



NATIONAL TRUST proudly presents



AUSTRALIAN
HERITAGE
FESTIVAL

2020 Event Organisers Toolkit



Festival Vision

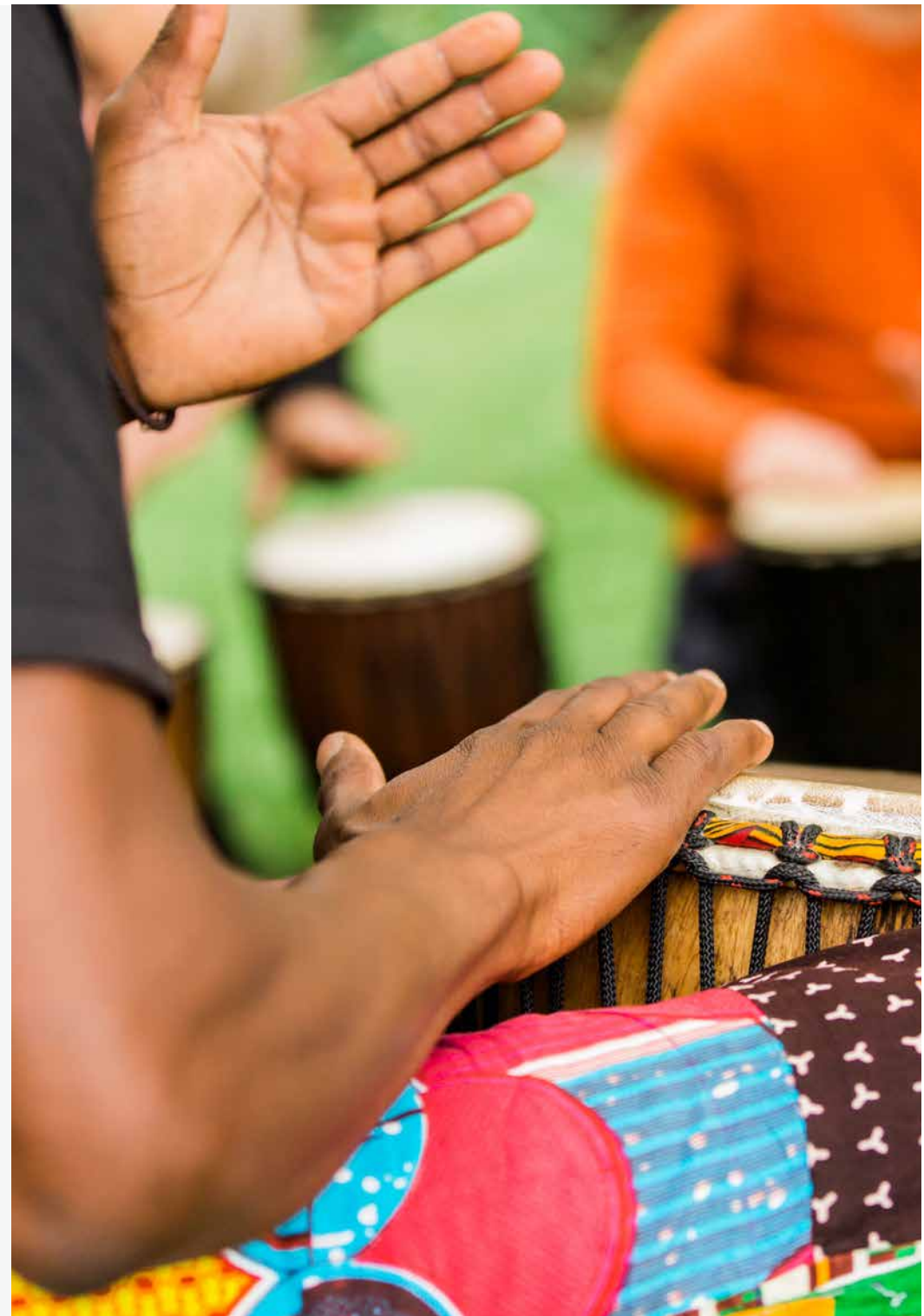
The Australian Heritage Festival is coordinated annually by the National Trust of Australia. This national celebration of cultural, built and natural heritage plays an important role in fulfilling the objectives of the Australian Heritage Strategy.

The Australian Heritage Festival is created with the vision of recognising and celebrating the significance of our natural, historic and Indigenous heritage places and ensuring they are valued by Australians, protected for future generations and cared for by the community.

The National Trust is committed to achieving this vision by leading the Australian Heritage Festival nationally, building strong partnerships with communities to celebrate their natural, historic and Indigenous heritage, and to engage lovers of heritage and new audiences with the stories of our past and present so they may be preserved for the future.

Cover image
Anderson Mill

Rippon Lea Estate
by Suzie Potter





Dates, Theme and Key Facts

WHEN DOES THE AUSTRALIAN HERITAGE FESTIVAL HAPPEN?

The dates for this year's festival will be 18 April 2020 – 19 May 2020, commencing with a national launch. Every year, a series of thousands of events organised within and by communities across Australia are held in the four weeks of the festival to bring the stories of cultural, natural and built heritage to life.

Organisations and individuals wanting to host events as part of the official Australian Heritage Festival program will be able to register their event with the National Trust from Thursday 14 November 2019 to Friday 27 March 2020.

KEY DATES:

- Registration of community events opens 14 November 2019
- The Australian Heritage Festival website goes live in February 2020
- Registration of events closes Friday 27 March 2020
- Australian Heritage Festival opens 18 April 2020
- Australian Heritage Festival closes 19 May 2020

THEME:

The theme for the Australian Heritage Festival for 2020 is: **Our heritage for the future.** As we commence a new decade and consider our vision for the conservation, education, protection and celebration of our natural, built, living and cultural heritage it has never been more important to reflect on our past as we shape our future.

Unlocked Tours with Dale
Campisi, Melbourne Central

WHAT IS THE THEME FOR THE AUSTRALIAN HERITAGE FESTIVAL 2020?

This year the theme for the Australian Heritage Festival is **Our heritage for the future** – celebrating of all aspects of heritage:

- Buildings
- Landscapes
- Sacred sites
- Shipwrecks
- Artefacts and artworks
- Books
- Film
- Stories
- Ceremonies
- Performance

The festival will bring to life all chapters of Australian culture and history, telling the stories of diverse and distinctive experiences that make up our communities. We encourage event organisers to share with festival goers what the challenges are 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 the challenges and embrace the opportunities of our future.

WHAT HAPPENED LAST YEAR?

In 2019 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 786 events celebrating cultural, natural and built heritage nationally.
- Attracted 362,000 visitors to events across the nation.
- Digitally engaged 154,194 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.



Bendigo Glassworks tour

Creating Events

WHAT KIND OF EVENTS CAN BE PART OF THE AUSTRALIAN HERITAGE FESTIVAL?

This national celebration of cultural, built and natural heritage brings together the following types of events in cities and towns across Australia:

- Classes and workshops
- Talks and storytelling forums
- Concerts and performance art
- Exhibitions
- Family fun days including games and activities for kids
- Dining experiences, special markets and food fairs
- Museum openings
- Guided and walking tours of landscapes, significant places or communities with fascinating histories

The Australian Heritage Festival does celebrate national themes related to heritage, however, events specific to your state or local area make up that national story. Connecting people, places and the past can include events and stories that explore:

- The history, stories and new generation of Aboriginal and Torres Strait Islander culture
- Art and music – and spoken word histories
- Celebrations of our multicultural and diverse communities
- Civic spaces and places
- Landscapes, natural heritage and conservation sites
- Houses and homes
- Industrial and workplace sites that have cultural significance
- Military and veteran histories, as well as goals, hospitals and institutions
- Places and people of science and technology
- Social, political and environmental movements
- Sports and recreation stories and their place in our culture, history and future
- Transport and maritime sites
- Women's histories

The events can be big, small and everything in between.



Tamil Feasts presented at CERES Community Environment, Park Brunswick East

Value for Event Organisers

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

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 and is promoted with a Facebook post and tweet on the Australian Heritage Festival social media channels.

The Australian Heritage Festival Website provides helpful toolkits for event organisers including:

- How to organise an event
- Tips for recruiting volunteers
- Event Organisers' Checklist
- Trust Kids booklet

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

- 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.
- Australian Heritage Festival poster template.
- 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.

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

CONTACT:

Jilly Clark – Australian Heritage Festival Coordinator

Phone: (02) 9258 0112 **Email:** jclark@nationaltrust.com.au

Australian Heritage Festival 2020

How to Register & Key Questions

REGISTERING ON THE AUSTRALIAN HERITAGE FESTIVAL WEBSITE

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.

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

Please note: selected states across Australia will produce printed brochures. To be included in print brochures for promotion, festival events must be registered by Friday 10 January 2020. All events registered by Friday 27 March 2020 will feature on the Australian Heritage Festival website and highlight events will be promoted on social media.

HOW DO I PROVIDE THE RIGHT FORMAT OF IMAGERY?

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.

WHAT MAKES A GOOD EVENT REGISTRATION STORY?

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 that convey the essence of the experience your event will provide for participants.

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

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If you feel your event has that 'something special' that could be the making of a great media story, please contact the Australian Heritage Festival Coordinator in your state to tell us your story.

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





Australian Heritage Festival 2020

Contact Information

NATIONAL FESTIVAL COORDINATORS

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