

* ADELAIDE * FRINGE *

14 FEBRUARY – 15 MARCH 2020



Venue Manager: Joanne Hartstone. Venue: Noel Lothian Hall. Photo: Trentino Priori.

2020 IS OUR
60TH BIRTHDAY!
CELEBRATE WITH US
14 FEBRUARY –
15 MARCH

ADELAIDE VENUES! OPEN YOUR DOORS TO FRINGE 2020

Think outside the box – registered venues in the past have been anything from theatres, pubs, clubs, churches, vacant buildings, bars, offices to buses, bathrooms, swimming pools and caravans!

Principal Partner



WHAT IS ADELAIDE FRINGE?

Adelaide Fringe is the largest open access arts festival in Australia, featuring **1318 events**, over **7000 artists**, **529 venue spaces** and attendances of over **2.7 Million** in 2019.

- Open Access Festival means anyone can participate – we don't choose you, you choose us!
- Adelaide Fringe completely takes over the CBD, surrounding suburbs and even some regional areas of South Australia for 31 magical days and nights each year.
- Venues big and small, pop-up spaces and permanent bricks and mortar venues house thousands of artists from all over Adelaide, Australia and the world. Around most of Adelaide's corners, whether in an alleyway, a tent, a pub, a laundromat or a pool, you'll be bound to find Fringe goodness in some shape or form.

"We piloted an EOI at the Marion Cultural Centre with artists for Fringe 2019 and we were extremely pleased with the artist interest and take up. The community / audiences exceeded our expectations with over 14,000 people attending the 30+ shows and events. This was a huge success we hope to build on in the years ahead"

Tyson Brown,
Marion Cultural Centre

"Find your niche. Don't compete with others. Think about what could make your venue something different"

Shakti Chakravarty,
The Garage International

"We advertise on facebook and directly to artists that we think are a good fit. We are outside of CBD so we produce an in-house brochure for free to help support the marketing activities of the show."

Ceri Hutton,
The Parks Theatre



Venue: The A Club.
Photo: Leighton Pearce.

WHAT ARE THE PERKS?

- Registration is **FREE** for venues
- Listing in 320,000 Adelaide Fringe Guides
- Promotion on adelaidefringe.com.au through a dedicated venues page (2.5 million visits in 2019)
- Build new or strengthen existing clientele for your establishment
- Provide a supportive platform for artists
- Network with artists and other venues and possibly build year-round connections
- Gain experience in hosting arts events
- Great exposure for your business

FRINGE MEMBERSHIP

A huge range of additional promotional opportunities to Fringe's biggest fans are available to venues. From display advertising in weekly emails, to being a stop on one of our mystery walking tours during the festival, the opportunities are endless. You can also offer our members a deal on our website to get people into your venue all year round!

FRINGE DEALS

Pull in the punters before or after their shows by offering a Fringe Deal. All Fringe Deals are listed on our website and is a FREE promotional campaign to our entire audience across social media, emails and in our printed Fringe Guide, with the aim of getting more people into your venue.

HOW TO ATTRACT ARTISTS AND AUDIENCES?

BE PROACTIVE!

Be on the lookout and actively talk with artists. Don't sit back and wait for artists to come to you. If you go to a show or exhibition and like what you see, introduce yourself and your venue to the artist. Chat to anyone who already performs or exhibits at your venue, a weekly trivia night or a monthly band that performs with you can be registered as a Fringe event!

ADVERTISE

Use your website and social media platforms to advertise within your own database to let existing customers know you are interested in holding Fringe events.

OFFER MARKETING SUPPORT

Think about what marketing support you can offer artists. Social media, email bulletins, notice boards or members can help promote your Fringe events. Or consider making a booklet or brochure with all the events in your venue.

BE CLEAR AND COMMUNICATE

Clearly outline what your venue hire structure and costs include (make sure you do your research and know that your venue hire is on par with similar venues). A Venue Hire agreement is a great way to get all the important things clearly communicated and signed off.

BE PREPARED

Ensure that you have process and procedures set up, including your box office, front of house and technical equipment.

BE ACCESSIBLE

How accessible are your facilities, both front of house and backstage? Know your venue's capabilities and be open to the variety of possibilities of what can be accommodated.

BE FRINGE READY

Do your research, read all of your resources available online, know what is expected of you from both artists and audience.

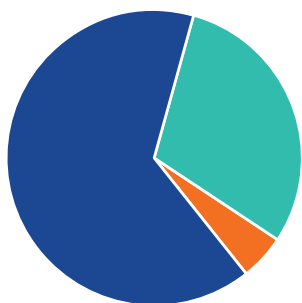
STATS – THE LATEST TRENDS IN THE VENUE LANDSCAPE (2019)

- 405 venues
- 1053 events took place within Adelaide City Council and 560 events took place outside in suburban and regional areas
- 160 venues are located in the Adelaide City Council area and 245 venues are located outside in suburban and regional areas

BREAKDOWN OF CBD, METRO AND REGIONAL EVENTS AND VENUES 2019 COMPARED TO 2018

EVENTS

TOTAL
2019: 1611 events
2018: 1389 events



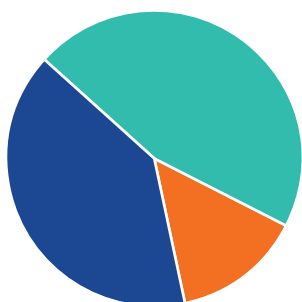
METRO
2019: 484 (30%)
2018: 391 (up 23.8%)

REGIONAL
2019: 81 (5%)
2018: 41 (up 97.5%)

CBD
*inc Nth Adelaide
2019: 1046 (65%)
2018: 957 (up 9.2%)

VENUES

TOTAL
2019: 406 venues
2018: 337 venues



METRO
2019: 189 (46%)
2018: 173 (up 9%)

REGIONAL
2019: 57 (14%)
2018: 14 (up 107%)

CBD
*inc North Adelaide
2019: 160 (40%)
2018: 150 (up 6%)

KEY DATES

- JUN 12TH 2019** Venue registrations open
CBD Artist & Venue info session
- AUG 1ST 2019** Artist registrations open
- SEPT 3RD 2019** Meet the Venues
- SEPT 25TH 2019** Artist & Venue registrations close
- NOV 5TH 2019** Stand OUT
- NOV 28TH 2019** Tickets go on sale
- FEB 14TH 2020** Opening Night!

HOW TO BEGIN?

1. Sign up to AVR (Artist and Venue Registration Platform) avr.adelaidefringe.com.au
2. Make yourself familiar with our 'Venue Registrations Process' document. This document will outline all the information you require before you start to registration. This is available online in AVR Resources page.
3. Familiarise yourself with the AVR, have a play, see what other resources we have available for you.
4. During your registration, make sure you opt in to our 'Venue Finder' tool. This will help artists find your venue and help arrange direct bookings.
5. Make sure you are upfront with what you can deliver. In the registration you will be asked to detail the logistics / technical specifications of the venue. Don't promise anything you can't deliver.
6. Once you are registered, it does not mean you are an official Fringe venue. You still need to book an event /artist in your venue to be classed as an official Adelaide Fringe venue. So do not wait for artists to come to you, put yourself out there!
7. Don't forget, venue registrations are FREE



"There are a number of elements to consider when booking a venue, as an artist I focus on: capacity and vibe. The venue is a direct reflection on you as an artist. The audience will associate you with the venue they saw you in – for better or worse."

Elska, Adelaide Fringe Artist

"Being a Fringe venue is a great opportunity to create a community. You invite the world into your venue and get to share and celebrate art. Of course it is also busy and sometimes stressful but it is incredibly rewarding"

**Marcel Blanch- de Wilt,
National Wine Centre**

STAY INFORMED

- Join the Adelaide Venues Facebook Group to network with other venues.
- Listen to all our informative podcasts, available on the Adelaide Fringe website adlfrin.ge/podcast.
- **ROUND TABLES:**
Regular catch ups at various locations with key Adelaide Fringe staff.
- **MEET THE VENUES SESSION:**
Artists and venues speed dating to assist programming your venue.
- **ARTIST AND VENUE INFORMATION SESSIONS:**
Artist and Venue Mixer's will be held at various locations May – September, keep an eye on our Facebook page 'FringeWORKS' for upcoming event dates.
- **STAND OUT:**
Stand out is our marketing and media info session.
- **TALK TO YOUR LOCAL COUNCIL:**
What can they do to support you? Many councils see huge value in lots of Fringe activity in their area and you might be surprised at what they will do for you in ways of marketing and financial support.

FRINGE READY TIPS

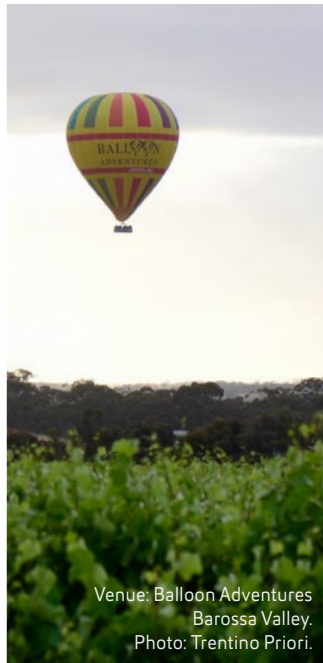
- Clear and timely communication with artists
- Venue hire agreement signed by both parties
- Box office procedures in place and organised
- Work together on Marketing and Publicity
- Be willing to think outside the box
- Like 'FringeWORKS' Facebook page for regular updates
- Resources online

"A venue needs to balance the needs of the artists with the overall experience of the audience and make every aspect as seamless as possible. It is our job is to choose shows that fit perfectly within our space and provide companies with everything they need to bring their shows to life. It is challenging, but hugely rewarding."

Joanne Hartstone,
Noel Lothian Hall



Venue: Rhino Room.
Photo: Trentino Priori.



Venue: Balloon Adventures
Barossa Valley.
Photo: Trentino Priori.



Venue: Holden St Theatres.
Photo: Daniela Stevkovska.



Venue: Fisher Jeffries.
Photo: Leighton Pearce.



Venue: Gluttony.
Photo: Trentino Priori.

We have a team here for you, get in touch!

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