

Venue Magazine

Open your doors to Fringe Twenty twenty three

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!

What is Adelaide Fringe?

We were born over sixty years ago and we've grown up to become the Southern Hemisphere's largest open access arts festival! Adelaide Fringe completely takes over the CBD, surrounding suburbs and even some regional areas of South Australia for thirty one magical days and nights each year. Lock in our twenty twenty three dates: seventeen February – nineteen March. Featuring over one thousand events, more than four thousand artists, four hundred forty seven venue spaces and over three point two million attendances in twenty twenty two.

What does 'open access' mean?

We're an open access festival which means artists, presenters and venues all register to participate in Adelaide Fringe, you choose us! We don't select or curate the program or book artists or shows for you. Anyone and everyone can be involved in Adelaide Fringe... it doesn't matter how big or small your venue is, whether you've got four walls made from bricks and mortar or you're a completely temporary space, you can register to be involved. Alleyway, pub, concert hall, library, laundromat or double decker bus – you can create Fringe magic in whatever shape or form your venue takes on!

What makes a great Fringe venue?

One. Find your niche and be willing to think outside the box!

Two. Use your strengths, use it to attract artists and promote your venue.

Three. Communication is key! Clear communication along with a signed venue agreement (by both parties) eliminates misunderstandings.

Four. Be prepared and do your research. Be proactive! Don't sit back and wait for artists to come to you. One of the best ways to connect with Artists is to attend our Meet The Venues speed-dating event for Venues and Artists! Make sure you are signed up to our FringeWORKS Mailing List and receive our eNews to stay in the loop.

Why become a Fringe venue - what are the perks?

Venue registration is completely free! Get listed in our overarching Adelaide Fringe Marketing Campaign and be promoted on the Adelaide Fringe website through a dedicated venues webpage (two point nine million web sessions in twenty twenty two). Venues can take advantage of our engaged Fringe Membership audience! To find out more, email membership@adelaidefringe.com.au. Generate more jobs in Adelaide and South Australia. Step outside your comfort zone and gain experience and confidence in hosting events and live performance. Increased awareness of your venue and exposure to new clientele. Be a part of and provide a supportive platform and environment for artists and engage with the wider community of venues, artists and audiences like no other!

Have regular comedy or trivia nights? Or are you a café that exhibits local artwork on your walls? Why not turn these into Fringe events during festival season!

Simone Avramidis, Goodwood Theatre and Studios -

"We managed to create an exciting community buzz and energy we had not experienced at the theatre before and a dream team of artists, volunteers and staff who filled the space with love, appreciation and creativity. "

Mick Krieg, Rhino Room -

"We learnt that although hosting several rooms under the one roof can be quite problematic operationally, when done successfully it created major flow on benefits to both attendees and artists alike."

Business Impact Survey respondent -

"Fringe may have saved my business."

Twenty twenty two Venue Stats

Three hundred and sixty three Venues

Fifty two Council areas

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

Two hundred seventeen (sixty five percent) venues located outside the Adelaide City Council area

Seven hundred and forty six (fifty eight point five percent) events took place within the Adelaide City Council

Four fifty six (forty one point five percent) events took place outside the Adelaide City Council

Summary of breakdown of CBD, Metro and regional venues and events (twenty twenty two versus twenty twenty one)

Venues

Total

Twenty twenty two: Three hundred and sixty three

Twenty twenty one: three hundred and eighteen

Metro

Twenty twenty two: one hundred and fifty three (forty three percent)

Twenty twenty one: one hundred and fifty nine (fifty percent)

C B D

*inc North Adelaide

Twenty twenty two: one hundred and twenty six (thirty five percent)

Twenty twenty one: one hundred and thirteen (thirty five point five percent)

Regional

Twenty twenty two: sixty one (seventeen percent)

Twenty twenty one: forty (twelve point six percent)

Online

Twenty twenty two: seven (two percent)

Twenty twenty one: six (one point nine percent)

This includes events that took place in both A C C and other council areas

Events

Total

Twenty twenty two: One thousand one hundred and ninety five

Twenty twenty one: Nine hundred and five

C B D

*inc North Adelaide

Twenty twenty two: seven hundred and forty six (fifty nine percent)

Twenty twenty one: six hundred and forty three (fifty eight point five percent)

Metro

Twenty twenty two: four hundred and seven (thirty two percent)

Twenty twenty one: three hundred and eighty five (thirty five percent)

Regional

Twenty twenty two: One hundred and three (eight percent)

Twenty twenty one: seventy one (six point five percent)

How to register - A V R details

One. Sign up to A V R (Artist and Venue Registration Platform) avr.adelaidefringe.com.au

Two. Make yourself familiar with our 'Venue Registration Questions' document. This will outline all the information you require before you start your registration. This is available online on the A V R Resources page.

Three. Familiarise yourself with the A V R, have a play, see what other resources are available for you. There are examples of venue hire structures, contract templates, timely information for your participation throughout the lead up and during the festival.

Four. 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.

Five. Make sure you are upfront with what you can deliver. In the registration you will need to detail the logistics and technical specifications of your venue, so don't promise anything you cannot deliver.

Six. Think about what audiences you might be able to share or what marketing you can offer to promote events in your venue. Be sure to share this with prospective artists – digital billboards, newsletters and social media support from a venue can be very attractive.

Seven. 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 classified as an official Adelaide Fringe Venue. So do not wait for artists to come to you, put yourself out there!

Eight. Don't forget, Venue Registrations are free!

Nine. Make sure you check out our library of A V R Resources! From 'how to' information on marketing, ticketing and accessibility to budget templates and sustainability info!

Twenty twenty three Key Dates

Twenty five July twenty twenty two

Artist and Venue Info Session, Artist Fund Grants open

August twenty twenty two

Artist Magazine Issue One released

Three August twenty twenty two

Venue Registrations open

Seventeen AUGust twenty twenty two

Artist Fund closed

Twenty four August twenty twenty two

Event Registrations open

September twenty twenty two

Meet the Venues Event

Artist Magazine Issue Two released

Twenty October twenty twenty two

Registration Deadline for Printed Program

One December twenty twenty two

Bank S A Presale

Two December twenty twenty two

Adelaide Fringe Program on sale

Seventeen February – Nineteen March twenty twenty three

Adelaide Fringe twenty twenty three

Join us for our Professional Development Series, a variety of interactive workshops, masterclasses and prerecorded sessions sent out in our Artist and Venue bulletins every month. Stay tuned with our [FringeWORKS eNews](#) and [Facebook page](#) for more events and key dates announcements.

Stay informed

Twenty twenty three Artist and Venue eNews

Check your emails and stay up to date with all of the latest information by way of our regular [FringeWORKS eNews](#).

Facebook Group

Like our [FringeWORKS – Adelaide Fringe Artists and Venues Facebook page](#) for all industry news, and join the [Official Adelaide Fringe Participants Group](#) to network with other artists and venues.

Professional Development Series

Throughout the off-season, we will be holding professional development opportunities through a variety of interactive workshops, masterclasses and prerecorded sessions. This is your opportunity to learn from experts and maximise your next Fringe season by building your legacy and your admin skills. For more information contact us at venues@adelaidefringe.com.au.

Meet the Venues Event - September 2022

Meet the Venues – an Artists and Venues speed dating event to assist programming your venue.

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.

Keith Preston, Australian Migrant Resource Centre -

"Audiences enjoy getting close to performers from diverse cultures and experiencing their unique culture music and dance"

Shakti Chakravarty, The Garage International -

"The Adelaide Fringe has so much to offer and is so rich in diversity. This is a place where we can experiment and go beyond the comforts of the norm."