

**South
Australia's**

History Festival

1 – 31 May 2023

Event Organiser Information Pack

South Australia's History Festival
(08) 8207 7585
historyfestival@history.sa.gov.au
historyfestival.sa.gov.au

History Trust of South Australia
(08) 8151 3200
GPO Box 1836
Adelaide SA 5001



Welcome

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

Welcome to South Australia's History Festival 2023.

Once again, the History Trust of South Australia is proud to showcase our state's rich history.

The month of May is a time for visitors and locals alike to come together and explore the state's places and spaces, stories, collections and ideas that make us who we are.

This festival happens only because of the extraordinary effort put in by people all around South Australia who contribute time, effort, enthusiasm and ideas to make the festival come alive.

Your commitment demonstrates that the festival is about much more than looking back—it is about drawing on the past to imagine the future; it is about making time to share activities with friends; it is about creating meaningful experiences and learning more about what makes this place what it is today.

Thank you for your continued support of South Australia's History Festival. As we approach our nineteenth South Australia's History Festival, we invite you to wonder – to inspire awe, to ask questions, to celebrate the people and places that have created this wonderful place.

South Australia's History Festival team

History Trust of South Australia

Contents

	Welcome	2
	Theme	4
	Focus Programs	5
	Event Criteria	6
	Registration Details	8
	Event Planning	14
	Organiser Resources	17
	Event Promotion	18
	Audience Insights	19

Past Present Wonder

The theme for South Australia's History Festival 2023 is WONDER, and we invite you to consider the word in all of its many meanings. Let WONDER inspire ways to encourage feelings of amazement provoked by something beautiful or something unfamiliar. Consider ways that WONDER encourages us to ask questions and invite curiosity.

Here are some suggestions to get your brainstorming started:

Do you have an object or a collection that is not so well known? Use that object or collection as the way to tell a story of wonderment.

Do you know a person whose life story is so remarkable it inspires curiosity and wonder? Consider partnering with a storyteller or artist to create an experience for children and young people that introduces them to that person.

Imagine the other side of a story and wonder how others perceived a person or moment in history.

Invite the community to take part in an event where you ask them to imagine a story from another point of view - perhaps as experienced by First Nations people, elders or from a migrant's point of view.

Consider the uncanny. Plan a visit to an historic place that is unusual, perhaps in a creepy or otherworldly way, as in a forgotten part of your city, town, or region. Consider the life of a colourful or shady character - or even someone wrongly accused of a crime. Or even explore the esoteric through a fortuneteller or fake history through a forger.

Can you locate the dustbin of history? We often say objects and experiences are 'lost' and yet many are years later 'found'. Consider building an event around an object or story that has recently been 'rediscovered' and share the story of its journey into the historical record.

Focus Programs

Each year South Australia's History Festival selects a group of events which get additional support in the print program and online. Focus Programs are a way to connect audiences to events and to improve attendance. This year the Focus Programs are Open Doors, Family Friendly and First Nations.

Open Doors

Open Doors are events that invite the public to engage with historic buildings, architectural history and innovative design.

These events can include tours, walks, lectures, displays, and children's events.

All activities need to offer the public an opportunity to learn about the building's history, past and present use.

Family Friendly

Family Friendly events engage young people and children with activities designed to encourage engagement with history.

Activities can include treasure hunts, child-friendly exhibitions, play areas, crafts, tours, a story hour or a game.

First Nations

The History Trust recognizes that creating shared understandings of our history is essential to the process of co-creating a position future.

National Reconciliation Week (27 May to 3 June) offers an opportunity to amplify First Nations Voices.

[Australia Council for the Arts and Reconciliation](#)

[Australia](#) offer sound advice on best practices for including First Nations stories and protocols for involving First Nations people in your event.

Rainbow History

From pioneering decriminalisation to marriage equality, South Australia has a vibrant and varied queer history. South Australia's History Festival encourages events that showcase the contributions and histories of the state's LGBTIQ+ communities and promote support, acceptance and pride.

From Many Places

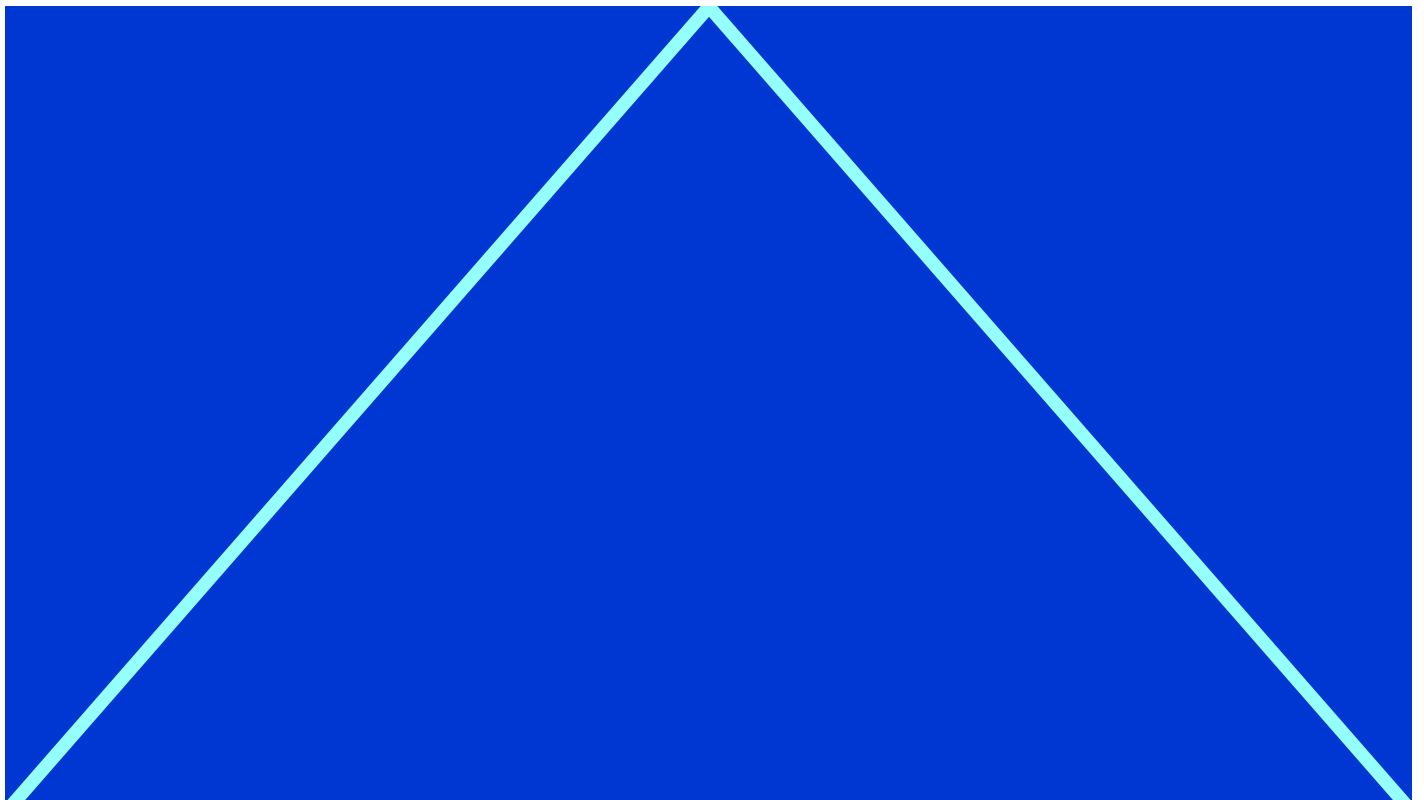
South Australia is home to dozens of migrant and ethnic communities, each with its own rich heritage and traditions. Sharing the stories and customs of people from culturally and linguistically diverse (CALD) backgrounds gives all South Australians the opportunity to learn about and appreciate the diversity of our state's population.

Event Criteria

To ensure the high quality and compelling content that South Australia's History Festival attendees have come to expect, please make sure your events meet the eligibility criteria listed below. All of South Australia's History Festival events must:

- Take place in South Australia (unless it is a filmed, pre-recorded or streamed event);
- Be available to the public (i.e. not 'members only' or 'invite only');
- Connect in a demonstrable way to South Australia's stories; and
- Provide a written, spoken or performed interpretation, background, context and/or analysis of historical events or objects, allowing visitors to learn, consider, discuss, experience, share and better understand the subject. For this reason, and while secondary or ancillary retail activity is permitted, any event with the selling or trading of goods as its primary focus is ineligible to participate in South Australia's History Festival.

If you have questions about your event's eligibility or would like advice about our event criteria, please contact the South Australia's History Festival team. The phone and email are at the bottom of each page of this guide.



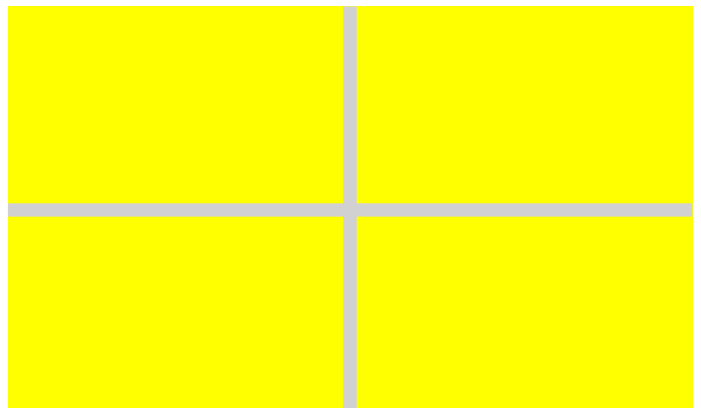
Your registration benefits

- A dedicated event page on South Australia's History Festival website. This includes up to four (4) images, your 700-character (max) event description, and contact and booking details
- A listing in up to 40,000 South Australia's History Festival print programs, distributed statewide. This includes a 350-character description and the option to add an image (at additional cost). Events registering after 14 Feb will not appear in the print program and will be online only
- Professionally printed A3 poster and venue signage (two venue stickers)
- Use of South Australia's History Festival brand to promote your event, including advice and support from the events team
- Assistance and advice for your event through exclusive information sessions, webinars and workshops
- Your event will gain exposure through the overarching statewide promotional campaign: feature on the dynamic website, digital advertising campaign, through social media engagement, and targeted traditional media reach
- Marketing kit: social media templates, print templates, web -badges and more
- Being part of Australia's greatest history festival with access to a growing history-loving audience across South Australia, and beyond

Event organiser responsibilities

- Providing accurate event information when registering, checking your proof and notifying South Australia's History Festival team as soon as possible with any changes
- Organising your own venue hire and any necessary equipment
- Managing event bookings, if applicable. We strongly recommend using an online booking system such as Humanitix, Eventbrite, or Trybooking
- If your event has limited numbers, please do not opening bookings until the program is launched.
- Organising your own Public Liability Insurance with a minimum cover of \$20 million for your event. Please see page 16 for further details
- Coordinating your event promotion, specific to your event, location and target audience
- Using the correct South Australia's History Festival name and branding to show you are part of the wider event

For more detailed information, please refer to the **South Australia's History Festival 2023 - Event Registration Terms and Conditions**.



Getting Registered

Your South Australia's History Festival 2023 events can be registered and managed online, via South Australia's History Festival Artist and Venue Registration (AVR) system. If you participated in 2022 South Australia's History Festival, you should already have an AVR account.

Step 1 Login or create a new account

Follow the prompts to login if you already have an account or to create a new account. You will receive an email message to create a new account.

IMPORTANT: If you work or volunteer for multiple organisations, you'll need to create separate accounts for each one so they do not get mixed up.

Step 2 Create a new event

Click the "New Event" button and fill in the form fields to enter your event details. You will be able to upload photos, select your dates and times and add a description.

Remember to 'SAVE' as you go

New Event ➕

Step 3 Review & Print

Review your event details for both the Print Approval and Web Approval sections.

You can print/save a copy of the review page for your records.

When you are happy with the details you have entered, continue to the payment page.

Step 4 Payment

At the Finish section, select Add Event To Cart. You can:

- Continue registering another event by selecting "My Festival" on the left-side menu and follow step 02.





or

- Proceed to payment.

For more detailed instruction on registration, check out
[2023 registration: A step-by-step instruction guide.](#)

Remember, your event is not official until the registration fee is paid.

Registration Checklist

-  **Your event title:** Up to 75 characters including spaces. How to make your event stand out - Page 15
-  **Event organiser's information:** Organisation name, contact details, postal addresses
Check out the level classification of your organisation - Page 12
-  **Choose which of our event types** best suit your event
-  **Content information:** Age suitability, any content warning, access provisions and theme of the program
You can also nominate your event for our Focus Programs (criteria apply)
-  **Print program description:** Up to 350 characters - make them count!
-  **Online program description:** Up to 700 characters
-  **Image(s):** At least one *great* image for your online program listing. You can have up to four images in online program listing without additional costs. See Page 10 for full image guidelines and tips
-  **Venue:** Address, toilet facilities and access information
-  **Date and times** locked in. You will be required to list dates and times of all event sessions
-  **Admission:** Free or fee? You decide!
-  **Bookings:** Include a link to your online booking site or list your public contact for bookings and enquiries, if applicable
-  **Website and social media links** (mailing list, Facebook page, Facebook event, Instagram, etc.)

Think of Your Image

File Format: jpg, png, jpeg

File Size: min 500KB - max 5MB

Image Size: 960 × 610 pixels (WxH)

Resolution: min. 300dpi

Copyright: please ensure you have use permissions before uploading images, especially of children.

Orientation: feature image must be Landscape
Square and Portrait images are not accepted.

YES

NO

NO



✓ Strong focal point (no clutter)



✓ Sharp focus (not blurry)



✓ Faces and action grab attention



✗ Images with text or logos



✗ Blurry snaps with tiny subjects



✗ Bored people or backs of heads

Registration Timeline

1

Registrations OPEN!

Thursday 1 December

2

Early Bird Registration Deadline

Sunday 15 January

3

FINAL Registration Deadline

Tuesday 14 February

Last chance for changes to event listings

4

Program Launch

Wednesday 12 April

Subject to change

5

Opening Night Event

Thursday 27 April

Subject to change

2023 Fees

One Event

Additional Items

Level 1

Small community and incorporated organisations (fewer than 200 members) and schools

Earlybird	\$45	By 15 Jan
Standard	\$55	By 14 Feb
Online only	\$25	After 14 Feb

Add extra events	\$30 each
Print program image	\$130

Level 2

Local government organisations, state government organisations, for-profit businesses & enterprises, large incorporated organisations (+200 members) and universities

Earlybird	\$65	By 15 Jan
Standard	\$85	By 14 Feb
Online only	\$35	After 14 Feb

Add extra events	\$45 each
Print program image	\$160

*Note: Up to four images can be included in an online web listing.

Payment details

Payment must be made by **5 pm Tuesday 14 Feb** (or by **5 pm Sunday 15 Jan** to access the Earlybird rate).

Online payments are preferred, but invoicing may be requested during your online registration process.

Please note: Registrations are per event, not per session. For example, you might run the same tour multiple times during the festival. This counts as one event and one registration. If you register an exhibit and a tour, these would be two separate events.

Cancellation Date

Date	Refund amount
14 February 2023	100%

If cancellation results from a State or Federal Government direction in relation to COVID-19, event organisers will receive a full refund.

Payment details

How to pay

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

Please note: If you need to make further edits after your event has been submitted and paid for, please contact us. Any change requested after 5 pm 14 February may be made at the History Trust of South Australia's sole discretion. You will receive a proof by email to check and confirm before the program is published.

Credit card (preferred)

Follow the prompts after completing the registration form and you will be taken to a secure online payment website (Eway). Once your payment is finalised, you will be returned to the AVR website.

Invoice (cheque/money order/EFT)

If you require an invoice, please complete the registration process as usual. When you reach the payment step, please contact the festival team to request payment by invoice. Your invoice will be sent by email with instructions on how to complete the payment.

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. Once you complete payment for one event, each additional event will be charged at the discounted rate.

What's next?

You will receive an email confirming we have received your registration. If you pay online, your receipt will be attached. If the confirmation email does not arrive in your Inbox, check your junk/spam folders and contact the festival team if it is still missing.

The festival team will review your event and send you a proof to verify. It is essential that you contact the festival team if you do not receive an event proof by 5 pm Monday 21 February.

The full South Australia's History Festival program will be available online from early April.

Let's get PLANNING

Top five event planning considerations.

Audience

Who is your event for? Identifying a target audience can help you shape your event and decide the best communication channels to reach them.

Timing

Determine what else is happening at the same time as your event (e.g. Mother's Day) or local events. You may choose to avoid those dates or use them to your advantage.

Collaboration

Why not join forces and share resources with other groups or organisations in your community? Think about whether their goals and audiences overlap with yours.

Coordination

Reach out to other organisations in your area and take advantage of cross-promotional opportunities. Consider grouping your events to help visitors make it a big day out.

Content

South Australia's History Festival offers a great opportunity to experiment with a new idea or reimagine a regular activity. Look for interesting and compelling stories. Offer an exclusive behind-the-scenes glimpse of places not usually open to the public. Emphasise any unique aspects when promoting your event pitching to the media.

[Check out our resources round-up on page 17 for more ideas.](#)

Let's get PLANNING

In 2022, South Australia's History Festival featured more than 500 events. Think carefully when preparing your event title, description and image to make your event **stand out from the crowd**.

Your event title

Good event promotion starts with the title. Creating a great title can make a big difference in your event attendance

- Keep your title short and sweet
- Feel free to be bold, clever and memorable to set your event apart from others that may be similar
- BUT keep it clear and relevant. Read it out loud to see if it gives a true sense of what your event is about

Visit [South Australia's History Festival website](#) for more information

Event descriptions

You have 350 characters to use in your printed event description and 700 in your online description-make them work hard!

- Keep descriptions brief and to the point. Shorter sentences are easier to read
- Think of how the text sounds from your reader's perspective. Keep the tone friendly and active
- Tell people what they need to know and leave out unnecessary detail
- Point out special features BUT avoid exaggerating or promising things that will not happen
- Be sure to include any important instructions or information such as accessibility features or limitations, parking restrictions and the like (see page 20 for resources on making your events as accessible and inclusive as possible)
- Check and recheck spelling and grammar before submitting your event
- Avoid repeating your event title or location in the body of the description. These are covered in separate fields
- Although the 350-character limit for your printed event listing seems like a lot, you still need to make sure each word is working hard to tell your event's unique story

Let's get PLANNING

Bookings

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



Source: 2021 History Festival visitor survey

In the 2021 visitor survey, respondents indicated that they strongly preferred to book for events online.

There are numerous online booking websites to choose from including Humanitix, Eventbrite and Trybooking. We encourage you to explore these sites to find out which best suits your needs. For more information, check out the **FAQs on our registration site**.

All events require an alternative contact for enquiries and people who can't book online. Remember that the appointed person needs to be available to take bookings and enquiries during April and May.

Be certain to include any booking fees in your advertised cost. In addition, be sure to have a cancellation policy in place and clearly stated on your booking site listing.

NOTE: If your event has limited numbers, do not open bookings until the program is launched. This prevents frustration when events sell out before the program is released to the general public.

Insurance

To participate in South Australia's History Festival, please ensure your venue has adequate 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 obtain 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 licences

If you plan to sell or supply alcohol at your event, it is likely that you will be required to have a liquor licence. Check with the venue first to find out if it is covered by an existing licence, and check if any restrictions apply. For more information visit cbs.sa.gov.au.

Risk management

Risk management process is about planning for all potential risks and issues before they happen; thinking about how to avoid or minimise them and 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 in your organisation 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 South Australia's History Festival registration website to get started: South Australia's History Festival Resources.

Organiser Resources

<p>Access2Arts Working to increase access and support artists with disability access2arts.org.au</p>	<p>Arts Access Australia Australia's national peak body for arts and disability artsaccessaustralia.org</p>	<p>Booking platforms humanitix.com eventbrite.com trybooking.com</p>	<p>Canva Create social media and print designs online Free and paid levels canva.com</p>
<p>Companion Card Access for carers and companions to people with disability Companion Card website</p>	<p>Creative Bloc Ten expert tips for hosting great virtual events creativebloc.com</p>	<p>Evensi Cross-promote events to Facebook, Instagram and Google evensi.com</p>	<p>Event Descriptions How to craft the ultimate event description to grab & hold attention visit Eventbrite</p>
<p>Facebook Live Livestream your events from your Facebook page visit facebook media solutions</p>	<p>GRANTassist SA Government grant information for communities, clubs and individuals grantassist.sa.gov.au</p>	<p>Kids In Museums Making museums more welcoming to kids, youth and families kidsinmuseums.org.uk</p>	<p>Reconciliation Week Find resources to include and amplify First Nations voices reconciliation.org.au</p>
<p>SA Health Advice Guidelines from SA Health on public safety at events and gatherings visit SA Health</p>	<p>SA Tourism Support Essential information for the tourism sector visit Tourism SA</p>	<p>Transcription Techradar guide to online transcription services for meetings and events read the guide</p>	<p>Webinar Planning Hosting a virtual event or webinar that attendees will love visit Eventbrite</p>

Please note

Visit the [resources page](#) on our [registration site](#) for the latest information and updates. Neither the History Trust of South Australia nor South Australia's History Festival guarantee any of the services or providers listed above.


 GET
THE
WORD
OUT

Event Promotion

Start planning your event promotion as early as possible to ensure you get the word out to the right people

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 covered by your event. Find their contact details and reach out. Use the media release template on [South Australia's History Festival registration website](#) to ensure you have all the relevant event information ready to hand over.

Social media

Social media is a relatively low-cost way to speak directly to potential audience members and to build a community long before South Australia's History Festival begins. Keep your posts friendly and interact with followers and other like-minded organisations. Avoid spamming your followers with repeated promotions. Be sure to tag South Australia's History Festival (@historyfestival) and use the hashtag #SAHistoryFest and #HistoryFestival in your social posts.

The festival 2023 marketing kit will include social media templates for use in the run-up to and during the festival. We will also make digital badges available for online events so readers will know at a glance that your events are part of the festival. We will continue to update the festival website and will send out further information about this year's marketing kit in the weeks ahead.

Print materials

Do not try to include too much detail in your flyers, posters or other print materials. 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. South Australia's History Festival poster templates will be available to download from our website closer to the festival.

Need more information?

Be sure to check out the resources page at the back of this guide and visit South Australia's History Festival website for templates and more promotional information.

Help audiences find you with hashtags!
Use #SAHistoryFest or #HistoryFestival on relevant social media posts to make your events searchable.

Audience Insights

In 2020 South Australia's History Festival embarked on its first-ever major audience research project with the assistance of Adelaide market research firm Square Holes. The survey and focus group responses provided us with a wealth of information that we will use to improve the festival's reach and relevance in the coming years.

Here are some survey highlights.

Organisers said

- They are eager to collaborate with other organisers to make sure schedules align and do not overlap
- 96% of event organisers surveyed in 2021 said they were either extremely satisfied or satisfied with their experience of South Australia's History Festival
- They look forward to the festival for the opportunity to meet people with similar interests, grow their organisations, engage audiences and collaborate with new partners.

"[For] country events...it would be useful if they could arrange them over the same few days. This means we could stay in the district which would also help their tourist facilities."

[From a visitor]

Audiences said

- 63% of the general population say they are interested in history with society and culture named as high-interest topics
- History of different foods and cuisines is especially popular
- Audiences want immersive experiences
- Events held at historical buildings and sites are big drawcards
- For families, cost is often a barrier when food, parking and admission are considered
- The chance to learn something new about South Australia was the top reason for attending
- Events that connect history with the present day resonate strongly with audiences
- Audience members named content (76%), timing (35%) and cost (35%) as major factors influencing their decisions to attend events
- Younger audiences are keen on music, sport and art
- Nearly 50% of visitors are likely to consider online events
- Families look for events with activities that let kids move around and get involved since it is hard for young children to sit still and listen for long stretches
- Regional coordination and itineraries would make it easier and more appealing for audiences to visit and spend more time in the regions