

ADELAIDE FRINGE

17 FEBRUARY - 19 MARCH 2017 Principal Partner
bank SA

HOW TO BECOME A FRINGE VENUE

ADELAIDE FRINGE

Adelaide Fringe is the largest arts festival in the Southern Hemisphere. In 2016, the festival featured over 1000 events, 4000 artists, 400 venue spaces and audiences of over 2 million.

For independent artists, it's an inspirational environment. For audiences, it's an atmosphere that encourages taking a chance on something new.

But essentially, without a host of venues for artists to present their work, there wouldn't be an Adelaide Fringe!

Registering interest in becoming a Fringe venue is free.

"I've been a promoter for twenty five years, but I've never had as much fun running an event as I have running Gluttony. It's hard work but it's exciting and rewarding and interesting all at the same time."

Daniel Michael, Director – Gluttony

WHY ADELAIDE FRINGE?

Since the first Adelaide Fringe in 1960, venues across the city and surrounds have been supporting artists from around Australia and the world by providing or transforming their venues into visual and performing art spaces.

Reasons for participation in the Fringe include;

- » Increase awareness of the venue.
- » Build new and strengthen existing audiences
- » Provide a supportive platform for artists.
- » Facilitate further links and networks with artists.
- » Complement and develop venue programming.
- » Gain experience in hosting arts events.
- » Potential increase in revenue.

Benefits include;

- » Listed in 320,000 Adelaide Fringe Guides distributed through The Advertiser and various outlets.
- » Promoted on adelaidefringe.com.au (over 1 million visitors) through a dedicated venues page.
- » Support and advice from the Adelaide Fringe team, from licensing and council approvals through to venue programming and marketing.
- » All your ticketing requirements managed and marketed via FringeTIX.
- » Exclusive product and promotional offers from Adelaide Fringe partners.
- » Access to the Fringe Club for you and your staff.

WHO CAN BE A FRINGE VENUE?

With the wide variety of artists that register for Adelaide Fringe each year, an array of venue spaces are required to meet individual needs.

Adelaide Fringe does not run venues itself, but instead supports businesses, venue managers and programmers to set up their own.

Any space can be transformed to accommodate visual or performance art.

Potential venues include;

- » Pubs
- » Hotels
- » Theatres
- » Function centres
- » Galleries
- » Retail outlets
- » Universities
- » Vacant buildings
- » Cafes
- » Cinemas
- » Studios
- » Laneways
- » Churches
- » Schools

GETTING STARTED

Step 1 DEVELOP A PLAN

To be successful, you will need to develop a project plan.

We can assist in developing this plan to suit your business and goals.

You should consider:

- » What you hope to achieve.
- » What spaces you have available.
- » What art-forms and artists will suit your venue.
- » What technical support, facilities and marketing you can offer artists.
- » What performance days and times will best complement your existing business.
- » What you need to budget for to cover things like marketing and staffing of your Fringe venue and program.
- » What sort of marketing you can do for your Fringe shows.

GETTING STARTED – continued

Step 2 REGISTER YOUR VENUE

Go to adelaidefringe.com.au to register – **it's free.**

Registering will list your venue and available spaces on the Adelaide Fringe Venue Finder, enabling Fringe artists and promoters to see what your venue is like and decide if they would like to perform or exhibit there.

We'll ask for various details ranging from the capacity of the space and available seating styles to stage dimensions and preferred genres.

As a venue, you won't become an official Adelaide Fringe venue until linked with at least one registered Adelaide Fringe event.

Registering your venue does come with a few conditions that you'll need to agree to;

- » As BankSA is the Principal Partner of Adelaide Fringe, you must agree to not seek or accept sponsorship from any other financial service provider for the duration of Adelaide Fringe.
- » Other than sales at your venue's on-site box office, all ticket sales for Fringe registered events at your venue must be made through FringeTIX.
- » All shows publicised as a Fringe event must be registered with Adelaide Fringe.

Is the venue guaranteed Fringe bookings?

Adelaide Fringe is an open-access event. This means that anyone can register an event and, as such, makes it impossible to know who is going to register and what their space requirements might be.

Unfortunately, from year to year, due to specific requirements, there are some venues that may not be booked.

Registering your own events?

If you have regular programming or a special event in mind for the festival period then you can also register these events with Adelaide Fringe.

As it will be your own venue and event, you will need to register both via adelaidefringe.com.au.

Think about what happens at your venue throughout the year, is there a regular event that you think Fringe audiences would enjoy? Or something new? This is a great opportunity to strengthen existing audiences and build new ones.



GETTING STARTED – continued

Step 3 PROGRAM YOUR VENUE

Once registered, artists may start to contact you and you can begin negotiating with those artists. However, don't just rely on being on the Venue Finder. It's not the only way to attract artists.

It helps to be proactive:

- » Contact artists and promoters that may suit your space – be on the lookout! If you go to a show or exhibition and like what you see, introduce yourself and your venue to the artist.
- » Talk with artists that already perform or exhibit at your venue.
- » Advertise on your website, social media and within your venue that you're taking applications for Adelaide Fringe.
- » Identify a marketing plan for your Fringe program – maybe through social media or via printed collateral.
- » Give us a call to explore other ideas.

All final artist bookings are to be made in an agreement between yourself and the artist(s). You'll want everything in writing.

ADDITIONAL WAYS TO BE INVOLVED WITH ADELAIDE FRINGE

Regardless of whether you are looking to attract artist bookings or register your own events with Adelaide Fringe, there are a number of ways for your venue to get involved;

- » Consider offering discounts for Fringe ticket holders.
- » Light your venue up pink during the festival.
- » Partner up with registered Fringe venues in the same area as you and work together to offer something to Fringe audiences.
- » Look out for our 'Fringe Dollars' program where you can offer specials to be redeemed by those that hold a voucher, more details via adelaidefringe.com.au.

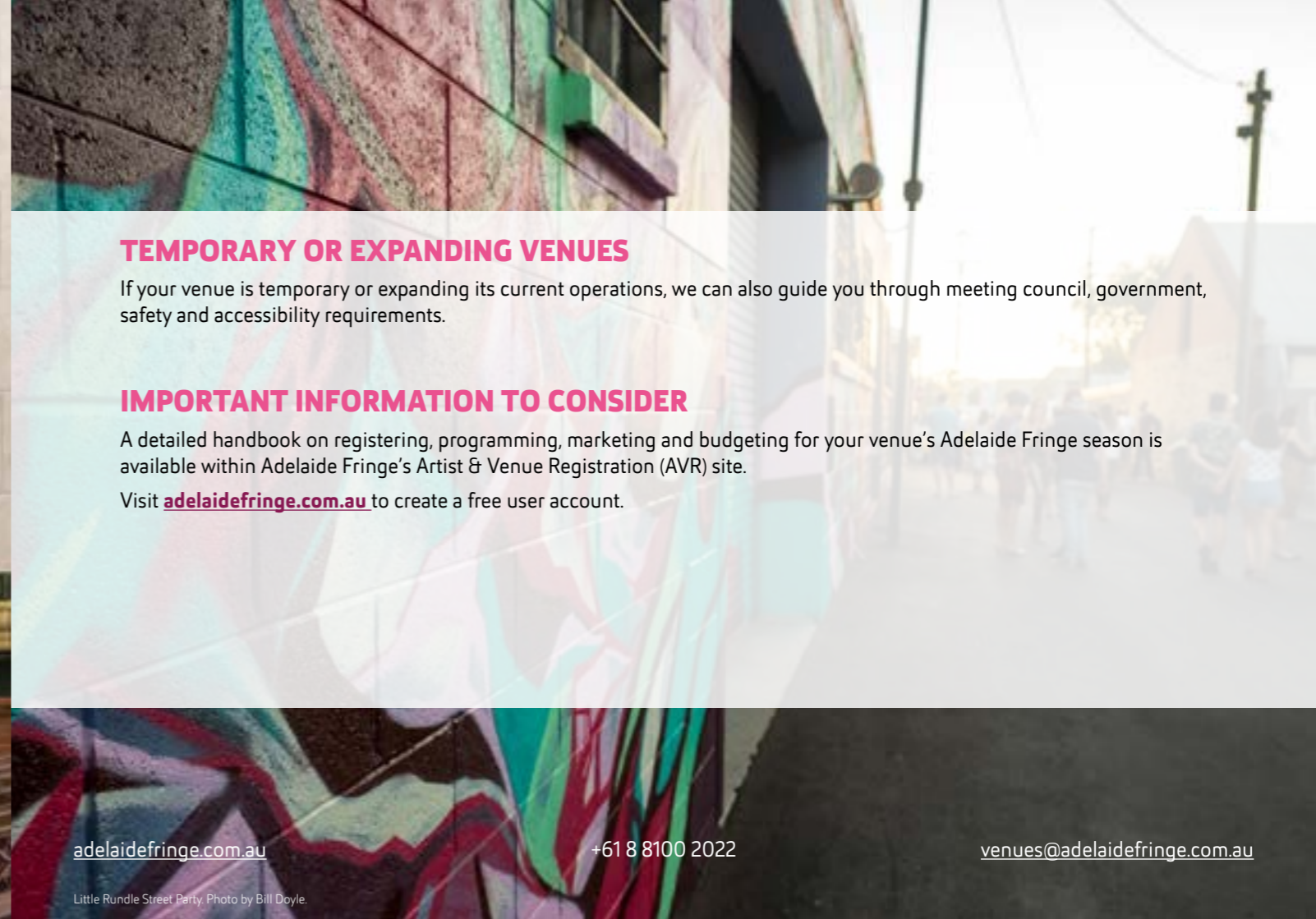


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LAUGHING ALL THE
WAY TO THE BAR.

Coopers

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TEMPORARY OR EXPANDING VENUES

If your venue is temporary or expanding its current operations, we can also guide you through meeting council, government, safety and accessibility requirements.

IMPORTANT INFORMATION TO CONSIDER

A detailed handbook on registering, programming, marketing and budgeting for your venue's Adelaide Fringe season is available within Adelaide Fringe's Artist & Venue Registration (AVR) site.

Visit adelaidefringe.com.au to create a free user account.

adelaidefringe.com.au

+61 8 8100 2022

venues@adelaidefringe.com.au

Little Rundle Street Party. Photo by Bill Doyle.



KEY DATES

2016

Venue registrations open	2 August
Artist registrations open	16 August
Registrations close	7 October
Fringe Program launch & tickets on sale	2 December

2017

Fringe Guide distributed in The Advertiser	7 January
Fringe Opening Night	17 February
Fringe Parade	18 February
Awards night & Closing Night	19 March

HAVE YOU GOT ANY QUESTIONS?

Don't hesitate to get in touch at any time.

The Artist & Venue team can be contacted on

+61 8 8100 2022 or

venues@adelaidefringe.com.au

Call us to chat through your plans and ideas!