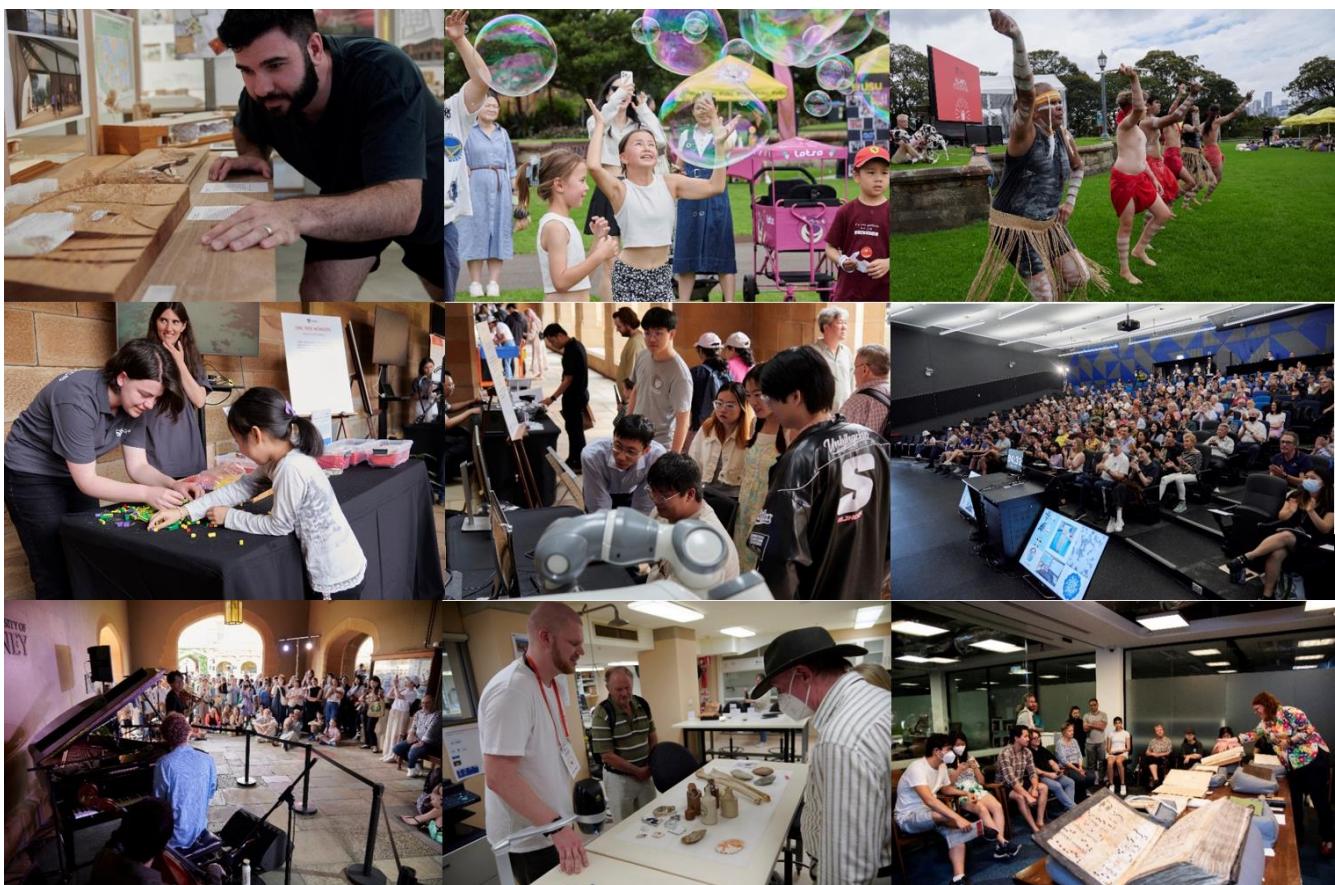




# The University of Sydney Community Festival 2025 Collaborators Expression of Interest



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### What is the University of Sydney Community Festival?

The University of Sydney Community Festival started in 2023 as the “Alumni Festival”, an initiative led by our Alumni and Supporter Experience team. Its primary aim was to foster connections with our alumni community while also showcasing the University's innovative research, teaching methods, and the achievements of our alumni to the broader community.

In 2023 and 2024, the Alumni Festival warmly welcomed alumni, friends, family, and the local community to campus. Attendees enjoyed a variety of free activities, including talks, tours, a research fair, and live music. The events featured numerous family-friendly attractions, encouraging guests to explore the campus and discover its hidden gems and pioneering research. The response was fantastic with over 10,000 registrations each year.

In 2025, the festival will evolve to become more inclusive and open to the broader community, rebranding as “The University of Sydney Community Festival.” This year also marks the University's 175th anniversary and will feature the launch of our next philanthropic and alumni engagement campaign, with the festival playing a key role in promoting these initiatives. The festival will have broader secondary goals such as building community goodwill through expanded external engagement.

Alumni will maintain a special focus by receiving early access to the program to register for talks, tours and activations in advance of the public.

We invite expressions of interest for participation in the 2025 festival.

Please refer to this document for information to assist with your application.

Some images and attendee quotes from past festivals:

*“My son and I had a wonderful time exploring, engaging and enjoying the variety of activities available. It's rare to see an event cater so effectively to different age groups and demographics. . . I also think its brilliant how the event plants the seed of curiosity and engagement for generations of alumni. Its more important than ever to have institutions like Usyd that the community can trust to uphold integrity in education and research.”*

*“It was a wonderful experience walking down memory lane. It brought back so many beautiful memories. What an amazing gift it was... I truly valued the experience. . .*

*“Alumni day was simply magical. Everything was perfect. Thank you! Thank you! I hope there will be more to come!”*

[Alumni Festival 2023](#)  
[Alumni Festival 2024](#)

Videos of talks from past festivals can be found here:

[Alumni Festival](#)

2024 program can be found at the end of this document. PDF can be sent on request.

### Timings of the day

The program is being refined but general timings of the day:

12pm – activities commence – a talk and some tours to happen around the Quadrangle prior to the Opening Celebration.

1-2pm – Opening Celebration

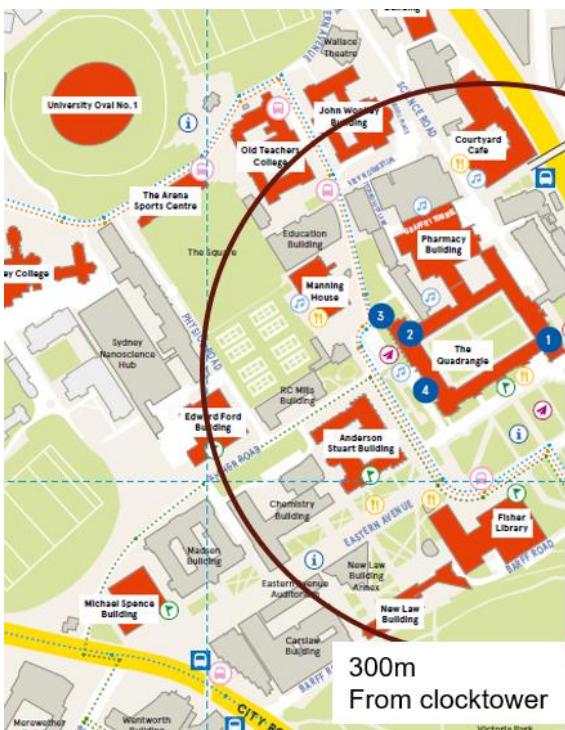
2-6.30pm – Festival in full swing – music, talks, tours, Research Alley and entertainment all active.

6.30pm – Sydney University Music Society (SUMS) concert in the Great Hall and streamed onto the front lawns.

~8pm – Fireworks launched from St Pauls Oval and observed from the Quadrangle Front Lawns.

### Layout

Building on our experiences in 2023 and 2024, we've found that focusing festival activities within 300 metres of the Quadrangle enhances accessibility and creates a more vibrant, energetic atmosphere. This approach allows us to concentrate our resources where they have the greatest impact, ensuring an unforgettable experience for all. The only exception will be activities at the Colleges, which will take place prior to the Opening Celebration.



### Marketing

The Alumni and Supporter Experience team, along with the Central Marketing team, will be diligently promoting the Festival throughout the latter part of the year. Our concerted efforts will centre on driving registrations and increasing general awareness of the event. While there will be eDM save-the-dates and eDM announcements around the beginning of September, the paid marketing campaign will be in market four weeks before the festival.

While your participation may be highlighted and featured in our broader marketing endeavours, your program will be best served through active promotion via your own networks and platforms. Your support in sharing and liking posts that promote the festival would be immensely appreciated. Together, we can help spread the word about this event and make it a resounding success!

## Key dates

Action	Weeks out	Date
EOI distributed	36 weeks	12/3
<b>EOI due</b>	<b>31 weeks</b>	<b>2/4</b>
Sessions selected – final copy due	28 weeks	23/4
Site build & testing	24 weeks	21/5
Site goes live	9 weeks	3/9
Alumni early access	8 weeks	10/9
Paid marketing campaign begin	4 weeks	8/10
“Looking forward to seeing you!” email	2 weeks	22/10
“Know before you go” email	Week of event	5/11
Event day	Saturday 8 November	

## What to submit for?

Faculties, schools, associations and entities can submit an expression of interest for a variety of activities as outlined in the table below.

Activity	Description	Note
Talk	60-minute session in a ~300 or ~500 pax theatre. 7 talks will be scheduled on the day.	Sessions with a notable / known speaker, popular topic or interactive / workshop style tend to perform best. Consider if your topic may be of interest to kids and young people, and how you may make this interesting for them.
Tour	30-45min tour	Tours near the Quadrangle tend to perform best unless specific to a responsive cohort and/or interactive / broadly interesting content. Tours outside a 300m radius from the Quadrangle are unlikely to be included in the program.
Research Alley display	A table and screen under cover in the cloisters in the Quad. 13-15 spaces available.	Interactivity is key. Displays that have no / little interactivity do not perform well, and this shows up in engagement on the day, and in the post event surveys. Research Alley will be active from 2-6/6.30pm. Consider that young kids will be attending and love Research Alley, so the content should be accessible to them too.
Workshop / special activity	Lower capacity activities with an interactive nature.	For example, “Rooftop yoga”, “Draw the Quad” sketch workshop and “Build an AI tutor” are sessions that all booked out in 2024. If proposing a workshop, consider the maximum number of sessions for the day so we can accommodate as many guests as possible. We can provide staffing to manage guests on the day and assist with booking the room.
Performance	Pop up musicians / performers, roaming entertainment.	Student / staff / University association wanting to perform at one of the pop-up stages or performing roaming or stationary entertainment.
Other	Got another idea that you think would be good to include? Let us know!	Interactive, unique to University of Sydney, and activities with notable name tend to perform well. Activities near the Quadrangle also tend to perform best.
Local organisations	Know any local organisations that you think would like to be involved? Let us know!	As this year's Festival is broadening out to include the wider community, there's opportunity for us to invite local organisations to be involved.  The organisations should align with the University's values and be reputable. They need to be able to engage with the Festival guests in an interactive way.

### Can we submit for multiple activities?

Yes! You can submit multiple forms for separate activities that you would like to be considered for the festival program. Please note that diversity of faculty and school representation will be a consideration in the assessment criteria. This may come into play once all submissions are received, and program designed. Please submit one form per activity.

### How will the submissions be assessed?

Several factors will be considered when assessing the submissions received including but not limited to:

- Capacity / overall capacity if multiple tours.
- Interactivity.
- Uniqueness.
- Family friendly – although not everything has to be family friendly, many guests attend with family, so this will be considered.
- Different to items on past festival programs.
- Popularity of topic / name recognition of speaker.
- Marketability.
- Fit with program.
- Location from Quadrangle
- Resources required.
- Impact and sustainability.

### Who will assess the submissions?

At the first stage, the Festival Project Team will assess the submissions and see if the activity satisfies enough of the above factors and can fit into the program.

If there are concerns about the activity meeting the above factors, this will be relayed to the applicant for re-work / further justification of the idea.

If several applicants meet the same need in the program and require assessment beyond the Festival Project Team, the options will be assessed by the Alumni Council for judgement.

Submissions to be included into the talks program will be presented to the Alumni Council for program curation.

### What is expected if your activity is added to program?

If the activity that you have submitted is added to the program, the below will be required:

- A detailed description of your activity and an image for us to post on the Festival Website. Promotion of your involvement to your databases on social media (coordinated with our marketing team).
- If the activity requires a building to be open then you will need to arrange access, lights on, air conditioning, lifts functioning etc. These may need to be applied for via the service portal or via Archibus.
- It is expected that you will appropriately staff and fund your activity.

### What will be provided by the festival?

The below will be provided by the festival team:

Area	Provided
All	<ul style="list-style-type: none"><li>• Promotion of the festival.</li><li>• Management of registrations.</li><li>• Communication with registrants.</li><li>• Event infrastructure / furniture / entertainment for main festival areas.</li><li>• Staffing for general festival areas.</li><li>• Event signage.</li><li>• Printed programs.</li></ul>

	<ul style="list-style-type: none"> <li>• Staff working over 4 hours and registered with the festival project team will have access to lunch catering during the day in the event operations room.</li> </ul>
Research Alley	<ul style="list-style-type: none"> <li>• Screen on stand.</li> <li>• Power.</li> <li>• Trestle table with cloth.</li> <li>• A1 sign on easel.</li> <li>• Logistics support for bulky items from and to your location.</li> </ul>
Tours / building activations	<ul style="list-style-type: none"> <li>• Teardrop banners.</li> <li>• 1 x staff to assist in welcoming guests / answering festival questions.</li> </ul>
Talks	<ul style="list-style-type: none"> <li>• Venue hire.</li> <li>• AV production and record.</li> <li>• Stage management.</li> <li>• Crowd management.</li> <li>• Any props or items to support talk.</li> <li>• Some support with onscreen content pending requirements.</li> </ul>
Entertainment	<ul style="list-style-type: none"> <li>• Production support as required.</li> <li>• Performers will be paid for their performances.</li> </ul>

### Is there budget to cover our costs?

In general, the festival should be seen as an opportunity to meet your engagement goals. However, if there are some costs outside what can be found in your internal budget that would bring significant value to the festival then please provide detail around this and it will be taken into consideration. For example, some additional casual staff to provide a suitable experience to tour guests, logistics costs for moving display items to Research Alley, modest speaker fees (for non-staff speakers) are items that may be considered depending on the pitch and mix of applications.

### Expressions of interest

If you are interested in participating in the festival, [please submit your proposal via this link.](#)

Please use this form so we can keep submissions all in one place and in a similar format.

If you wish to road-test ideas for suitability in the festival context, please feel free to collaborate with your Alumni Relationship Manager or the Alumni Festival Project manager, [Scott.Bellingham@sydney.edu.au](mailto:Scott.Bellingham@sydney.edu.au)

### If I'm not successful, will I get feedback on my submission?

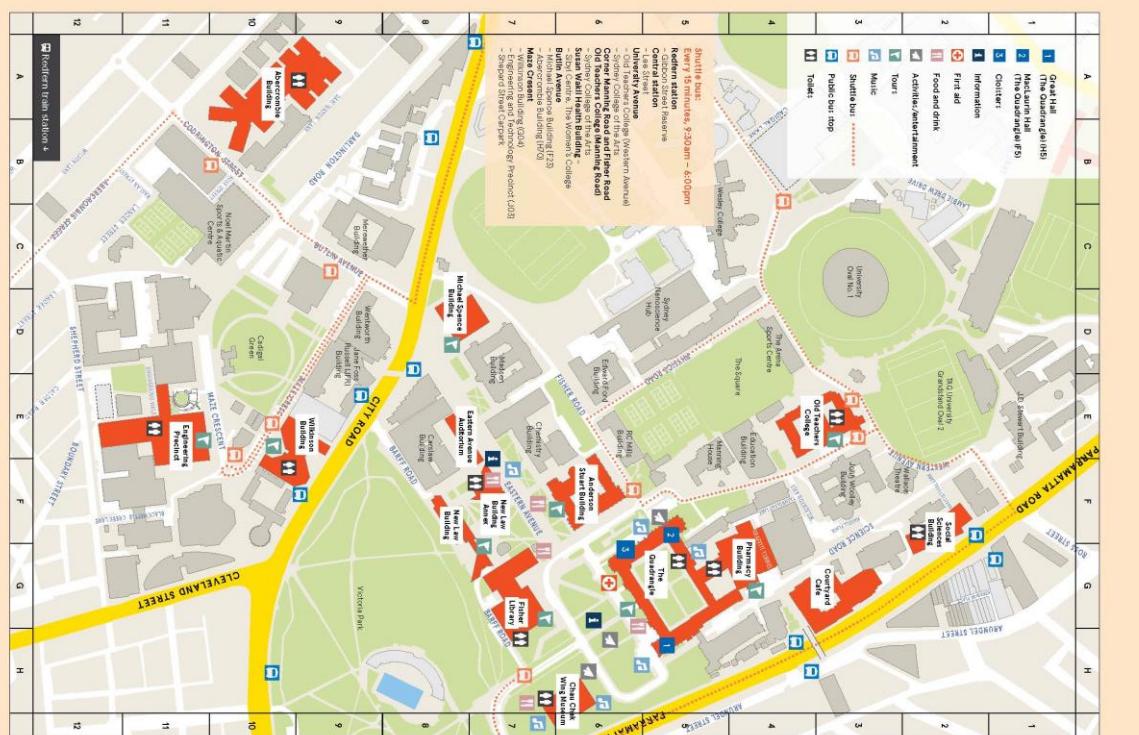
We are committed to providing feedback on unsuccessful applications. Please note that this process may take a couple of months to compile, but rest assured it will be completed before the end of the calendar year. We appreciate your patience and understanding as we endeavour to provide constructive feedback to all applicants. We will make every effort to incorporate as much as we can into the festival.

### Questions

**SCOTT BELLINGHAM** | Alumni Festival Project Manager **M** +61 404 292 149 **E** [scott.bellingham@sydney.edu.au](mailto:scott.bellingham@sydney.edu.au)

## Map and program from 2024

CRICOS 00026A TEQSA PRV12057



## ALUMNI FESTIVAL



THE UNIVERSITY OF  
SYDNEY

Sydney Alumni  
Community

When	What	Where	Map
10:30am - 8:30pm	Lawn games	The Quadrangle	
11:00am - 6:30pm	Alumni Festival Hub	Front lawns	Go
11am - 5:00pm	Chau Chak Wing Museum	Front lawns	Go
1:00 - 6:30pm <sup>*</sup> no re-enquests after 5:30pm	Graduate photo activation for Alumni and family	University Place	Ho
2:00 - 6:00pm	Alumni creators and innovators showcase	MacLaurin Hall	F5
2:00 - 6:00pm	Learning hub, Research alley	The Quadrangle	F5
2:00 - 6:00pm	Gradfest Centre	Front lawns	Go
<b>Entertainment</b>			
When	What	Where	Map
10:45am - 12:45pm	Rising Stars showcase	The Quadrangle	Go
11:00am - 12:00pm	Forest Friends with Fairy Lily	Sancta Sophia College	
10:45am - 6:00pm	Pop-up music program	8 Missenden Road See map	-
12:15 - 12:45pm	Musicians Bailey Pickles & Hugo Hui	Front lawns Centre stage, the Quadrangle	G5
3:15 - 4:00pm			
1:00 - 2:00pm	Opening celebration	The Great Hall and the Quadrangle Front lawns	H5
4:00 - 6:30pm	Annual Katrina Dawson Foundation concert <sup>**</sup> 'Donation appreciated'	The Women's College	B5
6:20pm <sup>*</sup> *Starting from 6:00pm	CaroFest	The Great Hall Front lawns	H5
8:15pm (approx.)	Fireworks	View from front lawns	Go

If this timetable was correct at time of printing, Many talks and tours have limited capacity and require registration or advance purchase of tickets. If you have not registered but would still like to attend, please arrive at the venue 15 minutes prior and one of our friendly staff will assist you if there are still spots available. Please visit the Autumn Festival website for registrations or further information: [autumn-festival.york.edu](http://autumn-festival.york.edu)

## University of Sydney Festival 2025 Expression of Interest - internal

Tours			
When	What	Where	Map
10:00 - 10:45am 11:00 - 11:45am 12:00 - 12:45pm	Healthcare and teaching innovation at the FMH Media Lab	Meet your guide at Eastern Avenue entrance, Anderson Stuart Building	F5
10:00 - 10:45am 11:00 - 11:45am 12:00 - 12:45pm	Old Medical School tour with Associate Professor Cate Stoney OAM	Meet your guide at Manning Road entrance, Anderson Stuart Building	F5
10:00 - 11:00am 11:30am - 12:30pm	Pharmacy innovation with Dean Professor Andrew McLachlan	Meet your guide at front entrance, Pharmacy and Bank Building	G4
10:00 - 11:00am 11:30am - 12:00pm	Wandering tour of St. John's College	Meet your guide at entrance, St. John's College, 10 Missenden Road, Camperdown	B1
10:00 - 11:00am 11:30am - 12:00pm	Engineering and Technology Precinct tour	Meet your guide in front, Engineering and Technology Precinct	E11
10:15 - 10:45am	Saint Sophia College tour	Meet your guide at Sancta Sophia College entrance, 8 Missenden Rd, Camperdown	-
10:30 - 11:00am	Sydney Law School Building tour	Meet your guide at the entrance of Sydney Law School, Eastern Avenue entrance	F7
11:00 - 11:30am	School of Architecture, Design and Planning Graduate Show tour	Meet your guide in Level 1 foyer, Wilkinson Building	E10
11:00 - 11:45am 12:00 - 12:45pm	Quadrangle Heritage tour	Meet your guide under the Clocktower, the Quadrangle	G5
11:30am - 12:00pm	Special alumini tour - Rediscover Fisher Library	Meet your guide in Level 3 foyer, Fisher Library	G7
11:45am - 12:45pm 2:30 - 3:30pm	Sustainability Trail tour	Meet your guide at front entrance, Michael Spence Building	D8
12:00 - 12:45pm 2:45 - 3:30pm	Fisher Library Rare Books and Special Collections tour	Meet your guide at Rare Books and Special Collections, Level 1, Fisher Library	G7
2:00 - 5:30pm	Letterpress printing with the Printer's Press, Level 1, Fisher Library	Meet the Printer's Press, Level 1, Fisher Library	G7
2:30 - 3:00pm	SCA Graduation Exhibition	Meet your guide at Manning Road, Old Teachers College	E3
3:15 - 3:45pm	2024 Tours: New Contemporaries	The road to net zero, Craig Reucassel and Professor Desirae D'Alessandro	-

Celebrate your milestone year with us!

Online Building Courtyard Café and bar (G3)

Class of 1964 11:30am - 1:00pm  
Class of 2004 4:00 - 5:30pm

Registration is required as a small cover charge applies, please visit the Alumni Festival website or see one of our members for assistance.



Talks and workshops			
When	What	Where	Map
10:00 - 11:00am	Masterclass - What leaders need to know next	Room 1000, Abercrombie Building	A10
10:30 - 11:30am	Rooftop Yoga at Fisher Library	Rooftop terrace, Level 15, Fisher Library	G7
11:30am - 12:00pm	Chau Chak Wing Museum floor talk - Macro Macro	Entrance Level, Chau Chak Wing Museum, Meet staff by white stairs	H5
11:30am - 12:30pm	How sleep makes you successful	Room 1000, Abercrombie Building	A10
11:30am - 12:30pm	Battle in Silicon - Research ideas to save a species	Eastern Avenue Auditorium	B3
11:30am - 12:30pm	Secret Life of Books podcast like recording - Shakespeare vs Austen	Lecture Theatre 101, Law Annex	F7
12:30 - 1:00pm	Chau Chak Wing Museum floor talk - The sciences	Entrance Level, Chau Chak Wing Museum, Meet staff by white stairs	H5
2:15 - 3:15pm	Professor Howe's imagination workshop at, Jack Manning Bancroft	Lecture Theatre 101, Law Annex	F7
2:15 - 3:15pm	Waking Workshops at the Cadwal Centre Hub	Front bays	G5
2:15 - 3:15pm	Nursing healthcare showcase - positive change	The Refectory, the Quadrangle	F5
3:45 - 4:45pm	Draw the Quad	Roof terrace, Level 15, Fisher Library	G7
3:45 - 5:15pm	Cancer heel podcast live recording ft. Jessie and Steph Stephens	Eastern Avenue Auditorium	E8
2:30 - 3:00pm	Chau Chak Wing Museum floor talk - Union made	Entrance Level, Chau Chak Wing Museum, Meet staff by white stairs	H5
3:45 - 4:45pm	Build an AI tutor workshop	The Refectory, the Quadrangle	F5
3:45 - 5:15pm	From Sydney to the stars, Astronomer Katherine Bennell-Pegg	Eastern Avenue Auditorium	E8
3:45 - 4:45pm	CCF masterclass - Optimising personal productivity workshop	Lecture Theatre 101, Law Annex	F7
3:45 - 4:45pm	Beyond Mindfulness: Empowering Leadership with Tibetan Buddhist wisdom	Lecture Theatre 200, Social Sciences Building	F2
5:15 - 5:45pm	Dr Hart presents 'A Periodic Tale'	Lecture Theatre 200, Social Sciences Building	F2
5:15 - 5:45pm	From the Pan-Olympics with love, Michelle Little and Robyn Browning	Lecture Theatre 101, Law Annex	F7
5:15 - 6:15pm	The road to net zero, Craig Reucassel and Professor Desirae D'Alessandro	Eastern Avenue Auditorium	E8

Dr Karl signing copies of his memoir 'A Periodic Tale'

Front lawn, 3:45 - 4:45pm

Limited copies will be available for purchase from the Alumni Festival Hub.

Visit the Alumni Festival website for more information and to register.