

# **VENUE MAGAZINE**

OPEN YOUR DOORS TO FRINGE Twenty twenty two

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 two dates: eighteen February – twenty March. Featuring nine hundred plus events, over five thousand artists, three hundred ninety four venue spaces and over two point eight million attendances in twenty twenty one.

"The aim was to engage as many visual and performing artists as possible, whilst activating as many business venues along Prospect Road as we could... almost seven hundred attendees over the three nights, a bustling street of colour and activity with happy businesses who reported the event had a positive impact on their trade and that taking part was an opportunity for them to try new things and now they have the confidence to make these ongoing features of their business." Gracy Coy, City of Prospect – Prospect Art Walk

## 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 agreements (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 over three hundred thousand Adelaide Fringe printed guides and be promoted on the Adelaide Fringe website through a dedicated venues webpage (three point one million visits in twenty twenty one). Venues can take advantage of our engaged Fringe Membership audience! To find out more, email [membership@adelaidefringe.com.au](mailto: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!

“You don’t need to spend a million bucks to setup a venue. If your vibe is good and your fees are reasonable, there will always be artists looking for somewhere to try out a new idea, or take a risk - and that’s precisely what Adelaide Fringe is all about.” Tim Watts, General Manager and Venues Manager at The Mill.

## Twenty twenty one VENUE STATS

Three hundred and eighteen Venues

Three hundred and ninety four Performance spaces

Forty four Council areas

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

One hundred ninety four (sixty two percent) venues located outside the Adelaide City Council area  
six hundred and forty three (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 one versus twenty twenty)

### Venues

#### Total

Twenty twenty one: three hundred and eighteen

Twenty twenty: three hundred and sixty eight

### METRO

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

Twenty twenty: one hundred and eighty (forty nine percent)

### CBD

\*inc North Adelaide

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

Twenty twenty: one hundred and forty one (thirty eight percent)

### REGIONAL

Twenty twenty one: forty (twelve point six percent)

Twenty twenty: forty six (twelve percent)

### ONLINE

Twenty twenty one: six (one point nine percent)

Twenty twenty: one (one percent)

\*This includes events that took place in both ACC and other council areas\*

## Events

### Total

Twenty twenty one: one thousand and ninety nine

Twenty twenty: one thousand and four hundred and twenty four

### CBD

\*inc North Adelaide

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

Twenty twenty: eight hundred and sixty four (sixty one percent)

### METRO

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

Twenty twenty: four hundred and eighty (thirty three percent)

### REGIONAL

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

Twenty twenty: eighty (five point six percent)

## HOW TO REGISTER – AVR DETAILS

One. Sign up to AVR (Artist and Venue Registration Platform) [avr.adelaidefringe.com.au](http://avr.adelaidefringe.com.au)

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

Three. Familiarise yourself with the AVR, have a play, see what other resources are available for you.

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 AVR Resources! From 'how to' information on marketing, ticketing and accessibility to budget templates and sustainability info!

## Twenty twenty two KEY DATES

Five JULY twenty twenty one Artist and Venue Info Session, Artist Fund Grants OPEN

Twenty seven JULY twenty twenty one Venue Registrations OPEN

Thirty one JULY twenty twenty one Professional Development Series Session: Craft to Creation

Sixteen AUGUST twenty twenty one Artist Magazine Issues two and three released

Twenty eight AUGUST twenty twenty one Professional Development Series Session: Producing Workshop: A Starter's Guide

One SEPTEMBER twenty twenty one Event Registrations OPEN

twenty SEPTEMBER twenty twenty one Meet the Venues Event

Three NOVEMBER twenty twenty one Printed Program and Online Program deadline

Two DECEMBER twenty twenty one Adelaide Fringe Program Launch

Eighteen FEBRUARY – twenty MARCH twenty twenty two ADELAIDE FRINGE twenty twenty two

Join us for our Professional Development Series, interactive workshops and masterclasses on the last Saturday of every month – first few sessions announced in our Key Dates above. Stay tuned with our FringeWORKS eNews and Facebook page for more events and key dates announcements.

## STAY INFORMED

Twenty twenty one 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 a number of professional development sessions. This is your opportunity to learn from experts and maximise your next Fringe season by building your legacy and your admin skills. Join us on the last Saturday of every month for interactive workshops and masterclasses. For more information contact us at [venues@adelaidefringe.com.au](mailto:venues@adelaidefringe.com.au).

## SPECIAL ARTIST and VENUE EVENTS

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.

“Being part of the Fringe is a positive and easy process (as both a venue and artist) and I know it takes tremendous effort to make this process simple.” Fringe Venue Survey Twenty twenty one

“Always lovely, dedicated, quick and supportive during any changes. Thank you for being so responsive and understanding of our needs.” Fringe Venue Survey Twenty twenty one