

# CANBERRA AND REGION HERITAGE FESTIVAL

13 APRIL - 5 MAY 2019

## REGISTRATION KIT

It's our 37<sup>th</sup> year and the 2019 Canberra and Region Heritage Festival (the Festival) will be 23 days of celebration for our region's Aboriginal, historic and natural heritage. Stretching from 13 April to 4 May the Festival incorporates the school holidays and Easter, providing opportunities to reach visitors to the nation's capital as well as local families.

The Heritage Festival is an opportunity to:

- > Let more people know about your organisation.
- > Gain new members and reward existing members.
- > Raise funds to protect heritage, for charity and/or for your organisation.
- > Increase public awareness of the ACT's special heritage places and objects.
- > Bring more intangible heritage to life.
- > Gain experience in event management.
- > Have fun!

## THE THEME

Each year the Festival is refreshed with a different theme allowing for new perspectives and possible new partnerships. For 2019 the theme is **S P A C E**. In July the world will celebrate 50 years since man walked on the moon and that footage came from Honeysuckle Creek Tracking Station here in the ACT! Would you like to be involved in developing an event around the theme of **S P A C E**? Space is more than 'outer space'. Walter Burley Griffin said 'Architecture is a space art'. What does space mean to you? Some ideas for events are on the [website](#).



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## WHAT ELSE IS NEW FOR 2019?

- > A branding pack for all event organisers to advertise your event as part of the Festival.
- > We are very excited to have Trevor Dickinson of 'Canberra Bus Shelter' fame, design this year's graphics. He currently has an exhibition of these iconic structures at Canberra Museum and Galleries. His first Festival postcard has been timed to be at this display. Check it out—the card is sure to become a collector's item!
- > Pop-ups around town will be used to promote the Festival in early April. Find out how you can contribute.
- > You will be asked to link your event to one or more 'themes' to make it easier for the public to search festival events on the website.

## HOW WE PROMOTE YOUR EVENT

The Festival always attracts positive media coverage and feedback and is widely promoted to the Canberra community and the region. When you register an event, it will be promoted through:

- > The official Festival booklet: Your event will be listed in the booklet inserted in the Canberra Weekly on 28 March 2019. Distribution will extend to both Canberra and the region including libraries and visitor centres.
- > Heritage website: Event details will be on [www.act.gov.au/heritagefestival](http://www.act.gov.au/heritagefestival). The full program of events will be published online a month before the Festival begins. Late registrations can be publicised on the website if they miss the booklet deadline. You can link to our website from your website to help promote the Festival.
- > Branding pack will provide templates for you to customise your own poster or flier or digital banners suitable for social media or Eventbrite.
- > Road-side signs will also highlight the Festival.
- > Online advertisements: Promotion will direct the community to our website.
- > Social Media: Use [#HeritageFest19](#) to tag posts and photos on all social media including Instagram, Twitter and Facebook. In addition, Facebook posts and digital promotion will seek to drive visitation to all events.
- > Radio: The Festival will be promoted by our media partner for an approximate three week campaign leading up to, and during, the Festival.
- > Media releases: The Environment Planning & Sustainable Development Directorate (EPSDD) will organise a number of media releases, media alerts and photo opportunities, which may promote your event. The media also selects a number of events to feature during the Festival and these are also actively pitched to the media.
- > Whole-of-government messages: A series of whole-of-ACT government messages about the Festival reach approximately 23,000 ACT public servants.
- > Media launch: Your organisation will be invited to attend the Festival's media launch.



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## WHAT IS EXPECTED FROM YOU?

To register and take part in the Festival is completely FREE. There are no registration costs. All you need to do is:

- > use the festival logo and/or website or hashtag in all promotional material (e.g. media releases, posters, flyers, social media content)
- > do not take bookings for your event/s before the Festival program is live on our website (see 'Dates' section)
- > notify us immediately if your event/s is cancelled, booked out and/or details have changed
- > record visitors numbers with profiling on the evaluation form sent at the start of the Festival
- > ensure the event has appropriate public liability insurance cover
- > minimise any risk to participants at your event
- > adhere to the Commonwealth Government's privacy legislation regarding collection and use of information about individuals
- > prior to being interviewed by media, please contact the Festival coordinator for information only and be sure to mention the Festival
- > We ask that you supply photos of your event to be featured on the website. Images are required to be square: 300 pixels in dimensions. If you would prefer for your 2018 image to be reused, simply select 'No, happy for a stock photo to be used' on the Festival form.
- > To be eligible and take part in the Festival, the event or activity must fall between the dates of Saturday 13 April and Sunday 5 May 2019. An exhibition may begin before or finish after these dates. All adjoining shires and regions to the ACT are welcome to submit events.

## DATES

- > Registrations open on 12 November 2018
- > Registrations due on 7 February 2019
- > Branding pack on 14 February 2019
- > Website program on 13 March 2019
- > Booklet released on 28 March 2019
- > Bus Depot Market pop-up on 7 April 2019
- > Festival begins on 13 April 2019

## PHOTOGRAPHY PERMISSIONS

EPSDD would like to use and reproduce photos, videos or audio of your event and seek your written consent to do so. A permission form is attached for you to use. It may be needed for the image submitted with the registration form for your listing on the web. If your event includes conditions of entry, which specify the permission of participants to be photographed, please let the Festival coordinator know.

## ECO-FRIENDLY EVENT

The Actsmart Public Event program is an ACT Government initiative aimed to encourage you to implement recycling at your events. For more information contact [actsmart@act.gov.au](mailto:actsmart@act.gov.au)



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## AUDIO, VIDEO AND PHOTOGRAPHY PERMISSION FORM

The Environment, Planning and Sustainable Development Directorate (EPSDD) regularly uses audio, video and photography in its publications, promotional materials, on its website and any smartphone/tablet application in order to promote EPSDD's programs and policies to the public.

EPSDD would like to use and reproduce audio, video or photography of you for the purposes stated above:

- > Sign below If you are 16 years old or over
- > Please have your parent or guardian sign below If you are under 16 years old.

I hereby agree to EPSDD using, reproducing and disclosing any audio, visual and photographic materials of me.

Signature: ..... Full name: ..... Date: .....

Event name: ..... Event date: .....



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