

SOUTH AUSTRALIA'S

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# HISTORY FESTIVAL

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27 APRIL - 31 MAY 2019



Clockwise from top left: Curiously Cultural tour (photo Britt Burton), Engineering a City tour (photo Jiayuan Liang), State Library Open Doors (photo Jiayuan Liang), Aboriginal Cultural and Political History in Adelaide (photo Allison Russell).

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## Information for Event Organisers

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History Festival Team  
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Government  
of South Australia

@historyfestival #SAHistoryFest

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The History Trust of South Australia respects and acknowledges the traditional custodians of the lands on which History Festival events take place. We pay our respects to Elders past, present and emerging, and recognise First Nations peoples' ongoing spiritual and cultural connections to Country.

## DIARY DATES

### 2018

#### Late October

Event registrations open

#### November

Workshops and Ideas

Exchange sessions

### 2019

#### Thursday 24 January

Earlybird registrations close

#### Thursday 7 February

All registrations close at 5pm

#### By Friday 15 February

Event proofs sent to organisers

#### Friday 22 February

Last day for organisers to sign off on proofs

#### Early March

Marketing workshop

#### Early April

Program launch

#### Saturday 6 April

Program in *The Advertiser*

Website live, bookings open

#### Wednesday 24 April

Rundle Mall launch (TBC)

#### Late April

Regional launch

#### 27–29 April

Open Doors: Built Heritage Weekend

#### May

South Australia's History Festival 2019

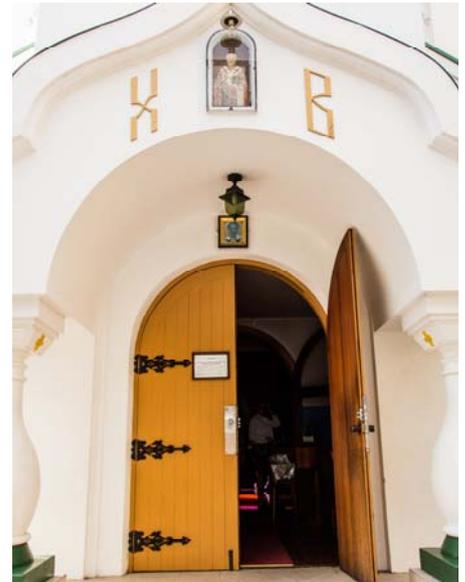
## WELCOME

South Australia's History Festival connects people with places and stories about the past.

In 2019, the Festival will once again open on the last weekend in April with two days of activities looking at South Australia's built heritage places and spaces.

We look forward to working with you to create an engaging and dynamic program for 2019.

### The History Festival team



St Nicholas' Russian Orthodox Church Open Day, 2018. Photo Elana Bailey.

## OPEN DOORS WEEKEND 27–29 APRIL

Open Doors is three days of events focusing on exploring heritage buildings and architectural history.

If you are planning an event with a built heritage focus, we encourage you to consider holding it during Open Doors (although built heritage events are welcome any time during the Festival).

To be part of Open Doors, events must include a form of activity that helps visitors learn something about the building or place. This may include things like: tours, talks, children's activities, displays or self-guided tours.

Registering an event for Open Doors is no different to ordinary event registration. To help visitors find out what's happening over the Open Doors weekend, events will be listed in a dedicated section in both the printed program and the History Festival website.

## THEMED PROGRAMS

Each year, certain events are grouped into themed programs to make it easier for audiences to find events that interest them.

In 2019, the History Festival program will feature:

- Built heritage (see above)
- Family friendly events
- Aboriginal & Torres Strait Islander history (National Reconciliation Week runs from 27 May to 3 June)
- LGBTIQ history
- Migration history
- 125 years of women's suffrage in South Australia

Additional themed programs will be selected for the print and/or online version of the program depending on registrations received.

## GETTING INVOLVED

Registrations for the 2019 History Festival are open from late October. Head to the History Festival website to get started: [historyfestival.sa.gov.au](http://historyfestival.sa.gov.au)

### Who can get involved?

The History Festival is a community festival which means anyone can present an event. The essential criteria to keep in mind are: all History Festival events **must take place in South Australia**, they must have a **connection to history** and must be **open to the public**.

History Festival event organisers are a diverse bunch. Everyone will have slightly different reasons for getting involved. Being part of the History Festival has the potential to bring all sorts of benefits, such as:

- Experiencing the buzz of being part of a state-wide event
- Sharing your passions
- Discussing or debating an important issue
- Bringing new visitors to your area
- Raising funds for your organisation
- Trying new ideas
- Targeting new audiences
- Fostering pride in your community
- Raising your profile in your community
- Attracting new members or volunteers
- Getting your message out to potential new sponsors, partners or supporters
- Inspiring people to take interest in what you do



The Secret River, City of NPSP, 2018.  
Photo Jiayuan Liang.

## REGISTRATION FEES

Below is the fee structure for registering an event in the 2019 History Festival program;

	<b>Level 1: Community and incorporated organisations (less than 200 members), National Trust branches, schools</b>	<b>Level 2: Government organisations, large not-for-profits (greater than 200 members), for-profit businesses &amp; enterprises</b>
<b>One event</b>	Earlybird \$35 (by 24 January) Standard: \$45 (by 7 February)	Earlybird: \$50 (by 24 January) Standard: \$70 (by 7 February)
<b>Each additional event</b>	Earlybird: \$8 per event Standard: \$12 per event	Earlybird: \$12 per event Standard: \$15 per event
<b>Optional extra</b>		
<b>Image in printed program<sup>^*</sup></b>	Add \$120	Add \$150

<sup>^</sup> Note: up to four images can be included in your [website](#) listing at no extra cost

\* Subject to space

### When to pay

Payment must be made by **5pm Thursday 7 February (or by 5pm 24 January to access the earlybird rate)**.

Payment can be made online during the registration process. Alternatively an invoice can be requested.

### Cancellation dates:

Cancellation date	Refund
Up to 28 Feb 2019	100%
1 – 15 Mar 2019	50%
16 Mar or later	0

## GETTING INVOLVED

### Your registration fee covers:

- An event listing in 230,000 copies of the printed program: distributed as an insert in *The Advertiser* on Saturday 6 April, and to libraries, visitor centres, councils and other participating outlets throughout South Australia.
- A listing on the History Festival website, including up to four images (more than 52,000 visits in 2018).
- Your own copies of the program to distribute, as well as A3 festival posters and A2 event signage.
- Access to marketing resources such as poster and media release templates, and help sheets.
- Advice and support including information sessions and workshops.
- The History Trust promotes the Festival overall through the program, website and social media, as well as through traditional media.

### As an event organiser, you are responsible for the following:

- Providing correct event information when registering and checking your proof.
- Organising your own venue hire and any equipment required.
- Managing bookings for your event (if applicable). We recommend you use an online booking system such as [Eventbrite](#) or [Trybooking](#).
- Organising your own Public Liability Insurance (cover for a minimum limit of \$10,000,000 for your event).
- Coordinating your own publicity, specific to your event, location and target audience.

## REGISTERING YOUR EVENT

### Registration checklist:

To register, you will need to provide the following:

- An event title (up to 75 characters—including spaces)
- A description for the printed program (up to 50 words)
- A description for the online program (up to 100 words)
- Venue, dates and times locked in
- Decide if/what you will charge attendees
- Online booking link and/or a public contact for enquiries and bookings (if applicable)
- Decide which event type best describes your event
- At least one good image for your [online](#) listing (see image guidelines on page 7)

### How to register:

1. Go to [historyfestival.sa.gov.au](http://historyfestival.sa.gov.au)
2. Follow the prompts to log in or create a new account.
3. Click 'create a new event' and enter your event details.
4. Review your event and print a copy of the review page for your records.
5. When you're happy with the details you've entered, continue to the payment page. Remember, your event is not official until the registration fee is paid.

Note: If you need to leave your computer at any point, remember to save before closing the page.

If you have trouble logging in or any questions during the registration process, contact the History Festival Team on (08) 8203 9888.

## REGISTERING YOUR EVENT

### How to pay your registration fee

After completing the registration form online, you have the option to pay online or request an invoice.

Please note: after your event has been submitted and paid for, you won't be able to make any further edits. You will, however, be sent a proof by email in February to check and confirm before the program is published.

### Credit card

Follow the prompts after completing the registration form and you will be taken to a secure online payment website (BPoint). After payment has been made, you'll be taken back to the History Festival website.

### Invoice (cheque/money order/electronic transfer)

If you require an invoice to pay, you can request an invoice after completing the online form. The invoice will automatically be sent to you by email. Contact us if your invoice does not appear in your inbox. Event organisers registering by post or email will be sent an invoice after their registration has been received.

### What if I am registering multiple events?

To receive the discounted registration fee for additional events, ensure the billing contact details are the same for each event. You can pay for events one at a time, or in one go, using the methods above.

### What happens after registration?

- You will receive an email to acknowledge that your registration has been received and a receipt for registration fee payment. If the acknowledgement email does not arrive in your inbox, check your junk/spam folder and contact the History Festival team if not found.
- Your event will be reviewed by the History Festival team and returned to you to proofread. **It is important that you contact the History Festival team if you do not receive an event proof by 5pm Friday 15 February.**
- The History Festival printed program will be distributed as an insert in *The Advertiser* on Saturday 6 April 2019. All event organisers will receive programs, posters and event signage from Monday 8 April. Programs will also be distributed to a variety of outlets around the state including libraries, councils and visitor centres. The full History Festival program will also be available online from 6 April.
- Event organisers will be invited to an official program launch in early April and a regional History Festival launch in late April (dates TBC).

### For more information

Contact the History Festival Team: (08) 8203 9888 or [historyfestival@history.sa.gov.au](mailto:historyfestival@history.sa.gov.au)



## MAKE YOUR EVENT STAND OUT

In 2018, there were more than 660 events in the program. Think carefully when preparing your event title, description and image, as they can help your event stand out and attract potential audiences.

### Title

Creating a great title can make a big difference to how well your event is attended:

- Keep your title short and sweet
- Feel free to be bold, clever and memorable—set yourself apart from other events.
- Keep it clear and relevant. By hearing or reading the title, people should get a sense of what your event is about.



Dr Gertrude Glossip, Then and Now: Hats, Gloves and Parasols!  
2018 History Festival

### Images

Included in your registration fee is the opportunity to add up to four images to your online event listing. If you don't provide an image, the History Festival logo will be used.

During the registration process you will also have the option to add an image to your printed program description for an additional fee (see fee information on page 4).

#### Tips for picking a stand-out image

- Select an image with a clear focus and without too much detail. Think about what will catch someone's eye at a quick glance.
- Don't upload an image with text in it. (Logos will not be accepted.)
- Do choose a landscape/horizontal image as your feature (any additional images can be either landscape or portrait).
- Make sure the image is not blurry or grainy.

### Description

- Keep descriptions brief and to the point. Shorter sentences are easier to read.
- Think about how the text sounds from a reader's perspective. Keep the tone friendly and active.
- Tell people what they need to know and leave out any unnecessary detail.
- Point out the special features, but avoid exaggerating or promising things that won't happen.
- Be sure to include any important instructions or information such as accessibility limitations (see page 8 for more information about accessibility).
- Check spelling and grammar before submitting.
- Avoid repeating your event title or location in the body of the description.
- While your print program description needs to be short and sweet at 50 words (max.) you can expand in your online description and write up to 100 words.

#### Online program image specifications

Format: jpeg or png

File size: at least 500KB and no larger than 6MB

Image size: 800x600 pixels

Resolution: at least 300dpi

Orientation: feature image must be landscape

Remember to check if you have permission before uploading an image. By uploading images you understand that they may be used to promote the History Festival.

## PLANNING YOUR EVENT

### 5 things to consider when planning an event

History Festival events happen in cities, towns and suburbs; by the sea and in the outback; on boats, trains and planes—anywhere there's a good story to tell. Below are some tips to help you get started planning your event.

#### 1. Audience

Who is the event for? Identifying a target audience can help you shape your event and work out the best communication channels to let them know it's happening.

#### 2. Timing

Investigate what else is happening at the time you're planning your event, eg Mother's Day or local events or anniversaries. You may choose to avoid those dates or use them to your advantage.

#### 3. Collaboration

Why not join forces and share resources with others to make the most out of the History Festival? Think about the groups or organisations within your community or industry and work out who may have similar goals or audiences.

#### 4. Coordination

What are other groups in the area planning for the History Festival? Use cross-promotion to your advantage – people might prefer to visit an area if there are other things to see and do nearby.

#### 5. Content

The History Festival is a great time to experiment with a new idea or remix a regular activity. Look for interesting or relevant stories. Offer an exclusive behind the scenes tour of a place not usually accessible to the public.



History Festival 2018 program launch. Photo Allison Russell.

### Accessibility and inclusion

Before registering your event, check the venue's level of access. For venues with wheelchair access, check the box in the registration form and this symbol will appear in your listing:



If access is limited, or if there are any specific accessibility issues to convey, please include details within your 50-word description (eg 'wheelchair access to ground floor only'/'tour includes uneven ground'). This year, you will also be able to list any accessibility services or limitations in your listing for the website.

Events in the History Festival should aim to be as accessible and inclusive as possible to all visitors. If there are any barriers to access involved in your event that you cannot get around (eg stair access only to the top floor of a heritage building), plan ahead to make sure the experience is still valuable for people who cannot access those areas. For example, in the instance above, you may create a video walk through of the top floor areas, or a photo book with the text that appears in an exhibition.

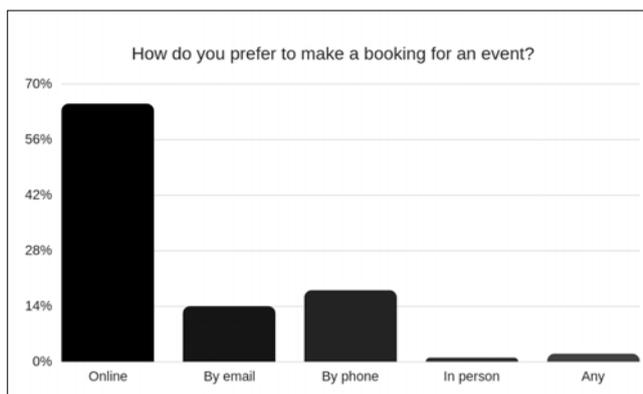
Creating accessible events will enable you to engage with a wider range of visitors.

## PLANNING YOUR EVENT

### Bookings

If you require attendees to pre-book for your event, we recommend using an online booking system.

In our 2018 visitor survey, respondents strongly indicated that they preferred to book for events online.



Source: 2018 History festival visitor survey

There are a number of online booking websites to choose from, the most popular being [Eventbrite](#) and [Trybooking](#). We encourage you to explore these websites to find out which one suits your needs. For more detailed information, see our helpsheet: [historyfestival.sa.gov.au/resources-organisers](http://historyfestival.sa.gov.au/resources-organisers)

Alternatively, supply a contact name, phone number and/or email address. Remember the appointed person needs to be available to take bookings and enquiries during April and May.

Please include any booking fees in your advertised cost.

If your event has limited numbers, we request that you do not open bookings until the program is launched.

### Event Safety

It is the responsibility of event organisers to ensure the safety of visitors and staff/volunteers at events.

### Risk Management

The risk management process is about working out all the potential risks and issues before they happen and thinking about how to avoid or minimise them, or how to respond if they do happen.

It may all seem like common sense, but having a plan in place ensures all bases are covered and everyone is on the same page when it comes to dealing with any potential problems once the event is underway.

Use the risk management plan template on the History Festival website to get started:

[historyfestival.sa.gov.au/resources-organisers](http://historyfestival.sa.gov.au/resources-organisers)

### Insurance

To participate in the History Festival, it is a requirement that you must hold current public liability insurance. If you operate under an existing organisation, you may already be covered. If you do not currently have insurance, consider partnering with another organisation or investigate options to take out insurance for your event.

Each event organiser will have unique requirements when it comes to insurance. Start by researching different brokers and policies and compare your options.

### Liquor licence

If you plan to sell or supply alcohol at your event, you may be required to have a liquor licence. Check with the venue first to find out if it is covered by an existing licence and if so, check if any restrictions apply. For more information visit: [www.cbs.sa.gov.au](http://www.cbs.sa.gov.au)

## PROMOTING YOUR EVENT

It is up to you to promote your event. To make sure you get the word out to the right people, start planning your event promotion early.

### Audience

Start by thinking about who your target audience is and where they might look for information. Tailor your promotional efforts to your audiences.

### Media

Find journalists, radio presenters, bloggers etc whose interests overlap with the themes or topics of your event. Find their contact details and get in touch. Use the media release template on the History Festival website so that you have all the event information ready to hand over. Remember to have a high-quality photo ready to send.

### Social media

Social media is a relatively low-cost way to talk directly to potential audiences and to build a community long before the History Festival begins. Keep your posts friendly and interact with followers and other like-minded organisations. Avoid spamming your followers with repeated promotions. Don't forget to tag us @historyfestival and #SAHistoryFest in your posts.

### Flyers and posters

Don't try to include too much detail. Grab your audience's attention with a strong visual element that can be seen from a distance and avoid using lots of different fonts and colours. Vital event information like what, when and where should be the key elements. History Festival poster templates will be available to download from the website closer to the Festival.

### More information?

Visit the History Festival website for templates and more detailed information on promoting your events, or come along to the History Festival marketing workshop on Wednesday 6 March (TBC).

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### QUESTIONS?

Contact the History Festival Team (Karen or Britt)  
on (08) 8203 9888 or [historyfestival@history.sa.gov.au](mailto:historyfestival@history.sa.gov.au)

### READY TO REGISTER?

Head to: [historyfestival.sa.gov.au](http://historyfestival.sa.gov.au)



Sierra Leonean Food, Hair & Culture event, 2018 History Festival.  
Photo Allison Russell.

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South Australia's History Festival is  
presented by the  
History Trust of South Australia

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