

Storyblok

CMS Manual

This document outlines a comprehensive guide on Storyblok functionality across your sites.

We acknowledge the First Peoples of Australia as the first artists, the first storytellers, the first communities and the first creators of culture. Your stories and experiences are the heart of this country.

We acknowledge Traditional Noongar Owners, Elders and leaders past, present and emerging from Whadjuk Country, on which we live and work.



Footnote.

This documentation provides a general guide for working within Storyblok.

While individual Bloks vary in style and functionality from site to site, the overall approach to using them remains consistent. Detailed instructions and specific variations will be addressed later in this document at a more granular level.



01. Introduction to Storyblok

This section introduces key elements of Storyblok, including content structures such as Accounts, Spaces, Stories, Folders, and Bloks. It also covers the Asset Library for managing media files, Datasources for defining dynamic options, and the Visual Editor, which provides a real-time preview for creating and editing content. Together, these tools form the foundation for building and organizing content efficiently within Storyblok.

USER INTERFACE (UI) & VISUAL EXPERIENCE

Structures Of Content

Account

An account represents a single registered user identified by a unique email address.

Within one account, you can create multiple spaces to manage your projects and invite other users to collaborate by using their account email.

Blok

Blocks (stylised as Bloks in Storyblok) are reusable components that make up your content structure.

These components reside within Stories and serve as the foundational elements for designing and building your site.

Story

A Story refers to a content entry created within Storyblok. Stories exist inside Spaces and are defined by a specific content type, such as a Post or Page.

Asset

Assets in Storyblok include all files uploaded through image, file, or multi-asset fields, or directly via the Asset Manager.

These files are hosted on Storyblok's infrastructure and delivered through their CDN to ensure optimal performance.

Folder

A folder is a collection of Stories used to organise entries by content type. This structure helps group similar content and maintain separation between different types.

INTERNAL PROCESSES & DIGITAL GOVERNANCE

The Dashboard

Your dashboard provides a high-level view of your Space, allowing you to quickly understand its content and access key areas. It includes convenient links to help you navigate directly to the sections you need.

There are three dashboard variations, tailored to specific roles: Editor, Owner, and Administrator. Each version displays information relevant to its respective role, so your dashboard may differ slightly from the example shown here, which represents the Owner view.

Most of your time will be spent in the Content section, where you can create, edit, and manage Stories.

MXGP

Last updated by Lucas Vieira 3 hours ago · 11/25/2025 1:15:44 PM

Plan Details

Plan	Traffic Usage	API Requests	API Server Location
Growth	2.94 GB	130,917	AU

Stories
133 / 25,000

Assets
843 / 2,500

Blocks
60 / 600

Datasources
10 / 20

Users
3 / 10

Monthly AI credits
0

Activity

[Team](#) [My last edits](#) [Assigned to me](#) [My Mentions](#)

- Lucas Vieira updated Kitchensink**
kitchensink (#58241)
- Lucas Vieira published Kitchensink**
kitchensink (#58241)
- Lucas Vieira updated Kitchensink**
kitchensink (#58241)
- Lucas Vieira updated Placeholder Event**
placeholder-event (#116154459212291)
- Lucas Vieira published Placeholder Event**
placeholder-event (#116154459212291)

Assets 🗂️

Create Folder

All Assets 353

Tags

Deleted assets

Folders

Search folders...

Root

Graphics

> Images

> Logos

PDFs

Videos

Search assets...

Filter Sort by:



parrtjima-2025-04-04-8541.jpg



parrtjima-2025-04-04.jpg



the-language-of-the-stockmen-i...jpg



eventex-2022-winners-stamp.webp



1-24 of 353 items

Page 1 of 15

Asset Library

The Asset Library in Storyblok helps you organise media files such as images, videos, and PDFs in a structured gallery format. Each asset can include metadata such as **titles**, **captions** and **tags** as well as **alternative text** for SEO and accessibility.

To keep assets organised and easy to locate, you can create folders within the library - we recommend creating separate folders for images, logos, graphics, and PDFs as a baseline.

Video upload best practices.

Uploading videos directly to Storyblok is not recommended. Large video files can significantly impact bandwidth, storage limits, and page load performance, leading to slower user experiences and higher hosting costs.

Instead, the best practice is to host videos on specialized platforms such as YouTube, Vimeo, or Wistia. These services are optimised for video delivery, offering:

- Adaptive streaming for different devices and network speeds.
- Built-in compression for faster playback.
- Advanced features like analytics, captions, and privacy controls.

You can then embed the video into your Storyblok content using the provided embed codes, ensuring efficient performance and a seamless viewing experience.

Image orientations, sizing and setting the focal point

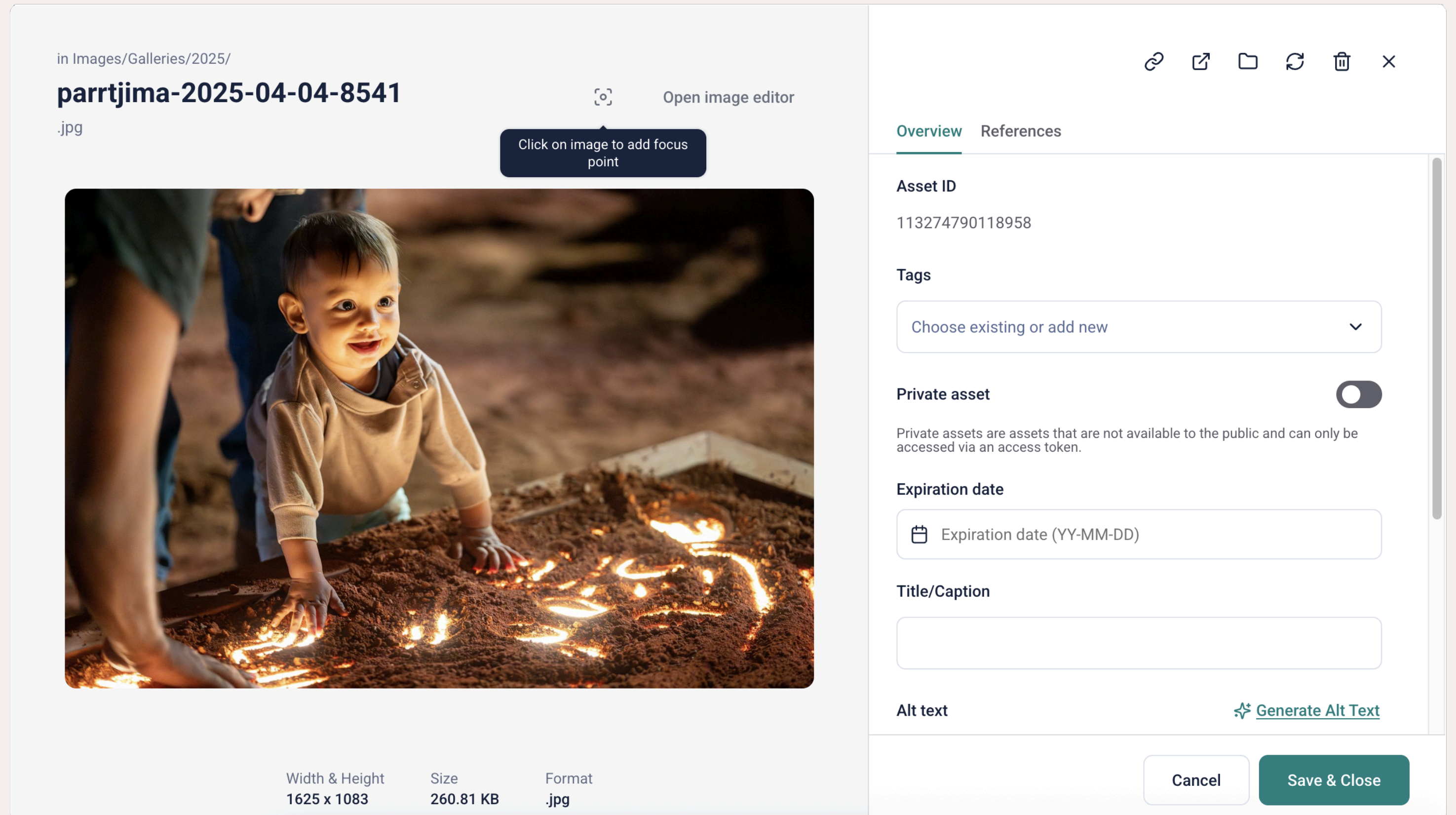
On a basic level, we recommend uploading images at **1920x1080 pixels** - this is a size and orientation that works for the majority of situations.

With Storyblok's robust image system, we resize images on the fly and return them at the size they are requested in the WebP format.

To ensure the most important part of an image remains visible when cropped or resized:

1. Open the image in the Asset Manager.
2. Click the Focal Point marker.
3. Use the selector to mark the key area of the image.
4. Save your changes.

Note: Focal points have minimal impact on very small images or those with unusual cropping.



The screenshot displays the Storyblok Asset Manager interface. At the top, it shows the path 'in Images/Galleries/2025/' and the asset ID 'partjima-2025-04-04-8541'. A 'Focal Point' icon is visible, and a tooltip says 'Click on image to add focus point'. Below the image, there are fields for 'Width & Height' (1625 x 1083), 'Size' (260.81 KB), and 'Format' (.jpg). On the right, the 'Overview' tab is active, showing the 'Asset ID' (113274790118958), 'Tags' (a dropdown menu), 'Private asset' (a toggle switch), 'Expiration date' (a date picker), and 'Title/Caption' (a text input field). At the bottom right, there is an 'Alt text' field with a 'Generate Alt Text' button, and 'Cancel' and 'Save & Close' buttons.

Block library

Create Folder

+ New Block

All blocks 71

Tags

Block folders

Search folders...

Root

Archives 3

Config 7

Content 19

Layout 23

Sub Content 14

Types 5

Searching in folder 'Types'

Sort by: Default

<input type="checkbox"/>	Name	Type	Tags	Folder
--------------------------	------	------	------	--------

<input type="checkbox"/>	 event Event	Content Type		Types
--------------------------	---	--------------	--	-------

<input type="checkbox"/>	 faq FAQ	Content Type		Types
--------------------------	---	--------------	--	-------

<input type="checkbox"/>	 landing_page Landing Page	Content Type		Types
--------------------------	---	--------------	--	-------

<input type="checkbox"/>	 page Page	Content Type		Types
--------------------------	--	--------------	--	-------

<input type="checkbox"/>	 post Post	Content Type		Types
--------------------------	---	--------------	--	-------

Understanding stories and the concept of post types

In Storyblok, a story is a **way to store information**. Each story represents a unique piece of content or knowledge, like a post, a landing page, or a configuration file — similar to a document on a computer.

Stories are made up of blocks. A block could be any piece of information — some text, an image, a banner, or even a group of more blocks. We design and develop custom block types to use in your stories.

Each story is based on a template, called a **content type**.

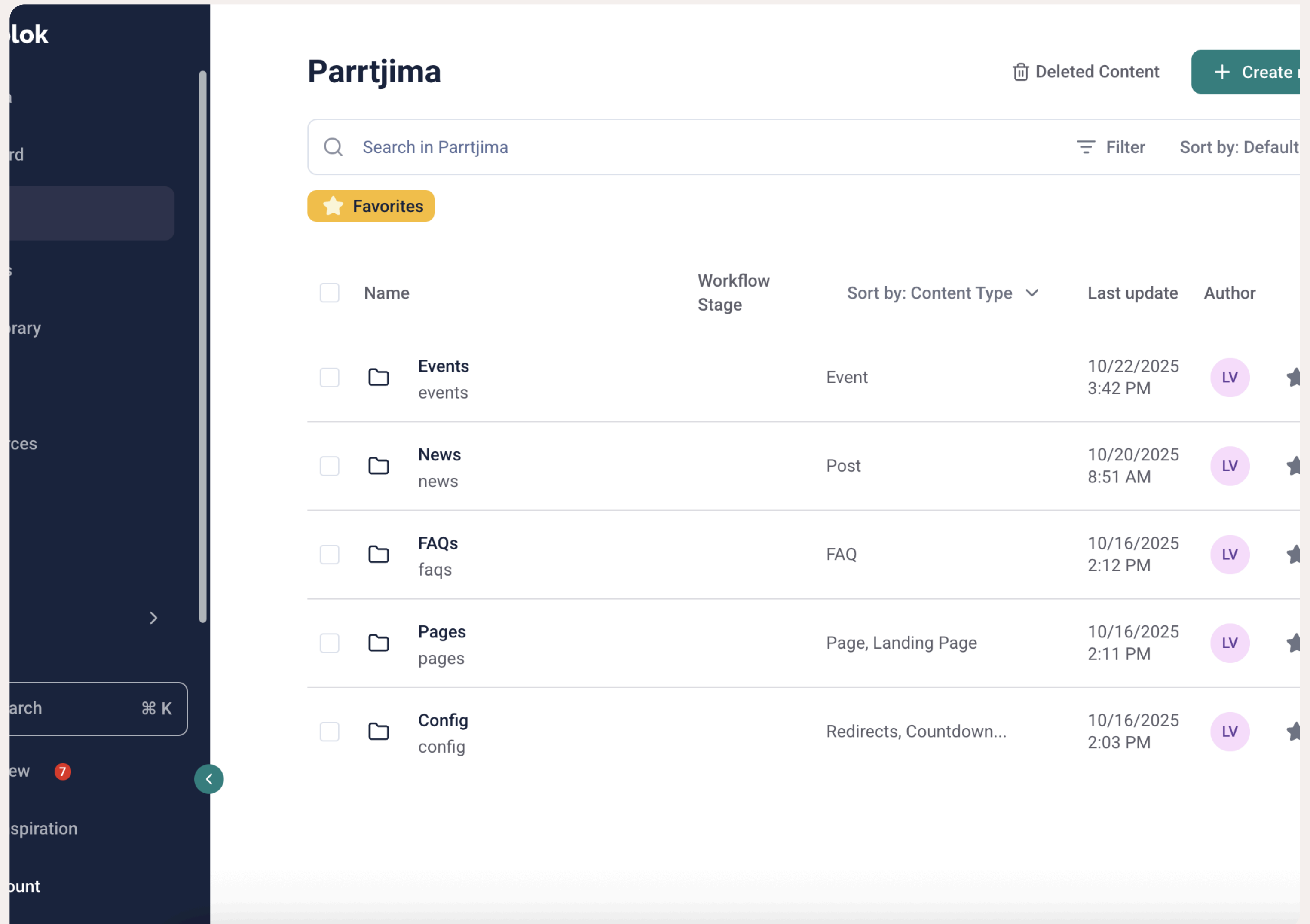
Content structure

The way folders are organised in the **Content tab** defines the structure of the site. It's important not to edit, create, or move any root-level folders, as these are essential for maintaining consistency.

Each folder is restricted to a specific content type: for example, the News folder contains all news posts—so if you need to create a new news post, it should be added there. This is the same approach for all other folders at this level.

The **Pages folder** is where you do all your general content entry - here you can chop and change folder structure as you like to craft your URL structures.

The **configuration folder** houses our options for the global settings of our site: including menus, logos, redirects and countdown information.



<input type="checkbox"/>	Name	Workflow Stage	Sort by: Content Type	Last update	Author
<input type="checkbox"/>	<input checked="" type="radio"/> Contact Us contact-us		Page	10/31/2025 7:10 AM	NM
<input type="checkbox"/>	<input checked="" type="radio"/> Program program		Page	11/07/2025 2:49 PM	NM
<input type="checkbox"/>	<input type="checkbox"/> 2025 Artists 2025-artists		Page, Landing Page	10/22/2025 1:48 PM	LV
<input type="checkbox"/>	<input type="checkbox"/> Travel Associates Experiences travel-associates-experiences		Page, Landing Page	10/22/2025 1:46 PM	LV
<input type="checkbox"/>	<input type="checkbox"/> 2025 Installations 2025-installations		Page, Landing Page	10/21/2025 3:14 PM	LV
<input type="checkbox"/>	<input type="checkbox"/> Installations installations		Page, Landing Page	10/30/2025 10:55 AM	NM

Creating, browsing and organising pages

To create a new story, open the Content tab, click **+ Create new**, and choose **Story**. The New Story window will prompt you to input some details about your story, including the name (title) and the slug which is inferred from the title or can be customised.

To **duplicate** a story, check the story's checkbox and click Duplicate in the toolbar. Every story must have a unique slug, so you must edit the new slug.

To organise your content we use folders as they not only help editors manage content internally but dictate URL structure on the website. For example, a page titled **Performers** in the **2025 Artists folder** would appear at:

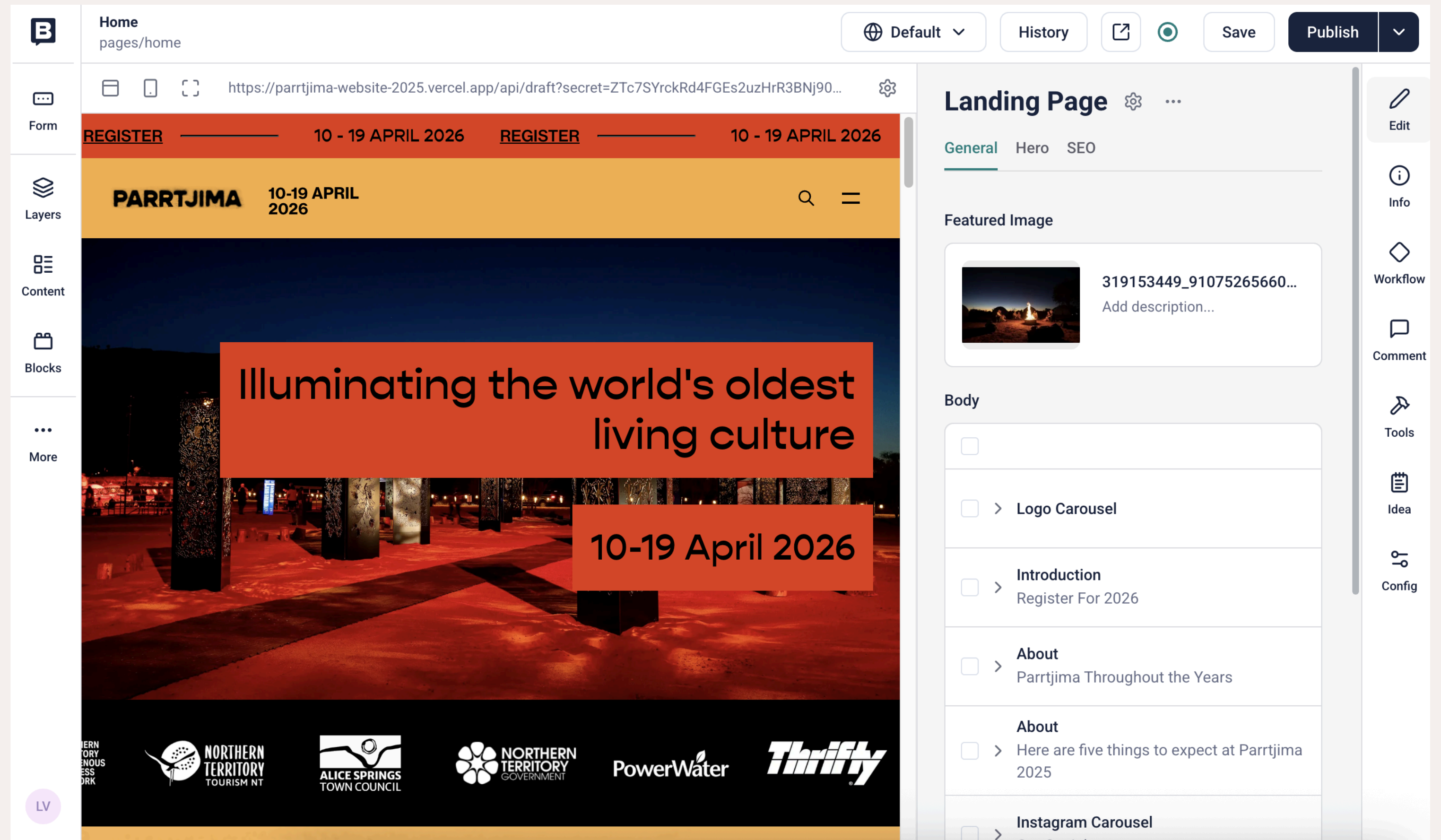
parrtjimaaustralia.com.au/2025-artists/performers

The Visual Editor

Most traditional CMS platforms require users to compromise between integration and customisation. A seamless integration often limits flexibility in customising the website, while full customisation typically reduces ease of integration.

Storyblok eliminates this trade-off by offering both: a WYSIWYG editing experience embedded directly in the Visual Editor, combined with complete freedom to customise both the front end and back end of your site.

The visual editor enables intuitive, real-time interactions. Context menus appear directly on elements within the preview, making editing and navigation seamless. Changes made in the editor are reflected immediately in the preview — providing a natural and efficient workflow.



Hero Options

Every Story includes a Hero tab, which controls how the Hero element is rendered. By default, you can set an image, title, and subtitle.

The **Featured Image** is particularly important due to its SEO implications, which we'll cover in the next section. If no featured image is set, a placeholder will be used instead.

By default, the Hero title matches the page title, but you can override it using the **Title field**. Keep titles concise — shorter is generally better for readability and design.

The **Subtitle field** is optional and can be used to add extra context or visual flair.

The screenshot displays the Storyblok editor interface for a landing page. The main preview area shows a hero section with a background image of a modern building at night. Overlaid on the image is a large orange text box containing the text "Illuminating the world's oldest living culture" and "10-19 April 2026". The editor interface includes a left sidebar with navigation options like "Form", "Layers", "Content", and "Blocks". The right sidebar shows the "Landing Page" settings, including the "Hero" tab with fields for "Image", "Title", "Byline", and "Buttons". The "Image" field contains a placeholder image with the ID "ecb8dde4652566b15b9e4...". The "Title" field is set to "Illuminating the world's oldest living culture". The "Byline" field is set to "10-19 April 2026". The "Buttons" field is currently empty.

Search Engine Optimisation

SEO is essential for improving your website's visibility in search results and driving organic traffic. We can optimise each page by managing its metadata, title, and description.

The page title is one of the most important SEO elements. It should accurately describe the page content, include relevant keywords, and remain concise—ideally under 60 characters to avoid truncation.

The meta description appears below the title in search results. It should summarise the page content clearly, encourage clicks by being engaging and informative, and stay within 150–160 characters for optimal display.

Properly setting these fields ensures better indexing, improves click-through rates, and enhances overall discoverability.

← Back to Datasources

Post Categories

Autosave

Default

Name	Value
<input type="text"/>	<input type="text"/>
<input type="text" value="Search by name..."/>	
<input checked="" type="radio"/> News	<input type="text" value="news"/>
<input checked="" type="radio"/> Announcements	<input type="text" value="announcements"/>
<input checked="" type="radio"/> Featured	<input type="text" value="featured"/>

Datasources

A datasource is a collection of key-value pairs that can be used throughout your space (for example, as the choices in an options field or fetched directly through the API for general-purpose usage). It's ideal for storing data that is reused by various components but requires centralised management.

Adding a new category is simple. In this instance, let's use the example of adding a new post category:

1. Navigate to Post Categories in the datasource settings.
2. In the input fields, enter:
 - Name: The display name of the category.
 - Value: The corresponding value (always in lowercase).
3. Click Add to save the new category.

Once added, the category will be available for selection when creating or editing a Post.

Adding a news story

Navigate to the News folder in the Content tab, click Add Story, and follow the usual process. In the Visual Editor, you'll notice an additional option: Categories.

These allow you to classify your post, which is essential for filtering content in the Archive Blok.

Once you've added your content and selected a category, publish the post—it will then appear on your News page.

The screenshot displays the Storyblok Visual Editor interface. The main preview area shows a draft of a news story titled "Parrtjima shone brightly, thanks to you!". The story features a hero image of a group of people taking a selfie at night, with a large orange text overlay that reads "Parrtjima shone brightly, thanks to you!". The page layout includes a top navigation bar with "REGISTER" and "10 - 19 APRIL 2026" repeated, and a bottom navigation bar with "HOME // NEWS // PARRTJIMA SHONE BRIGHTLY, THANKS TO YOU!". The left sidebar contains navigation options: Form, Layers, Content, Blocks, and More. The right sidebar shows the "Post" configuration panel, which includes tabs for General, Hero, and SEO. The "Featured Image" section shows a selected image with the filename "lhp-2025-04-06-sunday-low-res-8523-2048x1365.jpg" and an "Add description..." field. The "Categories" section shows one selected category, "Featured", with a "Choose one or more..." dropdown. The "Body" section shows a "Columns 2" block containing a "general_content - image" block. The top right of the editor has buttons for "Default", "History", "Save", and "Publish".

Adding an event

In the events folder you'll find a list of events which will appear in the **Calendar**. The differences here is that we have some new fields: an excerpt, categories, location as well as a start and end date.

They're all very self explanatory aside from the start and end dates - these need to be set on the **same date** as well as have a time set. If you have multiple instances of the same event, we'd recommend duplicating the page, changing the dates and renaming it as something like **Dobby - 17 April**.

Event categories and locations can be edited in **Datasources tab**.

The screenshot displays the Storyblok CMS interface for editing an event page. The main preview area shows a website layout with a navigation bar containing '2026 REGISTER' and '10 - 19 APRIL 2026 REGISTER' repeated three times. Below the navigation is a hero section with a large image of a man in a red jacket. Text overlays on the image include 'PARRTJIMA 10-19 APRIL 2026', 'MUSIC PERFORMANCES', and 'DOBBY'. A footer contains 'HOME // EVENTS // DOBBY'. The right-hand panel is the 'Event' configuration editor, with tabs for 'General', 'Hero', and 'SEO'. The 'General' tab is active, showing fields for 'Featured Image' (with a preview of 'dobby-scaled-e1740471469855.jpg'), 'Excerpt' (with a text preview: 'A powerhouse musician whose electrifying live performances leave audiences spellbound...'), 'Categories' (with a dropdown menu showing 'Music Performances'), and 'Location'. The left sidebar contains navigation icons for 'Form', 'Layers', 'Content', 'Blocks', and 'More'. The top right of the interface includes 'Default', 'History', 'Save', and 'Publish' buttons.

Adding a FAQ

In this instance you'll notice we don't have access to the Visual Editor. This is because our FAQs are strictly text content, so simply input your content and categorise your question appropriately.

Frequently asked questions will appear on the FAQ hub.

The screenshot shows the Storyblok editor interface for a FAQ entry. The main content area is titled "When does Parrtjima take place?" and contains a text block with the content "Parrtjima will return from 10-19 April 2026." The category is set to "General". The right sidebar shows the "Story Information" panel with fields for Content type (FAQ), Status (Published a month ago), Last modified by (NM NT Major Events a month ago), Workflow (None), Release (None), and Tags (0). The left sidebar shows the "Content" section selected.

Redirects

<input type="checkbox"/>	
<input type="checkbox"/>	Redirect /information/parrtjima-referencegroup/ → pages/information/parrtjima-reference-group
<input type="checkbox"/>	Redirect /getting-there/driving-and-car-hire → pages/plan-your-trip/getting-there/driving-and-car-hire
<input type="checkbox"/>	Redirect /getting-there/flying → pages/plan-your-trip/getting-there/flying
<input type="checkbox"/>	Redirect /getting-there → pages/plan-your-trip/getting-there/
<input type="checkbox"/>	Redirect /plan-your-trip/thing-to-do/ → pages/plan-your-trip/getting-there/things-to-do
<input type="checkbox"/>	Redirect /terms-conditions → pages/terms-and-conditions
<input type="checkbox"/>	Redirect /information/parrtjima-referencegroup/ → pages/information/parrtjima-reference-group

Redirects

Redirects are essential for maintaining a smooth user experience and preserving SEO when URLs change. They ensure visitors and search engines are automatically sent to the correct page instead of encountering broken links.

Why Redirects Matter

- **SEO Preservation:** Redirects transfer ranking signals from old URLs to new ones, preventing loss of search visibility.
- **User Experience:** Avoids 404 errors and keeps navigation seamless.
- **Content Updates:** Useful when restructuring site content or changing slugs.

Best Practices

- Use 301 redirects for permanent changes to pass SEO value.
- Avoid redirect chains (multiple redirects in sequence), as they slow down page load.
- Always update internal links to point to the new URL, even if a redirect is in place.

Adding a redirect

Every redirect requires three key elements:


- **Type:** Choose between Permanent (301) or Temporary (302). Permanent redirects signal search engines to update their index, while temporary redirects indicate the change is not permanent.
- **Source:** The original URL that users or search engines are trying to access. **Do not use an absolute URL.**
- **Destination:** The new URL where traffic should be redirected.

Redirects > Redirect



Redirect

General




Type *

Permanent 

Source

  /information/parrtjima-referencegroup/

Destination

  **Parrtjima Reference Group**
pages/information/parrtjima-reference-group 

Countdown configuration

The countdown page controls the options that appear on the marquee above the appbar. You have numerous granular controls here, along with the ability to completely hide the component.

When you choose a date, its important to note that it will be formatted into human readable text. For example, 2025-10-15 turns into Wednesday, 10th October.

Countdown

General

Display Countdown

Shows/Hides the countdown bar.

Show Date

Displays date field if enabled, otherwise Secondary Copy is displayed.

Date *

Secondary Copy

Copy

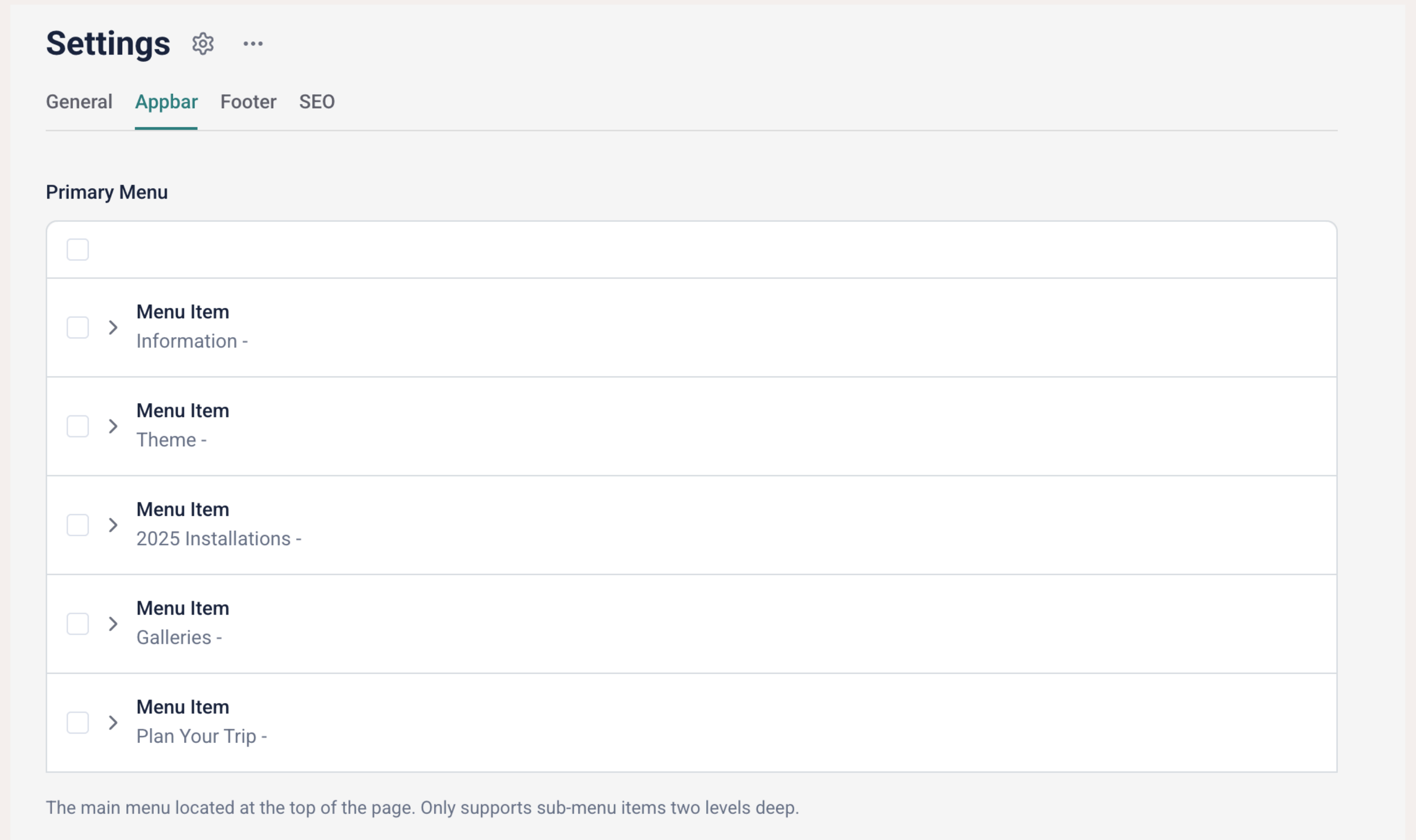
Link Copy

Link Url

Configuring the global options

The Global page allows you to manage configurations that apply site-wide. Each tab corresponds to specific areas of the site—for example, menus in the Appbar tab control what appears in the app bar.

Under the SEO tab, you'll find global metadata settings. These act as a fallback when no SEO options are defined at the page level, ensuring consistent optimisation across the site.



The screenshot shows the 'Settings' interface with the 'Appbar' tab selected. Under the 'Primary Menu' section, there is a list of menu items, each with a checkbox and a right-pointing chevron. The items are:

- > Menu Item Information -
- > Menu Item Theme -
- > Menu Item 2025 Installations -
- > Menu Item Galleries -
- > Menu Item Plan Your Trip -

Below the list, a note states: 'The main menu located at the top of the page. Only supports sub-menu items two levels deep.'

Unlisting a page.

On each page there is a toggle called **Unlisted**. If toggled, the page will only be accessible to people who have the link; its excluded from the search and sitemap.



02. Administrative tasks

This section covers basic admin tasks such as setting up new users and editing existing ones, as well creating and configuring custom roles with resource-based granular permission.

Users + Add new user

Included Seats in Plan: 2 / 5 ⓘ

Additional Seats: 0 / 5 ⓘ

Active (2)

Search...

Name	Role	↕	Status	↕
NM NT Major Events NTMECAAdmin	Owner		Active	
ME Major Events majoreventsnt@gmail.com	Editor		Active	...

General

Space

Plan Details

Configuration

Visual Editor

Internationalization

Webhooks

Access Tokens

Workflows

Asset Library

AI Settings

Labs

Team Management

Users

Roles

Apps

Adding new users

If you navigate to the settings tab and then select Users under Team Management, you'll land on the users dashboard.

To add a new user, simply click on the button. A modal will appear where you will need to enter their email address and then select a role. You may select one or multiple roles, depending on their needs.

Try to restrict the amount of administrator users you grant, as it's a good idea to work off the policy of least possible privileges. For the most part, the Editor role will suffice.

The screenshot displays the Storyblok 'Users' management page. On the left is a dark sidebar with navigation items: Dashboard, Content, Activities, Block Library, Assets, Datasources, Tags, Apps, Labs, Settings, Quick Search, What's New, Help & Inspiration, and My account. The main content area is titled 'Users' and includes a 'General' section with 'Included Seats in Plan 2 / 5', an 'Active (2)' list with a search bar, and a table of users. The table lists 'NT Major Events' (NTMECAAdmin) and 'Major Events' (majoreventsnt@gmail.com). A modal window titled 'Major Events' is open, showing the 'User' field with the email 'majoreventsnt@gmail.com', 'Roles' section with 'Single role' selected, a 'Choose role' dropdown set to 'Editor', and an 'Individual permissions' section with 'Allow managing subscription' unchecked. At the bottom of the modal are 'Cancel' and 'Save' buttons, and a trash can icon in the bottom left corner.

Editing roles and deleting users


If you click on the three dots next to a users name and click edit you will see this modal. From here you can refine their roles as needed.

If you wanted to delete a user, you can click the little red trash can in the bottom left corner of the modal.

When you delete a user, their access is revoked and the account is removed from your organisation. Their content remains, however the user attribution will be gone.

Roles

+ Add new role

Roles are for giving certain permissions to various types of users in your space. It gives the space owner and admins greater control over who can publish what, especially for bigger projects. [Learn more](#) 

Name	Users
Admin Default role Can manage users and create, update projects.	0 users
Editor Default role Can create, update and delete content.	1 user

Creating new roles

If you click on the three dots next to a users name and click edit you will see this modal. From here you can refine their roles as needed.

If you wanted to delete a user, you can click the little red trash can in the bottom left corner of the modal.

When you delete a user, their access is revoked and the account is removed from your organisation. Their content remains, however the user attribution will be gone.



03. General Bloks

This section covers the custom bloks that have been developed for use across the sites. For a better understanding, we'd recommend playing around on an unlisted Kitchensink functionality to fully grasp the functionality of each blok.

Parrtjima 2026 will take place on Arrernte Country from 10-19 April.

Parrtjima is an extraordinary FREE 10-night festival in the stunning Red Centre, with an incredible program featuring light installations, artworks, workshops, music and talks. Parrtjima 2026 will take place on Arrernte Country from 10-19 April.

Content

Provides a standard WYSIWYG editor with the following features:

- Text formatting: Bold, Italic, Underline
- Paragraphs and Headings: H2, H3, H4, H5, H6
- Lists: Ordered and Unordered
- Quotes
- Tables
- Links
- Horizontal rules

You can also insert certain custom blocks such as Buttons, PDFs, and Tables.

In some cases, it's advantageous to place these inside a Content block to maintain consistent margins and padding.



Image

Displays an image that spans the full width of the page.

To make the image smaller, toggle the Contain switch.

By default, the image keeps its original aspect ratio, but you can override this using the Aspect dropdown.

Optionally, you can add a link so the image directs users to a specific destination when clicked.

No need to worry about image format or size - we handle all optimisation automatically under the hood.

Acknowledgement of country

Parrtjima respectfully acknowledges the past, present and emerging Traditional Owners of the beautiful land on which we live, work and gather.

We respect the cultural practices and traditions of our hosts, recognise the importance of sustainably caring for our country, and commit to being respectful visitors to traditional lands.

Aboriginal and Torres Strait Islander people should be aware that this website may contain images, names, or voices of people who have since passed away.

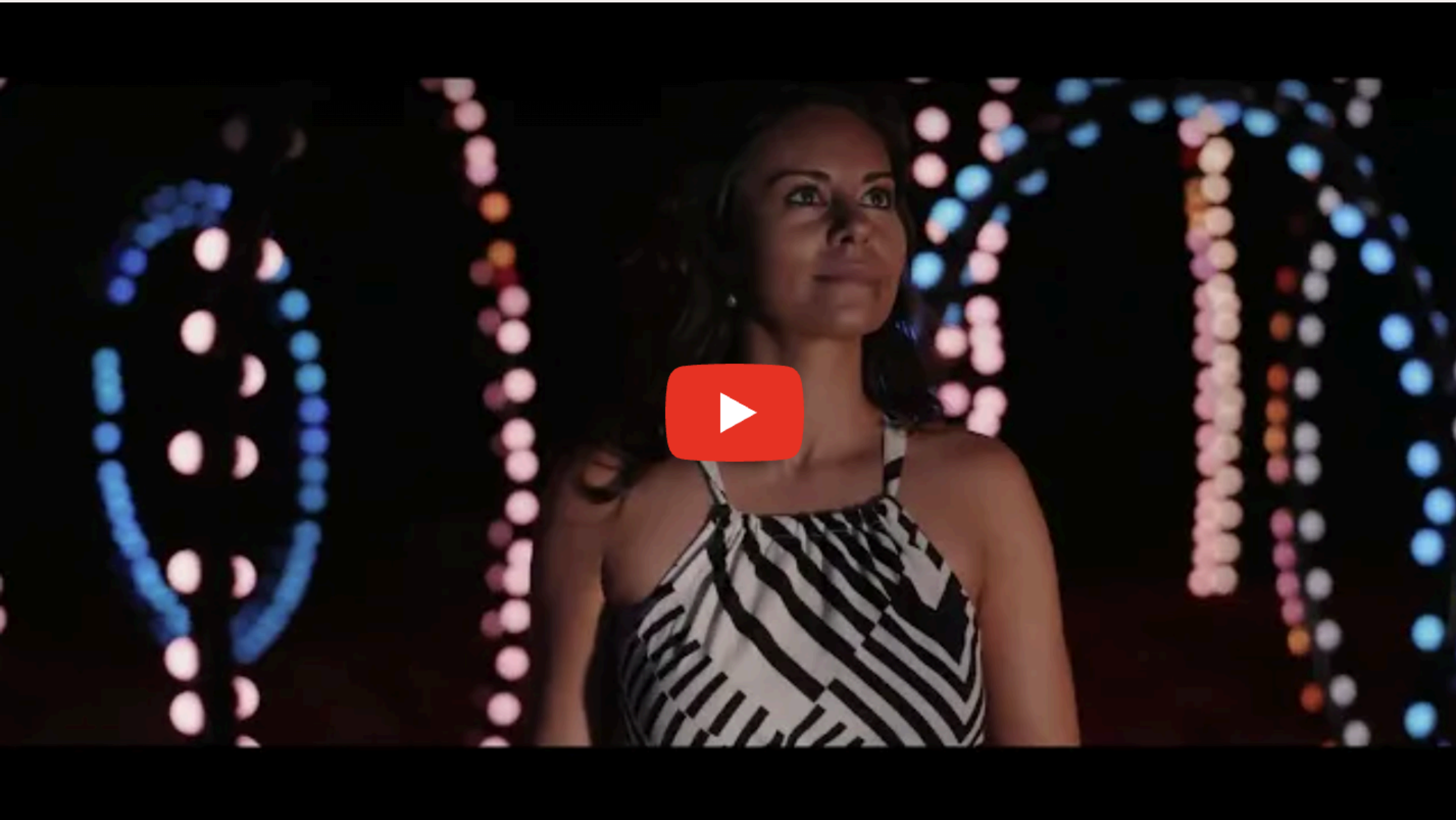
LEARN MORE

Button

Displays an anchor link styled as a button.

You can choose from multiple variants and control the margin.

This block can also be inserted within the Content block.



YouTube

Embeds a YouTube video on your site by providing a URL.

The URL should follow this format:
<https://www.youtube.com/watch?v=CEoGMtPbSYQ>

Table

Renders a HTML table.

Supports copy-pasting directly into the editor, making it easy to transfer large sets of information.

You can:

- **Add or remove rows and columns as needed**
- **Designate header rows, which apply a distinct style to those rows**

THU, 23 OCT	FRI, 24 OCT	SAT, 25 OCT
Drumming with Dobby		
	Dobby	Bushfoods and Medicine
Sand Painting: A Timeless Tradition		

Register For 2026 ^{1.}



3.

Parrtjima 2026 will take place on Arrernte Country from 10-19 April. ^{2.}

Parrtjima is an extraordinary FREE 10-night festival in the stunning Red Centre, with an incredible program featuring light installations, artworks, workshops, music and talks. Parrtjima 2026 will take place on Arrernte Country from 10-19 April.

4.

REGISTER

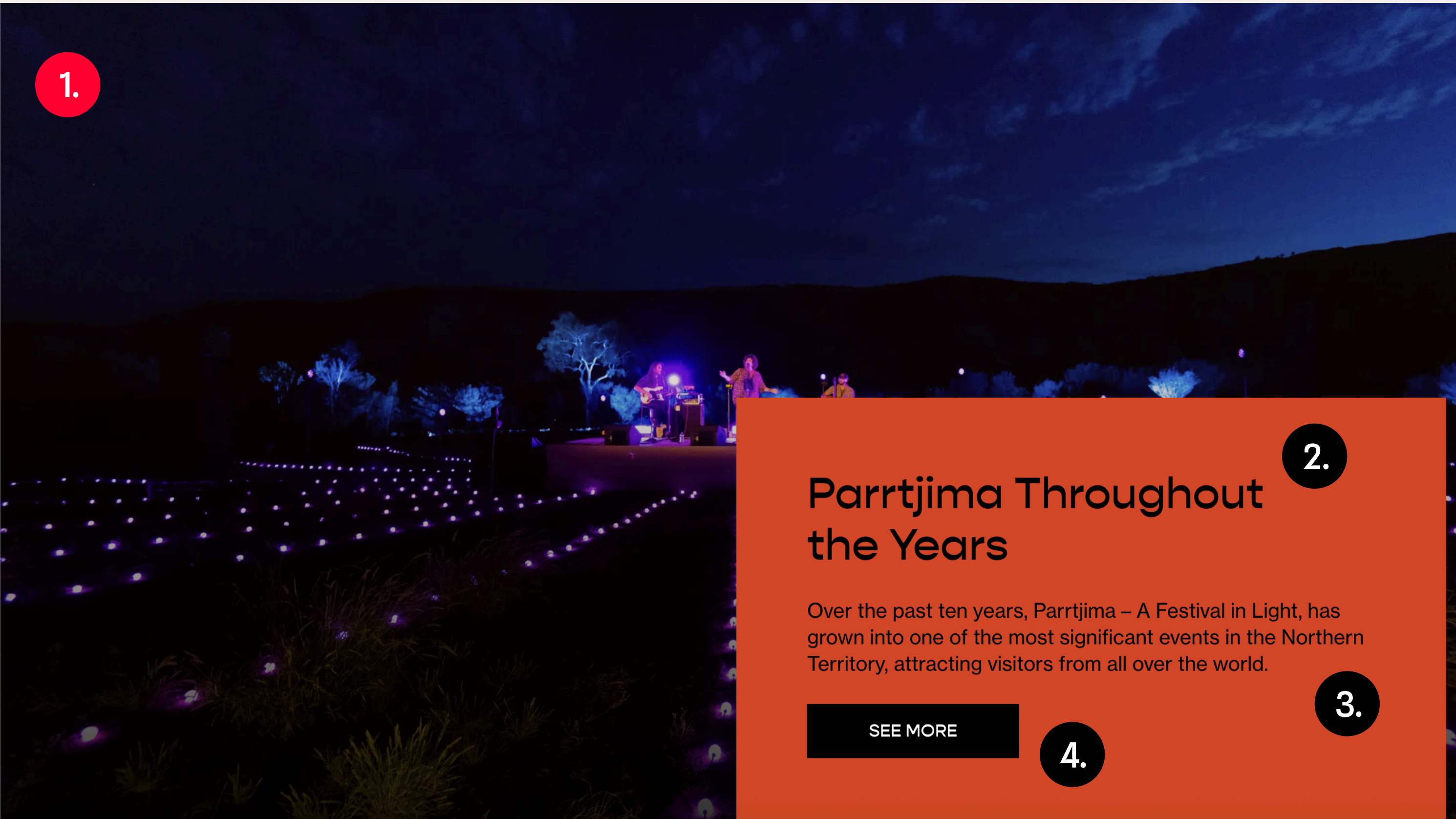
Introduction

Displays a two-column offset block designed to grab the user's attention.

This block includes four fields:

1. Heading
2. Subheading
3. Image
4. Content

Optionally, you can upload an SVG graphic that will rotate in the top-right corner of the block.



About

Displays a full-width block with an image background and informational content.

This block includes four fields:

1. Image
2. Heading
3. Content
4. Buttons

You can also control box alignment (left or right) as well as the box colour.

Instagram Carousel

Displays your site's Instagram feed in a carousel.

It shows nine posts, cached for 24 hours.

This block includes three fields:

- 1. Heading
- 2. Button link
- 3. Background color

Our Socials

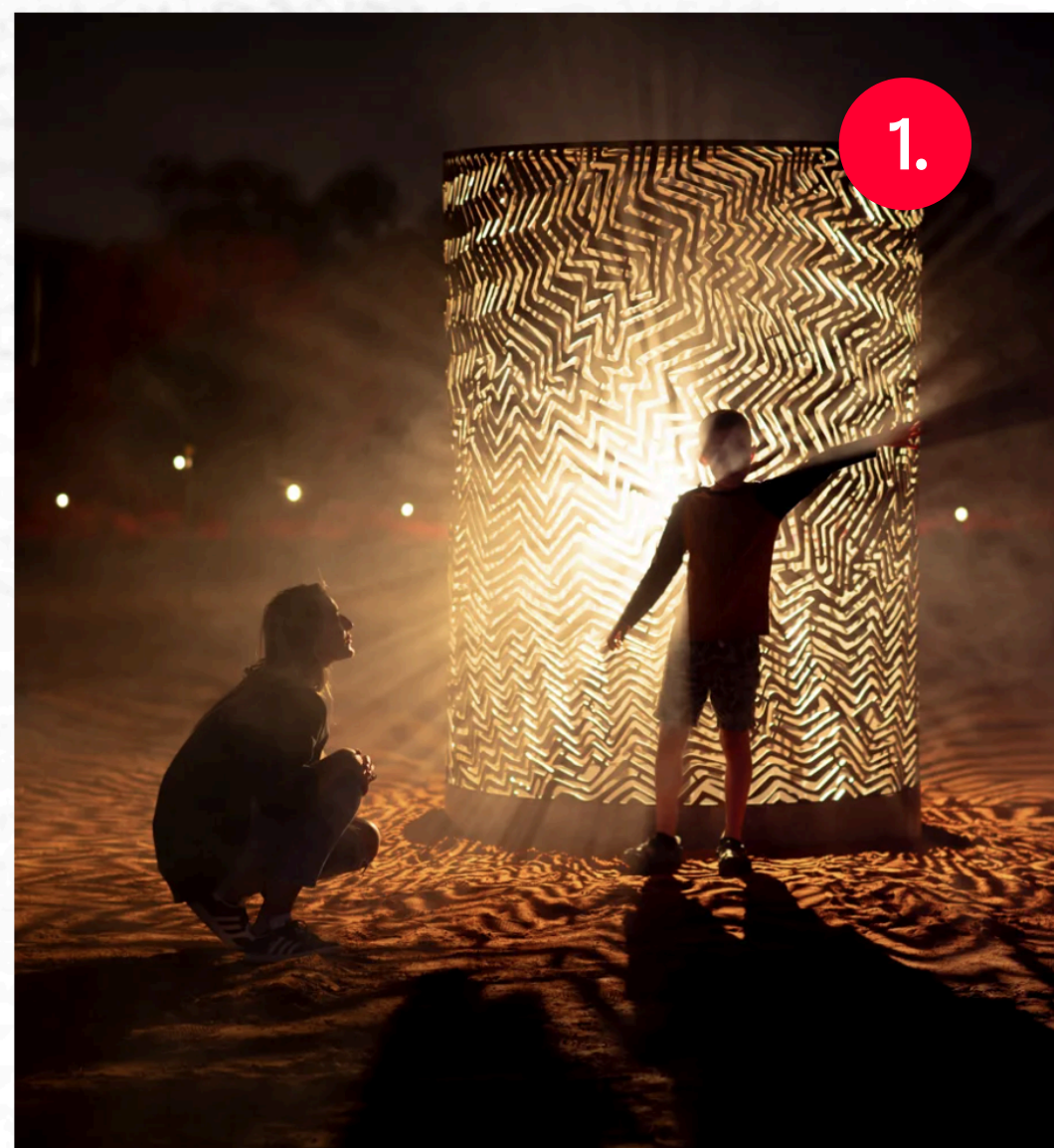
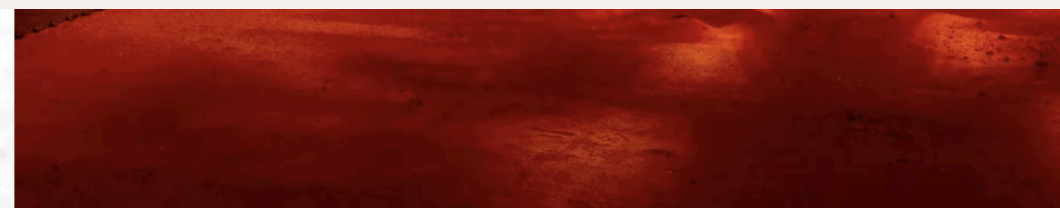
1.

@PAARTJIMAAUSTRALIA

2.

3.





Get the latest 2. Parrtjima updates sent to your inbox.

Parrtjima is an extraordinary FREE 10-
night festival in the stunning Red Centre,
with an incredible program featuring
light installations, artworks, workshops,
music and talks. 3.

SIGN UP 4.

Stay in the Loop

Displays an image carousel that scrolls with the page.

On some sites, this block is referred to as the Subscribe block. It includes four fields:

1. Images
2. Heading
3. Content
4. Buttons

Additionally, you can embed a HubSpot form if desired.

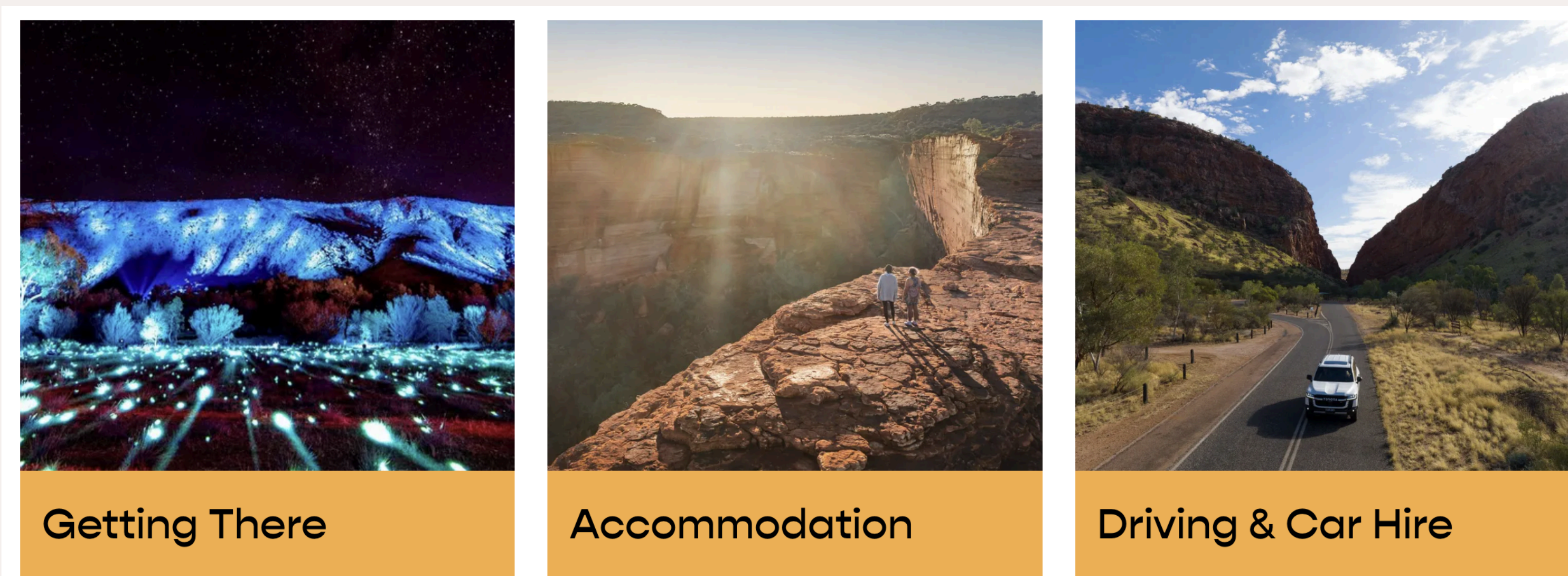
Quicklinks

Displays a grid of cards which take an internal or external URL.

Useful for setting up navigation on parent-level items. The block has four fields:

1. Heading
2. Content
3. Cards
4. Buttons

By default the title and image of each card will come from the one set on the page, but you can overwrite that in the specified fields. You must provide a destination URL for each card.



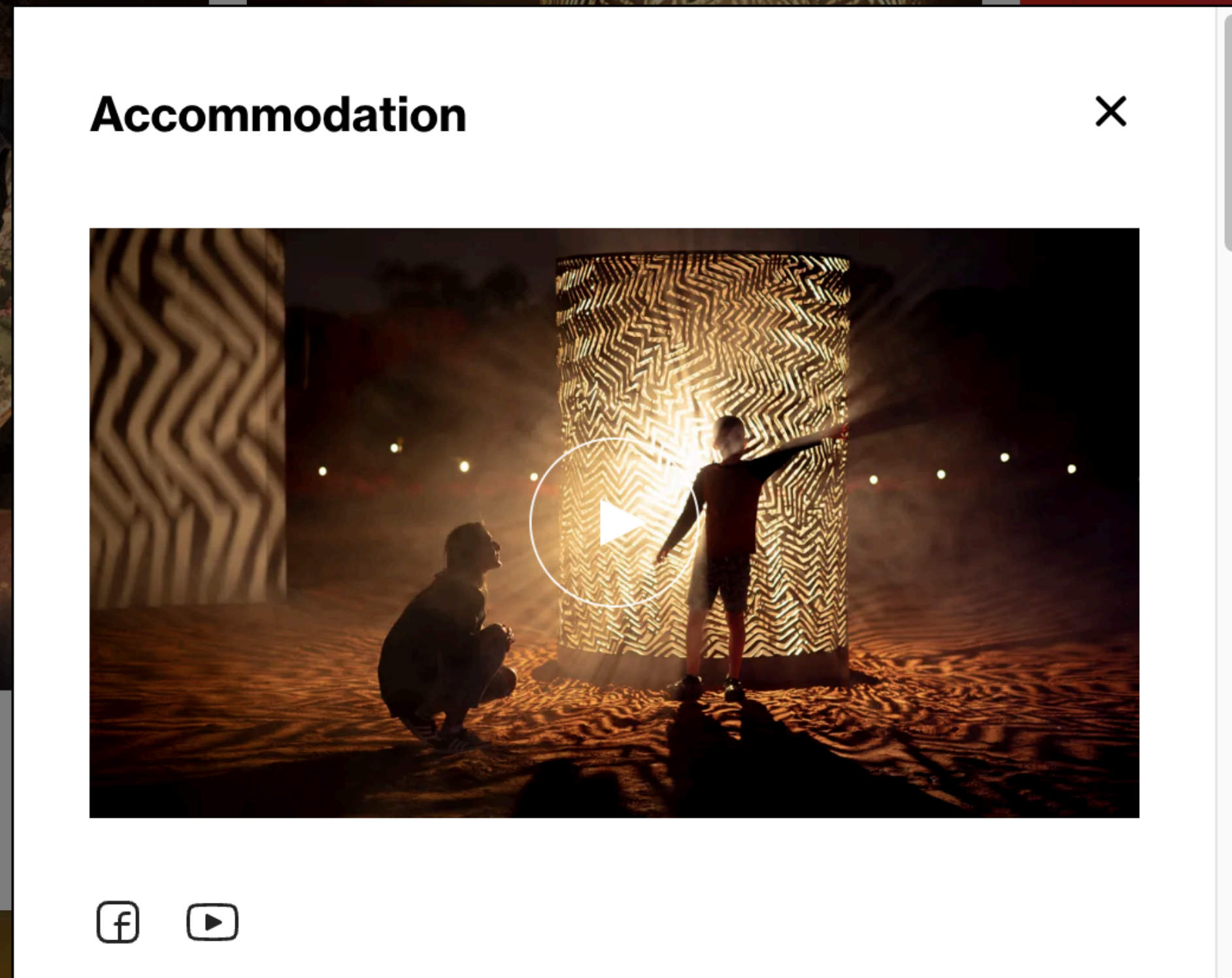
Quicklinks (Modal)

Displays a grid of cards which open in a modal on click.

The block also has the same four fields:

1. Heading
2. Content
3. Cards
4. Buttons

Each card has all the same fields as the normal Quicklinks, with the addition of YouTube URL, Socials and Content.





Gallery

Displays a masonry grid of images.

You can select multiple images—at least one and up to 30.

The limit of 30 images is enforced to maintain page performance and prevent excessive usage of Vercel image credits.

Archive

Displays a list of items from a selected post type.

Post types vary from site to site, but as a baseline all of the site contain blog posts.

All archives contain query string functionality. This means you can link to specific results like so: <https://parrjimaaustralia.com.au/information/news?category=announcements&query=registration>

Filter by category

Select an item



Search...

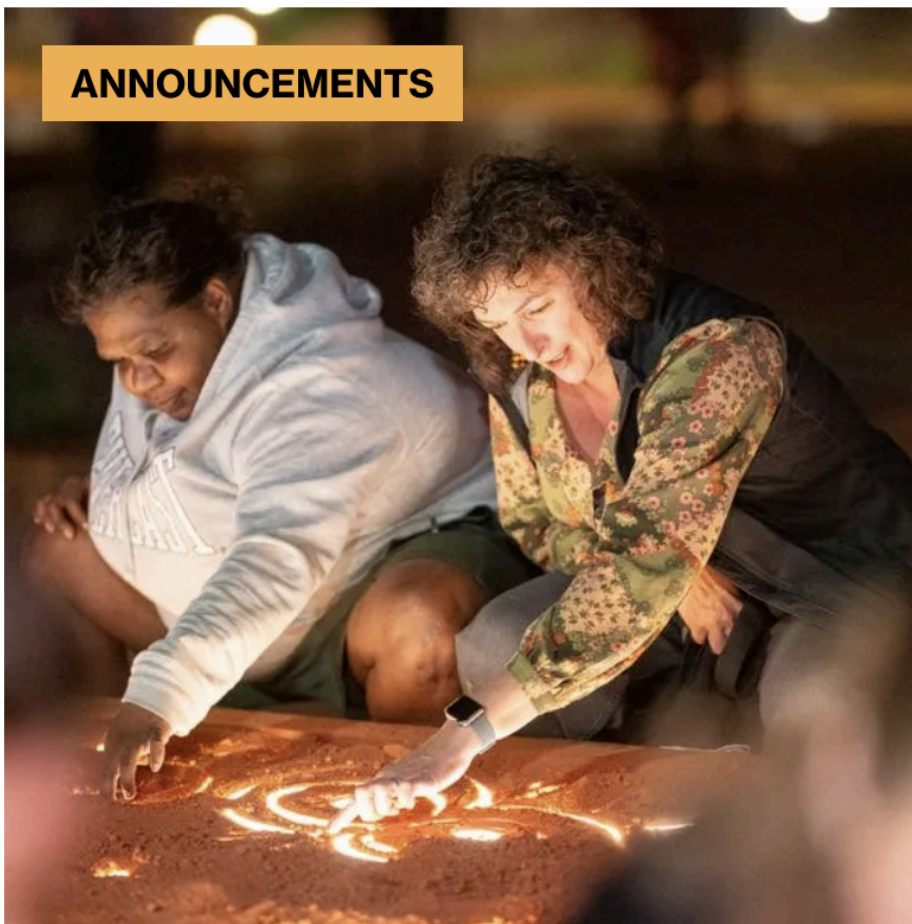


Sort by

Newest



ANNOUNCEMENTS



Parrtjima 2026: Registrations Now Open

Get ready to experience the heart of Australia like never before. Parrtjima returns to Mparntw...

FEATURED



Parrtjima shone brightly, thanks to you!

The lights are officially off for our 10th edition at Alice Springs Desert Park, and we'd like to...

NEWS



Parrtjima Shines on the Global Stage

Parrtjima has once again dazzled audiences, securing three prestigious accolades at the...

GENERAL

Can I take photos at the event? ∨

What support is available for individuals with sensory processing issues at the festival? ∨

Is there accessible parking and wheelchair access? ∨

Is camping available? ∨

I can't find any available accommodation, what can I do? ∨

I'd like to start planning my trip, where should I start? ∨

What other activities should I do during my stay in Alice Springs? ∨

Where should I stay in Alice Springs? ∨

How do I get to Alice Springs? ∨

FAQ Categories

Displays a list of accordion FAQ items by their category.

If you don't choose a category, items from every category will appear. You can refine by as many categories as you like.



FAQ Selection

Much like the previous block, except that this blok grants you the ability to select particular FAQ items.

Where does Parrtjima take place?	▼
Can children come to Parrtjima?	▼
What does it cost to attend Parrtjima?	▼
What do I need to bring?	▼

Latest News

Renders the latest three news post items.

You can optionally display a heading, content and buttons.



ANNOUNCEMENTS

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NEWS

Parrtjima Shines on the Global Stage

Parrtjima has once again dazzled audiences, securing three prestigious accolades at the...



Text Marquee

Renders a scrolling marquee of text.

It includes three fields:

1. Text (inc. Link)
2. Secondary Text

You optionally have the choice to render an icon which is an upload of your choice. You may also change the background colour.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Subtitle



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Subtitle

2.

1.



Nunc dictum, sem eu facilisis malesuada, risus justo feugiat velit, ut gravida dui risus a nisi. Quisque consequat lectus euismod posuere dignissim. Curabitur pellentesque lectus justo, ac semper mauris dapibus sed. Vestibulum blandit vehicula faucibus. Suspendisse imperdiet nunc elit. Mauris nulla velit, commodo vel elit id, ornare hendrerit elit.

Pellentesque tristique dapibus ante eget varius. Donec id dapibus metus. Aliquam ultricies, purus vel lacinia aliquet, urna quam consectetur metus, et suscipit ante ex sed nibh. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla ut placerat velit, nec maximus dui. Sed dapibus tortor diam, nec lobortis orci sagittis non. Donec lobortis felis ut justo dignissim tempus.

3.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Subtitle



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Subtitle



Accordion

Renders a list of accordions.

It includes three fields:

1. Title
2. Subtitle
3. Body

Within the body field you have access to the Storyblok rich text editor, which allows you to choose from a list of predetermined blocks.



What is it?

Parrtjima is the meeting place where old meets new. It is the first of its kind authentic Aboriginal light festival, showcasing the oldest continuous culture on earth through modern technology – all on the 300-million-year-old natural canvas of the MacDonnell Ranges in Central Australia.

Each year this free event celebrates the ways in which artists evolve and experiment with different styles and materials, while staying true to Country and culture. Parrtjima is held on Mparntwe (Alice Springs), which is connected to the estates of Mparntwe, Antulye and Irlpme. This also includes a network of people who have connections to these areas; some of whom have established the Parrtjima Festival Reference Group (PFRG) to guide and help create Parrtjima.

Together, they invite visitors to come and experience Parrtjima, and watch the desert come alive with new artworks, light shows and a program of performances, interactive workshops, music and talks.

Columns

Displays a grid layout with 2 to 4 columns.

You can:

- Place a custom block in each column
- Set column sizing
- Choose bleed options to create different layouts
- Select background colours
- Enable sticky options for advanced positioning

We recommend most content to be put in columns as it allows for consistency within the design.

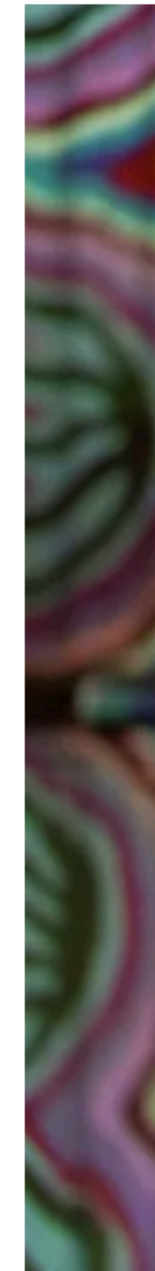
• Plan Your Trip •



Parrtjima 2026: Registrations
Now Open



Parrtjima shone brightly,
thanks to you!



Pa
Gl



Carousel

Displays a carousel of items.

You can choose to:

- Render all posts from a specific type
- Or manually configure specific items

If you manually input items, they will take priority over post type items.

Embed

Embeds external content onto your page.

Simply copy the provided embed code and paste it into the textbox.

This block is primarily used for embedding HubSpot forms.

For security reasons, embeds are restricted to approved domains. If your embed does not work, please reach out so we can whitelist the domain.

First Name*

Last Name*

Email*

Postal Code*

Mobile Phone Number

Message*

Parrtjima is an extraordinary FREE 10-night festival in the stunning Red Centre, with an incredible program featuring light installations, artworks, workshops, music and talks. Parrtjima 2026 will take place on Arrernte Country from 10-19 April.

Highlight Text

Displays a stylised, large piece of text designed to be a callout or centrepiece.

It has a max width so it will never span the length of the page. Try to keep your callout as short as possible for the best effect.

More questions?

Click through to read our FAQs.

READ MORE

Questions

Displays a callout which can be linked to another page.

It includes three fields:

1. Heading
2. Content
3. Button

Useful for directing persons to another source of information.

Offset Image Columns

Displays an offset layout with text and images.

It includes four fields:

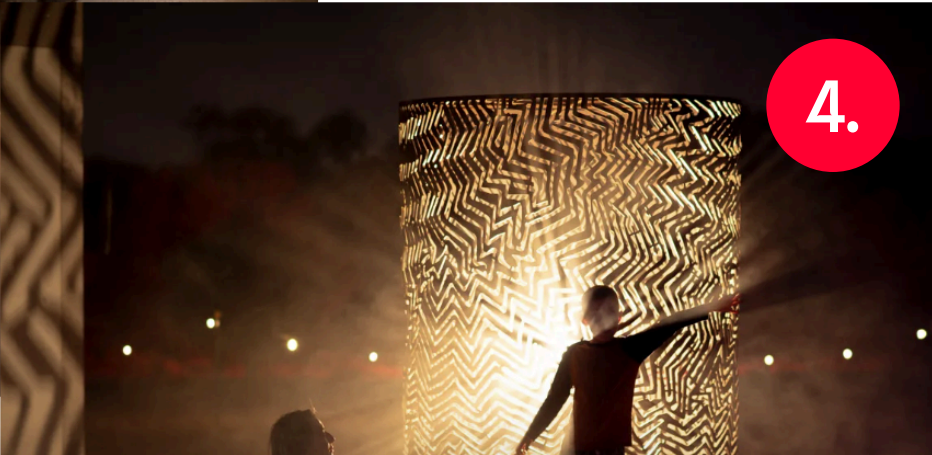
- 1. Heading
- 2. Content
- 3. Primary Image
- 4. Secondary Image

For responsive reasons, the secondary image will be hidden on mobile.



Parrtjima 2026 will take place on Arrernte Country from 10-19 April.

Parrtjima is an extraordinary FREE 10-night festival in the stunning Red Centre, with an incredible program featuring light installations, artworks, workshops, music and talks. Parrtjima 2026 will take place on Arrernte Country from 10-19 April.



Warning

Displays a red block with iconography to warn users.

It has one field, a text field.

A red rectangular block with white text and icons. The text reads "Tickets will be sold out soon." and is flanked by two white warning icons (exclamation marks inside triangles).

! Tickets will be sold out soon. !

Is there accessible parking and wheelchair access?

1.

The festival offers a free shuttle bus service with accessible buses to accommodate patrons of different mobility levels and attendees with buggies and prams.

These buses are easily accessible and have several pick-up locations around Alice Springs, please refer to the event bus maps. Visitors with a government issued Blue Badge that require parking close to the venue can approach the road entrance to Desert Park and present their Blue Badge to the traffic controller to gain access to closer parking.

2.

I'd like to start planning my trip, where should I start?

Visit our friends at [Tourism Central Australia](#) to book accommodation, tours and more.

TOURISM CENTRAL AUSTRALIA

3.

Featured List

Displays a large list of featured items.

It includes four fields:


1. Heading
2. Content
3. Button Text & Link
4. Image (not pictured)

Great for drawing attention to important items.

THU 23 OCT FRI 24 OCT SAT 25 OCT SUN 26 OCT

FILTER ≡

THU 23 OCT



WORKSHOPS


DRUMMING WITH DOBBY

Rapper, drummer, and composer DOBBY brings his high-energy drumming workshop back to Parrtjima. First held in 2022, this immersive experience invites participants to dive into rhythm and percussion while exploring the powerful blend of traditional Indigenous music and contemporary sound. Don't miss the chance to be part of this creative journey with one of Australia's most innovative artists.

01:00 PM
ends at 04:00 PM

ALICE SPRINGS DESERT PARK

FRI 24 OCT



MUSIC PERFORMANCES

DOBBY

A powerhouse musician whose electrifying live performances leave audiences spellbound. A proud Filipino and Murrawarri artist his roots run deep in the Aboriginal lands from Brewarrina and Weilmoringle in New South Wales.

10:00 AM
ends at 11:00 AM

ALICE SPRINGS DESERT PARK

Calendar

Displays a program or calendar of events organised by date, with filters for search, category, and location.

This block has no editable fields—all information is pulled directly from the event data.

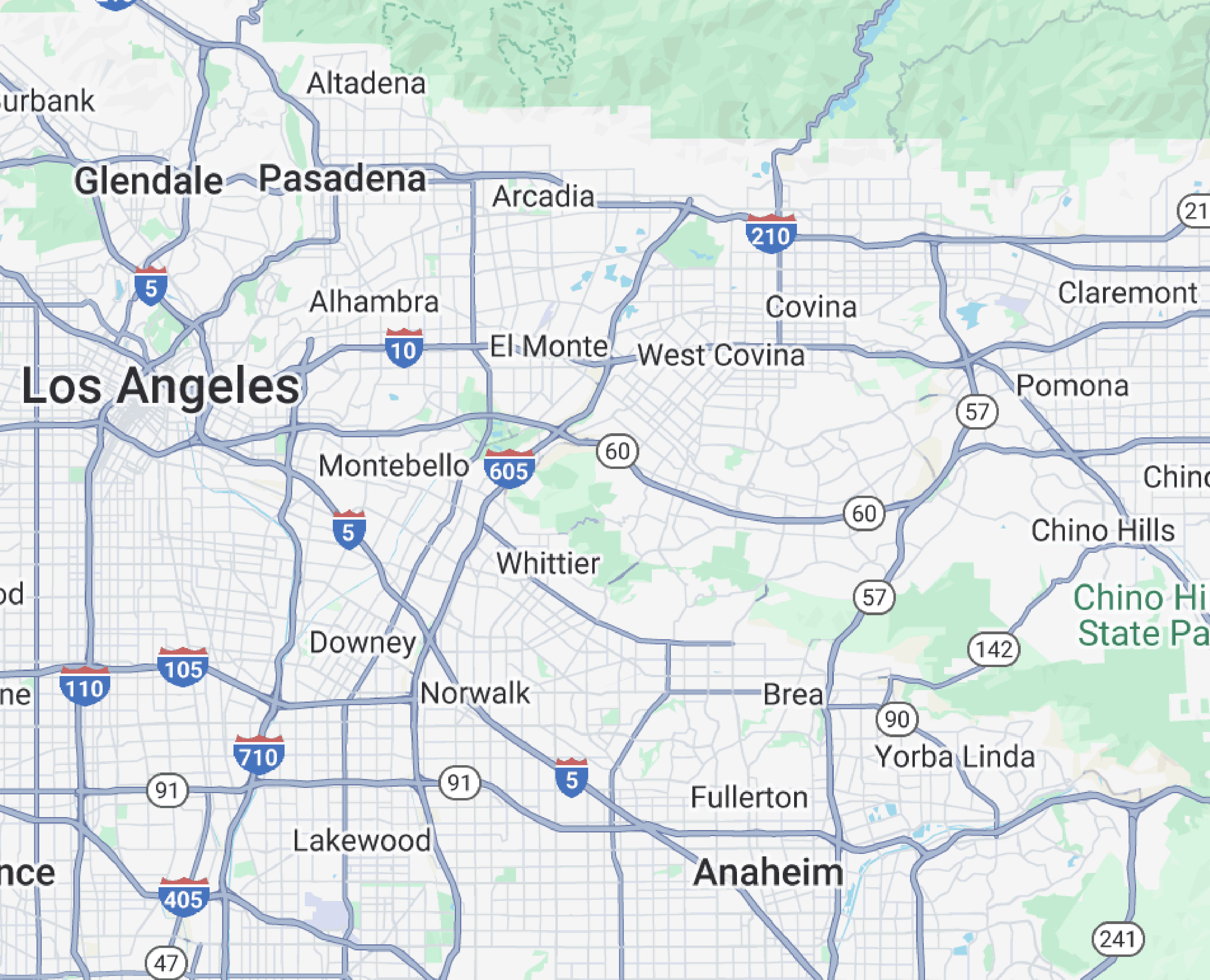
For more details, see [Adding an Event](#).

Logo Carousel

Displays a carousel of logos.

Each item has two fields: an image field for the logo and an optional link field for if you want to link out to the sponsors site.





Map

Displays a location or place on a map.

It has two fields both of which are required:
latitude and longitude.

[Read here for more information about getting the coordinates of a place in Google Maps.](#)


Navigation bar: parrtjima2023-ntmec-terms-and-c... 1 / 6 98% + [Icons]

1

2

3

Registration & Ticketing Terms & Conditions of Entry Parrtjima 2023



Northern Territory Major Events Company Pty Ltd (**NTMEC**) is a government owned major events company tasked with the attraction and delivery of major sporting and cultural events that provide substantial economic and social benefits to the Northern Territory (**NT**).

These terms apply to any event, performance, show, activity, conference or function (whether ticketed or not), that is owned by NTMEC (**Event**) and staged at any venue, stadium, arena or designated area that is controlled by NTMEC or Venue management (**Venue**) and includes any incorporated terms (**Terms**).

By purchasing or holding a ticket (**you**), you agree to these Terms. It is a condition of your ticket purchase for an Event and a condition of entry to a Venue that you comply with these Terms.

No Resale at Premium

1. It is an essential condition of the right of admission to an Event conferred on the holder of a ticket that you and each subsequent holder of the ticket agrees with NTMEC not to (without NTMEC’s prior written consent):
 - a) resell or transfer, or attempt to resell or transfer, the ticket at a price greater than the face value of the ticket (including via on-line auction sites);
 - b) use it for advertising, promotion, competitions or commercial purposes; and
 - c) bundle it with other goods or services, such as food and beverage, accommodation or transport without explicit agreement from NTMEC.
2. If this condition is breached, NTMEC may deny the holder admission to the Event and retain the price of the ticket (if applicable).

PDF

Embeds a PDF into your site with all the relative controls.

You may pass an internal or external link to an asset, but be aware that an external one will have to be whitelisted in the content security policy.

All		GENERAL	
WEDNESDAY 17th	THURSDAY 18th	FRIDAY 19th	
10:30	Lorem ipsum dolor sit amet	GENERAL	
11:30	Ut bibendum augue vel urna mattis	GENERAL	
10:30	Aenean mi nisi	GENERAL	

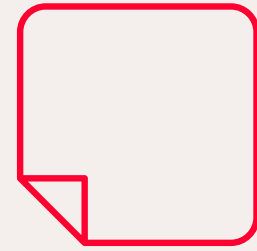
Timetable

Displays a configurable timetable.

Each item has three fields:

- 1. Name
- 2. Time (inc. Date)
- 3. Category

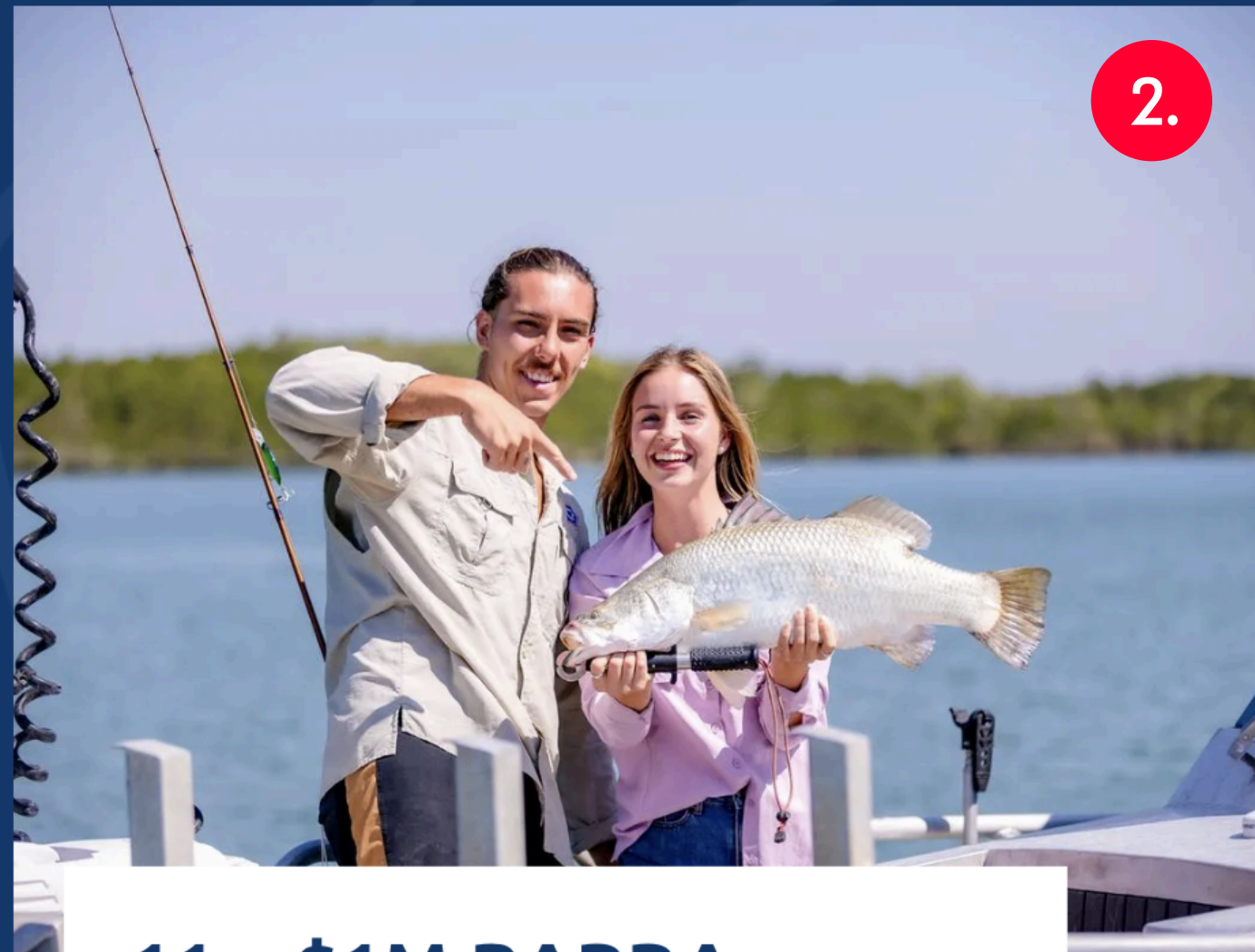
Items appear on a per day basis and may be filtered by category. Categories can be added in the Timetable Categories datasource.



0.4 Million Dollar Fish Bloks

This section covers the custom bloks that were specifically developed for Million Dollar Fish.

MULTIPLE WAYS TO WIN 1.



11 x \$1M BARRA

Million Dollar Fish Season 11 registrations are now open!

[Register here >>](#)



MONTHLY GIVEAWAYS

Just by registering for Season 11, you'll automatically go into the draw to win one of the fantastic monthly prizes, thanks to our valued partners.

[Monthly Giveaways >>](#)

Two Column Feature

Displays two featured columns.

It includes three fields:

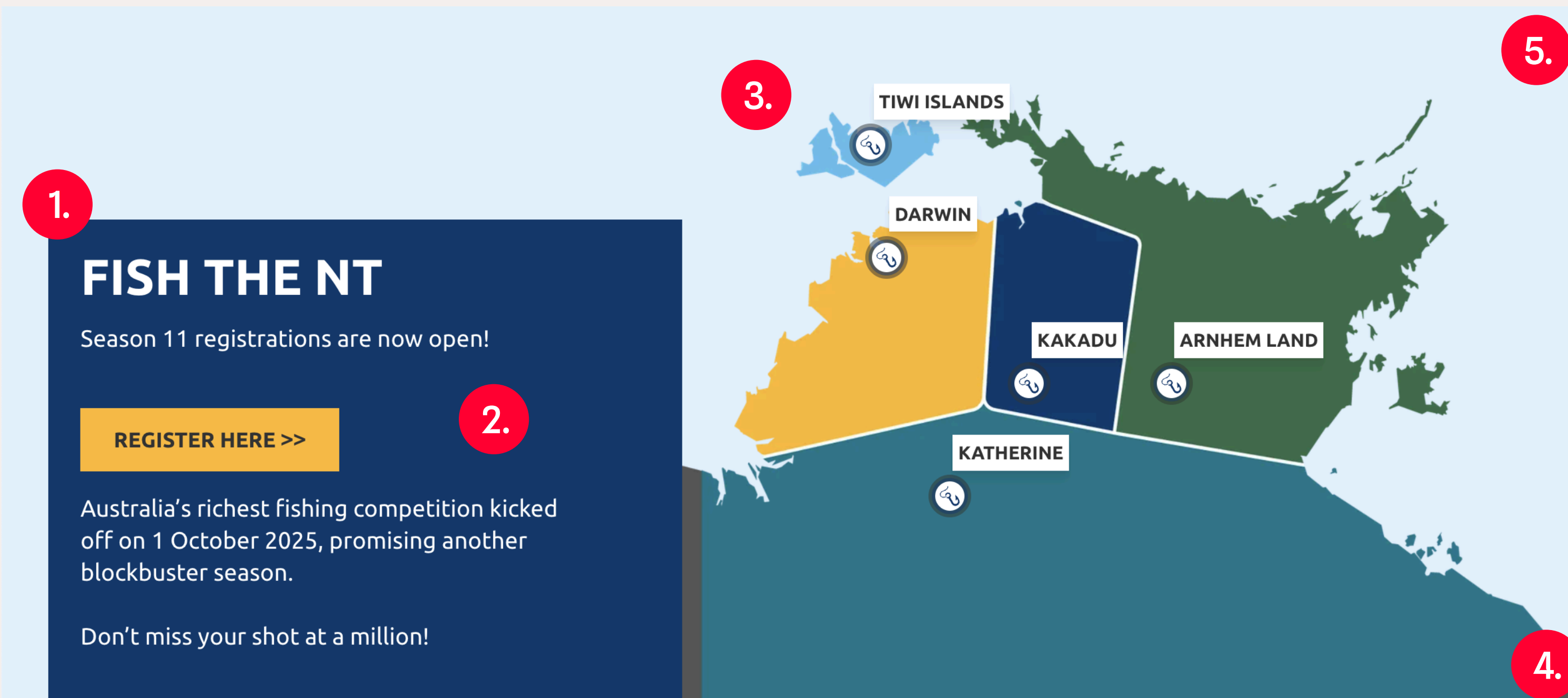
1. Heading
2. Column 1 Content
3. Column 2 Content

Hotspot


Displays an image hotspot with configurable pins.

It includes five fields:

1. Title
2. Content
3. Points
4. Image
5. Background Colour



Register for Season 11

First name*	Last name*
Email*	
Each registration must have a unique email address	
MDF Did you hear about us from a fishing operator? If so who?	
Australia	Age Group* ▼
Postal Code*	 ▼ Mobile Phone Number*
<input type="checkbox"/> I'm over 18 years and accept the Terms & Conditions*	
<input checked="" type="checkbox"/> I'd like to receive communications from Million Dollar Fish	
REGISTER	

Register

Displays a custom registration form which has an integration with Hubspot.

You must provide a Hubspot Form ID for this blok to work.



Pauls Iced Coffee Getaway

2.

Drawn on 24 December 2025

3.

Fishing getaway for 6 people - includes:

- 1 x night at The Getaway at Dundee Beach (Mon-Thurs)
- 1 x YKNOT Dundee Fishing Charter
- 1 x Pauls Iced Coffee esky filled with product
- 6 x Pauls Iced Coffee stubby coolers
T&C's apply.

Provided by:



5.

Featured

Displays a featured package.

It includes five fields:

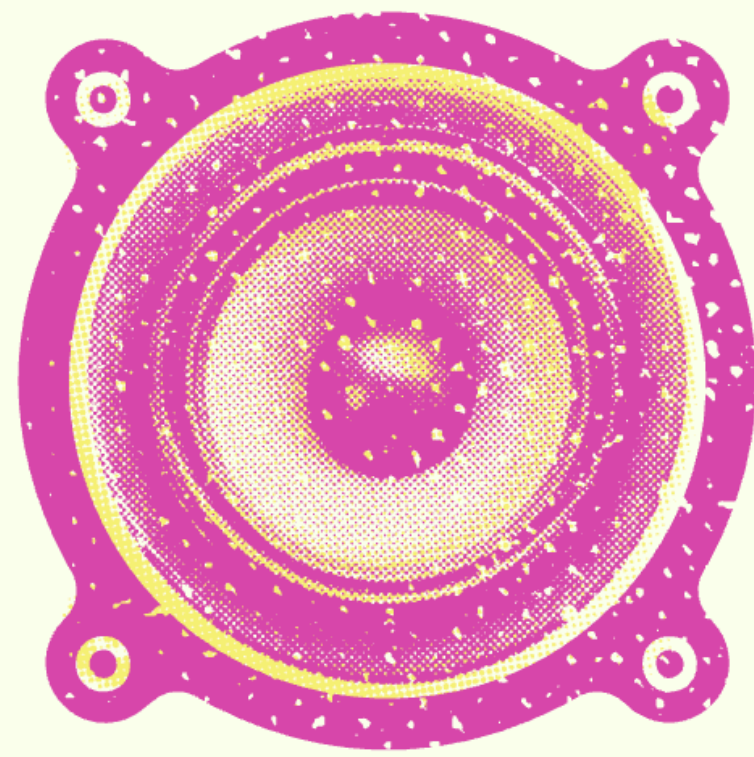
1. Image
2. Title
3. Content
4. Content Image
5. Buttons (not pictured)

You also have access to editing the tag values in the bottom left hand colour under the Tags tab. Additionally, under Settings you may change the alignment and background colour.



0.5 BASSINTHEGRASS Bloks

This section covers the custom bloks that were specifically developed for BASSINTHEGRASS.

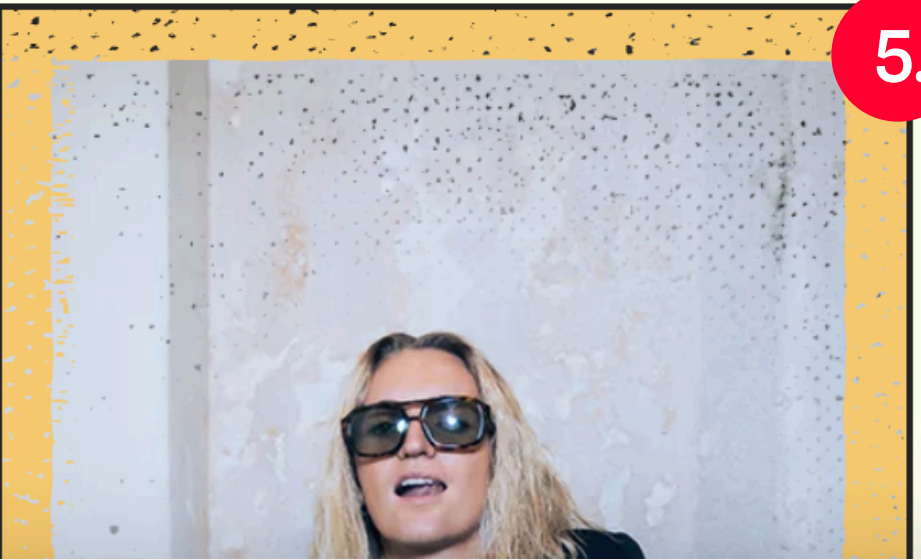


1.

2.

BASSINTHEGRASS 3.

LINE-UP • LINE-UP 4.



5.

Lineup

Displays a lineup of artists.

It includes five fields:

- 1. Primary graphic
- 2. Secondary graphic (not pictured)
- 3. Text
- 4. Title
- 5. Artists

Cards function like modals - when they are clicked a dialog of information will appear.

GENERAL ACCESS 1.

SOLD OUT OPENING SET \$99	ON SALE SUNSET DROP \$135	UPCOMING FINAL WAVE \$155 2.
OPENING SET From \$99	SUNSET DROP From \$135	FINAL WAVE From \$155

Tickets

Displays a card grid of tickets.

It includes two fields:

- 1. Title
- 2. Cards

Each card requires a title, image and subtitle. If you mark a card as sold out, it will be greyed out and unusable. You also have the ability to render borders above and/or below the blok.



0.6 Darwin Supercars Bloks

This section covers the custom bloks that were specifically developed for Supercars.

TRACK MAP

1.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut sodales blandit orci, nec sollicitudin nibh posuere nec. Nunc pellentesque leo erat, ac pharetra felis laoreet ut. Donec feugiat pharetra mattis

2.



4.

TRACK MAP ITEM

Stat
Subtitle

LENGTH

Long x 120m
Proin ultrices quam mi.

Track Map

Displays a map of a racetrack with accompanying stats.

It includes four fields:

1. Title
2. Content
3. Graphic
4. Stats



0.7 Alice Springs Masters Games Bloks

This section covers the custom bloks that were specifically developed for Alice Springs Masters Games.

Sort by sport

Sort by venue

Sort by date

Select an item ▼

Select an item ▼

15/10/2026 ▼

RESET FILTERS

THURSDAY THE 15TH

Archery

5:30 AM - 2:00 PM
DEAD CENTRE BOWHUNTERS ARCHERY CLUB

Aussie 9's Football

6:30 AM - 2:30 PM
TRAEGAR PARK SPORTS PRECINCT

Badminton

8:30 AM - 2:30 PM
TRAEGAR PARK OVAL

Schedule

Displays a list of events along with their scheduled times.

Each entry in the table has two fields:

- Name: The title of the event.
- Events: The scheduled instances of that event.

To add an event:

1. Add the event name
2. Add each scheduled instance
 - Each row represents one day of the event.
 - If the event occurs on multiple days (e.g., 3 days), create three separate rows under the same name.

The start and end time must be on the same day for each entry.

Want to find out more?

While this is a very comprehensive guide of how to use your site, Storyblok is constantly evolving. If you'd like to dive deeper or refresh your knowledge, check out the official documentation.

<https://www.storyblok.com/docs/>

Thanks.

If you have anymore questions, please do not hesitate to contact us directly.

The Marketforce team are here to help.

Jon Clarke

Digital Account Director

E: jon.clarke@marketforce.com.au

T: 0432 151 105



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is always
the answer.**

MARKETFORCE

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