Australian Government

NATIONAL TRUST

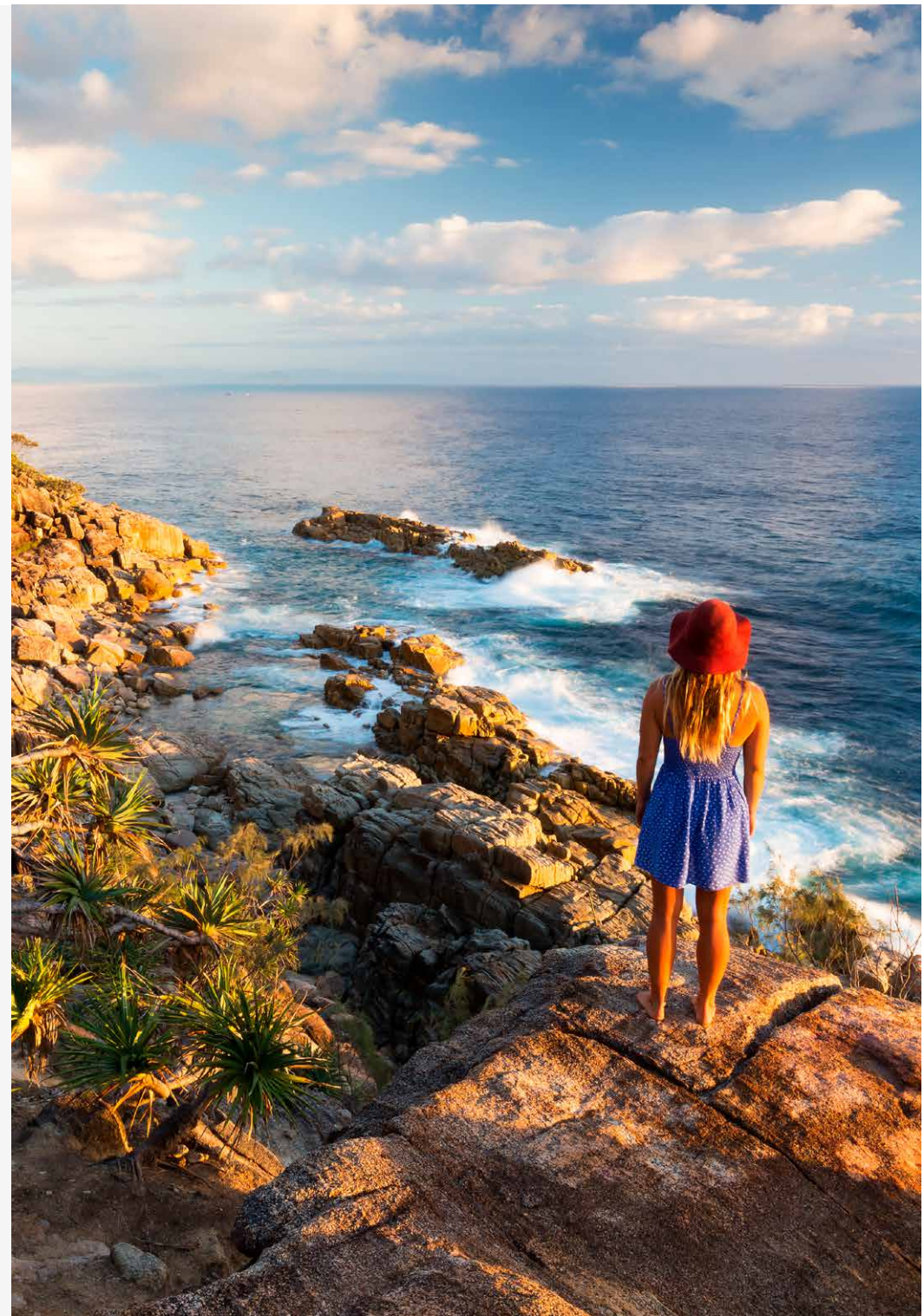# AUSTRALIAN HERITAGE FESTIVAL

Organisers 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 "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 18 April, the International Day for Monuments and Sites, and in 2019 will draw to a close on 19 May.

Dates, Theme and Key Facts

WHAT ARE THE KEY DATES FOR THE FESTIVAL?

The Australian Heritage Festival begins annually on 18 April 2019, the International Day for Monuments and Sites will draw to a close on the 19 May 2019.

Registrations open on Thursday 25 October 2018.

Friday 11 January 2019 registrations close for inclusion in the 2019 Victorian printed program.

Friday 29 March registrations close for inclusion in the 2019 online Victorian program

WHAT IS THE THEME FOR THE AUSTRALIAN HERITAGE FESTIVAL 2019?

Connecting People, Places and the Past

This year's Australian Heritage Festival invites communities to celebrate all aspects of Australian heritage from its buildings, landscapes and sacred sites to artefacts, artworks, local stories and ceremonies.

The festival will bring to life all chapters of Australian culture and history, relaying the diverse and distinctive experiences that individually define our communities. In particular, we will focus on the role of storytelling to consider how different communities enjoy, commemorate and celebrate the places most special to them.

Emerging technologies and digital storytelling are inspiring new and more diverse audiences to engage with places of cultural significance, and this year we encourage communities to consider seriously the role of new generations in the continued protection of our heritage.

In turn, event organisers are strongly encouraged to share with all festival goers the challenges in preserving heritage, how places of significance are kept safe and recognised, and how to embrace the perspectives of our past as a means to face both the trials and opportunities of our collective future.

Suggested questions for participants include:

1. How can we refocus our stories to capture the deeper layers of our shared history and heritage?

2. How might we address the challenge of telling forgotten or marginalised stories?

3. What is the role and opportunity of new technologies in refocusing our shared history and heritage?

4. What makes our communities strong, vibrant and unique?

5. How can we forge partnerships with our communities to care for and celebrate cultural heritage and Country?

6. What can we do now to ensure we learn from, use, and celebrate our cultural heritage into the future?

WHAT HAPPENED LAST YEAR?

In 2018 the Australian Heritage Festival...

- Was the centrepiece of national and regional stories in the print, digital and broadcast press.

- Provided Australians with a selection of 1,253 events celebrating cultural, natural and built heritage nationally.

- Attracted 441,000 visitors to events across the nation.

- Digitally engaged 80,958 people with stories about heritage and culture over four weeks.

The Australian Heritage Festival created a national platform for exhibitions, walking tours, films, expert talks, workshops, food fairs, guided tours of historical sites, ceremonies, demonstrations, special dinners and lunches—and much more.

Creating Events

WHO CAN PARTICIPATE?

Participation is free and open to anyone in Victoria with an interest in heritage who is willing to run an 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 11 January 2019 for inclusion in the Victorian printed program. Events registered after the print deadline and up until Friday 29 March will still have the opportunity to be listed on the Australian Heritage Festival website

Bendigo Glassworks tour

Australian Heritage Festival Victorian printed program

The Australian Heritage Festival Victorian printed program includes all events registered before Friday 11 January 2019. In March 2019 it will be distributed to 24,000 National Trust members, Regional Visitor Centres, National Trust properties and branches and to event organisers across Victoria.

The printed program is organised by the following themes, with an index at the back to find events by location or date.

• Aboriginal Cultural Heritage

• Advocacy, Activism and Conservation

• Cultural Expressions

• Gaols, Hospitals, and Asylums

• Gardens, Landscapes, and the Environment

• Industrial and Maritime Heritage

• Living Museums, Galleries, Archives, and Collections

• Local and Residential Heritage

• Local Walking Tours

• Modernism

• Motoring, Transportation, and Machinery

• Oral and Social History

• Queer History

• War Heritage

• Women's History

• Workshops, Seminars, and Lectures
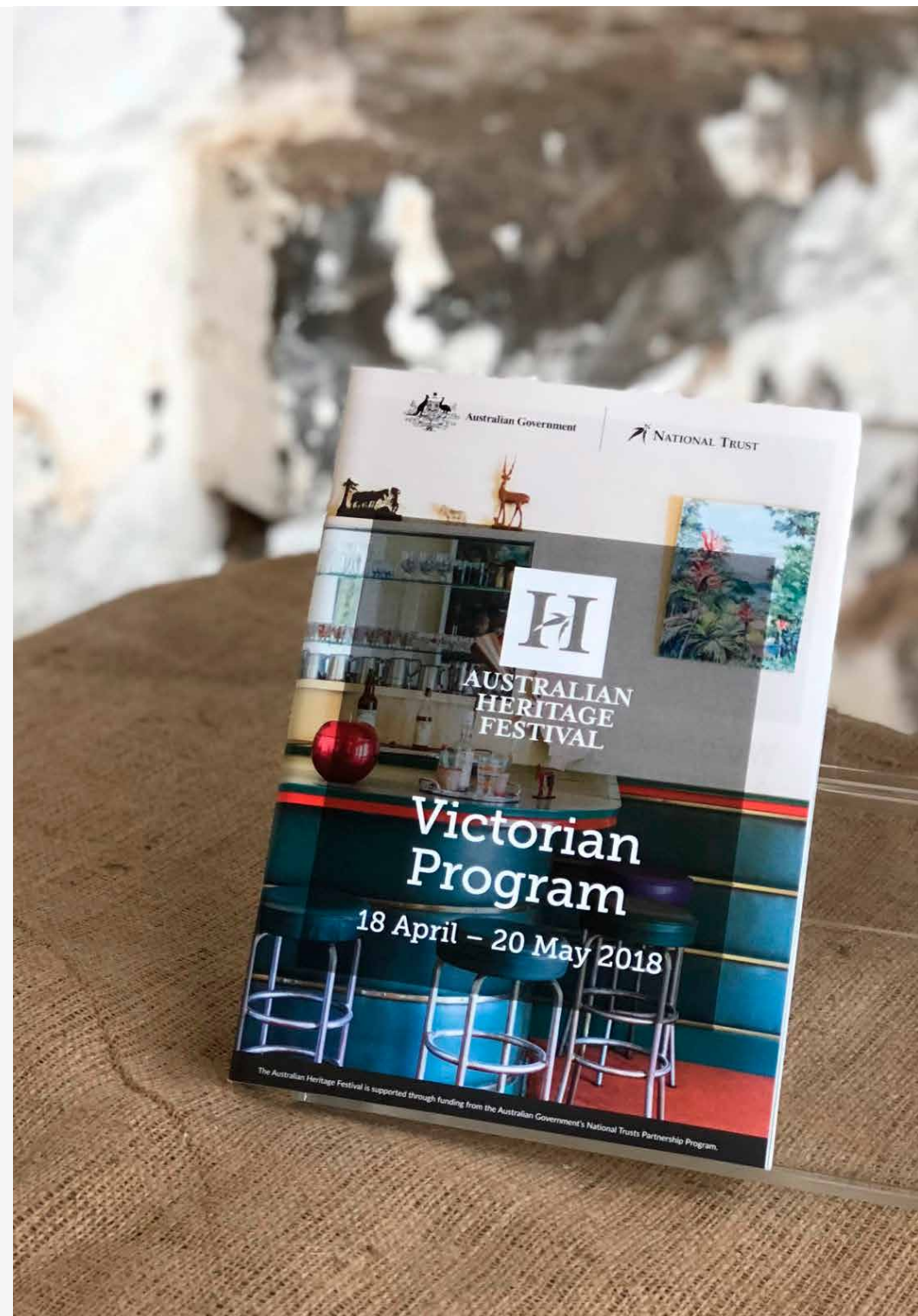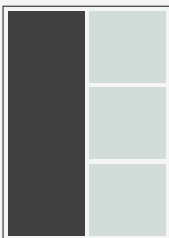
Friend of the Festival

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.
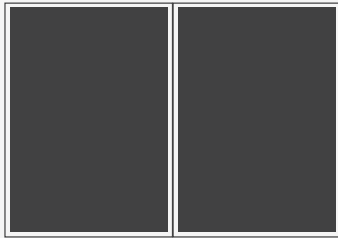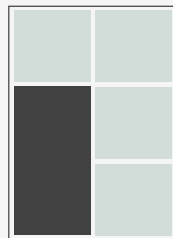
PLATINUM – 2 PAGES

GOLD – 1 PAGE

SILVER –
HALF PAGE

BRONZE –
THIRD OF A PAGE

PLATINUM - $1000
- 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

GOLD - $700
- 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

SILVER - $300
- 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

BRONZE- $200
- Guaranteed event listing in printed program on a third 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 us by **Sunday 9 December 2018**

Freya Keam , Australian Heritage Festival Coordinator Victoria
freya.keam@nattrust.com.au (03) 9656 9818

Frequently Asked Questions

REGISTERING ON THE AUSTRALIAN HERITAGE FESTIVAL WEBSITE

WHAT DO I NEED TO REGISTER AN EVENT?

To register your events, go to the Australian Heritage Festival website here: australianheritagefestival.org.au

Click through to the Register Now button and complete the registration form. There is no fee for registering your event with the Australian Heritage Festival. To register your event you will need to provide the following information:

- A key point of contact for your organisation / event

- The event title

- The event description (word counts will be referred to in the form) – a summary of one paragraph (300 characters) and a detailed description of up to 1,000 characters

- The event location

- The event date and time

- Any admission costs that apply

- Accessibility and facilities that are family friendly

- A high quality photograph

- Your organisation's social media links and handles

- Select your event categories in terms of the format of the event and the content included in the event

- Limits on numbers that can be accommodated for your event

Philllip Island tour

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.

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.

HOW DO I PROVIDE THE RIGHT FORMAT OF PHOTOGRAPH?

Please ensure images are in landscape format at least 1,200 px wide. Ideally the image should be cropped to 1,920 x 616 px. Images should be a minimum of 1MB – 2MB in size. You must be the copyright holder of the image or have explicit written permission to use the image. The National Trust accepts no responsibility or liability for breaches of image use permission and will use images on the assumption that event organisers have permission to provide the content we receive.

Please label your image using the following file name convention: event_title_ AHF_2019.jpg

Please provide any image credits in the credit box provided in the registration process.

2MB MAX

Images should not exceed 2 megabytes

LANDSCAPE

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

WHAT MAKES A GOOD EVENT PHOTOGRAPH?

A picture says a thousand words – so we recommend providing engaging photography with a powerful and evocative subject as the central focus. Ensure there is a frame of space around your key focal subject so that when the image changes shape depending on the device people use (desktop computer, mobile phone, tablet) the image will retain its subject as the key item they see. Do not overlay any text across your photograph or provide photography with watermarks or dates.

If you don't have access to photography, we recommend seeking royalty free or creative commons images (such as at unsplash.com) that convey the essence of the experience your event will provide for participants.

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

Use captivating language in your description and active words. Tell people what unique experience they will have when they come to your event, what signature activities there are on offer and try to transport your audience to the time or community or place your story is about.

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.

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 whole or cropped) 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.

← 1200px wide →

LANDSCAPE

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

2MB MAX

Images should not exceed 2 megabytes

WHAT SUPPORT DO YOU GET AS AN EVENT ORGANISER PARTICIPATING IN THE AUSTRALIAN HERITAGE FESTIVAL IN VICTORIA?

All approved and official participating events in the Australian Heritage Festival must be registered to receive the promotional support outlined below. Every event registered with the Australian Heritage Festival features on the festival website. If registered before Friday 11 January 2019 your event will be compiled into the Australian Heritage Festival printed program. All participating organisers included in the printed program will receive 10 copies of the Australian Heritage Festival Victorian printed program as well as an organisers pack. For additional copies you must join our Friends of the Festival program.

WHAT DO I RECEIVE IN THE ORGANISERS PACK?

• 10 copies of the Australian Heritage Festival printed program

• Audience attendance cards

• National Trust bunting

For communications and marketing, all event organisers are provided with:

• Link to download Australian Heritage Festival poster template

• A brand style guide and logo kit to promote their inclusion in the Australian Heritage Festival, and a media and social media tips and tricks guide for promoting your event.

• Participating event holders benefit from national media coverage and social media coverage generating interest in the Australian Heritage Festival, which is managed by the National Trust of Australia.

The National Trust (NSW) provides a central service for online event listings on the Australian Heritage Festival website across Australia.

There is no fee for registering your event with the Australian Heritage Festival.

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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 20,000 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: **#AHF2019, #natonaltrustvic** and **#PeoplePlacesPast** 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 #AHF2019, #natonaltrustvic and #PeoplePlacesPast.

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.

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Contact information:

WHO DO I CONTACT IF I HAVE FURTHER QUESTIONS?

Freya Keam

Australian Heritage Festival Coordinator Victoria

Phone: (03) 9656 9818

Email: festival@nattrust.com.au

australianheritagefestival.org.au

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