

CANBERRA AND REGION HERITAGE FESTIVAL REIMAGINE | 6-26 APRIL 2021



REGISTRATION KIT



HOW WILL YOU REIMAGINE YOUR EVENT FOR 2021?

After the cancellation of the 2020 Heritage Festival, the theme 'Reimagine' has become even more apt.

In 2021 the Canberra and Region Heritage Festival will be 21 days long allowing us to celebrate our region's Aboriginal, historic and natural heritage. Beginning straight after Easter on Tuesday 6 April, the Festival includes school holidays, first week of Term 2 and ANZAC Day providing the opportunity to reach visitors to the capital region as well as local families and schools.

WHY BE INVOLVED?

This is what an organiser wrote about their 2019 events:

Our youth members created a fantastic artwork. People came to the launch who had never been to the Hub or any of our events before. We received a substantial donation to the Youth Group as a result of the event.

DIVERSITY ACT

So 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!



#HERITAGEFEST21

THE THEME

A theme enables us to annually refresh the Festival allowing for new perspectives and possibly new partnerships. 'ReIMAGINE' will be a chance for people to redefine, reconsider or reconceptualise what heritage is, especially after the lockdown created heightened interest in our neighbourhood. Encourage your visitors to revisit memories and/or places at your event and re-envision the future.

ReIMAGINE looks backwards and forwards and aligns with the Australian Heritage Festival theme of 'Our heritage for the future'.

After the success of Trevor Dickinson's artwork for 2019, we engaged a young local artist [Hannah Minter](#) last year and intend to still use her eye-catching graphics. Check out her retro style.

WILL COVID-19 CHANGE MY EVENT

The Festival is generally made up of many events under 100 people, but check the protocol document and other supporting info/FAQs now accessible via the following link:

www.covid19.act.gov.au/what-you-can-do/act-covid-safe-event-protocol

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 Program:** your event/s will be listed in the program which will be distributed in Canberra and the region at libraries, visitor centres and other venues.
- > **Heritage website:** event details will be on www.act.gov.au/heritagefestival which is published in the month leading up to the Festival. 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, flier or digital banners suitable for social media or Eventbrite.
- > **Large flags:** will also highlight the Festival and can be booked to display at your event.
- > Online advertisements: directing the community to our website.
- > **Social Media:** use #HeritageFest21 in 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 be featured during the Festival and these are also actively pitched to the media.
- > **Whole-of-government messages:** a series of government messages promoting the Festival reach to all 23,000 ACT public servants.
- > **Media launch:** your organisation will be invited to attend the Festival's media launch.
- > **Pop ups:** Come along and join us at our promotional stalls.

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)
 - > accept bookings for to your event/s once 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 visitor numbers with profiling on the evaluation form sent out 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 previous 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 Tuesday 6 and Monday 26 April 2021. An exhibition may begin before or finish after these dates. All adjoining shires and regions to the ACT are welcome to submit events.

DATES

- > 2 November 2020 – Registrations open
- > 22 January 2021 – Registrations due
- > 4 February 2021 – Branding pack distributed
- > 11 March 2021 – Festival program on the website
- > 18 March 2021 – Full printed program released
- > 25 March 2021 – Garema Place Pop up
- > 28 March 2021 – Bus Depot Market pop-up
- > 6 April 2021 – Festival begins
- > 3 May 2021 – Feedback forms / evaluations due

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