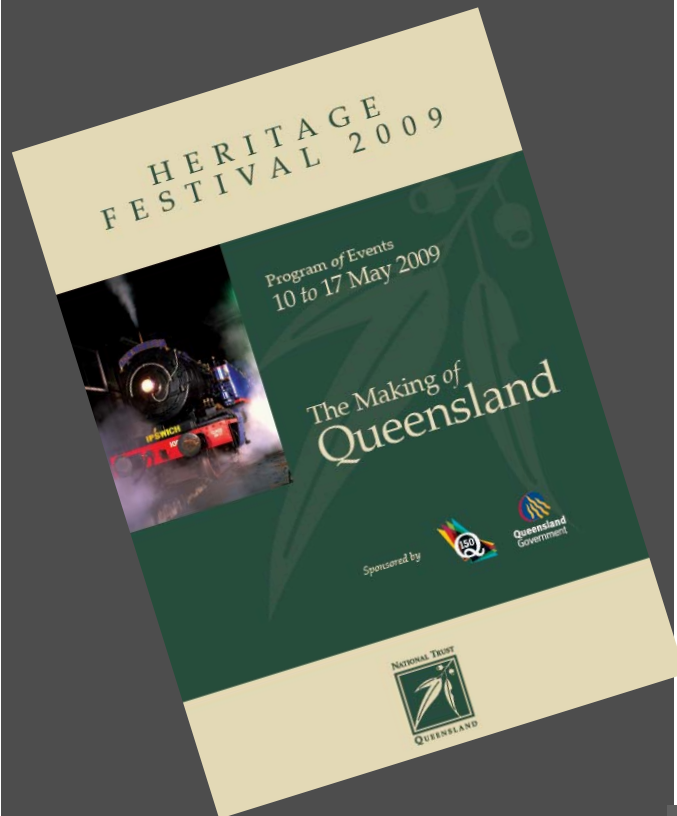


PROMOTING *your* HERITAGE FESTIVAL EVENT



Create your marketing and promotional tools

- Develop an 'information sheet' that can be used to create a leaflet, poster, or web entry.
- Keep the information simple, clear and creative, but not over the top.
- Catch people's attention with the title and a good image.
- Don't forget the most important information: What, Where, When and Why.
- Provide contact details so interested people can get more information.
- Approach friends, supporters and contacts to help you transform your information sheet into attractive, professional products for distribution.

Example of an activity promoted in the 2008 Queensland Heritage Festival Program of Events.

Treasures from the Attic

The Ipswich Arts Foundation will again present Treasures from the Attic at the Ipswich Art Gallery to identify and value hidden treasures held in your private collections. Members of the public will be able to bring up to three of their precious items to the Gallery to be identified and valued by a panel of experts. In a style similar to the popular BBC lifestyle program 'Antiques Roadshow', panel members will identify and value artworks, antiques and collectables including paintings, ceramics, silver, jewellery, coins, toys and other interesting objects.

Where: Ipswich Art Gallery, d'Arcy Doyle Place, Ipswich

When: Saturday 17 May, 10am to 1pm

Cost: Gold Coin donation

Telephone: 3810 7222

More Information:

E: info@ipswichartgallery.qld.gov.au

W: www.ipswichartgallery.qld.gov.au

Get the information out there

What can you do for **free** to tell people about your event?

- Send the information to local groups such as Probus, Rotary, Lions, the local bowls and RSL clubs, schools, retirement villages - anyone that you think might be interested in your event.
- Letter box drop - your volunteers might like to do a letter box drop of your leaflets in the local area.
- The Web - many community, newspaper, television and radio websites have a 'What's On' section where it's free to post your event.
- Contact your local tourism body. They may have an events database or be able to place your leaflets in their information kiosks.
- Email—If your group has an email list of like-minded individuals, send them the information and ask them to forward it on to their contacts.
- Local shops and libraries are usually happy to put up a poster or leave leaflets on the counter.
- Word of mouth is very powerful - tell everyone!
- And of course, distribute the **Heritage Festival Program**, with your event in it, far and wide.

Letters from the past

Brian Williams
HERITAGE REPORTER

A CHANCE contact with the National Trust via the internet has shed new light on Queensland's colonial history. Transcripts of seven letters have been forwarded to the Trust from Heather Taylor of The Old Mill, Rolleston-on-Dove, Staffordshire, in the UK, whose family had handed them down three generations.

The letters, dating to the 1850s, are from Dr Stephen Simpson who lived at historic Wollaton House at Wacol on Brisbane's southeast.

Included is a copy of the only known photograph of his nephew John Mansfield Osmanney after which the suburb of Mt Osmanney (the spelling changed over the years) is named.

Trust spokeswoman Sue Finnigan said yesterday the contact a month ago had come as a surprise and the previously unknown letters and photograph would help fill in some of Queensland's earliest white history.

"She just contacted us out of the blue," Ms Finnigan said. "She must have Googled us. The letters are an amazing find."

They include painful details about the death of Osmanney, 15, in 1854. Simpson had named him as his heir after losing his own wife and child.

Simpson wrote to Osmanney's family telling them of an accident when bringing a stray horse from nearby Cooper's Plains.

A Murr trucker found Osmanney with a fractured skull. He had been straggled by his horse, which had been a present from Simpson.

"Never was a youth more immensely loved by everybody who came in contact with him," Simpson wrote. "I have lost my right hand and feel as if I should never see Wollaton again."

"Reckless riding is one of the accomplishments of both natives and squatters."

In a later letter to a niece, Simpson, 66, wrote that after 18 years in Australia he was prepared to have ladies see him

to his shirt sleeves, deplored the formality of English society and could not again live in England because of the cold and damp. Nevertheless, a few years later he returned.

Simpson's letters talk about problems of getting good labour because convicts were always drunk.

The material will go on show from 10am to 4pm for the first time at Wollaton House on Sunday as part of the Queensland Heritage Festival. It runs until May 20, with more than 200 events in cities and towns all over the State.

Historian Valerie Dennis said the letters were critically important because they were primary source evidence of Queensland when it went from being a colony to a state. They also gave a glimpse of the type of man Simpson was.

Mrs Taylor said if her family agreed, the Trust could have the originals.

Dr Simpson played a major role in Queensland as Land Commissioner, police magistrate and Member of the Legislative Council.

SANDS of time ... National Trust spokeswoman Sue Finnigan, above, at Wollaton House, and the photo, below, of John Mansfield Osmanney.



NATIONAL TRUST OF
QUEENSLAND

PROMOTING *your* HERITAGE FESTIVAL EVENT



NATIONAL TRUST OF
QUEENSLAND

National Trust House,
95 William Street, Brisbane Queensland 4000

T: 07 3223 6666
F: 07 3229 0146
E: info@nationaltrustqld.org
W: www.nationaltrustqld.org

Getting the media interested

Journalists are always looking for good stories that are current and 'newsworthy'.

- An interesting or quirky story relating to your event might catch their attention. Ideally the journalist will then visit your venue prior to your event. This works in two ways, they can then mention your event is coming up, and then follow up with a story on the day in their paper, radio or television segment.
- Human interest story - maybe one of your volunteers, members or staff has a story that relates to the venue or event that would be of interest.
- If there is an interesting item in your collection that ties in, that could be very 'newsworthy'.

Example of a 2009 Queensland Museum exhibition:

The Courage of Ordinary Men: Three Stories of the Victoria Cross

Three Victoria Cross medals – the men, the stories, the history.

This is an evocative exhibition featuring three revered Victoria Crosses and the stories of the courageous men who received them. Commemorating the 90th anniversary of the end of World War 1, it brings to life the wartime experience and personal histories of VC recipients Private Patrick Joseph Bugden VC, Private Robert Matthew Beatham VC and Major Blair Anderson Wark VC, DSO.

When: Tue 16 December 2008 to
Thu 31 December 2009

Open: 9.30am to 5pm

Where: Qld Museum cnr Grey & Melbourne St,
South Bank, Brisbane

Cost: Free

More information: www.southbank.qm.qld.gov.au



*Launch of the 2008 Queensland Heritage Festival, Maryborough
Images: Courtesy of Fraser Coast Regional Council*

Keep Promoting

The objective of the Heritage Festival is to increase the community's awareness of the wonderful places, events and work that community heritage organisations do all across Queensland.

So don't forget, if people can't make it to your event during the Heritage Festival, your promotions have ensured they now know you exist and where you are, so they might just visit you another day.