

## **How To Register**

Artist Magazine: Issue two

Look out for the next two parts of the Artist Magazine coming soon:

Issue three: Find Your Audience

Issue four: Your Festival

## Registering Your Event

Step One. Run through our handy Pre-Registration Checklist

Step Two. Head to A V R, our Artist and Venue Registration site [avr.adelaidefringe.com.au](http://avr.adelaidefringe.com.au)

A V R is your one stop shop to maximise your Fringe.

Step Three. Click 'New Event' on your A V R Dashboard.

You can save as you go, but you'll need to finish and save the page you're on.

Have you registered an event in Adelaide Fringe since twenty seventeen? You can use your previous year's login. If you're new, create an A V R user account by following the prompts on the login page.

### Pre-Registration Checklist

Before you start your registration on A V R, have you got:

Your event name

Your 'Presented by...' (could just be your name!)

Links to website and your public social media channels (optional)

An eye-catching main image (J PEG: eight hundred pixels wide x eight hundred pixels high.

Maximum: three mega bytes file size).

Optional two (max) additional web Images (J PEG, twelve hundred pixels wide x six hundred pixels high. Maximum: one mega byte file size)

A great event description about the event

Printed Guide copy (three hundred and fifty characters)

Web Copy (eight hundred characters)

A venue or multiple venues (ensure you have consulted with and confirmed your venue/s)

Ticket Pricing confirmed

Dates and times your season will run

A budget mapped out

## Registration Fees

Three hundred and ninety five dollars. Performing Arts and Events of four sessions or more

Three hundred and thirty dollars. Visual Art and Design of four sessions or more

Two hundred and ten dollars. All genre categories up to and including four sessions

## What Does My Registration Include?

An event listing in the printed official Adelaide Fringe Guide (three hundred and twenty thousand plus

Your event listed on [adelaidefringe.com.au](http://adelaidefringe.com.au) (two point seven million visitors in Twenty twenty one)

Access to FringeWORKS professional development sessions all year round and events connecting artists, delegates, venues, media and communities

The FringeTIX team to assist in the sales of your tickets via [adelaidefringe.com.au](http://adelaidefringe.com.au), multiple box offices and a call centre

Support from our Marketing Department to guide and train you in maximising your spend in the promotion of your event

Access to leverage our programs that help sell tickets and increase your database including Fringe Membership, Bank S A initiatives and our Flash Sale

The opportunity to put your work in front of buyers and extend the life of your work through our Marketplace Honey Pot

Participation in events and programs to promote your work: Schools Program, Fringe by Day, our Accessibility program, Fringe on Tour (regional touring) and the Awards program

Ongoing support, guidance and advice every step of the way. As well as: access to media contacts, resources, templates and connections with councils

## Cancelling Your Registration

Up to third november twenty twenty one. One hundred percent refund

Fourth november – first december twenty twenty one. Fifty percent refund

Second december twenty twenty one or later. No Refund

To be included in the Printed Guide, and to go on-sale on second December twenty twenty one, your registration must be complete, and your fees must be received in full by midnight ACST Wednesday third November twenty twenty one. If your registration is completed and fees are paid after this date, we can't guarantee you'll go on-sale with the Program Launch, on second December or be included in the printed program. You are officially an Adelaide Fringe event once all required information in the A V R registration is complete and registration fees are paid.

## Settlement

Adelaide Fringe starts to settle events immediately after the finalisation of your season. We endeavour to finalise settlements within a three day period but can take up to twenty business days in some cases. Please keep an eye on your A V R to ensure all details are up to date and so that we can settle you as quickly as possible. If you have any questions about the settlement process, please contact our finance team at [finance@adelaidefringe.com.au](mailto:finance@adelaidefringe.com.au)

## Securing A Venue

Before you can complete your registration you will need to find yourself a venue.

Already secured a venue? Yes. Are they registered on A V R? Yes. Link with them in the 'Venues' section of your A V R event registration flow.

Already secured a venue? Yes. Are they registered on A V R? No. Get them to register the venue on A V R (it's free for venues). Do they need help? Get them to call us.

Already secured a venue? No. Know what sort of space you need? Yes. Check out our Venue Finder. Call existing venues around Adelaide / SA. Ask our team for suggestions.

Already secured a venue? No. Know what sort of space you need? No. Think about your requirements, tech, capacity, staging, services like box office and marketing. Call us to chat it through!

OR

Running your own venue? Register it on A V R. Link with it in your event registration.

Venue Finder [avr.adelaidefringe.com.au/venue\\_finder/search/new](http://avr.adelaidefringe.com.au/venue_finder/search/new)

Use filters to search for a space just right for your event, and access all the info you need to get in touch and start negotiating. Venues don't need to be on the Venue Finder for you to use them – you can approach any venue or use any space you like.

Event Finder [avr.adelaidefringe.com.au/event\\_finder/search/new](http://avr.adelaidefringe.com.au/event_finder/search/new)

Just like the Venue Finder, the [Event Finder](#) is a research tool available to any venue looking for artists or events to program into their spaces. You can opt into being listed on the Event Finder during the registration process on A V R and answer a few questions about the ideal venue you are looking for. By opting into the Event Finder, your email address and information about your event will be available to venues searching for events to host during Adelaide Fringe twenty twenty two.

### Looking To Attract New Audiences?

Whether you're looking for a venue for your entire event or simply adding an extra session outside of your run in Adelaide's C B D, 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 A V R Resources for council initiatives and support.

If you need help finding the right venue for your event, get in touch with the Artist and Venue team now!

Plus six four eight eight one zero zero two zero two two [artists@adelaidefringe.com.au](mailto:artists@adelaidefringe.com.au)

### Fun Fact

In twenty twenty one Adelaide Fringe had three hundred and eighteen venues, of which:

One hundred and thirteen (thirty six percent) venues located within the Adelaide City Council area.

One hundred and ninety four (sixty four percent) venues located outside the Adelaide City Council area

Forty four different council areas that venues were registered in around South Australia!

Think about the following when choosing a venue:

Consider the venue's accessibility

Capacity – does it meet your needs? If this is your first time at Adelaide Fringe, be realistic in your expectations.

Visual Artists - can you hold an exhibition opening?

How is the venue planning to market and publicise Fringe events at the venue?

Cost – what is your budget to spend on a venue?

Location and audience – is it near other Fringe activity or other venues you can collaborate with, close to transport, does the venue have an existing audience that suits your event?

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?

What staffing (box office / front of house / bar) can the venue provide and at what costs?

What other events are happening or planned at the venue?

What does the hire fee cover? A lower fee may mean more work is your responsibility (marketing, box office, technical staff), and a higher fee should bring you more benefits and support.

### Get It In Writing

Make sure that everything you have negotiated with your venue is in writing. If you make decisions on the phone or in-person, follow it up with an email! Ensure you understand your financial commitments as well as performance and exhibition commitments. Don't get caught off guard after the festival with unexpected costs.

Work out what are your priorities when it comes to deciding on a venue. Only you know what's right for your event. 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.

### Cover the basics:

- Booking details (session dates, time, bump in and out)
- Clear installation and removal dates (Visual Art and Design)
- Hire fees (flat fee, box office split, guarantee, free hire etc)
- Additional fees not included in venue hire
- Technical requirements
- Supply and use of venue equipment
- Storage of props and/ or artwork
- Who is responsible for venue set up, pack down and cleaning each night
- Box office and door sales
- Venue staffing
- Music Licensing fees (APRA AMCOS PPCA)
- Cancellation policy for both the artist and venue
- Payment details and conditions
- Insurance

### Sample Contracts

Download an example contract from our A V R resources [HERE](#)

### Split Settlement In A V R

What is a split settlement? A split settlement is when you and your venue share in the revenue gained from the ticketing sales from your event. If this is something you and your venue want to do, before completing this section in A V R we recommend that you have a discussion, agree on a split, then create a signed agreement. You can then input the details of the split settlement into

A V R, including any extra costs.

After your season has ended and during the settlement process, Adelaide Fringe will pay the nominated percentage and/or fees individually to each party (Event and Venue). If you have another arrangement with your venue, you will need to settle that directly with your venue outside of Adelaide Fringe.

## A V R

We love A V R! And this year, it's got a BRAND NEW LOOK!

Not only is A V R the place where you register your event or venue, but it's home to a whole library of Resources made especially for Adelaide Fringe participants. You'll find information about marketing and promoting your event, publicity, opportunities and other handy topics. There are also key documents like our Advertising Kit, the Logo and Branding Kit and more.

If you can think of it, chances are we've answered it in our A V R Resources!

Need to know how to pull ticketing reports?

Ready to download logos and social media tiles for your marketing campaign?

Want some info on APRA AMCOS (music licensing)

Need to catch up on our Professional Development Series?

There's a resource in A V R for all this and more!

Keep checking A V R throughout your Fringe experience, as new resources and opportunities are added regularly.

## A V R Opportunities

### Schools Program

If your event is appropriate for young people aged between two to eighteen years then the Schools Program is for you! You must register at least one school-appropriate performance within school hours and discount your ticket price to make it appealing for a class; then we engage a coordinator to create a guide, market directly to schools and process the bookings for you! Opt-in to the Schools Program in A V R or email [schools@adelaidefringe.com.au](mailto:schools@adelaidefringe.com.au) for more info.

### Fringe Awards

The Adelaide Fringe Awards celebrates outstanding and 'must-see' events presented within the twenty twenty two Program. To participate in the Awards Program, events need to opt-in through A V R Opportunities during registration and meet certain eligibility criteria. Head to [adlfrin.ge/avrawards-resource](http://adlfrin.ge/avrawards-resource) to find out more.

### Honey Pot

Honey Pot, Adelaide Fringe's International Arts Marketplace, is a valued connecting platform between artists and their projects, with national and international industry delegates seeking new work and connections for future programming and opportunities. Honey Pot also facilitates networking, panels, discussions and upskilling. Register an event with Honey Pot through A V R Opportunities during registration and read more at [adlfrin.ge/avr-honeypot-resource](http://adlfrin.ge/avr-honeypot-resource)

## All Things Ticketing

### FringeTIX

FringeTIX is the in-house ticketing service run by Adelaide Fringe. We have a dedicated team on hand to support all your ticketing needs. FringeTIX is the one-stop-shop for customers to purchase tickets to all Adelaide Fringe events.

It is a condition of your registration with Adelaide Fringe that FringeTIX has exclusive ticketing rights to all Adelaide Fringe events. This means that you cannot sell any tickets to your Fringe event through any other ticketing agency or platform.

### Twenty Twenty Two Ticketing Fees - What's New!?

Adelaide Fringe have been working hard for six years to put more money back into the pockets of artists and venues. In twenty twenty two, we are introducing a new fee structure that will do just that! We are removing the three dollar Customer Booking fee altogether and implementing a new inside charge. Head to [adlfrin.ge/avr-newticketing-resource](http://adlfrin.ge/avr-newticketing-resource) to find out about the new ticketing fee structure.

### Where Can People Buy Tickets?

Online from first December twenty twenty one: [adelaidefringe.com.au/fringetix](http://adelaidefringe.com.au/fringetix)

Through our call centre: one three zero zero six two one two five five from second December twenty twenty one

At an Adelaide Fringe Box Office:

Rundle Mall from twenty ninth November twenty twenty one

Fringe Corner (Corner East Tce and Rundle Rd): from seventeenth February twenty twenty two

### How Do I Manage My Tickets This Season?

One. Input your ticket pricing into A V R

Two. Email any questions or changes to [ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au)

Three. Pull reports and manage your comp tickets in Manage My Tix at [af.reports.red61.com.au](http://af.reports.red61.com.au)

Once you are on sale, your reporting and ticketing logins can be found on your My Festival dashboard in A V R!

## Ticketing Your Event

### Price Types

Standard:

Full Price

Concession

Preview

Family

Group six plus

Promotional Pricing:

Fringe Membership

Bank S A Cardholder Discounts

Flash Sale

Midweek Treat

Passholder Discounts / Free

The key to your pricing is consistency and generally, less is more! Consider adding promotional pricing to your traditionally quieter nights and capping them to help manage your budget! All you need to sell tickets is a Full Price amount. You should add other price types based on the content of your event – no need for family pricing if your event is not family friendly! Want to find a new audience? Fringe Membership and Bank S A Cardholder discount can help with that!

### Promo Codes

Promo Codes are a great way to fill your houses early! You can read more in the FringeTIX one zero one information resource at [adlfrin.ge/avr-fringetix101-resource](http://adlfrin.ge/avr-fringetix101-resource)

### Companion Cards

It is a condition of your registration that your event supports the Companion Card Scheme.

Adelaide Fringe does not charge you when a complimentary ticket is issued under this scheme.

### Tickets Offsale

Your event will stay on sale through FringeTIX right up until your show start time to maximise your sales! This means people can buy on their phones from anywhere – even at your venue door!

### E-Ticketing

You can hire scanning equipment from Adelaide Fringe to assist with the smooth admission of your customers. Make sure you have read through the Venue E-Ticketing F A Q resource in A V R at [adlfrin.ge/avr-eticketing-resource](http://adlfrin.ge/avr-eticketing-resource), and chat to our team and your venue well in advance of your season.

### Did You Know

Eighty eight point three percent of total tickets sold we purchased as e-tickets!

## Communicating With Your Audience

If you have specific information you need to get to your audience before the show, then the best way to do this is via your online event page. This is where your audience will go to find out everything about your event before they arrive. Want to include even more info? We offer a space in your A V R registration to include an additional P D F attachment. Adelaide Fringe will only contact ticket holders on your behalf in the case of a performance time change or cancellation - so make sure you have everything under your event listing on the website.

## Papering And Comp Ticketing

All your comps are processed by you in Manage My Tix (MMT) and sent as an e-ticket directly to your guests! There is a thirty cent charge per comp ticket issued, charged at settlement. Don't have your guests email address? You can collect your papering comps by arranging in advance, just email the ticketing team. Read more about reporting and MMT at [adlfrin.ge/avr-MMT-resource](http://adlfrin.ge/avr-MMT-resource)

## Need Advice On Pricing Or To Makes Changes Once You Are On Sale

No worries, we are here to help! Give the Fringe TIX team a call on zero eight eight one zero zero two zero one two or email [ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au)

## Key Dates

Twenty eighth August Twenty twenty one Professional Development Series Session: Producing Workshop: A Starter's Guide

First September Twenty twenty one Event Registrations OPEN

Twentieth September Twenty twenty one Meet the Venues Event

Third November Twenty twenty one Guide and Full Program On Sale deadline

First December Twenty twenty one Bank S A Pre Sale

Second December Twenty twenty one Full Program On Sale

Eighteenth February – Twentieth March twenty twenty two Adelaide Fringe twenty twenty two

A friendly reminder, the Adelaide Fringe staff are working hard all year round to support you, to ensure you have the best Fringe possible. Adelaide Fringe will not tolerate any harassment, or abuse of staff. Adelaide Fringe reserves the right to not accept your event registration, if you do not abide by the Code of Conduct.

Keep an eye out for Issue three which will look closely at key audience profile breakdowns and statistics, building your audience, as well as marketing tips, tricks and templates.

## COVID On Your Mind?

Adelaide Fringe will continue to abide by all government and health regulations that are in place at the time. Please continue to have an open dialogue with your venue about their and your responsibilities for artist and audience safety. We have created a resource in [A V R](#) that we'll keep updated with clear links like [sahealth.sa.gov.au](https://sahealth.sa.gov.au) on what's happening in South Australia in the midst of COVID. As always, give us a call if you are unsure of anything

## Bank S A

As the state's oldest bank and Principal Partner, Bank S A has been backing South Australia for

One hundred and seventy three years and is passionate about supporting the events that contribute to greater prosperity in South Australia. Each year, Adelaide Fringe brings an array of culture, colours and sounds that generates significant economic benefit and puts South Australia on the world map. Bank S A has partnered with Adelaide Fringe for seventeen years so that everyone can make more of their Fringe experience. With initiatives like Bank S A Support Act, and by offering special Bank S A customer prices as a way of giving back to their customers, their aim is to maximise participation and access to Fringe while also providing support to artists. Adelaide Fringe is for everyone and Bank S A is proud to be backing this iconic event – the second largest arts festival in the world.

## Adelaide Fringe Event Partnership Condition

Bank S A is the Principal Partner of Adelaide Fringe. This means registered artists and venues 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 Adelaide Fringe's relationship with Bank S A 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 twenty twenty two Adelaide Fringe logo. For clarification about logo use or sponsorship conditions contact [artists@adelaidefringe.com.au](mailto:artists@adelaidefringe.com.au)