

# COUNCIL MAGAZINE

**\* ADELAIDE FRINGE \***  
16 FEBRUARY – 17 MARCH Principal Partner  
2024 bankSA

NORWOOD CONCERT HALL



EXPLORE  
AUSTRALIA'S  
BIGGEST  
ARTS FESTIVAL

## FRINGE ACROSS THE STATE

How you can participate in Adelaide Fringe as a council and provide support to artists and venues, while enriching your wider community.



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Each year Adelaide Fringe lights up South Australia for 31 magical days and nights across February and March.



IN 2023 FRINGE HAD A WHOPPING...

**1,340** EVENTS

**6,484** ARTISTS

**517** VENUES



### 2023 ADELAIDE FRINGE ECONOMIC IMPACT



**84.3M**

NEW MONEY TO SA



**9,813**

DIRECT AND INDIRECT JOBS CREATED



**45,214**

VISITORS ATTRACTED TO SA



**\$3,420**

AVERAGE SPEND PER VISITOR

### PARTICIPATION NUMBERS OUTSIDE OF THE CBD

**52**

Council areas with registered Fringe events outside the CBD

**44%**

28% SUBURBAN  
6% REGIONAL

Fringe events held outside of the CBD

**311**

211 SUBURBAN  
100 REGIONAL

Venues outside of the CBD

### HOW MUCH DOES IT COST TO REGISTER A VENUE OR EVENT?

**FREE**

VENUE REGISTRATION

**\$210 - \$395**

EVENTS REGISTRATION

While we encourage you to register your council-run venues and program community events during the festival, this isn't the only way to be involved in Fringe!

Your level of participation is up to you, and any little bit helps!

# HOW TO SUPPORT FRINGE IN YOUR AREA

*Councils provide key support to their communities year-round, Fringe just adds an extra dimension for you to explore!*

## COMMUNITY

Adelaide Fringe is a creative melting pot of artists and other industry professionals.

Council encouraging participation in festival can:

- Develop your area's unique character and showcase its local attractions
- Create a legacy that will continue to benefit the community long after the festival ends
- Turn your area into a creative hub, contributing to overall growth and development
- Build a sense of community  
– supporting your local artists, events and venues will promote a strong network to draw on year-round.



## VENUES

Fringe offer local businesses the opportunity to reinvent their space, or showcase their wares and services in a different light. This is a chance for them to try new things, use interesting spaces, and program artists to provide your residents (and visitors) a special experience.

How councils can help local Venues:

- Provide grants to Fringeify local venues – think decals, decorations, and promotional collateral
- Give venues a shout-out via your media and marketing channels
- Put the word out to local venues that you're interested in helping them activate for Fringe season
- Set up an Adelaide Fringe info session for your local council and venues
- Register your council-run venues as Fringe venues!

## ARTISTS

Some of the biggest barriers artists face are access to resources, connection to communities, and the cost of putting on an event.

How councils can help Artists:

- Waive street performer / busking license fee
- Provide a subsidy for Adelaide Fringe event registration
- Offer free promotion of events through your channels (e.g. EDM's, Facebook, website, digital and print displays)
- Provide free or discounted venue hire on your council-run venue(s)
- Are you tricky to get to? Consider offering travel and accommodation packages.

## WAYS YOU CAN ACTIVATE YOUR COMMUNITY

- 1** Create a Fringe hub (**see page 4**)
- 2** Let your residents know that you're helping bring Fringe to them through your communication channels!
- 3** create a council- specific program/ Fringe magazine for your area
- 4** Do a call out to local venues and artists and let them know you'd love to hear from them
- 5** Ask Adelaide Fringe about our Council Totems, venue branding packs, and other assistance to make your area POP

## PROMOTE ADDITIONAL OPPORTUNITIES

Are there other grants and opportunities you could offer or promote? For example:



City of Burnside provided the opportunity to be involved in a Council pop-up event, What's on in Burnside Fringe 2023, that provided a space and time slot for artists to showcase their event.



City of Charles Sturt offered grants of up to \$5000 for selected eligible Performing arts, Visual arts, public art, moving image, Literary arts and Interdisciplinary arts projects.



Councils promoted the Live and Local grants provided by the SA Government of up to \$4000 for eligible creative new music projects and events, at no cost to local councils.

# CREATING A FRINGE HUB IN YOUR AREA



*Distributing funding and in-kind support will help the most amount of participants, but here are some easy steps to stimulate your creative economy, bring that little extra sparkle to your residents, and ensure a successful Fringe in your area!*

1

## GET THE LOCAL COMMUNITY INVOLVED



Talk to your local cafes, bars, hotels, galleries, sporting clubs, and community groups about coming together at Fringe-time. You can also hold information sessions for Fringe, and our team will present on how local businesses and creatives can work together.

2

## CREATE A COUNCIL X FRINGE BRAND!



This could include giving your area its own Fringe name (ie. Murray Bridge Fringe, River Fringe, Fringe in the Vale) for events/venues to use.

3

## CONSIDER LOCAL MAPS/PROGRAMS



Consider creating a **printed / digital program or map to distribute to your community.** Our Artists & Venues team can provide you with a list of the event details (names, dates, times, venues and ticket prices) in your area.

4

## ENGAGE LOCAL ARTISTS



Contact the artists registered in your area and tell them you are excited about their participation in Fringe, and ask how Council can help.

5

## GET THE MESSAGE OUT!



Use your marketing & communication channels to share the Fringe activities in your area. Use social media, list the events on your website and events calendar, put up posters, tell your local newspaper or radio station about the events - you can even get the Mayor to talk about Fringe being in town!

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## NEVER FEAR - FRINGE IS HERE

Lean on the Fringe team! We're available year-round to help, provide advice, and talk out anything you could possibly need to take part in Adelaide Fringe.



Victor Harbor Market. Photo: Andy Mitchell 2022.

# HOW FRINGE CAN HELP

Adelaide Fringe is committed to supporting your council every step of the way and ensuring your success. Here's a taste of what we can do for you:

## ARTISTS & VENUES

- Ongoing support all year round
- AVR support (registration processes and resource navigation)
- Meet the Venues event
- Professional Development opportunities
- **FREE** Adelaide Fringe Info Sessions (Bookings required)

## TICKETING

- Ongoing support with all things ticketing-related
- Reporting and data collection
- Ticketing resources, and FringeTIX 101

## 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

Mon - Fri, 9.00am - 5.00pm (7 days during festival season)

Artists & Venues: 08 8100 2022 | [Venues@adelaidefringe.com.au](mailto:Venues@adelaidefringe.com.au)

Ticketing: 08 8100 2012 | [Ticketing@adelaidefringe.com.au](mailto:Ticketing@adelaidefringe.com.au)

Advertising: 08 8100 2045 | [ads@adelaidefringe.com.au](mailto:ads@adelaidefringe.com.au)

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

## \* \* \* 2024 KEY DATES \* \* \*





Flight, Pirate Life Brewing. Photo: Carl Vester. 2023.

# CASE STUDY #1 COUNCIL AREA: CITY OF PORT ADELAIDE ENFIELD



28

FRINGE  
VENUES



63

FRINGE  
EVENTS



63

SUBSIDIES  
PROVIDED

*The City of Port Adelaide Enfield is an enthusiastic supporter of Adelaide Fringe in their area. To stimulate the 2023 festival season they provided assistance to artists and venues, and created a bright hub for their residents and visitors to the area to enjoy.*

## VENUE INFO SESSION:

The City of PAE organised a free Adelaide Fringe information session for local venues via EOI. The session was held at a local venue, Pirate Life Brewing, at the opening of event registrations (September). Three Adelaide Fringe staff attended, presented, and networked with existing and prospective venues to answer questions and provide advice.

## SUBSIDY:

Council provided a 50% registration fee subsidy to Adelaide Fringe events held within their area. Artists or venues receiving the registration subsidy were also required to display the City of PAE logo on any relevant printed material.

## IN-KIND SUPPORT:

The council created a dedicated City of Port Adelaide Enfield Fringe website featuring all registered events within the Council area. Events were also promoted through PAE socials, advertising, and printed materials at local venues, Council's Civic Centre, Visitor Information Centre, libraries and community centres.

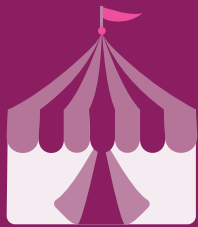
# CASE STUDY #2

## COUNCIL AREA: CITY OF MARION



*2023 was the sixth consecutive year that the Marion Cultural Centre from the City of Marion registered as an Adelaide Fringe venue.*

*This council-run venue hosted a program of events that spans across various genres, encompassing music acts, theatre, comedy, and dance.*



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**FRINGE  
VENUES**

### SUBSIDY:

The council sent out an EOI to artists and event organiser seeking to perform within the Marion Cultural Centre. They offered to waive venue hire costs, with a 50/50 split ticket settlement (event registration was at the artists cost).

The City of Marion selected the events, creating a program that would appeal their residents and visitors to the area.



21

**FRINGE  
EVENTS**

### IN-KIND SUPPORT:

The council provided free promotion through council communication channels, including website and social media, and 2 x totems with QR link to local Fringe shows (provided by Adelaide Fringe) were displayed within council area.

The council's subsidy and in-kind support resulted in 12 of the 21 Fringe events in the City of Marion being held at the Marion Cultural Centre.

