

Celebrating Reconciliation Small Grants Program



Event Host Guide

National Reconciliation Week 2020

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Welcome

Congratulations on receiving funding for your reconciliation event as part of the Queensland Government's Celebrating Reconciliation Small Grants Program in 2020.

National Reconciliation Week (27 May–3 June) provides a great opportunity for all Australians to learn about our shared histories, cultures and achievements.

The dates commemorate two significant milestones in the reconciliation journey—the successful 1967 referendum to change how Aboriginal peoples and Torres Strait Islander peoples were referred to in the Constitution (27 May), and the 1992 High Court Mabo decision (3 June).

These dates are important but the Celebrating Reconciliation Small Grants Program gives you the freedom to host your event at any time during May or June.

This guide contains some helpful information to assist you in hosting your reconciliation event, including:

- Tips for hosting your event
- How to promote your event
- Information about how to engage with local media, and
- How to use tips for the materials supplied with this guide.

You will also be provided with some templates and images to help promote your event.

The theme for National Reconciliation Week as announced by Reconciliation Australia is *In this together*. Have a look at their website www.reconciliation.org.au/national-reconciliation-week/ for more details.

Thank you for your commitment to National Reconciliation Week and your contribution to achieving reconciliation in Queensland.

Regards

Dr Chris Sarra
Director-General
Department of Aboriginal and Torres Strait Islander Partnerships



Tips for hosting your event

Helpful tips for hosting your reconciliation event

- Create a **free**, interesting, informative and enjoyable event for your local community. Think about what kinds of events people have enjoyed in the past. Get creative!
- Promote your event using the materials provided with this guide. You might choose to promote your event online using your website or social media, or simply by putting up posters and sharing information in your local community.
- Take a look at Reconciliation Australia's website at www.reconciliation.org.au for information and resources about National Reconciliation Week to help raise awareness at your event. You may also wish to incorporate the 2020 National Reconciliation Week theme –In this together– into your event.
- Spread the word! Encourage your local community to get involved and visit <http://www.datsip.qld.gov.au/recgrants2020> for more information about the program.
- Don't forget to take lots of photos and tell us about your event (see 'Promoting your event').



How to promote your event

Remember to promote your event in your local community to get as many people involved as possible. Tell everyone you see. Use emails, meetings, newsletters, websites, social media, posters in windows and flyers on counters. Think about what makes your event special and promote this in your community.

Key messages

Key messages make it easier for people to understand what National Reconciliation Week is all about. A few examples are below, which can be used on your websites, in your social posts, and on any advertising you do.

- National Reconciliation Week is a national campaign, held annually from 27 May to 3 June.
- The dates commemorate two significant milestones in the reconciliation journey: the successful 1967 referendum and the High Court Mabo decision.
- National Reconciliation Week celebrates and builds on respectful relationships shared by Aboriginal peoples, Torres Strait Islander peoples and non-Indigenous people.
- The week is an opportunity 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.
- Reconciliation must live in the hearts, minds and actions of all Australians as we move forward, creating a nation strengthened by respectful relationships between non-Indigenous people, Aboriginal peoples and Torres Strait Islander peoples.
- Reconciliation is a holistic, everyday approach that encompasses rights as well as symbolic and practical actions. National Reconciliation Week is an opportunity to highlight the relationship between Aboriginal peoples, Torres Strait Islander peoples and non-Indigenous people and open up a national debate on prejudice, discrimination and racism.

For more information about National Reconciliation Week, visit

www.reconciliation.org.au/national-reconciliation-week/

To find out more about the Celebrating Reconciliation Small Grants Program, visit

www.datsip.qld.gov.au/recgrants2020



Posting on social media

Sample posts

We've included a couple of sample Facebook posts below to make it easier to promote your event. You may wish to adjust these posts to match your event and your social media voice. Please tag us in your posts! – [@deadlystories](https://www.facebook.com/deadlystories).

Example 1:

We're coming together today to celebrate reconciliation thanks to the Queensland Government's Celebrating Reconciliation Small Grants program. Come along and learn about our shared histories, cultures and achievements and to explore how each of us can join the national reconciliation effort. Check out [@deadlystories](https://www.facebook.com/deadlystories) for more info.

Supporting image:



Example 2:

We're celebrating reconciliation today thanks to the Queensland Government's Celebrating Reconciliation Small Grants program. Come along and share in the spirit of reconciliation. Check out [@deadlystories](https://www.facebook.com/deadlystories) for more info.

Supporting image:



You can also follow us at:



Capturing great photos at your event

When taking photos at your event think about how they might be used including:

- through your organisation’s website, social media, newsletters etc.
- on the department’s channels (website, social media, newsletters, etc.), or
- in the local media.

It’s a good idea to capture several shots for each photo in both portrait and landscape view to ensure you have a few choices once your event is complete. Make like the paparazzi and take lots of pictures.

Tips for taking better photographs

- Make the most of natural lighting – **make sure the sun is behind you but not in your subjects’ eyes.**
- If your event is at night, choose a well-lit spot or use your flash setting.
- Ensure photos are well-framed – **avoid blurry, dark or wide shots** where possible.
- Get up close if you are taking a photo of a single person or a small group.
- **Take multiple photos** (and both portrait and landscape) so that you have options to choose from.
- Take plenty of photos of guest speakers/performers throughout their speech or performance.
- For posed group shots, **ensure everyone is looking at the camera.**
- Take a mix of posed and candid photos, so you have plenty of choice afterwards.
- **Think about what’s in the background** of your photo (avoid taking photos with windows, garbage bins, people eating, busy wallpaper, etc. in the background)

We’d love to share photographs of your reconciliation event and high quality photos will ensure they can be used to showcase your event across all available channels.

Photos will need to be high quality (with high dpi), so send through the original photograph.

You can find more handy tips for taking photos on your phone at www.abc.net.au/life/tips-for-taking-better-photos-on-your-phone/10329388.

If you have any questions about providing photographs to the department, please contact our Communication Services team via email at communications@datsip.qld.gov.au.



Getting consent to use photographs

It's important to ensure you get consent from all of the people in all of the photographs you take at your event, particularly where photographs contain people under 18 years of age.

Queensland Government consent form

We've included a Queensland Government consent form with this kit. This consent form not only provides consent for a photo to be taken, it also outlines how and where it will be used and any considerations that need to be identified for privacy, cultural or personal reasons.

Please ask each person in your photos to complete this form. Forms for children under 18 years of age, must be completed and signed by their parent or legal guardian.

It's easier to get consent at your event rather than trying to seek it later. Print copies of the forms and keep them on hand for event attendees to fill out at your event.

Completed consent forms can be scanned and sent to our Communication Services team via email at communications@datsip.qld.gov.au.

Consent to use someone else's photo

Photos and imagery (artistic works) are subject to copyright, which means you need to ask the owner of the photo for their permission/consent to use and reproduce it.

Even if a photo is in print/on a website in the public domain, you must have approval from the owner if you would like the department to reproduce and distribute it as part of our materials.

Get approval to use in writing

It's important to ask for this approval, and get it in writing, before providing any photos to the Department of Aboriginal and Torres Strait Islander Partnerships. The owner of the photo may want to be acknowledged, so be sure to ask for any additional information they wish to include (location, date, photographer's name etc.).

Getting this approval is critical as subjects may have passed away or may not have given permission for other organisations to use their photo. Approval not only covers the department but also gives the recognition legally required in this area.

Further information on photography copyright can be found at www.copyright.org.au/ACC_Prod/ACC/Information_Sheets/Photographers_Copyright.aspx



Style Guide

Overview

The information below will help you create your promotional material for your event. Approved images and templates are included with this guide.

Please obtain approval from the Department of Aboriginal and Torres Strait Islander Partnerships before producing any promotional material.

Queensland Government branding guidelines

As part of your promotion, the Queensland Government crest (logo) must be included in all marketing/promotional materials, and acknowledgement of the department's support included in copy where appropriate.

Please also include the following wording on your posters, flyers and websites:

- This reconciliation initiative is proudly supported by the Department of Aboriginal and Torres Strait Islander Partnerships through the Celebrating Reconciliation Small Grants Program.

The logo has been provided with this guide in EPS format (for design programs) and JPG format (for Microsoft Office programs).

The logo needs to be a minimum of 20mm high and preferred placement is to the bottom right hand side of the marketing material/s or digital platform/s. Please also ensure 5mm 'clear space' around the logo.

Before printing or publishing any materials, please send a print proof (marketing items) or screenshot (web/digital platforms) to communications@datsip.qld.gov.au for approval on logo placement.



National Reconciliation Week resources

We have created the following resources to help you promote your event. Samples are included below, however, these files will be provided to you as part of this guide.

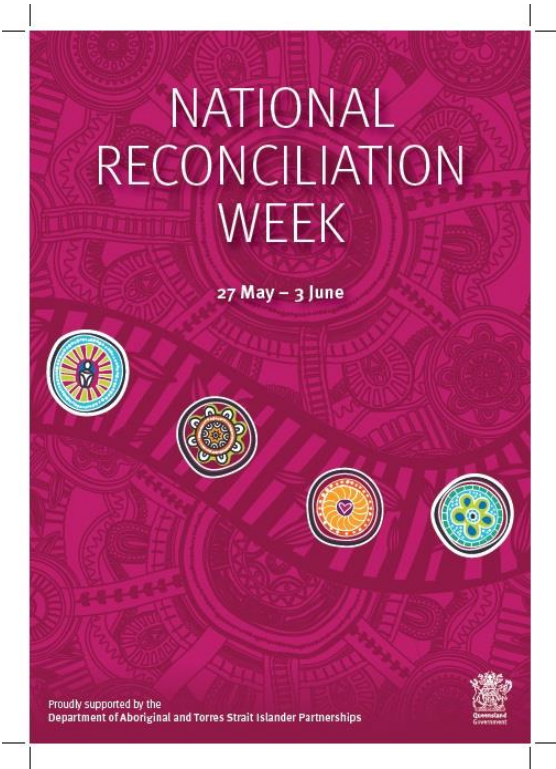
Social media badge:



Social media banner:



Poster:



More information

For more information about hosting an event, please contact the Department of Aboriginal and Torres Strait Islander Partnerships' Communication Services team via email at communications@datsip.qld.gov.au.

