

VENUE MAGAZINE

HOW TO VENUE-TURE INTO ADELAIDE FRINGE 2024

Dare to be different – registered venues in the past have been anything from theatres, pubs, clubs, churches, vacant buildings, and bars – to buses, bathrooms, swimming pools and caravans!

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ADELAIDE FRINGE
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16 FEBRUARY – 17 MARCH Principal Partner
2024 bankSA



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WHY FRINGE?



- FREE Venue registration
- Get listed on the Adelaide Fringe website (4.1M web sessions in 2023).
- Take advantage of over 7,100 Fringe Members! To find out more about member events and discounts you can offer, email membership@adelaidefringe.com.au.
- Put your venue on the map as a vibrant and creative destination.
- Generate more jobs in Adelaide and South Australia.
- Step outside your comfort zone and gain experience hosting events and live performance.
- Be a part of and provide a supportive platform for artists.
- Join a wider community of venues, artists and audiences like no other!

The rest is up to you and your budget! Participating in Adelaide Fringe can help you build a reputation that will continue to benefit your venue long after the festival ends.

*The difference between a good venue and a **great** one is the team behind it. Be **supportive** of your artists.*

WHAT MAKES A GREAT FRINGE VENUE?

- 1 STRONG BRANDING** Identify your brand and which events would align with your venue. Find your niche, and be willing to think outside of the box!
- 2 PROACTIVE PROGRAMMING** Reach out to artists and be proactive about building your program, as they won't always come to you.
- 3 PROMOTION** Identify your strengths and use them to attract artists and promote your venue.
- 4 CLEAR COMMUNICATION** Clear communication along with a signed venue agreements (by both parties) eliminates misunderstandings.

WHAT IS ADELAIDE FRINGE?

- We are an Open Access festival!
- We were born over 60 years ago and we've grown up to become Australia's biggest arts festival.
- Adelaide Fringe completely takes over the CBD, surrounding suburbs and regional South Australia for 31 magical days and nights each year. Lock in our 2024 dates: 16 February – 17 March.
- Featuring over 1300 events, more than 6000 artists, 500 venues and over 1 million tickets sold in 2023!

WHAT DOES OPEN ACCESS MEAN?

We don't curate or select the program for you.

Instead, you choose us! Anyone and everyone can participate. It doesn't matter what sort of venue you have: big or small, temporary or permanent. Whether it's an alleyway, pub, concert hall, library, laundromat, or even a double-decker bus, you have the opportunity to create Fringe magic in your own unique way. The only limit is your creativity!

Pro Tip!

Familiarise yourself with AVR: Check out our library of [AVR resources](#) for [venue hire examples](#), [contract templates](#) and other important venue information!

Meet The Venues

One of the best ways to connect with Artists is to attend our Meet The Venues networking event for those who need a boost building their connections! Make sure you are signed up to our [FringeWORKS Mailing List](#) and receive our eNews to stay in the loop.

Pro Tip!

Help artists find your venue and arrange direct bookings by opting-in to our [Venue Finder](#) tool during registration.

FRINGE IN 2023

VENUES



206
(40%)

CBD



211
(41%)

SUBURBAN



100
(19%)

REGIONAL

EVENTS



869
(66%)

CBD



371
(28%)

SUBURBAN



85
(6%)

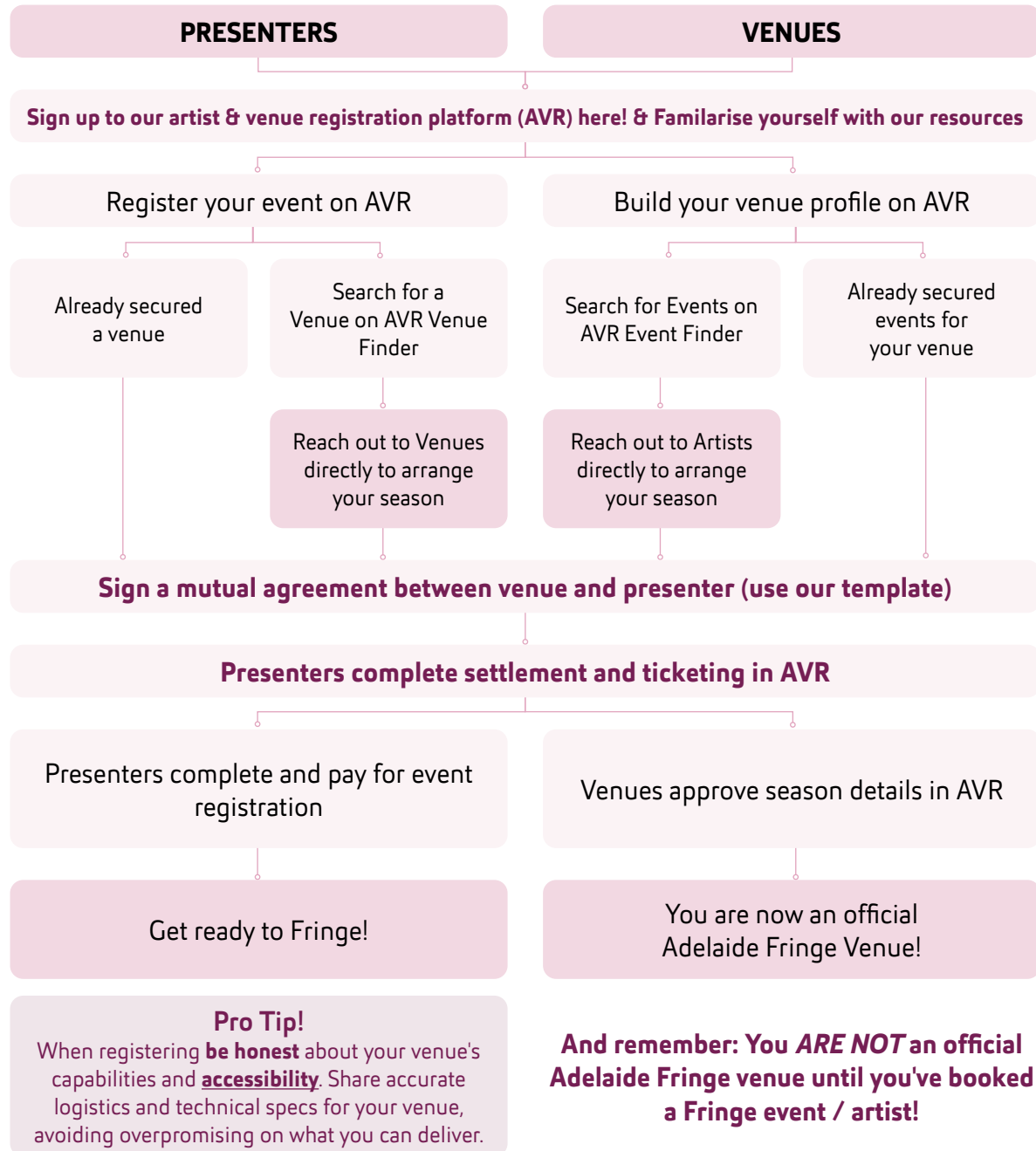
REGIONAL

*includes events with more than one venue



HOW TO REGISTER

* * * 2024 KEY DATES * * *



HOW CAN FRINGE HELP?

ARTISTS & VENUES

- Ongoing support all year round
- AVR support (Registration support and resources to help guide you through the process)
- Meet the Venues event
- Professional Development opportunities
- FREE Adelaide Fringe Information Sessions (Bookings required)

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

TICKETING

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

CONTACT US

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

Artists & Venues: 08 8100 2022 | Venues@adelaidefringe.com.au

Ticketing: 08 8100 2012 | Ticketing@adelaidefringe.com.au

Advertising: 08 8100 2045 | ads@adelaidefringe.com.au

Marketing: Marketing@adelaidefringe.com.au

STAY INFORMED

Artist & Venue eNews

Sign up and keep an eye on your inbox for the latest updates.

Facebook Group

Like our **FringeWORKS - Adelaide Fringe Artists & Venues page** on Facebook to get industry news in your feed, and join the **Official Adelaide Fringe Participants Group** to network with other artists and venues.

Professional Development Series

Take part in a **variety of interactive workshops, masterclasses and pre-recorded sessions** in the lead up to Adelaide Fringe 2024 to maximise your chances of a successful season.

Talk to your local Council

Many councils join in on Adelaide Fringe and offer support in different ways. Reach out to them and see if they can offer any marketing or financial assistance.

Meet the Venues

12 Sept 2023

A networking event where you can meet artists to assist you with programming your venue. Keep an eye on our comms for more details.



CASE STUDY #1: GOODWOOD THEATRE AND STUDIOS

IDENTIFY GAPS AND BRING FRINGE TO YOUR AREA

In January 2020, new ownership took over Goodwood Theatre and Studios. They successfully applied for funding from the Adelaide Fringe Artist Fund and the City of Unley to create a second performance space at the venue for Adelaide Fringe 2022. The resulting pop-up space Victoria Lane hosted live music outside during the festival season. Venue managers programmed artists to diversify the venue's regular attendees, offering young people and families a vibrant space to go outside of the CBD.

THEIR ADELAIDE FRINGE 2023 SEASON SAW:



20 separate shows
between 2 venues



99 performances
(27% sold-out)



The creation of a new family day
event called Little VIC LANE



Employed 15 staff



Attracted 20 volunteers



Supporting 240 artists



5,839 audience members
throughout the festival, almost
doubling their 2022 numbers

"Over the past three years, Goodwood Theatre & Studios has been working hard to generate a thriving, vibrant and versatile arts space that welcomes and encourages artistic participation and supports cultural diversity. Following this Fringe season, it feels like we are gaining momentum and getting closer to achieving this vision."

**Goodwood Theatre & Studios Artistic Director,
Simone Avramidis.**

CASE STUDY #2: PROMPT CREATIVE CENTRE



12 Artists



63 shows



Over 21 nights



Employed 4 staff



A team of passionate
volunteers

Prompt Creative Centre made its debut as an Adelaide Fringe venue during the 2023 festival.

The venue offered a diverse range of performances, including magic, comedy, theatre, and cabaret, each with its own distinct flavor. Alongside its four dedicated staff members, Prompt Creative Centre also engaged a team of passionate volunteers seeking to gain experience in show production. These volunteers were provided with mentoring and free access to the venue for their own artistic projects, promoting their professional development.

"As a recently opened venue, we weren't sure what to expect in terms of how audiences would receive a new kid on the block, but the shows we had pulled in enthusiastic and supportive audiences, some of whom have kept in touch to attend other shows based on the quality of our Fringe program. We look forward to being part of future years."

- Expressions Media Director, Libby Trainor Parker





Photo: Maple & Pine, 2023.

CASE STUDY #3: MAPLE & PINE



20+ Participants



3 events



230+ tickets sold



Regional community
engagement champions



Artist Fund recipient

Maple & Pine is a unique regional venue located Bundaleer North, in the Mid-North region of SA. It's nestled amongst the trees of Australia's oldest managed forest, a picturesque arboretum of gums, pines, maples, and conifers from around the world. This setting provided a unique and magnificent backdrop that perfectly complemented their family-oriented, First Nations, and music-filled programs.

In Adelaide Fringe 2023 they presented a number of events, including "Fringe in the Forest", which featured Beaucat Sessions, Caitlin Drew, Scott Rathman Jnr, Tilly Tjala Thomas, and a host of Ngadjuri and Nukunu presenters for the Kids on Country event.

"...the venue was brilliant, the sound quality was exceptional, lighting was atmospheric, and seating options plentiful. The (Adelaide Fringe Artist Fund) funding made this end result possible, resulting in a truly wonderful Adelaide Fringe season at Bundaleer." – Melanie Kitschke, Maple & Pine

"It's really important for small towns to bring new people into the area. The tourism generated is helpful for local businesses and the new experiences are helpful for the local community"

– Caitlin Drew, Best Regional Artist at the SA Music Awards, November 2022