

Artist Magazine - Issue One

How to register for Adelaide Fringe

Adelaide Fringe recognises First Nations People and their ancestral lands on which the Adelaide Fringe operates. 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.

Heather's Welcome

It's that time of the year again to start getting organised for the twenty twenty three festival! We were thrilled with the success of the twenty twenty two Adelaide Fringe; it was a difficult year but despite the endless challenges thrown our way, we all came together and pulled off an incredible season. The results were astonishing.

If you are thinking about participating in the twenty twenty three Adelaide Fringe, this is your first step to finding out a little bit more information about bringing your work to life in Fringe. The team is here for you every step of the way, they'll help you navigate Adelaide Fringe to ensure you have a rewarding and memorable season.

We can't wait for the twenty twenty three Adelaide Fringe to roll in and transform the entire town into a magical festival wonderland.

Get amongst it!

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 copies).

Your event listed on adelaidefringe.com.au (two point nine million visitors in twenty twenty two).

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, 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 Arts Marketplace, Honey Pot.

Participation in events and programs to promote your work via our Schools Program, Accessibility program, Awards program and regional touring opportunities.

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 twenty October twenty twenty two. One hundred percent refund

Twenty one October – twenty eight November twenty twenty two. Fifty percent refund

Twenty nine November twenty twenty two or later. No Refund

To be included in the Printed Guide, and to go on-sale on second December twenty twenty two, your registration must be complete and your fees must be received in full by midnight ACST Thursday twenty October twenty twenty two.

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

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

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

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

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.

Are you a venue looking to secure an Event or an Event wanting a venue to find you?

Venue Finder 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

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

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 one eight eight one zero zero two zero two two artists@adelaidefringe.com.au

Fun Fact

In twenty twenty two Adelaide Fringe had three hundred and sixty three venues, of which:
One hundred and twenty six (thirty five percent) venues located within the Adelaide City Council area.
Two hundred and thirty one (sixty four percent) venues located outside the Adelaide City Council area.
Six (1 percent) venues were online
Forty seven different council areas that venues were registered in around South Australia!

Artist and Venues Negotiate directly with each other

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.

New Genre for twenty twenty three: Eat and Drink! This could include: events hosted by restaurants, cafes, breweries, wineries & distilleries (for example); cooking classes; facilitated tastings; degustations and more!

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 your priorities are 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: Everything You Need

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 APRAAMCOS (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 for more info.

Fringe Awards

The Adelaide Fringe Awards celebrates outstanding and 'must-see' events presented within the twenty twenty three 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 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

Artist Fund

The Adelaide Fringe Artist Fund raises funds to support artists and venues presenting in the Adelaide Fringe program. We encourage bold ideas to take shape and support all forms of expression which enrich our festival offerings. The twenty twenty three Artist Fund opens on twenty five July and closes seventeen August. Head to A V R to find out more.

All Things Ticketing

FringeTIX

FringeTIX is the bespoke 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 eight one zero zero two zero one two, or email us at ticketing@adelaidefringe.com.au

How Do I Manage My Tickets This Season?

One. Add your ticket pricing into A V R

Two. Read our Resources. A V R has lots of handy how-to's for your ticketing needs. Make sure you give yourself time to read through these pre-festival to arm yourself with all your ticketing knowledge and maximise sales this Fringe.

Three. Email any questions or changes to ticketing@adelaidefringe.com.au

Four. Schedule and pull reports, and organise your comp tickets in Manage My Tix at 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!

Five: Plan, Plan, Plan! Start thinking about your marketing, any promo codes you may need, how you will track your sales, pull reports and keep an eye on your budget. We recommend arming yourself with knowledge around this as early as December so that you are geared for success come Fringe time.

Twenty twenty three ticketing fees

Adelaide Fringe is continuously looking at ways to maximise the money settled to artists and venues. In twenty twenty two we introduced a new fee structure that less money was retained in fees and ensured more money was settled to Fringe participants. We removed the three dollar Customer Booking fee and implemented a flat five percent inside charge across all tickets. This resulted in a significant increase in funds settled directly to artists and venues. In twenty twenty three, the same fee structure will be in place.

Where Can Audiences Buy Tickets?

Online from two December twenty twenty two at adelaidefringe.com.au/fringetix

Via the Call Centre from two December Twenty twenty two on one three zero zero six two one two five five

At an Adelaide Fringe Box Office:

Rundle Mall from late November twenty twenty two

BankSA Fringe Corner (Corner East Tce & Rundle Rd): from seventeen February twenty twenty three

Twenty Twenty Three Ticketing Fees

What does this mean for my bottom line?

Adelaide Fringe has been working hard to put more money back into the pockets of artists and venues. In twenty twenty two, we implemented a new fee structure to do just that! We abolished the three dollar Customer Booking Fee altogether and introduced a five percent Artist Inside Charge across all tickets.

Fun Fact

Twenty twenty two Full Price ticket average was thirty six dollars.

What will customers pay?

Customers will no longer pay the hidden three dollar Customer Booking Fee per ticket and will instead pay a four dollars eighty Transaction Fee per transaction at all points of purchase including online, at box offices and through the FringeTIX Call Centre.

Fun Fact

Overall, the average take-home per ticket has increased by two dollars eleven.

Fee breakdown by ticket price of twenty four dollars:

Prior to twenty eighteen, the advertised ticket price of twenty four dollars included a three dollar booking fee and an artist inside charge of two dollars fifty five, leaving eighteen dollars forty five for the artist to take home per ticket.

Between twenty eighteen and twenty twenty one, the advertised ticket price of twenty four dollars included a three dollar booking fee and no artist inside charge, leaving twenty one dollars for the artist to take home per ticket.

From twenty twenty two, the advertised ticket price of twenty four dollars included no booking fee and an artist inside charge of one dollar twenty, leaving twenty two dollars eighty for the artist to take home per ticket.

Fee breakdown by ticket price of forty six dollars:

Prior to twenty eighteen, the advertised ticket price of forty six dollars included a three dollar booking fee and an artist inside charge of two dollars ninety five, leaving forty dollars and five cents for the artist to take home per ticket.

Between twenty eighteen and twenty twenty one, the advertised ticket price of forty six dollars included a three dollar booking fee and an artist inside charge of one dollar seventy two, leaving forty one dollars twenty eight for the artist to take home per ticket.

From twenty twenty two, the advertised ticket price of forty six dollars included no booking fee and an artist inside charge of two dollars thirty, leaving forty three dollars seventy for the artist to take home per ticket.

Fee breakdown by ticket price of seventy five dollars:

Prior to twenty eighteen, the advertised ticket price of seventy five dollars included a three dollar booking fee and an artist inside charge of three dollars fifty, leaving sixty eight dollars fifty for the artist to take home per ticket.

Between twenty eighteen and twenty twenty one, the advertised ticket price of seventy five dollars included a three dollar booking fee and an artist inside charge of two dollars eighty eight, leaving sixty nine dollars twelve for the artist to take home per ticket.

From twenty twenty two, the advertised ticket price of seventy five dollars included no booking fee and an artist inside charge of three dollars seventy five, leaving seventy one dollars twenty five for the artist to take home per ticket.

Ticketing Your Event

Price Types

Standard:

These price types should be applied consistently across your season. You could consider making your standard pricing slightly higher over the weekend.

Full Price

Concession

Preview

Family

Group Six Plus

Promotional Pricing:

Add the below price types to your season with thought, they can help to find new audiences and drive ticket sales on traditionally quieter nights.

Fringe Membership

BankSA Cardholder Discounts

Midweek Treat

Passholder Discount / Passholder Free

Flash Sale

When adding your pricing, simple is best. If a Full Price ticket is all you need for success, you don't need to make it more complex.

Promo Codes

Promo Codes are a great marketing tool and a way to promote early ticket sales. Give yourself plenty of time to get your promo codes set up so you can advertise your promo early and get those extra ticket sales!

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.

Want to get more last minute ticket sales? Consider adding a Q R code linking straight to your Adelaide Fringe event listing to all your promotional materials and also at your venue!

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. If you have run out of space for your web copy

but you need to squeeze in some important extra info email ticketing@adelaidefringe.com.au. We also offer a space in your A V R registration to include an additional PDF attachment. Important: 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

Comp Ticketing

You will process all your comps in Manage My Tix (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 about reporting and M M T at adlfrin.ge/avr-MMT-resource

Need some advice or to make some changes once you've gone on sale?

No worries, we are here to help! Email the FringeTIX team on ticketing@adelaidefringe.com.au or give us a call on eight one zero zero two zero one two.

Key Dates

Artist and Venue Info Session

Twenty five July twenty twenty two

Artist Fund open

Twenty five July twenty twenty two

Venue Registrations open

Three August twenty twenty two

Artist Fund closes

Seventeen August twenty twenty two

Event Registrations open

Twenty four August twenty twenty two

Meet the Venues Event

September twenty twenty two (keep your eyes peeled in your e-news for date and venue)

Guide and Full Program On Sale deadline:

Twenty October twenty twenty two

Bank SA Pre-Sale

First December twenty twenty two

Full Program On Sale

Second December twenty twenty two

Adelaide Fringe twenty twenty three

Seventeen February – nineteen March twenty twenty three

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 Two 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 will continue to update you in A V R and in

e-news with information and what's happening in South Australia as we find it out. As always, give us a call if you are unsure of anything.

Bank S A

As the state's oldest bank and Principal Partner of the Fringe, Bank S A has been backing South Australia for almost one hundred and seventy five 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 eighteen 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 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 for the eighteenth year as Principal Partner – the largest arts festival in Australia.

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 three Adelaide Fringe logo. For clarification about logo use or sponsorship conditions contact artists@adelaidefringe.com.au