

# ADELAIDE FRINGE

21 FEBRUARY – 23 MARCH 2025 Principal Partner  
bank SA

## VENUE MAGAZINE

Your Road Map To Adelaide Fringe 2025



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# ACTIVATING YOUR VENUE FOR ADELAIDE FRINGE 2025

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## CONTACT OUR TEAM

Adelaide Fringe is committed to supporting venues and artists at every step of the way, ensuring success and providing assistance throughout the process.

### ARTIST AND VENUE

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

*AVR support and resources, Professional Development opportunities, Networking Events & Information Sessions.*

### MARKETING

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

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

*Assistance in Fringe-ifying your venue, venue signage, and Advertising and Digital Marketing packages.*

### TICKETING

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

*Ticketing support and resources, plus assistance with reporting and data collection.*



The Howling Owl, Adelaide Fringe Photo: Samuel Graves, 2024.

# KEY DATES



## STAY INFORMED!

Sign up for our [Artist & Venue eNewsletters](#) to stay updated on all the latest Fringe news.

Like our [FringeWORKS - Adelaide Fringe Artists & Venues](#) page on Facebook to get industry news in your feed.

Join the [Official Adelaide Fringe Participants Group](#) to network with other artists and venues.

# GETTING STARTED: Why Fringe?

- ★ **New audiences in your venue**
- ★ **Increased venue entertainment/engagement program**
- ★ **A new way to host shows - from theatre, music and comedy, to food & drink**
- ★ **Fringe challenges you to be different - use our platform to share something new!**

## WHAT IS ADELAIDE FRINGE?

Born more than 60 years ago, Adelaide Fringe is the Southern Hemisphere's largest open access arts festival. Each year Adelaide Fringe completely takes over the CBD, surrounding suburbs and even parts of regional South Australia for 31 magical days and nights.

Adelaide Fringe is an open access festival, so we don't curate or select the program for you. Instead, anyone can participate and create Fringe magic - whether your venue is big or small, temporary or permanent.

## HOW DO YOU BECOME AN OFFICIAL FRINGE VENUE?

Joining the Fringe fun has never been easier!

1. Simply jump online and register your venue on our **Artist & Venues Registration system - AVR**
2. Connect with artists or shows to book a session date and time in your venue (Ideally with a contract in place between your venue and artist).
3. Once both venue and show have finished registration and linked on AVR, you will be an official 2025 Adelaide Fringe Venue!

## WHAT DOES FRINGE EXPECT FROM VENUES?

- Take care of your artists and staff
- Provide the services you agreed upon with artists
- Be prepared to run the show and welcome audiences
- Market your Fringe activities to your existing audience or community



The Courtyard of Curiosities at the Migration Museum, Adelaide Fringe Photo: Razan Fakhouri, 2024.

# GETTING STARTED: Why Fringe?

## CASE STUDY: THE WAREHOUSE THEATRE

### Create An Enduring Impact In Your Community

In 2021, after facing the challenge of COVID-19, the passionate team of The Warehouse Theatre reopened their doors for a vibrant Fringe season. In the three years since, the venue has continued to grow, providing a space not only for performances, but the employment, mentoring and training of industry professionals.

In 2024, Fringe support in the form of a Fringe It LIVE Grant and Venue Branding Package assisted in the development of an access stage for the venue's new Atrium space. The Warehouse Theatre has continued to receive encouragement from artists, audiences, and the Governor of South Australia, even going on to win the 'Spirit of The Fringe' award for their 2024 season.

### THEIR ADELAIDE FRINGE 2024 SEASON SAW:



18 separate shows



An enormous  
92 performances



48 artists  
supported



17 staff &  
volunteers  
employed



5668  
tickets sold



The Venue  
received a 2024  
Fringe It LIVE Grant



Awarded the  
2024 Spirit of  
the Fringe Award

*"It's scary to think that I have been involved in over 35 Fringe festivals, as an artist, director, mentor, writer, musician, producer, judge and now venue! The Adelaide Fringe Festival is a huge strip of fabric in my immense tapestry as a creative. The Fringe Festival is integral to so many individuals to not only have a space where you can bring a new work to an audience, but you can hone your skills, feel part of an amazing family of creatives and grow and develop into professional artists.*

*When my team and I were able to create a welcoming, diverse and inclusive venue for artists to call a home - the Fringe Festival was the first event on our calendar."*

CEO of The Canis Major Group Pty Ltd & Owner of The Warehouse Theatre, Kim Spargo



# GETTING STARTED: How To Register

## AVR (Artist & Venue Registration)

AVR is not just for the registration; it also offers a wide range of resourceful information and likely has the answer to any of your questions – whether it’s marketing, publicity, ticketing, reports... the list goes on. Plus it’s where you’ll find essential resources such as the Advertising Kit and Logo & Branding Kit.

## PARTICIPATED IN ADELAIDE FRINGE BEFORE?

If your venue has been registered with Adelaide Fringe any time since 2017, you can reactivate that AVR account with your venue’s existing login. Once reactivated, you can update your venue profile – there’s no need to create a new one.

YOUR GUIDE TO AVR

★ ADELAIDE  
★ FRINGE ★



★ ADELAIDE  
★ FRINGE ★

AVR  
ARTIST & VENUE  
REGISTRATION

SIGN INTO AVR



Fool's Paradise, Adelaide Fringe Photo: Jenny Kwok, 2024.

## PART ONE

### 1. SIGN IN TO AVR

**Create an AVR login.** We recommend using desktop over mobile for this process.

### 2. BUILD YOUR VENUE PROFILE

On the 'My Festival' page, select 'New Venue' to create a new Venue Profile, or select an existing venue to update. Follow the prompts. Find the full list of registration questions and the details you'll need to provide here.

**Please Note:** The registration process is detailed. The accuracy of information you supply will allow us to support artists and audiences to engage with your venue.

### What Will You Need For Your Venue Profile?

- Number of staff and key contact details
- A brief venue description and opening hours
- Website and social media links (if applicable)
- At least one venue image (JPEG/PNG 1152px x 576px)
- Accessibility information and images
- Space details (you could have multiple performances spaces you want to activate)
- Bank and tax details

AVR GLOSSARY

# GETTING STARTED: How To Register

## PART TWO

### 3. FIND A SHOW OR REGISTER YOUR OWN

#### Are You Presenting Your Own Show?

Register your Show by following the prompts from your 'My Festival' page.

**Please Note:** Show registrations open **20 Aug**. Sign up to our **eNewsletter** for more information.

#### Are You Searching For A Show?

Our show finder tool opens **20 Aug** alongside our show registrations. Search for registered shows that need venues. **Watch our video guide here.**

### 4. SIGN A MUTUAL AGREEMENT

All contractual details are organised between venues and artists. Before linking your venue to a show on AVR, make sure you have both signed a contract.

For a list of what to include in a Venue Hire Agreement or for an **example contract**, visit our **AVR Resources**.

### 5. APPROVE SETTLEMENT DETAILS

When the show links to your venue, the first stage you will need to approve is:

*Box office split/settlement arrangement*

### 6. APPROVE SESSION DETAILS

Next, you will be notified if session approval is required. You will need to look over

- *Session times and dates*
- *Ticket types and offers*

Your approval in AVR will allow the show to complete their registration and secure your participation in the 2025 festival.

### 7. YOU ARE NOW AN OFFICIAL ADELAIDE FRINGE VENUE!

You can return to your Venue Profile at any time to update your details and images, check your show calendar, approve new sessions

**Please Note:** Shows will need to pay the registration fee in full to complete their registration. Venue registration is **FREE**.

#### HOW TO REGISTER

# ★ ADELAIDE FRINGE ★



Nineteen Ten, Adelaide Fringe Photo: Jenny Kwok, 2024.

### HOW SHOULD I CHARGE FOR MY VENUE?

There are no definitive rules on how much you should charge, or the structure of your hire agreement, but it's important to have this established before you register your venue and engage with artists. You might want to consider:

- **Free Hire** – and you take all the bar sales
- **Set Hire Fee** – Applied daily fees (anyone can hire)
- **Hire Fee + Box Office Split** – A small fee + split of box office sales
- **Box Office Split** – No upfront fee. Box office sales split
- **Curated** – Program created specifically by a venue
- **Buy In** – Venue buys the show to perform in its space

Check out our **Venue Hire Structures Resource** for agreement examples.

# ACTIVATING YOUR VENUE

## Venue For Hire

### Find Artists & Shows

Proactively connecting with artists will let you host shows that resonate with your audience while growing your reach.

### To begin connecting with Artists and Shows:

- Opt into **Venue Finder database** and help artists find you
- Explore the **Event Finder database - Opens 20 August**
- RSVP to the **'Meet the Venues'** networking event and prepare to pitch your venue
- Review past Adelaide Fringe programs
- Join the **Official Adelaide Fringe Participants Facebook Group** and like our **FringeWORKS** page

### Communication Is Key

A venue hire agreement sets expectations, but a successful Adelaide Fringe season thrives on ongoing communication and collaboration between artists and venues.

Whether you are promoting shows together, creating ticket bundles for your venue, or organising exclusive show offers— maintain a frequent dialogue to boost your venue's success.

## Venue-Managed Shows

### Maximise Your Venue's Potential with Creative Spaces

Don't let any area go unused—host an exhibition in your foyer, or live music in your garden. Transform your entire venue into a vibrant hub by offering a variety of shows, back-to-back shows, or by offering ticket bundles for your audience.

### Consider Your Current Customer Base

What shows resonate with your customers? Tailor your programming to what they love about your venue rather than working to attract an entirely new audience.

### Utilise AVR Artist & Producer Resources

Take advantage of our extensive library of resources designed for artists and producers. Start with our **Marketing, Ticketing, and Professional Development Series** to enhance your show planning and execution.

CLICK HERE FOR HOW-TO VIDEOS

ADELAIDE  
FRINGE



Ayers House, Adelaide Fringe Photo: Jenny Kwok, 2024.

## Regional Venue Considerations

### Support Artists at Your Venue

Consider the practical support your venue can offer touring artists. Are you able to provide amenities to help offset touring costs, or offer venue hire discounts for interstate or international shows? Collaborate with your local councils to access additional support and resources for your artists.

### Collaborate with Local Artists

Enrich your programming by collaborating with local talent. Host shows or co-produce new shows to leverage the existing networks and audiences of your community effectively.



# STRATEGIES FOR SUCCESS

## Grants to Support Your Venue

Activating your venue can be difficult on a budget, grants can provide vital financial and in-kind support for your 2025 season.

### ADELAIDE FRINGE FUND GRANTS

The Fringe Fund supports innovative ideas, amplifies diverse voices, and enriches the festival landscape. We have funding rounds for venue operators, artists, collectives and producers.

### WHAT WE WILL FUND

- **Operational Costs:** Show development, venue operations, programming costs, wages, mentorship, marketing, and the hire and purchase of essential equipment.
- **Audience & Artist Access:** Remove participation barriers for artists and audiences and promote cultural equity. Auslan interpretation, audio description, interpretive services, and physical accommodations like access ramps and chair lifts in your venue can all be included.

**APPLICATIONS OPEN: 1 AUG**

**APPLICATIONS CLOSE: 10 SEP**

Contact the **Artist and Venue** Team if you have any questions about eligibility or the application process. Keep an eye on our **AVR Grants Resource** and communications from our team to keep up to date on funding opportunities.

*Our Fringe Fund Grant program is made possible through donations to Arts Unlimited, the philanthropic arm of the Adelaide Fringe, and the generous support of the South Australian Government (following an election commitment by the Malinauskas Government.)*

## CONNECT WITH YOUR COUNCIL!

They might be able to provide financial support or resources for you and your artists.

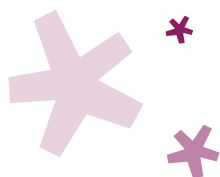


Freemasons Hall, Adelaide Fringe Photo: Carl Vester, 2024.

## HAVE YOU HEARD THE BUZZ ABOUT FRINGE DEALS?

**Offer a Fringe Deal this 2025 season and spotlight your business!** Engage with new audiences by registering a Fringe Deal for Fringe Members and Fringe artists. See your business featured on our website or AVR, and connect with Adelaide's vibrant Fringe community.

**REGISTER YOUR INTEREST**



## OFFICIAL FRINGE VENUE OFFER

Make the most of your Fringe season with Adelaide Fringe Partners. Opt-in during your Venue Registration to be notified about special deals, packages and wholesale pricing from our **AMAZING** official beverage partners.



# STRATEGIES FOR SUCCESS

Program your venue year-round through Honey Pot: network with our marketplace for shows

Connect with tour-ready local and international artists.

**FIND OUT MORE**

## Accessibility & Your Venue

### GREATER ACCESSIBILITY MEANS GREATER ENGAGEMENT

Accessibility isn't just ensuring that everyone can enjoy the magic of Fringe; it's also a powerful way to expand your audience.

*The more accessible your venue, the more your audience will grow.*

- **Grow Your Audience Year-Round:** Search filters on the Fringe website and our Access Guide, make it easier for people to find the right venue for their needs. Investing in accessibility features opens your doors to a broader audience.
- **Expand Your Line-up:** Enhancing your venue accessibility benefits not just your audience but artists and crew members too, making your venue more attractive for a diverse range of shows.

### WHAT DOES ACCESSIBILITY LOOK LIKE?

- **Physical Accessibility:** Does your venue have ramps, elevators, wide doorways and accessible restrooms to accommodate individuals with mobility impairments or those using wheelchairs?
- **Sensory Accessibility:** Do you provide accommodations for individuals with visual or hearing impairments, such as audio descriptions, Auslan interpretation, hearing loops, or captioning for your shows?
- **Inclusive Services:** Do you offer training to staff to assist individuals with diverse needs and ensure that your services, programs and events are inclusive and welcoming to everyone?

You can find more information in our **Venue Accessibility Resource Pack**

## Network with Artists

- **Meet the Venues** - Got a Venue but no show? In this in person networking session, venues have two minutes to pitch to artists and start conversations for the 2025 season. Start preparing your pitch by checking out our 2024 session [here](#) and mark your calendars for **Tuesday 3 September**.
- **Event Finder** - Engage with the artists and shows that suit your venue. Our Show Finder database on AVR opens **20 August**. Search this space for registered shows that need venues and start your Adelaide Fringe journey. **Find out how!**



# STRATEGIES FOR SUCCESS: Marketing Your Venue

## HOW DO I PLAN MY MARKETING TIMELINE?

Being an official Adelaide Fringe 2025 venue is more than just providing the space; it's about creating an environment that enhances the experience for both artists and audiences, contributing to the overall success of the show and enhancing the reputation of your venue as a desirable space for future shows and performances.

### Check out our timeline to begin creating a foundation for your marketing campaign:

#### July/August: Venue Registration

Build your Venue Profile and complete your registration in AVR. Opt in to **Fringe Deals** and create an offer or discount for Fringe Members and Fringe artists. It's an easy win for creating awareness!

#### August: Accessibility and Operations

Explore our **Venue Accessibility** resources to make your venue more accessible for audiences, artists and crew. Coordinate with artists to arrange specific requirements around sound systems, lighting, etc. You might even consider applying for a Fringe Fund Grant to improve your venue accessibility.

#### September: Pitching and Networking

Determine the key selling points of your venue and participate in our **Meet the Venues** event. Network and pitch to presenters and performers. Remember, you are not an official Adelaide Fringe venue until you've booked a Fringe show/artist.

#### October: Apply For A Marketing Micro-Grant

Need a leg up for your advertising efforts? Why not apply for one of our Quick Response Marketing Micro-Grants? Either fund your own marketing strategy, or apply for an Adelaide Fringe marketing or advertising package, to the value of \$1,000.

#### November: Marketing Strategies

Work with artists to develop promotional strategies. Artists could include your venue logo or hashtag details in their marketing materials, tag your venue in their promotional teaser, while the venue could provide poster placement or digital screens for show promotionals.

**Some ideas to get you started can be found here.**

#### December: Program Launch

Promote Fringe shows happening at your venue on your website and social media platforms to coincide with Adelaide Fringe's Program Launch buzz.

#### January: Fringe Guide hits the streets

Fringe-ify your venue by sticking the 2025 Venue Decal where your customers can easily see it, and use promotional materials at your venue. **All official venues will receive a Venue Pack containing a venue decal and a bundle of printed guides. Let us know if you anticipate more guides at your venue so we can organise that for you.**

#### February: The Festival begins!

Use wayfinding signage at your venue during Fringe. Ensure that venue staff are knowledgeable about the show, including details like showtimes, venue layout, crowd control, accessibility and ticket scanning.

#### March: Review your Season

Gather feedback from performers and discuss potential future collaborations.