



proudly presents



AUSTRALIAN
HERITAGE
FESTIVAL

Event Organisers Toolkit

Festival Vision

The Australian Heritage Festival is coordinated annually by the National Trust of Australia. This national celebration of cultural, built and natural heritage plays an important role in fulfilling the objectives of the Australian Heritage Strategy.

The Australian Heritage Festival is created with the vision of recognising and celebrating the significance of our natural, historic and Indigenous heritage places and ensuring they are valued by Australians, protected for future generations and cared for by the community.

The National Trust is committed to achieving this vision by leading the Australian Heritage Festival nationally, building strong partnerships with communities to celebrate their natural, historic and Indigenous heritage, and to engage lovers of heritage and new audiences with the stories of our past and present so they may be preserved for the future.

Cover image: by Rafael Ben-Ari;
Right: Rippon Lea Estate by Anderson Mill





Dates, Theme and Key Facts

WHEN DOES THE AUSTRALIAN HERITAGE FESTIVAL HAPPEN?

Running from 1 April – 31 May 2022, the Australian Heritage Festival is an opportunity for the community to organise events and exhibitions, gather stories and tell them, celebrate through ceremony and performances, share knowledge through talks, walks and tours, and have fun bringing heritage to life.

KEY DATES

- Registration of events for Queensland opens Friday 11 February 2022
- The Festival event calendar goes live once registrations start coming in
- Event registration closes Tuesday 29 March 2022*
- Australian Heritage Festival opens 1 April 2022
- Australian Heritage Festival closes 31 May 2022

THEME

The 2022 Australian Heritage Festival theme is **Curiosity**. From the city to the regions, this theme brings heritage to life by encouraging communities to actively wonder, investigate and learn about natural, cultural, Aboriginal, living and built heritage around the nation.

*Check with your state for possible extensions if required after the closed registration date.

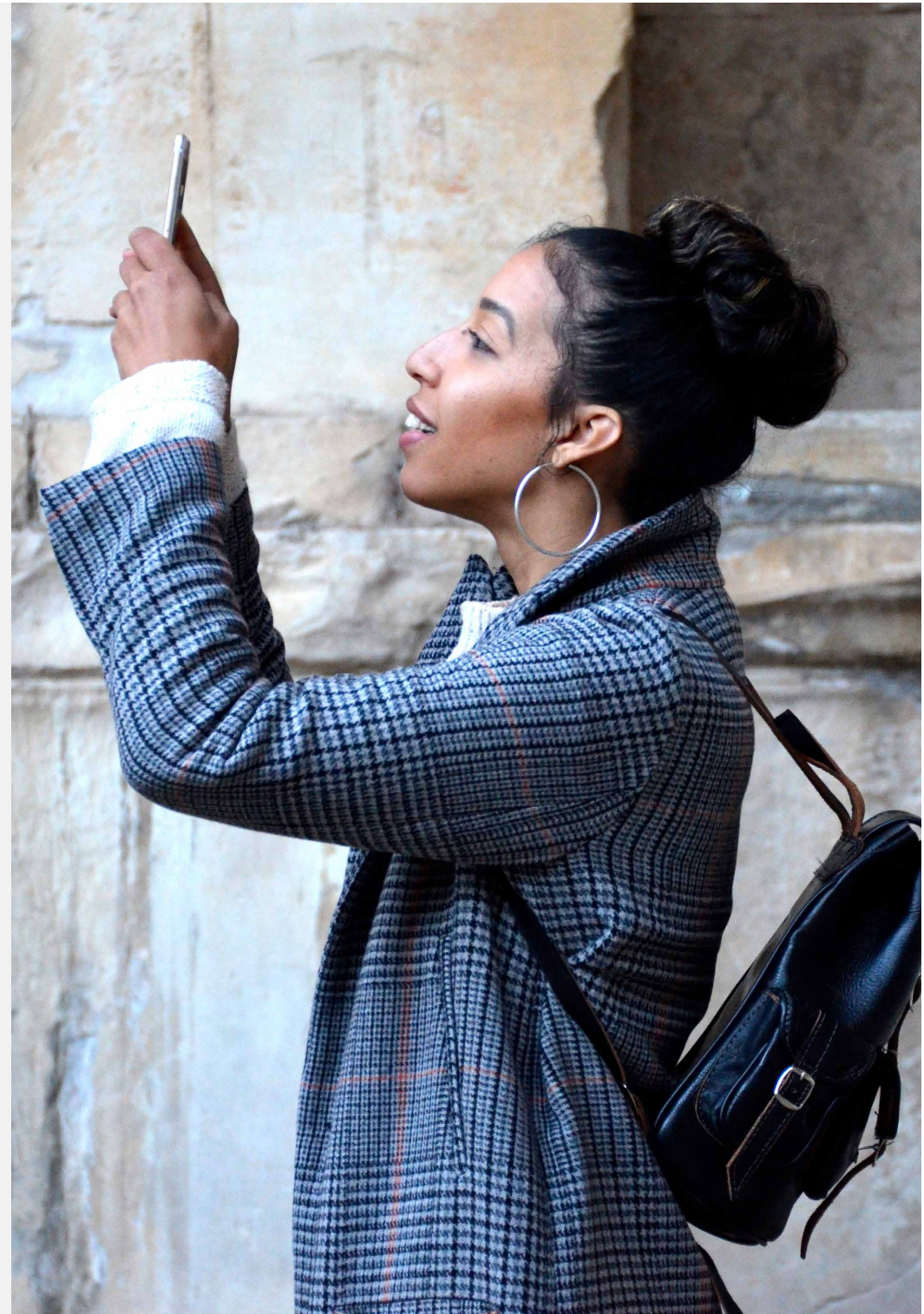
WHAT HAPPENED LAST YEAR?

In 2021 the Australian Heritage Festival created an exciting platform for exhibitions, walking tours, films, expert talks, workshops, food fairs, guided tours of historical sites, ceremonies, demonstrations, special dinners and lunches – and much more.

Visitor feedback showed that:

- 100% respondents enjoyed the festival event(s) they attended.
- 100% respondents plan on attending a festival event next year.
- 95.24% respondents felt inspired to seek out other opportunities to go to heritage events/ exhibitions/ activities after attending their festival event.
- 90.48% respondents felt that attending the event increased their awareness and/ or appreciation of heritage.
- 76.74% felt inspired to come to festival events based on the theme.

We thank the thousands of event organisers who were involved in helping us bring heritage to life around the community.



Creating Events

WHAT KIND OF EVENTS CAN BE PART OF THE AUSTRALIAN HERITAGE FESTIVAL?

This national celebration of cultural, built and natural heritage brings together the following types of events in cities and towns across Australia:

- Classes and workshops
- Talks and storytelling forums
- Concerts and performance art
- Exhibitions
- Family fun days including games and activities for kids
- Dining experiences, special markets and food fairs
- Museum openings
- Guided and walking tours of landscapes, significant places or communities with fascinating histories

The Australian Heritage Festival does celebrate national themes related to heritage, however, events specific to your state or local area make up that national story.

The festival will bring to life all chapters of Australian culture and history, telling the stories of diverse and distinctive experiences that make up our communities through the exploration of:

- The history, stories and new generation of Aboriginal and Torres Strait Islander culture
- Art and music – and spoken word histories
- Celebrations of our multicultural and diverse communities
- Civic spaces and places
- Landscapes, natural heritage and conservation sites
- Houses and homes
- Industrial and workplace sites that have cultural significance
- Military and veteran histories, as well as schools, hospitals and institutions
- Places and people of science and technology
- Social, political and environmental movements
- Sports and recreation stories and their place in our culture, history and future
- Transport and maritime sites
- Women's histories

The events can be big, small and everything in between.



Bendigo Glassworks tour

Value for Event Organisers

WHAT SUPPORT DO YOU GET AS AN EVENT ORGANISER PARTICIPATING IN THE AUSTRALIAN HERITAGE FESTIVAL?

All approved and official participating events in the Australian Heritage Festival must be registered to receive the promotional support outlined below. Every event registered with the Australian Heritage Festival features on the festival website and is promoted with a Facebook post and tweet on the Australian Heritage Festival social media channels.

- How to organise an event
- Event Organisers' Checklist
- Tips for recruiting volunteers

For communications and marketing, all event organisers are provided with:

- A brand style guide and logo kit to promote their inclusion in the Australian Heritage Festival, and a media and social media tips and tricks guide for promoting your event.
- Participating event holders benefit from national media coverage and social media coverage generating interest in the Australian Heritage Festival, which is managed by the National Trust of Australia.

There is no fee for registering your event with the Australian Heritage Festival.

Australian Heritage Festival

How to Register & Key Questions

REGISTERING ON THE AUSTRALIAN HERITAGE FESTIVAL WEBSITE

To register your events, go to the Australian Heritage Festival website here:

<https://nationaltrustqld.org.au/what-we-do/heritage-festival>

Click through to the Register Now button and complete the registration form.

To register your event you will need to provide the following information:

- A key point of contact for your organisation / event
- The event title
- The event description (word counts will be referred to in the form)
 - a summary of one paragraph (300 characters) and a detailed description of up to 1,000 characters
- The event location
- The event date and time
- Any admission costs that apply
- Accessibility and facilities that are family friendly
- A high quality photograph
- Your organisation's social media links and handles
- Select your event categories in terms of the format of the event and the content included in the event
- Limits on numbers that can be accommodated for your event

HOW DO I PROVIDE THE RIGHT FORMAT OF IMAGERY?

Please ensure images are in landscape format at least 1,200 px wide. Ideally the image should be cropped to 1,920 x 616 px. Images should be a minimum of 1MB – 2MB in size. You must be the copyright holder of the image or have explicit written permission to use the image. The National Trust accepts no responsibility or liability for breaches of image use permission and will use images on the assumption that event organisers have permission to provide the content we receive.

Please label your image using the following file name convention:

event_title_AHF_year.jpg

Please provide any image credits in the credit box provided in the registration process.

WHAT MAKES A GOOD EVENT REGISTRATION STORY?

A picture says a thousand words – so we recommend providing engaging photography with a powerful and evocative subject as the central focus. Ensure there is a frame of space around your key focal subject so that when the image changes shape depending on the device people use (desktop computer, mobile phone, tablet) the image will retain its subject as the key item they see. Do not overlay any text across your photograph or provide photography with watermarks or dates.

If you don't have access to photography, we recommend seeking royalty free or creative commons images that convey the essence of the experience your event will provide for participants.

Use captivating language in your description and active words. Tell people what unique experience they will have when they come to your event, what signature activities there are on offer and try to transport your audience to the time or community or place your story is about.



Australian Heritage Festival Contact Information


NATIONAL FESTIVAL COORDINATORS

The National Trust dedicates a coordinator to the Australian Heritage Festival in every state across the country. If you have a question about the festival, your event, timelines, opportunities for promotion or how to participate, please don't hesitate to get in touch.

To contact your state coordinator, head to: info@nationaltrustqld.org

SHARE YOUR CELEBRATIONS!

Use the hashtag #AHF2022

 @AustralianHeritageFestival

 @HeritageFestAus

 @australianheritagefestival

Left: By Terri Sharp



AUSTRALIAN
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VISUAL IDENTITY GUIDE
AND APPLICATION EXAMPLES





Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE Museo Slab 500

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

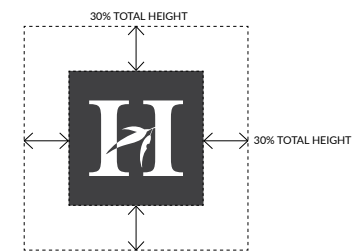
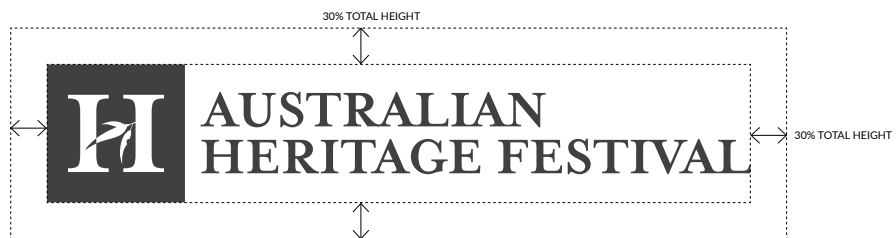
BODY COPY Lato – Medium

COLOUR PALETTE

C 0 **#38353c**
M 0 **R** 56
Y 0 **G** 53
K 90 **B** 60

C 90 **#10693a**
M 33 **R** 16
Y 100 **G** 106
K 26 **B** 58

LOGO ISOLATION ZONE



LOGO MINIMUM SIZES



THE 'H' MUST HAVE A MINIMUM SIZE OF 1CM SQUARE

ALTERATIONS



AUSTRALIAN
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DON'T WARP OR
STRETCH THE MARK



AUSTRALIAN
HERITAGE
FESTIVAL

DON'T CHANGE THE
MARK'S PROPORTIONS



AUSTRALIAN
HERITAGE
FESTIVAL

DON'T CHANGE THE
MARKS COLOUR



AUSTRALIAN
HERITAGE
FESTIVAL

DON'T APPLY SHAD-
OWS



AUSTRALIAN
HERITAGE
FESTIVAL

DON'T APPLY EFFECTS,
MARKS, GLOWS ETC



AUSTRALIAN
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DON'T USE THE MARK ON
COLOURS WITH POOR
CONTRAST OR SIMILAR
COLOURS



DON'T ROTATE THE
MARK



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**MEDIA RELEASE: [FOR IMMEDIATE / EMBARGO RELEASE]
[DATE]**

[Your headline here – ideally keep this to one line]

[Location]: *Provide an introductory paragraph here that highlights an unusual fact or news highlight of your event. This could be a VIP speaker, something spectacular that audiences will see (that they have never seen before), and a reason this is a highlight of the Australian Heritage Festival – the national festival of heritage coordinated by the National Trust with the support of the Australian Government. Your introductory paragraph needs to neatly highlight for a journalist or media outlet why this story should get their attention.*

In your second paragraph you need to get the key facts communicated – what is the event, who is running it, who is coming to it or who you are looking to attract to this event, where it is taking place and when (dates and times), why this event is special and a celebration of Australian heritage.

It's great to insert a quote from a key spokesperson here. This could be someone from your organisation or from the VIP speaking at your event / your headline personality at the event. The convention of writing quotes in media releases is as follows:

"Statement from person," said Name of Person, Title, Organisation. "More statement from this person."

At this point in your media release you can start to expand on the points in your first paragraph but with more detail. It's advisable not to exceed two paragraphs with this.

For further information and to arrange a media interview of photography, contact:

[Your nominated media liaison's name here]

Phone: [mobile / landline with area codes here]

Email: [email address here]

[Your Logo Here]



Notes to Editors:

About [Your Organisation Name Here]

This item here is called a 'boilerplate' – essentially this is the standard copy you include about your organisation. This is a statement of what your organisation does, what it's vision or mission is, where it located, how long it has been operating for and what its purpose is. You may also include here how many years you have been participating in the Australian Heritage Festival.

[Your website URL here]

About the Australian Heritage Festival

The Australian Heritage Festival is Australia's largest annual community-driven heritage festival, created with the vision of recognising and celebrating the significance of our natural, historic and Indigenous heritage places and ensuring they are valued by Australians, protected for future generations and cared for by the community. The Australian Heritage Festival is coordinated annually by the National Trust of Australia. The theme for the 2022 Australian Heritage Festival is Curiosity.

Follow us on Facebook: AustralianHeritageFestival

Follow us on Twitter: [@HeritageFestAus](https://twitter.com/HeritageFestAus)

Follow us on Instagram: [australianheritagefestival](https://www.instagram.com/australianheritagefestival)

#AHF22

www.australianheritagefestival.org.au

- **Ends.**

[Your Logo Here]

Before your event can officially become part of the **Australian Heritage Festival**, you will need to complete the online registration form. Online registrations may be submitted right up to the launch of the festival. Any relevant local State printed material deadline requirements are detailed in the **Festival Near Me** section of the website. It is important that you are aware of the four entry criteria which include the terms and conditions of participation. The information is available at www.australianheritagefestival.org.au. Please ensure that you read all of the information before submitting the Registration Form.
Registration is free.

Marketing your Event

1. Make a Plan

- Objectives – How many tickets do you want to sell and at what price?
- Activities – Make a plan of your potential marketing activities
- Budgets – Allocate a marketing budget, assign realistic amounts to activities, plus contingencies
- Timescales and Deadlines – Working to a schedule allows for more chance of success

2. Letting People Know

- Think about your visitors from the outset (price, times etc.)
- Make sure the **RIGHT** people know about your event
- Tailor your promotion to the audience you want to attract
- Think about their age, level of expertise, demographic, interests etc.

3. Information – Be clear about the details on all publicity

- Where and when – the location, date and time of the event
- What is the event about (think about

your visitors)

- How much it costs – are there any incentives like group booking discounts or concessions?
- How to get more information
- How to get a ticket
- Other information (what to bring, wear, wet weather alternatives etc.)

4. Publicity Material

- Appealing, professional & functional
- Good quality photographs and artwork
- Good quality design – is it worth paying a professional?
- Clear information – always the main objective!
- Branding – please put the Australian Heritage Festival Logo on ALL your publicity material.

5. Promotion ideas

- Leaflets & Posters
 - » Print as many as you can afford
 - » Distribution: Shops, cafés, restaurants, community centres, hotels, pubs, leisure outlets, hairdressers etc
- Press and radio coverage
 - » Find out who the best contact is and build a relationship
 - » Press Releases – The Golden Rules!
 - i. Include the vital info in bold:
 - ii. Name of event, date, time, price, venue, booking telephone number and press contact details
 - iii. Brand your release as an **Australian Heritage Festival** event
 - iv. Eye-catching headline and image
 - v. First sentence should be snappy, interesting and factual
 - vi. No longer than one side of A4
 - vii. Use quotes from reviews and interviews with artists or organisers
 - viii. Write your press release in a style that you would expect of a newspaper article
 - ix. Submit to free listings and guides

- Word of Mouth: Get people talking about your event – give free press tickets, organise VIP events etc.
- Reciprocal Arrangements & Sponsorship
 - » Join up with other events, businesses or organisations
- Advertising
 - » Identify potential advertising opportunities – newspapers, magazines, radio, newsletters, billboards etc.
 - » Check that the cost of any advertising is viable by working it out as a cost per person, or by calculating how many tickets you would need to sell to make the money back
- Mailings
 - » Do you own a list of past customers or can you get hold of one?
 - » Are they the right people?
- E-Marketing
 - » Website: www.australianheritagefestival.org.au
 - » Link own website to the Festival site
 - » Look out for websites with free events listings
 - » E-mails and e-flyers – Start capturing e-mail addresses for your audience (run competitions, organise questionnaires etc.)

6. Help from the Australian Heritage Festival

- Entry on the website and potential social

media support

- Remember – publicising your event is your responsibility! We have a small but hardworking PR team who will try to promote you as much as possible.
- Promotional materials available.

INSURANCE

If you are putting on an event, you must carry Public Liability Insurance of at least \$20 million (see the Terms and Conditions) The Australian Heritage Festival does not cover insurance on your behalf.

PERFORMING RIGHTS

If you are staging a musical event and somebody who died less than 70 years ago composed any of the music, you have to pay Performing Rights. For more information contact the Australasian Performing Right Association and the Australasian Mechanical Copyright Owners Society on 1300 852 388 or email licence@apra.com.au. APRA AMCOS is a collective management organisation which licenses performing, communication and reproduction rights in music on behalf of more than 87,500 members and 124,000 licensees with 170 affiliated organisations worldwide. <http://apraamcos.com.au/media/6632/events-peg.pdf>

Risk Management Inspection Checklist

EVENT _____

Date _____ **Time** _____

Venue _____

DESCRIPTION	good	bad	N/A	details
Car Parking				
Communication Check				
Contact List				
Disabled Access				
Emergency Access Clear				
Electrical Equipment				
Fire Extinguisher in Place				
Fire Hydrant/Hoses Clear				
Generators/Safety Tape				
Housekeeping				
Licensed Areas				
Lost Children Procedure Briefing				
Marshalls in Position				
PA System				
Pedestrian Access				
Performers Briefed				
Placement of Signage				

Roads and Walkway Condition				
Safety Fences / Barricades in Place				
Sharp or Protruding Objects				
Stage Edges & Steps Marked				
Steps & Handrails (condition)				
Tents/ Marquees Secured				
Toilets Adequate & Functioning				
Traffic Signage				
Trees and Environment				
Tripping Hazards				
Rubbish Bin Placement				
Weather Conditions				

Signed:

Name:

ORGANISATION DETAILS

Department or Division

Activity

Site

Location or Address

Person undertaking the activity

Contact mobile phone number

SWMS Author and date

SWMS Approved by

Signed & date

RISK RATING MATRIX

LIKELIHOOD	CONSEQUENCE			
	Death/permanent disability	Serious injury (hospitalised), lost time	Minor injury, first aid administered	No injury, but incident recorded
Will almost certainly happen/has happened before	Extreme	High	High	Medium
Will probably happen at some time	High	High	Medium	Medium
Could happen at some time	High	Medium	Medium	Low
Might happen but only rarely	Medium	Medium	Low	Low

Risk Categories and Response

- Extreme - Under no circumstances cause exposure to such a hazard
- High - cease exposure to hazard immediately, until protection and procedures approved by manager are implemented
- Medium - procedures and protection may be enough, hazard and risk should be discussed with manager
- Low - risk may be managed by procedures and protection

RISK IDENTIFICATION AND CONTROLS - *EXAMPLE*

ACTIVITY	POSSIBLE HAZARD	INITIAL RISK	RISK CONTROL MEASURE	CONTROLLED RISK
Standard procedure				
Working outdoors	Exposure to the elements (sun, heat, cold, wet, windy)	Medium	Undertake works in dry, mild weather where possible. Manage workload in response to very hot (or cold) weather, staying hydrated with cold water (or hot drinks). Wear appropriate PPE to avoid heat stroke, sunburn and cold. Wear sunscreen.	Low
Working outdoors	Slips, trips and falls	Medium	Take care walking on uneven ground – don't run. Wear sturdy boots or closed shoes.	Low
Working outdoors	Dust from unsealed paths or disturbed ground	Medium	Avoid work on windy days. Wear appropriate eye protection such as glasses, goggles or wrap around sunglasses.	Low
Working under trees	Limb fall	Medium	Avoid work on windy days. Use arboricultural expertise to avoid working under limbs with poor structure. Wear protective clothing to prevent injury.	Low

[illegible]

SPECIFIC TASK REQUIREMENTS

Qualifications & industry safety certificates	
Experience	
Relevant Codes of Practice, Legislation or Standards	<ul style="list-style-type: none"> • Occupational Health and Safety Act 2004 • Occupational Health and Safety Regulations 2007
Plant/equipment	

Daily Pre-Start Checklist

1. Are all workers present during the pre-start meeting? ☐ Yes ☐ No
2. Are all staff wearing the correct PPE for this activity? ☐ Yes ☐ No
3. Are today's weather conditions hazardous for this activity? ☐ Yes ☐ No
4. Are there any additional risks on site today that require additional controls that have not been identified by the Risk Identification table? ☐ Yes ☐ No

If yes to item 4, detail these in the spare space on the Risk Identification table, and ensure controls are in place that lower the risk rating to 'Low'.

If this cannot be achieved, do not proceed with the activity.

Answers to questions 1 & 2 must be 'yes', and question 3 must be 'no' before works can commence.



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Safe Work Method Statement

This Safe Work Method Statement has been developed in consultation and has been read, understood and signed by all workers undertaking the activity, EACH DAY THAT THE ACTIVITY IS UNDERTAKEN:

[illegible]

Risk Management Inspection Checklist

EVENT _____

Date _____ **Time** _____

Venue _____

DESCRIPTION	good	bad	N/A	details
Car Parking				
Communication Check				
Contact List				
Disabled Access				
Emergency Access Clear				
Electrical Equipment				
Fire Extinguisher in Place				
Fire Hydrant/Hoses Clear				
Generators/Safety Tape				
Housekeeping				
Licensed Areas				
Lost Children Procedure Briefing				
Marshalls in Position				
PA System				
Pedestrian Access				
Performers Briefed				
Placement of Signage				

Roads and Walkway Condition				
Safety Fences / Barricades in Place				
Sharp or Protruding Objects				
Stage Edges & Steps Marked				
Steps & Handrails (condition)				
Tents/ Marquees Secured				
Toilets Adequate & Functioning				
Traffic Signage				
Trees and Environment				
Tripping Hazards				
Rubbish Bin Placement				
Weather Conditions				

Signed:

Name:

Lost Child Response Guide

First Staff Contact

Found Child

- Look for parent/guardian in immediate vicinity.
- Take lost child to Lost Children Control Point closest to scene and provide details to staff.

Lost Child

- Inform Event Manager of situation.
- Take parent/guardian to Lost Children Control Point closest to scene and provide details to staff.

Lost Child Control Point

- Ensure Lost/Found Child Report is completed.
- Contact the Event Manager.
- Ensure announcements made over two-way radio and where possible over public address system.

Event Manager

- Contact Lost Children's Control Point to ensure information about the lost/found child is passed onto Key Staff.
- Advise and update informant of situation.
- Contact Police if necessary.
- Assist Police where appropriate.
- Remain with child or informant until Police arrive.

LOST CHILD REPORT

Questions to ask Guardian

What's your relationship to the child?

Where did you last see the child?

What is your name?

What is the child's name?

What is the child's age?

What does the child look like?

What is the child wearing?

What is the child's height?

Does the child have a mobile phone?

If so, what is the number?

Where do you think the child will go?

Other information:

Date:

Time:

Reported by:

Phone:

Signature:

Date:

FOUND CHILD REPORT

Questions to ask Child

Where did you last see your guardian?

Did they tell you what to do if you got lost?

If yes, explain.

What is the guardian's name?

What is the guardian's age?

What does the guardian look like?

What clothes is the guardian wearing?

What is the guardian's height?

Does the guardian have a mobile phone?

If so, what is the number?

Do you know someone else's number who
would know the guardian's mobile number?

If so, what is the number?

Other information:

Date:

Time:

Reported by:

Phone:

Signature:

Date:

General Safety Guidelines

- Provide general customer service duties to event patrons.
- Be familiar with the layout of the event environment and the general locations used by patrons and employees, including contractors.
- Make sure you know who the Event Coordinator and the next point of contact are. If you are the Event Coordinator, please ensure this information is communicated to all who are working at your event.
- All “fire and emergency routes” signs must be kept clear. It is your responsibility to maintain a clearway to ensure that free access is available to vehicles at all times.
- Event staff or volunteers should only be allocated tasks if safe to do so.
- Do not perform any tasks that you are not trained or able to do safely.
- Familiarise yourself with the location of all first aid facilities (or level 2 trained individual) and other emergency equipment (do not actively use this equipment unless trained and qualified to do so).
- No person is allowed to perform any work or volunteer duties under the adverse influence of any medication, drug or alcohol.
- Ensure good housekeeping so that litter does not accumulate to increase the danger of fire or trip hazards.
- Report any problems/accidents to the Event Coordinator (or relevant point of contact). Contact Event Management immediately in event of any situation you think may be potentially dangerous e.g. overcrowding.
- Ensure you have two Emergency Evacuation Assembly areas.
- Consume adequate liquids and wear appropriate clothing and protection for the weather conditions.
- Extension leads must be fixed overhead away from pedestrian or vehicular traffic. All electrical equipment including extension leads must be tagged with a current test/tag. Event staff/volunteers should not move or unplug leads but report them to the Event Coordinator.
- Safe Lifting Techniques to be used at all times - assess load, bend knees, carry load close to body, and team lifting.
- Working at heights: Unless you have good reason and appropriate training/supervision/equipment and the ladder and/or structure is adequately supported, you must not venture on, beneath or near any temporary structure, ladder etc.
- Stay clear of mobile plant equipment (forklifts, scissor lifts, mobile scaffold towers etc).

Emergency Contact List

Event _____ Location _____

COMPANY	CONTACT NAME	ADDRESS	PHONE NUMBER
Event Manager			
Gas			
Electricity			
Water			
Poison Information			
SES			
Traffic			
Police			
Fire			
Ambulance			
Council			
Hospital			