



proudly presents



NATIONAL TRUST
**AUSTRALIAN
HERITAGE FESTIVAL**

2024 Event Organiser 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: Murders Most Foul Tours, Sydney

Right: Child listening to story at Boorp Boorp Boondyl Exhibition





Dates

WHEN DOES THE AUSTRALIAN HERITAGE FESTIVAL HAPPEN?

Launching in April each year, the Australian Heritage Festival is an unmissable 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.

DATES OF NATIONAL CELEBRATION

- ACT: 13 April - 28 April 2024
- VIC: 18 April - 18 May 2024
- NSW, QLD, SA, WA, TAS: 18 April - 19 May 2024
- NT: Coming soon

ORGANISER MILESTONES*

- November 2023: Registration of events opens
- February 2024: Festival event calendar goes live
- April 2024*: Event registration closes

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

Key Facts

THEME

The 2024 Australian Heritage Festival theme is *Connections*.

Connections celebrates the rich and diverse stories of our nation, strengthening cultural and historical ties, and encouraging the community to forge new bonds. This theme acknowledges our link to people, places and the past, and the enduring connections that will shape the future of heritage.

Event organisers are invited to register both in-person and virtual events that help tell the story our connections, celebrating the rich cultural heritage of Australia's First Peoples and those who have journeyed here from distant shores, tales that tell of place; buildings, natural and cultural landscapes, storied objects, and oral histories.

The Australian Heritage Festival does celebrate national themes related to heritage, however, events specific to your state or local area make up an important part of our national story.



Creating Events

WHO CAN ORGANISE AN EVENT?

Event registration as part of the Australian Heritage Festival is free and open to all heritage enthusiasts.

To participate, you must register your event through the Australian Heritage Festival website: nationaltrust.org.au/ahf/

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

This national celebration of cultural, built, Indigenous 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
- Online lectures or webinars

...And so much more!

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 goals, hospitals and institutions
- Places and people of science and technology
- Social, political and environmental movements
- Sports and recreation stories
- Transport and maritime sites
- Women's histories

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



Value for Event Organisers

WHY BE INVOLVED?

By registering your event as part of the Australian Heritage Festival, you will:

- attract and engage new or existing audiences/members
- increase public awareness of Australia's special heritage places and objects
- let more people know about your organisation
- raise funds to protect heritage, for charity and/or for your organisation
- be part of a national program of events designed to bring heritage to life

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

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

Each event registered receives its own listing on the Australian Heritage Festival website, which attracts hundreds of thousands of views each year.

Australian Heritage Festival events are promoted via social media, email, and in dedicated PR campaigns that reach wide audiences via broadcast, print and online media.

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

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

Value for Event Organisers

WHAT IS EXPECTED FROM YOU

Promotion

By registering as an event holder, you are committing to promoting your event as being part of the Australian Heritage Festival.

To help, you will be provided with:

- A brand style guide and logo kit to promote inclusion in the Australian Heritage Festival.
- Social media tiles to help spread the word.
- A media and social media tips and tricks guide for promoting your event.
- Australian Heritage Festival poster template.

Evaluation

All participating events officially listed in the Australian Heritage Festival must complete an evaluation survey.



How to Register & Key Questions

REGISTERING ON THE AUSTRALIAN HERITAGE FESTIVAL WEBSITE

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 –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
- Accessibility and facilities
- A high quality photograph - no text on image(s)
- Your organisation’s social media links and handles
- Select your event category
- Limits on numbers that can be accommodated for your event

HOW DO I PROVIDE THE RIGHT FORMAT OF IMAGERY?

The main photo will be displayed at the top of your online event listing . To get the most out of your photograph(s) please 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: <i>event_title_AHF_2024.jpg</i>	Please provide any image credits in the credit box during the registration process.

WHAT MAKES A GOOD EVENT REGISTRATION?

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. Try [pexels.com](https://www.pexels.com) or unsplash.com

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 festival coordinator to every state across the country. If you have a question about the festival, timelines, opportunities for promotion or how to participate, please don't hesitate to contact us: nationaltrust.org.au/ahf/contact

SHARE YOUR IMAGES AND CELEBRATIONS!

Use the hashtag #AHF2024 or tag us on:

 @AustralianHeritageFestival

 @HeritageFestAus

 @australianheritagefestival

Fremantle Convicts, Colonials and Street Art Tour