

South Australia

Nature Festival 2023

1–15
October
2023

Event host
info pack

naturefestival.org.au

Nature
Festival

Always was. Always will be.

We acknowledge and pay respects to elders past, present, and emerging of the Kaurna, Ngarrindjeri, Adnyamathanha, Pitjantjatjara, Yankunytjatjara, and more than thirty other groups of traditional owners of the land now known as South Australia.

Our ambassador Jack Buckskin opens each festival with a special smoking ceremony for hosts and partners.

Why a festival?

In a time of climate change, bushfires, and global pandemics, now more than ever we need to cultivate a **deeper relationship** with nature as a society.

As individuals, that relationship is fundamental to our wellbeing. As a society, that relationship is the foundation of all of the other work that we undertake to protect and steward nature.

As with any great relationship, we should spend quality time together, go on big adventures, take good care of each other, and, most importantly, take the time each year to **celebrate** what makes the relationship worthwhile in the first place. This is what the Nature Festival is all about.



Want to know what it feels like?
[Watch videos from past festivals here..](#)

Nature Festival

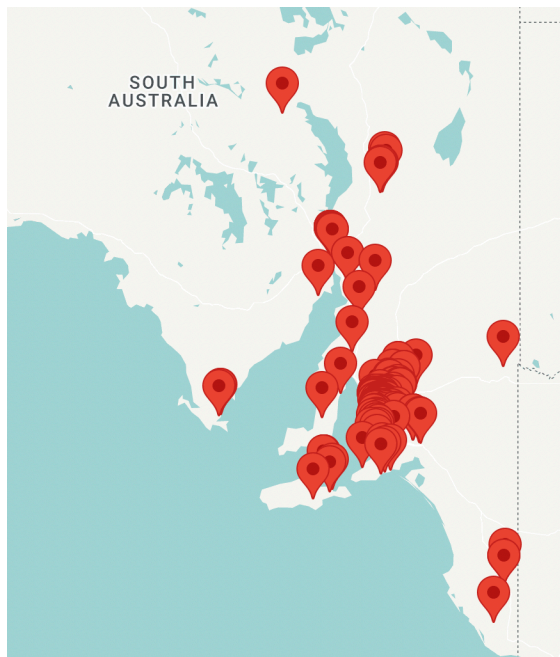
We are a program of events, encounters, and experiences to celebrate our love of nature in South Australia.

We're an open-access festival (like the Fringe) with broad community involvement and a focus on arts, Aboriginal culture, wonder, staying active, learning, and adventure.

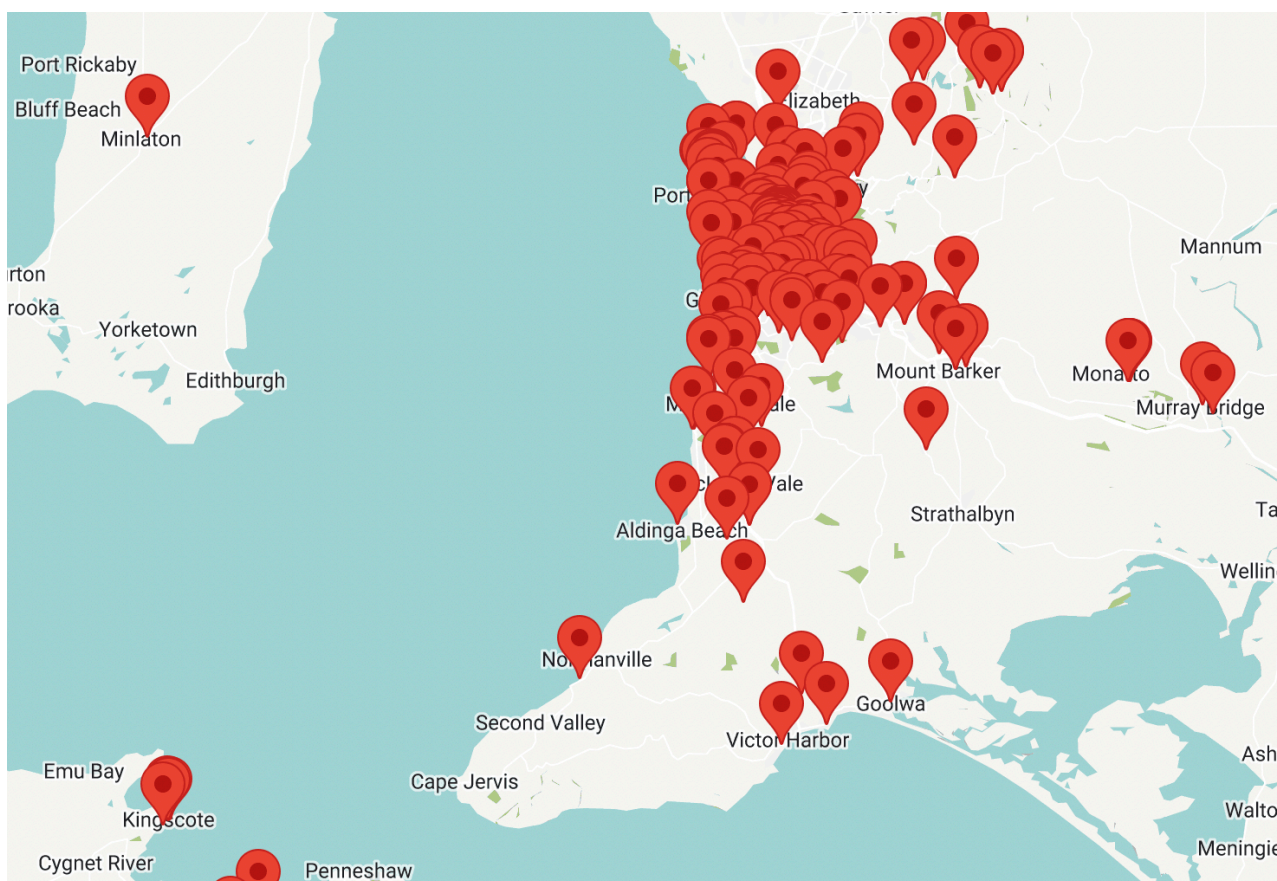
Partners have included



As a distributed festival, we support events across metro and regional areas.



Last year there were 366 artistic, cultural, and creative events over 10 days across South Australia.



Why host an event?



Help your community feel part of something bigger

If we want people to take positive action for nature (sustainable behaviours, preserving trees, planting natives), we need them to see and celebrate that part of their individual and community identity.

Be part of something positive

From bushfires to coronavirus, it's been a difficult period. We could all use some celebration, and we could all use more positive experiences of nature. Spring is a time of new beginnings, and nothing says Adelaide more than emerging from Winter into a festival of nature.

Nature is good for you —and your brand

Over 90% of South Australians get out into our parks and beaches every year. More than 70% are happy to pay more for environmentally friendly products. 94% think conserving nature is of critical importance. And all of these numbers were from state-wide polling before this last bushfire season.

Whether you are an outdoor tourism operator, an eco-friendly cafe, an environmental non-profit, a winery that cares about the land, a yoga studio, a psychology practice encouraging healthy activity, love of nature is a strong and powerful differentiator that aligns with the values of the vast majority of South Australians. This festival is a great way to demonstrate and enact your values as an organisation.

Try something new

The Nature Festival is a platform that's specifically designed to support you to try new things in your community. We're dedicated to sharing ideas and spreading what works.

New supporters, new customers

Our primary audience for the festival are families and professionals who might say something like "I'm no greenie, but I love going bushwalking whenever I can." It turns out that this is most South Australians. Positive love of nature in SA is astronomically high. We're developing this festival as a channel to help you access that audience.

We're louder together

There are a lot of great nature initiatives happening in South Australia. We're louder when we act together. Joining the festival lets you benefit from shared communications and PR and lets you access a larger shared audience.

Tickets + grants

We welcome both free and ticketed events. Like Fringe, you set the ticket prices yourself and keep the proceeds.

Additionally, we offer a round of \$500 micro-grants for new events each year.

Move beyond partisanship and division

We don't agree with how politicised nature has become. A meaningful relationship with nature is one of our natural rights as human beings and not only contributes to better emotional and physical wellbeing, it also reminds us we are part of a vast and wondrous ecology that we depend on and that depends on us. This festival is specifically aimed at cutting across division by focusing a relationship with nature that unites all of us.

Join our supportive community

We're working to build a community of like-minded hosts in SA. You'll be invited along to host event in September and other host nights once or twice a year.

Who can host an event?

We welcome big institutions, independent artists, small businesses, environmental non-profits or keen community members.

We're an open-access festival like the Fringe, which means anyone (that means you!) can apply to run an event.

We're particularly interested in authentic, diverse, and unusual ways of connecting to nature, so we're looking for diverse types of event hosts including artists, environmental orgs, musicians, nature tourism operators, health and wellness practitioners, GP Clinics, wineries, breweries, restaurants, or local businesses.

We're looking for all sorts of creative, participatory, emotional, and remarkable experiences. They might involve traditional knowledge or the latest VR technology. They might excite and intrigue or bring wonder or tears. We encourage events for a range of ages and abilities. As long as it deepens our relationship with nature as South Australians, we'd love to have it in the program.

**Want to talk through
your idea with us?**

Contact

Jill Woodlands,
Nature curator
jill@naturefestival.org.au

Amber Cronin,
Arts curator
amber@naturefestival.org.au

Interested in hosting an event?

Registration opens in July

naturefestival.org.au/participate

Key dates

Micro-grants callout **Opens June 5th**

Event registrations open: **July 1st**

Program launch cutoff: **Aug 10th**

Program launch: **Aug 18th**

Final registration: **Sept 15th**

Nature Festival: **Oct 1-15th**

Get your event in by Aug 10th to be included in the program launch and take full advantage of our shared marketing and PR. Final registration deadline is Sept 15th.

Registration FAQs

What does it cost to register?

It's free to register an event in the Nature Festival.

Can I charge for my event?

Absolutely, and if you do all proceeds will be paid directly to your bank account. We don't take a fee.

Do I have to use Nature Festival's ticketing?

Yes, our ticketing system integrates closely with our website, online program, and reporting. We understand that you might use a different platform at other times, but you will need to use ours to be included in the festival. Feel free to get in touch with any questions about this.

Do I need public liability insurance?

Yes. You must provide your own event insurance. If this is a barrier, get in touch. We may be able to recommend an affordable option or connect you with a partner who can help.

What about COVID safety?

We follow current SA Health advice. If you are running an event that involves hospitals, residential aged care facilities, or disability housing, you may need to take special precautions.

Get help

help@naturefestival.org.au

The Nature Festival is run by a small team working part-time, but we will do our best to promptly reply to any queries. Please don't hesitate to get in touch.

2023 theme: The Nature of Home

Our theme this year is 'the nature of home.' This might be about our large, metaphorical homes and landscapes, or the simple beauty of a pot plant or our own back gardens.

Our sense of home is formed early, but evolves over a lifetime. We are all made of a patchwork of memory and unconscious connections to place: scraps of colour like muted greens, soft yellows and fiery reds, or a clamour of sounds from the almighty screech of a cockatoo to a cacophony of cicadas.



We invite events, experiences, and encounters with the nature of home. This might be the landscapes we carry, the relationships we build or the memories we hold of nature and place. They might revolve around food, art, adventure, music, or culture.

Does my event have to relate to the theme?

Nope! Your event just needs to relate to nature, but we encourage relating to the theme if you can.

Designing a great event



Consider the five E's along the entire journey that your audience will take with your event.

Entice

Who is your audience?

What will entice them to book?

Tips and considerations

Creative and unusual events are more likely to attract interest.

Could your event be in an unusual location? Maybe somewhere people don't usually get access to? Happen at an unusual time? ('nature at night' was very popular last year). Could you find an unusual partner or a big name to feature?

Or is your event more about an interesting concept or idea, or perhaps a new way of looking at something normal?

Entry

How will people find out about your event?

What happens when they first arrive?

Tips and considerations

You should think about channels beyond the Nature Festival to help get the word out. Are you a member of a local community group or newsletter? See if they can help you spread the word.

On arrival

- How will you make people feel welcome?
- How will you engage participants from the very start?
- How will you acknowledge country?
- How will you handle your COVID obligations?

Engage

What will the experience be like?

What will make it engaging, meaningful, and memorable?

Tips and considerations

Lean into emotion: Is your event playful and exciting or more quiet and reflective? Is there an aspect of wonder or imagination? What about social connection or conviviality?

Consider participation: even for more performative or presentation-based events can benefit from a participatory element to make the event more personally meaningful.

Consider place: Where is your event taking place? Is there anything unique about that place, the nature there, or its history that could tie into your event and make it more meaningful?

Consider identity: For some events, adding an element of reflection or tying into people's personal history or social identities can make it more meaningful.

Consider the larger Nature Festival: Is there some way to make the event feel connected to a larger movement around nature in South Australia?

Exit

How can you end on a high note?

Tips and considerations

The end of an event has an out-sized impact on how people feel about the event overall. How might you end on a high note?

Make sure to recommend people check out other events in the Nature Festival. You could recommend one or two specific ones that you think your audience might like.

Extend

How will people feel afterward?

What will they take away?

Tips and considerations

How do you want people to feel after the event?

What will they be taking away? Will they have new relationships? A new understanding? A renewed sense of wonder?

What do you imagine they will say to their family that evening about what they did at your event?

Promoting your event

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9 tips for promoting your event

1. **Share the right link:** If you are using our booking system, you will have an Eventbrite link and a Nature Festival program link. Please always share the Nature Festival link like: <http://naturefestival.org.au/event/your-event>. This ensures contact and host information will be correctly displayed.
2. **Promo pack:** Download our [host promo pack](#) for resources including email banners, facebook and instagram tiles, and logos for making your own.
3. **Promote others:** Promoting others is a great excuse to promote yourself. Are there other events that might pair well with yours (e.g. other 'tree events'? Share a round-up of events that includes yours.
4. **Be personal:** Sharing the personal relationship or history with nature for someone involved with your event. This doesn't feel as much like marketing and gives you an angle for an additional post. Tag @naturefestivalsa and use the hashtags #naturevoices and #naturefestivalsa. [Example nature voice](#).
5. **Give-aways:** Give-aways are great ways to promote your event. Want us to give-away a couple of tickets to promote your event? Let us know.
6. **Facebook event:** Connect a facebook event to Eventbrite, add Nature Festival and your page as co-hosts and we'll help share. [Learn how here](#).
7. **Link into ANPC:** If you want to link your even into a bigger narrative, you can download the The Adelaide National Park City logos or posters from the promo pack.
8. **Traditional media:** Against the Grain have created a [DIY PR Kit](#) with do's and don'ts, example media release, and Adelaide PR contacts.
9. **Social media:** Use the #naturefestivalsa hashtag and/or tag @NatureFestivalSA in your Facebook or Instagram posts and stories and we'll share whenever possible.

A new 2023 promo pack is currently in development

The big picture



What is the vision of the nature festival?

While we are very much also a festival in the traditional celebratory sense, we primarily view Nature Festival as a process of discovering and of affirming identity.

Specifically, we are interested in **personal identity**, narrative, and personal relationship with nature as well as our **state identity** and collective relationship with nature.

We know that we won't create the full scope of change we want with any one event or festival, but we want to demonstrate a small movement in the right direction by doing what we call '**bridging the narrative gap**':

1. Bridge the narrative gap

Enjoyment of nature is a foundational part of who we are as South Australians. Most of us highly value it and more than 90% of us get out into our beaches and national parks each year (South Australians and the Env, 2016).

Unfortunately, our **personal** values **don't always match** our **collective** narrative. Some researchers (Common Cause, 2016) suggest that while the great majority of people (74%) personally prioritise intrinsic, compassionate values like love of nature and community, most of us think most *other* people prioritise extrinsic values like money, status, and power.

This puts us in a strange position where we can end up with a **narrative gap**: we can have a **social norm** and public narrative that is at odds with what **most individuals** actually value.

-  Primary values are **intrinsic** (like nature and community)
-  Primary values are **extrinsic** (like wealth and status)



How society looks
Most individuals in are primarily motivated by intrinsic values like care for family, community, nature, and wellbeing.



How we think society looks
Most of us think most **other people** are motivated by extrinsic values like money, status, and power.

The **primary long-term goal** of the Nature Festival is to make the personal value that most individuals already share into a bigger part of our social norms, public narrative and state identity as South Australians.

From Common Cause, Perceptions Matter 2016.

2. Deepening personal relationships

Our **secondary goal** is about deepening personal relationships with nature. We want help people build a visceral understanding that nature isn't something 'over there' that we might visit occasionally, but rather is something we are amongst and part of everyday.



*From Martin, Czeller
Inclusion of nature in
self scale, 2016.*

One way of thinking about what we're trying to do is to move people toward a felt, emotional, understanding of their relationship with nature as self rather than other.

Relationships are built through meaningful experience

We're focused primarily on building that relationship through the lease of love of nature. This most commonly includes emotional, creative, or meaningful/spiritual experiences to reinforce our relationship with nature.

There are existing projects that focus on loss, grief, and the scale of the problem facing us. While we don't want to shy away from that challenge, the focus of this festival is the strength and resilience we can draw from our love of nature and ongoing relationship.

Relationships are more than knowledge and facts

If you think about your relationship with loved ones in your life, part of your relationship is things you know about them, like their birthday or their favourite flavour of ice cream.

But your relationship is a lot more than just facts. It's about meaningful experiences together, doing things for one another, the community you share together, the history you've built and your hopes for the future.

While there are many good educational programs around nature that focus on knowledge, we are most interested in events and activities that look at the bigger, emotional, life-long relationship with nature.

Narrative reflection can strengthen relationship

We are inspired by narrative practice and using reflection on past experiences to deepen or 'thicken' our personal narrative around nature. We have a hunch that including a reflective component in an event or experience can help strengthen a sense of identity.

Key audiences

Nature Festival



1. "I'm no greenie, but ..."

"I'm no greenie... but I go bushwalking most weekends."

The vast majority of South Australians get out into nature regularly and love it. Odds are excellent (over 90%) that the businesswoman in a suit across the boardroom table from you loves taking her family to the beach. She is part of a substantial cohort of people in South Australia who regularly engage with nature (buswalking, gardening, surfing, cycling) but who do not identify as 'nature-lovers' or 'greenies.'

We anticipate the creative, interactive activities and the family-based activities will draw these people in. After the festival, we hope these individuals would be more readily able to name that nature was important to their sense of identity and an important part of their life and well-being.

2. Parents + active families

"We want things to do as a family" during school holidays" or "we want more ways to demonstrate our care for nature."



Many parents care about getting their kids outdoors, active, and off of their devices. Past Nature Festival events have had strong appeal to whole families looking for

activities to do together. Events exclusively aimed at children can also be an effective entry point for parents as a secondary audience.

3. Wired but disconnected

"I'm feeling overwhelmed, often anxious and agitated. I want to slow down and feel more connected."



This cohort may be engaged through their devices (like the 'text a tree project' or the VR tree exhibit, or smart phone photography), or they may be invited to put them down (forest bathing, meditation, mandala and art making).

4. Nature & experience-driven travellers

"We're interested in visiting places that value nature, and we're interested in unusual nature experiences." or "We're looking for unique, local, cultural experiences."

Many travellers seek natural as well as cultural experiences. The Botanic Gardens, for instance, are one of the most popular tourist attractions in South Australia. We hope the festival might attract new visitors or give this group a reason to spend more time in Adelaide as part of a longer trip through nature in Australia.





Nature Festival

Nature isn't somewhere 'over there that we visit occasionally. It's all around us. We're part of it and amongst it all of the time.

naturefestival.org.au