

CANBERRA AND REGION HERITAGE FESTIVAL

14-29 APRIL 2018

REGISTRATION KIT

The 2018 **Canberra and Region Heritage Festival** will be 16 days of celebration for the region's Aboriginal, historic and natural heritage. In its 36th year, the festival began in 1982 and attracts large visitor numbers. Event organisers have confirmed strong feedback for visitor experience and mass promotional opportunities. Last year's festival featured 164 events attracting well over 20,000 people.

This year's theme 'My Culture, My Story' will explore, celebrate, share and preserve our cultural heritage. In 2018 we will be focusing on what makes a place special, encouraging us all to embrace the future by sharing the strength of our cultural identities. Highly distinctive cultural expressions that have been passed from one generation to another and that have evolved in response to their environment, give us a sense of identity and continuity. Through learning about our own identity we are better able to respect each other resulting in a more inclusive society.

So tell us your stories and celebrate intangible cultural expressions of dance, costume, music, poetry, storytelling, traditional games and handicrafts. By doing so we are helping keep them alive and relevant for all generations.

Please contact the festival coordinator to discuss your ideas on 6205 0255 or linda.roberts@act.gov.au.



#HERITAGEFEST18



TIMING & LOGISTICS

The festival starts on Saturday 14 April and incorporates – International Day of Monuments and Sites on 18 April (aka World Heritage Day), and ends on Sunday 29 April. It mirrors the ACT and NSW school holidays.

Events may range in type and audience. Your event could be free, gold coin donation or ticketed.

PROMOTIONAL OPPORTUNITIES

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

- > **THE HERITAGE FESTIVAL BOOKLET:** Your event will be listed in the 32-page booklet inserted in the Canberra Weekly on 5 April 2018. Distribution will be extended to both Canberra and the region including libraries and visitor centres.
- > **HERITAGE WEBSITE:** Event details will be on www.act.gov.au/heritagefestival, with the Heritage Festival featured on the homepage. The program will be published online a month before the festival begins. Late registrations that do not make the booklet can be publicised on the website. You can link to our website from your website to help promote the Heritage Festival.
- > **NEW FESTIVAL APP:** In response to feedback about poor mobile optimisation of the program, we will develop an app so your event will be even more accessible to festival goers.
- > **POSTERS:** Approximately 200 posters will be distributed across appropriate venues in the ACT and region.
- > **PRESS AND ONLINE ADVERTISEMENTS:** Promotion will take place through local newspapers as well as online advertisements to direct the community to our website and to source the booklet.
- > **SOCIAL MEDIA:** Use [#HeritageFest18](https://www.instagram.com/HeritageFest18) and/or [#MyCultureMyHeritage](https://www.facebook.com/MyCultureMyHeritage) 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 ADVERTISEMENTS:** The festival will be promoted by our media partners for an approximate three week campaign leading up to, and during, the festival.
- > **MEDIA RELEASES:** The Environment, Planning and Sustainable Development Directorate 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.
- > **WHOLE-OF-GOVERNMENT MESSAGES:** A series of whole-of-government messages (ACT) about the festival reach approximately 23,000 ACT public servants.
- > **MEDIA LAUNCH:** Your organisation will be invited to attend the festival's media launch around 10 days before the festival starts. Details will be sent to you directly.



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FESTIVAL REGISTRATION REQUIREMENTS

- > **COSTS:** To register and take part in the Festival is completely FREE. There are no registration costs.
- > **IMAGE:** We ask that you supply photos of your event to be featured on the website. Images are required to be square: 500 pixels in dimensions. If you would prefer for your 2017 image to be reused, simply select 'No, happy for a stock photo to be used' on the festival form.
- > **ELIGIBILITY:** To be eligible and take part in the festival, the event or activity must fall between the dates of Saturday 14 and Sunday 29 April 2018. An exhibition may begin before or finish after these dates. All adjoining shires and regions to the ACT are welcome to submit events.
- > **DUE DATES:** Please submit the event registration form by 21 December 2017. The program will be live on the website from 14 March 2018, with the booklet released on 5 April 2018.

WHAT IS EXPECTED FROM YOU?

You need to:

- > fill in and submit the registration form and photo by 21 December 2017
- > hold your event on the specified date/time/location
- > use the festival logo in all promotional material
- > identify your event as part of the festival
- > record visitor numbers with profiling on the evaluation form to be sent to organisers at 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
- > notify us immediately if your event/s is cancelled, booked out and/or details have changed
- > prior to being interviewed by media, please contact the festival coordinator for information only and be sure to mention the festival

PHOTOGRAPHY PERMISSIONS

The Environment Planning and Sustainable Development Directorate 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



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AUDIO, VIDEO & PHOTOGRAPHY PERMISSION FORM

The Environment, Planning and Sustainable Development Directorate (EPSDD) regularly uses audio, video and photography in its publications, promotional materials, on its web site 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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