



NATIONAL  
TRUST

proudly presents



AUSTRALIAN  
HERITAGE  
FESTIVAL

# Organisers Kit – 2020



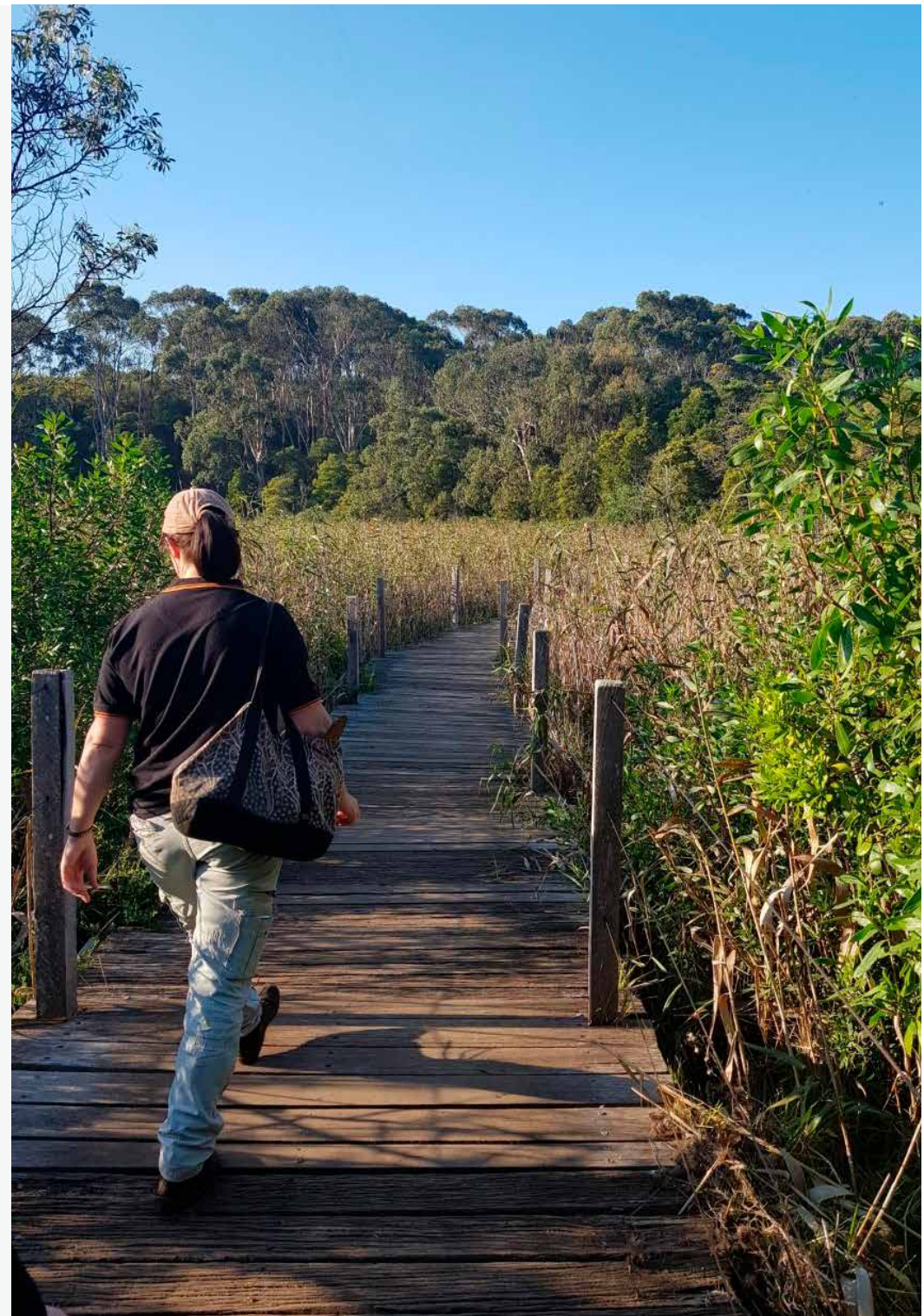
# Festival Vision

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 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 2020, the International Day for Monuments and Sites will draw to a close on 19 May 2020.

- Friday 25 October 2019 — registrations open.
- Friday 10 January 2020 — registrations close for inclusion in the 2020 Victorian printed program.
- Monday 30 March — registrations close for inclusion in the 2020 online Victorian program.

## WHAT IS THE THEME FOR THE AUSTRALIAN HERITAGE FESTIVAL 2019?

### 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?





## WHAT HAPPENED LAST YEAR?

In 2019 the Australian Heritage Festival in Victoria...

- Was the centrepiece of metropolitan and regional stories in the print, digital and broadcast press
- Provided Victorians with a selection of 290 unique events celebrating cultural, natural and built heritage
- Attracted 140,000+ event attendees across the State
- Engaged the networks of over 160 event holders, and our partners and supporters, including Parks Victoria, the Heritage Council of Victoria, the Royal Botanic Gardens, and seven metropolitan and regional councils.
- Digitally engaged the National Trust's 40,000+ e-news subscribers and 30,000+ social media followers with stories about heritage celebration 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 at [australianheritagefestival.org.au](http://australianheritagefestival.org.au). Registrations close on Friday 10 January 2020 for inclusion in the Victorian printed program. Events registered after the print deadline and up until Monday 30 March will still have the opportunity to be listed on the Australian Heritage Festival website.







## Australian Heritage Festival Victorian printed program

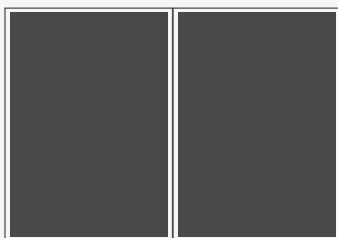
The Australian Heritage Festival Victorian printed program includes all events registered before Friday 10 January 2020. In March 2020 it will be distributed to 26,000 National Trust members, Regional Visitor Centres, National Trust properties and branches and to event organisers across Victoria.

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

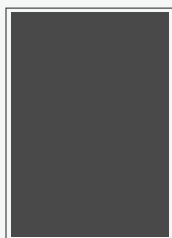
- Aboriginal Cultural Heritage
- Advocacy, Activism and Conservation
- Cultural Expressions
- Gaols, Hospitals, and Asylums
- Gardens, Landscapes, and the Environment
- Industrial, Farming, and Maritime Heritage
- Living Museums, Galleries, Archives, and Collections
- Local and Residential Heritage
-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

# Friend of the Festival

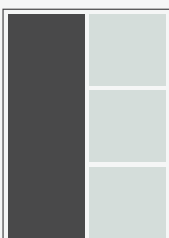
Each year the Australian Heritage Festival runs a *Friend of the Festival* program, offering organisers additional benefits as part of the festival in return for their financial support. *Friend of the Festival* events will be distinguished on the Australian Heritage Festival website and in the printed program through the use of a *Friend of the Festival* logo. The *Friend of the Festival* organisers are also permitted to register events that fall outside of the Festival dates and/or theme for 2020. There are four tiers of financial support outlined below.



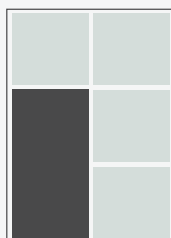
PLATINUM – 2 PAGES



GOLD – 1 PAGE



SILVER –  
HALF PAGE



BRONZE –  
THIRD OF A PAGE

Friend  
of the  
Festival

## PLATINUM - \$2000

- Two guaranteed full pages in the printed program advertising events (8 event limit)
- Priority listing on Heritage Festival website (8 event listing)
- Paid social media post (min 1 event)
- Feature listing in festival e-news (min 1 event)
- Inclusion in Australia Heritage Festival media kit as a Festival event highlight
- Receives total of 100 printed programs

**Value \$6,450**

## GOLD - \$1000

- Guaranteed full page listing in printed program (4 event limit)
- Priority listing on Heritage Festival website (4 event listing)
- Listing in festival e-news (min 1 event)
- Social media post (min 1 event)
- Receives total of 70 printed programs

**Value \$2,970**

## SILVER - \$500

- Guaranteed event listing in printed program on a half page (2 event limit)
- Listing on Heritage Festival website (2 event listings)
- Receives total of 50 printed programs

**Value \$1,250**

## BRONZE- \$250

- Guaranteed event listing in printed program on a quarter page (1 event limit)
- Listing on Heritage Festival website (1 event listing)
- Receives total of 30 printed programs

**Value \$680**

To become a *Friend of the Festival* contact us by **Friday 10 January 2020**

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



# Frequently Asked Questions

## REGISTERING ON THE AUSTRALIAN HERITAGE FESTIVAL WEBSITE

### WHAT DO I NEED TO REGISTER AN EVENT?

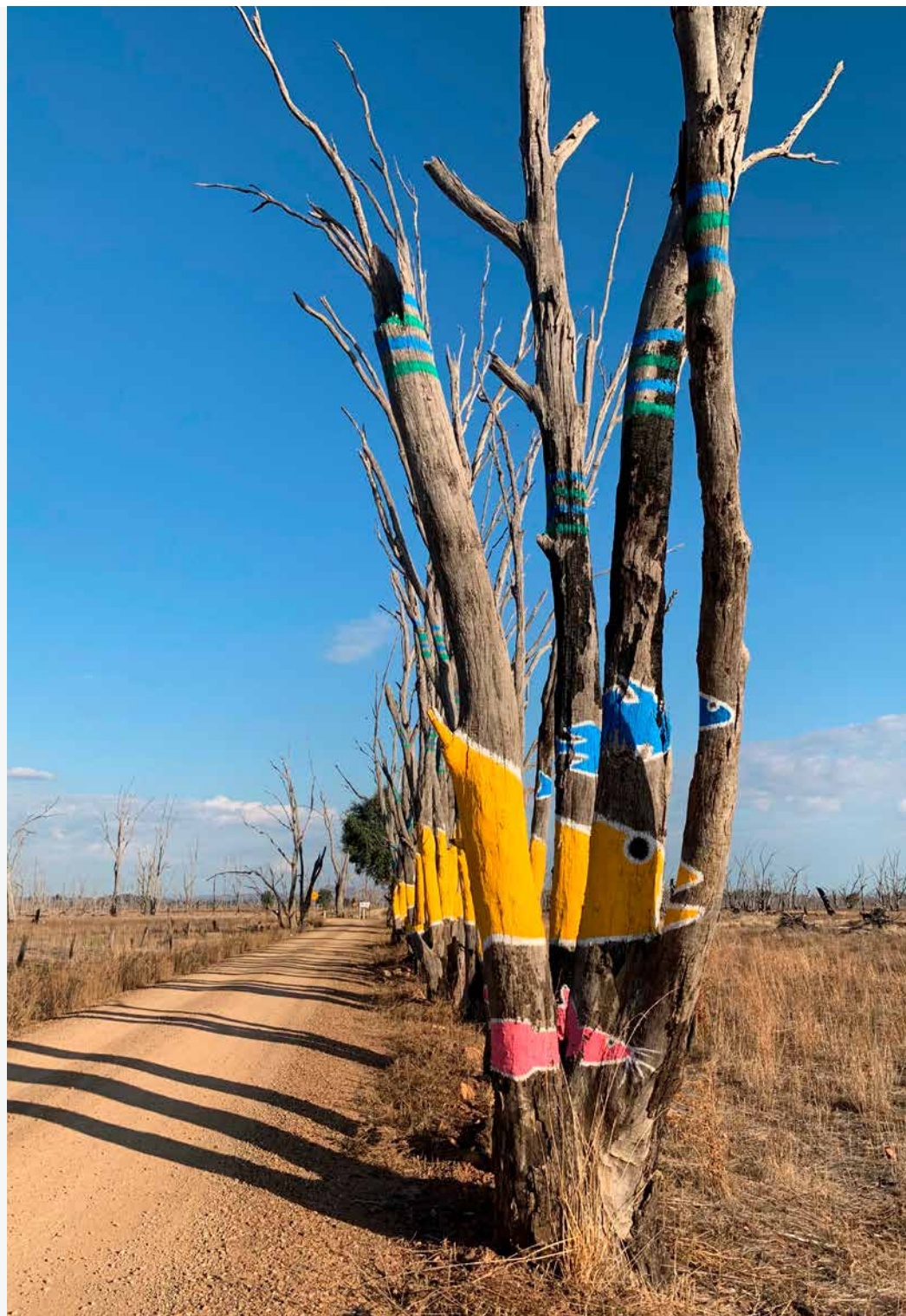
To register your events, go to the Australian Heritage Festival website here: [australianheritagefestival.org.au](http://australianheritagefestival.org.au)

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 (150 words) and a detailed description of up to 500 words
- 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

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Landscape Art tour, Winton Wetlands





## **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 150 words 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 500 words). This will be shown on the online full event page listing after your summary. Please do not repeat your summary.

*We reserve the right to edit event descriptions for length, clarity, and editorial consistency.*

## **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. We encourage offering a discount 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\_2020.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](https://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](https://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 1200 px wide. Optimally the image should be cropped to 1920 x 616 px. 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. Not all events in the 2020 printed program will 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 10 January 2020 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 *Friend of the Festival* program.

## **WHAT DO I RECEIVE IN THE ORGANISERS PACK?**

- 10 copies of the Australian Heritage Festival printed program
- 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.

# 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 (over 25,000 followers), sending off e-news (over 30,000 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](http://my.visitvictoria.com/register.asp)
- City of Melbourne: [thatsmelbourne.com.au/Whatson/Pages/Whatson.aspx](http://thatsmelbourne.com.au/Whatson/Pages/Whatson.aspx)
- Event Finder: [Eventfinder.com.au](http://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: **#AHF2020**, **#nationaltrustvic** and **#Heritage4Future**. You might also like to create your own hashtag, based on your location, your organisation's name, or your event name or theme.

## HOW DO I INCORPORATE THE AUSTRALIAN HERITAGE FESTIVAL BRANDING AND STYLE ACROSS COLLATERAL AND SOCIAL MEDIA?

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 **#AHF2020**, **#nationaltrustvic** and **#Heritage4Future**.

## 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 be 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. Note that the event is part of the 2020 Australian Heritage Festival.
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 high resolution 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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Tower Hill Twilight tour







## Contact information

### **Freya Keam**

Australian Heritage Festival Coordinator Victoria

Phone: (03) 9656 9818

Email: [festival@nattrust.com.au](mailto:festival@nattrust.com.au)



[australianheritagefestival.org.au](http://australianheritagefestival.org.au)