



NATIONAL
TRUST

proudly presents



AUSTRALIAN
HERITAGE
FESTIVAL

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: by Rafael Ben-Ari;
Right: Rippon Lea Estate by Anderson Mill





Dates, Theme and Key Facts

WHEN DOES THE AUSTRALIAN HERITAGE FESTIVAL HAPPEN?

Running from 1 April – 31 May 2022, the Australian Heritage Festival is an opportunity for the community to organise events and exhibitions, gather stories and tell them, celebrate through ceremony and performances, share knowledge through talks, walks and tours, and have fun bringing heritage to life.

KEY DATES

- Registration of events opens December 2021
- The Festival event calendar goes live February 2022
- Event registration closes March/April 2022*
- Australian Heritage Festival opens 1 April 2022*
- Australian Heritage Festival closes 31 May 2022*

THEME

The 2022 Australian Heritage Festival theme is **Curiosity**. From the city to the regions, this theme brings heritage to life by encouraging communities to actively wonder, investigate and learn about natural, cultural, Aboriginal, living and built heritage around the nation.

*Check the dates your state will be participating and specific deadlines via the 'Festival Near Me' tab at australianheritagefestival.org.au

Retford Park by SGR Photo

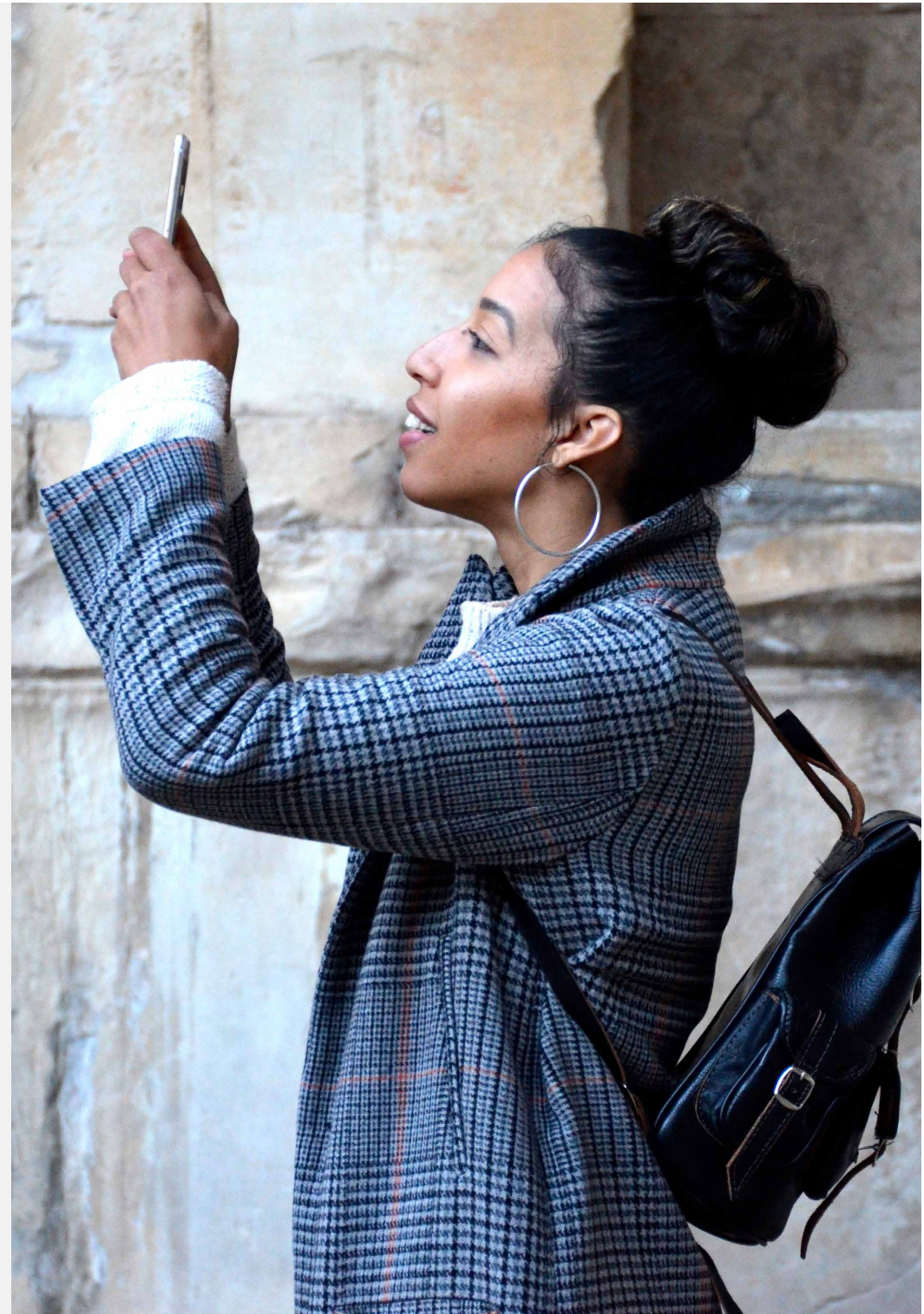
WHAT HAPPENED LAST YEAR?

In 2021 the Australian Heritage Festival created an exciting 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.

Visitor feedback showed that:

- 100% respondents enjoyed the festival event(s) they attended.
- 100% respondents plan on attending a festival event next year.
- 95.24% respondents felt inspired to seek out other opportunities to go to heritage events/ exhibitions/ activities after attending their festival event.
- 90.48% respondents felt that attending the event increased their awareness and/ or appreciation of heritage.
- 76.74% felt inspired to come to festival events based on the theme.

We thank the thousands of event organisers who were involved in helping us bring heritage to life around the community.



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.

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 through the exploration of:

- 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 schools, 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.



Bendigo Glassworks tour

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
- Event Organisers' Checklist
- Tips for recruiting volunteers

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.

Australian Heritage Festival

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

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_year.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.



Australian Heritage Festival Contact Information


NATIONAL FESTIVAL COORDINATORS

The National Trust dedicates a coordinator to the Australian Heritage Festival in every state across the country. If you have a question about the festival, your event, timelines, opportunities for promotion or how to participate, please don't hesitate to get in touch.

To contact your state coordinator, head to: nationaltrust.org.au/ahf/contact

SHARE YOUR CELEBRATIONS!

Use the hashtag #AHF2022

 @AustralianHeritageFestival

 @HeritageFestAus

 @australianheritagefestival

Left: By Terri Sharp