

HOW TO REGISTER FOR ADELAIDE FRINGE

Artist
Magazine:
Issue 1



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ADELAIDE FRINGE
16 FEBRUARY – 17 MARCH Principal Partner
2024 bankSA

Welcome to Issue 1 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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2023 SNAPSHOT

2023 was a record year for Adelaide Fringe, we made history as the first Australian festival to hit **1 Million Tickets!**



1,340 EVENTS



6,484 ARTISTS



517 VENUES

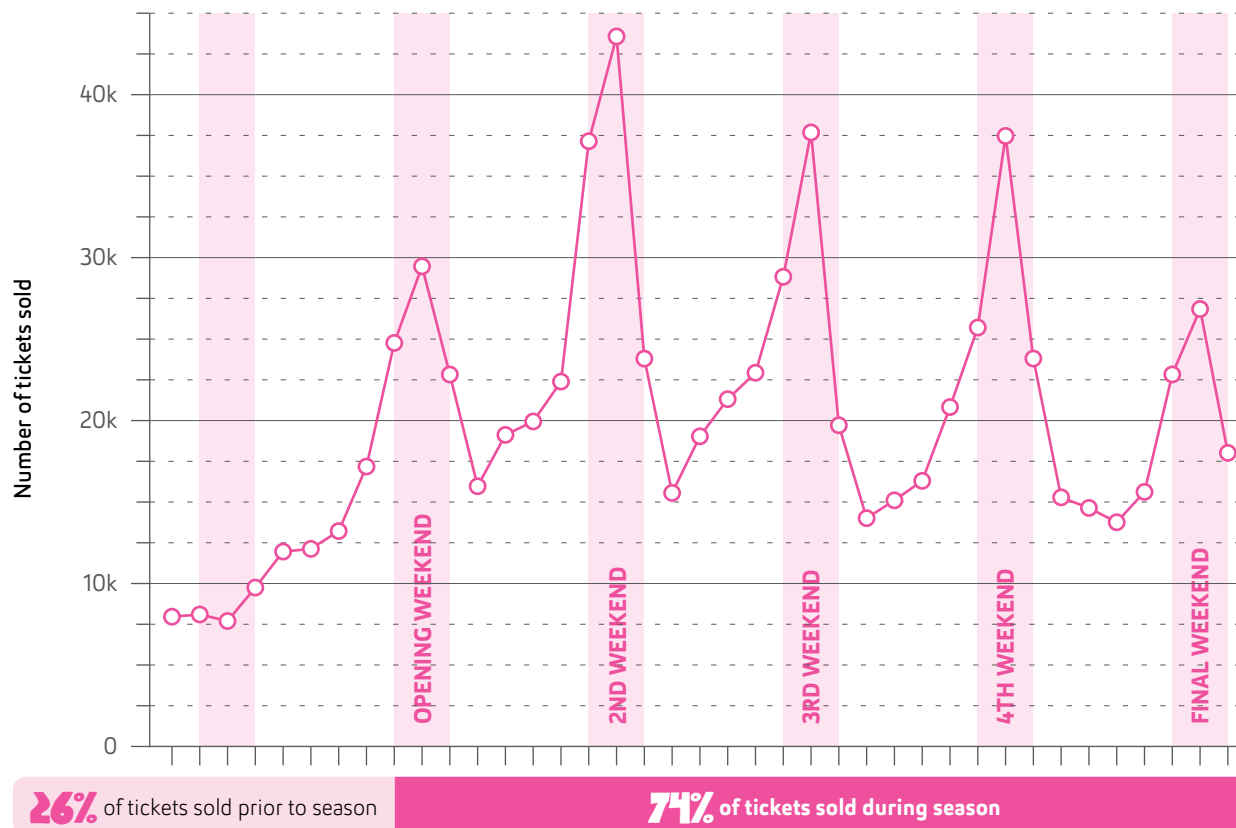
AVERAGE FULL
PRICE TICKET

\$36.22

THE AVERAGE
CUSTOMER SEES...

5.3
SHOWS

DAILY TICKET SALES



TICKET SALES BY GENRE

GENRES	% OF PROGRAM	% OF TICKETS SOLD	% AVERAGE HOUSE
CABARET	11.7%	12.1%	44%
CIRCUS	9.1%	8.4%	40%
COMEDY	25.4%	24.3%	44%
DANCE	2%	2.2%	45%
EAT & DRINK (NEW)	0.7%	0.9%	45%
EVENTS	4.7%	4.2%	41%
FILM & DIGITAL	0.3%	0.2%	39%
INTERACTIVE	7.1%	9.1%	49%
KIDS & FAMILY	6.5%	6.6%	45%
MAGIC	6.6%	5.7%	42%
MUSIC	14.2%	14.5%	46%
THEATRE & PHYSICAL THEATRE	11.3%	11.5%	45%
VISUAL ARTS & DESIGN	0.1%	0.1%	43%
WORKSHOPS & TALKS	0.3%	0.2%	42%

REGISTERING YOUR EVENT

REGISTRATION FEES

\$210 All genre categories up to and including three sessions

\$330 Visual Art and Design of four sessions or more

\$395 Performing Arts and Events of four sessions or more

\$50 Street Performer*

CANCELLING YOUR REGISTRATION

Up to 18 Oct 2023

100% Refund

19 Oct – 29 Nov 2023

50% Refund

30 Nov or later

NO Refund

WHAT DOES MY REGISTRATION INCLUDE?

- ★ An event listing in the printed official Adelaide Fringe Guide (320,000+ copies)
- ★ Your event listed on adelaidefringe.com.au (4.1 million visitors in 2023)
- ★ Ongoing support, guidance and advice every step of the way from our Marketing, Ticketing and Artist & Venue teams
- ★ Access to our AVR (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, BankSA 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.*



PRINTED GUIDE DEADLINE

For your event to be listed in the Printed Guide, and available for sale on Friday 1 December 2023, make sure your AVR registration is completed and your fees paid in full by **11.59pm ACST** on **Wednesday 18 October 2023**.

SETTLEMENT

Adelaide Fringe begins settling events right after your season ends. We aim to finalise settlements within 7 days, but in certain situations, it may take up to 20 business days. To ensure a smooth settlement process, make sure your details are up to date in AVR! If you have any inquiries regarding the settlement process, please reach out to our finance team at 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: 2 additional web images

A great event description

Printed Guide Copy (350 characters)

Web copy (800 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 AVR Resource Library for any other information

EVER REGISTERED AN EVENT?

If you've registered an event with Adelaide Fringe since 2017, you can sign in to AVR with your existing log in.

If you're new, create an AVR 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 & Venue team will be available to guide you through the registration process in person.

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 AVR. Our job is to make sure that everyone who wants to participate in Adelaide Fringe can find a home within the 500+ spaces on offer each year. Artists and Venues negotiate directly with each other and we can offer guidance along the way.



AVR

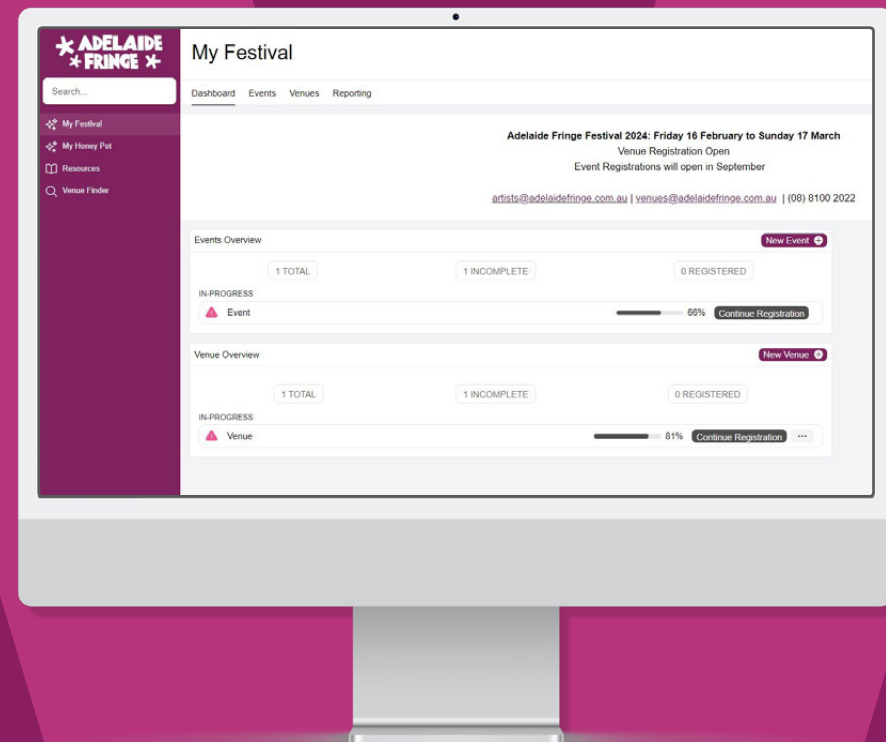
ARTIST & VENUE REGISTRATION

AVR: Everything you need

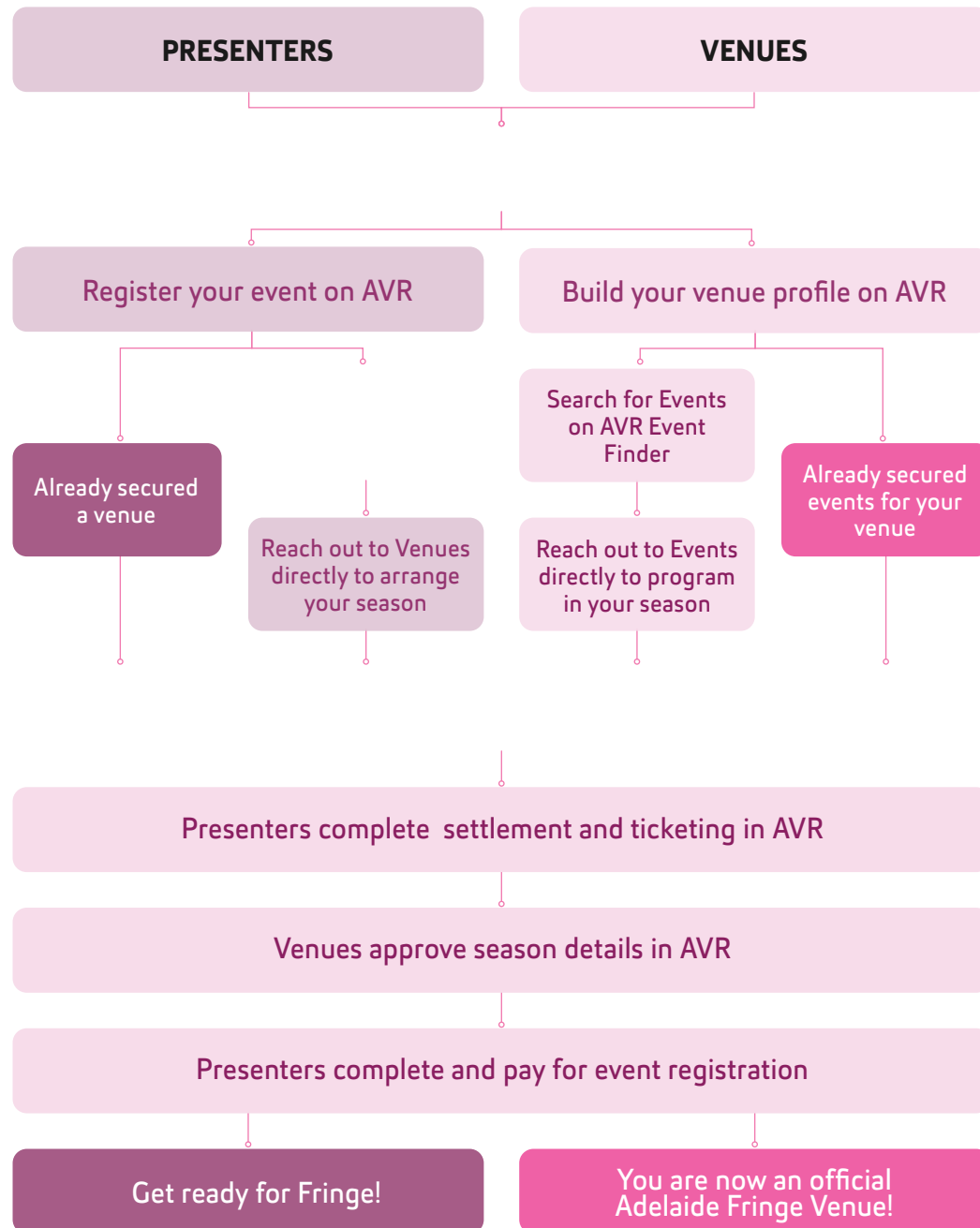
AVR is not just for event or venue registration; it also offers a wide range of resources tailored for Adelaide Fringe participants.

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 & Branding Kit.

Head to AVR- create an account, and click 'New Event' on AVR dashboard.



SECURING A VENUE



Fringe For Kids, The Ukiyo at Gluttony. Photo: Razan Fakhouri, 2023.

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.

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 AVR 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 2024.

SECURING A VENUE

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 AVR, discuss and agree on a split, then sign an agreement. Enter the split details and any additional costs in AVR.

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 CBD

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 CBD. 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 AVR 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 8 8100 2022 | 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. RSA, APRA/AMCOS/PPCA)

What staffing does the venue provide?
(e.g. box office, front of house, bar)

What other events are happening at the venue? (do they compliment 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 2024 Fringe Fund which includes the First Nations and Participant grants opens 19 July and closes 23 August. Our Quick Response Micro-Marketing Grants will be available between 2 October 2023 and closes 10 February 2024 or until all funds are allocated. [Head to AVR 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 2-18 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 2.5%. If you are accepted into the Schools Program you will have 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 AVR or email schools@adelaidefringe.com.au for more info.



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 AVR Opportunities during registration and read more:

Honey Pot Brunch.
Photo: Chloe Elizabeth, 2023.



TICKETING

1 MILLION TICKETS SOLD IN 2023

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**, or email us at **ticketing@adelaidefringe.com.au**

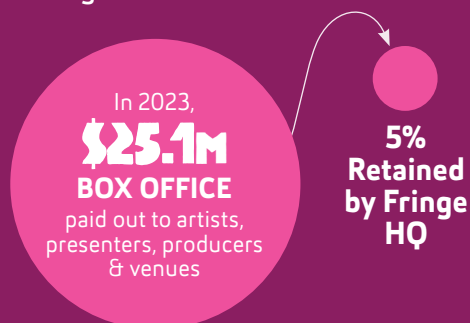
AVERAGE TICKET PRICE

2018	\$31.77
2019	\$33.32
2020	\$36.10
2021	\$30.66
2022	\$36
2023	\$36.22

WHAT IS THE 5% INSIDE CHARGE?

Adelaide Fringe has been working hard to put more money back in your pocket. Inside fees previously sat around 12% plus \$3 per ticket – we have abolished the \$3 per ticket charge and reduced the % fee. Now Adelaide Fringe only retains a 5% 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 \$4.80 at cart check out for all points of purchase including online, at box offices and through the FringeTIX Call Centre.



TICKETS SALES BY PRICE TYPE (2023)

FULL PRICE	56%	FRINGE MEMBER 2FOR1	3.9%
CONCESSION	8.6%	BANKSA CARDHOLDER	4.2%
FAMILY & CHILD	8.2%	OTHER PROMOTIONS	7.9%
GROUP 6+	3.2%	PRESENTER COMPS	8%

TICKETING

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 6+

A discount price for customers purchasing 6 or more tickets to one session.

FRINGE MEMBERSHIP

Fringe memberships is a 2for1 ticket offer that is available for members only. This offer is limited to two tickets per event, per Fringe Member.

BANKSA

Opt In to offer 25% discount to BankSA CardHolders. This offer is limited to two tickets per event, per BankSA 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.

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 48 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 (MMT) and send the e-tickets directly to your guests! There is a 30 cent charge per comp ticket issued, charged at settlement.

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 2024 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 & VENUE

- Ongoing support all year round
- AVR 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

CONTACT US

Off Season **Monday - Friday**
9.00am - 5.00pm

During Festival **7 Days**
9.00am - 8.00pm

Artist & Venue:

08 8100 2022

Artists@adelaidefringe.com.au

Ticketing:

08 8100 2012

Ticketing@adelaidefringe.com.au

Advertising:

08 8100 2045

Ads@adelaidefringe.com.au

Marketing:

Marketing@adelaidefringe.com.au

ARTIST & VENUE TEAM



LISA WAITE
Artist & Venue Manager



LEE TOWTON
Senior Artist & Venue Coordinator



AARON FINAN
Artist & Venue Coordinator



SARAH NORRIS
Artist & Venue Coordinator



LILY CONLON
Artist & Venue
Administration Assistant

BANKSA

BankSA 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. BankSA has partnered with Adelaide Fringe for 19 years so that everyone can make the most of their unique Fringe experience.

With initiatives like BankSA Support Act, and by offering special BankSA 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 BankSA is proud to be backing this iconic event for the 19th 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?

2024 KEY DATES

13

