



proudly presents



NATIONAL TRUST
**AUSTRALIAN
HERITAGE FESTIVAL**

2025 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.

In 2024, the Australian Heritage Festival included over 800 events that spanned right across the country, significantly enhancing community awareness of, and appreciation for, our rich and diverse heritage.

Cover image: Locked In, The Lock-Up, NSW
Right: Royal Botanic Gardens tour, VIC





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 CELEBRATION AROUND THE COUNTRY

- ACT: 18 April - 11 May 2025
- NSW, VIC, QLD, SA, WA, TAS: 18 April - 18 May 2025
- NT: 19 - 27 April 2025

ORGANISER MILESTONES*

- November 2024: Registration of events opens
- February 2025: Festival event calendar goes live
- 31 March 2025: 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/**

Children exploring at Bonegilla Migrant Experience, VIC

Key Facts

THEME - Unearthed

The 2025 Festival theme is Unearthed – revealing the past, bringing to light lesser-known histories, stories and narratives, and unearthing knowledge to empower younger generations as custodians of culture and traditions

Event organisers are invited to register both in-person and virtual events that help the community to unearth stories and experiences that tell of place, people, buildings, natural and cultural landscapes.

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?

All heritage and cultural enthusiasts; tourism operators, local councils, galleries, museums, historical and literature societies, libraries and more.

There is no cost to register an event.

Events can be specially created for the Heritage Festival Program, or you can register tours or programs that you already run – so long as they take place during the festival dates.

WHAT KIND OF EVENTS CAN BE PART OF THE PROGRAM?

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 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!





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.

BENEFITS OF REGISTERING

- A dedicated event page on the Australian Heritage Festival website which attracts hundreds of thousands of views each year. This includes your chosen image, your event description, contact information and booking details.
- Benefit from Australian Heritage Festival promotional campaigns, including digital advertising, social media and PR.
- Heritage Festival marketing kit: social media templates, print templates, logos, and more.

Yugambah Aboriginal Dancers troupe at Currumbin Wildlife Sanctuary, QLD

Event Organisers

WHAT IS EXPECTED FROM YOU

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

We'd love you to help spread the word by using our:

- Brand style guide and logo kit to promote your inclusion in the Australian Heritage Festival.
- Social media tiles to help spread the word.
- 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 YOUR EVENT

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, date(s) and time(s)
- Any admission costs
- Accessibility and facilities
- A high quality photograph - no text on image(s)
- Your organisation's social media links and handles
- Limits on numbers that can be accommodated for your event

WHAT MAKES A GOOD EVENT REGISTRATION?

- Captivating language that paints a picture of the event. Tell people what unique experience they will have or what signature activities are on offer
- Engaging photography with a powerful and evocative subject as the central focus

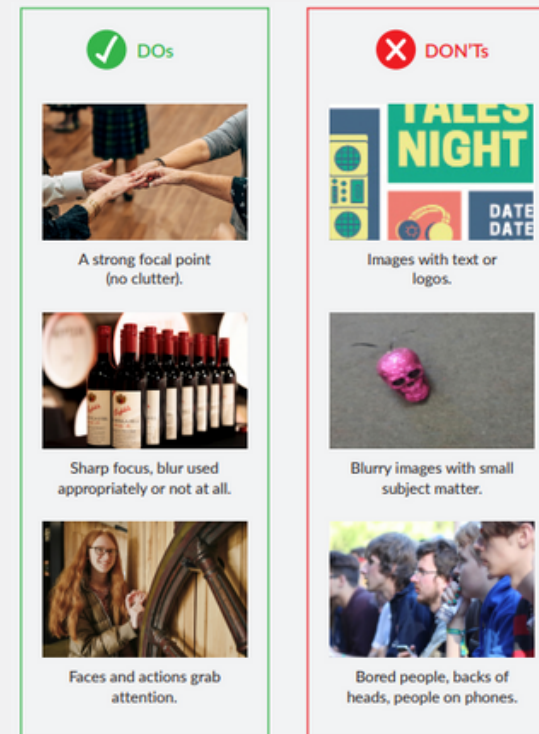
Do not overlay any text across your photograph or provide photography with watermarks or dates.

If you don't have access to photography, we recommend seeking royalty free or creative commons images that convey the essence of the experience. Try [pexels.com](https://www.pexels.com) or unsplash.com

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_2025.jpg</i>	Please provide any image credits in the credit box during the registration process.






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 #AHF2025 or tag us on:

 @AustralianHeritageFestival

 @HeritageFestAus

Fremantle Convicts, Colonials and Street Art Tour, WA