



Australian Government



NATIONAL TRUST



AUSTRALIAN
HERITAGE
FESTIVAL

Advertisers Kit

The Australian Heritage Festival is supported through funding from the Australian Government's National Trusts Partnership Program.

Festival Vision

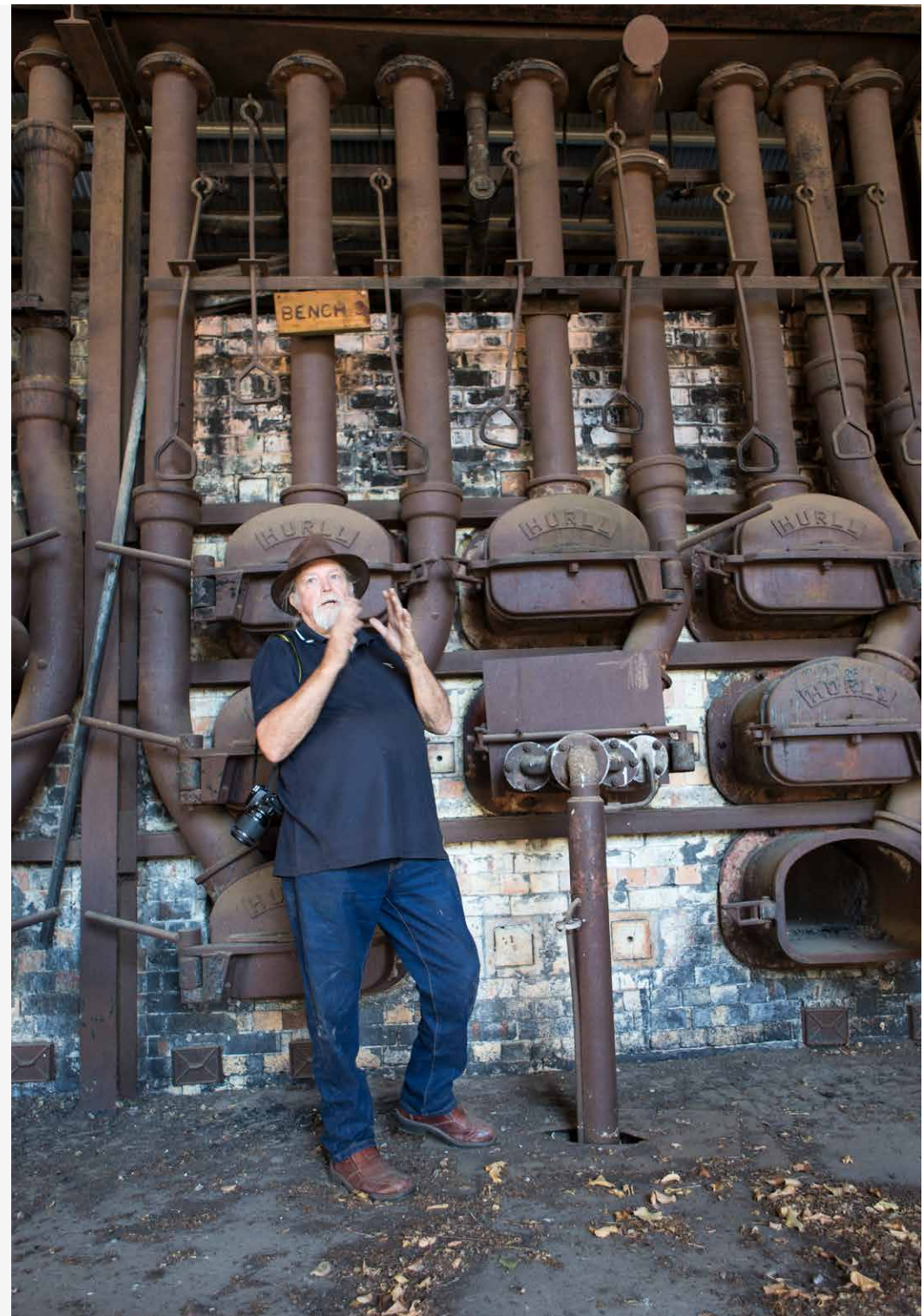
Australian Heritage Festival program in Victoria is coordinated by the National Trust of Australia (Victoria) (NTAV) and supports the National Trust's mission to "to inspire the community to appreciate, conserve and celebrate its natural, cultural and Indigenous heritage".

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.

Bendigo Glassworks tour



Australian Heritage Festival 2018 Theme: 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.

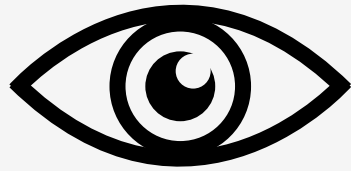
The festival will bring to life all chapters of Australian culture and history, relaying the diverse and distinctive experiences that individually define our communities. In particular, we will focus on the role of storytelling to consider how different communities enjoy, commemorate and celebrate the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



80,958
AUDIENCE DIGITAL
ENGAGEMENT



10,000
HOUSEHOLDS

Festival Audience and Reach

We received 21,553 unique website visitors and a total digital audience engagement with 80,958 people during the 2018 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

22,000 printed programs distributed across Victoria

36,000+ e-news subscribers

Social media presence across a number of platforms

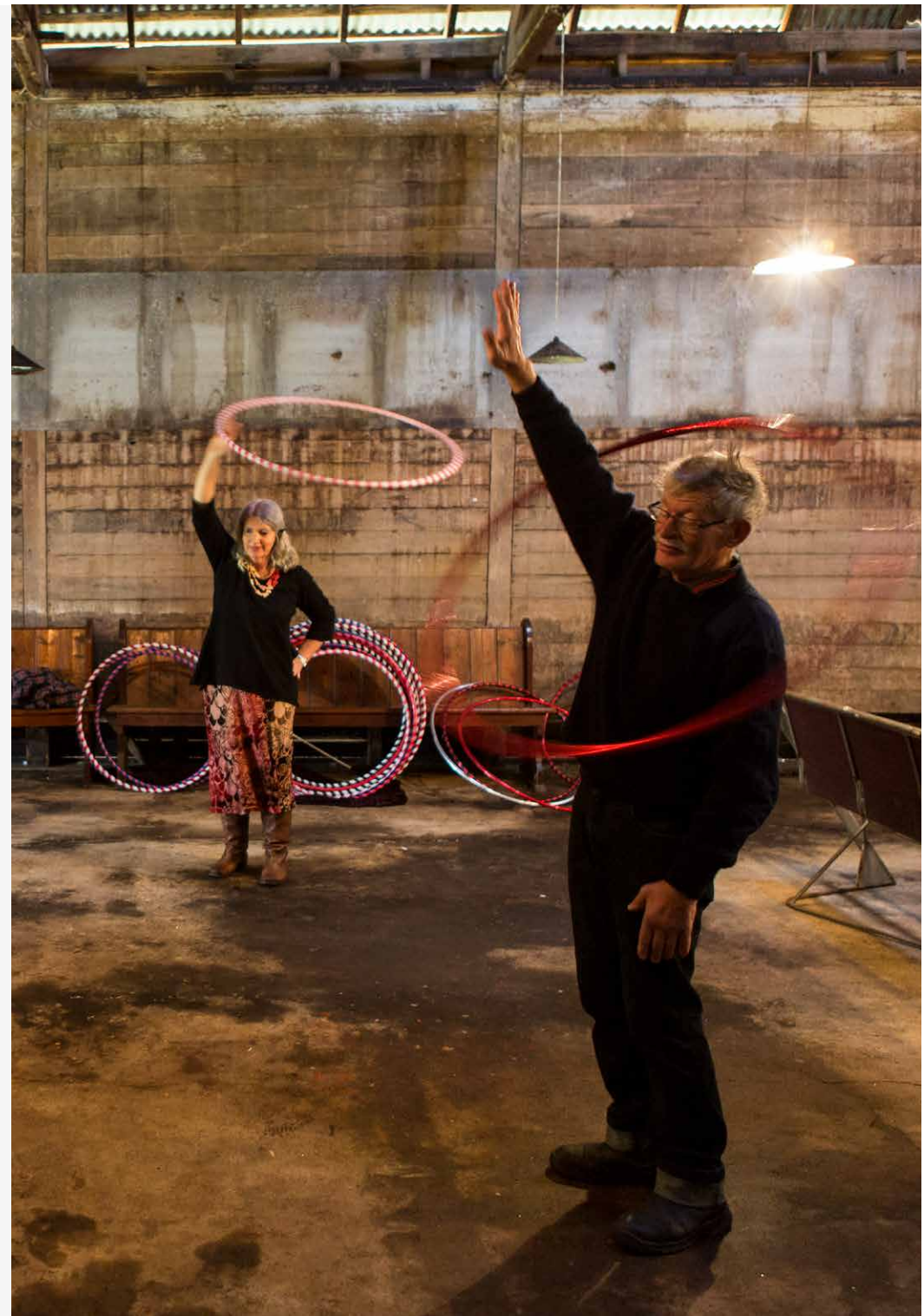
10,000+ Facebook followers, 3,200+ Twitter followers
and 6,100+ Instagram followers

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 (21.7%) for not-for-profit organisations: 35.3% average open rate for the Australian Heritage Festival list (1,269 subscribers); 30.9% average open rate for NTAV Members list (8,055 subscribers); and 27% average open rate for Non-Members List (20,360 subscribers). (Total)

2019 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
- Queer history
- Living museums, galleries, archives, and collections
- Local walking tours
- Industrial and maritime heritage
- Modernism
- Motoring, transportation, and machinery
- Residential and local heritage
- Oral and social history
- War heritage
- Women's history
- Workshops and seminars



Advertising prices

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The printed program is A5 size portrait brochure with a saddle stitch printed in full CMYK colour on 90gsm satin paper with 150gsm satin cover. There are a range of advertising opportunities for the printed program.

Size	Location	Dimensions (H xW mm)	Standard rate for single issue
Covers	Back	240x170	\$4,000
	Inside front	240x170	\$3,000
	Inside back	240x170	\$2,200
Full page	Portrait	230x160	\$1,950
Double page spread	Horizontal	230x330	\$3,200
1/2 page	Vertical	70x209	\$950

To find out more regarding advertising with the 2018 Australian Heritage Festival contact:

Lee Tierney

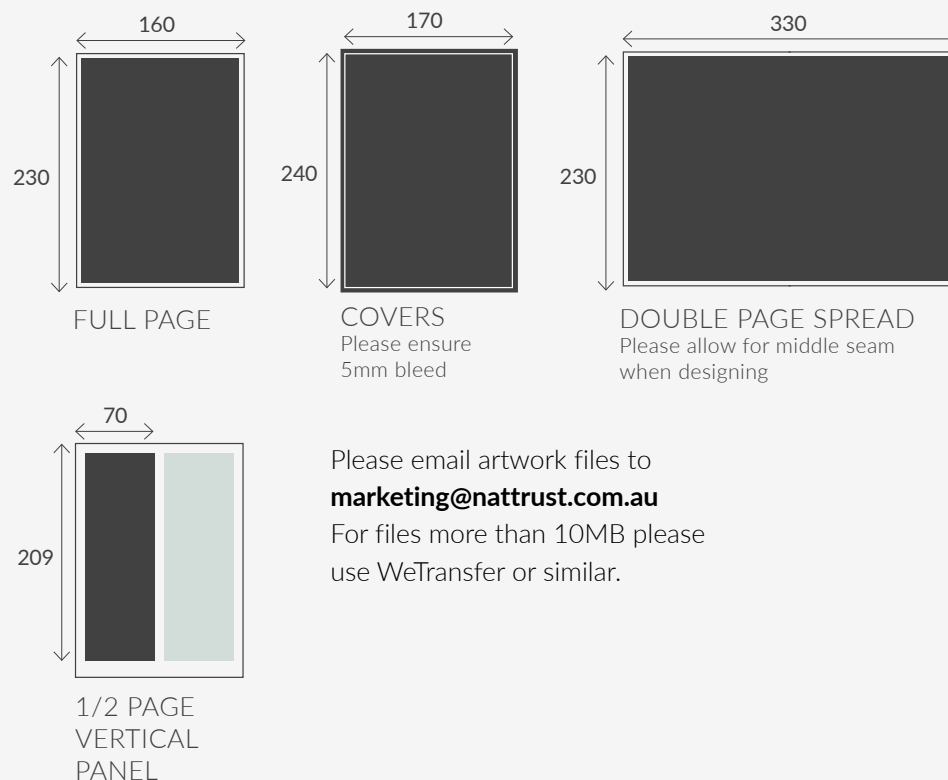
(03) 5956 6585

zoerethers@outlook.com

australianheritagefestival.org.au

Artwork Specifications

- Size is correct – no bleed or crops for internal page ads
- 5mm bleed but no crops for cover ads
- All images are CMYK with a resolution of 300dpi or more
- Please supply artwork as an Adobe Press Optimized PDF



Please email artwork files to
marketing@nattrust.com.au

For files more than 10MB please
use WeTransfer or similar.



CONTACT INFORMATION:

To find out more regarding advertising or sponsorship opportunities with the 2019 Australian Heritage Festival contact:

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