

The background features a large, stylized, multi-colored flower or leaf motif composed of overlapping circles in various colors like red, yellow, green, blue, and orange. It is set against a dark purple background with numerous small, thin-lined diamond shapes scattered around.

#ADLfringe

ADELAIDE * FRINGE * ANNUAL REVIEW

Celebrating the results and
successes of 2018

Principal Partner



Government Partner



The Advertiser

nova 919

Poster design by Jacqueline Daniel

THANK YOU TO OUR 2018 PARTNERS

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Jarvis Subaru



Office for the Ageing, SA Health



SUPPLY PARTNERS



THANK YOU TO OUR AWARDS PARTNERS GRAHAM F SMITH PEACE FOUNDATION THE SIVIGOS AND DIMOND FAMILIES JOHN CHATAWAY (IN MEMORIUM) MILKE LAURA MILKE-GARNER BANK SA ARTS SA ADELAIDE FESTIVAL CENTRE UNISA ADELAIDE CRITICS CIRCLE HOLDEN STREET THEATRE NZ FRINGE FESTIVAL WELLINGTON MELBOURNE FRINGE FRINGE WORLD AND ALL OUR AWARD JUDGES

THANK YOU TO THE FOLLOWING ORGANISATIONS FOR THEIR SUPPORT ADELAIDE CENTRAL PLAZA ART GALLERY OF SOUTH AUSTRALIA AUSWIDE BIANCO HIRE BOLTZ ELECTRICAL COLOUR COSMETICA GOVERNMENT HOUSE IMPRESSIVE ADVERTISING KATALYST INTERACTIVE MUSIC SA PARSONS PLUMBING RED61 SOUTH AUSTRALIAN MUSEUM STATE LIBRARY OF SOUTH AUSTRALIA



"Na budni towilla yerta- Greetings to spirit of place"

Karl 'Winda' Telfer

Senior Kaurna Custodian of Ceremony

Adelaide Fringe acknowledges the traditional custodians, the Kaurna people, whose ancestral lands we gather on. Adelaide Fringe also respects the Kaurna people's ongoing spiritual and cultural connection to country.



Photo, Trentino Priori

2018 was another historic year for the Adelaide Fringe, surpassing all previous organisational records and continuing our consistent annual growth as the largest open-access arts festival in the world after Edinburgh Festival Fringe.

This year we delivered a number of new and exciting initiatives to help us build new audiences and support artists to present their work. Most notably, and with thanks to funding from the Government of South Australia, Fringe in 2018 was able to dramatically decrease the inside ticket fees, resulting in lower ticket prices for audiences & more money back into the pockets of the artists at the completion of their season.

Our opening weekend celebrations kicked off with an artist-filled street party and the switching-on of the Parade Of Light along North Terrace.

This document contains a detailed breakdown of our results and impact, compiled by cross-referencing our economic impact report, ticket sales data and surveys of both artists and audiences to paint a comprehensive picture of the Adelaide Fringe and

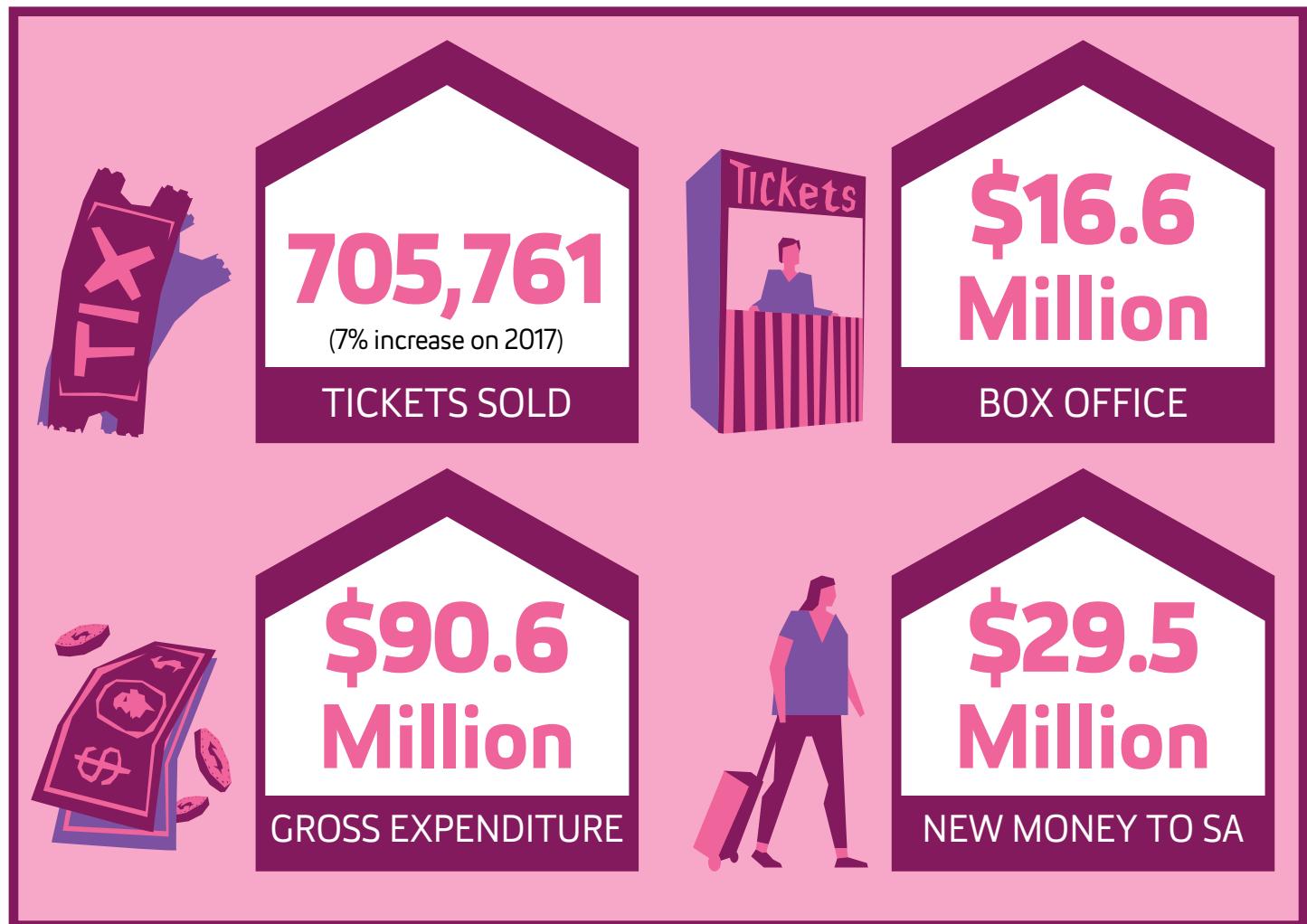
its position as a national contributor to the cultural vibrancy of our state and our nation. As always and more than ever, I wish to thank everyone who helped make our Fringe shine brighter than ever before in 2018. In particular to our principal partner BankSA – whose unwavering support in the past 13 years has been a cornerstone to the Fringe's success and Arts South Australia for the funding that allowed us to deliver this much loved arts event to South Australia. I extend my heartfelt gratitude and look forward to building on this collaborative success in 2019.

Thank you to all our funders and supporters, Board members, our staff and the audiences – who are so fiercely passionate about the Fringe and this state – and of course, the artists – whose unbridled creativity, love and bravery has helped to shape this Fringe to become one of the greatest in festivals in the world. We should all be extremely proud of this incredible event.

Heather Croall

Director & Chief Executive Adelaide Fringe

ADELAIDE FRINGE 2018

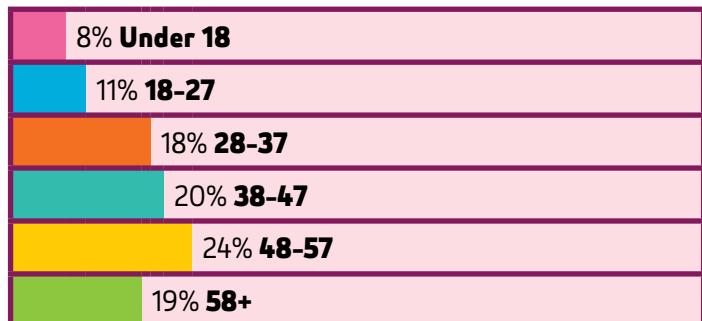


FAST FRINGE FACTS OF 2018

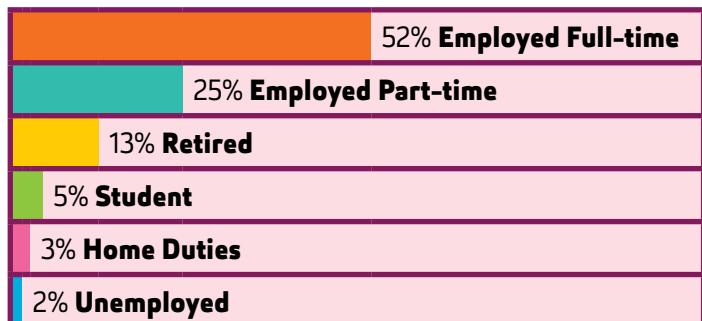
100,000	people attended the Opening Night Street Party
505,000	attended the Parade of Light over the month
1st FRINGE	in the world to abolish inside charges on ticket sales
OVER \$15 MILLION	paid direct to artists and venues (a huge injection to the arts)
\$2 MILLION	worth of deals done in future booking & tourings

AUDIENCES

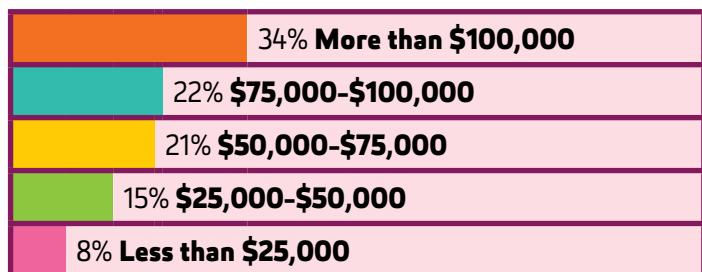
AUDIENCE BY AGE



AUDIENCE BY PROFESSION

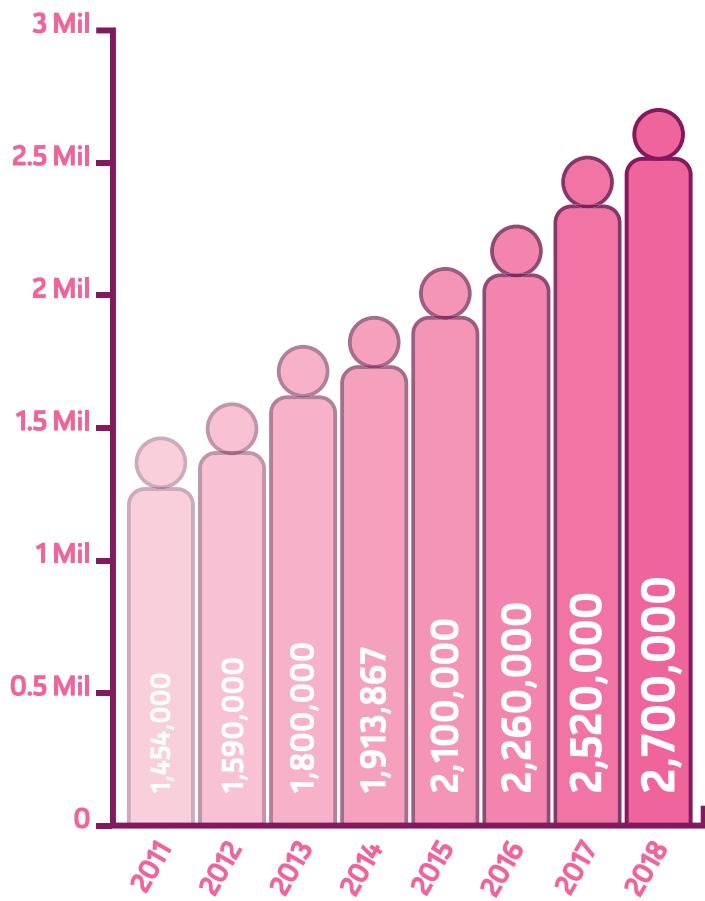


COMBINED HOUSEHOLD INCOME



Total audience attendance

This includes all attendances at free Fringe events



37% of people who attended a free event purchased a ticket to a Fringe show.

68.1% of South Australian respondents considered that the Fringe represented good or very good value for money.

95.7% of SA based respondents agreed or strongly agreed that the Fringe was important or very important to South Australia (**77.4%** strongly agreed) in economic terms, while **94%** also agreed it was important culturally (**77.6%** strongly agreed).

2018 Audience Survey

BOX OFFICE \$

20 Mil

Total Box Office takings

This is paid direct to artists and venues (minus fees)



NEW FEE STRUCTURE HELPS ARTISTS

Thanks to funding from the South Australian State Government, the Adelaide Fringe abolished inside fees on tickets under \$35 (and reduced the inside fees for tickets above \$35 to 4%)

Adelaide was the first Fringe in the world to abolish inside fees and it has meant that an extra \$1 million was paid out in box office settlements to artists and venues this year; more than \$15m in total was paid out.

It has also helped keep Fringe show ticket prices at very affordable rates. The Fringe was able to do this with support from the South Australian Government, and we will continue to strive to increase the box office settlements for Adelaide Fringe artists and venues into the future.

ARTIST & VENUE FEEDBACK

Elena Kirschbaum (Gluttony)

"Paying no inside charge means more in the pocket for artists at the end of the day. This is crucial since so many artists lose money on a Fringe season. For our smaller shows no inside fees can mean the difference between losing and making money! It is a particular advantage for smaller shows as it allows them to compete with large shows with big budgets by competing on price point, allowing small shows to offer cheaper prices to compete with the big marketing budgets."

Kel Balnaves (Artist)

"The abolishment of inside charges at this year's Adelaide Fringe was really important to me as an independent artist. The 2018 Adelaide Fringe has been my most successful Fringe to date. This is largely due to an increase in ticket sales coupled with a reduction in overheads – notably, the abolishment of inside fees. This gave me a greater profit margin per ticket sold and therefore allowed me to stretch my budget further; hugely important to my livelihood as a full time performer. There are so many fees and expenses involved in participating in any festival. The income of the artist is placed last. Yet without the artist, there is no festival. Abolishing inside fees is not only financially important but also a sign of respect and support to all artists."

Isaac Lomman (Artist)

"The removal of the Artist Inside charges had a huge impact on my season this year in 2018. It allowed me to invest more into my show to give a higher level of production for my audiences and to further progress the quality of my shows."

Matt Tarrant (Artist)

"The removal of the Artist Inside Charges allowed artists the ability to invest and plan with more confidence in 2018 which resulted in better shows, bigger marketing spends and more potential for profit. The removal of the Inside Fee personally resulted in the ability to have a larger spend on local marketing such as Posters, Radio and Television which would usually be impossible with a regular budget."

Joanne Hartstone (Artist)

"The abolishment of Artist Inside Charges meant that I could invest more money in the production values within my show. For example, I could take more of a risk in investing in period costuming. The production's investments enhanced the audience's experience of the play. Putting on a show costs a lot of money, and allowing artists as much of their ticket sales as possible creates better work, which builds bigger and better reputations, and collectively enhances South Australia's overall place in the international arts market as an incubator of high quality arts practitioners."

Louise Blackwell (Artist)

"The abolition of the Fringe inside charges was extremely important and helpful. The costs of the venue and marketing are enormous and with a five piece band leaves less than half of the gross takings to share amongst us. If the inside charges were still there, this would mean an even smaller sum. The abolition of the inside charges is a big step towards some recognition of what the artists do for the Adelaide Fringe as an important and integral asset to the cultural fabric and tourist industry of our state."

ARTISTS, SHOWS & TICKETS



6929

total artists in 2018



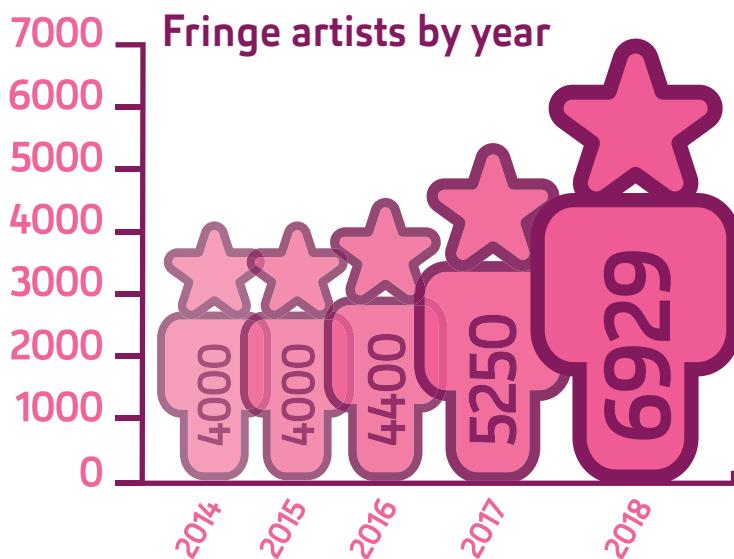
1231

registered shows in 2018



705,761

total tickets sold in 2018



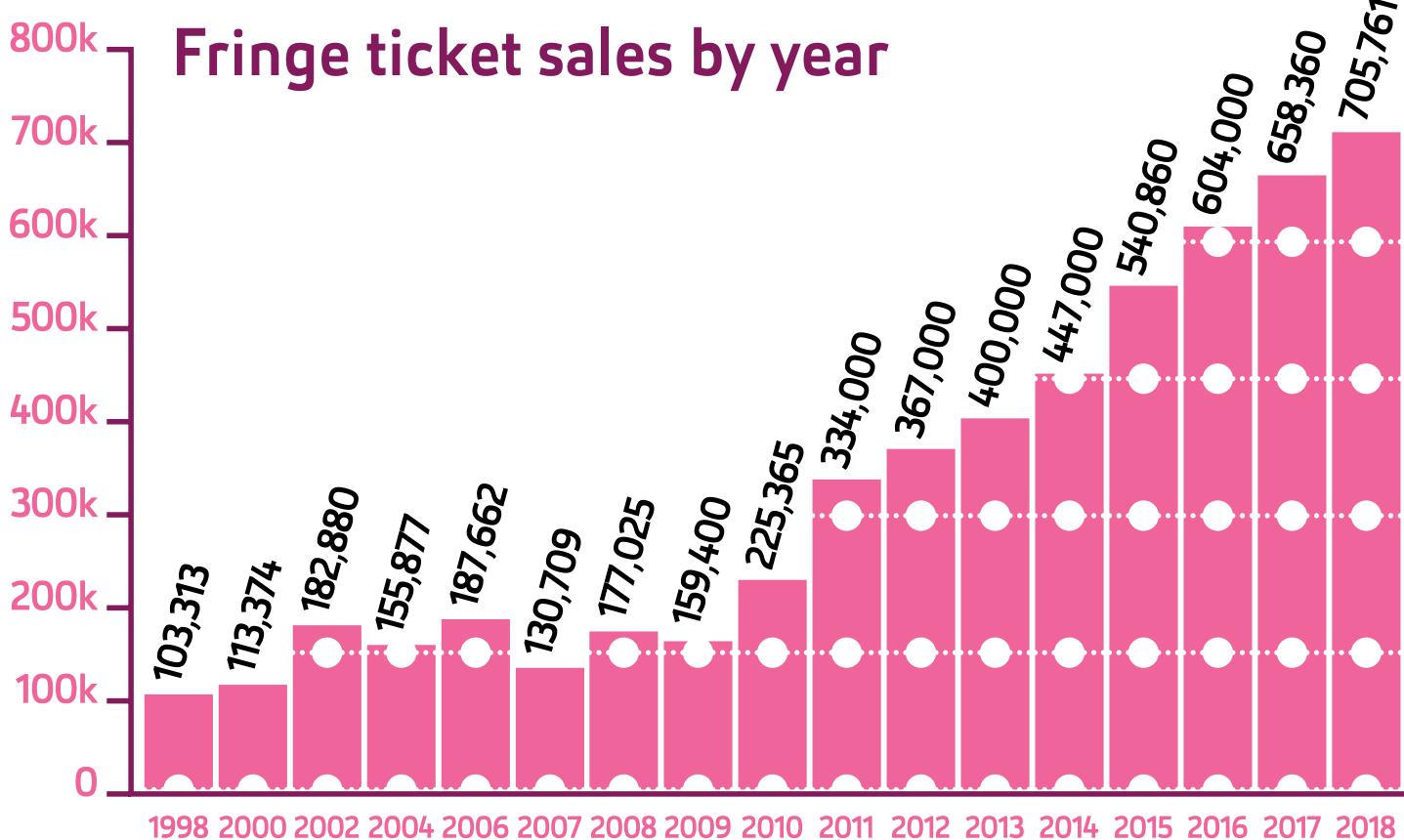
2018 by Genre

341	COMEDY	73	EVENTS
260	MUSIC	36	CIRCUS/PHYSICAL THEATRE
128	THEATRE	33	DANCE
127	CABARET	25	INTERACTIVE
96	CHILDREN'S	22	MAGIC
77	VISUAL ART	13	FILM & DIGITAL

2018 Adelaide Fringe Events:

Australia 972
International 259

2018 saw an increase in international events registered in Adelaide Fringe, most notably acts from the UK up from 84 to 153



VENUES & TICKET SALES

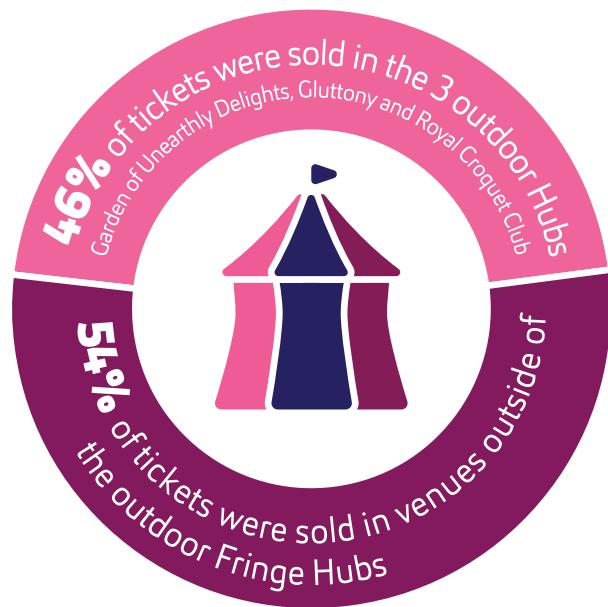


442

Registered venues in
2018

241 in Adelaide CBD

201 outside Adelaide CBD



TICKETS SOLD IN A SEASON	NUMBER OF SHOWS	TOTAL TICKETS SOLD	TOTAL IN RANGES
9,000+	11	122,718	183,974
8,000 - 5,000	10	61,256	
4,000	18	72,281	
3,000	24	72,005	
2,000	44	88,858	
1,000	53	53,016	
900 - 700	71	54,768	199,536
600 - 500	91	48,507	
400 - 300	176	58,589	
200	190	37,672	
100	248	24,781	36,091
50	227	11,310	

Adelaide has the second biggest Fringe in the world

The Adelaide Fringe has always been the biggest Fringe in Australia and the world's second largest, after Edinburgh.

The international Fringe festival landscape has changed radically over the last few decades, more than 200 new fringe festivals have launched around the world, taking the total from one a month to five a week!



13 IN 1980



50 IN 1998

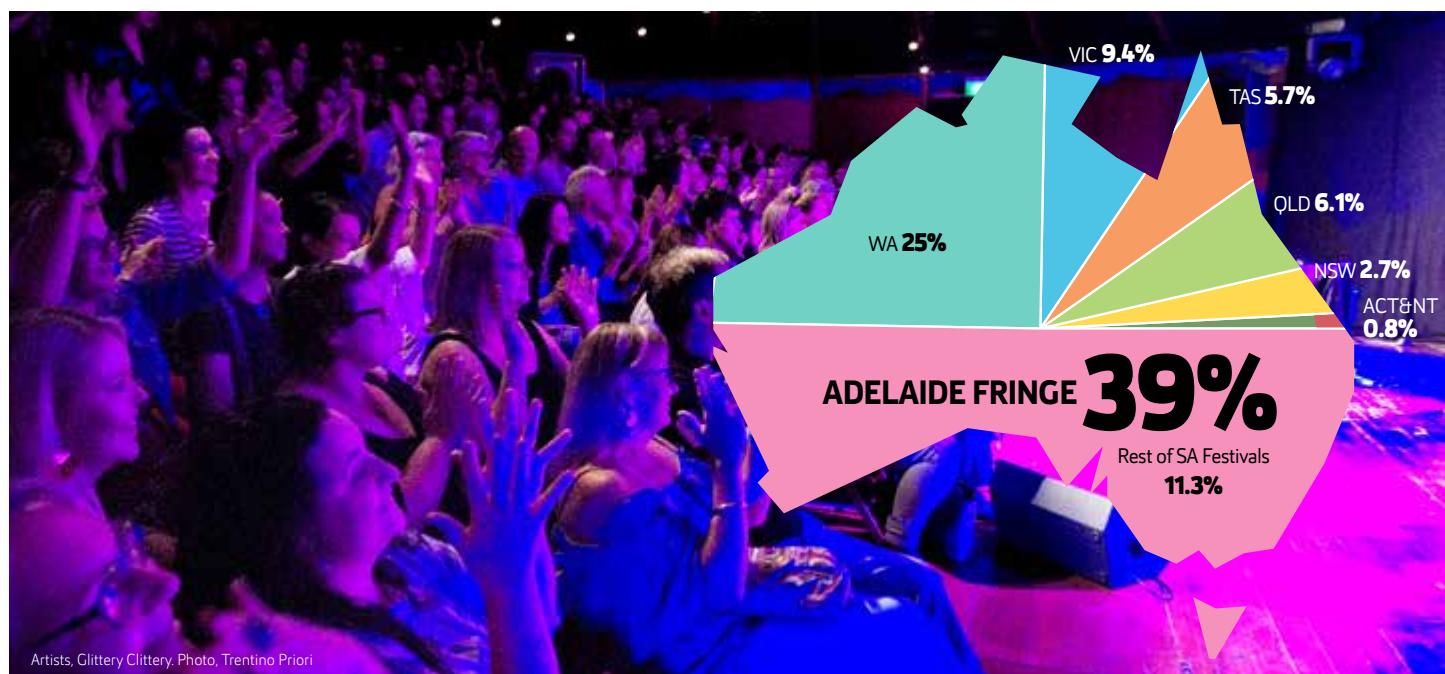


275 IN 2018

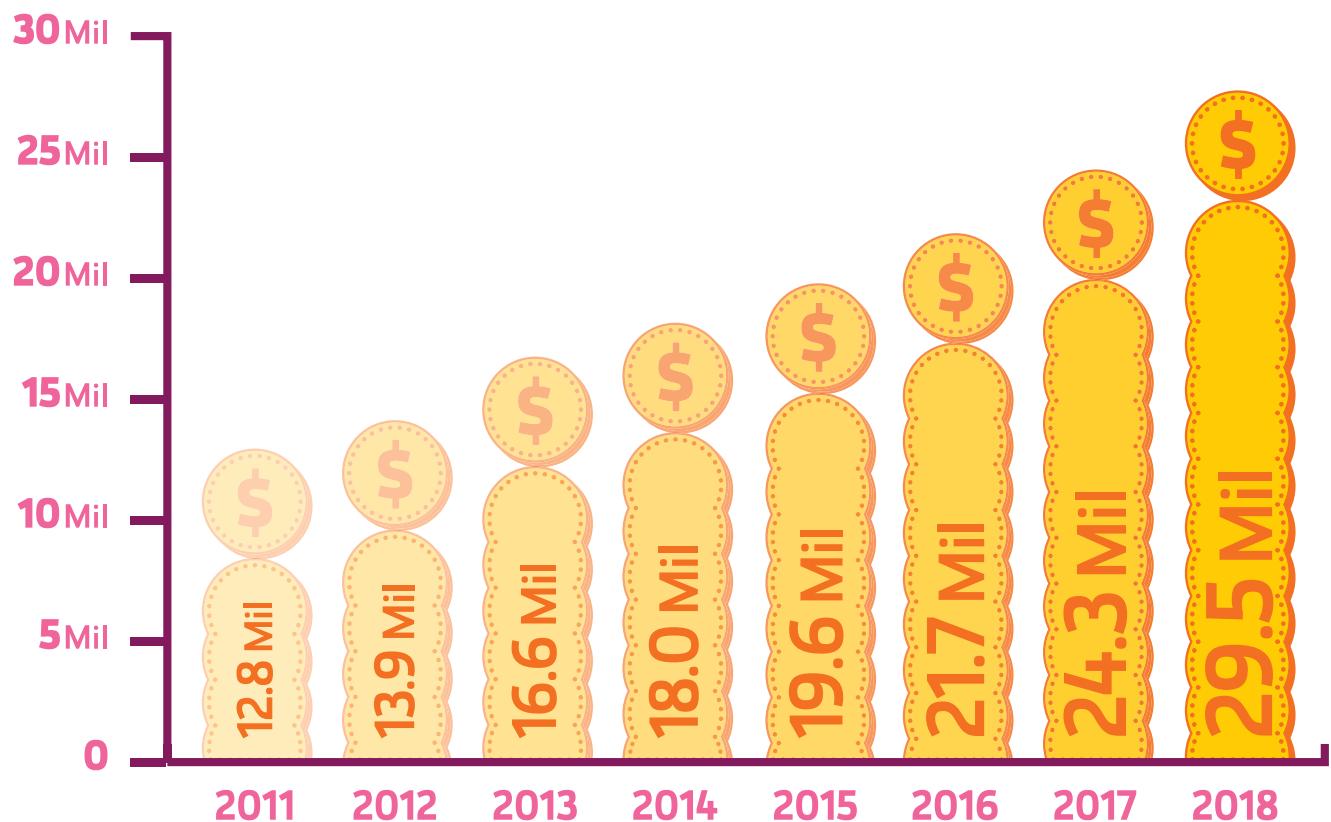
Fringe festivals are now far more common and it is becoming far more competitive for Adelaide to retain our title. More and more cities in the world are seeing Fringe Festivals as an important way to activate their city for economic, cultural and social benefit. It is critical that Adelaide works together to retain our position of Number One in Australia (and Number Two in the world).

**Adelaide Fringe is the highest ticket selling arts festival in Australia –
39% of all multi-category festival tickets in Australia are sold at the **Adelaide Fringe*****

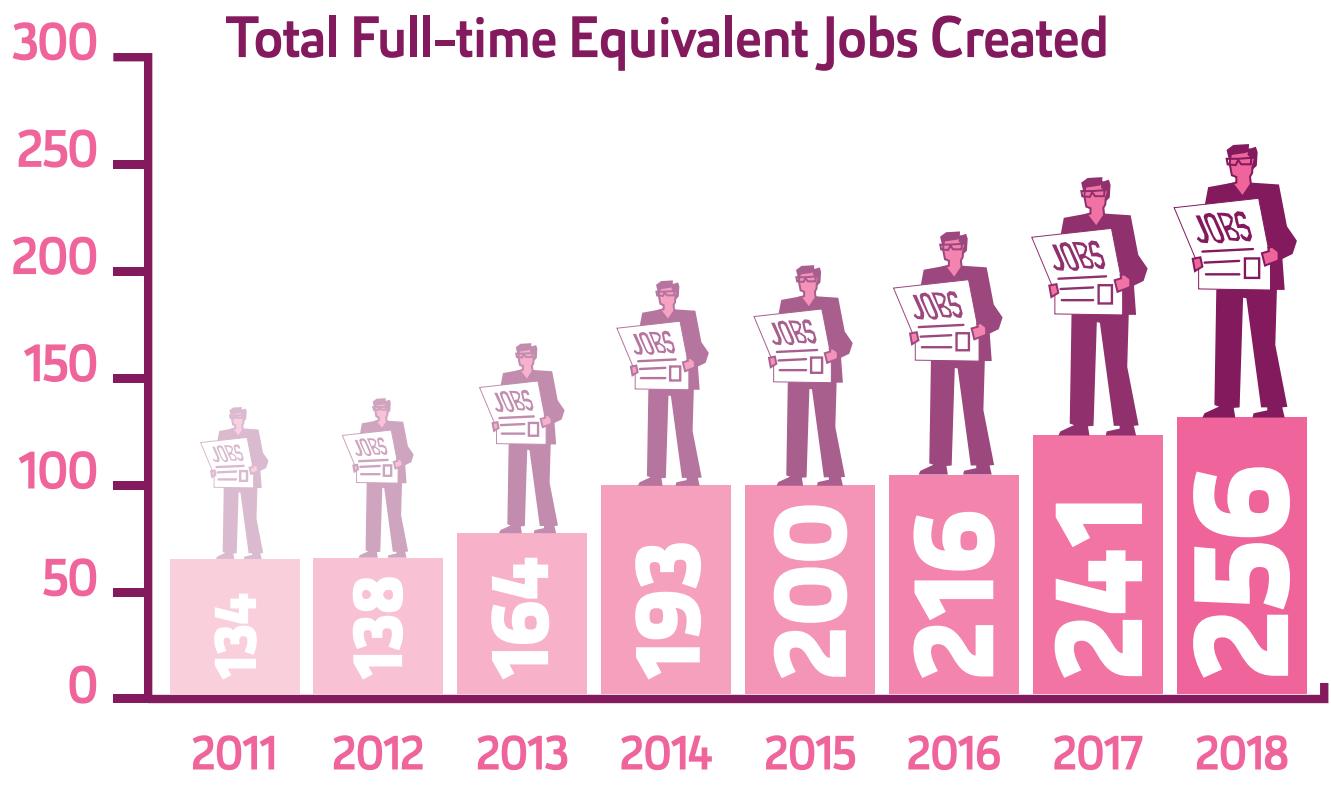
* Live Performance Australia



NEW MONEY TO SOUTH AUSTRALIA



New money drives the economic impact of the Fringe and creates jobs in SA



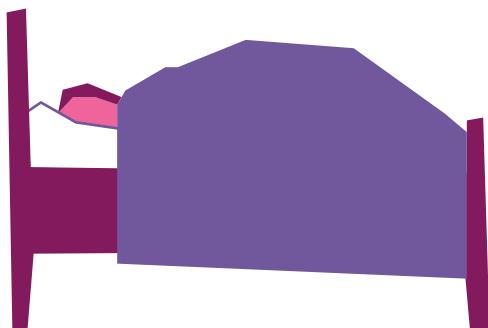


ADELAIDE FRINGE ATTRACTED
20,244 TOTAL VISITORS

UP FROM **18,655** IN 2017
WHICH DELIVERED



97,941



BED NIGHTS

UP FROM **80,853** IN 2017

FOR EVERY \$1 FROM THE SOUTH AUSTRALIAN GOVERNMENT, ADELAIDE FRINGE GENERATES **\$12.50** OF NEW MONEY

TOTAL 2018 NEW MONEY

ON AVERAGE EVERY VISITOR SPENT **\$712** UP FROM **\$607** IN 2017

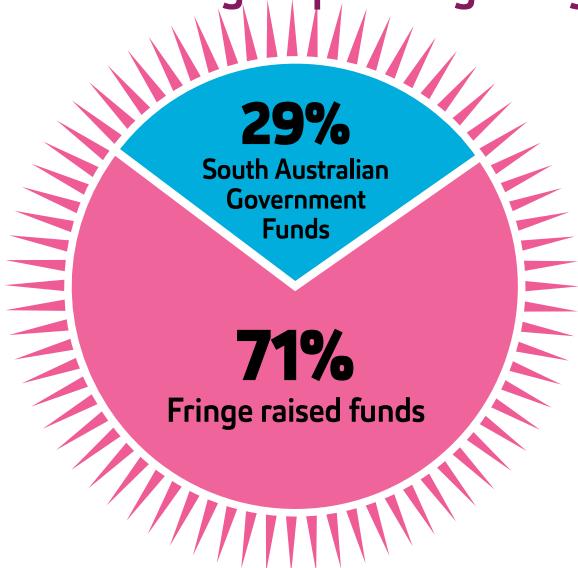


\$29.5 MILLION

84% of interstate visitors to the Adelaide fringe are likely to attend again in the future.

Omnibus, 2017.

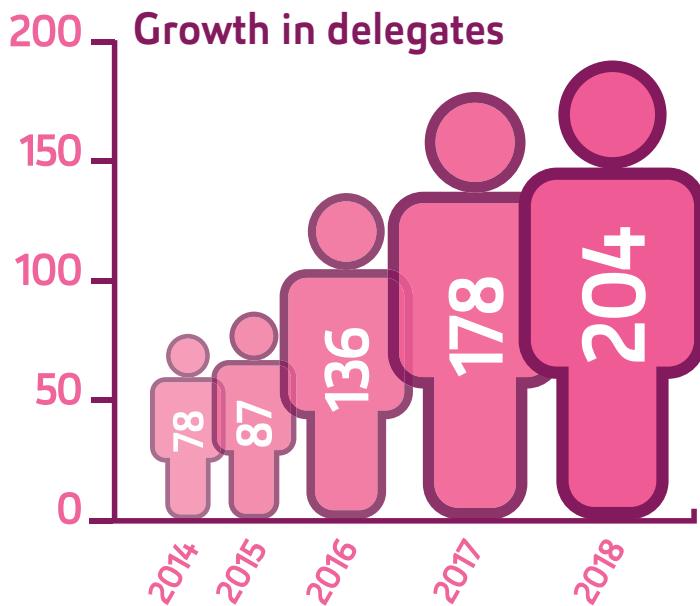
(In terms of gross expenditure, the Fringe generated **\$90.6m**. For every **\$1** from SA Govt, the Fringe generated **\$38** in **gross expenditure** for SA)



HONEY POT

204 DELEGATES FROM 25 COUNTRIES

CAME TO 2018 ADELAIDE FRINGE TO DISCOVER NEW SHOWS AND TALENT



HONEY POT DELEGATES

The Adelaide Fringe Honeypot is an indispensable tool for performing arts programming in Australia ... the ticketing service is the lynchpin component and the Honeypot team are so helpful and professional in their advice.

Tamara Jungwirth

Director & CEO, Gasworks Art Park, VIC

Honeypot is hands down the best program of it's kind that I've been involved with. Our festival gets real, tangible, artistic benefits from being part of Honeypot. Cheers!

Phil Spencer

Director, Bondi Feast, NSW

The Honeypot program here is the most flawless and well-run arts market I have attended.

David Dey

Touring Producer, Gilded Balloon, UK

You always take such good care of us Honeypot delegates, and the program is really valuable. I really enjoyed being part of the Hive, the presenters panel, and the Creative Surgeries... Thank you for the recommendations, you led me to some gems.

Marisa Cesario

Programming Co-ordinator, Gasworks Art Park, VIC

I found my visit to the Adelaide Fringe most useful. I have been to the Edinburgh Fringe many times and I left Adelaide thinking that what took four years to learn and experience in Edinburgh, took one visit to Adelaide.

Eddy Cassar

Festival Director, Cape Town Funny Festival, South Africa



Internationals delegates

(12% increase on 2017)



Interstate delegates



South Australian delegates

Keep doing what you're doing! Honey Pot events make networking really easy, and are the most enjoyable networking events I've ever been to.

Tuesday McPhail

Co-Producer, Rhymes with Purple, Scotland

Really enjoyed my time and saw so many shows and was introduced to so many artists which really expanded my knowledge of the scene in Australia.

Kitty Edgar

Assistant Comedy Producer, Soho Theatre, United Kingdom

The Adelaide Fringe marketplace generates future bookings and touring opportunities for Fringe artists

349 SHOWS REGISTERED FOR HONEY POT 2018

1/3 SOUTH AUSTRALIAN, 1/3 INTERSTATE, 1/3 INTERNATIONAL

HONEY POT ARTISTS

We are still blown away about the Honey Pot, and tell everyone back in Norway about it. Also what is so great is the book you made, so we can do research on everyone before they have even arrived in Adelaide. And at the Honey Pot Hive, we had a list with who we think our show will work for, and could go straight to them. We are for sure coming next year! Honey Pot is one of the biggest reasons why! Well done!

Karen Houge

Undercover Theatre Company (Played "Undercover Refugee" at The producers), 2018

I really appreciate the chance to connect at Honey Pot events. Your team provides a crucial service for artists, and I wouldn't be where I am without your support. Thank you.

Karen Martin-Stone

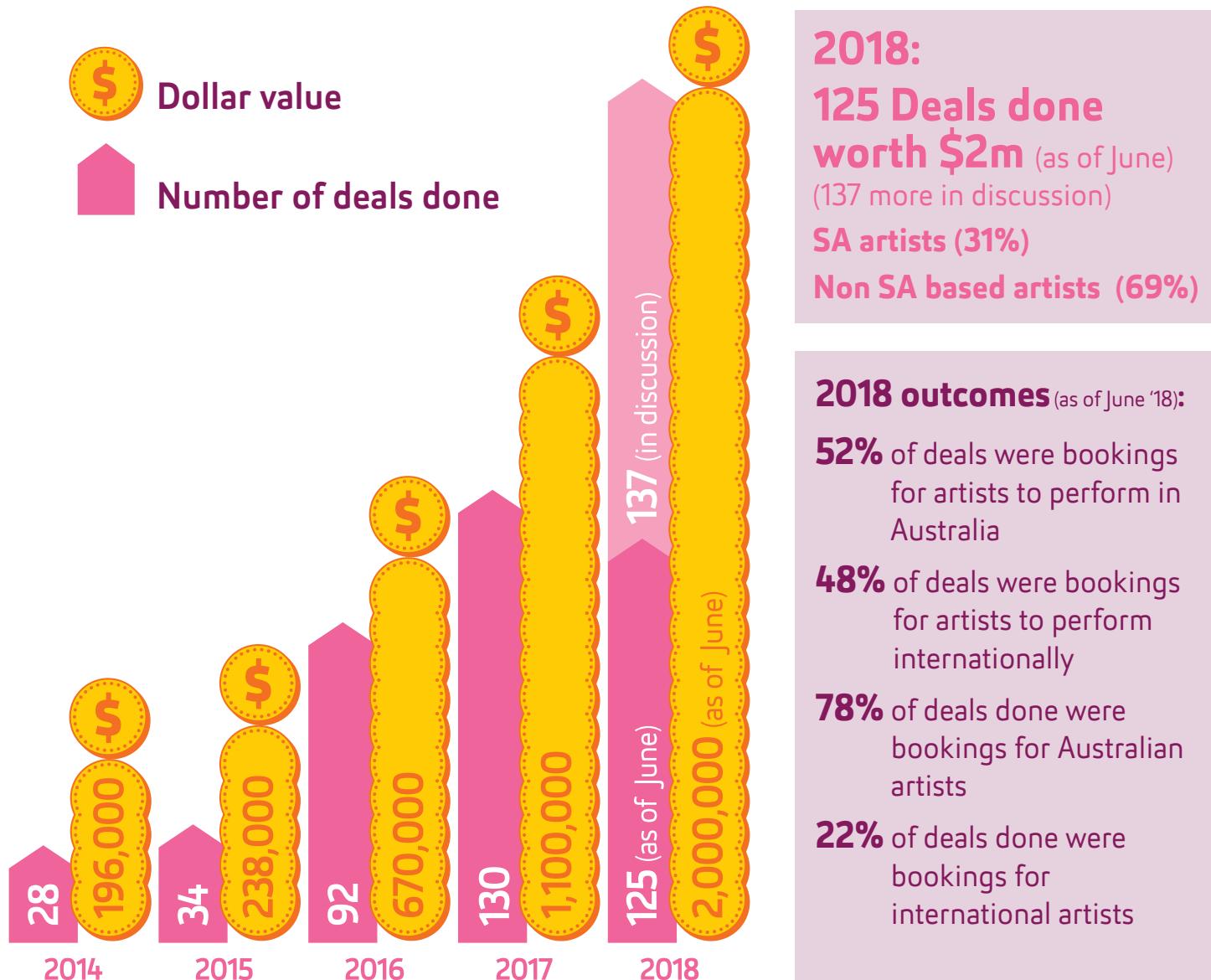
KC Monica - Chase The Fun Stuff, 2018

Adelaide Fringe has been pivotal in my career and Honey Pot is a tool which has been at the centre of it all.

Honey Pot a launching pad for future seasons, collaborations and literally making dreams come true.

Malia Walsh

Can't Face, CircusTrick Tease, Performer, Producer, Bossy Pants. 2018



ADELAIDE FRINGE ARTIST FUND

In 2018 **\$84,000** was raised for the Artist Fund

Donations were raised through fundraising events, micro donations at ticket transaction and the formation of the 'Friends of the Adelaide Fringe Artist Fund' donor circle (FOAFAF)

In total, \$85,000 worth of grants was awarded

2018 ARTIST FUND RECIPIENTS

Brendan Hay - **Selfies After Dark**

Clara Cupcakes - **The Worst**

Fringe Wives Club - **Glittery Clittery: A Consensual Party**

Gold Satino - **Dion**

House of Sand - **Pedals and Castles**

Indelability Arts - **Look Mum... No Hands!! (The Legless Bar Years)**

Jascha Boyce - **Jelly Or Jam**

Lina Limosani - **Not TODAY'S Yesterday**

Nexus Multicultural Arts Centre - **Ngundakati: Music**

Nikki Britton - **Grandma is Not Growing Up**

PO PO MO CO - **Recreation and Leisure**

Rachel Edmonds - **Have You Tried Yoga?**

Tal-Kin-Jeri Dance Group - **Dupang Festival**

These grants are critical in supporting artists

"The grant made it possible for us to even consider touring Dion to Adelaide...so the grant made paying for accommodation and travel on top of production costs an achievable proposition—it placed touring within reach for the company."

Davina Wright, Dion

"Without this support it would not have been possible to present our work in the Fringe environment"

Lina Limosani, Not TODAY'S Yesterday

"We would not have been able to do this season without the Artist Fund and the support we received from the festival. The support and the funds got us to Adelaide, gave us a roof over our heads, spread the word, connected us with new audiences and producers, so we could work our butts off and deliver a smash hit season.

Thanks you from the bottom of our glittery hearts and see you next year."

Tessa Waters, Glittery Clittery; A Consensual Party

"The support from the Adelaide Fringe Artists Fund Grant (AF-AG) was vital to presenting this world premiere and the funds were used with a focus on production quality and marketing cohesiveness."

Jascha Boyce, Jelly or Jam

"The support of the Adelaide Fringe Artist Fund to bring new work to the festival is an initiative that allowed me to make bold choices, and have the time to explore many options from story to exhibition with considered detail."

Brendan Hay, Selfies After Dark

"Funding has supported a meaningful and necessary contribution to the artistic landscape especially for dance and experimental artists."

Charles Sanders, Pedal and Castles

DUPANG



CLARA CUPCAKES



Photo, Soda Street

PO PO MO CO



Photo, Leighton Pearce

FRIENDS OF THE ADELAIDE FRINGE ARTIST FUND

Thanks to our 'Friends of the Adelaide Fringe Artist Fund' Donors Circle

Frank Ford & Sam Harvey
Sir James & Lady Joan Hardy
Sue & Geoff Boettcher
Julie & John von Doussa
Julia Pitcher & Julie Owens
Annabel Mangal & Bronte Mawson
Naomi Ebert Smith
Johnny Taranto
David & Vicki Minear
Peter & Alison Hanlon

Andrew van Essen & Julie Moralee
Ruth & Fiona Croall
Daniela Cirocco
Andrew Coombe
Gillian & Max Redman-Lloyd
Andrew & Mel Mailler
Jan Turbill
Marjorie Fitz-Gerald
Heidi Angove
Nick Phillips & Heather Croall

If you wish to join FOAFAF, please email friends@adelaidefringe.com.au



In 2018, we launched the 'Friends of the Adelaide Fringe Artist Fund'. The funds raised went towards the artist grants and also bought \$14,500 worth of tickets for disadvantaged groups who would not usually be able to get to a Fringe show.

"We would like to send a big thanks to the Fringe for giving us the opportunity to take a group of refugees to see shows at the Fringe. For most of them this was their very first time to step foot into the Fringe festival. They had the best time and enjoyed interaction with the artists at the end of the show. We work hard to assist our participants in creating good memories and you certainly played a part in this. Thank you so much"

Welcome to Australia

"**Down Syndrome SA** would like to say a huge thank you to the Adelaide Fringe for giving us the opportunity to attend a Fringe show. We had the best time, our favourite part was getting up and dancing, we just loved being part of the Fringe."

"Thanks to the Adelaide Fringe for organising tickets for us to take groups of aboriginal families to the Fringe in Adelaide and in Port Augusta. Everyone had a brilliant time and we are still talking about our days out!"

Aboriginal Family Support Services

WE ❤️ INNOVATION & COLLABORATION



Now in its third year, Adelaide Fringe's Street Art Explosion program has commissioned **32 murals** across Adelaide city and suburbs, engaging some Australia's most established artists to create a vibrant city. Collaborating with Access to Arts, Adelaide Fringe held Adelaide's first Street Art audio description walking tour during the 2018 festival. Each year Adelaide Fringe works in conjunction with the SALA Festival to hold walking tours during winter months.

PARADE OF LIGHT ATTRACTED 505,000 VISITORS



The 2019 Adelaide Fringe presented the Parade of Light along North Terrace for the entire month of the Fringe. Working in collaboration with **SA Museum, State Library of SA, The University of Adelaide, the Art Gallery of SA** to put on the fantastic spectacle that was visited by over half a million people.

MEMBERSHIP

Fringe Membership engages South Australian arts-loving audiences all year round!

After its debut in 2017, the Fringe Membership program was a great success in 2018.

- **23,000 members**
- Generated **\$150,000** member priced ticket sales to Fringe shows
- Offered more than **150** special members prices to established South Australian businesses throughout 2017/18
- Adelaide Fringe Membership **collaborated** with major South Australian events in the last year offering member prices to many festivals and shows
- Worked with over **50** Australian organisations

"The best membership that I have ever signed up for!! The value has been fantastic & enabled me to see so many more shows than I had thought possible on my budget..."

Wayne Barnett, Fringe Member

Adelaide Fringe works closely with all our sponsors and partners to deliver great projects together

GAMIFICATION

Now in it's second year, Adelaide Fringe has become an industry leader engaging a ticket buying audience to explore the festival using gamification. Our platform is Goosechase and it encourages audiences to go to more shows and rewards them as they attend more of the Fringe.

The Fringe Game 2018 Results;

1,000 players 12,239 submissions
64% of GooseChasers saw at least 4 ticketed shows

Quotes from the Goosechase players

"I enjoyed learning about new shows"

"I liked being pushed outside our comfort zone and discovering new places around SA"

ADELAIDE FRINGE IS A MUCH LOVED FESTIVAL



86,779 followers

(7% increase on 2017)



64,700 followers

(17% increase on 2017)



24,000 followers

(42% increase on 2017)



130,000 email database

(12% increase on 2017)



"I am French living in Sydney for the past 5 years and I would simply say that so far this is the best experience Australia has given me"

2018 Fringe Audience Member

23,000 Fringe Members database

2.5 million website sessions

(14% increase on 2017)

12,239 Goosechase player submissions

Adeelaide Fringe global media reach

510 accredited media at Adelaide Fringe

Media value:

\$17.3 million Advertising space rate

Total media reports:

6,789 Mentions/Results

Circulation:

102.6M Cumulative audience

THANKS TO OUR 2018 AMBASSADORS



Joel Creasey

"I've been performing at Adelaide Fringe since 2013 and it's always a thrill because the audiences are so willing to take risks and give off such a great energy. Adelaide people are up for a laugh and a good time and they're great audiences"



Courtney Act

"As an open access arts festival, the Adelaide Fringe has such a diverse and engaging line-up of artistic talent and I'm always honoured to be part of that"



ADELAIDE FRINGE MANIFESTO

1. We believe in challenging artists to be brave and audiences to be braver.
Be brave with us
2. We believe that we can inspire audiences to take risks, be inspired and DO IT AGAIN!
3. We believe in collaboration and that innovation comes from working together
4. We believe in connecting artists, audiences and venues and that they are the crux of our festival and all that we do
5. We are committed to delivering a Fringe that offers the best possible experience to artists, venues and audiences
6. We believe in the WOW!
7. We believe in pushing creative boundaries
8. We believe that a festival should transform a place and can transform your mind
9. We are committed to nurturing cultural diversity, acceptance and continuously educating ourselves – and others
10. We believe the Adelaide Fringe should be for everyone

MISSION AND GOALS

Goal 1: Fulfilled Artists

Attract a diverse range of cutting edge artists who leave the festival fulfilled, happy with the connection they made and audiences they attracted

Goal 2: Thriving Venues

Have as many full houses across our diverse venues throughout SA as possible

Goal 3: Engaged Audiences

Maximise audience satisfaction and ease of festival program and navigation

Goal 4: Wow

Surprise and wow the audience and be the most talked about festival in the world

Goal 5: Financially Stable

Have a strong and diversified financial base

Goal 6: Agile Organisation

Be a successful, flexible and adaptable business and agile organisation



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Principal Partner



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