National Trust

proudly presents

H AUSTRALIAN HERITAGE FESTIVAL

Victorian Organisers Kit 2022

Contents

Left image: Cranbourne Gardens Heritage Walk, courtesy of Royal Botanic Gardens Victoria.
Cover image: Tower Hill, Heritage Festival 2019.

Festival vision

The 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 an interest in cultural heritage. The Festival begins annually on Monday 18 April, the International Day for Monuments and Sites, and in 2022 will draw to a close on Monday 2 May.

Gardens at Abbotsford Convent

Dates, theme and key facts

WHAT ARE THE KEY DATES FOR THE FESTIVAL?

The Australian Heritage Festival begins annually on Monday 18 April 2022, the International Day for Monuments and Sites, and will draw to a close on Monday 2 May 2022.

- Festival dates are 18 April –2 May 2022

- Event Registrations close 11 April 2022

WHAT IS THE THEME FOR THE AUSTRALIAN HERITAGE FESTIVAL 2021?

Curiosity

This year's Australian Heritage Festival is an opportunity to rediscover and explore our places, memories, and imaginations, to inspire ourselves and all those around us. We invite organisations, community groups, and individuals to come together to celebrate our rich heritage, from the cultural heritage of Victoria's First Peoples, to historic buildings and places, natural and cultural landscapes, stories and oral histories, and the objects and 'things' that we treasure as a society.

The 2022 theme of curiosity invites communities to share and celebrate the practices and traditions we need to find again, and the places we haven't been able to explore for a little while. We invite events that will engage with aspects of our society that can go unnoticed, 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 development.

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 look at the world with curiosity, from the rituals of everyday life, including what we eat and drink, music and dance, and popular culture, to local landmarks, the environment, archives and collections, and arts and crafts. The festival is an opportunity to foster an understanding of our shared cultural heritage, and a reminder that cultural heritage is inspiring and stirs a passion in our stomachs and a glint in our eye as we learn and discover.

COVID-19 safety

The National Trust is a community organisation and we consider the health, wellbeing and safety of the community to be the utmost priority. All events registered in the Australian Heritage Festival must comply with the COVID-19 safety guidelines outlined by the Victorian Department of Health and Human Services. Therefore, in line with public health advice, all visitors and event organisers at in-person events must be double vaccinated.

Event organisers are invited to register both in-person and virtual events for the 2022 Festival. If event organisers choose to register an in-person event, we would encourage you to consider how your event could be transitioned online if public health advice restricting public gatherings changes.

What are my responsibilities as an event organiser?

You will need to: :

- Create a COVID-Safe Plan for your event.
  (www.coronavirus.vic.gov.au/covidsafe-plan)

  – Ensure you and all attendees are double vaccinated

  – Prioritise signage, social distancing, cleaning and hand sanitising measures.

  – Ensure capacity restrictions are not breached

- Register your event with the Victorian Government QR code Service and display signage accordingly.
  (www.coronavirus.vic.gov.au/victorian-government-qr-code-service)

- Check the coverage of your Public Liability Insurance to ensure your event is covered

- Keep up to date with Public Health Orders and directions from the Department of Health and Human Services (e.g., vaccination status, distancing, mask requirements) (www.coronavirus.vic.gov.au/coronavirus-covidsafe-summer)

- Notify the National Trust if an outbreak occurs at your event.

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 participate, you must register your event through the Australian Heritage Festival website at nationaltrust.org.au/ahf/vic. Registrations close on Monday 11 April 2022.

Younghusband woolstore precinct, Kensington industrial heritage tour

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: nationaltrust.org.au/ahf/vic

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

Please note that the online registration form doesn't allow organisers to save and close the form, and must be completed in one session. A preview of the registration form can be provided upon request. Please contact festival@nattrust.com.au for more information.

Conservatory, Fitzroy Gardens
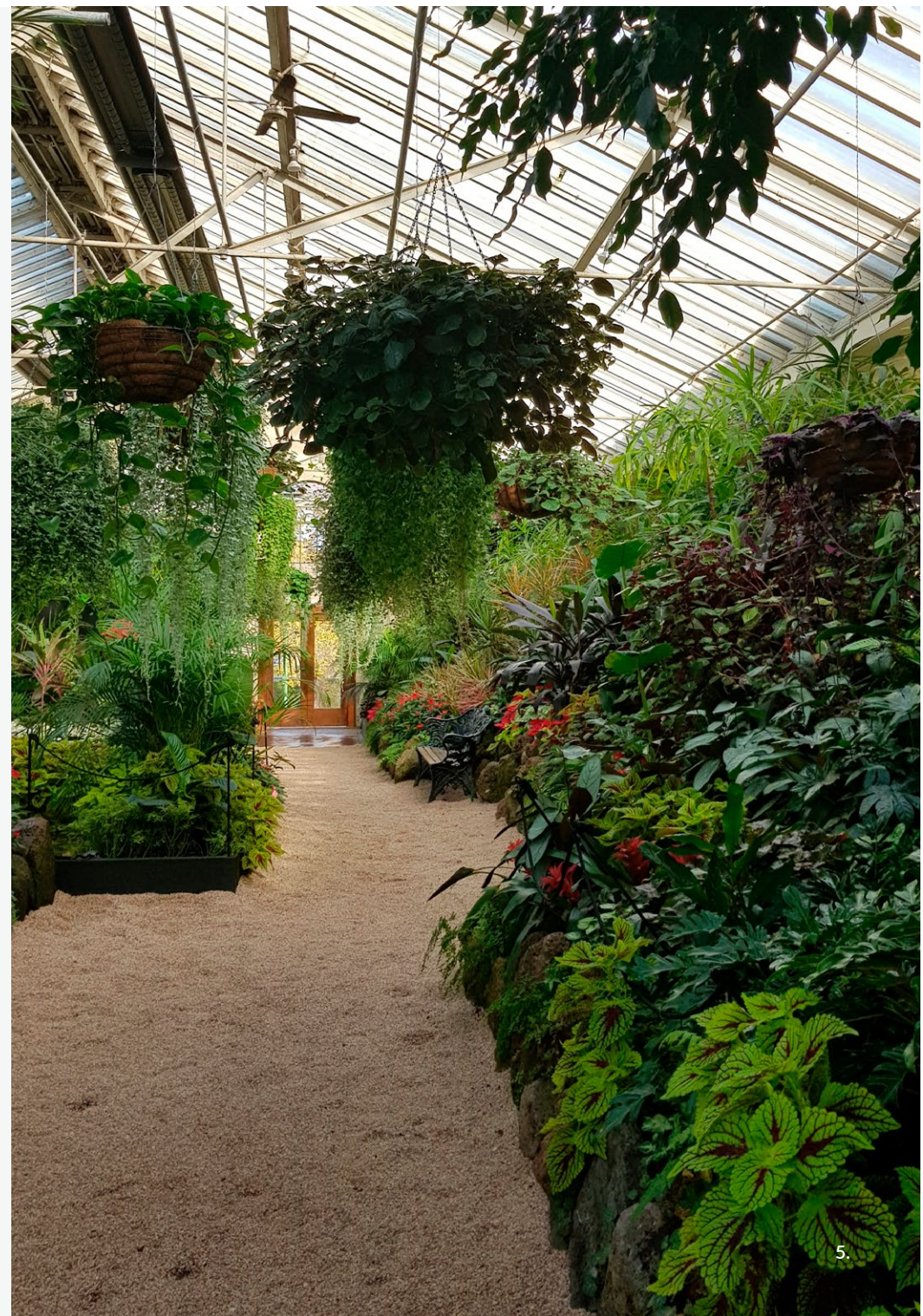
WHAT SHOULD BE INCLUDED IN THE EVENT DESCRIPTION?

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 50 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.

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 150 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 A PHOTO IN THE CORRECT FORMAT?

The main photo will be displayed at the top of your online event listing and may be included in the printed program. To get the most out of your photograph it needs to meet the following specifications.

Pixel dimensions	Photo file size	Naming	Image credits
Landscape format, recommended size is 1920px wide x 616px high. It must be **minimum of 1200px wide**.	Up to 2MB.	Please name your file using the following naming format: *event_title_ AHF_2021.jpg*	Please provide any image credits in the credit box during the registration process.

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.

Minimum 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 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.

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.

WHAT DO I RECEIVE IN THE ORGANISERS PACK?

- 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 DO TO ASSIST IN PROMOTING AN EVENT?

The 2022 Australian Heritage Festival program will be fully digital. Our Australian Heritage Festival team will promote the Festival to the National Trust's members and supporters, and feature selected events through social media channels including Facebook, Instagram and Twitter (45,000+ combined following), and e-news (30,000+ subscribers). We will also develop a dedicated PR campaign to promote the Australian Heritage Festival through broadcast, print, and online media.

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 utilising 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: **#AHF2022**, **#natonaltrustvic** and **#Curiosity**. 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 **#AHF2022**, **#natonaltrustvic** and **#Curiosity**.

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.

Writing a media release

Here are our recommendations:

1. Note that the event is part of the 2022 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.

Cape Schanck, James Dominko, Unsplash
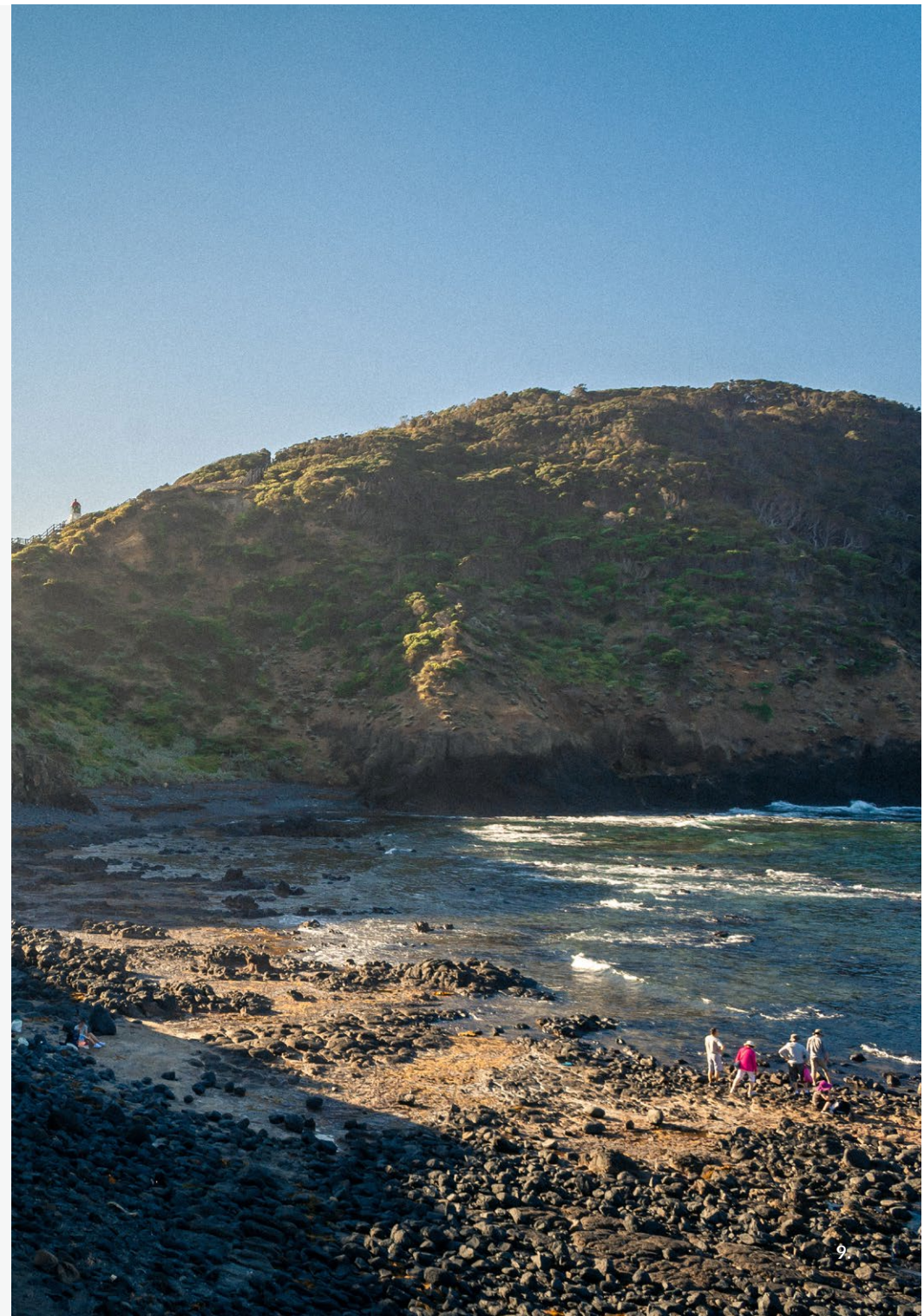
Contact information

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✉️ festival@nattrust.com.au

🌐 nationaltrust.org.au/ahf/vic

f nationaltrustvictoria

📷 @nationaltrustvic

🐦 @NTAV