

**South
Australia's**

History Festival

1 – 31 May 2024

Event Organiser Information Pack

South Australia's History Festival
(08) 8151 3270
historyfestival@history.sa.gov.au
historyfestival.sa.gov.au

History Trust of South Australia
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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 2024.

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.

The Festival is a direct result of the extraordinary effort put in by people all around South Australia who contribute time, enthusiasm, and ideas to bring the Festival 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.

South Australia's History Festival team

History Trust of South Australia

Power

The theme for South Australia's History Festival 2024 is POWER.

Power means a lot of things, in a lot of places and spaces. There is power in science, power in art, power in the food we share and the clothes we wear. There is power in industry. There is power in storytelling. Above all, there is power in people.

Every single one of us has a story. Some of these stories are grand and far-reaching; others are quiet and personal, held close. Some are handed down as lasting relics; others are broadcast widely or uploaded with fleeting regard for their permanence.

We carry these stories with us; some of them are written across our faces. And every one of our stories is enmeshed with South Australia's vibrant, living history.

Focus Programs

Each year South Australia's History Festival groups selected events into Focus Programs to better connect audiences with areas of interest. The Festival's Focus Programs are Open Doors, Children and Family, First Nations, From Many Places and Rainbow Histories.

Children and Family

South Australia's History Festival is not just for grown-ups; we welcome events that have dedicated activities where children can play, learn, discover and dive head-first into history.

To be eligible for this Focus Program your event must include an activity specifically dedicated to children under 15.

First Nations

Throughout the History Festival, there are opportunities for all Australians to learn about our shared histories, cultures and achievements and to explore how each of us can join the national reconciliation effort. This year, National Reconciliation Week takes place during the Festival from **27 May to 3 June**.

[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.

With an emphasis on events curated by First Nations people, events in this Focus Program present opportunities to reflect on and learn about First Nations histories, cultures, and achievements.

Focus Programs

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.

Events included in this Focus Program highlight South Australia's diverse multicultural communities and their rich heritage and traditions.

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 LGBTQIA+ communities and promote support, acceptance and pride.

Open Doors

Inviting the public to engage with some of South Australia's most interesting places and spaces, Open Doors events offer visitors the chance to get behind the façades of some built-heritage gems with tours, open days, talks, and more.

Events included in this Focus Program must highlight heritage buildings and/or architectural history and include a form of activity that helps visitors learn about the building or place.

Event Criteria

To ensure the high quality and compelling content that South Australia's History Festival attendees have come to expect, please ensure 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 on (08) 8151 3270 or via email at historyfestival@history.sa.gov.au

Your registration benefits

- A dedicated event page on South Australia's History Festival website. This includes your chosen image, your event description, contact information, and booking details.
- A listing in 50,000 History Festival printed programs, distributed statewide. This includes a description and the option to add an image to your listing (at an additional cost).
- Venue sticker and A3 festival poster.
- The right to use the South Australia's History Festival brand to promote your event, including advice and support from the History Festival team.
- Benefit from the overarching statewide History Festival promotional campaign: the South Australia's History Festival website, expanded digital advertising, social media, and traditional media such as print and radio.
- South Australia's History Festival marketing kit: social media templates, print templates, web badges, and more.
- Access to and ability to communicate with a highly engaged history-loving audience across South Australia.

Event organiser responsibilities

South Australia's History Festival would not be possible without active community members. If you would like to host a talk, exhibition, workshop, open day or similar event in the Festival, this makes you a History Festival event organiser.

Event organisers are required to manage their event – this includes:

- Organising the type of event you would like to host and ensuring it meets the eligibility criteria listed on page 6.
- Adhering to [South Australia's History Festival 2024 Terms and Conditions](#).
- Organising your own venue hire and any necessary equipment, food, and beverages (if applicable).
- Managing your event bookings (if applicable). We recommend using an online booking system such as [Humanitix](#), [Eventbrite](#), or [Trybooking](#).
- 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 Public Liability Insurance with a minimum cover of \$20 million for your event.
- Coordinating your event promotion, specific to your event, location, and target audience.
- Using the correct South Australia's History Festival name and branding in any promotion of your event.
- Please ensure that bookings are **not open** until the program is launched.

Registration Checklist



Your event title: Up to 75 characters including spaces. *How to make your event stand out* - Page 10



Event organiser information: Organisation name, contact details, postal addresses.
Check out the level classification of your organisation - Page 14



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 and online program description: Up to 350 characters - make them count!



Image: Upload one *great* image for your online program listing. You can add an image to the printed program for an additional cost. See **page 12** 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! 63% of 2023 events were either free or by donation.



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 (website, mailing list, Facebook page, Facebook event, Instagram, etc.)

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 2023, South Australia's History Festival featured more than 520 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.
- Please make sure your title is in title case, please do not use all caps. In title case, major words (four letters or more) are capitalised and minor words (fewer than three letters) are lowercase.

Favourite titles from 2023:

"Parliament House has a Library, Who Knew?"

"Up, Up, and Away! Adelaide's Ballooning Pioneers at the Airmail Society"

"Sailors, Settlers and Their Songs"

"Mail Anxiety: Foundations of a Revolution"

"If These Stalls Could Talk: A Guided Tour of the Adelaide Central Market"

"Drinking In History"

"Willunga's Wicked Ways, Volume 3"

Event descriptions

You have 350 characters to use in your event 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 etc. (see page 17 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 event listing seems like a lot, you still need to make sure each word is working hard to tell your event's unique story.

Getting Registered

Your South Australia's History Festival 2024 events can be registered and managed online, via [South Australia's History Festival registration system](#). If you participated in either the 2022 or 2023 South Australia's History Festival, you should already have an AVR account.

Step 1 Login, create a new account or forgotten password

Visit <https://hfreightations.history.sa.gov.au/> and follow the prompts to login if you already have an account or to create a new account. You will receive an email to create a new account.

If you have forgotten your password, please click “Forgot password” and follow the prompts to create a new one.

IMPORTANT: If you work or volunteer for multiple organisations, you'll need to create separate accounts for each one.

Step 2 Create a new event

Click the “New Event” button and fill in the 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 2.

or

- Proceed to payment.

REMEMBER, YOUR EVENT IS NOT REGISTERED UNTIL YOUR FEE IS PAID

Your Image

Copyright: please ensure you have usage permissions before uploading images, especially of children or copyrighted artworks.

File Format: jpg, png, jpeg

File Size: min 500KB - max 5MB

Image Size: 960 × 610 pixels (W×H)

Resolution: min. 300dpi

Orientation = LANDSCAPE



Feature image must be Landscape.
Square and Portrait images are not accepted.

Caption and acknowledgement

You **must** include a caption and acknowledgment in the below format:

Image description/title, catalogue number (if applicable), year (if known), artist/photographer/organisation

e.g. Adelaide Gaol, [B 23434], 1971, State Library of South Australia

e.g. Adelaide Town Hall, 2024, City of Adelaide

e.g. Loxton Historical Village main street, 2022, Jane Doe

Having trouble uploading your image?

Email your photo + caption & acknowledgment to us at historyfestival@history.sa.gov.au and we will be happy to assist.



✓ Strong focal point (no clutter)



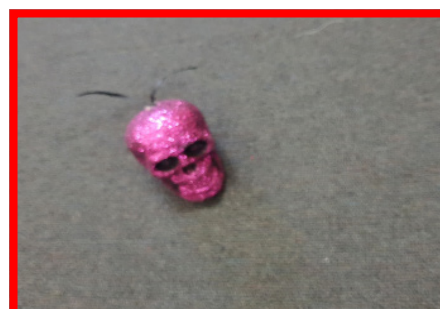
✓ Sharp focus (not blurry)



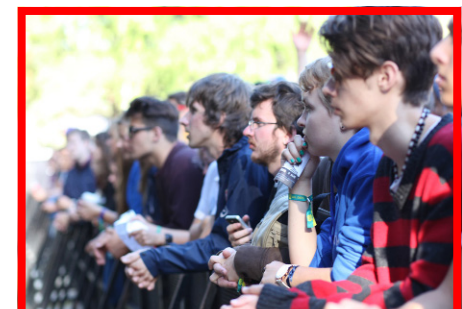
✓ Faces and action grab attention



✗ Images with text or logos



✗ Blurry snaps with tiny subjects



✗ Bored people or backs of heads

Registration Timeline

1

Registrations Open

Monday 4 December

2

Early Bird Registration Deadline

Sunday 14 January

3

Print Registration Deadline

Sunday 11 February

To be included in the printed program, register and pay for your event before **5pm Sunday 11 February**. This is the last day that registrations can be accepted into the printed program.

2024 Fees

Level 1

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

Early bird	\$45	By 14 Jan
Standard	\$55	By 11 Feb
Online only	\$30	After 11 Feb
Add extra events	\$30 each	
Printed program image	\$130	

Level 2

Local government organisations, state government organisations, for-profit businesses & enterprises, large incorporated organisations (200+ members) and tertiary education institutions.

Early bird	\$70	By 14 Jan
Standard	\$90	By 11 Feb
Online only	\$40	After 11 Feb
Add extra events	\$50 each	
Printed program image	\$170	

Payment details

Payment must be made by 5pm Sunday 11 February to be included in the printed program, or by 5pm Sunday 14 January to access the early bird 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 exhibition and a tour, these would be two separate events.

I need to cancel my event, can I get a refund?

Should you need to cancel your event prior to Sunday 11 February, please contact the History Festival team via email and we will arrange full refund for you.

100% refunds will be granted up until Sunday 11 February 2024

Payment Details

How to pay

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

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 History Festival team via email to request payment by invoice.

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 automatically charged at the discounted rate.

What's next?

Registration Confirmation Email

You will receive an email confirming we have received your registration. If you paid online, your receipt will be attached. If the confirmation email does not arrive in your inbox, check your junk/spam folders before contacting the History Festival team.



Review

After you have registered and paid for your event, the History Festival team proofread and format each event for consistency across the printed and online program.



Print Approval Email

You will then receive a print approval email asking you to review your event and approve that the content is accurate for the program.

Any changes required after this time will need to be made by contacting the History Festival team.

The printed and online program will be available in mid-late March.

Can I make changes to my event after I have paid?

We ask that you ensure your event registration details are correct and finalised before submitting and paying for your event.

You will not be able to re-enter the portal to make changes after you have received a print approval email.

If you need to make further edits after your event has been submitted and paid for, please contact the History Festival team. Any change requested after 5pm 11 February may be made at the History Trust of South Australia's sole discretion.

Let's get planning

Bookings

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

In previous visitor surveys, 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.

All events require an alternative contact for enquiries and people who are unable to 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: 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 you have 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 is about planning for all potential risks and issues before they happen; thinking about how to avoid or minimise risks and how to respond if there is a problem.

It may 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 issues 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 SA Gov Companion Card</p>	<p>Creative Bloc Ten expert tips for hosting great virtual events creativebloq.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>Events for Children How to plan events specifically for children Visit Eventbrite</p>	<p>Facebook Live Livestream your events from your Facebook page Visit Facebook media solutions</p>	<p>Inclusive SA Find resources to prepare and hold an accessible and inclusive event inclusive.sa.gov.au</p>	<p>Kids In Museums Making museums more welcoming to kids, youth and families kidsinmuseums.org.uk</p>
<p>Planning a Community Event Advice and guidance on planning and presenting a community event Let's Make It Happen</p>	<p>LGBTQIA+ Inclusive Explore ways to make your event more LGBTQIA+ inclusive successfulmeetings.com</p>	<p>Reconciliation Week Find resources to include and amplify First Nations voices reconciliation.org.au</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.

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 portal](#) 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's 2024 Marketing Kit will include social media templates for use in the lead up to and during 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.

Need more information?

Be sure to check out the resources on page 17 and visit [South Australia's History Festival registration portal](#) 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 from 2023

“A great Festival. We had amazing exposure and felt supported by the team when we had to add an additional tour because the first two sold out so quickly!”

[From an organiser]

Organisers surveyed in 2023 said:

- They chose to be a part of South Australia’s History Festival to connect with the wider community and to be included in the printed and online program.
- 78% said their attendance expectations were met.
- 77% indicated their events were primarily held outside the CBD.
- 26% reported attendees visiting from interstate.
- 88% used social media to promote their event. Facebook and Instagram were the most popular services used.

“I eagerly await May each year because I will be enthralled, discover new stories, and visit new places”

[From a visitor]

Audiences surveyed in 2023 said:

- History Festival is an important part of South Australia’s cultural calendar.
- Two thirds felt that the Festival was significant because it provides opportunities for audiences to gain valuable knowledge of South Australian history.
- Most History Festival attendees visited between 1-3 events with partner or friend.
- Two thirds of attendees reported a positive over all experience with South Australia’s History Festival.
- The subject matter, presentation of the content, over all experience, and venue were what made the events most enjoyable.
- Two thirds of audiences booked tickets to History Festival events online.
- Some audiences were disappointed that events were already booked out. Consider holding multiple events and do not release tickets until the program is available.
- Audiences want to discover new stories and visit new places.
- A third of audience are employed or studying and would like to see after hours and weekend events.