

 NATIONAL TRUST proudly presents



AUSTRALIAN
HERITAGE
FESTIVAL

Advertisers Kit — 2020



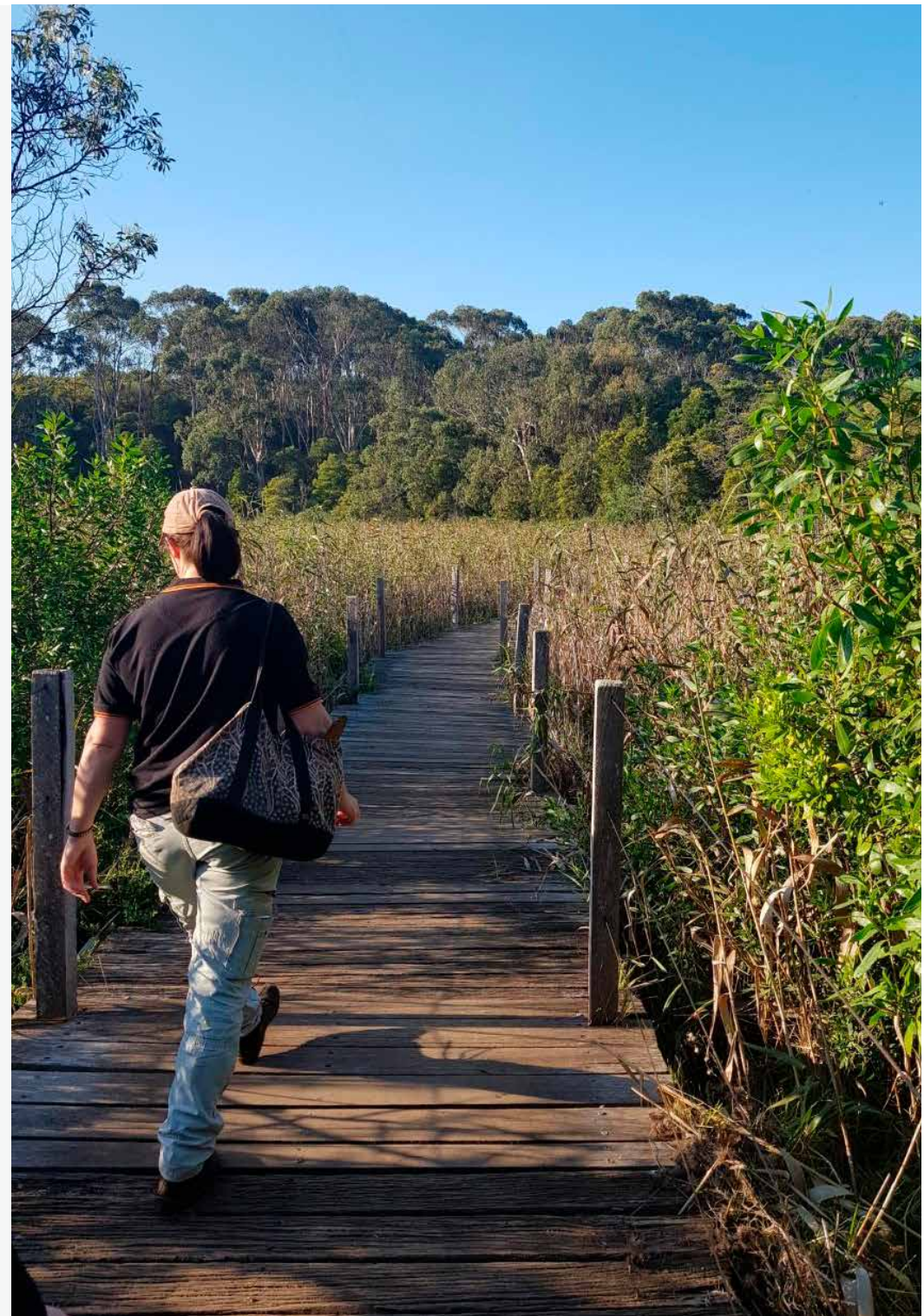
Festival Vision

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 2020 will draw to a close on 19 May.



Australian Heritage Festival 2020 Theme:

Our heritage for the future

This year's Australian Heritage Festival is an opportunity to reflect on the places and traditions we value, and to share them with a broad-ranging audience. We invite organisations and individuals to register events that celebrate our rich Aboriginal cultural heritage, historic buildings and places, natural and cultural landscapes, stories and oral histories, and the objects and 'things' that we treasure.

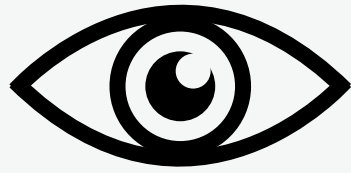
This year's theme invites communities to share and celebrate the practices and traditions that enrich our lives, and to highlight aspects of our past that often get overlooked, including the visibility of women and their contributions throughout history, our state's agricultural and industrial past, and the impact that queer and migrant communities have had in enriching Victoria's cultural expression. We also invite events that reflect on topics that look to the future, including modernist theory and design, the role of heritage in urban planning and placemaking, community advocacy and activism, the adaptive re-use of places and spaces, and the role of social media and digital technologies in redefining our connection with the past.

We call on all festival participants to challenge their concept of heritage and reflect on the significance of everyday life, including what we eat and drink, music and dance, popular culture, local landmarks, archives and collections, and arts and crafts,

and to demonstrate how heritage is more than just bricks and mortar, but is also about our communities and the role they've played in shaping the past. The festival is an opportunity to foster an understanding of our shared cultural heritage, but also a reminder that it must be used, lived and celebrated in the present to ensure its preservation into the future.

QUESTIONS:

1. What can we do in the present to ensure that we can learn from, use, and celebrate our cultural heritage in the future?
2. Who are missing from our stories and why? How can we elevate marginalised voices?
3. How can we foster an understanding and appreciation of our heritage places?
4. How can we forge partnerships in our communities and beyond to care for and celebrate cultural heritage and Country?
5. What are the cultural practises and traditions within our communities and how can these be shared?



10M
MEDIA REACH



10,000
HOUSEHOLDS

Festival Audience and Reach

We received a media reach in excess of 10 million during the 2019 Festival.

The printed program is distributed to 26,000 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 Victorian cultural events 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



2019 Festival Facts

290 events across Victoria

140,000+ event attendees across metro and regional Victoria

20,000 printed programs distributed across Victoria

40,000+ e-news subscribers

30,000+ social media followers across Facebook, Instagram, and Twitter

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 (24.11%) for not-for-profit organisations: 36.88% average open rate for the Australian Heritage Festival list (1,327 subscribers); 42.9% average open rate for NTAV Members list (7,955 subscribers); and 37.8% average open rate for Advocacy News List (11,180 subscribers)

2020 Festival Themes

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

- Aboriginal Cultural Heritage
- Advocacy, Activism and Conservation
- Cultural Expressions
- Gaols, Hospitals, and Asylums
- Gardens, Landscapes, and the Environment
- Industrial, Farming, and Maritime Heritage
- Living Museums, Galleries, Archives, and Collections
- Local and Residential Heritage
- Migrant Heritage
- Motoring, Transportation, and Machinery
- Oral and Social History
- Queer Heritage
- Women's History

Sculpture by Paul Jesse, San Remo



Advertising Prices

The printed program is distributed to 26,000 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 distributed to NTAV properties and Branches.

The printed program is A5 size portrait brochure with a saddle stitch printed in full CYMK 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 | 80x213 | \$950 |

2020 Deadlines

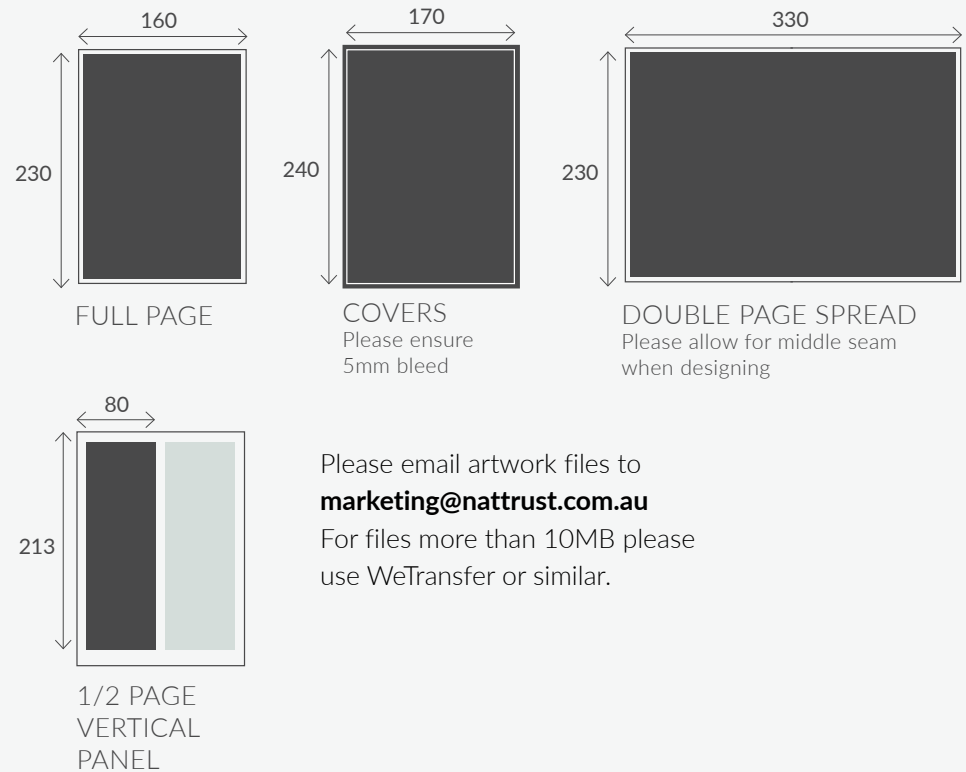
Booking deadline **10 Jan** Material submission **24 Jan** Publication date **March 2020**

To find out more regarding advertising with the 2020 Australian Heritage Festival contact:

Lee Tierney Phone: (03) 5956 6585 Email: zoerethers@bigpond.com

Artwork Specifications

- Size is correct – 3mm bleed but no crop marks 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 2020 Australian Heritage Festival contact:

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australianheritagefestival.org.au