INTRODUCING OUR PRINCIPAL PARTNER BANKSA

BankSA have been the Principal Partner of Adelaide Fringe since 2006 and are thrilled to have recently extended their support for a further four years.

BankSA gets behind the Adelaide Fringe so that everyone can make more of their Fringe experience. With initiatives like BankSA Support Acts (see page 10) and by offering special BankSA customer prices (see page 18 for more info), BankSA endeavours to maximise South Australians’ participation and access to the Fringe and provide support to artists.

Adelaide Fringe is for everyone and BankSA is immensely proud to support this iconic event for all artists and audiences.

ADELAIDE FRINGE EVENT SPONSORSHIP CONDITION

BankSA is the Principal Partner of the Adelaide Fringe. This means registered artists must not actively seek or accept sponsorship from any other financial service provider for their Fringe season.

This includes any bank, lender, insurance agencies or broker of any form. Any sponsorship of this nature that conflicts with the Adelaide Fringe’s relationship with BankSA may result in the withdrawal of your event from the Fringe program.

Any registered artists that have an existing and ongoing sponsorship with a bank, lender or broker that may conflict with our Principal Partner, shall not display any logos or make any reference to that sponsorship on any marketing materials (whether printed, online, in advertisements or within any other media form) directly related to their Fringe season. These materials should also always carry the 2019 Adelaide Fringe logo.

For clarification about the use of logos or sponsorship conditions contact artists@adelaidefringe.com.au

DATES FOR YOUR DIARY

2018

1 AUG  
Event registrations open  
Fringe Guide advertising bookings open  
Honey Pot registrations open

22 AUG  
EarlyTIX Round 1 registration deadline

4 SEP  
Meet The Venues

5 SEP  
EarlyTIX Round 2 registration deadline

19 SEP  
EarlyTIX Round 3 registration deadline

26 SEP  
Event and Venue registrations close

5 OCT  
EarlyTIX Round 1 on sale at midday

19 OCT  
Fringe Guide advertising bookings close  
EarlyTIX Round 2 on sale at midday

20 OCT  
YEP! Nominations close

2 NOV  
EarlyTIX Round 3 on sale at midday

7 NOV  
StandOUT – Marketing and Publicity Info Session

5 DEC  
BankSA Customer exclusive pre-sale  
Rundle Mall box office opens

7 DEC  
Adelaide Fringe Program Launch (full program on-sale)

14 DEC  
Honey Pot registrations close

2019

5 JAN  
Printed Fringe Guide released

11 FEB  
FringeWORKS opens (daytime only)

14 FEB  
BankSA Fringe Corner box office opens

15 FEB  
Adelaide Fringe Opening Night  
Fringe Club opens

28 FEB  
Adelaide 500 (until 3 March)

8 MAR  
WOMADelaide (until 11 March)

17 MAR  
Fringe Awards & Closing Party

Disclaimer & Privacy Policy

Information in this publication was correct at the date of publication in July 2018. The Artist Resources in AVR are updated as new information comes to hand. To make sure you have the latest information check AVR regularly and/or contact the Artists & Venues team. This document was created by Adelaide Fringe and may not be reproduced without prior permission.
WELCOME
I’m delighted to welcome you once again to this year’s Artist Magazine!

Our priority is to make the Adelaide Fringe better for artists in each edition of the festival and I hope this magazine is a good place for us to start in the assistance we offer. Whether you’re a Fringe first-timer or a seasoned Fringe performer, this magazine will help you navigate the ins and outs of finding a venue, getting your event registered, marketing and publicising your event and much more.

The Artist Magazine also outlines some of the opportunities offered by Adelaide Fringe to help your event to be as successful as possible, as well as how to make the most of your time in Adelaide at the incredible time of year that is the Adelaide Fringe.

Last year we had a major breakthrough that delivered bigger box office settlements than ever before thanks to funding from the State Government, which allowed us to ZERO inside fees for artists on tickets under $35 and set the inside charge on tickets over $35 at 4% (less than half of what it used to be)! This will continue in 2019. It means that Adelaide Fringe will put more money into your pockets at the end of your season! There’s a lot more detail on how ticketing and fees work in this information filled brochure.

Be sure to make the most of the services our Fringe team offer you whether it is help with your marketing, how to make the most of the Honey Pot Marketplace or how to select the best ticketing brackets for your show.

Our whole team is here to support you throughout your Fringe journey and we’re always just a phone call or email away. We are here to make your dreams become a reality so please call us anytime! I can’t wait to see your inspiring, daring, touching and wondrous work at the 2019 Adelaide Fringe.

Heather Croall, Fringe Director & CEO

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“NA BUDNI TOWILLA YERTA” – GREETINGS TO SPIRIT OF PLACE
Adelaide Fringe acknowledges and respects the tribal family clan groups who are the Kaurna Nation. The Kaurna people are the ancestral custodians whose sacred lands we gather on in Adelaide – Tarndanyangga. We honour the integrity of our first nations and respect their spirit, their cultures and their place.

CONTACT US
artists@adelaidefringe.com.au   +61 8 8100 2022

KEEP UP TO DATE WITH FRINGEWORKS
facebook.com/adlfringeworks   We will post important deadlines and other information on this dedicated info page
During February and March spanning 31 balmy summer nights, Adelaide Fringe is an unforgettable experience for all who participate. The festival completely transforms the city into an arts wonderland, with thousands of artists from around the world lighting up the city and surrounds for all days and nights of Adelaide Fringe. Lonely Planet currently lists Adelaide as one of the world’s must-see cities – they don’t call us the Festival State for nothing!

OPEN ACCESS

Adelaide Fringe is an open-access festival. This means that we don’t program or ‘choose’ artists or events, you choose us! Whether your event is big and extravagant or quiet and intimate, Adelaide Fringe offers the platform for you to have your work seen.

All Adelaide Fringe venues are independently operated – we invite venue operators to register their space and then assist artists to find the right venue for their event. Adelaide Fringe does not program any venues itself.

“I am French living in Sydney for the past 5 years and I would simply say that so far Adelaide Fringe is the best experience Australia has given me”.

2018 Audience Survey

2018 SNAPSHOT

$16.6 MILLION

Box Office returned to Artists (minus ticketing fees)

6929 artists
705,761 tickets sold
1231 events
2.7 million attendance
442 venues

FRINGE TICKET SALES BY YEAR

2013 400,000
2014 447,000
2015 540,860
2016 604,000
2017 658,360
2018 705,761

BREAKDOWN OF EVENTS BY ORIGIN

South Australia 50%
Interstate 29%
International 21%
WHY FRINGE?

Artist & Venue Services
Huge support network throughout registrations and during festival with workshops, and development sessions at FringeWORKS. pg 6

Artist Fund Grants
Australian Artists only*. pg 21

Honey Pot
Adelaide Fringe’s marketplace. pg 8

Diverse Festival Audience
Access to a large audience base. pg 23

Professional Development
Huge daytime program of workshops, panels and info sessions. pg 7

Fringe Club
Access to the Fringe Club to dance the nights away and unwind throughout Fringe. pg 7

TOP FIVE REASONS WHY ARTISTS PARTICIPATE IN ADELAIDE FRINGE

2018 Participants Survey Results

- To perform work to new audiences - 45%
- To extend and develop networks - 43%
- To attract opportunities for future touring and presentation of work - 42%
- For fun and enjoyment - 40%
- Developing their work - 34%

“The city’s commitment to the arts and willingness to give anything a go is unparalleled. It has an ability to create magic and every year I find myself completely floored and inspired by my experience there”.
Malia Walsh, 2018 Fringe Artist

MORE MONEY IN YOUR POCKET FOR ADELAIDE FRINGE 2019

Thanks to funding from the State Government, we have abolished the Artist Inside Charge for tickets advertised under $35.00 and for tickets advertised $35.01 and over, the Artist Inside Charge is just 4% of your Net Ticket Price.

PLAN AHEAD

If you want to register an event at Adelaide Fringe, the sooner you start planning the better. Think about why you want to present work and what you want to achieve.

Whatever your reason, Adelaide Fringe has a range of services and opportunities to help you achieve your goals and get the most out of your Adelaide Fringe experience.
11 February – 17 March  
Open every day of the Fringe.

The FringeWORKS Hub is your all-in-one office, meeting space, rehearsal area and home away from home. There’s plenty of room for everything from circus training to an afternoon nap.

This also is where you will find the Artist & Venue team ready to help with information and support.

Use the free computers and WiFi, plug in your laptop and access printing and photocopying services – not to mention handy stationary items like a guillotine and staplers to streamline all your poster and flyer efforts, plus:

• Face to face support from your Artist & Venue, FringeTIX and Honey Pot teams
• Marketing & Publicity sessions
• Collection point for your 2019 Fringe credentials and Fringeworks guide
• Free weekly feasts
• Daily professional development events
• Computer, internet and printing facilities

PODCAST

Learn about all things Adelaide Fringe with the brand-spanking-new podcast series we’ve produced. The podcasts will be available on SoundCloud so make sure you follow our FringeWORKS Facebook page to stay updated on their release dates.

All podcasts available from soundcloud.com/adelaidefringe or through the AVR Resources.

LOOK OUT FOR THE FRINGEWORKS GUIDE

Whether you’re a local, interstate or international artist, look out for our FringeWORKS guide. This includes information on Fringe, details about FringeWORKS events and daytime program, artist discounts around town and general must-know information for Adelaide.

KEEP UP TO DATE

ARTIST & VENUE BULLETINS

Sent regularly during the registration process and lead up to the festival, they contain useful information, deadlines and opportunities. Make sure you’re signed up to receive these in AVR.

FRINGEWORKS ROADSHOWS

Throughout the registration period, we’ll be holding a number of information sessions as part of our roadshows around Australia.

They are the perfect opportunity to meet the FringeWORKS team, learn about Adelaide Fringe specific opportunities, how to market your show, network with other artists and get all the tips on how to make the most of your Adelaide Fringe experience.

Stay tuned for dates and venues in a city near you.

Interstate or overseas?

Don’t worry, selected sessions will be recorded and available through AVR Resources.

YOUR TEAM

The Artist & Venue team are your go-to people at Adelaide Fringe. We’re with you every step of the way from registrations right through to on-the-ground support at FringeWORKS every day of the Fringe. Utilise us, sling questions at us, we’re here to help.

artists@adelaidefringe.com.au  
+61 8 8100 2022

Karina Bryce  
Libby Lynch  
Shaylee Wanganeen

Tom Noble  
Jason Marsiglia  
Lisa Waite

Jo O’Callaghan

Interstate or overseas?

Don’t worry, selected sessions will be recorded and available through AVR Resources.
FRINGE CLUB

Your place to party!
15 February – 17 March

Fringe Club is the beating heart of the Adelaide Fringe. Whether you’re looking to dance to late night DJs or have a bite to eat, we’ve got you covered.

You can grab a cheap drink and a meal thanks to artist discounts. Let your hair down and relax, dance off that post show energy, and cheer on your peers as they perform nightly. Fringe Club is also where you meet fellow artists, industry guests and Fringe partners from Australia and around the world.

However you choose to spend your nights in the Fringe Club, take time to meet new people and chat to other artists – you never know who you will bump into. Anything and everything can happen at the Fringe Club!

“I’ve always felt incredibly supported by the festival and particularly by the FringeWORKS team. They’re always available for advice, help and hugs. Doing festivals as an independently produced artist can be hard, but feeling like the team have your back is great”.

Josh Glanc,
2018 Adelaide Fringe Artist

“FRINGEWORKS
DAYTIME PROGRAM

Located at the Fringe Club.
16 February – 17 March

Want to learn more about your craft from industry experts? Brush up your skills? Or dip your toe into a new area?

The FringeWORKS team present a series of daytime professional development events at the Fringe Club, including a wide range of panels, forums, workshops, networking opportunities and info sessions covering a range of topics across multiple genres.

These sessions are for you to develop your craft, hone your skills, expand your networks, learn about the arts industry and more! We know how stressful a festival can be, so there’s also a range of wellbeing sessions, relaxation activities, fun adventures and more.

“I think Fringe Club probably has to be my favourite place. After an evening of performing, seeing shows, or flyering, it’s great to be able to sneak into what feels like some sort of Fringe haven.

Great music to dance away your worries, or great conversation and a chance to meet new and old friends and even bump into artists that you have been inspired by and talk to them about their work!”

Alfie Ordinary,
2018 Adelaide Fringe Artist
“Being part of Honey Pot just allowed our perspective to change, pushed us to develop resources that promoted our work. It’s truly changed my creative journey for the better and I can’t wait to up the ante next year.”

Brodie Turner, 2018 Adelaide Fringe Artist

WHAT IS HONEY POT?
Honey Pot, now coming into its 12th year, has established itself as an internationally recognised arts marketplace, providing a dynamic matchmaking service for Artists and Industry Delegates. Lead by Fringe artists at all stages of development, Honey Pot is firmly immersed in the vibrant summer Festival season in Adelaide, South Australia.

WHO ARE THE ARTISTS?
Independent to established artists, producers, companies, and artist management make up the ‘artists’ tribe. A tiered system of access makes our program inclusive for first timers through to established producers ready to connect to the world stage.

WHO ARE THE INDUSTRY DELEGATES?
Delegates are venue programmers, festival directors and programmers, producers, event planners, TV producers, media and tourism professionals. In 2018 we attracted record attendance;
• 204 Total Industry Delegates
• 70 international delegates representing 25 countries

WHAT TO EXPECT?
Participating in the Honey Pot program provides the opportunity to start new conversations, develop and continue professional relationships and form lasting friendships. Outcomes often exceed expectations when new works, artists and ideas are explored in a spirit of openness and discovery. Connections established via the Honey Pot experience provides pathways for future programming and producing throughout Australia and around the world.

To join Honey Pot 2019 register via AVR or visit adelaidefringe.com.au/honey-pot

“The Adelaide Fringe Honey Pot is an indispensable tool for performing arts programming. The connections made are so useful, I feel confident they will connect me to artists as needed and this has indeed happened over many years now. I recommend Honeypot to my industry colleagues all the time.”

Tamara Jungwrith, Industry, Director & CEO, Gasworks Art Park, VIC

Cities Represented by Industry Delegates

Photo courtesy of House of Sand. Artist: Eliza Sanders. Photo: Stephen A’Court
This is YOUR chance to engage with the 450,000 people who visit Rundle Mall each week by strutting your stuff in Adelaide's busiest shopping strip throughout the Adelaide Fringe season.

It’s a great opportunity to perform, engage with and sell tickets to a diverse and bustling audience, as well as connect with other Fringe performers, hone your skills and have fun!

This exclusive performance space is only for registered Adelaide Fringe Artists and is also the only way you can flyer and promote your show inside Rundle Mall. Rundle Mall also hosts a dedicated Box Office & self-collection ticket machines to encourage patrons to buy tickets to your show!

Apply for Fringe in the Mall via Opportunities in AVR.

FRINGE AWARDS

The Adelaide Fringe Awards celebrates outstanding events presented within the 2019 Program.

Judged by a panel of arts industry leaders and arts lovers, the weekly awards mark out the ‘must-see’ events during Fringe announced each week on Thursday in the Fringe Club and to over 100,000 Adelaide Fringe eNews subscribers via email and social media.

The BankSA Awards are presented to the overall ‘best’ event in each art form at the Awards Ceremony on closing night. Awards partners also present a variety of awards and prizes including funding for further production, company development, promotion, mentorship and tour opportunities.

To apply for the Fringe Awards or find out more information about eligibility head to Opportunities in AVR.

YEP! aims to build the next generation of arts enthusiasts and practitioners by engaging young people with events, performances, exhibitions and workshops.

YEP! is a tailored booking service for teachers and educators, and a pathway to a creative and imaginative Fringe experience for all young people, from pre-school to university.

By adding a discounted price for students, your event will have greater exposure through the YEP Guide, which is distributed to Schools and youth education providers across South Australia to promote group school bookings.

Apply for YEP! via Opportunities in AVR or email yep@adelaidefringe.com.au for more information.

FRINGE IN THE MALL

With over 23,000 members, aligning with Fringe Membership is a great way to engage with Fringe’s biggest fans so that you get more bums on seats! Fringe Membership engages people of all ages throughout the year, offering exclusive access to discounted pricing to participating shows during Adelaide Fringe.

There are many ways for you to engage with our Fringe Membership program. Add a discounted Fringe Members ticket price to your event, advertise in weekly e-newsletters and on the Adelaide Fringe website, or offer a special giveaway to Fringe Members. You can also directly promote yourself at one of our Members events or meet this diverse art loving audience in the Fringe Member’s lounge at the BankSA Fringe Corner Box Office during opening hours.

Head to Opportunities in AVR to apply and find out more information on how Fringe Membership can work for you. To add a Fringe Member Price to your event, see page 18.

To add a Fringe Member Price to your event, see page 18.
BankSA Support Acts is a BankSA funded initiative that supports selected independent and emerging artists to raise their profile at Adelaide Fringe, sell tickets to shows and encourage audiences to discover something new.

Adelaide Fringe’s Principal Partner BankSA subsidises a selection of shows to the public for $10 and pays the artist the difference between this and the normal ticket price – a great way to generate new audiences. This is all backed up by a dedicated BankSA Support Acts marketing campaign.

Head to Opportunities in AVR to apply.

GUIDE LAUNCH FLASH SALE

Producing a show at the Adelaide Fringe can be a daunting task, especially when so much hangs on ticket sales in a market that buys as late as Adelaide audiences do.

The Guide Launch Flash Sale is an initiative implemented by Adelaide Fringe in collaboration with our partners in order to help you sell more tickets to your show earlier in your season, rather than pinning your hopes on last-minute sales and walk-ups.

By opting-in to our ‘Guide Launch Flash Sale’, your show will be included in a dedicated campaign to help stimulate ticket sales on the first weekend of January. The sale will coincide with the official Fringe Guide’s inclusion in The Advertiser on Jan 5th, prompting audiences to use the promo code provided to receive $10 off their Fringe tickets for 48 hours (on purchases of 4 tickets or more per transaction). Thanks to the Adelaide Fringe and our dedicated partners, the discounted amount applied to these tickets with be subsidized by Adelaide Fringe and added to your settlement after your season has concluded. Full details and artwork for the promotion will also be given to artists to share across their communication channels and social media.

To enter and for more details, visit Opportunities in AVR.
REGISTERING YOUR EVENT

AVR is your online platform for everything Adelaide Fringe! It’s where you register your event or venue – as well as your place to opt in for opportunities and get info through access to a whole library of handy resources!

**TO START YOUR EVENT REGISTRATION:**
- Go to avr.adelaidefringe.com.au
- Follow the prompts to create a user account

If you were registered for the previous Adelaide Fringe, you can use your login details to access your user account and reset your password if required. Note that previous event information is not saved.

You can save updates along the way as you don’t have to finish your application all in one sitting. We understand you might not have all the information ready at the point of registration.

**AVR RESOURCES**
There is a whole library of helpful resources to discover on the AVR. You’ll find information about marketing your event, promotion, publicity, opportunities and heaps of other handy topics. There are also key documents like our Media Resource Kit, the Advertising Kit, the Style Guide and more. You can also find all our handy bulletins for your reference.

**NOT FOR PROFIT**
Adelaide Fringe is a not-for-profit organisation with a voluntary board. This means we do not operate for profit, personal gain or to the benefit of particular people, but seek to work for the good of the greater cause – the artist. Adelaide Fringe is dedicated to putting more money back into every artist’s pocket and will continue to lobby government to promote, invest in and support the arts.

You’re officially an Adelaide Fringe event once all required information in the registration is complete and registration fees are paid.

**REGISTRATION FEES**
- $395  Performing Arts and Events of 4 sessions or more
- $330  Visual Art & Design of 4 sessions or more
- $210  All event categories up to and including 3 sessions

Registration fees are GST free.

**THIS FEE COVERS:**
Registration fees themselves cover the cost of your listing in the printed Adelaide Fringe guide, but upon registering you get all of this too:
- Your event listed in more than 320,000 printed Fringe Guides
- Your event listed on adelaidefringe.com.au (over 2.5 million visitors in 2018)
- Access to a whole array of opportunities to help sell tickets and create networks
- Participation in events and programs to promote your work
- Ongoing support and advice including information sessions and access to media lists and other resources
- Fringe Club
- FringeWORKS, including daily professional development events

**WHEN TO PAY:**
Registration fees must be received in full by midnight Wednesday, 26 September 2018.

**CANCELLATIONS:**

<table>
<thead>
<tr>
<th>CANCELLATION DATE</th>
<th>REFUND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 10 Oct 2018</td>
<td>100%</td>
</tr>
<tr>
<td>10 Oct – 08 Nov 2018</td>
<td>50%</td>
</tr>
<tr>
<td>09 Nov 2018 or later</td>
<td>Nil</td>
</tr>
</tbody>
</table>

**FUN FACT**
Adelaide Fringe Event registration fees haven’t changed a single cent for 10 years!
YOUR EVENT INFO

GENRES: (number of events in 2018)

<table>
<thead>
<tr>
<th>Genre</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>CABARET</td>
<td>127</td>
</tr>
<tr>
<td>CHILDREN’S</td>
<td>96</td>
</tr>
<tr>
<td>CIRCUS &amp; PHYSICAL THEATRE</td>
<td>36</td>
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<tr>
<td>COMEDY</td>
<td>341</td>
</tr>
<tr>
<td>DANCE</td>
<td>33</td>
</tr>
<tr>
<td>EVENTS</td>
<td>73</td>
</tr>
<tr>
<td>FILM &amp; DIGITAL</td>
<td>13</td>
</tr>
<tr>
<td>INTERACTIVE</td>
<td>25</td>
</tr>
<tr>
<td>MAGIC</td>
<td>22</td>
</tr>
<tr>
<td>MUSIC</td>
<td>260</td>
</tr>
<tr>
<td>THEATRE</td>
<td>128</td>
</tr>
<tr>
<td>VISUAL ART &amp; DESIGN</td>
<td>77</td>
</tr>
</tbody>
</table>

WORKSHOPS & TALKS new in 2019!

When you select a genre for your event, this is where your event will be displayed both in the printed guide and the website.

In 2019, Adelaide Fringe is introducing a new genre, WORKSHOPS & TALKS. This genre will showcase events that share knowledge, educate and inspire. This could include workshops, masterclasses, lectures, forums and more. Chat to our team if you think your event could be a good fit.

THINGS TO REMEMBER:

- Keep your title snappy
- Use concise language. Make your copy sharp, short and smart
- Use Australian English
- Try not to repeat your title in your copy – if you do, make sure you use single quote marks. E.g. ‘Spectacular Charlie’ is a...
- When using direct quotes, use double quote marks and source the publication. E.g. “Charlie’s humour is second to none” – The Advertiser.
- When using exclamation marks, one is the limit. E.g. “The hit of the Fringe!” NOT “The hit of the Fringe!!!!”
- Only use an ampersand (&) when referring to a partnership or collective. E.g. ‘Boris & Sergey’s Vaudevillian Adventure’. The ampersand should not be used for linking two separate units or to simply replace the word ‘and’.
- Website addresses should always be in lowercase and omit the ‘www’. E.g. adelaidefringe.com NOT www.adelaidefringe.com

“IF IT’S YOUR FIRST TIME – BE PREPARED. DO YOUR HOMEWORK AND CONNECT WITH ARTISTS WHO HAVE BEEN OVER BEFORE. I MUST HAVE SPOKEN TO 10 DIFFERENT ARTISTS, EACH WITH A DIFFERENT STORY, BEFORE I WAS ABLE TO PIECE THINGS TOGETHER. IT MADE FOR A SAFE AND ENJOYABLE LANDING INTO ADELAIDE.”

KEVIN QUANTUM, 2018 ADELAIDE FRINGE ARTIST

IMAGE

Your event image should have a clear concept to communicate what your event is without the need for words, so please do not include text.
It must be ‘high resolution’ and at least 300dpi. – you can check it using Microsoft Paint or Get Info on Mac. A quick search on Google will help you with the steps.

TOP IMAGE TIPS:
- Your main event image should be clear, bold and stand out
- Less is more. Remember, the image size in the printed Adelaide Fringe guide is only approx. 2.5cm x 2.5cm (similar size to a stamp), so don’t overcomplicate it
- Don’t include text in your image. All the important info, like the title and location will be right next to the picture anyway
- Try not to include too many people in the image. Due to the print and display size, it will look unclear and messy
- Invest in high quality images that can be used across your campaign

GOOD IMAGE EXAMPLES (at actual size)

12 adelaidefringe.com.au | artists@adelaidefringe.com.au | Hotline +61 8 8100 2022 | facebook.com/adifringeworks
SECURING A VENUE

Securing the right venue for your show, exhibition or event is one of the most important decisions you’ll make.

If you already have a venue lined up you are well on your way to finalising your registration. If the venue you have chosen is already registered in the AVR you will be able to select it during the registration process.

Still looking for the right venue? Get in contact, we’re here to help!

VENUE FINDER
The Venue Finder is available through the AVR. You can search by venue type, location, capacity and access all the information you need to assist with finding the perfect match.

These venues are interested in having Fringe events at their location and want to hear from you. You can view the venue’s details and information and if you like what you see get in touch and start negotiating.

Remember, venues don’t need to be on the Venue Finder for you to use them. You can use any venue you like – be proactive and think creatively!

VENUE ASSISTANCE
Access local knowledge and know-how from the team. We can guide you through finding a space from the quirkiest of locations to fully equipped theatres. Email us at artists@adelaidefringe.com.au.

If you’re considering setting up and operating your own venue or using a vacant space, contact us to find out what you’ll need to know.

LOOKING TO ATTRACT NEW AUDIENCES?
Whether you’re looking for a venue for your entire event or simply adding an extra show outside of your run in Adelaide’s CBD, consider performing or exhibiting a little further afield.

We have councils in outer metropolitan and regional areas that are very supportive in encouraging creativity within their communities during Adelaide Fringe. Keep an eye out in AVR Resources.

THE ESSENTIALS
Once you have your list of potential venues, consider:

• Capacity – does it meet your needs? If this is your first time to Adelaide Fringe, be realistic in your expectations.
• Location and audience – is it near other Fringe activity, close to transport, does the venue have an existing audience that suits your event?
• How is the venue planning to market and publicise Fringe events at the venue?
• What technical facilities does the venue offer? Is this included in the hire or is it an extra charge?
• Is the venue licensed? Is it important that audiences can grab a drink pre or post show?
• Can you hold an exhibition opening?
• What other events are happening or planned at the venue?
• What staffing (box office / front of house / bar) can the venue provide and at what costs?
• Consider the venue’s accessibility (see pg 15 for details)
• Cost – what is your budget to spend on a venue?
• What does the hire fee cover? A lower fee may mean that more work is your responsibility (marketing, box office, technical staff), and a higher fee should bring you more benefits and support.

Consider your options carefully, some factors will be more important to you than others and should steer your decision.

VENUE SPACE TYPES IN 2018

<table>
<thead>
<tr>
<th>Venue Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre / Concert</td>
<td>10.5%</td>
</tr>
<tr>
<td>Temporary Venue (indoor)</td>
<td>3.5%</td>
</tr>
<tr>
<td>Studio / Gallery</td>
<td>10.2%</td>
</tr>
<tr>
<td>School / University</td>
<td>2.9%</td>
</tr>
<tr>
<td>Pub / Bar / Hotel / Winery</td>
<td>19.9%</td>
</tr>
<tr>
<td>Outdoor / Street / Park</td>
<td>10.2%</td>
</tr>
<tr>
<td>Other</td>
<td>91.9%</td>
</tr>
<tr>
<td>Office / Retail</td>
<td>18.2%</td>
</tr>
<tr>
<td>Multi-Purpose Arts Venue</td>
<td>12.9%</td>
</tr>
<tr>
<td>Government</td>
<td>3.2%</td>
</tr>
<tr>
<td>Community / Cultural / Sporting</td>
<td>9.9%</td>
</tr>
<tr>
<td>Cinema</td>
<td>0.3%</td>
</tr>
<tr>
<td>Cafe / Restaurant</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

FUN FACT
In 2018, 46% of tickets were sold at venues in the three outdoor hubs (Garden of Unearthly Delights, Gluttony and Royal Croquet Club). 54% of tickets were sold in venues outside of the outdoor hubs.
COMMON VENUE HIRE STRUCTURES

STRAIGHT HIRE
Venues charge a fixed flat rental and the artist keeps 100% of the box office or exhibition sales. This is the most straightforward arrangement. It means the artist takes on all the financial risk.

BOX OFFICE SPLIT
The artist and venue split the box office takings. The percentage split will vary depending on the individual agreement. A common share is 70–80% (artist), 30–20% (venue). Ensure that the split is after FringeTIX fees have been taken out.

STRAIGHT HIRE / BOX OFFICE SPLIT
Venues charge a cheaper rental fee plus a share of the box office (e.g. Flat fee plus 10% of box office). Ensure that the split is after FringeTIX fees have been taken out.

BOX OFFICE SPLIT WITH GUARANTEE
The venue will take percentage of net ticket sales provided they are over the guaranteed amount. If not, you will need to pay the guaranteed amount as a straight hire fee. Check your agreement carefully.

NO VENUE HIRE
The venue is offered at no charge. However, there may be charges for staff, technical equipment etc. This is a popular option with events that bring in other revenue for the venue such as food and beverage sales.

SPLIT SETTLEMENT IN AVR
Adelaide Fringe is providing artists and events with the opportunity to arrange a split settlement of their box office sales with their venue. If you choose to have a split settlement with your venue Adelaide Fringe will pay your nominated percentages (or other amount) individually to each party after your season has ended.

We recommend you discuss split settlement with your venue now and both come to an agreement. Once an agreement is made, please notify Adelaide Fringe by completing the appropriate section of AVR.

VISUAL ART AND DESIGN
Look for a venue that suits your work practically, aesthetically and conceptually, with adequate visibility and visitation.

CAFES / RESTAURANTS / PUBS
Benefits include: good visitation, possible window frontage and a ready-made audience to view your work. Drawbacks can be: limited space, non-negotiable and pre-existing hanging points and your work is exposed. Remember to consider how the venue may assist in promotion and enquire into holding an exhibition opening.

OUTDOORS, PUBLIC SPACES & FOYERS
The main benefit is the direct access to the public, the drawback is exposure to the elements and the lack of security. If your work is suited to an outdoor space you will need to get the appropriate approvals from the council. Other venues may include empty buildings, shop fronts and public institutions.

GALLERIES
Many established galleries are programmed up to 12 months in advance. If your work is suited to a gallery it is advised that you contact them as soon as possible. It will help if you have a friend or professional contact that is connected to the gallery or has exhibited there previously.

FUN FACT
In 2018, Adelaide Fringe had 442 registered venue spaces. 241 of these were in Adelaide CBD, 201 were outside of Adelaide CBD.
GET IT IN WRITING

Make sure that everything you have negotiated with your venue is included in a contract or agreement. Ensure you understand your financial commitments as well as performance and exhibition commitments – if you are unclear about anything get in touch with us.

Cover the basics:
- Booking details (session dates, time, bump in/out)
- Clear installation and removal dates (Art & Design)
- Hire fees (straight hire, commission sales etc.)
- Technical requirements (who is responsible)
- Supply and use of venue equipment (chairs, tables, toilets etc.)
- Venue set up each night (who is responsible)
- Venue pack down and cleaning (who is responsible)
- Storage of props and/or artwork
- Box office and sales (who and how)
- Venue staffing
- Licensing fees (APRA/AMCOS/PPCA)
- Cancellation policy for both the artist and venue
- Additional fees not included in venue hire
- Payment details and conditions
- Insurance
- Cost – what is your budget to spend on a venue?

SAMPLE CONTRACTS
The Arts Law Centre (artslaw.com.au) has sample contracts or you can download an example contract from the resources section of the AVR.

We are here to give you information on finding a venue but it is your responsibility to secure the use of a venue. All financial and contractual details are directly between you and the venue, not Adelaide Fringe.

ACCESS

Accessibility is very important to consider when planning your Adelaide Fringe event. Think about what accessibility options you can incorporate.

WHEELCHAIR ACCESSIBLE
Make sure you ask your venue if they are wheelchair accessible? If not, will this impact your audience? Is there accessible parking close to the venue? Be sure to take this into consideration when choosing a venue as it can impact on your audience’s experience.

HEARING LOOP
A hearing loop (sometimes called an audio induction loop) is a special type of sound system for use by people with hearing aids. The hearing loop provides a magnetic, wireless signal that is picked up by the hearing aid when it is set to ‘T’ (Telecoil) setting. This can be very helpful to the hearing impaired community.

AUSLAN INTERPRETATION
Auslan is the sign language of the Australian Deaf community. Many artists will engage an Auslan interpreter for at least one of their shows within a performance season. It’s an excellent way to access a broad audience and can be great for both the artist and the audience.

Auslan interpreters are professionals qualified to interpret your show for people who are deaf or hearing impaired and use sign language to communicate. During an Auslan interpreted performance, an interpreter stands on or at the side of the stage, clearly visible to the audience, and interprets the spoken word, songs, and sound effects for deaf patrons using Auslan.

The cost of the interpreter is paid for by the artist or event producer, Adelaide Fringe does not cover this cost.

Audio Description provides an inclusive environment for the blind or vision impaired community, it can also be useful for people with Autism Spectrum Disorders. For live events, Audio Description is delivered live in dialogue pauses and scene changes via a wireless transmission system.

You can also consider including tactile tours of theatre sets and exhibitions where describers lead patrons in meeting performers and artists, and discovering key set elements, props, costumes and tactile analogues to enhance the audio description experience.

Audio Description also includes extra information about sound effects and music to assist Deaf and hard of hearing people to fully experience the art.

For more information about Auslan, Open Captioning or to book an interpreter for your show we recommend contacting Access2Arts – +61 8 8463 1689, access2arts.org.au, or email hello@access2arts.org.au.

You can also find additional info in the Resources section of the AVR.

RELAXED PERFORMANCE
A Relaxed Performance is a performance in which certain production elements such as light and sound cues are adjusted slightly to even out or soften the sensory experience of the show, or removed altogether. A relaxed performance may also offer accommodations outside of the show itself, such as a relaxation/quiet area, an activity area, family/non-gendered bathrooms etc. Audiences are allowed to move around the space or make noise during performance and bring snacks, toys, and fidgets (objects that can help soothe and focus individuals on the autism spectrum) into the theatre with them. They are welcome to exit and return to the theatre whenever they need to.

AVENUES

VENUES
TICKETING

WHAT IS FRINGETIX?
FringeTIX is the ticketing service run by Adelaide Fringe and the dedicated team are on hand to support all your ticketing needs.

FringeTIX is the one-stop-shop for customers to purchase tickets to all Adelaide Fringe events. The information you enter into the AVR will be converted into your event listing in the printed Fringe guide and your online listing on adelaidefringe.com.au.

FringeTIX has exclusive ticketing rights to all Adelaide Fringe events and this is a condition of your registration.

This means that you cannot sell any tickets to your Fringe event through any other ticketing agency.

WE’RE HERE FOR YOU
Want to run a promo code promotion? Need help accessing your sales reports or deciphering who is attending from the Media? The FringeTIX team is here to help.
ticketing@adelaidefringe.com.au +61 8 8100 2012

WHERE CAN CUSTOMERS BUY TICKETS?
ONLINE
adelaidefringe.com.au

BY PHONE
1300 621 255 from 7 Dec 2018

AT THE BOX OFFICE
Rundle Mall from on-sale date. BankSA Fringe Corner (Cnr East Tce & Rundle Rd) from 14 Feb 2019

LOWDOWN ON FEES & CHARGES

WHAT DO YOU PAY?

ARTIST INSIDE CHARGE
Thanks to funding, we have abolished the Artist Inside Charge for tickets advertised under $35.00 and for tickets advertised $35.01 and over, the Artist Inside Charge is just 4% of your Net Ticket Price. Artist Inside Charges are GST exempt.

<table>
<thead>
<tr>
<th>ADVERTISED TICKET PRICE</th>
<th>ARTIST INSIDE CHARGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $35.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>$35.01 and above</td>
<td>4% of Net Ticket Price</td>
</tr>
</tbody>
</table>

COMPLIMENTARY TICKETS FEES
Complimentary or papering tickets issued or requested by you incur a fee of $0.30 per ticket. This amount is charged at settlement. There is no limit to the amount of complimentary tickets you can pull.

Tickets issued by Adelaide Fringe as pre-approved by you (including but not limited to Media Review Comp, Honey Pot Comp, Yep! Teacher Comp, Fringe Membership Giveaways and Companion Card) will not incur a $0.30 fee per ticket issued.

WHAT DO CUSTOMERS PAY?

CUSTOMER BOOKING FEE
All tickets sold through FringeTIX are subject to a $3 customer booking fee (incl. GST), payable by the customer at the point of sale. This customer booking fee is included in the advertised price.

WEB TRANSACTION FEE
All online transactions will attract a $1.50 Web Transaction Fee (incl. GST). This fee is to cover website administration costs. Customers can avoid paying this fee if they are buying at the Box Office or over the phone.

BREAKING IT DOWN
When setting up prices in AVR, you must enter the advertised ticket price. Your net ticket price, minus booking fees and any inside charges, is automatically calculated and clearly visible.

<table>
<thead>
<tr>
<th>ADVERTISED TICKET PRICE</th>
<th>LESS CUSTOMER BOOKING FEE</th>
<th>LESS ARTIST INSIDE CHARGE</th>
<th>NET TO ARTIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15.00</td>
<td>– $3.00</td>
<td>– $0.00</td>
<td>$12.00</td>
</tr>
<tr>
<td>$20.00</td>
<td>– $3.00</td>
<td>– $0.00</td>
<td>$17.00</td>
</tr>
<tr>
<td>$40.00</td>
<td>– $3.00</td>
<td>– $148</td>
<td>$35.52</td>
</tr>
</tbody>
</table>
When setting up prices in AVR, you will be able to clearly see what you will net after all fees. Ensure you budget on your net amount, not the advertised ticket price. All applicable charges will be deducted by Adelaide Fringe at the time of settlement.
TAP INTO OUR DATABASES AND DISCOVER A NEW AUDIENCE!

Consider offering discounted prices to some of our biggest Fringe fans

FRINGE MEMBER PRICE
With over 23,000 Fringe Members (and counting), Fringe Member priced tickets are a great opportunity to get bums on seats throughout your entire season! This will also generate word of mouth with a dedicated audience of Arts lovers, particularly in the early season. You have the option to offer all Fringe Members the chance to buy tickets to your show at 25% off your Full Price. The offer is limited to two tickets per event, per customer.

BANKSA CUSTOMER PRICE
With over 450,000 customers, BankSA customer priced tickets are very popular and a great opportunity to help fill your venue and generate word of mouth, especially early in your season. You have the option to offer all BankSA Customers the chance to buy tickets to your show at 25% off your Full Price. The offer is limited to two tickets per event, per customer.

HALFTIX
For last minute ‘bums on seats’, consider offering a limited number of seats on sale at half price. Available for purchase between 12pm–3pm from all FringeTIX sales channels on the day of the performance only.

To ensure the price is half of the advertised price, Adelaide Fringe will also halve the customer booking fee. Once you are on the ground, you can manage your own HalfTIX through the ManageMyTIX portal.

Questions? Email ticketing@adelaidefringe.com.au or call the FringeTIX team on +61 8 8100 2012.

WHO WANTS EMPTY CHAIRS?
Offer passholders free or discounted entry

ARTIST PASS FREE
Support your peers! Make sure to check ‘Artist Pass Free’ in AVR to allow free entry for fellow registered Fringe artists to check out your work. Don’t worry, it’s subject to capacity so admission is only once all paying patrons are in on presentation of an artist pass.

FRINGE STAFF PASS FREE
Similar to Artist Pass Free, offer free entry to those who work or volunteer at Adelaide Fringe to help generate hype about your event. Word of mouth is a powerful tool, especially amongst those who live and breathe Fringe. Subject to capacity once paying patrons have entered, valid upon presentation of a staff or volunteer pass.

Please ensure you have communicated your desire for these offers with your Front of House staff as this is managed at the venue and not pre-arranged through FringeTIX.

PASS DISCOUNTS
Alternatively, offer a discounted price for Adelaide Fringe Artists, Staff and Volunteers. Discounted tickets are only available to purchase in-person on presentation of relevant accreditation from a Fringe Box Office or at FringeWORKS.
FRINGETIX TIPS

PRICING
- Don’t sell yourself short. $32 Full Price (advertised) and $27 Concession (advertised) were average ticket prices for 2018 Adelaide Fringe.
- Keep your pricing consistent across your season and round up to the nearest dollar. It looks neater in the guide and is easier for customers to understand.
- All marketing materials you produce (posters, flyers, social media, advertisements) need to state the advertised ticket price and should include the words ‘includes customer booking fee’ or ‘Incl. BF’.
- Make sure to include the Adelaide Fringe/FringeTIX logo which contains the correct booking information. Logos will be available to download from October in the AVR.

REPORTS AND SETTLEMENTS
- Once tickets go on sale on 5 Dec 2018, you will be provided with your login details to access your sales reports, door lists and customer opt in reports.
- Settlement of your sales through FringeTIX will be paid within 15 working days after your last session. You will receive (via email) a summary of your total ticket sales, minus applicable charges. Money will be deposited straight into the bank account you entered during the registration process, so make sure we have the correct bank details.

AUDIENCES
- Know your market. In 2018, over 82% of our customers bought tickets online.
- Show warnings are not just for fun. Please tell us if any exist. It makes everyone’s lives so much easier if we have this information up front and patrons know what they are getting themselves into. Be sure to rate your show realistically to avoid having punters offside with your event.

MANAGE MY TIX
ManageMyTIX is your one stop shop to manage tickets for your event! Process your own complimentary tickets, check sales via the reporting suite and edit your own Half TIX. Once your event is on sale, we will provide you with your login details to this little website of ticketing magic.

HOW CAN I GET IN TOUCH WITH THE FRINGETIX TEAM?
EMAIL
ticketing@adelaidefringe.com.au
CALL
+61 8 8100 2012. We are on the phones daily from 8am – 10pm every day of the Fringe and during normal office hours in the lead up.
VISIT
During Fringe we are at FringeWORKS daily 10am – 8pm to talk you through anything ticketing related. Or just to have a chin wag – we love a chat!

MAKING CHANGES TO YOUR EVENT
- Don’t forget to tell us! FringeTIX is the intermediary between you and your audience – if they need to know something, we need to know it first. Cancelling? Running late? Need punters to bring along a prop? Email or call us and we will inform the masses, pronto.
- We’re here to help – from making changes to your event once tickets are on sale to answering questions about sales reports, holds and general ticketing queries.

PAPERING
Papering is an industry term used when complimentary tickets are offered to a specific target audience who will spread good word of mouth about your show and should be used as a tool to boost bums on seats early in your season.
It’s always best to get peoples emails and invite them to RSVP rather than hand out free tickets on the street. Ask a local café, gym, or travel agent if they have a staff list they could forward your email to or contact a community group that might have a large number of volunteers you could invite.

You should never offer free tickets to people who a) you don’t think will like your show, b) won’t actually turn up, and c) would otherwise buy a ticket.

Adelaide Fringe does not limit the number of complimentary tickets you can pull. Always remember to process your complimentary papering tickets through ManageMyTIX or by emailing ticketing@adelaidefringe.com.au.

BE BOX OFFICE & E-TICKETING READY
Adelaide Fringe is introducing e-ticketing in 2019! Make sure you have read through our FAQs in the Resources section of AVR. Chat to your venue to make sure you have a system on how you are admitting customers into your event and how you are selling tickets at the venue box office.
DO A BUDGET

It’s important to consider every possible outlay to budget effectively, while also exploring all your potential revenue streams. Check out the sample budget here to get an idea of possible costs you’ll need to factor in.

INCOME:
- Box Office / Sales
- In Kind Support
- Sponsorship
- Cash Funding
- Miscellaneous

INCOME TOTAL $%

EXPENDITURE:

WAGES
- Administration
- Marketing
- Producer
- Director, Writer, Designer
- Box Office/Front of House
- Publicist
- Performers Fees
- Production Staff
- Stage Manager
- Workcover
- Other

WAGES TOTAL $%

PRODUCTION
- APRA Fees
- Cleaning
- Transport
- Lighting
- Venue Hire
- Props, Costumes
- Signage
- Set
- Sound
- Travel
- Accommodation
- Other

PRODUCTION TOTAL $%

MARKETING
- Photos/Video
- Invitations
- Mailouts
- Graphic Design
- Posters
- Flyers
- Distribution
- Print Advertising
- Radio Advertising
- Digital & Social Media Advertising
- Programs
- Fringe Guide Advertising
- Fringe Membership Advertising
- Discount Ticket Allocations
- Miscellaneous

MARKETING TOTAL $%

ADMINISTRATION
- Registration Fee
- Equipment Hire
- Fees and Licences
- Public Liability Insurance
- Equipment Insurance
- Phone/Fax
- Photocopying
- Postage
- Computer Expenses
- Stationary/Office Supplies
- Vehicle Exp. (petrol etc)
- Other

ADMINISTRATION TOTAL $%

EXPENDITURE SUB TOTAL $%
PLUS 10% CONTINGENCY $%

EXPENDITURE TOTAL $%

TOTAL PROFIT / LOSS:
- INCOME TOTAL $%
- MINUS EXPD. TOTAL $%
- PROFIT / LOSS $%

FRINGE TIP
Make sure you come out on top. Your expenditure should not exceed your income, unless you’re willing to invest in it financially. You shouldn’t budget more than 40% of your season capacity.

TICKET SALES & INCOME PROJECTIONS
Figures show an average of 40% of available tickets to all shows are pre-sold through FringeTIX.

Keep in mind that while some shows sell out, others may struggle to sell 20 tickets to their entire season. Don’t set your projections too high for what your sales might be to make your budget look good. If you are new to Adelaide Fringe, be conservative.

YOUR TICKET PRICE
Your ticket price should be a balance between what revenue you need from ticket sales and what you think audiences will pay to see your work. This is no easy task – look through past Fringe Guides to see what other shows and events are charging, ask around and do your research.

Consider the opportunities of offering a variety of ticket price types including Fringe Membership, as a way to reach multiple audiences.


OTHER INCOME
Think creatively about what you need, how much time you have, and who you can approach in order to diversify your income as much as possible.

A good start is to identify your event’s point of difference and what you have to offer as an artist or company. Ask yourself why individuals, businesses or organisations should support your project financially.

Do some research locally and draw on your existing networks and connections first.

SETTLEMENT
Be aware that your settlement can take up to 14 working days to be transferred into your nominated bank account following your final performance. Make sure you have budgeted enough to sustain you through the festival. Consider generating cash income during the Fringe by selling merchandise after your show, or perhaps running workshops.

BRING IN THE BUCKS

SPONSORS & PARTNERSHIPS
Identify the most useful services or items for your project and go to businesses that deal in this. In-kind sponsorship means that you’re given something for free, as opposed to receiving outright cash and this is the most likely scenario to aim for in the beginning.

Go to your immediate community first and use all the connections you can to initiate contact with potential sponsors and partners. Don’t forget you’ll need to give something in return. This could be something like including logos on your posters and free tickets to your event or promoting their wine at your exhibition opening.

GRANT & PHILANTHROPY
There are numerous organisations, government funded and otherwise which offer a range of grants that your project may be eligible to apply for. City and regional councils usually have an arts, culture or community funding program for events to be held in the council area, so get in touch with your local council for information.

Each state has a government funding body and The Australia Council is the peak national organisation and a great source of information.

ARTIST FUND GRANTS
Artists are the heart of the Fringe and the Adelaide Fringe Artist Fund has been purposefully designed to seed artist’s projects that are programmed in the festival season. We support diversity and all forms of expression which enhances our festival offering.

The grant program encourages bold ideas to take shape, and alleviates some of the financial burdens in place by self-presenting. Funds may be used for a variety of items, such as, travel, production, marketing, and wages. An easy transparent applicant process ensures that these funds are accessible for a large cross section of artists and companies.

In 2018 we awarded $85,000 in project grants, plus a further $14,500 in ticket access for disadvantaged groups of the community. Funds available for Artist’s Grants have been made possible through generous public donations to the Artist Fund and the ongoing support of The Friends of the Artists Fund donors.

Applications have now closed for 2019, but keep an eye out for when applications for the 2020 Adelaide Fringe open.

HELPFUL LINKS
artshub.com.au/grants/list
business.gov.au/GrantFinder
creativepartnershipsaustralia.org.au

CROWDFUNDING
australianculturalfund.org.au
pozible.com
indiegogo.com
kickstarter.com
gofundme.com

GRANTS
AUS
australiacouncil.gov.au
countryarts.org.au
ianpotterculturaltrust.org.au
myerfoundation.org.au/grants
SA
arts.sa.gov.au
helpmannacademy.com.au
carclew.com.au
ACT
arts.act.gov.au
TAS
arts.tas.gov.au
NSW
arts.nsw.gov.au
VIC
arts.vic.gov.au
NT
arts.nt.gov.au
WA
arts.wa.gov.au
QLD
arts.qld.gov.au

CROWDFUNDING
australianculturalfund.org.au
pozible.com
indiegogo.com
kickstarter.com
gofundme.com

HELPFUL LINKS
artshub.com.au/grants/list
business.gov.au/GrantFinder
creativepartnershipsaustralia.org.au

CROWDFUNDING
australianculturalfund.org.au
pozible.com
indiegogo.com
kickstarter.com
gofundme.com

GRANTS
AUS
australiacouncil.gov.au
countryarts.org.au
ianpotterculturaltrust.org.au
myerfoundation.org.au/grants
SA
arts.sa.gov.au
helpmannacademy.com.au
carclew.com.au
ACT
arts.act.gov.au
TAS
arts.tas.gov.au
NSW
arts.nsw.gov.au
VIC
arts.vic.gov.au
NT
arts.nt.gov.au
WA
arts.wa.gov.au
QLD
arts.qld.gov.au

BUDGETING
THE ADELAIDE FRINGE CAMPAIGN

Adelaide Fringe is the link between artists and audiences.

Through a variety of tools, used with a creative and innovative attitude, Adelaide Fringe alerts audiences (and potential audiences) the festival season is on!

As an open access arts festival all efforts are aligned to sell tickets, using a winning mix of general traditional media and highly targeted tools to let the public know about your event.

And we’re here to help, check out the marketing resources in the AVR, come along to one of the Stand Out! FringeWORKS sessions or get in contact with our team directly.

THE ADELAIDE FRINGE GUIDE

320,000 copies of the Fringe Guide are distributed across Adelaide and interstate each year.

This is a major source of information for audiences and ticket buyers to browse and choose events, so make sure your image and 350 character description are spot on.

SOCIAL MEDIA

Adelaide Fringe has the largest social media following of any arts organization in South Australia.

Make sure to follow and interact with our accounts:

@ADLfringe  
@ADLfringe  
@ADLfringe  

Use #ADLfringe to tag us in your own posts, and jump in on the conversation with audiences.

ADALEÍDFRINGE.COM.AU

As each registered Fringe event has its own event page on our website, use your specific URL across all your marketing efforts to direct audiences straight to your event to purchase tickets or find out more.

Our website also allows audiences to easily filter the program and search by venue, title, genre, date, accessibility options or even by mood.

With 2.5 million visits in 2018 and 82% of all FringeTiX sales going through the site, make sure adelaidefringe.com.au is included on all of your marketing collateral.

Don’t forget to upload your reviews to AVR so we can include them with your event listing on our website.

2.5M Website Sessions in 2018

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@ADLfringe  
@ADLfringe  
@ADLfringe  

Use #ADLfringe to tag us in your own posts, and jump in on the conversation with audiences.
ADLFRINGE.COM.AU
96% of audiences use the website to browse for FringeTIX and 82% of tickets are purchased online. Banner and button advertisements are available for purchase which link directly to your event listing. Capture your audience right as they are making their booking decisions!

ENEWS BANNERS
With a subscriber base of more than 130,000 people, the Adelaide Fringe eNews gets your show promoted directly to the people who are most passionate about the Fringe. This is the only Adelaide Fringe direct audience advertising available.

FRINGE BY DAY GUIDE
Our matinee guide lists all shows with a start time before 5pm, and is targeted towards families, children and older audience members who may be overwhelmed by the main guide. This can extend your reach to a smaller, targeted demographic.

SUBSIDISED NEWSPAPER ADS
There are a limited number of highlighted listing adverts in Adelaide's largest print publication, The Advertiser, that give artists a cost effective alternative for high-circulation media.

ADVERTISING OFFERS
Our advertising partners and friends also offer subsidised rates available only to Fringe Artists.

PACKAGES
Select a package and save when purchasing Fringe Advertising or access additional exclusive services.

FRINGE MEMBERSHIP ADVERTISING
Reach our dedicated Fringe Membership audience of over 23,000 passionate Fringe goers. Get cut-through with banner advertising in our Members E-Newsletters, dedicated social media posts, additional website listings and more! Make sure you offer a Fringe Member price to be eligible for additional Membership advertising and promotions.

Purchase your advertising now through the dedicated AVR module. Alternatively head to adelaidefringe.com.au/advertise-with-us or email ads@adelaidefringe.com.au for more info.
YOUR MARKETING

Promote your event effectively!

THE BASICS

UNDERSTAND YOUR AUDIENCE

The best place to start with your marketing plan is to think about who your audience is. When you squint past the spotlight on your opening night, are the chairs going to be filled with families? Young adults? Retirees? Once you have an idea of who your audience is and who you want to attract, it will help you to decide on the marketing opportunities available.

SET A BUDGET

All shows need a marketing budget – the size of your budget should be proportional to the amount of seats you need to fill. You don’t have to break the bank, but even the smallest show will need to have a handful of flyers, a decent press image and some targeted boosted posts.

COME UP WITH A PLAN

Once you’ve got your guide entry sorted it’s time to come up with a plan for the rest of your marketing. There’s no one-size-fits-all solution for marketing, so you’ll have to think about what might work for your production. It’s also a good idea to be diverse and not rely too heavily on one medium over another.

TOP TIPS

- Have 2-3 great hi res images ready to go
- Video is queen of the online space
- Keep it consistent! Images, colours, even fonts on collateral to create a recognisable brand
SOME AREAS TO CONSIDER

OUTDOOR
If you have a big production with a lot of seats to fill, large format outdoor might work for you. E.g. buses, billboards, street banners.

TRADITIONAL ADVERTISING (TV, PRINT AND RADIO)
Print and radio advertising can be expensive but it's a great way to reach a lot of people at the same time. Before booking make sure to ask for a 'media kit' or 'rate card' to check their audience matches the type of people you want to attract. Also ask about a package that includes advertising, promotional on-air and street giveaways as well as interviews.

If you can’t afford to buy ads alone you can team up with other artists to share a space.

DIGITAL ADVERTISING (WEBSITE, EDMs AND SOCIAL MEDIA)
Online Advertising is cheaper than print or radio and can be a great way to target your advertising to the people you want to talk to. Even $20 can go a long way with Facebook advertising, so it's worth investigating what could work for you.

Check out lynda.com or other free online course sites to buff up your knowledge.

PRINTED COLLATERAL
Posters and flyers are still a great way to make an impact during Adelaide Fringe. It’s very busy on the streets, so make sure to use attention grabbing visuals.

Try not to fit too much in, negative space is your friend. But do make sure to include all vital event information like time, dates, venue and the FringeTIX info.

Think about where your posters can be placed to have the most impact and investigate flyering opportunities. Take these things into account when organising how many posters or flyers you need printed.

Consider partnering with a friend or another show at your venue and printing double sided to make the most of printing costs and flyering efforts.

FLYERING
Flyering is a tricky skill – it’s not just about giving out paper as fast as you can. It’s about having a real conversation with someone about why they should see your show.

Try to think of your pitch as the thing that makes someone want to attend, the flyer is just something to remind them of the details.

Don’t be afraid to show your personality and have fun with it. Team up with other artists when you flyer – if someone doesn’t like the sound of your show, maybe they’ll like your friend’s show or vice-versa. It helps you cover more people and give you more options when talking to people.

There are some restricted locations in Adelaide that can be accessed by Fringe artists taking advantage of opportunities like Fringe in Rundle Mall (the only time you can flyer on the busy shopping mall) or during Members Night at the Fringe Club (when you’ll have a captive audience of hundreds of Fringe fans). Be sure to keep an eye out in the Artist & Venue bulletins for further information.

If you’ve got people helping you flyer, it’s always best for them to have seen your show. It’s more genuine if they can talk about it from experience.

OTHER IDEAS

• Get creative with your advertising.
• Use ticket promotions through media outlets.
• Contact clubs, associations or groups that have a connection to themes in your show.
• Think about the location of your event and what audience might be near you. Your event may be directly across the road from 1,000 office workers who are looking for something to do or see after work.
• Is your friend doing a show? Why not ask them to recommend your show at the end of theirs.
• Use ticketing promotional prices like Fringe Membership, BankSA Customer and Half TIX to expand your reach.
• Book in to perform as part of Fringe in Rundle Mall.
• If it suits your event, perform at other registered variety and open mic nights during the Fringe. This can be a great way to tap into new audiences.
• Do a stunt outdoors, hand out flyers in costume or create a flash-mob.
• Remember to update your material – If you receive a great review and star ratings from media, go and slap a sticker over your posters and flyers and update your online copy in AVR.

DISTRIBUTION
In Adelaide, you need approval to place posters inside or outside private property. Without the approval of the owner, your posters will be removed. Postering on poles and walls is illegal. Adelaide Fringe installs a number of poster pillars around the CBD where you can put up posters for your event.

You can also ask shop owners if you can put posters in their windows.

Take the pressure off:
Distribution companies have existing relationships with businesses and are able to poster in areas where regular people can't. They aren't very expensive and can help you get some great exposure. Reach out to Poster Impact, Passing Out and Mad Promo for more info on their services.

Make sure to include the 2018 Adelaide Fringe logo and FringeTIX logo on any collateral you produce to let people know your event is part of the Fringe program and how they can get tickets. These logos are provided freely for your promotional use, however they are subject to copyright and must not be altered in any way.

Find the Style Guide in AVR.

VISIT AVR RESOURCES FOR MORE MARKETING HINTS AND TIPS!
Your media kit should be ready to send to media by early December and uploaded to your registration in the AVR so that accredited Adelaide Fringe media can easily access your information.

Adelaide Fringe accredited media includes a wide range of local, national and international reviewers, journalists, announcers and arts editors, who all have access to media uploaded by registered artists. If they are looking for more information about your event, you will want everything to be available at their fingertips so you don’t miss out.

YOUR MEDIA KIT SHOULD INCLUDE:

- A one page media release that includes all relevant information for your event (venue, session times, dates, ticket prices etc) as well as your contact details.
- A background sheet with biographies for each artist/performer/writer/director; information about the company and excerpts from past reviews.
- High resolution 300dpi images. AT LEAST one portrait and one landscape option.
- MP3 audio files for a music event.
- Links to a show reel or footage of your event. (Vimeo is great for this)

MAKING NEWS

Think about your story pitch and how it will stand out and set you apart from countless others. It’s important to know that the media receive hundreds of emails and phone calls a day, and during Fringe this can increase to thousands.

Journalists are looking for stories that are ‘newsworthy’ and will run a mile from stories they consider to be overtly promotional. Perhaps your grandfather was a Fringe performer, your mother was a Fringe performer and now you are too. That’s a story (and a brilliant photo opportunity too).

Before pitching a story to the media, it’s important to consider whether the geographic for a particular media outlet will be suitable for your event. For example, FIVEaa radio tends to have an older audience, whereas NOVA 919 will attract a younger audience. Do some research, it will make your pitches more effective and any publicity more valuable.

POWER OF A GREAT PHOTO

A bright, strong, clear image is a powerful tool. The inclusion and placement of a story is hugely influenced by the pictorial editor of a publication. A great image will also help you better sell your story when you have an initial conversation with a journalist.

As part of your initial story pitch, you should include your current image, but also additional photo options. If your show or event is about wine, you could do a photoshoot at Adelaide’s National Wine Centre of Australia – this would help make the story relevant for an Adelaide audience.

Consider engaging an expert. A publicist has contacts and existing relationships they can leverage, which can help gain media cut-through in a saturated market during Fringe time.
WORKING WITH JOURNALISTS

- **Give them a reason** – why is your story more newsworthy than somebody else’s?
- **Make it easy for them** – have good information and a few high resolution images in formats they can use, all ready to go.
- **Be accessible** – Have a dedicated contact who will ALWAYS answer their phone. If they do decide to pick up your story, they’ll need the interview, information and images yesterday.
- **Work with their timelines** – often you’ll need to set up photo opportunities in the morning to make the next day’s paper.
- **Be understanding** – most media are working within impossible timelines and with increasingly fewer resources. If a photo shoot is taking longer than expected, be gracious rather than complaining, as this is the impression you will leave them with. They may not print exactly what you wanted and occasionally they get their facts wrong, but for the sake of your long term media relationships, if they do get it wrong – don’t complain.

TOP 5 PUBLICITY TIPS

1. Get started on your media strategy ASAP
2. Have a professional media release and photo
3. Upload a media kit to the AVR
4. Have the right ‘pitch’ to get a journalist’s attention
5. Do your research

Read more in AVR Artist Resources.
SOCIAL MEDIA

RULES OF ENGAGEMENT

Content
It needs to be interesting, relevant and have striking images or video.

Connections
Social media is about the long game and you’ll need to start connecting with your audience long before the Fringe begins. Social media is about the conversation, so avoid the hard sell.

Don’t spam
Social media users are just like you and are smart enough to see straight through shameless self-promotion.

LEADING UP TO FRINGE

Start to build your audience and online community.

Follow and interact with artists and organisations you think will align well with your event or personal brand. Invite your friends and family to like your page or follow you and ask if they can invite their friends and family to like or follow too.

Make sure to fill in all of the ‘about’ fields on your social media accounts completely. Include links to FringeTIX, your website and a description of your event. This will make interaction on your page easier for audiences and assist in building your Google ranking.

Prepare your YouTube or Vimeo channel with interesting 90 second clips that can be shared via social media. Include keywords and tags that will make Google searches easier for audiences. They might not remember the name of your show and only search for ‘magic card tricks gluttony adelaide fringe’ – so make sure you appear at the top of their search.

Get your images ready to go – resize your high quality images so that they’re ready to use across all platforms.

Facebook cover images should be sized to 851 x 315 pixels. Instagram now allows images to be any size, but their standard square dimensions are 1080 x 1080 pixels.

FACEBOOK

Think about the audiences you’re trying to attract and apply that to the timing and style of your posts. If you’re targeting families, a 3am post after a long night at the Fringe Club may not get noticed or be appropriate. Have a look through your feed and consider the things you would and wouldn’t interact with and try to structure your posts in a similar way.

Just as Adelaide’s walls are plastered with posters during Fringe time, people’s Facebook feeds are bloated during Fringe. Think about innovative and fun ways to gain cut through.

Facebook have advised that they now think of themselves primarily as a video platform, so those great 90 second videos you’ve made should be shared on Facebook. Be sure to upload them directly to Facebook, as this way they’ll autoplay and more people will see them – YouTube and Vimeo videos won’t autoplay.

Facebook is also a great platform for online advertising. Facebook advertising or boosted posts let you pinpoint exactly who you want to see your post and you can make a small amount of money go a long way.

TWITTER

Twitter is the most immediate of all social media platforms and users aren’t likely to scroll down five hours back in their feed. Due to this ‘instant’ nature, tweet regularly and create conversations with other tweeters.

Twitter is also a great place to stalk journalists and media personalities as it allows for an open dialogue. Follow, tweet to them and give them interesting content in the hope that they might retweet it.

INSTAGRAM

Instagram is the most visual of all the platforms. It has an uncluttered feed so this will be the best platform for your fantastic images. It’s also a great place to share behind the scenes shots or short videos. You should aim to give followers more than just your poster artwork and make them feel like they’re a part of your production.

YOUTUBE

A great platform for sharing all your amazing videos, Youtube works best for younger demographics.

We’re looking to share more registered artist’s content on the Adelaide Fringe YouTube channel in 2018 – stay tuned for more information!
KEEP YOUR BUSINESS IN ORDER

INSURANCE
Event insurance needs to be addressed early and dealt with carefully. Find a broker who can develop a comprehensive package that avoids ‘over insurance’.

PUBLIC LIABILITY INSURANCE
You should take out Public Liability insurance to cover against a member of the public being injured by a negligent act that is deemed to be your fault. If anything that you are responsible for (performance, set, artwork, lights etc.) causes injury to an audience member (or any other member of the public) you’ll be covered for any costs or liability incurred.

WORKCOVER
Public Liability does not cover yourself or any member of your group for injury whilst performing. You may need to look at Personal Accident and Injury insurance or in some cases Work Cover.

For more information on Work Cover, visit workcover.com

VOLUNTEER INSURANCE
If you use volunteers for your event they are not covered under Workers’ Compensation or your Public Liability Insurance. Discuss this with your insurance provider and at the very least, have your volunteers sign a release form indicating that they are responsible for their own insurance in the event of an injury.

INSURANCE BROKERS
There are many insurance brokers in business. We have listed a few below as a starting point.
City Rural Insurance Brokers
cityrural.net.au
Duck for Cover
duckforcover.com.au
AON
business-insurance.aon.com.au
Offer discounts to APRA members
Do you own research, there may be other providers that suit your requirements.

ACCOMMODATION
Finding accommodation in Adelaide during Fringe is hard with most hotels operating at 98% capacity for the summer festival season. Make sure you lock in your accommodation early.

Our friends at Nestival are coming down under in 2019 with affordable accommodation options for artists and industry.
estival.co.uk

Adelaide Fringe runs an accommodation campaign where locals can host an artists in their spare room. Check AVR for more details.
Other options include:
airbnb.com.au
gumtree.com.au

FRINGE TIP
Adelaide Fringe is providing artists and events with the opportunity to arrange a split settlement of their box office sales with their venue. Check out page 14 for more info.
KEEP YOUR BUSINESS IN ORDER

SAFETY
Artists and Venue Managers have a responsibility to meet WHS guidelines and Building Safety Standards. Artists and Venue Managers will need to ensure that a range of conditions are met. Be aware that venues and shows that don’t meet current safety regulations and standards can be closed by Council or SafeWorkSA.

safework.sa.gov.au

TAXATION
Under Australian taxation law, artists registering for 2019 Adelaide Fringe and earning income from their events are required to obtain an Australian Business Number (ABN). There are some exceptions to this and it is worth researching what your obligations are (including GST criteria). You will need to either supply your ABN number to Adelaide Fringe or a ‘Statement by Supplier’ form if you meet the criteria as a ‘Hobbyist’.

BANKING AND FINANCE
As the Principal Partner of Adelaide Fringe, BankSA are able to provide you with a wide range of banking and financial services. Special artist banking services will also be available at the BankSA Rundle Mall branch throughout February and March. For information about the range of services available head to banksa.com.au or call the Rundle Mall branch on (+61) 8 8425 9100.

APRA / AMCOS
APRA (Australasian Performing Rights Association) administers the rights of the world’s composers, songwriters and publishers in Australia and New Zealand. If you intend to use copyrighted music (either live or pre-recorded) at your Fringe event you’ll need to obtain the appropriate license. Indicate this in AVR.
apraamcos.com.au

LETTER OF AGREEMENT
A simple letter of agreement between all relevant parties in your event will avoid any misunderstanding between friends and colleagues. Make sure that it is signed, dated and if possible witnessed by a third party. At the very least, ensure you have an email trail of correspondence to refer back to, just in case.

Discuss:
• Financial obligations
• How will you deal with any financial losses
• How much time each person puts in
• The responsibilities of each person
• Who is the spokesperson or publicity contact
• Who owns the work, how will copyright be shared and credited?

REGISTERING A BUSINESS NAME
You may need to register your presenter or production company name. You can trade freely using your birth name, but if you add the word ‘Productions’ or something similar, you may need to register that as a business name.

Search the National Names Index, atasic.gov.au/for-business/registering-a-business-name to check that the name you want to use is available then register it at your state Office of Consumer and Business Affairs. You’ll also need to check that the name is available for use in South Australia. Visit ocba.sa.gov.au and search for Business Names.

SMOKING REGULATIONS
In South Australia smoking is banned in all enclosed areas, including performance spaces. Visit tobaccolaws.sa.gov.au to read how this applies to artistic performances.

LIQUOR LICENSING
If you are planning on selling or supplying alcohol, you may be required to obtain a liquor licence under the Liquor Licensing Act 1997. For more information visit cbs.sa.gov.au and get in touch with the Artists & Venues Team.

COPYRIGHT
Adelaide Fringe subscribes to the principles of copyright and intellectual property as they apply under Australian law. Fringe artists are obliged to obtain written permission from the owners, copyright holders or originator(s) of any material that they use and pay any relevant fees. Check whether a work is covered under copyright, e.g. Shakespeare’s plays are in the Public Domain (free from copyright), but a published interpretation or adaptation of Shakespeare will most likely be protected. If you don’t have the right to present the work, your event may be withdrawn from the program.

Check out copyright.org.au

COPYRIGHT ON YOUTUBE
Any material you post on YouTube is also subject to copyright.

Visit youtube.com/yt/about/copyright to learn more.

GST
Goods and services tax (GST) is a broad-based tax of 10% on most goods, services and other items sold or consumed in Australia. There are a bunch of rules and reasons as to why you may or may not need to register and if your ticket sales are subject to GST. The Australian Tax office website provides some great information on how the system works and whether you need to register.

Head to ato.gov.au/Business/GST/How-GST-works for more information.

Disclaimer: Adelaide Fringe is not a licensed financial advisor and therefore cannot give advice on any specific insurance product or matters. The information on these pages is to be used as a guide only. You need to seek advice from a registered insurance broker before taking out any insurance policy. Adelaide Fringe will not be held liable for any artist insurance issue either directly or vicariously.
Supporting Artists all the way to Fringe 2019.

BankSA is proud to be the Principal Partner of Adelaide Fringe 2019.

We go out of our way to support the Fringe and help share this iconic South Australian event with the whole community.

We are pleased to provide banking services to Artists at our Rundle Mall branch – come in and say hi to the team.

*Artists banking services available in February and March at BankSA Rundle Mall, 49 Rundle Mall, Adelaide.