

Nature
Festival

South Australia

Promo Pack

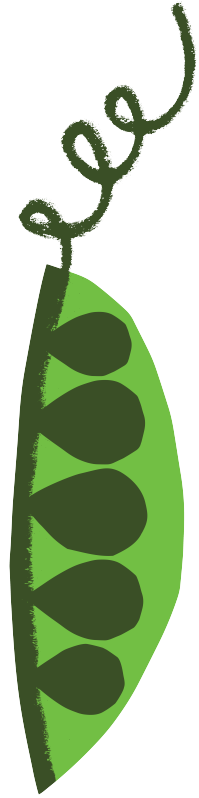


naturefestival.org.au

2026
25 Sept—11 Oct

PLANT BEAUTIFUL SEEDS

Welcome to Nature Festival 2026: SEED



The Nature Festival exists to celebrate South Australia's love of nature and remind us of the wellbeing that a deeper connection to nature can offer all of us.

As a collaborative cultural movement organised around a festival, we feature diverse events designed to meet people where they are and invite them into a deeper relationship with nature.

We hope you are excited as we are for this year, which will run from **25 Sept - 11 Oct** with the theme of **Seed**.

To give a sense of scale, last year the community of **223 partners** hosted over **350 events** with an attendance of more than **42k** right across South Australia.

Events include arts, music, food, family, performance, Aboriginal Culture, gardens, learning, and adventure.

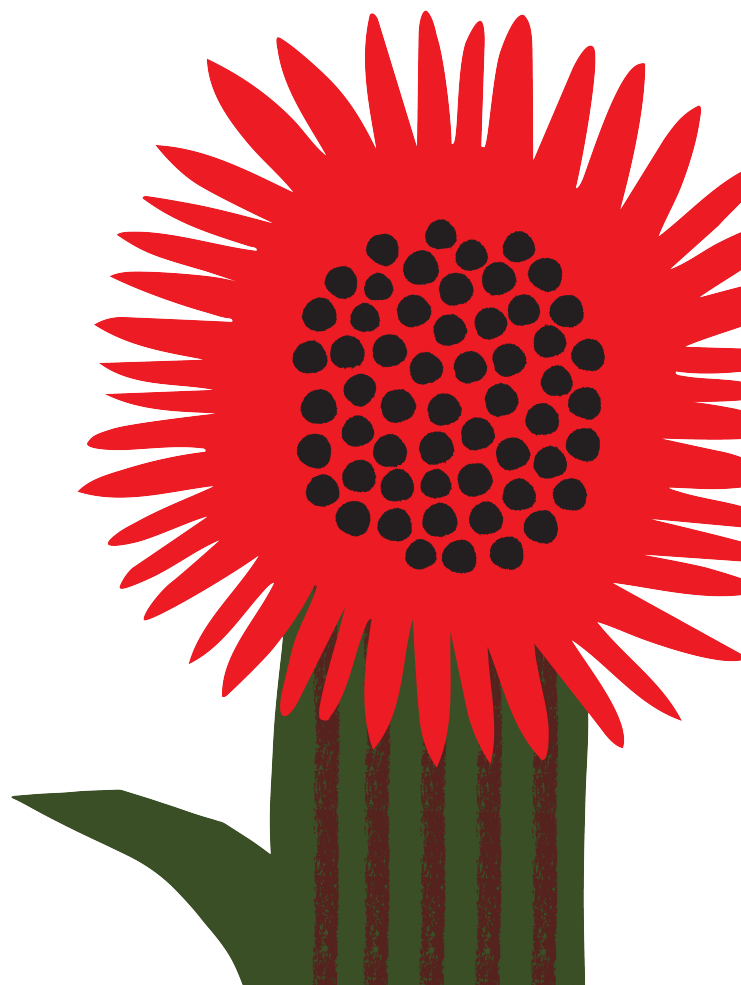
About the theme

Our theme this year is **Seed**. It is a theme that holds cycles, beginnings, and the quiet intensity of possibility.

Seed acknowledges that change is slow and sometimes unseen at first, shaped through patience, attention, and care.

Seed speaks to this moment of standing on the edge, of starting. It encapsulates the time when something has not yet taken form, but the conditions for transformation are present.

PLANT BEAUTIFUL SEEDS



Promotional materials

Need something specific? Reach out!

If you need more information or graphics in a particular format, please don't hesitate to get in touch. You can email help@naturefestival.org.au and we'll get you what you need.



Visual assets for socials and EDMs

Social tiles, social media frames for your events, a printable poster, and email banners [are available here](#).

This includes pre-made tiles as well as the logos and visual elements so you can re-mix and make your own versions. We will continue to add materials as we make them in the lead up to the Festival. Let us know if you need anything in particular.



Photographs

Nature Festival photos for articles and newsletters [are available here](#).

If you need visuals for a specific event, person, or event-type, please reach out.



Example post

The Nature Festival is back for Year 7: SEED

 25 SEPT - 11 OCT 2026

Check out all the details [@naturefestivalsa](#)

SEED is a theme that holds cycles, beginnings, and the quiet intensity of possibility. Find hundreds of unique events, encounters and experiences right across South Australia for [#NatureFestivalSA](#)

PLANT BEAUTIFUL SEEDS

[#naturefestival](#) [#naturefestivalsa](#) [#seed](#) [#southaustralia](#) [#adelaidesouthaustralia](#) [#discovera](#)

Other hashtags: [#NatureSeekers](#) [#ConnectWithNature](#) [#NatureConnection](#) [#ExploreSouthAustralia](#) [#ExploreSA](#) [#AdelaideFamilies](#) [#AdelaideKids](#) [#CityofAdelaide](#) [#ExperienceADL](#) [#ADL](#) [#AdelaideNationalParkCity](#) [#GreenAdelaide](#) [#MyGreenAdelaide](#) [#WhatsOnInAdelaide](#) [#AdelaideSustainability](#) [#KaurnaCountry](#) [#Tarndanya](#) [#AdelaideSouthAustralia](#)

Media Contact

Have a media-related request?

Chloe Tanner
hello@tannercreative.com.au



Please share our posts and stories

We'd love you to share our posts and stories on Facebook and Instagram.

Follow and tag us so we can share yours

Instagram
[@naturefestivalsa](#)

Facebook
[@naturefestivalsa](#)

Promoting your event

The beauty of the festival is that by all working together we can add a bit to each other's audiences. That said, you will still need an existing audience and channels to reach them apart from the festival. **You cannot rely on your festival listing alone to bring attendees.** Here are 9 tips for maximising your marketing and making the most of your participation in the Nature Festival.

8 tips for promoting your event

1. **Share the right link:** We understand this is a bit confusing, but you will have a Nature Festival program link and a Humanitix link. It is very important to always share the **Nature Festival link** (it will look like: <http://naturefestival.org.au/event/your-event>) This ensures all of your host info will be correctly displayed and that **events all cross-promote** each other correctly.
2. **Social tiles and logos:** Go to [this folder](#) for email banners, facebook and instagram squares/stories and our logos.
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 additional posts. Tag @naturefestivalsa and use the hashtags #naturevoices and #naturefestivalsa. [Example nature voice](#).
5. **Give aways:** Give aways are great ways to promote your event, particularly if you can put together a package of tickets and add-ons with a value of over \$200 or more.
6. **Facebook event:** Set up a Facebook event that links to the program, add Nature Festival as a co-host and we'll help share.
7. **Link into ANPC:** If you want to link your event into a bigger narrative, you can download the The Adelaide National Park City logos or posters from the promo pack.
8. **Social media:** Use the #naturefestivalsa hashtag and/or tag @NatureFestivalSA in your Facebook or Instagram posts and stories and we'll share whenever possible.



MEDIA RELEASE

NATURE FESTIVAL 2026 PLANTS BEAUTIFUL SEEDS ACROSS SOUTH AUSTRALIA

Seed swaps, First Nations storytelling, botanical art, food, music and community action headline South Australia's biggest nature celebration.

From desert landscapes to city gardens, coastal wetlands to regional communities, [Nature Festival 2026](#) will transform South Australia into a living celebration of possibility, renewal and connection, with over 350 events across the state these school holidays, 25 September – 11 October 2026.

In its seventh year, the theme *Seed* invites South Australians to consider the small beginnings that shape our future: the seeds we plant in gardens, in communities, in culture, in children, and in our collective relationship with nature.

Sitting at the intersection of nature and culture, the festival features hundreds of experiences spanning art, adventure, outdoors, music, food, wine, wellbeing, gardens and Aboriginal culture, with plenty of free and family-friendly events across the state, from Andamooka to Kangaroo Island and everywhere in between.

Nature Festival is a collaborative movement of more than 200 community groups and organisations celebrating South Australia's unique love of nature.

The 2026 program expands the festival's growing focus on participation, creativity and community action, encouraging people not only to

experience nature, but to help shape a cooler, greener and more connected South Australia.

This year's Festival features six Seed Stewards whose lives and work engage the idea of *Seed* from distinct perspectives - including through food, cultural memory, cultivation, and conservation. One of this year's Seed Stewards, is well known restaurateur, academic, and prize-winning author Durkhanai Ayubi, who will host her own book launch and poetry event as part of Nature Festival 2026.

“A seed carries memory, resilience and hope. In every culture, seeds are more than food, they are a promise to the future. Nature Festival reminds us that the smallest acts of care, whether planting a seed, sharing a meal, teaching a child, or protecting a place, can grow into something far greater than ourselves.”

— Durkhanai Ayubi, Nature Festival 2026 Seed Steward

2026 Program Highlights

The Seedling Exchange

Daily throughout Nature Festival 2026 | North Terrace, outside the State Library

A temporary public pavilion where visitors plant a seed, water it, and contribute to a growing shared garden. Small acts of propagation gradually become a collective nursery of care, participation and future possibility.

Silent Country: Exhibition & Dinner Experience

Friday 25 September | Tandanya National Aboriginal Cultural Institute

An exhibition opening, live performance by Electric Fields, and panel conversation exploring the cultural and ecological impacts of buffel grass. Followed by an intimate Warndu dinner curated with chefs Matt Stone and Shannon Fleming, celebrating native foods and the abundance of healthy Country.

Sophie Hyde: Untitled Oyster Project

29 September – 11 October | Art Gallery of South Australia, ART POD & Adelaide Town Hall

A major cross-disciplinary project bringing together film, marine science and restoration to respond to South Australia's changing seas and oyster reef recovery. Includes a Tuesday Talk with Leigh Robb, a daily ArtPod exhibition, and a closing public conversation with scientists, artists and First Nations voices.

The Amazing Nature Race

Sunday 27 September | Brinkworth Reserve, Port Lincoln

An adventure awaits as participants solve nature-inspired challenges, uncover hidden treasures and discover the richness of the natural world. Hosted by the Port Lincoln Multicultural Council.

Spring into 140 Years at State Flora

Saturday 3 October | State Flora Nursery, Belair National Park

Celebrate 140 years of State Flora. Rare archival images of the early days at Belair as well as free family activities and a native plant tube giveaway for the first 140 sales.

Blossom & Bud: Springtime Picnic

Sunday 4 October | Jauma Farm, Lenswood

A guided walk through blossoming orchards and spring vineyards followed by a long picnic celebrating organic farming and seasonal renewal. Wine, food and stories from the farm trace the journey from blossom and bud through to fruit and harvest.

Andamooka Airport Garden Party

Saturday 3 October | Andamooka Airport, Andamooka

Hosted by the Andamooka Opal Fields Tourism Association, an out-of-this-world Nature Festival garden party celebrates the Andamooka Airport Native Corridor revegetation project.

Ikara Hiking Retreat

Friday 2 October - Monday 5 October | Ikara Flinders Ranges

Combines hiking, culture, adventure, and meaningful connection amongst the ancient landscapes of Ikara-Wilpena Pound. Cultural learning facilitated by Adnyamathanha woman Rehanna Coulthard from Yura Artu.

Kangaroo Island Rare Plant Garden

Sunday 4 October & Monday 5 October | Cygnet River, Kangaroo Island

A multi-purpose garden designed to safeguard the many rare species of plants that grow only on the Island and to showcase the diversity of habitats the Island has to offer. The open garden features threatened and endemic Kangaroo Island plants and seed conservation work.

Bruce Pascoe: The European Mind – Adelaide Launch

Tuesday 6 October | Art Gallery of South Australia

Bruce Pascoe launches his new book examining colonialism, capitalism, Christianity and their continuing influence on land and community. A timely conversation on Country, history and the possibilities for reimagining the future.

Kardla: A Journey of Healing Country Through Fire

Friday 9 October | Adelaide Parklands

Walk with Kaurna Kardla and explore the cultural, ecological and

regenerative role of cultural burning. The session challenges dominant assumptions about fire and land stewardship and highlights the contemporary relevance of Traditional Knowledge.

The Living Table

Saturday 10 October | Esmay Restaurant, Hackney

An interactive shared lunch celebrating growers, producers and custodians shaping the future of Australian food. Seasonal installations, native ingredient cocktails and conversations with farmers explore biodiversity, resilience and the character of place.

7x7 Seed Talks

Sunday 27 September | Radford Auditorium, Art Gallery of South Australia

In its third year, 7x7 offers seven diverse expert speakers each presenting a succinct and entertaining seven-minute talk, inspired by the festival's theme seed, with topics dipping into science, arts, culture and leadership.

Art for Takayna - Exhibition and Live Events

Friday 18 Sept - Saturday 10 October | Immersive Light & Art (ILA), Adelaide

The sounds of a grand piano in Australia's largest temperate rainforest, more than 30 stunning artworks from across the nation, and a live music series surrounded by 110 m2 of LED screens lit up with spectacular forest scenes, experience the work of artists from the transformative Art for Takayna residency with the Bob Brown Foundation in a truly immersive setting.

Seed Stories: Lessons for These Times

Saturday 10 October | Art Gallery of South Australia

An afternoon of oral storytelling, seed sorting and collective reflection on what it means to steward seeds in uncertain times. Practical knowledge sharing sits alongside deeper conversations about food systems, memory and our connection to the earth.

The full program is available at naturefestival.org.au

"Seed is an invitation to think about what we are growing together, starting with our little ones. This year's program is filled with experiences that help kids and families plant beautiful seeds in their lives and with the natural world. There is something for everyone, so get outdoors, bring your kids and grandkids, and plant the seed for a lifelong connection with nature."

— Vicki-Jo Russell AM, Co-founder and Chair, Nature Festival

For another year, Nature Festival, generously supported by RAA and the Murraylands and Riverland Landscape Board awarded 25 micro-grants to

regional community-based grassroots projects across South Australia, ranging from a 'living music of plants' experience in the Adelaide Hills, a seed-inspired poetry workshop in Mintaro, Clare Valley and an immersive art experience set amongst our stunning Coorong.

With grants up to \$1,000, each project showcases a unique creative response to place, ecology, connection and will activate regional sites across South Australia with workshops, installations, and performances that inspire meaningful encounters with the natural world.

The Nature Festival is also a proud supporter of Adelaide as a National Park City, a global movement with a long-term vision and commitment to improve the nature of cities.

“Nature Festival is a powerful example of how culture, creativity and nature can come together to activate Adelaide and attract visitors into the heart of the city. As Adelaide continues to strengthen its reputation as a vibrant, liveable and globally distinctive city, Nature Festival showcases the experiences that connect people with place, community and the unique character of Adelaide.”

— Greg Ratsch, General Manager, Adelaide Economic Development Agency.

Nature Festival will once again support Solar Slice, with a sustainability surcharge on paid ticketing that embeds climate and nature priorities into live events. Through this partnership \$1 from every ticket sold goes directly to fund biodiversity conservation projects and industry decarbonisation. This year's Nature Festival funds will support the [Agroecology Land Trust](#), which will hold farmland in commons, providing First Peoples and agroecological farmers with secure tenure and equitable access to land.

Nature Festival recognises with thanks the ongoing support of our Principal Partner, Green Adelaide alongside the continued support of our Major Partners the State Government through the South Australian Tourism Commission and the City of Adelaide and Adelaide Economic Development Agency.

“Nature Festival captures what makes South Australia so special: extraordinary landscapes, strong community spirit, rich Aboriginal culture and experiences that invite people to connect more deeply with the places they visit. The Festival invites people to experience the natural wonders, local stories and sense of place that make South Australia such a great place to explore.”

— Emma Terry, CEO, South Australian Tourism Commission

The strong and continued support from these, our festival partners and wonderful community of hosts demonstrates how much South Australia supports and celebrates our unique love of nature.

What beautiful seeds will you plant?

Nature Festival 2026

25 September – 11 October 2026

Full program out Friday 21 August at naturefestival.org.au

Suite of images: ramsaytaplin.pixieset.com/naturefestivaldiggers

Photo credit: Ramsay Taplin ramsaytaplin.com

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Principal partner



Major partners



Adelaide
Economic
Development
Agency



CITY OF
ADELAIDE

Festival partners



Nature
Foundation



Trees
For Life



Conservation
Council SA



Botanic Gardens
and State Herbarium



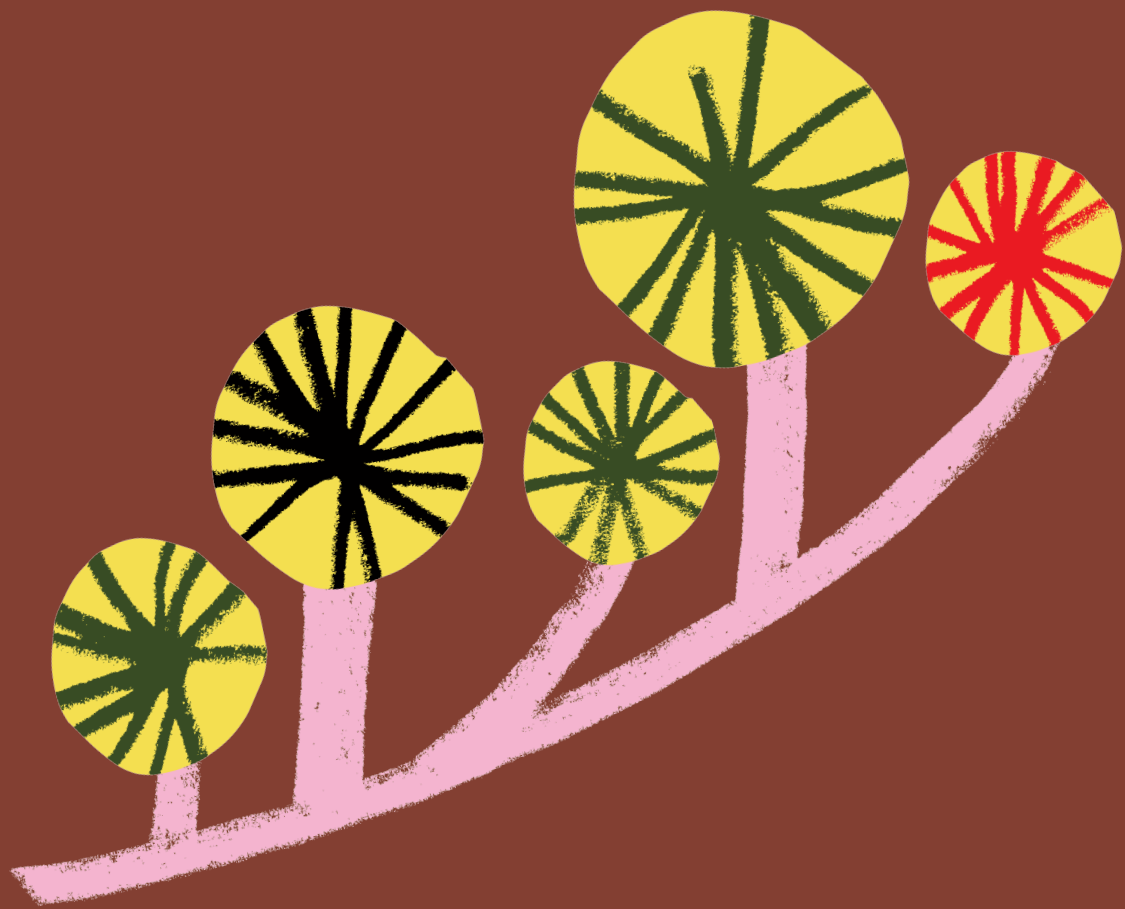
CityMag

SALIFE

WEEKENDPLUS

AIPS Australian
Institute
of Policy
& Science

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.

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