

CANBERRA AND REGION | 2027 HERITAGE:FESTIVAL:

CAPITAL STORIES: 1927 TO 2027

Canberra and Region Heritage Festival 2027 Registration Kit

The Canberra and Region Heritage Festival returns in 2027, celebrating the rich and diverse heritage of the ACT and surrounding region. The festival brings the community together to share stories, explore traditions, and discover the cultural connections that continue to shape our city.

The festival will run from Saturday 10 April to Sunday 9 May 2027

ACT Heritage

The festival is coordinated by ACT Heritage, within the ACT Government's City and Environment Directorate. ACT Heritage works with the community to recognise, protect and promote our region's heritage places, objects and stories.

Central to the festival's success are the dedicated event holders who volunteer their time, passion and expertise. Their contributions create an engaging program of events that inspire community connection, learning and celebration of local heritage.

Festival theme

Our 2027 theme, **Capital Stories: 1927 to 2027**, celebrates a century of people, places and stories that have shaped Canberra and the surrounding region. It reflects on the defining moments that have influenced the city's development from the first sitting of the Australian Parliament in Canberra to the vibrant national capital it is today.

These 100 years form only part of the deep history of this place. Even if your event doesn't match the theme, you can still take part! All events showcasing the diverse heritage of our region are welcome.

Who can be involved

- > Event registration is free.
- > We encourage all events that inspire the community to experience and engage with First Nations, natural, cultural and historic heritage.

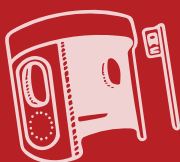
- > Events must occur during the festival dates (10 April to 9 May). An exhibition may begin before or finish after these dates.
- > Towns and regional shires surrounding the ACT are encouraged to participate.

The festival is a great opportunity to:

- > encourage understanding of the ACT and surrounding region's unique heritage places and objects
- > increase awareness of your organisation, connect with new audiences and reward current members
- > raise funds to protect heritage, for charity and/or for your organisation
- > bring lesser-known stories and histories to life
- > develop your event management skills and experience
- > bring the Canberra community together and have fun!

Registration benefits

- > Dedicated event page on the festival website.
- > Inclusion in the digital program and printed calendar of events.
- > Promotion through the festival's coordinated marketing campaign.
- > Use of the Heritage Festival brand and promotional assets.
- > Opportunities to connect with a heritage-focused audience across the ACT and region.
- > Increased awareness about your organisation or project.



Roles and Responsibilities

What we need from you

Event development

- > Develop an engaging event that connects people with the heritage of our region.
- > Identify your target audience and tailor the experience to their interests and needs.
- > Choose an appropriate date, time and duration to maximise attendance and engagement.
- > Consider event accessibility to create a welcoming and enjoyable experience for all.
- > Explore partnerships to expand audiences and share resources.
- > Establish a simple and reliable and reliable booking process.
- > Only open bookings after the festival launch in mid-March 2027.

Event promotion

- > Spark interest! Highlight what makes your event unique and why people should attend.
- > Use high-quality images and videos.
- > Consider the most effective ways to reach your target audience.
- > Maximise reach through media releases, social media, posters, radio, newsletters and email lists.
- > Promote both your event and the broader festival.
- > Use the festival branding, logo and website link in promotional materials. Do not alter the festival logo.
- > Explore cross-promotional opportunities with other organisations.

Event administration

- > Notify the Festival Coordinator if inviting the Minister or other VIPs.
- > Ensure appropriate public liability and other insurance covers are in place.
- > Obtain required approvals from the building or landowner.
- > Establish a cancellation policy and advise participants and the Festival Coordinator of changes.
- > Comply with privacy legislation regarding collection and use of information about individuals.
- > Seek permission before taking photos.
- > Encourage participants to complete the feedback survey.
- > Record attendance numbers and complete the event organiser feedback survey.

Risk assessment

- > Complete a risk assessment and implement appropriate risk management controls.
- > Consider food health and safety standards.
- > Provide your risk assessment to the Festival Coordinator for events expecting over 100 visitors, held in remote areas or involving food.
- > Report incidents or emergencies that occur during your event to the Festival Coordinator.

ACT Heritage responsibilities

ACT Heritage is committed to supporting event holders to participate in the festival.

Event development

- > Provide event development advice and networking opportunities.

Program

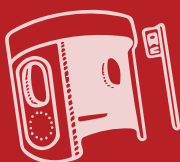
- > Coordinate the festival website, digital program and printed material.
- > Distribute the printed calendar to event holders and key public locations around Canberra and the region.
- > Develop and maintain up-to-date information on the festival website.

Festival promotion

- > Promote the festival widely through social media, paid advertising and media opportunities.
- > Arrange a festival launch one month prior to the festival opening for all event holders to attend.

Evaluation

- > Collect and analyse participant and event organiser feedback to inform future festivals.



Tips for registering your event

Event title

Boost interest in your event with a strong, engaging title.

- > Keep it short, clear and memorable.
- > The printed calendar of events only has space for brief titles.
- > Create a distinctive title that captures attention and clearly conveys what the event is about.

Event description

You will be required to provide two versions of your event description:

- > Digital program: up to 30 words
- > Festival website: up to 200 words

Your description should clearly outline what attendees can expect and showcase what makes your event stand out.

- > What is it?
- > Who is it for?
- > Why should people attend?
- > What makes it unique?
- > What are the key outcomes or experiences on offer?

Tips for writing an engaging event description

- > Keep it clear, short and easy to read. Use simple language, short sentences and a friendly tone.
- > Capture interest by highlighting what makes the event special and what people will experience, while being realistic about what to expect.
- > Check for spelling, grammar and readability. Avoid jargon, technical terms and unnecessary detail.

Image

Event images are often the first thing people see. Choose an engaging image that makes a strong first impression.

Choose an image that is:

- > High-resolution (up to 2MB).
- > Clear and easy to understand even at small sizes.
- > Shows what people can expect from the event.
- > Interesting with good colour and contrast.
- > Free of text, logos, borders and overlays.
- > Used with appropriate image permissions.

Key dates

Date	Activity
2 November 2026	Registrations open
11 December 2026	Registrations close
Mid-March 2027	Festival launch and program release
10 April 2027	Festival opens
9 May 2027	Festival closes
22 May 2027	Feedback survey closes

Heritage Festival contact details

 www.act.gov.au/heritagefestival

 Heritage.engagement@act.gov.au

 13 22 81

