NATIONAL TRUST
Queensland
GOLDEN GRAIN
BAKERY
POST OFFICE
UNION HOTEL
AUSTRALIAN
HERITAGE
FESTIVAL
MILES
HISTORICAL VILLAGE
MUSEUM

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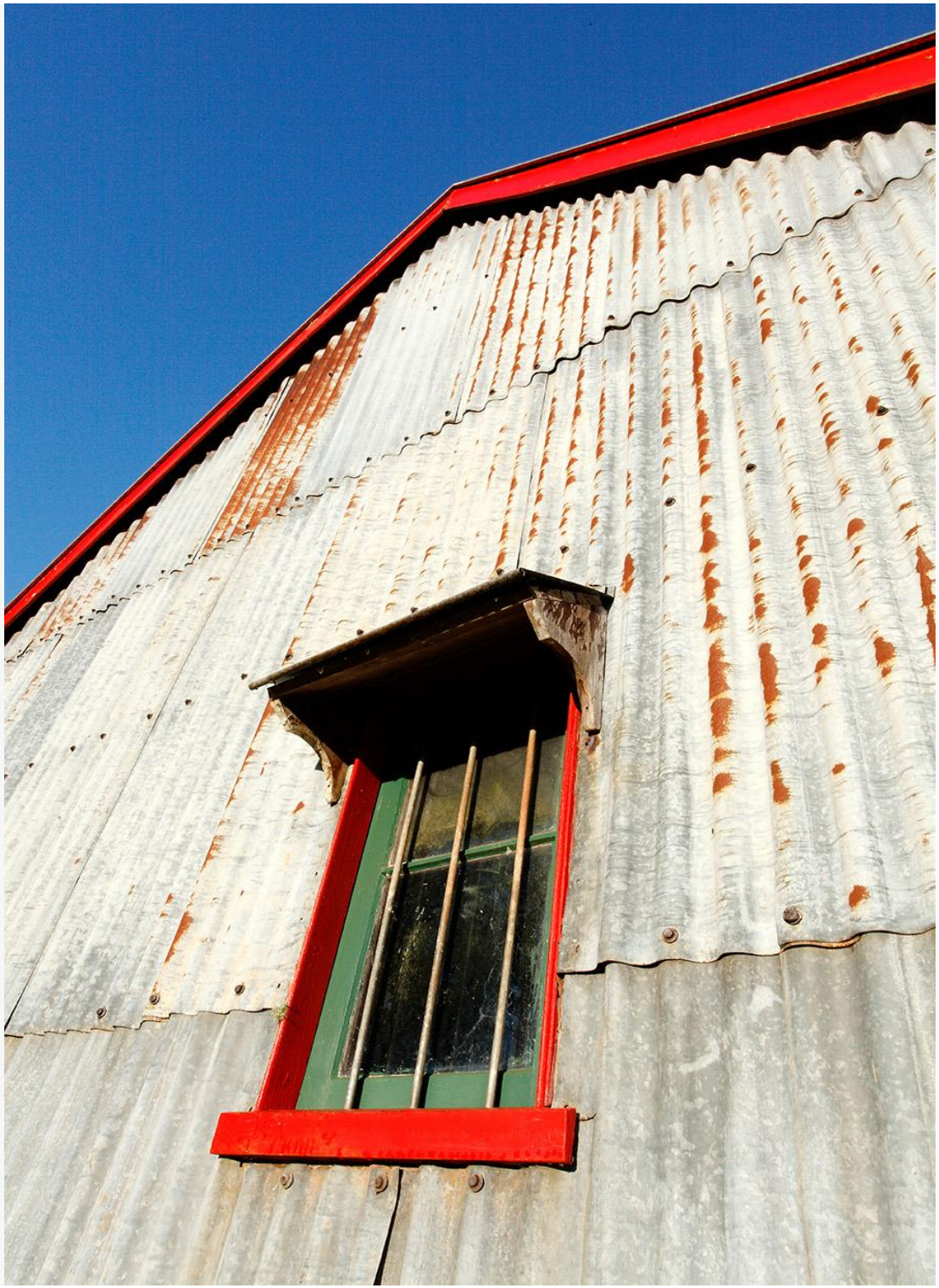


Left image: Hou Wang Chinese Temple and Museum – Last timber and iron temple in Australia – Atherton QLD

About Festival

The Australian Heritage Festival program in Queensland is coordinated by the National Trust of Australia (Queensland) (NTAQ) and delivers our mission as an independent community heritage organisation to inspire the community to appreciate, conserve and celebrate its diverse natural, cultural, social and Indigenous heritage.

The Australian Heritage Festival is Australia's biggest annual community- driven heritage festival. In Queensland the Festival is comprised of events from across the state organised by NTAQ staff, properties and Members Branches, community groups, local councils, individuals and other organisations. The NTAQ coordinates the registration of Festival events, promoting the program to a wide audience with an interest in cultural heritage.

Wolston Farmhouse Kitchen

Dates, theme and key facts

What are the key dates for the festival?

In Queensland, the Australian Heritage Festival begins on Monday 10 April, and will draw to a close on Saturday 14 May.

- *Final Event Registrations close Monday 3 April 2023*
- *Festival dates are Monday 10 April to Saturday 14 May 2023**

**Events must occur during the Queensland Festival dates, please note these dates may vary from other states in Australia.*

2023 Heritage Festival Theme: Shared Stories

Cultural heritage is all about sharing our stories. Traditions, languages, places, objects, and buildings, what makes them so important to us without the stories of who passed them on, how they have touched our lives?

The Australian Heritage Festival is an opportunity to share with others our passions and fascinations, through tales of culture and heritage.

Organisations and individuals are encouraged to register events that tell the stories of who we are, celebrating the rich cultural heritage of Queensland's First Peoples, tales that tell of place, buildings, natural and cultural landscapes, storied objects, oral histories and cultural traditions.

The festival is an opportunity to foster understanding of our shared histories and invite learning and participation in unfamiliar differences so that we might share more.

Creating events

Event organisers are invited to register both in-person and virtual events for the 2023 Festival.

Who can register an event?

Event registration as part of the Australian Heritage Festival is free and open to anyone in Queensland with an interest in cultural heritage who is willing to run an event. Events must occur during the Queensland Festival dates, please note these dates may vary from other states in Australia.

Where do I register my event?

To participate, you must register your event through the Australian Heritage Festival website at nationaltrustqld.org.au/what-we-do/heritage-festival

Registrations will close ***Monday 3 April 2023***.

Toowoomba Trails – Guided Walking Tours of Toowoomba

Frequently asked questions

Registering on the Australian Heritage Festival website

What do I need to register an event?

To register your events, go to the National Trust Queensland website here:
nationaltrustqld.org.au/what-we-do/heritage-festival

Click through to the Register Now and complete the registration form. There is no fee for registering your event with the Australian Heritage Festival.
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 (150 words) and a detailed description of up to 500 words*
- *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*
- *Information for bookings and links to ticketing websites if required*

Be immersed in First Nations Culture – Currumbin Wildlife Sanctuary

What should be included in the event description?

There are two sections to fill out in the event description. The first is your chance to tell visitors about your event. This information will be published in our online event directory. This should be a clear summary of your event in one paragraph on what audiences can see and do. There is a maximum of 50 words for this description. This will be shown on the online search event directory pages and at the top of your event page listing in larger type on the website.

You will also need to provide us a detailed description of your event. Tell audiences in more detail what they can expect at your event (max 150 words). This will be shown on the online full event page listing after your summary. Please do not repeat your summary.

We reserve the right to edit event descriptions for length, clarity, and editorial consistency.

What should be included for the admission price/s if there is any?

Whether your event requires purchasing a ticket, a gold coin donation, or is free entry, is completely up to you. If there is an admission cost, you'll need to let us know if there are different costs for adults, concession, children, family (two children & two adults) and for NTAQ Members. We encourage offering a discount for NTAQ members.

How do I include booking information?

Bookings are completely managed by you or your organisation, but please provide us with these details such as a booking email address or phone number, online booking link (e.g. Trybookings) and the limit on numbers of attendees. You'll also need to let us know how many attendees you expect to attend the event.

How do I provide a photo in the correct format?

The main photo will be displayed at the top of your online event listing. To get the most out of your photograph it needs to meet the following specifications.

- *All images should be in landscape JPEG format, not portrait.*
- *Ensure you have permission for any image you upload.*
- *Recommended file size 750KB-2MB (max is 2MB).*
- *Do not overlay text or the name of your event in the image – these will not be accepted*

You must be the copyright holder of the image or have explicit written permission to use the image. The NTAQ 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.

What makes a good event photograph?

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.

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 (such as at unsplash.com) that convey the essence of the experience your event will provide for participants.

What will my image be used for?

Please note that all photography sent for event registration will become the property of the NTAQ and may be used (in whole or cropped) electronic and digital publications as well as on the official Australian Heritage Festival website and social media platforms. The image may be passed on to third party media to use only in conjunction with articles and advertising which directly promotes the event.
Images uploaded as part of the registration are used in the online listing for each event.

What do I receive in the organisers pack?

Access the organisers pack here:nationaltrustqld.org.au/what-we-do/heritage-festival

- *A link to download Australian Heritage Festival poster template*
- *A brand style guide and logo kit to promote your event 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 state media coverage and social media coverage generating interest in the Australian Heritage Festival, which is managed by the NTAQ.*

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

Promoting your event

What does the NTAQ marketing team do to assist in promoting an event?

The 2023 Australian Heritage Festival program will be fully digital. Our Australian Heritage Festival team will promote the Festival to the National Trust's members, and supporters, and feature selected events through social media channels including Facebook, Instagram.

Event registrations will close Monday 3 April 2023 and final event registrations.

What is the best way to promote my event?

Provide the best summary and event description you can, make sure it fits one of the outlined themes, tell us what makes it unique and let us know if there is a story to tell. Think carefully about the demographic and identity who will be coming to the event. Use this information to plan the communication channels you would like to promote with. We also suggest utilising free online listings, start with:

Reach out to the local community and media, send an email and post on your social media platforms.

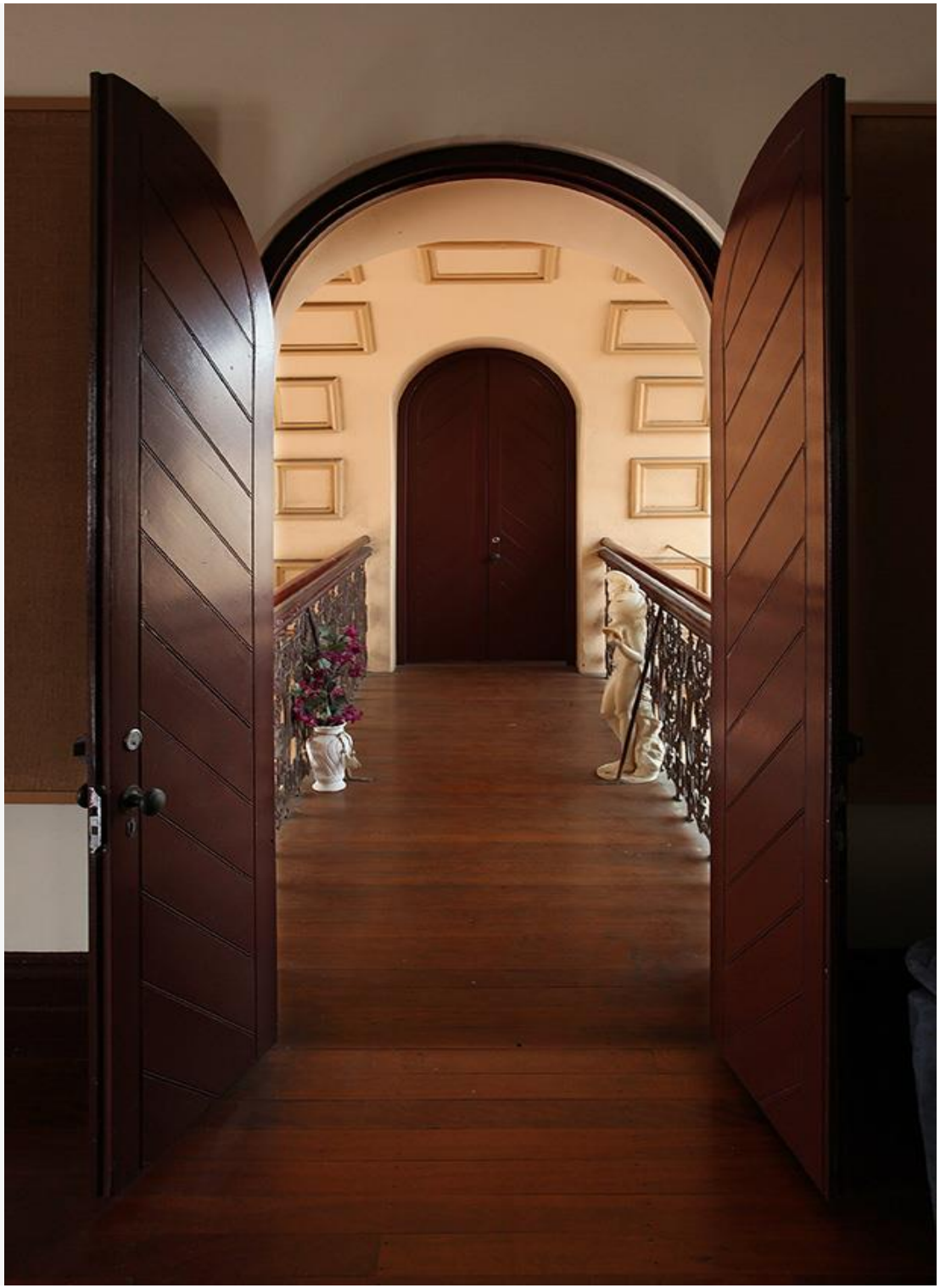
What imagery should we be using in promotional material?

Make sure it is eye catching and grabs the viewer's attention. Images must be of high quality and not be blurry or out of focus. Jpeg images must be at least 300dpi, 1MB so they offer good quality print but not too big to email. Landscape imagery is generally preferred. No text or watermarks should be over the image.

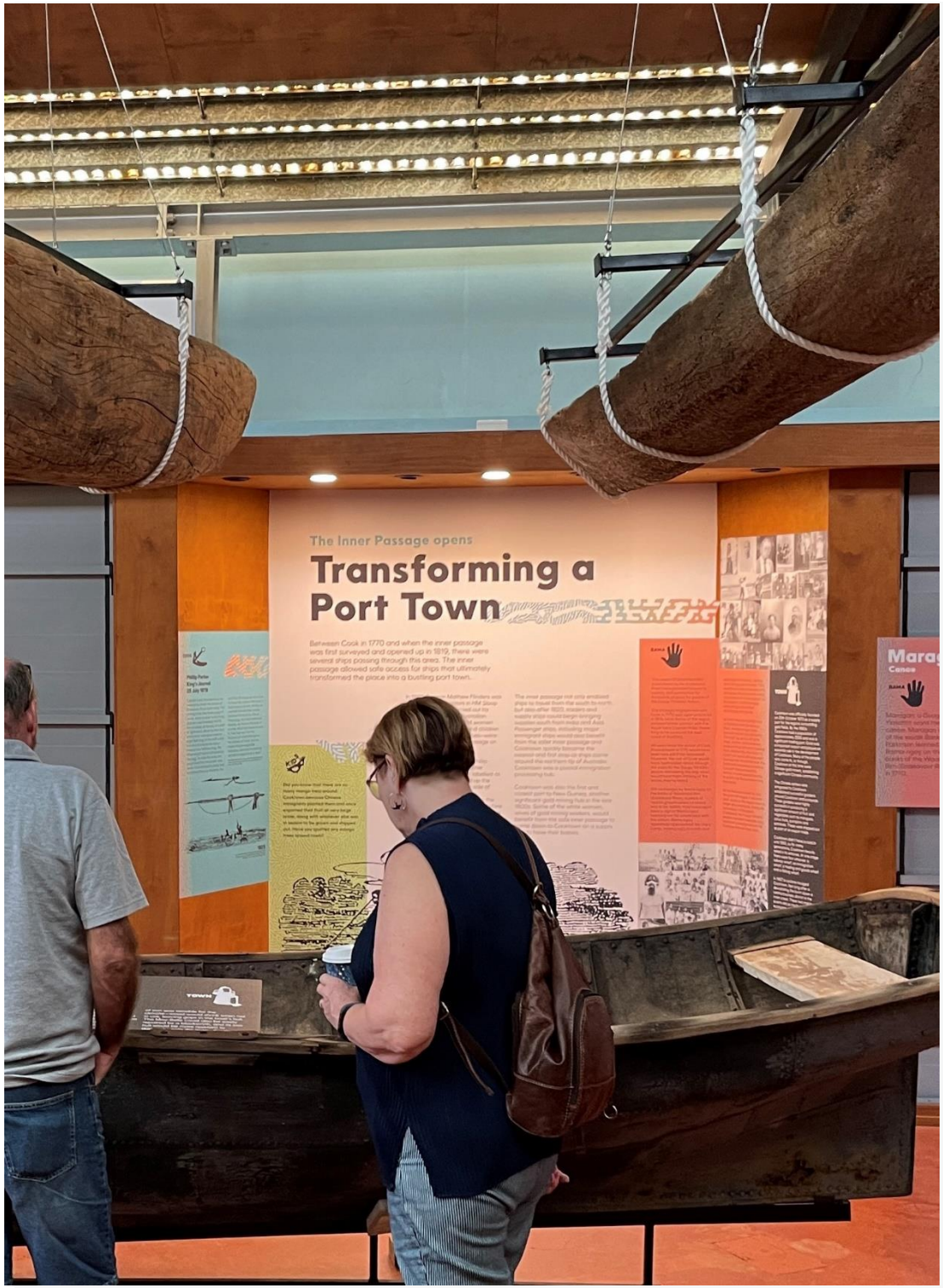
Writing a media release

Here are our recommendations:

1. *Note that the event is part of the 2023 Australian Heritage Festival.*
2. *Keep the media release to one page (maximum 400 to 500 words).*
3. *Think of an interesting, short, clever and eye-catching headline that will immediately catch the reader's attention. This can also be included in the email subject line.*
4. *The body of the release should include some background information and a couple of quotes. The body should further convince people why they should look forward to attending the event.*
5. *The closing paragraph should include a call to action including the requirements to attend the event, details on admission, location, booking details and a link to where they can get more information about the event and the phone number that they can call.*
6. *Make sure to attach an attractive, good quality image. You may need to have a high-resolution version if the journalist requests it.*
7. *Have the most up to date contact details, including individual name, position, email, and phone number. If a journalist gets in contact make sure to respond in a timely manner.*



Stock Exchange Arcade – Charters Towers



Contact information

Who do I contact if I have further questions?

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Australian Heritage Festival Coordinator Queensland

0413 490 536

emillar@natonaltrustqld.org

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

Cooktown Museum – Cooktown