions (art, public art, studios, music, dance, food, wine, etc)

- Gardens, landscapes, and the environment

- Gaols, hospitals, and asylums

- Industrial and maritime heritage

- Living museums, galleries, archives, and collections

- Local walking tours

- Modernism

- Motoring, transportation, and machinery

- Oral and social history

- Queer history

- Residential and local heritage

- War heritage

- Women's history

- Workshops and seminars

Victorian Colonial Express presented by Victorian Goldfields Railway
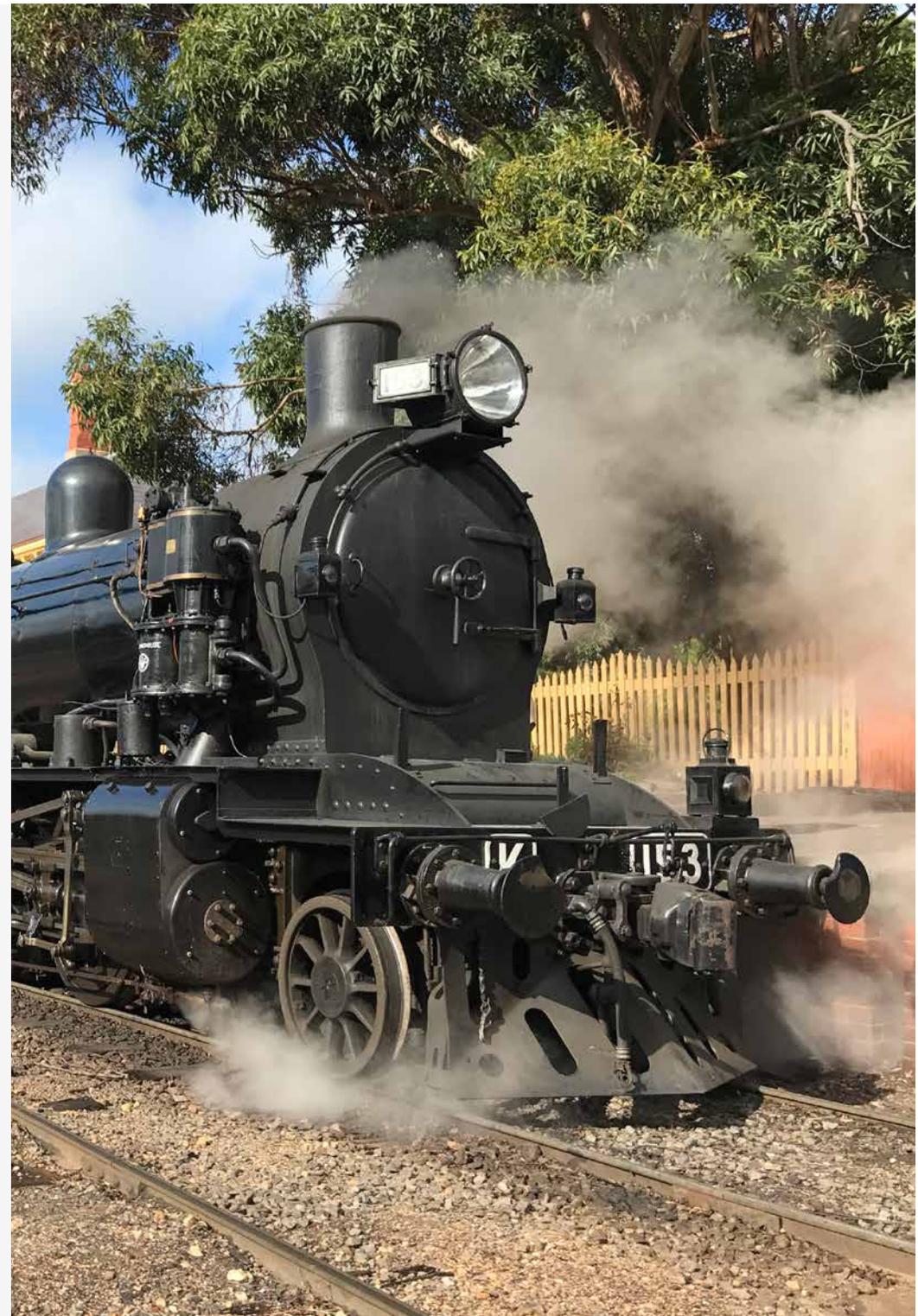
Friend of the Festival

Each year the Australian Heritage Festival runs a *Friend of the Festival* program, offering organisers additional benefits as part of the festival in return for their financial support. *Friend of the Festival* events will be distinguished on the Australian Heritage Festival website and in the printed program through the use of a *Friend of the Festival* logo. *Friend of the Festival* events will be actively promoted through the Australian Heritage Festival's regular e-news and via National Trust social media (Facebook, Instagram, Twitter). The *Friend of the Festival* organisers are also permitted to register events that fall outside of the Festival dates and/or theme for 2018. There are four tiers of financial support outlined below.
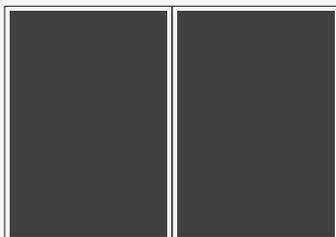
CHAMPION – 2 PAGES

TRAILBLAZER – 1 PAGE
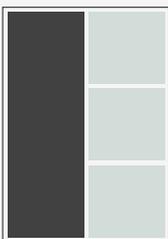
ACCOMPLICE – HALF PAGE
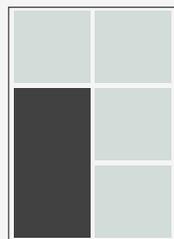
COMPANION – THIRD OF A PAGE

CHAMPION - $825
- Two guaranteed full pages in the printed program advertising events (8 event limit)
- Organisation listed in the printed program under 'Supporters of this year's Festival'
- Receives total of 100 printed programs

TRAILBLAZER - $515.00
- Guaranteed full page listing in printed program (4 event limit)
- Organisation listed in the printed program under 'Supporters of this year's Festival'
- Receives total of 70 printed programs

ACCOMPLICE - $260.00
- Guaranteed event(s) listing in printed program on a half page (2 event limit)
- Organisation listed in the printed program under 'Supporters of this year's Festival'
- Receives total of 50 printed programs

COMPANION - $155.00
- Guaranteed event listing in printed program on a third of a page (1 event limit)
- Organisation listed in the printed program under 'Supporters of this year's Festival'
- Receives total of 30 printed programs

To become a *Friend of the Festival* contact:
Jessica Hood
Australian Heritage Festival Coordinator Victoria
jessica.hood@nattrust.com.au (03) 9656 9823

Frequently Asked Questions

GENERAL INFORMATION:

What are the key dates for the festival?
- The Australian Heritage Festival begins annually on 18th of April 2018, the International Day for Monuments and Sites will draw to a close on the 20th of May 2018.

- Sunday 1st of October registrations open for the 2018 Australian Heritage Festival.

- Friday 12th January 2018 registrations close for inclusion in the 2018 Australian Heritage Festival printed program.

- Saturday 31st of March registrations close for inclusion in the 2018 Australian Heritage Festival online program.

Who can participate?

Participation is free and open to anyone in Victoria with an interest in heritage who is willing to run an event.

What support will I get as an event organiser?

You will receive a dedicated listing on the Australian Heritage Festival website for each of your events. If registered before Friday 12th January 2018 your event will be compiled into the Australian Heritage Festival printed program that is distributed to 24,000 National Trust members, Regional Visitor Centres, National Trust properties and branches and to event organisers across Victoria in March 2018. All participating organisers will receive 10 copies of the Australian Heritage Festival printed program as well as an organisers pack. For additional copies you must join our *Friends of the Festival* program.

The Federal Standard Printing Works, Chiltern

What do I receive in the organisers pack?

- 10 copies of the Australian Heritage Festival printed program
- Audience attendance cards
- Promotional poster
- National Trust bunting
- Media kit to promote your event

REGISTERING YOUR EVENT:

Where do I register my event?

To become a participant you must register your event through the Australian Heritage Festival website australianheritagefestival.org.au. Registrations close on Friday 12th January 2018 for inclusion in the printed program. Events registered after the print deadline and up until the end of March will still have the opportunity to be listed on the Australian Heritage Festival website.

Heritage Architecture in the Future presented by Melbourne Architours

What will I need?

- Contact details for an individual and the organisation
- Event title
- Event description (summary and longer description)
- Event location
- Date and time
- Admission costs
- Accessibility of your event location
- High quality photograph/s
- Your organisation's social media handle(s) eg @nationaltrustvic

What should be included in the event description?

There are two sections to fill out in the event description. The first is your chance to tell visitors about your event. This information will be published in our online event directory. This should be a clear summary of your event in one paragraph on what audiences can see and do. There is a maximum of 300 characters for this description. This will be shown on the online search event directory pages and at the top of your event page listing in larger type on the website. For those included in the printed program this will form the event listing.

You will also need to provide us a detailed description of your event. Tell audiences in more detail what they can expect at your event (max 1,000 characters). This will be shown on the online full event page listing after your summary. Please do not repeat your summary.

You'll also need to align your event to a set of event categories. We will also ask you to advise us of any limits on numbers attending your event, and how many you are expecting for the event.

What should be included for the location?

You must enter into an online Google Map where your event is located. It may be useful for you to confirm your exact address in Google Maps prior to registration. To do this you will need the venue postcode, street address, suburb, and state. You will also have an opportunity to provide us with any additional information about the event location such as tips or local markers to help visitors find you. You can also provide a meeting point if required. Please advise us of the accessibility of your event location or if there are any special requirements.

What should be included for the admission price/s if there is any?

Whether your event requires purchasing a ticket, a gold coin donation, or is free entry, is completely up to you. If there is an admission cost you'll need to let us know if there are different costs for adults, concession, children, family (two children & two adults) and for National Trust Members.

How do I include booking information?

Bookings are completely managed by you or your organisation, but please provide us with these details such as a booking email address or phone number, online booking link (eg. Trybookings) and the limit on numbers of attendees. You'll also need to let us know how many attendees you expect to attend the event.

Palais Theatre and Luna Park, St Kilda

What size and format should images be in?

Images should be landscape in format. The main image will be displayed at the top of your online event listing and may be included in the printed program. It should be landscape and at least 1200px wide. Optimally the image should be cropped to 1920 x 616px. Images should be sized between 750KB and 2MB. You must ensure that you have permission to use any image you upload.

Please name your image file 'event title_AHF2018'. If you need to credit the photograph source or the photographer you'll also need to let us know in the event title, for example, 'RipponLeaGardenTour_JohnSmithPhotography_AHF2018.' You will also be able to give us the image credit in a text box.

What will my image be used for?

Please note that all photography sent for event registration will become the property of the National Trust of Australia (Victoria) and may be used in print, electronic and digital publications as well as on the official Australian Heritage Festival website and social media platforms. The image may be passed on to third party media to use only in conjunction with articles and advertising which directly promotes the event. Images uploaded as part of the registration are used in the online listing for each event. All events in the 2018 printed program will not receive a dedicated image, however your image may be used in the printed program as a key thematic image.

What makes a good event photograph?

We recommend images of the location, event attendees or subject matter of your event. Images with a central focal point are best, as the outer edges of the image will be cut off online when viewing on small screens. Please do not overlay text or the name of your event in the image.

You might seek out a local photographer to take an event photograph for you. The State Library of Victoria also have a Digital Image Pool of over 200,000 amazing historical images. All images in this search pool are out of copyright or available to be used, as long as the creator and the State Library of Victoria are acknowledged. If you don't have an image we recommend searching your region, event location or theme to find images here: slv.vic.gov.au/search-discover/explore-our-digital-image-pool

←————————————— 1200px wide —————————————→

LANDSCAPE

All images should be in landscape format and at least 1200px wide

2MB MAX

Images should not exceed 2 megabytes

PROMOTING YOUR EVENT:

What does the NTAV marketing team do to assist in promoting an event?

Our marketing team works on designing and distributing the printed programs, contributing to and reviewing the Australian Heritage Festival website, creating and scheduling social media content across Facebook, Instagram and Twitter (close to 18,000 followers), sending off e-news (over 28,000 subscribers), distributing signage and collateral, as well as working on general festival publicity and media monitoring.

What is the best way to promote my event?

Provide the best summary and event description you can, make sure it fits one of the outlined themes, tell us what makes it unique (remember we have close to 300 events) and let us know if there is a story to tell. Think carefully about the demographic and identity who will be coming to the event. Use this information to plan the communication channels you would like to promote with. We also suggest to utilise free online listings, start with:

- Tourism Victoria: my.visitvictoria.com/register.asp
- City of Melbourne: thatsmelbourne.com.au/Whatson/Pages/Whatson.aspx
- Event Finder: Eventfinder.com.au

Reach out to the local community and media, send an email and post on your social media platforms with our official hashtags: #AHF2018, #natonaltrustvic and #myculturemystory. You might also like to create your own hashtag, based on your location, your organisations name, or your event name or theme.

How do I incorporate the Australian Heritage Festival branding and style across collateral and social media?

If you would like to use our official logos, please download and read our Style guide from the Organisers Info section of our website. The combined Australian Government and National Trust logo and the Australian Heritage Festival logo are available to download. The Australian Government and National Trust logo must be used in full and cannot be amended in any way. It must appear at the top of any published material with nothing appearing either above it or to the left of it. It must appear in a clear space, not crowded amongst other features and the minimum size of the Government Coat of Arms must be 20mm. The preferred colour for the logo is black. The tagline "The Australian Heritage Festival is supported through funding from the Australian Government's National Trusts Partnership Program" must appear at the bottom of the page. Attention must be paid to contrast, for example, do not place a dark logo against a dark background or position the logo over a busy background. The logo must be clearly visible. The Australian Heritage Festival Logos may appear below or to the right of the Government/National Trust Logo.

We will provide digital and social media collateral pieces free to use. We will make this offer to event organisers via email in the lead up to the launch of the Australian Heritage Festival. We recommend using the hashtags #AHF2018 #natonaltrustvic and #myculturemystory.

What imagery should we be using in promotional material?

A great image speaks a thousand words. Make sure it is eye catching and grabs the viewer's attention. Images must of high quality and not be blurry or out of focus. Jpeg images must be at least 300dpi, 1MB so they offer good quality print but not too big to email. Landscape imagery is generally preferred. No text or watermarks should be over the image.

HOW TO WRITE A MEDIA RELEASE:

Here are our recommendations:

1. Include the combined Australian Government and National Trust logo at the top and the Australian Heritage Festival logo and relevant organisation logo/s below.

2. Keep the media release to one page (maximum 400 to 500 words).

3. Think of an interesting, short, clever and eye catching headline that will immediately catch the reader's attention. This can also be included in the email subject line.

4. The body of the release should include some background information and a couple of quotes. The body should further convince people why they should look forward to attending the event.

5. The closing paragraph should include a call to action including the requirements to attend the event, details on admission, location, booking details and a link to where they can get more information about the event and the phone number that they can call.

6. Make sure to attach an attractive, good quality image. You may need to have a Hi-Res version if the journalist requests it.

7. Have the most up to date contact details, including individual name, position, email, and phone number. If a journalist gets in contact make sure to respond in a timely matter.

Alfred Nicholas Gardens, Sherbrooke
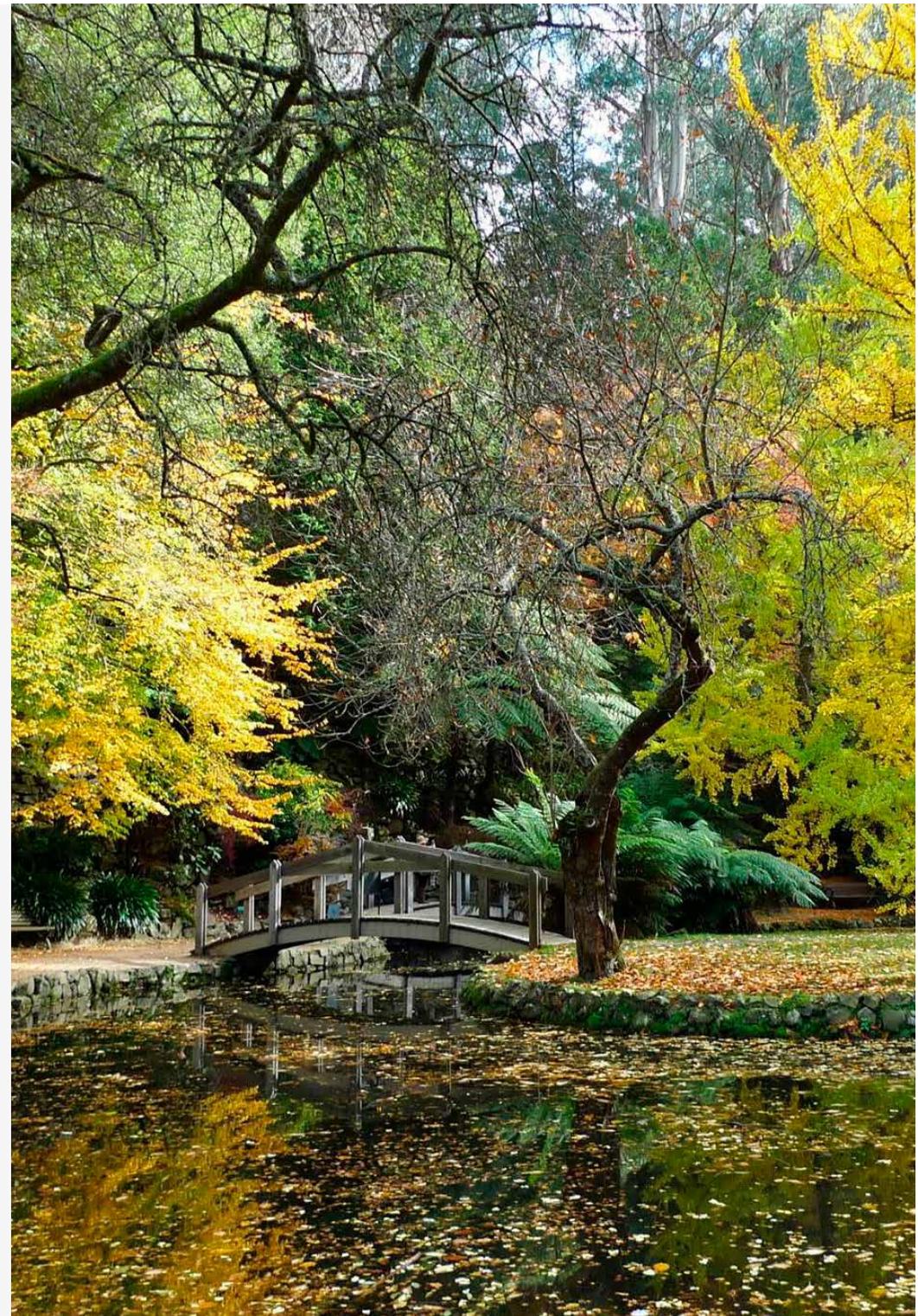
CONTACT INFORMATION:

Who do I contact if I have further questions?

Jessica Hood

Australian Heritage Festival Coordinator Victoria

Phone: (03) 9656 9823

Email: festival@nattrust.com.au

australianheritagefestival.org.au

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