

## **HOW TO REGISTER FOR ADELAIDE FRINGE**

Artist Magazine Issue One

Welcome to Issue One of the Adelaide Fringe Artist Magazine

Adelaide Fringe acknowledges Kurna Yarta Miyurna First Nations Peoples and their ancestral lands on which our office is located. The lands were never ceded and remain as important to the living Aboriginal and Torres Strait Islander people today. We respect the living culture, spirit, and country of the first peoples. We acknowledge and embrace the significance and diversity of first nations people's contributions in our fringe and in the greater arts community.

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## TWENTY TWENTY-THREE SNAPSHOT

Twenty twenty-three was a record year for Adelaide Fringe, we made history as the first Australian festival to hit one Million Tickets!

EVENTS: One thousand three hundred and forty  
ARTISTS: Six thousand four hundred and eighty-four  
VENUES: Five hundred and seventeen

AVERAGE FULL PRICE TICKETS: Thirty-six dollars and twenty-two cents  
THE AVERAGE CUSTOMER SEES: Five point three shows

### DAILY TICKET SALES GRAPH

Twenty-six percent of tickets sold prior to season  
Seventy-four percent of tickets sold during season

### TICKET SALES BY GENRE TABLE

CABARET: Eleven point Seven percent of program, forty-four percent average house, twelve point one percent of tickets sold

CIRCUS: Nine point one percent of program, forty percent average house, eight point four percent of tickets sold

COMEDY: Twenty-five point four percent of program, forty-four percent average house, twenty-four point three percent of tickets sold

DANCE: Two percent of program, forty-five percent average house, two point two percent of tickets sold

EAT AND DRINK (New): Zero point seven percent of program, forty-five percent average house, zero point nine percent of tickets sold

EVENTS: Four point seven percent of program, forty-one percent average house, four point two percent of tickets sold

FILM AND DIGITAL: Zero point three percent of program, thirty-nine percent average house, zero point two percent of tickets sold

INTERACTIVE: Seven point one percent of program, forty-nine percent average house, nine point one percent of tickets sold

KIDS AND FAMILY: Six point five percent of program, forty-two percent average house, five point seven percent of tickets sold

MAGIC: Six point six percent of program, forty-six percent average house, fourteen point five percent of tickets sold

MUSIC: Fourteen point two percent of program, forty-six percent average house, fourteen point five percent of tickets sold

THEATRE AND PHYSICAL THEATRE: Eleven point three percent of program, forty-five percent average house, eleven point five percent of tickets sold

VISUAL ARTS AND DESIGN: Zero point one percent of program, forty-three percent average house, zero point one percent of tickets sold

WORKSHOPS AND TALKS: Zero point three percent of program, forty-two percent average house, zero point two percent of tickets sold

## REGISTERING YOUR EVENT

### REGISTRATION FEES

- Two hundred and ten dollars: All genre categories up to and including three sessions
- Three hundred and thirty-three dollars: Visual Art and Design of four sessions or more
- Three hundred and ninety-five dollars: Performing Arts and Events of four sessions or more
- Fifty dollars: Street Performer\*

### WHAT DOES MY REGISTRATION INCLUDE?

- An event listing in the printed official Adelaide Fringe Guide (Over three hundred and twenty thousand copies)
- Your event listed on [adelaidefringe.com.au](http://adelaidefringe.com.au) (Four point one million visitors in twenty twenty-three)
- Ongoing support, guidance and advice every step of the way from our Marketing, Ticketing and Artist and Venue teams
- Access to our A V R (Artists and Venue Registration) Resource Library
- Year-round professional development sessions
- The opportunity to join Honey Pot, an international arts marketplace
- Participation in our programs designed to boost ticket sales and grow your database, such as Fringe Membership, Bank S A initiatives, and our Flash Sale
- Engagement in events and programs to promote your work, including our Schools Program, Accessibility Program, Awards Program, and regional touring opportunities
- VISA assistance

*\*All street performers must arrange their own street pitch and obtain council permits.*

### CANCELLING YOUR REGISTRATION

- Up to Eighteen October twenty twenty-three: Hundred percent refund
- Nineteen October – Twenty-nine November twenty twenty-three: Fifty percent refund
- Thirty November or later: No refund

### PRINTED GUIDE DEADLINE

For your event to be listed in the Printed Guide, and available for sale on Friday first December twenty twenty-three, make sure your A V R registration is completed and your fees paid in full by eleven fifty-nine P M, A C S T on Wednesday eighteen October twenty twenty-three.

### SETTLEMENT

Adelaide Fringe begins settling events right after your season ends. We aim to finalise settlements within seven days, but in certain situations, it may take up to twenty business days. To ensure a smooth settlement process, make sure your details are up to date in A V R ! If you have any inquiries regarding the settlement process, please reach out to our finance team at [finance@adelaidefringe.com.au](mailto:finance@adelaidefringe.com.au).

## STARTING YOUR REGISTRATION

### EVENT REGISTRATION INFORMATION CHECKLIST

- ☐ Your event name
- ☐ The company name or production house you would like your event to be “Presented by ...”
- ☐ Links to your website and social media channels
- ☐ An eye-catching main image
- ☐ Optional: Two additional web images
- ☐ A great event description
- ☐ Printed Guide Copy (Three hundred and fifty characters)
- ☐ Web copy (Eight hundred characters)
- ☐ A venue or multiple venues See the next page if you don’t already have one
- ☐ Dates and times your season will run
- ☐ Ticket pricing

### NEXT STEPS

- ☐ [Map out a realistic budget](#)
- ☐ [Create a marketing plan](#)
- ☐ Check out our A V R Resource Library for any other information

### EVER REGISTERED AN EVENT?

If you’ve registered an event with Adelaide Fringe since twenty seventeen, you can sign in to A V R with your existing log in.

If you’re new, create an A V R user account by following the prompts on the login page.

### NEED SOME HELP?

Join us at one of our rego drop-ins. For the first time our Artist and Venue team will be available to guide you through the registration process in person.

[Thirteen to Fifteen September Twenty twenty-three - R S V P NOW!](#)

### WHAT DOES OPEN ACCESS MEAN?

Adelaide Fringe is an ‘Open Access Festival.’ That means we don’t edit or limit the program, we don’t curate any events or run any venues, but there are hundreds of curators and venues that operate under the umbrella of Adelaide Fringe annually. Many venues will have expression of interest forms that you can access on A V R. Our job is to make sure that everyone who wants to participate in Adelaide Fringe can find a home within the five hundred over spaces on offer each year. Artists and Venues negotiate directly with each other and we can offer guidance along the way.

[Head to A V R and click ‘New Event’ on your A V R Dashboard](#)

## **ARTIST AND VENUE REGISTRATION**

A V R: Everything you need

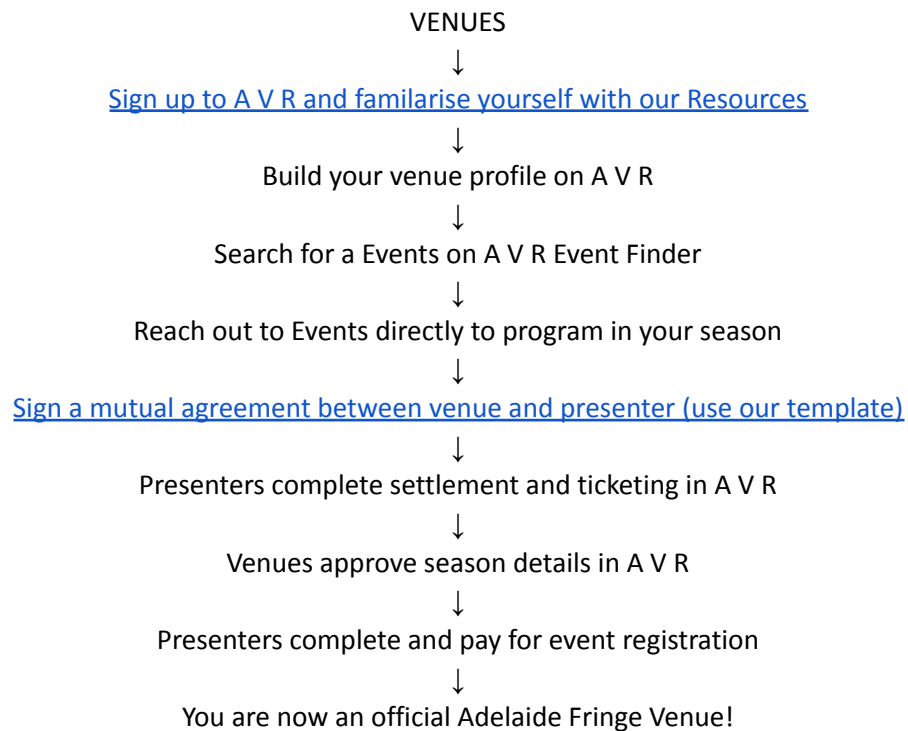
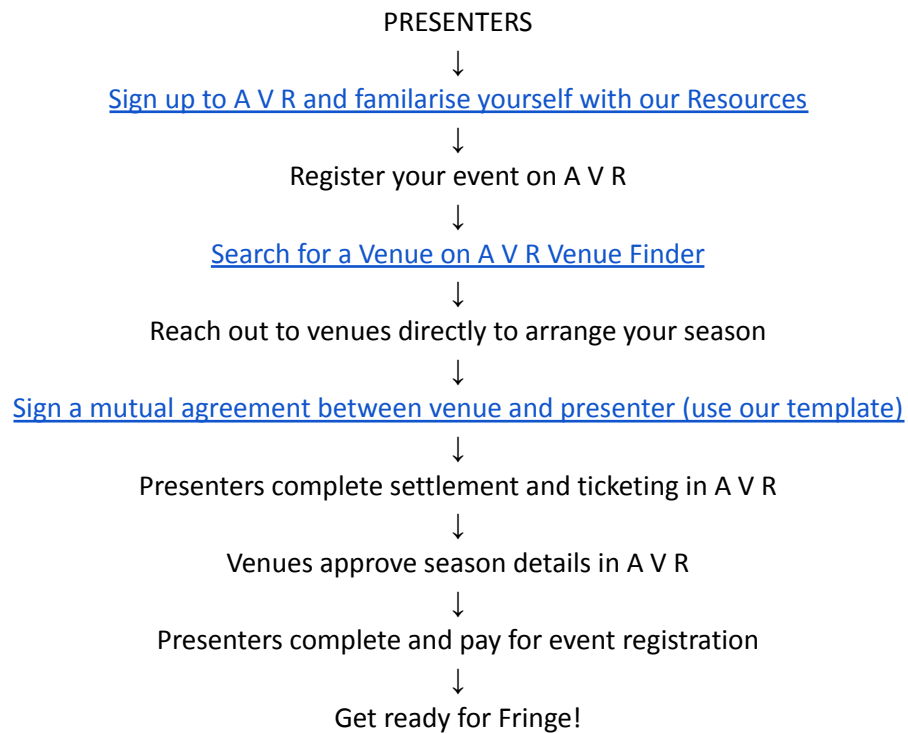
A V R is not just for event or venue registration; it also offers a wide range of resources tailored for Adelaide Fringe participants.

It's the best place to go to find out more about marketing, ticketing, publicity, and other useful information. Plus it's where you'll find essential documents such as the Advertising Kit and Logo and Branding Kit.

Head to A V R- create an account, and click 'New Event' on A V R dashboard.

[HOW TO USE](#)

## SECURING A VENUE



## VENUE FINDER

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. [Venue Finder](#)

## EVENT FINDER

Just like the Venue Finder, the Event Finder is a research tool available to any venue looking for 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-four.

## WHAT IS A 'SPLIT SETTLEMENT'?

A split settlement is when you and your venue share ticketing sales revenue rather than paying a set fee.

To proceed with this in A V R, discuss and agree on a split, then sign an agreement. Enter the split details and any additional costs in A V R. After your season, Adelaide Fringe will individually pay the agreed percentage and/or fees to both parties (Event and Venue). For other venue arrangements, settle directly with the venue outside Adelaide Fringe.

## THINK OUTSIDE THE C B D

Whether you're looking for a venue for your entire season, or spreading your event across multiple venues, consider performing or exhibiting outside of the C B D. Some councils in suburban and regional areas offer support and subsidies to artists during Adelaide Fringe, and would love to have you in their area!

[Check out our Council Mag](#) to see how we encourage councils to get involved and support artists. Plus 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!

[+61 8100 2022](tel:+6181002022) | [artists@adelaidefringe.com.au](mailto:artists@adelaidefringe.com.au)

## VENUE CHECKLIST

Make sure you consider the following when finding a venue

- ☐ Accessibility
- ☐ Capacity (be realistic)
- ☐ Budget (can you afford it)
- ☐ Location and audience (is it a good match for your event)
- ☐ Technical facilities (e.g. can you hold an exhibition opening if you're a visual artist? Is equipment included in venue hire?)
- ☐ Is the venue licensed? (e.g. R S A, A P R A/ A M C O S/ P P C A)
- ☐ What staffing does the venue provide? (e.g. box office, front of house, bar)



- ☐ What other events are happening at the venue? (do they complement or compete with your event?)
- ☐ What does the hire fee cover?
- ☐ Storage of props/or artwork
- ☐ Who is responsible for setup/packdown
- ☐ Cancellation policy
- ☐ Payment details and conditions
- ☐ Insurance
- ☐ Settlement

Once you've spoken to the venue, get it in writing. Check out a sample contract [HERE](#).

## **OPPORTUNITIES**

### **FRINGE FUND**

The Adelaide Fringe Fund supports creatives, collectives, producers and venues to make their Adelaide Fringe season ambitions a reality. We encourage bold ideas to take shape and support all forms of expression which enrich our festival offerings. The twenty twenty-four Fringe Fund which includes the First Nations and Participant grants opens nineteen July and closes twenty-three August. Our Quick Response Micro-Marketing Grants will be available between the second of October twenty twenty-three and closes ten February twenty twenty-four or until all funds are allocated.

[Head to A V R to find out more.](#)

### **ADELAIDE FRINGE AWARDS**

The Adelaide Fringe Awards celebrate outstanding and 'must-see' events presented throughout the festival season. To be considered, your event will need to opt-in to the Awards program during the registration process, and meet certain eligibility criteria. There are weekly awards announced every week of the festival, and overall genre and specialist awards presented at an awards ceremony at the end of the festival! Our judging panel is made up of local, national, and international industry professionals, Honey Pot delegates, Adelaide Fringe staff, and seasoned audience members. Every week our judges attend as many shows and events as possible, then their feedback is compiled and the top picks are presented to the Adelaide Fringe panel for final considerations.

[Head to our Adelaide Fringe Awards Resource to find out more.](#)

### **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 have a Schools Ticket price which is less than your Full Price ticket. All Schools Tickets have a discounted artist inside charge of two point five percent. If you are accepted into the Schools Program you will have the opportunity to be in the Schools Guide, work with the dedicated Schools Program Coordinator who will market the Schools Guide directly to schools, and process the bookings for you!

Opt in to the Schools Program during the registration flow in A V R or email [schools@adelaidefringe.com.au](mailto:schools@adelaidefringe.com.au) for more info.

### **HONEY POT**

Honey Pot is Adelaide Fringe's International Arts Marketplace

Honey Pot is a platform for building connections between artists looking to sell work and industry delegates seeking work. During the festival, 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: [Honey Pot](#)

## TICKETING

### ONE MILLION TICKETS SOLD IN TWENTY TWENTY-THREE

#### WHAT IS FRINGETIX?

FringeTIX is the in house ticketing service that powers all tickets sold for Adelaide Fringe. We have a dedicated FringeTIX team focused on supporting artists and venues in their ticketing needs. We love to talk ticketing, so if you have any questions before or during your event registration, please feel free to call us on [+61 8 8100 2012](tel:+61881002012), or email us at [ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au)

#### AVERAGE TICKET PRICE TABLE

Twenty eighteen:	Thirty-one dollars and seventy-seven cents
Twenty nineteen:	Thirty-three dollars and thirty-two cents
Twenty twenty:	Thirty-six dollars and ten cents
Twenty twenty-one:	Thirty dollars and sixty-six cents
Twenty twenty-two:	Thirty-six dollars
Twenty twenty-three:	Thirty-six dollars and twenty-two cents

#### WHAT IS THE FIVE PERCENT INSIDE CHARGE?

Adelaide Fringe has been working hard to put more money back in your pocket. Inside fees previously sat around twelfth percent plus three dollars per ticket - we have abolished the three dollars per ticket charge and reduced the percentage fee. Now Adelaide Fringe only retains a five percent inside fee on tickets and that contributes to the costs of the ticketing staff, box offices, call centre and ticketing platform, from back end building to front end sales.

We have made our Transaction fees some of the most competitive pricing amongst the ticketing landscape. Customers will only pay a Transaction Fee of four dollars eighty cents at cart check out for all points of purchase including online, at box offices and through the FringeTIX Call Centre.

In twenty twenty-three, twenty-five point one million Box Office paid out to artists, presenters, producers and venues - five percent retained by Fringe H Q.

#### TICKETS SALES BY PRICE TYPE (TWENTY TWENTY-THREE)

FULL PRICE:	Fifty-six percent
CONCESSION:	Eight point six percent
FAMILY AND CHILD:	Eight point two percent
GROUP SIX PLUS:	Three point two percent
FRINGE MEMBER TWO FOR ONE:	Three point nine percent
BANK S A CARDHOLDER:	Four point two percent
OTHER PROMOTIONS:	Seven point nine percent
PRESENTER COMPS:	Eight percent

#### PRICE TYPES

##### FULL PRICE

This is your main price point and in some cases might be the only price you need. Set this price at what you want an adult to pay.

#### CONCESSION

A discount for full-time students, pensioners, seniors cardholders and health care cardholders.

#### GROUP SIX PLUS

A discount price for customers purchasing six or more tickets to one session.

#### FRINGE MEMBERSHIP

Fringe memberships is a two for one ticket offer that is available for members only. This offer is limited to two tickets per event, per Fringe Member.

#### BANK S A

Opt In to offer twenty-five percent discount to Bank S A CardHolders. This offer is limited to two tickets per event, per Bank S A cardholder.

Note: price types are optional, but can help to find new audiences and drive ticket sales on traditionally quieter nights. However, if a Full Price ticket is all you need for success, you don't need to make it more complex.

[CHECK OUT MORE TICKETING OPTIONS HERE](#)

#### PROMO CODES

The most successful promo codes are the campaigns that are organised and well thought out. Chat to the ticketing team early about your promo code needs. During the festival promo codes will have a forty-eight hour turnaround time\*

\*may vary due to urgent cancellations

#### COMPANION CARDS

It is a condition of your registration that your event supports the Companion Card Scheme. The Companion Card ticket type is added automatically to all events and sessions. Adelaide Fringe does not charge you when a complimentary ticket is issued under this scheme.

#### COMPLIMENTARY TICKETING

You will process all your comps in ManageMyTix (M M T) and send the e-tickets directly to your guests! There is a thirty cent charge per comp ticket issued, charged at settlement.

[Read More](#)

#### COMMUNICATING WITH YOUR AUDIENCE

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 your customers need to know under your event listing on the website.

## **ALL ABOUT FRINGEWORKS**

### **OUR ARTIST HUB AT FRINGE TIME**

FringeWORKS is our on location popup during the festival. Things you'll find at FringeWORKS:

- Quiet spaces to get work done
- Adelaide Fringe team members to support you
- Workshops and meetups
- New connections to other Artists
- Your physical artist passes
- Coffee and a chat...

Make sure you are subscribed to our [FringeWORKS E-Newsletter](#) to be the first to know about our twenty twenty-four FringeWORKS location.

## MEET THE FRINGE TEAM

Adelaide Fringe is committed to supporting venues and artists every step of the way, ensuring success and providing assistance throughout the process.

Here's what our teams can do for you:

### ARTIST AND VENUE

- Ongoing support all year round
- A V R support (Registration support and resources to help guide you through the process)
- Meet the Venues event
- FREE Adelaide Fringe Information Sessions (Bookings required)

[Professional Development opportunities](#)

### MARKETING

- Phone consultations (bookings required)
- Free Marketing resources, including a Fringe branding pack
- Assistance with Fringe-ifying your buildings / area
- Advertising and digital marketing packages available

### TICKETING

- Ongoing support with all things ticketing-related
- Reporting and data collection
- Tickering resources, and FringeTIX One-O-One
- Assistance with reporting and data collection

### CONTACT US

Off Season

Monday to Friday, Nine A M to Five P M

During Festival

Seven Days, Nine A M to Eight P M

Artist and Venue:

[08 8100 2022](tel:0881002022)

[Artists@adelaidefringe.com.au](mailto:Artists@adelaidefringe.com.au)

Ticketing:

[08 8100 2012](tel:0881002012)

[Ticketing@adelaidefringe.com.au](mailto:Ticketing@adelaidefringe.com.au)

Marketing:

[Marketing@adelaidefringe.com.au](mailto:Marketing@adelaidefringe.com.au)

Advertising:

[08 8100 2045](tel:0881002045)

[Ads@adelaidefringe.com.au](mailto:Ads@adelaidefringe.com.au)

### ARTIST AND VENUE TEAM

LISA WAITE Artist and Venue Manager

LEE TOWTON Senior Artist and Venue Coordinator

AARON FINAN Artist and Venue Coordinator

SARAH NORRIS Artist and Venue Coordinator

LILY CONLON Artist and Venue Administration Assistant

## **TWENTY TWENTY-FOUR KEY DATES**

Nineteen July: Fringe Fund Grants Open and Fringe Fund Info Session (ONLINE)

Thirty-one July: Venue Info Session (IN PERSON)

First of August: Venue Registration Opens

Second of August: Artist Info Session (ONLINE)

Twenty-three August: Fringe Fund Grants Close

First of September: Event Registration OPENS

Twelfth September: Meet the Venues

Thirteen to Fifteen September: Registration Drop Ins (IN PERSON AND ONLINE)

Eighteen October: Registration Deadline for Printed Program

Thirty November: Bank S A Presale

First of December: Adelaide Fringe Program ON SALE

Six February: Meet the Media Event

ADELAIDE FRINGE IS ON SIXTEEN FEBRUARY TO SEVENTEEN MARCH TWENTY TWENTY-FOUR



## BANK S A

Bank S A 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 nineteen years so that everyone can make the most of their unique Fringe experience.

With initiatives like Bank S A Support Act, and by offering special Bank S A cardholder 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 for the nineteenth year as Principal Partner – the largest arts festival in Australia.

Did you know... Adelaide Fringe Artists get free baggage allowance with our Partner [VIRGIN AUSTRALIA](#)?