



# HONEY POT

**15 YEARS OF ADELAIDE FRINGE'S  
INTERNATIONAL ARTS MARKETPLACE**



# CONTENTS

Adelaide Fringe's International Arts Marketplace .....	02
About Adelaide Fringe .....	02
What Makes Adelaide Fringe So Special .....	02
Adelaide Fringe: A Great Launch Pad .....	03
Honey Pot Began 15 Years Ago .....	03-04
What We Do .....	05
Artists And Shows .....	06
Delegates .....	06
Artist Spotlights .....	07-26
Delegate Spotlights .....	27-30
SA Producer Spotlights .....	31-34
Delegate Reach .....	36
Delegate Growth .....	37
Connections To Markets, Events And Festivals .....	38
Apam .....	38
The Edinburgh Connection .....	38
World Fringe Congress .....	38
Building The Bridge To Asia .....	39
Positive Career Impacts For Delegates .....	40
Made In Adelaide .....	40
The Future Of Honey Pot .....	41
Thank You's .....	42-43

## 15 YEARS OF HONEY POT (2008 – 2022)

### ADELAIDE FRINGE'S INTERNATIONAL ARTS MARKETPLACE

Adelaide Fringe recognises Kurna Yerta Meyunna First Nations People and their ancestral lands. The lands were never ceded and remain as important to the living Kurna 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.

### ABOUT ADELAIDE FRINGE

Adelaide Fringe is Australia's biggest arts festival and second biggest in the world to Edinburgh Fringe. For 31 magical summer days and nights, Fringe transforms Adelaide into a festival wonderland with eclectic and vibrant shows that include cabaret, theatre, comedy, circus, music, visual arts, workshops and much more.

### WHAT MAKES ADELAIDE FRINGE SO SPECIAL:



Over **800,000** tickets sold each year



Over **3.5 million** attendances over the month (including free and ticketed)

Box Office of around **\$21 million** paid out to artists and venues per season



More than **6000 artists**



More than **1000 shows** in the Fringe with hundreds of world premieres



Venues – over **350 venues**

Breakdown of World/ Premiere Status – Over 280 world premieres, 130 South Australian Premieres

A diverse program with **33%** of shows featuring **50%** or more female creatives, **21%** of shows featuring creatives who identify as LGBTQIA+, **8%** of shows featuring creatives who identify as First Nations and **7%** of shows featuring creatives with a lived experience of Disability.

## ADELAIDE FRINGE: A GREAT LAUNCH PAD

Adelaide Fringe has long been a launch pad for artists, producers and shows. Thousands of artists and groups have cut their teeth in front of audiences in Adelaide and gone on to take the world by storm. Acts such as Stomp, Doug Anthony Allstars, Djuki Mala, Velvet and artists like Penny Arcade, Tim Minchin, Ross Noble, Bob Downe and Hannah Gadsby have all taken off in Adelaide. The Fringe has also been the launch pad for innovative, interactive and exciting acts and companies such as Gravity and Other Myths, Kween Kong, Briefs Factory, Hot Brown Honey and Dan Acher's Borealis.

## HONEY POT BEGAN 15 YEARS AGO

Adelaide Fringe has been a springboard for artists for over 60 years, but the bespoke marketplace is only 15 years young. In a short space of time, our marketplace has become integral to the sustainability and life cycles of hundreds of artists. Many festivals are a great launch pad for artists but this marketplace offered a matchmaking service to deliver more outcomes. The Honey Pot program is designed to facilitate the building of long term relationships between participating Fringe artists and arts industry professionals to create opportunities for works to have a life beyond Adelaide Fringe.

Christie Anthony (Adelaide Fringe Director 2007 – 2010) says, *“Edinburgh Fringe was/ is the largest arts marketplace in the world. Everyone knew that the place was crawling in talent scouts, buyers and bookers. The Edinburgh Fringe organisation attempted to connect artists/shows with producers and buyers through a series of morning tea events.”*

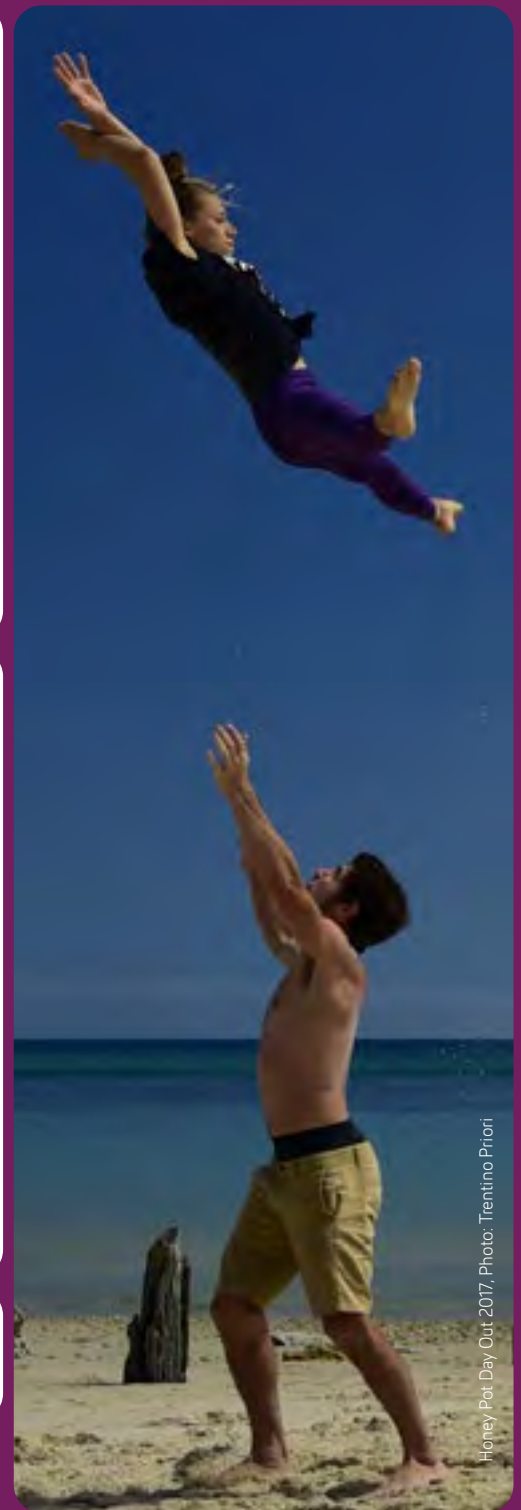
Adelaide Fringe was a perfect festival to set up such networking between artists, producers and buyers. Christie says, *“I remember Sandy Verschoor (CEO at the time) finding \$5k in the budget and coming to me to say ‘let’s do this market thing’.”*

Steve Gove, Director of Prague Fringe was flown over to Adelaide to assist. *“He was the ‘smoother’ to help talk to artists if it all went wrong and was also the ‘matcher’ between buyers and artists.”* – Christie Anthony

*“We used to meet in the back room of a bar on Hindley Street before heading off to see shows then talking about what we saw together. We were an intimate group of friends seeing a few shows at the beginning.”* – Steve Gove, Director, Prague Fringe

*“The early days saw buyers from regional theatres across Australia, Korea and Singapore as well as Wolfgang Hoffmann, Director of Aurora Nova from Germany – who went on to book Gravity and Other Myths and propel them onto the international stage.”* – Christie Anthony

The Honey Pot Promoters program (as it was referred to in the early years) was held in association with APAM (which was held in Adelaide at the time) and brought over 10 international buyers to see shows and meet artists.



Honey Pot Day Out 2017, Photo: Trentino Priori



Honey Pot Hive 2016, Photo: Trentino Priori

*"It was spectacular to watch the Honey Pot program grow in those early years from 10 or so delegates to over 100 each year and ultimately, to see the wonderful outcomes for Adelaide Fringe artists as a result. Honey Pot attracted leading national and international presenters and producers from across the country, our focus region of the Asia Pacific and world wide. They all saw the Adelaide Fringe as the place to be to find the new and exciting works for their programs - works they didn't even realise they were looking for!"* – Belinda Hellyer, Associate Producer, Honey Pot Manager (2010–2014)

*"In the early 2000's, I created a film marketplace called, "The MeetMarket". It provided a dedicated match-making service for filmmakers and funders to find projects to team up on. Instead of them just hoping to meet each other at the film festival I was running, the MeetMarket provided a match-making service which was extremely fruitful and delivered great outcomes. Sandy Verschoor and Christie Anthony were working in the same building with me at that time and when they moved onto run the Adelaide Fringe, they said they would like to set up a marketplace like the MeetMarket, but for artists in the Fringe. I sketched the basics of the model and methodology of the MeetMarket and Christie & Sandy then shaped it to suit the Adelaide Fringe and named it 'Honey Pot'. A decade down the line, I was thrilled when I took up the role of Director at Adelaide Fringe and Honey Pot was still in place and ripe for expansion!"*

– Heather Croall, Adelaide Fringe Director & CEO

*"The Honey Pot team are always fantastically helpful and genuinely smart at identifying shows that might appeal to your programming tastes."* – Sally Cowling, International Programmer, Brighton Festival, UK

*"Honey Pot is quite simply the best Arts Market event of its kind in the world"* – Darren Lee Cole, Artistic Director, SoHo Playhouse, USA

*"We visit many festivals around the world and Adelaide wins on many fronts as being the best festival for presenting so many acts that it's near impossible to see. The energy and set up is very magical and we look forward very much to visiting again and we always recommend Adelaide to anyone and everyone that wants to see a festival that truly sets the benchmark."* – Yukina Kanemaru, DAIDOGEI Shizuoka, Japan



Honey Pot Hive 2021, Photo: Chloe Elizabeth

## WHAT WE DO

Honey Pot hosts industry programmers and places a range of Fringe artists in front of them that are available to program immediately. The direct benefit to the artist by opting into Honey Pot is they have access to the delegates who may book them for future touring. Delegates are able to meet artists as well as go see the work in front of a live audience; it is this combination that builds a clear picture of how the show may fit into their own programming.

Honey Pot curates a tailored industry-specific program of panels, discussions, information sessions and events which are designed to offer delegates and artists opportunities to connect, network and pitch work.

The Honey Pot program has grown enormously over 15 years – from a small gathering of like-minded programmers and producers to a large-scale marketplace that has deep and far-reaching industry impact.

### Activities include:

**Creative Surgeries • Brunches • Match-making • Rountable Discussions • HoneyCombs • HIVES**

*"Creative Surgeries were so informative and helpful. I'm fairly active in Edinburgh and the international touring scene but they gave me a new perspective. Hard information and good ideas for breaking into new areas. Plus there was real engagement within the group. Honey Pot is the only one of its kind so please keep going! Other Fringes could take a leaf out of your book – or a tray out of your hive, so to speak." – Nicholas Collett, 'Spitfire Solo'*



Honey Pot Hive 2018, Photo: Trentino Priori

## ARTISTS AND SHOWS

The Honey Pot program reflects the very best of Fringe and arts programming across the globe with approximately a third of the Adelaide Fringe program opting into the Honey Pot marketplace to get their work in front of industry while they are doing their Fringe season.

**Honey Pot showcases:**

**Tour Ready works • New and exciting shows • Independent artists & producers •  
National & International shows • In development works • Diverse, bold & creatively challenging shows •  
Large-scale, mid-size and small/intimate works**

## DELEGATES

Honey Pot industry delegates choose the Honey Pot marketplace because of the personal connections they form with our artists and the great service the Honey Pot team deliver. Signing up for Honey Pot has inspired and added creatively to hundreds of programs, venues and festivals worldwide.

**Delegates include:**

**Venue Programmers • Festivals Directors & Producers • Theatre Curators • Producers •  
Artist Reps, Agents and Talent Scouts • Event Planners • Site Specific Programmers/Venues •  
Conference Curators • Cruise Ships Programmers • TV, Radio & Digital Producers • Gallery Directors**

*"Adelaide Fringe and Festival have been a part of my professional career path since 1994. It was wonderful to return in this context and to see the growth, continued care and dedication to the artists and their work."*

– Felicitas Willems, Senior Producer, Quarteraire, France



Honey Pot Hive 2021, Photo: Fumika Takagi



# ARTIST SPOTLIGHTS



Honey Pot Day Out 2020, Photo: Chloe Elizabeth



Photo: Carnical Cinema



Photo: Chris Herzfeld

## GRAVITY & OTHER MYTHS

(CIRCUS, SOUTH AUSTRALIA)

GOM's first work, A Simple Space, has achieved momentous international success, having performed more than 850 times across 34 countries and receiving multiple awards, most notably the IPAY Victor Award for People's Choice. Performed at Adelaide Fringe in 2013 it has cemented GOM's standing as one of South Australia premier circus companies. Backbone, GOM's subsequent work, premiered as part of the 2017 Adelaide Festival to critical acclaim and 3 Helpmann Award nominations, cementing the company's position as a leader in contemporary circus. Their newest, and by far most ambitious work, The Pulse, was conceived during the 2020 pandemic and premiered at the Adelaide Festival in 2021 which in turn has gone on to see them conceive and create new work with Patch Theatre. In 2022 and working with Djuki Mala, Gravity & Other Myths presented the huge Macro project that opened Adelaide Festival and went onto Edinburgh.

*"The first years of Honey Pot helped our company the most...we were very young at that point and didn't really have any connections. Honey Pot as a program really supported us" says Jascha Boyce, Director and Co-Founder GOM, 'from 2014 onwards we started focusing more on international presenters, especially around Asia and the connections we could make with them at Honey Pot was great. A lot of the Asian presenters who we have toured work with have seen our work at Adelaide Fringe first."*

### Touring Highlights

Edinburgh Fringe Festival, UK – 2013, 2014

Spoletto Festival, USA – 2014

Montréal Complètement Cirque, Canada – 2014

HiSeoul Festival, South Korea – 2014

Sydney Festival, Australia – 2015

Galway International Arts Festival, Ireland – 2016

Winterfest, Austria – 2016

Teatro Circo Price, Spain – 2017

Arts Centre Melbourne, Australia – 2018

IPAY Showcase, USA – 2019

New Victory Theatre, USA – 2019

Festival Cultural De Mayo, Mexico – 2019





Photo: Sean Young

## DJUKI MALA

(DANCE, THEATRE, AUSTRALIA)

Direct from North East Arnhem Land, Indigenous Australian dance sensations and landmark dance/theatre company, Djuki Mala took the world by storm presenting their internationally acclaimed smash hit production. Unique, infectious, high-energy.. like a confetti cannon point blank to the heart. Djuki Mala wow audiences with a spectacular fusion of traditional dance, pop-culture and storytelling that is a marvel of timing, comedy and clowning with a hefty dose of heart and soul!

Their appearances have electrified audiences at major festivals and events worldwide with multiple award nominations and wins alongside huge media interest. Djuki Mala's performances offer a rare and insightful view into Indigenous Australia. In 2022, Djuki Mala went on to work and collaborate with renowned South Australian circus company – Gravity & Other Myths on the huge Macro project that opened Adelaide Festival and went onto Edinburgh.

### Touring Highlights

Melbourne International Comedy Festival – 2015  
 Lorne Festival of Performing Arts – 2016  
 Darwin Entertainment Centre – 2015  
 Edinburgh Fringe – 2017  
 Sydney Opera House – 2017

Ipswich Civic Centre – 2019  
 Empire Theatre – 2019  
 Mackay Entertainment & Convention Centre – 2019  
 HOTA – 2019





Photo: Andre Coosen

## MATT TARRANT

(MAGIC, SOUTH AUSTRALIA)

Magician, mentalist, producer, creator and performer, Matt Tarrant has been blowing the minds of audiences at Adelaide Fringe for over 10 years and winning awards for his sell out shows almost every year. Matt creates fun, incredible and jaw dropping stage shows involving plenty of audience participation. His talent and prestige saw him become in 2017 the highest selling solo artist in the history of Adelaide Fringe. His touring shows Evolve and One tour Australia and internationally.

*"The Adelaide Fringe Honey Pot has offered me and so many of my artist friends opportunities that are unprecedented by any other Festival. The Adelaide Fringe captures the hearts of so many audience members, but behind the scenes it also captures the hearts of International Festivals, Booking Agents, Television Executives and so many other creatives which opens up the door to the International Stage; all from our own backyard. It's truly one-of-a-kind in the Festival Circuit."*

### Touring Highlights

Shedly Theatre, Australia – 2016 – 20  
 Perth FringeWORLD, Australia – 2017-20  
 Mount Gambier, Adelaide Fringe, Australia – 2017  
 Brisbane Wonderland, Australia – 2019-20  
 Cape Town Funny Festival, South Africa – 2019



Photo: Charlotte Graham

## WRIGHT AND GRAINGER

(THEATRE, UK)

Internationally Award Winning UK theatre makers, Wright and Grainger, brought their modern retelling of ancient myths to Adelaide Fringe back in 2018, presenting Opheus and taking home the BankSA Best Theatre Award then bringing Eurydice & Orpheus as a double in 2019 before returning again in 2020 with all three (Orpheus, Eurydice & The Gods The Gods The Gods). From Honey Pot, the team secured bookings in New York and festivals around Australia and New Zealand with a regional tour under Country Arts SA.

*"Honey Pot is a huge part of our work when in Adelaide. It's the perfect networking system, at the perfect sized festival. It often feels like, with the right show..at the right time you could book a world tour without leaving the room."*

### Touring Highlights

Edinburgh Fringe – 2018  
 Perth FringeWORLD – 2019/20  
 Dunedin Fringe – 2019  
 Sydney Fringe – 2019  
 Melbourne Fringe – 2019  
 Brisbane Festival – 2019  
 New York Encore Series,  
 Soho Playhouse – 2019  
 New Zealand Fringe  
 plus 13 Date tour – 2019  
 Rural SA Tour, Country Arts SA – 2019  
 QTP Entertainment, India – 2020





Photo: Chris Herzfeld

## LEWIS MAJOR

(DANCE, SOUTH AUSTRALIA)

Lewis Major is an award-winning choreographer, director and creative entrepreneur with a background in sheep shearing and a foreground in contemporary dance theatre.

His company Lewis Major Projects presents surprisingly real dance works in multiple mediums to diverse audiences across the world, having created 17 different works both independently and on commission and having presented them on 6 continents to widespread critical acclaim.

Epilogue is a crystallised solo work exploring different processes and aesthetics to create a new language for acclaimed French soloist, Pascal Marty. At the intersection of this collaboration is a hypnotic show where modernity and tradition interact in perfect harmony. As an Artist Fund Recipient in 2019, Lewis premiered this work at Adelaide Fringe.

Epilogue is at once a deconstruction of and a meditation on classicism and the role that beauty has played in the shaping of the Western canon.

*"Involvement in Honey Pot is that very rare thing in the arts world: an enjoyable arts market to be involved with as an independent! It's not just a chance to show work to potential presenters, programmers and curators. More than that, it's about relationships, personal development, networking, project opportunities, collaboration opportunities, partnerships, exchanges, and perhaps most importantly, friendships and community. It's been a pleasure and a joy to be involved with Honey Pot, especially over the past couple of years. Congratulations on 15 years!"*

### Touring Highlights

Adelaide French Festival, Australia – 2019  
 Dance Massive, Australia – 2019  
 Hong Kong – 2019  
 Piteå, Sweden, 2019  
 Stockholm, Sweden 2019  
 London, UK, 2020  
 Mt Gambier, Australia 2021



Photo: Alex Clarke

## AMAZING DRUMMING MONKEYS

(CHILDREN'S, SOUTH AUSTRALIA)

One of Honey Pot's original shows and a seasonal returner each year as well as being the highest grossing children's show at Adelaide Fringe, The Amazing Drumming Monkeys Show is one of Australia's most popular children's entertainment acts. Based in Adelaide, the "Monkeys" have performed thousands of shows all over Australia and internationally for the past 18 years. Performances range from childcare, kindergarten and schools, to major international festivals and events.

### Touring Highlights

WOMADelaide, Australia  
 Woodford Folk Festival, Australia  
 National Folk Festival, Australia  
 China Shanghai International Arts Festival  
 World Buskers Festival, New Zealand  
 Sentosa International Buskers Festival, Singapore  
 Danshui International Eco Arts Festival, Taiwan  
 Taipei International Arts Festival, Taiwan  
 Rainforest Festival, Malaysia  
 UneARTh Festival, Australia  
 Bahrain Formula 1 Grand Prix



2022 - 2023 National  
Australia Tour



2022 Australian  
National Tour



Nicholas Clark  
Management



2022 Victoria &  
New South Wales Tour



UK, Ireland, Hong Kong,  
China & N.Z. & Australia



New Zealand, USA, China &  
2022 National Tour



2022 New Zealand &  
Australian Touring



2022 Australian  
Touring



2021 SALT Festival & 2021-22  
National Australian Tour



2021 SALT Festival &  
2022 Australian National Tour

## NICHOLAS CLARK MANAGEMENT

(NCM)

Nicholas Clark Management NCM provides international and national management and representation services to professional performing arts companies. Their roster of shows which include circus, cabaret and children's shows have toured nationally and international for many years. Adelaide Fringe and Honey Pot have been both a place to present their shows as well as discovering new exciting crowd pleasers that go on to tour many venues and festivals.

*"Honey Pot is the perfect market for NCM. We have built relationships with both fantastic artists and presenters. This has grown into many national tours and presentations in Australia, New Zealand, China, US, UK and Europe. It is great to see global audiences embracing work where the initial opportunity was born from the great conversations that the Honey Pot program facilitates."*

### Touring Highlights

UK, China, Hong Kong, NZ & Australian Tour's – Children are Stinky 2018-2020  
 Australian National Tour – The Alphabet of Awesome Science 2022  
 Australian National Tour- Barbaroi 2022  
 IPAY, 2019 Xintiandi Festival, Australian National Tour- By a Thread 2018-2022  
 NSW & Vic Tour- Unsung 2022  
 Salt Festival & Australian National Tour- Rebel 2021-2022

Salt Festival & Australian National Tour – Brass Monkeys 2020-2022  
 NZ Tour- Werk it 2022  
 QLD and NSW Tour-Chameleon 2022  
 UK Tour's- Mothers Ruin 2018-2019  
 NZ Tour- 3 Speed Crunch Box Rebooted-2019  
 Europe- Notorious Strumpet- 2019





Photo: Claudia Sangiorgi, Delimor



Photo: Carniva Cinema

## CASTING OFF

(CIRCUS, AUSTRALIA)

An all women, cross-generational show that challenges the conventions of circus and subverts expectations. Casting off stereotypes, this group of dynamic Australian women have tumbled, talked, flown, and balanced precariously on many prestigious stages. Casting off have presented award winning seasons in both Australia and the UK, winning three Fringe awards including The BankSA Best Circus & Physical Theatre Award – Adelaide 2019, The Total Theatre & Jacksons Lane Award for Best Circus at Edinburgh Fringe Festival 2018, and Best Circus at Melbourne Fringe 2018.

*"Honey Pot allowed us to create connections with presenters, producers and other artists that would have otherwise been left to a cold call email and we all know how well it works. The mix of formal and informal gatherings offered opportunities to build new relationships both regionally and internationally."*

### Touring Highlights

Edinburgh Fringe, UK - 2018  
 Melbourne Fringe, Australia - 2018  
 Lighthouse Theatre Warrnambool - 2018  
 Country Arts SA tour (5 towns), Australia - 2019  
 Gasworks, Australia - 2019  
 Bondi Feast Festival, Australia - 2019  
 Hawkes Bay Arts Festival, New Zealand - 2019  
 Albany Entertainment Centre, Australia - 2020

## CASUS CIRCUS

(CIRCUS, AUSTRALIA)

Shows: COLLISION, YOU & I, DNA, CHASING SMOKE, KNEE DEEP  
 Casus Circus are recognised as leaders in contemporary circus on the international stage. Their performances are rich in human connection, integrity, cultural diversity and precise, intelligent choreography. Acrobats fill the stage with momentum and stillness, with strength and fragility, and overwhelm audiences with breathless emotion. Casus are one of the most diverse in Australia, with more than 70 per cent of the company non-Caucasian, and strong representation from the LGBTIQX community. Casus also subverts gender normative stereotypes, with women demonstrating strength and basing complex balances, and men exploring delicate styles and moving with intimacy and finesse.

### Touring Highlights

Sydney Festival, Australia  
 Avignon Festival, France  
 Brighton Festival, UK  
 Norfolk Norwich Festival, UK  
 France Tour  
 Canterbury Festival, UK  
 Seoul Street Arts Festival, Korea  
 Brisbane Festival, Australia



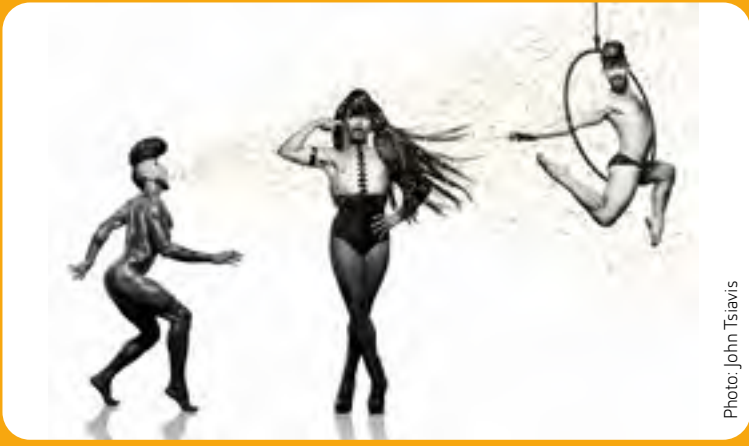


Photo: John Tsiavis

## BRIEFS FACTORY

(CABARET, AUSTRALIA)

An Australian creative collective who manufacture, cultivate and present evocative, irreverent, physical performance. They have presented many of their most iconic works in Adelaide Fringe such as Club Briefs, Close Encounters and Bite Club, Club Culture Cabaret and Sweatshop. Blending circus, drag, dance, burlesque, music, comedy they have become a regular attraction at many events, festivals and venues around the world.

*"Adelaide Fringe has been like my university course in creative industries and creative thinking. It is a place to trial things, to play and to experiment. The community in Adelaide Fringe and Honey Pot encourages exploration, we bounce ideas off each other – conversations with so many artists and programmers result in new collaborations. Being able to dream about what comes next is a really important part of Adelaide Fringe."*

### Touring Highlights

- |                           |   |
|---------------------------|---|
| Woodford Festival         | Glastonbury Festival                    |
| Brisbane Festival         | Montreal Complement Cirque              |
| Edinburgh Fringe Festival | Melbourne International Comedy Festival |
| FringeWorld Perth         | London Wonderground Festival            |
| Sydney Festival           |   |
| Geelong Arts Centre       |   |



Photo: Bush Gothic/Michelle Jarni

## BUSH GOTHIC

(MUSIC, AUSTRALIA)

Bush Gothic are an iconic musical trio from Victoria with a rich touring history. Known for playing Australian folk music about criminal women and convict men their songs are about treachery and transportation inspired by gothic themes and emotional darkness. Playing festivals across both the UK and Australia between 2017 – 2019 with a significant booking in India off the back of meeting a Honey Pot delegate.

*"Honey Pot was an inclusive and informative program that made our fringe adventure really worthwhile in national and international context. As an independent musical ensemble we were able to develop relationships and feel part of a vibrant and diverse community of artists and producers – people who were looking to develop skills and opportunities but moreover looking to make art happen."*

### Touring Highlights

- |   |                                       |
|---|---------------------------------------|
| Rajasthan International Folk Festival – RIFF, India | Tauranga Arts Festival, New Zealand   |
| Festival No 6, Wales                                | Mona Foma, Australia                  |
| Shambala, UK  | Woodford Folk Festival, Australia     |
| Stroud Fringe, UK                                   | Brunswick Music Festival, Australia   |
| Off The Tracks, UK                                  | Port Fairy Folk Festival, Australia   |
| Home Gathering, UK                                  | National Folk Festival, Australia     |
|   | Castlemaine State Festival, Australia |







Borealis, Gluttony 2021, Photo: Chloe Elizabeth

## BOREALIS

(EVENT, SITE SPECIFIC, UK)

*"BOREALIS had premiered in Switzerland in late 2017 at a small, intimate and exclusive location so I was really happy when Heather Croall started the discussion about bringing the Northern Lights installation to the 2018 Adelaide Fringe Festival. BOREALIS is a piece that needs to be experienced by much larger crowds such as these at Adelaide Fringe. The team at Adelaide Fringe was extremely welcoming and efficient, and one of the most memorable moments for me was the festival's Opening Cultural Ceremony. 5,000 people were sitting in the space and we were waiting for our signal to turn on BOREALIS right as the deeply moving opening ceremony finished. I had seen the effect BOREALIS had on people – it tends to be a pretty emotional response. The difference is that the installation is usually on from nightfall until late and that people come and go. In this case, everyone was already sitting on the grass before we turned it on. You have to understand that with BOREALIS, when we turn it on, it's ON. As in, it goes from nothing to the full-on effect at the flick of a switch.*

*Just as the Cultural Ceremony came to an end, we flicked the switch. Being surrounded by a crowd gasping, squealing and shouting – sometimes swearing – in awe as the lights came on over them, is something I'll never forget. Showing BOREALIS at the Adelaide Fringe brought the project the visibility it needed both locally and within festival organisers' networks. Audience wise, almost 500,000 people came to see BOREALIS over the month. It was picked by in the press and on social media – the attention it received from other festival and event curators was huge. Since Adelaide Fringe, the work has been to 16 other cities around the world. It returned to Adelaide Fringe in the greenfield site of Gluttony in 2021. This time the work was installed over a large pond for the first time, with the water creating a stunning mirror reflection; a set up that we have now replicated in other countries. Adelaide has been an amazing testing laboratory and launching pad for BOREALIS and I'm really grateful for it!" – Dan Archer, Creator BOREALIS*

### Touring Highlights

Geneva, Switzerland, 202  
Abu Dhabi, UAE, 2021  
Bradford is LIT, UK, 2021  
Mars, Mons, Belgium, 2021

Zomer van Antwerpen, Belgium, 2021  
Tombées de la nuit, Rennes, France, 2021  
Silbersalz Festival, Halle, Germany, 2020  
Bega! Festival, Timisoara, Romania, 2020  
Paris l'Été, Paris, France, 2020

GLOW Festival, Surfers Paradise, Australia, 2019  
Orchestre de la Suisse Romande, Geneva, Switzerland, 2019  
Perth Winter Fest, Australia, 2019  
Sydney, Australia, 2019  
Tower Of London, UK, 2019





Photo: Ben Weinstein Photography

## DUMMIES CORP

(CHILDREN'S, CIRCUS, AUSTRALIA)

"We come to Adelaide Fringe Festival as it is an arts market that always leads to future and sustained touring for our shows. It is the Honey Pot program that has allowed us to make connections and long lasting relationships over the years with both national and international presenters." Dummies Corp are a tour de force on the festival circuit. Presenting multiple works with Adelaide Fringe each year. Jamie Bretman, Jack Coleman and Simon Wright are highly skilled circus performers who created Trash Test Dummies in 2013 and have been touring nationally and internationally ever since. They have performed to sell-out crowds and have been critically acclaimed in Australia, Asia and Europe winning a host of awards including the coveted Best Children's Presentation at Adelaide Fringe Festival 2019 and the West Australian Critics choice award 2020. Splash Test Dummies captures the hearts and imaginations of children each year.

### Touring Highlights

Christmas wonderland, Singapore, 2019  
 International Clown Festival, China, 2019  
 Children's theatre season, Pittsburgh, USA 2017  
 Canterbury Festival, Canterbury UK 2017

Busan International Comedy Festival 2017, Korea  
 Underbelly's Festival Hong Kong 2016  
 Sydney Town Hall, Sydney Comedy Festival 2016

The Herald Theatre, Auckland Live,  
 Auckland New Zealand 2016  
 Bahrain International Circuit 2015, Bahrain  
 Shanghai International Comedy Festival 2015, China





Photo: Sia Duff; Performer: Tiffany Lyndall-Knight in 19 Weeks

## EMILY STEEL, PLAYWRIGHT

(THEATRE, SOUTH AUSTRALIA)

In 2017, playwright Emily Steel presented 19 Weeks at Adelaide Fringe. It tells a personal and painful story about her decision to abort a pregnancy after a foetal diagnosis of Down Syndrome. The season sold out and became one of the most highly sought tickets by Honey Pot delegates that year. A new version of the show toured Australia, and a radio version was broadcast on BBC Radio 4. In 2019, 19 Weeks won the Audio Award at the AWGIEs. A filmed version was made in 2021. Emily has since worked with Country Arts SA, State Theatre Company SA and Theatre Republic. Her play Euphoria explores the dynamics of lives lived in regional communities, and her most recent work, How Not To Make It In America, looks at 9/11 through the eyes of a struggling actor in New York City.

### Touring Highlights

2017 - 19 Weeks was first performed at Adelaide Fringe

2018 - A new version of the show toured to Perth FringeWORLD, Adelaide Fringe and Melbourne Fringe.

2018 - A radio adaptation was produced by BBC Cymru Wales and broadcast on BBC Radio 4.

2019 - A new production was staged by Northern Lights Theatre in Edmonton, Alberta, Canada.

2021 - A filmed version of 19 Weeks, performed by Tiffany Lyndall-Knight and directed by Emily Steel, was featured in the online season for ArtPower UC San Diego, USA.



Photo: Sean Young

## KAPUT

(CHILDREN'S, AUSTRALIA)

Tom's first solo show – Kaput – opened early 2012 to a sold-out season at Adelaide Fringe, in the Garden of Unearthly Delights, where it was nominated for Best Circus & Physical Theatre. It then went on to receive critical acclaim at the Edinburgh Fringe Festival where the show won Mervyn Stutter's Spirit of the Fringe Award, and was listed by the Scotsman as one of the top 5 comedy shows at the Fringe. Since then Tom Flanagan's silent slapstick acrobatic comedy show Kaput has toured four continents, won countless awards and collected fans from 5 to 95 years old.

(COPY FROM COUNTRY ARTS SA)

### Touring Highlights

Edinburgh Fringe – 2012

Lorne festival of Performing Arts 2012

The AWESOME International arts festival for bright young things 2012

New Circus Festival, Croatia – 2013

Hothouse Theatre – 2017

The Parks Theatre & Out of the Square 2018

Adelaide Cabaret Festival 2018

Marion Cultural Centre 2018

Critical Stages – 2018

Tauranga Arts Festival – 2018

Upsurge Festival Bay of Islands NZ – 2018

Country Arts SA – 2019





Photo: © Chris Herzfeld- Camlight Productions



Photo: © Chris Herzfeld- Camlight Productions

## ERIN FOWLER MOVEMENT

### FEMME

(DANCE, SOUTH AUSTRALIA)

From the Paris catwalks, to the office boardroom, South Australian choreographer/performer, Erin Fowler, presented FEMME in 2019, a deeply personal work that explores the stereotypes of femininity through movement, dance, sound and text. Drawing on Erin’s own experience as an international fashion model, businesswoman, and dancer FEMME takes audiences on an intimate journey through the many faces and lived experiences of female identity. Winner of Best Dance Adelaide Fringe 2019, and the prestigious Made in Adelaide award in the 2020 Adelaide Fringe, FEMME explores concepts of femininity and female sexuality, the female body, the gender roles we conform to, or break against and what it means to be powerful in a largely masculine dominant culture.

*“I had a joyful time in the Honey Pot. There’s so much potential to meet with international bookers. The environment is supportive and helps you learn how to pitch.”*

#### Touring Highlights

Adelaide Fringe - 2019  
 Reykjavik Fringe - 2019  
 Stockholm Fringe - 2019

Edinburgh Fringe - 2019  
 Adelaide Fringe - 2020  
 Adelaide Festival Centre - 2021



### EGG

(DANCE, SOUTH AUSTRALIA)

In 2021, Erin Fowler presented EGG. A hilarious, topical and moving new solo work questioning all things fertility, motherhood and choices. Using dance, clowning, and a pulsating 80’s soundtrack, EGG is a powerful exploration of how we make and live with the big decisions in life.

*“Honey Pot provides countless opportunities to promote your work, forge new relationships and gain an invaluable understanding of how to operate in the touring marketplace as an independent. I have made significant contacts and received bookings and support via the Honey Pot program that I otherwise would not have been able to access on my own. Honey Pot is an incredible foot in the door for independent artists.”*

#### Touring Highlights

Adelaide Fringe - 2021  
 Melbourne Fringe 2021 (postponed due to COVID)  
 Sydney Fringe 2021 (postponed due to COVID)  
 Hollywood Fringe Digital - 2021  
 Edinburgh Fringe Digital - 2021





Photo: Dallas Bland

## GARRY STARR

(COMEDY, AUSTRALIA)

Garry Starr burst onto the Fringe circuit in 2018 with the world premiere of Garry Starr Performs Everything where it picked up two awards and critical acclaim before transferring to the Malthouse Theatre for the Melbourne International Comedy Festival. Damien was nominated for both Best Newcomer and the Golden Gibbo (Best Independent Artist). The show then headed to the UK where it collected a string of awards at Brighton Fringe Festival (Balkan/Otherplace Award and Best Comedy nominee), Buxton Fringe Festival (Theatre Award nominee), Greater Manchester Fringe Festival (Best Comedy), and the world's largest arts festival, the Edinburgh Fringe where it sold out for 25 consecutive nights (including 2 additional late night performances) and gained critical acclaim from some of the UK's biggest publications. Following Edinburgh it went on to sell out at Soho Theatre in London. Since 2018, Garry has toured his work around Europe, New Zealand and Australia.

### Touring Highlights

Melbourne Fringe 2018  
 Melbourne International Comedy Festival – 2018  
 Produced by MILKE – 2018  
 Brighton Fringe – 2018  
 Bunbury Fringe – 2018  
 New Zealand Fringe – 2018

Edinburgh Fringe, Underbelly – 2018  
 Soho Theatre – 2018  
 Greater Manchester Fringe 2018  
 The Bloom Room Theatre, Perth 2019  
 Det Andre Teatret, Oslo 2019  
 The Lyric Hyperion, Los Angeles 2020  
 Art Square Theatre, Las Vegas 2020



Photo: Nathaniel Mason, Mason Digital

## THE ALPHABET OF AWESOME SCIENCE

(CHILDREN'S, AUSTRALIA)

Established in 2002, That Science Gang is dedicated to the creation of unique and innovative science-inspired edutainment experiences that engage, entertain and educate. That Science Gang began creating 'science theatre' in 2006 – principally for South Australian audiences. These have included rock musicals, a game show and a string of other themed theatre performances. Most recently the company created and produced the award-winning and critically acclaimed theatre production for Adelaide Fringe – The Alphabet of Awesome Science – Immersive, scientific fun for children from writer and director, David Lampard. This show debuted to critical acclaim in 2019, picking up a weekly award for 'Best Children's Award in 2019 & 2021. Represented by Nicholas Clark Management (NCM) the show can be found touring Australia and entertaining children nationwide.

### Touring Highlights

Adelaide Fringe – 2019 – 2022  
 Star Theatres – 2019  
 Wyndham Cultural Centre – 2021  
 SALT Festival – 2022  
 Australia Tour of 56 Venues/Festivals





Photo: Mic Lavarg

## TOM TOM CREW

(CIRCUS & MUSIC, AUSTRALIA)

In 2009, off the back of a sell-out season at Edinburgh Fringe and direct from Sydney Opera House, Tom Tom Crew took the audiences at The Garden of Unearthly Delights by storm. Presented by Strut & Fret and The Garden their show presented the freshest leading acrobats who joined forces with a trio of beat-boxing, drum stick wielding and record scratching musical prodigies. Fringe audiences were wowed by super charged circus and heart pumping music. Artists Tom Thum, Jamie McDowell and Tom Flanagan have all presented successful Fringe seasons and established their shows that have seen them play around the world.

### Touring Highlights

Woodford Folk Festival, Australia – 2006  
 Sydney Opera House, Australia – 2007  
 Castlemaine State Festival, Australia – 2007  
 Edinburgh Fringe – 2007, 2009  
 Brighton Fringe Festival, UK – 2008  
 Regional South Australia Tour, 2009  
 New Victory Theatre, NY, USA – 2009  
 European Tour – 2010  
 Taipei, Xinbei City International Arts Festival – 2010  
 Tollwood Winter Festival, Germany – 2010  
 Melbourne International Arts Festival – 2011  
 Brisbane Festival – 2011  
 Centrepont Playhouse, Thailand – 2012  
 Festival Iberoamericano de Teatro de Bogota, Colombia – 2012



Photo: Sarah Walker

## TRYGVE WAKENSHAW

(COMEDY, NEW ZEALAND)

Trygve Wakenshaw, a performer who specialises in physical comedy has been a Fringe favourite on the circuit for many years. Shows such as Kraken and Squidboy wowed Fringe audiences around the world. In 2018, Trygve Wakenshaw and Bernie Duncan presented A Different Party at Adelaide Fringe where it went on to win the Best Comedy Award. The shows huge success at Edinburgh Fringe was followed up with a sold out season at Soho Theatre as part of the London International Mime Festival 2018 with a subsequent booking at Busan International Comedy Festival from a Honey Pot booking.

### Touring Highlights

Edinburgh Fringe Festival – 2017  
 London International Mime Festival, London, UK – 2018  
 Garden of Unearthly Delights, Adelaide, Australia – 2018  
 Norway Tour – 2018  
 Busan International Comedy Festival, South Korea  
 NouNous Festival, Helsinki, Finland  
 Bar Jeder Vernunft, Berlin, Germany – 2019  
 Festival Còmic de Figueres, Spain – 2019  
 Full Spin Festival, Essen, Germany – 2019





Henry Naylor. Photo: Rosalind Furlong



Echoes. Felicity Houlbrooke & Filipa Braganca Photo: Rosalind Furlong



Games. Sophie Shad & Tessie Orange-Turner Photo: Rosalind Furlong

## HENRY NAYLOR

(THEATRE, UK)

Henry Naylor is a multi-award-winning UK playwright. His award winning plays have won major awards at Adelaide Fringe – Best Theatre, Critics Choice and Pick of the Fringe with many five star reviews. He is one of only a handful of writers to have won the Fringe First three times, and has won four of the top five Fringe awards at the Edinburgh Fringe, including the Carol Tambor Best of Edinburgh Award. Three of his plays have had month long runs off-Broadway, and in 2017 alone there were over 300 public performances of his work, over five continents, with his work being translated into eight languages.

*"Honey Pot is unique. I have not seen its equal anywhere in the world. It is one of the main things that sets Adelaide Fringe apart. Too often at festivals, artists, bookers, producers and the media operate in their own distinct spheres. And they never meet. You hear names of people who've seen your show – but they remain faceless. The brilliance of the Honey Pot is that it brings everyone together in an informal setting."*

*"In my personal experience, I'd heard that the Artistic Director of New York's Soho Theatre, Darren Lee Cole, had seen my show Games when it played at Holden Street. He'd loved the show – but felt it needed tweaking for an American audience. I met him at Honey Pot, and we worked out a plan how to adapt it, which helped persuade him to stage it in NY. Thanks to Honey Pot, Games ended up having a two-month, sell-out run off-Broadway."*





Photo: Ekopics: Einar King- Odencranths

## FAUNA

(CIRCUS, EUROPE, AUSTRALIA)

Fauna Circus Ltd are an award winning multi-discipline acrobatics and contemporary circus creation house based in the UK, focussed on combining high level acrobatics and physical theatre with live music. Formed in 2016 by six world-class performers, they brought their debut feature show, Fauna to Adelaide Fringe in 2017. It received 5 star reviews, a Best Circus and Physical Theatre award, and the Emerging Artist award. Further creation followed with multiple residencies in Sweden, Germany, and the Czech Republic, and the finished version premiered at the 2017 Edinburgh Fringe, winning the Total Theatre & Jacksons Lane award for Best Circus. Fauna has now toured to over 20 countries and has been performed to over 50,000. Geordie Little is a founding member of Fauna. He grew up in Adelaide, his first Adelaide Fringe show was in 2013. Geordie returned to the Adelaide Fringe and Honey Pot in 2017 with clear goals for Fauna:

*"We wrote our show for the Adelaide Fringe with an eye to taking it to the world. I went to every single Honey Pot gathering. We had to open up additional Honey Pot spots that year because everyone wanted to come and see our show". His hard work was rewarded with new opportunities: "that was a great year, Honey Pot really helped us - we got two producers out of that...and we toured through multiple countries in 2018, all specifically from Adelaide Fringe and Honey Pot. The Honey Pot program is one the best resources that we've had as a small independent company."*

### Touring Highlights

London Mime Festival, UK – 2018  
CirkUFF, Czech Republic – 2018  
Silence Festival, Finland – 2018  
Frutillar, Chile – 2018

Hammana, Lebanon – 2018  
Norwegian Tour – 2018  
Brazil Tour – 2018  
French Tour – 2018

Chuncheon, South Korea – 2019  
Sweden Tour – 2020







Photo: Dylan Evans

## HOT BROWN HONEY

(CABARET, AUSTRALIA)

An Adelaide Fringe Artist Fund recipient in 2014, Hot Brown Honey is a super charged diverse show starring six women of Australian Aboriginal, South African, Tongan and Samoan descent. Hot Brown Honey blends elements of cabaret, theatre, burlesque and hip-hop into a politically-charged showcase designed to challenge stereotypes around women of colour. Innovation, experimentation and playing with form make up this award winning show. A hit at the Woodford Folk Festival in 2015, it got five star reviews at Adelaide Fringe and The Sydney Opera House with it going on to become one of the must see shows of Edinburgh Fringe and a hit of Adelaide Fringe and Honey pot upon its return.

*"Honey Pot was a huge opportunity to connect with our local and global artistic ecosystem and as an independent company it was our aim to be a part of this unique experience. We were able to build relationships with game changers, trailblazers and ground breakers - which have lasted for years. For us, Honey Pot was a necessity, linking the global arts family, sparking new connections and igniting collaborations"*

### Touring Highlights

Woodford Folk Festival – 2013  
 Brisbane Festival – 2015  
 Edinburgh Fringe – 2016  
 Freedom Festival, UK – 2016  
 Dublin Fringe – 2016  
 Melbourne Arts Centre – 2016  
 Auckland Pride – 2017

Sydney Opera House – 2017  
 Latitude Festival, UK – 2017  
 HOME Manchester, UK – 2017  
 Performing Arts Rodeo, Calgary – 2018  
 The Cultch, Vancouver – 2018  
 Southbank Centre, UK – 2018  
 Sweden Tour – 2018

Tampere Theatre Festival, Finland – 2019  
 Sony Centre, Toronto – 2019  
 Sydney Gay and Lesbian Mardi Gras – 2020  
 HOTA – 2020





Photo: ineptgravity Mark Robsony

## YUCK CIRCUS

(CIRCUS, AUSTRALIA)

A powerhouse group of female circus performers that burst onto the festival landscape in 2019 after a stella year with their win at Gasworks Circus Showdown. Off the back of Honey Pot bookings, the team took Europe by storm with presentations at both Glastonbury and Edinburgh Fringe before heading around Australia on a Fringe and venue tour. In 2022, YUCK Circus presented premiere season of their new works Off Chops & Deadset.

*"Honey Pot has been a great experience for my company, and for myself as a regional/remote artist. To have the opportunity to meet and learn from interstate, and international artists, all in one place is something I'm really thankful for. I've grown as an artist through the hard work of the Adelaide Fringe team- legends!"*

### Touring Highlights

Perth FringeWORLD, Australia – 2019 – 22  
 Glastonbury Festival, UK – 2019  
 The Vault, Belfast, UK – 2019  
 Edinburgh Fringe, UK – 2019  
 Melba Spiegaltent, Australia – 2019  
 Woodford Festival, Australia – 2019  
 Sydney Fringe, Australia – 2019

Bunbury Fringe, WA, Australia – 2020  
 Underbelly Southbank, UK – 2019  
 Regional Arts WA State Tour – 2021





Photo: Theresa Harrison



Photo: Theresa Harrison

## CIRCUS TRICK TEASE

(CIRCUS, CHILDREN'S, AUSTRALIA)

Shows Include: Werk It, Can't Face, Children Are Stinky, Brass Monkeys

Malia Walsh is a multi award winning producer with over 12 years experience touring physical theatre, circus and children's entertainment around the world has been coming to Honey Pot for 14 years. In 2008, she co-founded the award winning Circus Trick Tease with Shannon Mc Gurgan and Farhad Ahadi. Their first show (self titled) won three awards and Malia produced 2 sell out Adelaide seasons, Regional national tour and 2 UK tours. Since then Malia has produced multiple, award winning and diverse shows under the banner CTT including Children are Stinky, 'Straya, Can't Face, Brass Monkeys and WERK IT – all have had fantastic fringe and festival seasons.

Malia says that Honey Pot's casual atmosphere gave her, *"a safe space to learn how to pitch shows. I'm impressed that experienced delegates willingly gave their time and advice to artists new to the industry. The longevity of my productions hinge, almost entirely, on Honey Pot...it's necessary for networking, it's necessary for future-planning, it's necessary for expanding, it's necessary for understanding where to take your work!"* – Malia Walsh, Producer & Creative Director, Circus Trick Tease.

### Touring Highlights

Edinburgh Fringe 2016  
London Southbank 2017  
Beijing, China 2017

Woodford Folk Festival 2017  
Perth FringeWORLD 2018  
Brisbane Powerhouse 2018

New Zealand tour 2018  
Hong Kong 2019  
+ over 100 towns and cities across Australia





Photo: Jacinta Oaten

## FRINGE WIVES CLUB

(CABARET, AUSTRALIA)

A CULT FEMINIST COSMIC DISCO. Established by Victoria Falconer, Tessa Waters and Rowena Hutson, Fringe Wives Club are an award winning group of artists who wrap their spiky feminist message in a sparkly package of fun and frivolity. Their show delivers explosive comedy cabaret, part interactive education: this sequin-clad, champagne-fuelled, cosmic feminist extravaganza. It blew minds and pants at Adelaide Fringe in 2018 receiving the Best Cabaret Award. The Fringe Wives smash the patriarchy with the full force of their combined, unquestionable talent and an empowering live soundtrack.

### Touring Highlights

Perth FringeWORLD, Australia – 2017  
 Melbourne International Comedy Festival, Australia – 2017  
 Adelaide Fringe, Australia – 2018  
 Griffin Theatre Company, Australia – 2018  
 Soho Theatre, UK – 2018  
 Southbank Theatre, UK – 2018  
 Edinburgh Fringe, Assembly, UK – 2018  
 New Zealand Fringe – 2019  
 Empire Theatre, Australia – 2019  
 Darwin Festival – 2019



Photo: Anne-Laure Marie

## MICHAELA BURGER

(MUSIC, CABARET, SOUTH AUSTRALIA)

Michaela is a multi-award winning performer, producer and writer. Her critically acclaimed shows Exposing Edith (co-creator) and A Migrant's Son have won the hearts of audiences throughout the UK, New Zealand and Australia. Nominated for two Helpmann Academy Awards for Best Cabaret Performer, she is currently part of the Fringe circus and cabaret show, Rouge.

*"Adelaide Fringe Honey Pot has provided me with some exceptional experiences and life long connections. I have had incredible meetings there over the years and have established many relationships that have led to international and national touring, as well as show collaborations. It is such a welcoming space for artists and I have always felt 100% supported."*

### Touring Highlights

Adelaide Fringe, AU	Touring Queensland, AU
Adelaide Cabaret Festival, AU	Touring Victoria, AU
Auckland International Cabaret Festival, NZ	Country Arts SA Regional Tour, AU
Hamilton Gardens Arts Festival, NZ	Canberra/Newcastle/Gold Coast
Edinburgh Fringe, Assembly, UK	Spiegel tents, AU
Underbelly Festival, Southbank, UK	Playhouse Theatre, Adelaide Festival Centre, AU
Brunswick Picture House, AU	Townsville Festival, AU
Perth FringeWORLD, AU	Dubbo Convention Centre, AU
Melbourne Arts Centre, AU	



# DELEGATE SPOTLIGHTS



Honey Pot 2020, Photo: Chloe Elizabeth



## DIVYA BHATIA

**Festival Director/ Independent, Jodhpur RIFF, India**

Divya Bhatia is a leading, independent arts professional, dedicated to developing quality work in the performing arts in India. He is Artistic Director & Producer of Jodhpur RIFF, the international roots music festival; Consulting Producer with G5A Foundation for Contemporary Culture; faculty for the Festivals Academy (British Council) and lead partner in India for the International Collaboration Outreach program of the RCSSD, UK. Divya has directed/ co-produced a number of international projects including music and theatre collaborations with the UK, Australia, Mali, Netherlands & Re. Island.

**First Time at Honey Pot:** 2016

**Memorable Shows:** Bush Gothic, Jamie McDowell & Tom Thum, Adam Page, Djuki Mala

**What's special about Honey Pot:** *"I love Australia and I love the work... the great thing about Honey Pot for me is that, without me having to travel across Australia, I am able to meet and dialogue with people who I otherwise would be hard pressed to find. I love the sense of possibility Adelaide Fringe provides. I appreciate the marketplace team's dedication to recommending all that the Fringe has to offer. Seeing Bush Gothic I immediately arranged a meeting with them soon after and booked them for my festival. The lure of the unexpected brings me back to Honey Pot. It's the ability to engage with the entire arts sector of this country I have come to love."*



## DARREN LEE COLE

**Producing Artistic Director, SoHo Playhouse NYC, USA**

Fringe Encore Series (Darren Lee Cole, Artistic Director) was created as a learning center and stepping stone for the talented and amazing productions that are a part of The New York International Fringe Festival every August in New York City. Now having expanded to include the largest Fringe Festivals in the world, the Encore Series has achieved global reach. Each fall, Fringe Encore Series presents the "best of" productions from each festival and allows these worthy shows a chance to perform in New York City at the historic SoHo Playhouse.

**First Time at Honey Pot:** 2017

**Memorable Shows:** On one Condition by Dan Daw, Angel & Games by Henry Naylor, Orpheus & Eurydice by The Flanagan Collective and Gobbledigook Theatre, Anya Anastasia: The Executioners

**What's special about Honey Pot:** *"Identifying international acts and bringing them to New York is a huge challenge. When a director or producer travels to a fest, the hardest thing is sorting out the massive amounts of performances and finding a true connection with the festival and the artists. Honey Pot has mastered this. It's relaxed, organised and a super connector. I made friends there and picked up some fantastic shows. Adelaide has really put itself on the map along with Edinburgh as being the place where you are going to see the most international acts and the highest quality work."*



Photo: Anthony Kelly

## RICHARD JORDAN

**Artistic Producer, Richard Jordan Productions, UK**

London-based Olivier and TONY Award-winning producer. Richard Jordan Productions has commissioned, developed and produced over 250 productions around the world, including 80 world premieres, producing and collaborating with many of the world's leading theatres. A new writing and musical theatre specialist, Richard has worked with many Australian-based companies.

**First Time at Honey Pot:** 2008

**Memorable Shows:** The Smile of Your Face, En route by One Step at a Time, Balls Deep by Cam Venn, Die Rotten Punkte.

**What's special about Honey Pot:** *"For me, it's the personalisation and the skill of the Honey Pot team to put delegates in front of artists. Adelaide Fringe has set an example for other fringes around the world in how to run a fruitful marketplace. It is a welcoming place for Fringe artists to meet with many experienced arts practitioners and gain valuable knowledge and advice. The Honey Pot is more important than ever as the arts industries work hard to recover and rebuild from the Covid pandemic. The Adelaide Fringe is rightly once again a leader within this. It reflects the vital role that fringe festivals around the world have to play here through; the platform they afford to artists from home and abroad in presentation and creative development; whilst consistently engendering valuable progressive cultural exchange, conversation, discovery and knowledge between arts practitioners."*



## JONGSEOK KIM

**Artistic Director, Gwacheon Festival, Korea**

Previously the Artistic Director for Ansan and Seoul Street Arts Festival in Korea from 2009 to 2018. Jongseok Kim is the former Artistic Director for Gwacheon Festival since 2019, which is the oldest street arts festival in Korea and Asia. Through Adelaide Fringe he programs physical performances, dance, circus and theatre.

**First Time at Honey Pot:** 2010

**Memorable Shows:** Gravity & Other Myths – A Simple Space & Backbone, Casus Circus – Knee Deep, Bunk Puppets – Swamp Juice

**What's special about Honey Pot:** *"Honey Pot was my first time in Australia as an Artistic Director. What's special about the program is the care and attention the team give every delegate. They put me in front of the right shows and connected me to people in the industry that have since programmed work in Korea and taken Korean work to their countries. There is a special bond between our countries."*



## JANET MCLEOD

**Creative Director, Comedy Gold / Local Laughs, Australia**

Janet is the Melbourne based Creative Director of independent production company Comedy Gold / Local Laughs (operating as Janet A McLeod Presents internationally). With 25 years experience in live comedy, Janet's curatorial skills are called upon by arts festivals and organisations, while her active championing of a large number of comedy practitioners has seen her dubbed "The Fairy Godmother of Melbourne Comedy". Janet's attention to detail coupled with a genuine love and understanding of comedy has made her long running room Local Laughs a favourite of established artists.

**First Time at Honey Pot:** 2011

**Memorable Shows:** Laura Davis - Marco? Polo?, Ivan Aristegieta, Zach & Viggo: Thunderflop, Tessa Waters, Garry Starr Performs Everything, Steph Tidsell "Baby Beryl"

**What's special about Honey Pot:** *"It's structured but flexible, professional without feeling corporate, supportive without seeming cloying, and (refreshingly) not hierarchical. It feels like an ecosystem. What makes Honey Pot special are the relationships formed that spill into the global market, supporting and uplifting Australian artists even on the other side of the world. Shows don't have to be tour ready and artists don't have to be at the peak of their talents - they are allowed to grow and to be nurtured."*



## CRYSTAL DENG

**Festival Curator & Artistic Director, Beijing 707 N-Theatre Co. Ltd, China**

Shanghai Xintiandi festival is a significant representation of Chinese arts festivals in light of innovation in experience, quality and operating mechanism. With the Publicity Department of Shanghai Huangpu District Committee and Culture Bureau of Shanghai Huangpu District as the sponsor and instructor, the festival is organized together by Shanghai Xintiandi and Beijing 707 N-Theatre Co., Ltd.

**First Time at Honey Pot:** 2015

**Memorable Shows:** M.I.N.D.E.D by Elements Collective, Trygve Wakenshaw - Nautilus, Tom Ward, Paul Dabek, One Fell Swoop Circus - By A Thread

**What's special about Honey Pot:** *"I was inspired by Adelaide's outside venues and parklands. Seeing shows in these spaces within the city is something we took with us when we curated Xintiandi Festival. The marketplace makes it easier to co-create works that we invite to China and its had an impact on how we have developed our programs."*



# SA PRODUCER SPOTLIGHTS





Photo: Christopher Warman

## **MATTHEW BRIGGS** (He/Him)

### **Executive Producer & Artistic Director of Under The Microscope**

Under The Microscope is an Adelaide-based independent theatre company which aims to educate emerging artists, experiment with artistic form and content, and engage curious audiences. Since 2017, I have produced and toured 7 shows to 29 venues, winning 10 awards, including Best Emerging Producer at the 2019 Adelaide Fringe. Without Honey Pot, these touring opportunities would not have been possible due to the valuable connections I made with attendees from festivals, venues and regional areas.

[underthemicroscope.com.au](http://underthemicroscope.com.au)  
[matthew@underthemicroscope.com.au](mailto:matthew@underthemicroscope.com.au)



Photo: Ramsey Taplin

## **PETA SPURLING-BROWN** (She/Her)

### **Live Performance Producer & Artist Manager, Hey Boss**

Peta Spurling-Brown is a live performance producer and artist manager based in Adelaide. Founded in 2015, her company Hey Boss spans the genres of comedy, cabaret, music, and theatre. Drawn to accessible, thought-provoking entertainment, her career highlights include *Fleabag*, *Damian Callinan*, *Double Denim*, *Jamie MacDowell & Tom Thum*, *Butt Kapinski*, *Alex Rossi*, *Barnie Duncan*, *The Wine Bluffs*, *Abandoman*, *Gobby*, and *Smashed – The Brunch Party*.

*"Honey Pot has opened doors for me as an Adelaide-based independent producer working internationally. The program has been invaluable as a framework to engage globally and tap into new markets, as well as connect and learn from my peers locally."*

[heyboss.com.au](http://heyboss.com.au)  
[peta@heyboss.com.au](mailto:peta@heyboss.com.au)



Photo: Frank Lynch

## **JOANNE HARTSTONE** (She/Her)

### **Performer, Playwright, Director & Theatre Producer**

Joanne Hartstone is a performer, playwright, director and theatre producer, as well as artistic director of Hartstone-Kitney Productions (HKP). HKP is a multi-award winning theatre company and production house, specializing in hybrid-digital projects, live theatre, cabaret and magic, and immersive/site-specific events. HKP curates 'Black Box Live' - a digital theatrical platform that creates and hosts livestream and on demand performances across genres and art-forms. Utilising their worldwide connections, HKP present high quality shows in arts festivals around the globe.

*"As both a theatre maker and producer, I appreciate the direct industry access that the Honey Pot program facilitates. Many collaborations have been forged through Adelaide Fringe and utilizing Honey Pot's unique network of artists and presenters is a wonderful way to give shows a long life."*

[blackboxlive.com.au](https://blackboxlive.com.au)  
[joanne@blackboxlive.com.au](mailto:joanne@blackboxlive.com.au)



Photo: Lauren Smeaton

## **BRITT PLUMMER** (She/Her)

### **Director of FRANK. Theatre**

Britt Plummer is a producer, performing artist, theatre-maker, and director of FRANK. Theatre, based in Adelaide and the UK. FRANK. Theatre presents original works; exploring the human condition with honesty, humour and heart; where conversations emerge out of joy and play with the audience. FRANK. produces in-house works, and new projects that align with our values, and invites collaborations in theatre, cabaret, music, comedy and circus. FRANK. also nurtures the development of emerging artists, providing training in specialist skills in devising new work and physical storytelling.

*"Honey Pot is an invaluable program for networking and making meaningful and long-lasting connections in our industry, as well as upskilling in many areas that will assist a touring artist/producer. A wonderful, and supportive way to showcase to new markets nationally and globally."*

[franktheatre.com.au](https://franktheatre.com.au)  
[director@franktheatre.com.au](mailto:director@franktheatre.com.au)



Photo: Late Cut Media

## ELENA KIRSCHBAUM (She/Her)

### Producer & Director, Highwire Entertainment

Elena Kirschbaum (El) is a producer and director and has been creating and touring shows for almost more than 10 years. She has predominantly worked in the festival circuit, building a company that specialises in festival style shows and tours around Australia and internationally. In the past few years, Elena has directed and produced Rouge, Rebel, Petit Circus, Dinosaur Time Machine, Shake It, Stewart Reeve: Chameleon, and newest addition premiering this year, The Defiant.

*"Honey Pot has been essential for the growth of my company and supporting the shows to extend their life beyond my existing contacts. For shows that don't follow the more traditional funding and touring models, that may not fit so well into the existing touring showcases, Honey Pot is the most important showcase event for us on a national and international level."*

[highwire.com.au](http://highwire.com.au)  
[elena@highwire.com.au](mailto:elena@highwire.com.au)



Photo: Jason Winston

## THOMAS 'KWEEN KONG' FONUA

(He/Him)

### Producer, Director & Performer, Haus of Kong

*"The Adelaide Fringe and the Honey Pot market has trained me in the business side of arts. It makes me think of the budget and how to make a show work creatively as well as financially. I love the hustle of selling my shows and getting booked and I've honed those skills at Adelaide Fringe - it is a platform for artists and producers to launch a tour. There's not really any course out there that trains you in this, you learn on the job and Honey Pot is a great education. The number of opportunities in the marketplace are huge because of the hundreds of delegates looking to book shows and book artists. Kween Kong was born in Adelaide Fringe and the industry meetings in Honey Pot have contributed to the successful touring ever since."*

[hausofkong.team@gmail.com](mailto:hausofkong.team@gmail.com)



Honey Pot Hive 2019, Photo: Leighton Pearce



Honey Pot Hive 2019, Photo: Chloe Elizabeth

## DELEGATE REACH

In 15 years delegate numbers have increased year on year in line with our reputation and viability. A strategic decision was made in 2016 to dramatically increase delegate numbers and we increased the Honey Pot team and streamlined the digital platform in order to service the expanded delegate numbers.

*"I was there to network. I found friends."* – Kuljeet Singh, Creative Director, Atelier Theatre, India

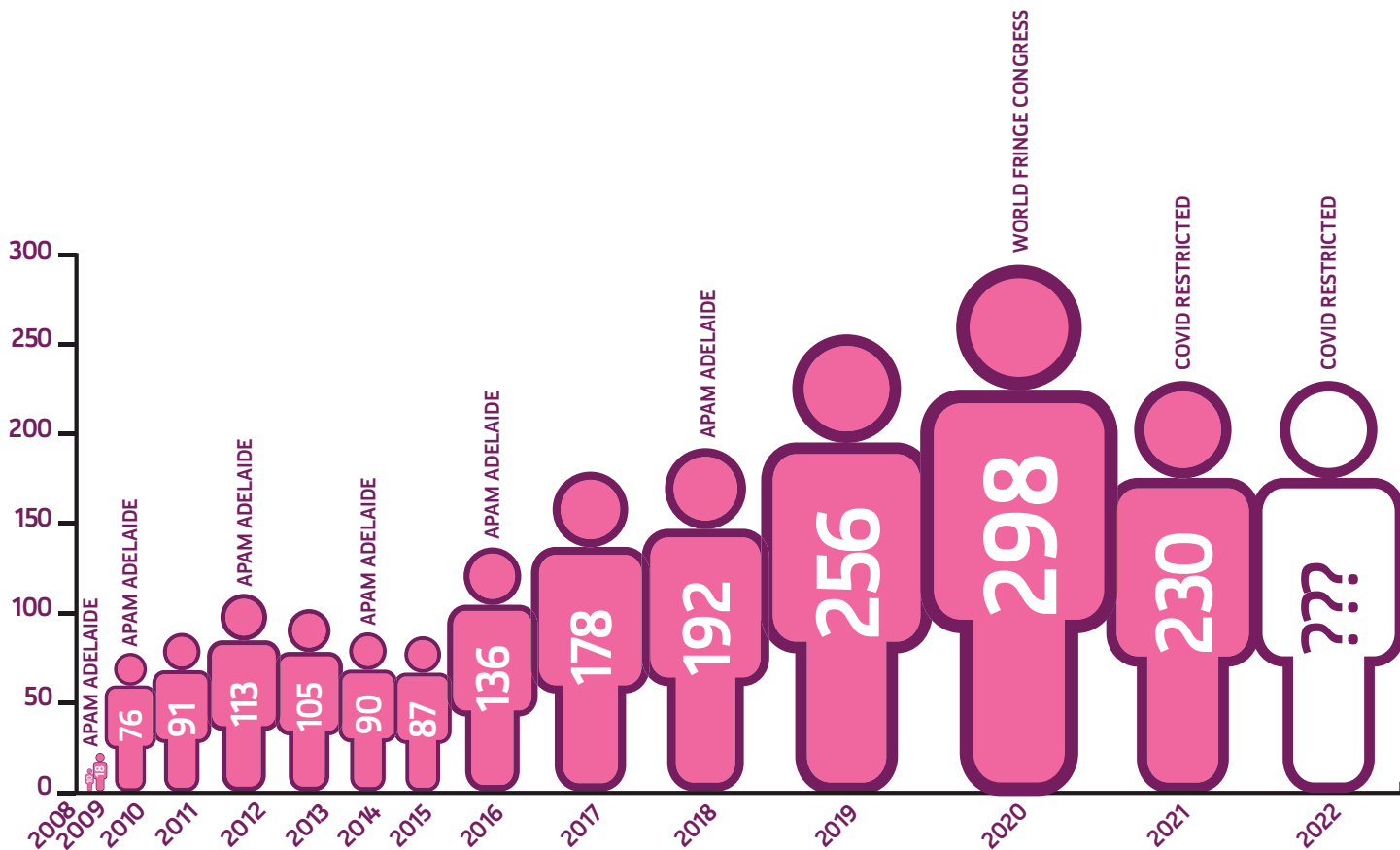


*"The Honey Pot program was completely pivotal not only to Burlesque by Force's Fringe experience, but to its genesis as a piece of theatre. Honey Pot also enabled me to network with other artists, some of whom I'm now in formative collaboration discussions. Being part of Honey Pot just allowed our perspective to change, pushed us to develop resources that promoted our work, pushed us to believe in our work and interrogate the work more deeply so we could do that, which has allowed us to believe more in it and submit it for opportunities. It's truly changed my creative journey for the better and I can't wait to up the ante next year."*

– Brodie Turner, Burlesque By Force, 2018

## DELEGATE GROWTH

Delegate numbers started small in the early days but it has been so wonderful to see more delegates sign up to Honey Pot each year. It is also lovely to see delegates return year after year.



*"In 2016, we made a strategic decision to dramatically increase the number of delegates in the Honey Pot – we wanted to triple the number. We raised new funds to help bring the programmers in from around the world and worked hard to match them with the artists that best suited their curatorial plans." – Heather Croall*

## DIGITAL EXPERIENCE

In 2018, a strategic focus was placed on building a digital platform for Honey Pot services. The digital platform provides the Delegate Finder, Event Finder, Ticketing, Delegate Feed, Passion Pitch, Resources and Schedule Planner. More functions are being built each year and they all plug into the Adelaide Fringe's broader digital platform AVR (Artist & Venue Registration) which was launched in 2016.



Honey Pot Hive 2021, Photo: Chloe Elizabeth

## CONNECTIONS TO MARKETS, EVENTS & FESTIVALS

Honey Pot is the perfect connector between some of the world's leading markets, events and festivals. With Honey Pot's dates being set annually in February & March, industry and artists use the marketplace to form a circuit that aligns perfectly for programming and presentations.

*"David Luff came to see the show and that's how the show ended up in London and then that's how I got to Edinburgh because a producer saw it in London and then recommended it to Underbelly, and then someone from Brighton saw it."*

- Bron Batton, Artist, Performer & Producer

## APAM

The Australian Performing Arts Market (APAM) and Honey Pot have worked side by side from the beginning with 3 APAM's being held in Adelaide between 2008 - 2012. Honey Pot dove tails well into the APAM international industry delegates' schedules.

*"APAM and Honey Pot have successfully collaborated for many years, not least the years that APAM called Adelaide home. Collaboratively, this partnership has resulted in substantial opportunities for artists to further their international market development ambitions through touring and residencies. Congratulations to Fringe on 15 years of Honey Pot!"* - Catherine Jones, Director, APAM Office

## THE EDINBURGH CONNECTION

The Adelaide-Edinburgh connection goes back many decades. The legendary producer John Pinder brought a number of Edinburgh Fringe hits to the Star Club in the 1992 Adelaide Fringe. Many presenters, including Mary Tobin, Karen Koren, Michelle Buxton, Andrew Kay and Nic Doodson, have brought dozens of crowd-pleasing and award-winning shows each year since the early 2000's to Adelaide from Edinburgh Fringe.

In 2008, the two festivals joined forces to make it simpler for venue managers, producers and technical staff to move between working a season in Edinburgh in August to a season in Adelaide in Feb/March.

## WORLD FRINGE CONGRESS

In 2020, Adelaide Fringe was selected to host the World Fringe Congress - the biennial formal gathering of international Fringe festival representatives. World Fringe Congress brings together directors and organisers of Fringe festivals from across the globe to share ideas and network. The delegates of the 2020 World Fringe Congress in Adelaide participated as delegates in Honey Pot.



## BUILDING THE BRIDGE TO ASIA

Adelaide Fringe is an amazing breeding ground for original, avant-garde Australian content. A staggering number of shows each year (around 300) are Australian premieres – the program is packed with authentic, unseen, homegrown talent and Honey Pot is a perfect place from them to be discovered.

Adelaide Fringe recognised the appeal of these shows to Asian audiences and developed connections with festival directors and venue curators across Asia.

*"We believed due to our location in the Asia Pacific region, that Adelaide Fringe had the potential to be the performing arts festival for Asia-and-Pacific-based festival directors to discover awesome shows for their festivals. Honey Pot Manager at the time, Belinda Hellyer did an extraordinary job in developing the program and building our relationships with Festivals, venues and directors from throughout the region. Through support from the Australia Japan Foundation, Australia China Council and Australian Korea Foundation we were able to invite and support many directors to attend the festival as Honey Pot delegates. We always knew it was going to be a long-term strategy and that it would take time to reap the benefits of our focus in the Asia Pacific region, but by 2014 we were already seeing results, including a number of Fringe shows being invited to South Korea."* – **Greg Clarke, Adelaide Fringe Director (2011-2014)**

*"Circolombia in 2020 came out to Adelaide and took part in Honey Pot to specifically connect with Australasia. Honey Pot gave us a unique opportunity to connect with a huge range of presenters from Asia and surpassed our expectations. We made really good connections with Korea, Taiwan and Malaysia from our participation."* – **Felicity Simpson, Director & Creative Producer, Circolombia Acelere.**

*"We got one gig in Hong Kong through a connection partly through Honey Pot...and then that connection got us a Korean tour that feels quite disconnected from Honey Pot but actually it was kind of because of it...having that little chain reaction is very common"* – **Jascha Boyce, Director, Co-Founder, Producer, Acrobat, Gravity & Other Myths**

*"Every year we go to Honey Pot and watch a lot of shows, but we can't bring every show we watch to China. But we might think maybe someone in China will find it interesting, so we also help offer some support to make them establish a link with each other... we have done this."* – **Crystal Deng, Festival Curator & Artistic Director, Beijing 707 N-Theatre Co, Ltd**



World Congress 2020, Photo: Chloe Elizabeth

## POSITIVE CAREER IMPACT FOR DELEGATES

Outcomes from Honey Pot are not just attributed to artists being booked for tours; many industry delegates have reported significant boosts to their careers and creative practice from their years of attending Honey Pot.

A recent Flinders University report on Honey Pot's impact included outcomes not just for shows. Interviewees who participated in the study listed many benefits from participating in Honey Pot. They included excellent networking, intercultural exchange and professional development.

*"It's a fantastic way to connect to industry & artists alike, you feel immediately plugged in to a hugely beneficial network and marketplace."* – Alex Hall, Programmer & Producer, Assembly Edinburgh, UK

*"Being well connected and being able to talk about my network (artists as well as colleagues) resulted in being appointed artistic director."* – Quote from Flinders survey on Honey Pot

*"The touring outcomes of the show I produced helped build relationships across the industry that I believe assisted in my appointment to a program management position within an organisation."* – Quote from Flinders survey on Honey Pot

*"I grew up through the Honey Pot program...it's a real trajectory of coming into my own as a programmer."*  
– Lauren Eisinger, Independent Producer

## MADE IN ADELAIDE

Adelaide Fringe and Honey Pot have been incubators and strong advocates for South Australian artists, producers and venues. Honey Pot has seen hundreds of touring outcomes for South Australian artists and companies. The deals done annually in Honey Pot in recent years are worth millions of dollars, cementing Adelaide Fringe as a festival packed with works that are ready to be taken on tour around the world.

*"The Honey Pot programme, in being an efficient facilitator of industry networking, provides a great experience both for visiting international presenters, and for participating artists. It enriches the local cultural landscape, by providing local artists the opportunity for professional development in an Open Access festival, allowing emerging artists to cut their teeth and access advice and opportunity. It also contributes to Adelaide's reputation nationally and internationally, because the reputation amongst visiting arts industry professionals accommodated by the programme, is very high, and the visiting delegates leave their trip to Adelaide transformed into international ambassadors for our state and its cultural activities."* – Anya Anastasia, Fringe Artist 2019



Honey Pot Hive 2017, Photo: Trentino Priori

## THE FUTURE OF HONEY POT

Adelaide Fringe and Honey Pot are for artists and presenters looking to launch new work in order to secure future bookings. The festival regularly sees the presentation of over 1000 shows each year, so it's no wonder that the industry flock here from around the world alongside audiences that average up to 80,000 people each night.

**Honey Pot is all about making new connections, signing touring deals and building sustainable careers.**

The team behind Honey Pot is committed to creating a marketplace that is inclusive, supportive and fruitful. Honey Pot activities will continue to expand both online and in-person. Our marketplace is designed to broker the right connections sooner and with ease. We look forward to working with you in the future.

*"I admire you all for such a great job. I just had the best experience of my life. Adelaide Fringe is definitely an experience you must live more than once." - Felipe Daell, Producer, Teatro Jaco, Costa Rica*



Honey Pot Day Out 2020, Photo: Chloe Elizabeth

Thank you to all our supporters over the years, they include:

**Department of the Premier and Cabinet,  
Government of South Australia (State Government)**

**Arts South Australia - Building Pathways & Market  
Development**

**The Australia Council for the Arts (Federal  
Government)**

**The Department of Foreign Affairs and Trade  
(DFAT) - under the following departments:**

**Australia-Japan Foundation**

**Australia-China Council**

**Australia-Korea Foundation**

**Australia-ASEAN Council**

**Australia-India Council**

**Australia-Indonesia Institute**

**South Australia Export Accelerator**

**Brand South Australia**

**City of Adelaide**

Partner Organisations:

**APAM**

**Edinburgh Fringe**

**Made in Adelaide - Arts SA**

**PANNZ**

**Creative New Zealand**

**VAPAC**

**ArTour**

**CircuitWest**

**SAPA**

**Country Arts SA**



Honey Pot Hive 2019, Photo: Lighthouse Pearce, Artist: Roshanne Wijeyeratne

You can read more about Honey Pot in the report by Alex Cothorn (APR Internship through Flinders University with Tully Barnett)

**Honey Pot wouldn't be possible without the passionate and awesome Honey Pot teams over the years!**

*"The staff at Honey pot are absolutely fantastic. Their customer service is impeccable and their knowledge of shows and places to check out second to none. Bravo."* – Pitsch Leiser, Director, Hawke's Bay Arts Festival, New Zealand

**Heather Croall** (2015 – current)

**Joanne O'Callaghan** (2017 – current)

**Andy Beecroft** (2016 – current)

**Renee Auciello** (2019 – current)

**Sarah Norris** (2021 – current)

**Paul Harvey** (2019 – 2021)

**Olga Nowicka** (2018 – 2020)

**Rebecca Meston** (2015 – 2018)

**Greg Clarke** (2010 – 2015)

**Belinda Hellyer** (2010 – 2015)

**Sasha Zahra** (2012 – 2015)

**Donna Tripodi** (2015)

**Dearna Newchurch** (2012 – 2014)

**Brendan O'Connell** (2012)

**Melanie Burge** (2008-10)

**Christie Anthony** (2007 – 2010)



Honey Pot Hive 2021, Photo: Chloe Elizabeth

*"A great place to network, be inspired, do business and get creative. I thought the Marketplace team and all the staff were incredibly helpful, informative, reliable and fun. I was incredibly impressed by the support for producers and artists. Adelaide Fringe is a great example for the creative industries."* – Ross Harvie, Arts Manager, Basingstoke Festival, England



Honey Pot Hive 2020, Photo: Chloe Elizabeth



Honey Pot Day Out 2020, Photo: Chloe Elizabeth



Honey Pot Hive 2017, Photo: Trentino Priori

**\* ADELAIDE  
\* FRINGE \***