

HERITAGE:FESTIVAL:

Registration Kit

In 2024 the Canberra and Region Heritage Festival will start 13 April, incorporating the autumn school holidays and Anzac Day, through to 28 April. This will provide the opportunity to reach visitors to the capital region as well as local families. There will be 16 days for us to celebrate our rich and enduring Ngunnawal culture, the historic and natural places and objects, and the diverse cultural heritage of all peoples of the ACT and region.

The Heritage Festival is an opportunity to:

- > increase public awareness of the ACT's special heritage places and objects
- > 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
- > bring more intangible heritage to life
- > gain experience in event management
- > bring the Canberra community together and have fun!

The Theme

The 2024 Festival theme is 'Connections', which also is the national theme for the 2024 Australian Heritage Festival. The theme resonates with our aim to unite the community to celebrate the rich and diverse stories of our region, strengthen cultural and historical ties and forge new bonds. It celebrates our link to people, places and the past, and the enduring connections that will shape the future of heritage.

It also allows for the development of broad and inclusive events from key community groups and stakeholders, especially from First Nations communities.

Who can be involved

- > To be eligible and take part in the Festival, the event or activity must fall between the dates of Saturday 13 and Sunday 28 April 2024. An exhibition may begin before or finish after these dates.
- > All adjoining shires and regions to the ACT are welcome to submit events.



What is expected from you

To register and take part in the Festival is completely FREE. There are no registration costs. By registering as an event holder, you are committing to:

Event management

- > Develop a high-quality event that connects people to our heritage
- > minimise any risk to participants at your event by having appropriate risk management controls. (See below)
- > ensure the event has appropriate public liability insurance cover and other insurance such as personal injury cover for any staff or volunteers working at the event
- > obtain all approvals to hold the event including from the site, building or land manager for the location of their event
- > where required, accept bookings for your event/s once the Festival program is live on the ACT Government Festival website
- > determine if your event needs to be cancelled or modified due to weather or unforeseen circumstances
- > notify ACT Heritage immediately if your event/s is cancelled, booked out and/or details have changed
- > manage and/or report any incident or emergencies that occur during an event
- > adhere to the Commonwealth Government's privacy legislation regarding collection and use of information about individuals evaluation

Promotion

- > We ask that you supply photos of your event to be featured in various media. Please supply a 2MB image that we will resize to meet different specifications. 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.
- > use the Festival logo and list ACT Government Festival website in all promotional material (e.g., media releases, posters, flyers, social media content)
- > do not edit, skew, rotate or change the colour of the festival logo within your promotional materials
- > prior to being interviewed by media, inform the Festival Coordinator for information only and be sure to mention the festival
- > when being interviewed by media, promote the Festival as well as your event

Evaluation

- > distribute the feedback cards to participants
- > record visitor numbers with profiling on the evaluation form sent at the start of the Festival.

Risk Assessment

- > A risk assessment is required for all events.
- > For events with over 100 participants, a copy of the risk assessment must be provided to ACT Heritage to ensure that we are promoting a safe event.
- > To support this process, a risk assessment template is attached, alongside an example Risk Management Plan. If you have your own risk assessment template, you are welcome to provide us with your existing document rather than completing the template attached.

What is expected from ACT Heritage

With the support of the broader Environment, Planning and Sustainable Development Directorate.

Promotion

- > **Develop an official Festival Program:** your event/s will be listed in the program which will be distributed through libraries, visitor centres and other venues, as well as online.
- > **Maintain the Heritage website:** event details will be published to the Heritage website Heritage Festival - Environment, Planning and Sustainable Development Directorate - Environment (act.gov.au) in the month leading up to the Festival.
- > **Online/ digital promotion:** the festival website is promoted through paid advertising and social media.

- > **Media:** ACT Government media releases and alerts promote the festival and select events prior to and during the festival. Events and local heritage stories will be proactively pitched to the media, including radio.
- > **Arrange a Festival media launch:** every event holder will be invited to attend the festival's launch.
- > **Deliver a Pop up to promote the Festival:** at the Old Bus Depot Market which draws much interest from shoppers. You can also be present to promote your own event.

Support

- > ACT Heritage will continue to support all event organisers. This support may include providing advice on contacts for key land managers within Government or supporting you to improve the quality of your event.
- > ACT Heritage will review event feedback from both organisers and participants arrange and facilitate the festival debrief function.



Timeline

(at time of printing and may be subject to minor change)

Date	Activity
1 November 2023	Registrations open
31 January 2024	Registration applications due
28 February 2024	Branding pack distributed to registrants
29 February 2024	Complete risk assessment (or events >100 participants, email a copy to ACT Heritage)
14 March 2024	Festival program released at the launch
7 April 2024	Bus Depot Market pop-up
13 April 2024	Festival begins
28 April 2024	Festival ends
6 May 2024	Feedback forms and 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

Heritage Festival contact details

Heritage Festival Coordinator: linda.roberts@act.gov.au



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 this purpose and is seeking your consent.

If you are 16 years old or over and consent to EPSDD using this material for the purpose stated above, please sign below.

If you are under 16 years old, please have your parent or guardian sign below.

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

Signature: _____

Full name: _____

Date: _____

Name of event: _____

Date of event: _____/04/2024

