

HOW TO REGISTER FOR ADELAIDE FRINGE

Artist Magazine:
Issue 1

* ADELAIDE *
* FRINGE *

17 FEBRUARY – Principal Partner
19 MARCH 2023 bank SA



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Adelaide Fringe recognises First Nations People and their ancestral lands on which the Adelaide Fringe operates.

The lands were never ceded and remain as important to the living Aboriginal and Torres Strait Islander 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.

Welcome to Issue 1 of the

ADELAIDE FRINGE *Artist Magazine*

It's that time of the year again to start getting organised for the 2023 festival!

We were thrilled with the success of the 2022 Adelaide Fringe; it was a difficult year but despite the endless challenges thrown our way, we all came together and pulled off an incredible season. The results were astonishing.

If you are thinking about participating in the 2023 Adelaide Fringe, this is your first step to finding out a little bit more information about bringing your work to life in Fringe. The team is here for you every step of the way, they'll help you navigate Adelaide Fringe to ensure you have a rewarding and memorable season.

We can't wait for the 2023 Adelaide Fringe to roll in and transform the entire town into a magical festival wonderland.

Get amongst it!



*Heather Croall,
Director & Chief Executive*

East End. Photo: Samuel Graves, 2022



REGISTERING YOUR EVENT

REGISTRATION FEES

\$210 All genre categories up to and including three sessions

\$330 Visual Art and Design of four sessions or more

\$395 Performing Arts and Events of four sessions or more

WHAT DOES MY REGISTRATION INCLUDE?

- + An event listing in the printed official Adelaide Fringe Guide (320,000+ copies)
- + Your event listed on adelaidefringe.com.au (2.9 million visitors in 2022)
- + Access to FringeWORKS professional development sessions all year round and events connecting artists, delegates, venues, media and communities
- + The FringeTIX team to assist in the sales of your tickets via adelaidefringe.com.au, multiple box offices and a call centre
- + Support from our Marketing Department to guide and train you in maximising your spend in the promotion of your event
- + Access to leverage our programs that help sell tickets and increase your database including Fringe Membership, BankSA initiatives and our Flash Sale
- + The opportunity to put your work in front of buyers and extend the life of your work through our Intl Arts Marketplace, Honey Pot
- + Participation in events and programs to promote your work via our Schools Program, Accessibility program, Awards program and regional touring opportunities
- + Ongoing support, guidance and advice every step of the way. As well as: access to media contacts, resources, templates and connections with councils

CANCELLING YOUR REGISTRATION

Date Range	Refund
Up to 20 Oct 2022	100% Refund
21 Oct – 28 Nov 2022	50% Refund
29 Nov 2022 or later	No Refund

To be included in the Printed Guide and go on sale 2 December 2022, your registration must be complete and your fees received in full by *midnight ACST Thursday 20 October 2022*.

If your registration is completed or your fees are paid *after* this date, we can't guarantee you'll go on-sale to coincide with the Program Launch on 2 December 2022, or be included in the printed program.

You are officially an Adelaide Fringe event once all required information in the AVR registration is complete and registration fees are paid.

SETTLEMENT

Adelaide Fringe starts to settle events immediately after the finalisation of your season. We endeavour to finalise settlements within a 3 day period but can take up to 20 business days in some cases. Please keep an eye on your AVR to ensure all details are up to date and so that we can settle you as quickly as possible. If you have any questions about the settlement process, please contact our finance team at finance@adelaidefringe.com.au.

1

Run through our handy Pre-Registration Checklist

See checklist below

2

Head to AVR, our Artist & Venue Registration site

avr.adelaidefringe.com.au

AVR is your one stop shop to maximise your Fringe!

3

Click 'New Event' on your AVR Dashboard

You can save as you go, but you'll need to finish and save the page you're on

PRE-REGISTRATION CHECKLIST

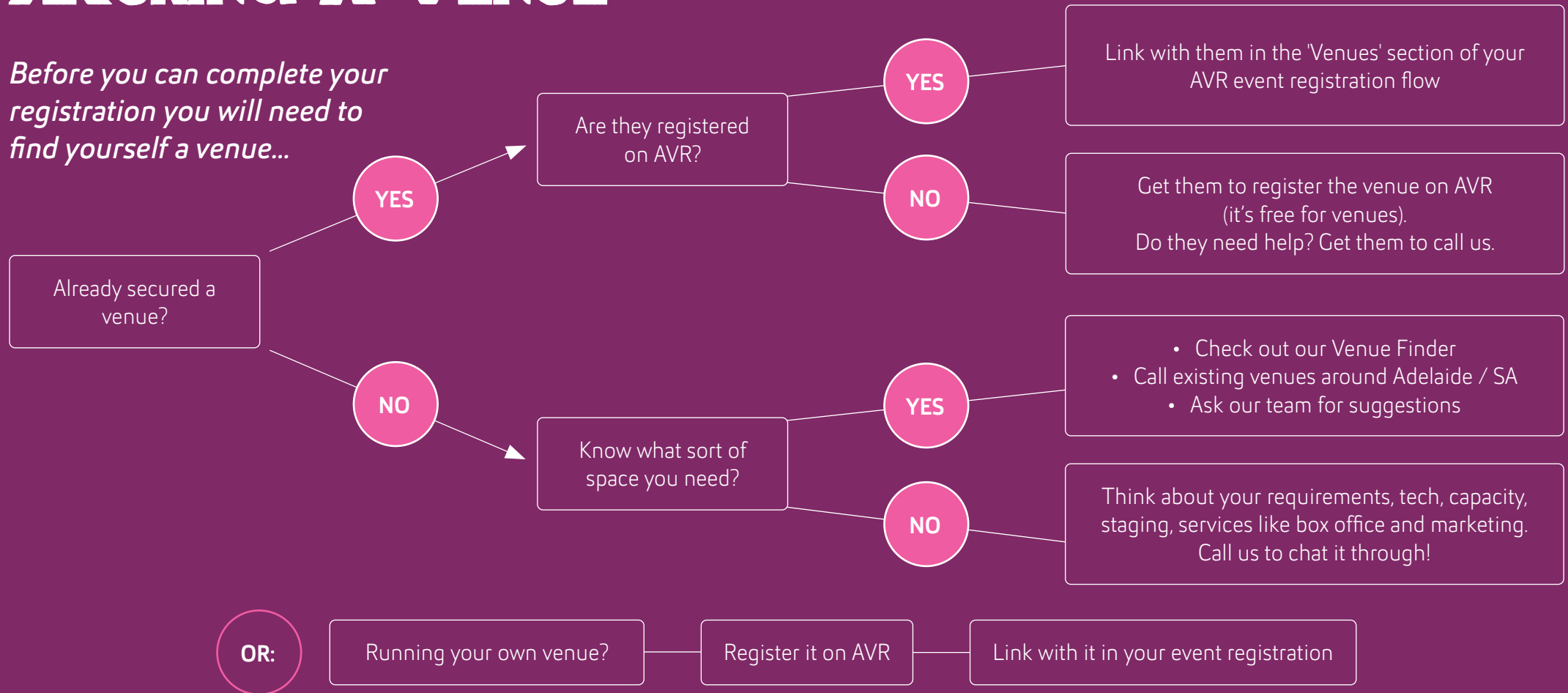
Before you start your registration on AVR, make sure you have:

- Your event name
- Your 'Presented by...' *Could just be your name!*
- Links to your website and your public social media channels
- An eye-catching main image
JPG: 800px (w) x 800px (h). Max 3MB file size
- Optional: two (max) additional web images
JPG: 1200px (w) x 600px (h). Max 1MB file size
- A great event description
- Printed Guide copy (350 characters)
- Web copy (800 characters)
- A venue or multiple venues
Ensure you have consulted with and confirmed your venue/s
- Ticket pricing confirmed
- Dates and times your season will run
- A budget mapped out

Have you registered an event in Adelaide Fringe since 2017?

You can use your previous year's login. If you're new, create an AVR user account by following the prompts on the log in page.

Before you can complete your registration you will need to find yourself a venue...



Are you a venue looking to secure an event, or an event wanting a venue to find you?

VENUE FINDER

avr.adelaidefringe.com.au/venue_finder/search/new

Use filters to search for a space just right for your event, and access all the info you need to get in touch and start negotiating. Venues don't need to be on the Venue Finder for you to use them – you can approach any venue or use any space you like.

EVENT FINDER

avr.adelaidefringe.com.au/event_finder/search/new

Just like the Venue Finder, the Event Finder is a research tool available to any venue looking for venues or events to program into their spaces. You can opt into being listed on the Event Finder during the registration process on AVR and answer a few questions about the ideal venue you are looking for. By opting into the Event Finder, your email address and information about your event will be available to venues searching for events to host during Adelaide Fringe 2023.

LOOKING TO ATTRACT NEW AUDIENCES?

Whether you're looking for a venue for your entire event or simply adding an extra session outside of your run in Adelaide's CBD, consider performing or exhibiting a little further afield. We have councils in outer metropolitan and regional areas that are very supportive in encouraging creativity within their communities during Adelaide Fringe.

Keep an eye out in AVR Resources for council initiatives and support.

If you need help finding the right venue for your event, get in touch with the Artist and Venue team now!

+61 8 8100 2022 | artists@adelaidefringe.com.au

NEW IN
2023

New genre for 2023: *Eat & Drink!*

This could include:

- Events hosted by restaurants, cafés, breweries, wineries and distilleries (for example)
- Cooking classes
- Facilitated tastings
- Degustations and more!



ARTIST AND VENUES NEGOTIATE DIRECTLY WITH EACH OTHER

Think about the following when choosing a venue:

- Consider the venue's accessibility
- Capacity – does it meet your needs? If this is your first time at Adelaide Fringe, be realistic in your expectations
- Visual Artists – can you hold an exhibition opening?
- How is the venue planning to market and publicise Fringe events at the venue?
- Cost – what is your budget to spend on a venue?
- Location and audience – is it near other Fringe activity or other venues you can collaborate with; close to transport; does the venue have an existing audience that suits your event?
- What technical facilities does the venue offer? Is this included in the hire or is it an extra charge?
- Is the venue licensed? Is it important that audiences can grab a drink pre or post show?
- What staffing (box office / front of house / bar) can the venue provide and at what costs?
- What other events are happening or planned at the venue?
- What does the hire fee cover? A lower fee may mean more work is your responsibility (marketing / box office / technical staff), and a higher fee should bring you more benefits and support

FUN
FACT!

In 2022 Adelaide Fringe had:

- 363** Venues, of which:
- 126** (35%) venues located **within** the Adelaide City Council area
- 231** (64%) venues located **outside** the Adelaide City Council area
- 6** (1%) venues online
- 47** different council areas that venues were registered in around South Australia

Make sure that everything you have negotiated with your venue is in writing. If you make decisions on the phone or in-person, follow it up with an email! Ensure you understand your financial commitments as well as performance and exhibition commitments. Don't get caught off guard after the festival with unexpected costs.

Work out what your priorities are when it comes to deciding on a venue. Only you know what's right for your event. We are here to give you information on finding a venue but it is your responsibility to secure the use of a venue. All financial and contractual details are directly between you and the venue, not Adelaide Fringe.

COVER THE BASICS:

- Booking details (session dates, time, bump in and out)
- Clear installation and removal dates (Visual Art & Design)
- Hire fees (flat fee, box office split, guarantee, free hire etc)
- Additional fees not included in venue hire
- Who is responsible for venue set up, pack down and cleaning each night

SAMPLE CONTRACTS

Download an example contract from our AVR resources [HERE](#).

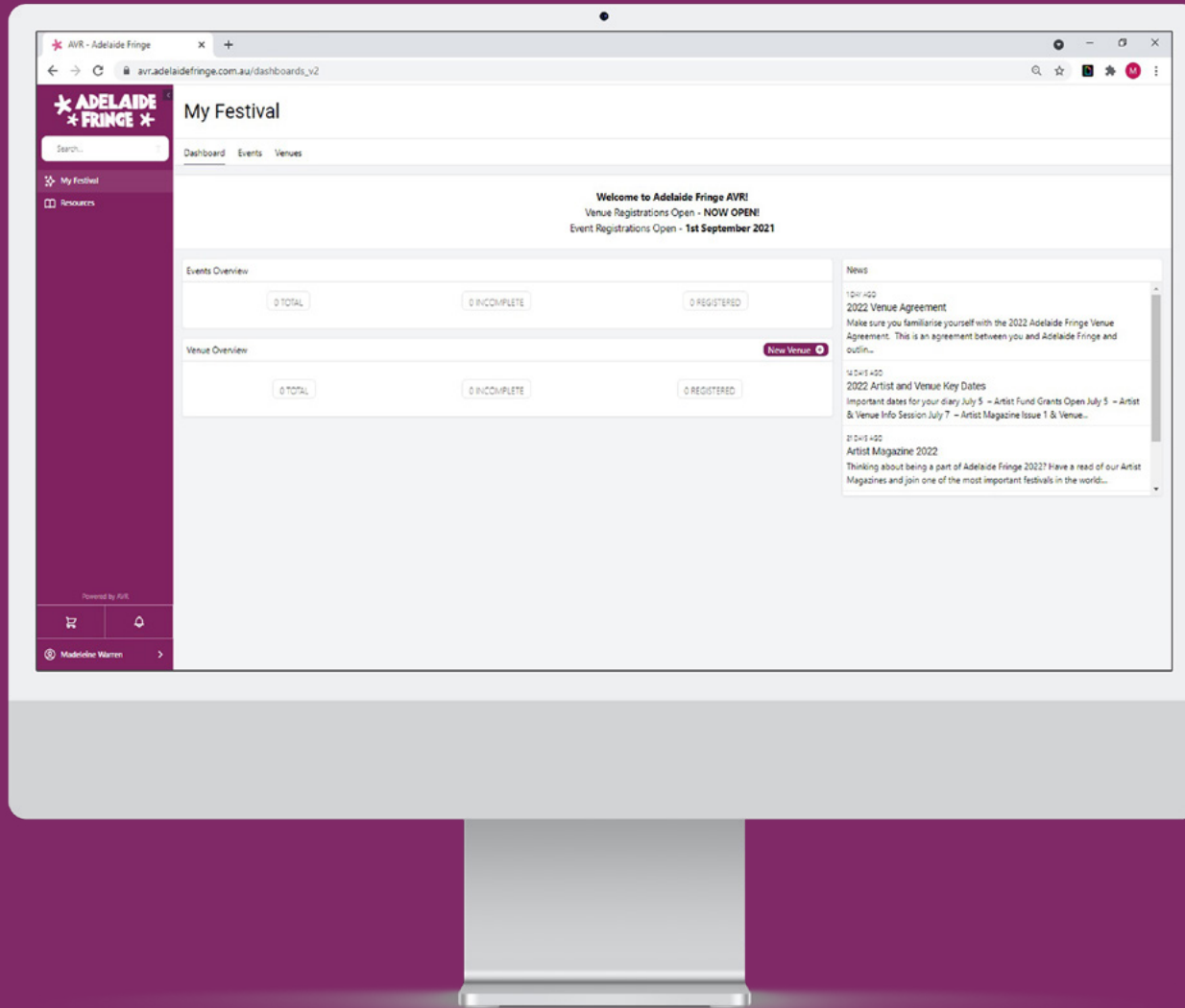
- Technical requirements
- Supply and use of venue equipment
- Storage of props and/or artwork
- Box office and door sales
- Venue staffing
- Music Licensing fees (APRA/AMCOS/PPCA)
- Cancellation policy for both the artist and venue
- Payment details and conditions
- Insurance

SPLIT SETTLEMENT IN AVR

What is a split settlement? A split settlement is when you and your venue share in the revenue gained from the ticketing sales from your event. If this is something you and your venue want to do, before completing this section in AVR we recommend that you have a discussion, agree on a split, then create a signed agreement. You can then input the details of the split settlement into AVR, including any extra costs.

After your season has ended and during the settlement process, Adelaide Fringe will pay the nominated percentage and/or fees individually to each party (Event and Venue). If you have another arrangement with your venue, you will need to settle that directly with your venue outside of Adelaide Fringe.





AVR: Everything you need

Not only is AVR the place where you register your event or venue, but it's home to a whole library of resources made especially for Adelaide Fringe participants.

You'll find information about marketing and promoting your event, publicity, opportunities and other handy topics. There are also key documents like our Advertising Kit, the Logo and Branding Kit and more.

If you can think of it, chances are we've answered it in our AVR Resources!

- Need to know how to pull ticketing reports?
- Ready to download logos and social media tiles for your marketing campaign?
- Want some info on APRA/AMCOS (music licensing)?
- Need to catch up on our Professional Development Series?

There's a resource in AVR for all this and more!

Keep checking AVR throughout your Fringe experience, as new resources and opportunities are added regularly.

Adelaide Fringe Awards Ceremony. Photo Daniel Marks, 2022

SCHOOLS PROGRAM

If your event is appropriate for young people aged between 2-18 years then the Schools Program is for you! You must register at least one school-appropriate performance within school hours and discount your ticket price to make it appealing for a class; then we engage a coordinator to create a guide, market directly to schools and process the bookings for you! Opt-in to the Schools Program in AVR or email schools@adelaidefringe.com.au for more info.



Schools Day Out. Photo: Chloe Elizabeth, 2022



FRINGE AWARDS

The Adelaide Fringe Awards celebrates outstanding and 'must-see' events presented within the 2023 Program. To participate in the Awards Program, events need to opt-in through AVR Opportunities during registration and meet certain eligibility criteria. Head to adlfrin.ge/avr-awards-resource to find out more.

HONEY POT

Honey Pot, Adelaide Fringe's International Arts Marketplace, is a valued connecting platform between artists and their projects, with national and international industry delegates seeking new work and connections for future programming and opportunities. Honey Pot also facilitates networking, panels, discussions and upskilling. Register an event with Honey Pot through AVR Opportunities during registration and read more at adlfrin.ge/avr-honeypot-resource



Honey Pot HIVE, Plant 4. Photo: Daniel Marks, 2022

Briefs Club Culture Cabaret. Photo Scott Oakes, 2022



ARTIST FUND

The Adelaide Fringe Artist Fund raises funds to support artists and venues presenting in the Adelaide Fringe program. We encourage bold ideas to take shape and support all forms of expression which enrich our festival offerings. The 2023 Artist Fund opens 25 July and closes 17 August. Head to AVR to find out more.

FRINGETIX

FringeTIX is the bespoke ticketing service that powers all tickets sold for Adelaide Fringe. We have a dedicated FringeTIX team focused on supporting artists and venues in their ticketing needs. We love to talk ticketing, so if you have any questions before or during your event registration, please feel free to call us on +61 8 8100 2012, or email us at ticketing@adelaidefringe.com.au

HOW DO I MANAGE MY TICKETS THIS SEASON?

- 1 Add your ticket pricing into AVR
- 2 Read our Resources. AVR has lots of handy how-to's for your ticketing needs. Make sure you give yourself time to read through these pre-festival to arm yourself with all your ticketing knowledge and maximise sales this Fringe.
- 3 Email any questions or changes to ticketing@adelaidefringe.com.au
- 4 Schedule and pull reports, and organise your comp tickets in ManageMyTix at af.reports.red61.com.au
Once you are on sale, your reporting and ticketing logins can be found on your My Festival dashboard in AVR!
- 5 Plan, Plan, Plan! Start thinking about your marketing, any promo codes you may need, how you will track your sales, pull reports and keep an eye on your budget. We recommend arming yourself with knowledge around this as early as December so that you are geared for success come Fringe time.

WHERE CAN AUDIENCES BUY TICKETS?

- Online from 2 December 2022 at adelaidefringe.com.au/fringetix
- Via the Call Centre from 2 December 2022 on **1300 621 255**

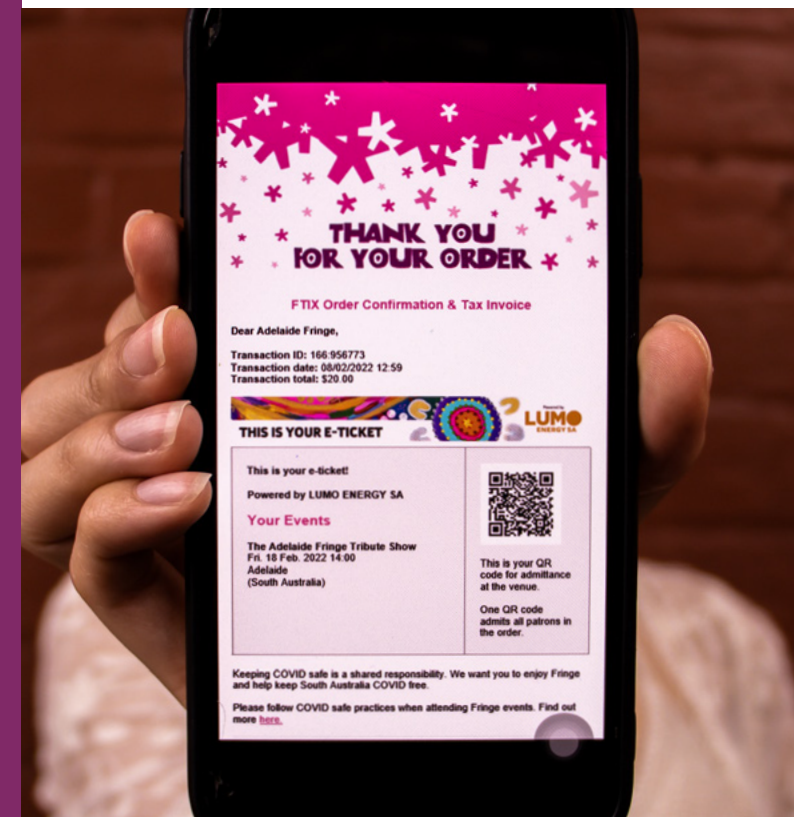
- At an Adelaide Fringe Box Office:

Rundle Mall

from late November 2022

BankSA Fringe Corner

(Cnr East Tce & Rundle Rd) from 17 February 2023



WHAT DOES THIS MEAN FOR MY BOTTOM LINE?

Adelaide Fringe has been working hard to put more money back into the pockets of artists and venues, and in 2022 we implemented a new fee structure to do just that! We abolished the \$3.00 Customer Booking Fee altogether and introduced a 5% Artist Inside Charge across all tickets.

This resulted in less money being retained in fees and a significant increase in funds settled directly to artists and venues. In 2023, the same fee structure will be in place.

FUN FACT! Overall the average take-home per ticket has increased by: **\$2.11**

WHAT WILL CUSTOMERS PAY?

Customers will no longer pay the hidden \$3.00 Customer Booking Fee per ticket and will instead pay a \$4.80 Transaction Fee per transaction at all points of purchase including online, at box offices and through the FringeTIX Call Centre.

FUN FACT! 2022 Full Price ticket average was: **\$36**

FEE BREAKDOWN BY TICKET PRICE – \$24

	Advertised Ticket Price	Booking Fee	Artist Inside Charge	Take-Home Total per ticket
Prior to 2018	\$24	\$3	\$2.55	\$18.45
2018 – 2021	\$24	\$3	N/A	\$21.00
2022 – Now	\$24	N/A	\$1.20	\$22.80

FEE BREAKDOWN BY TICKET PRICE – \$46

	Advertised Ticket Price	Booking Fee	Artist Inside Charge	Take-Home Total per ticket
Prior to 2018	\$46	\$3	\$2.95	\$40.05
2018 – 2021	\$46	\$3	\$1.72	\$41.28
2022 – Now	\$46	N/A	\$2.30	\$43.70

FEE BREAKDOWN BY TICKET PRICE – \$75

	Advertised Ticket Price	Booking Fee	Artist Inside Charge	Take-Home Total per ticket
Prior to 2018	\$75	\$3	\$3.50	\$68.50
2018 – 2021	\$75	\$3	\$2.88	\$69.12
2022 – Now	\$75	N/A	\$3.75	\$71.25

TICKETING YOUR EVENT

PRICE TYPES

Standard:

These price types should be applied consistently across your season. You could consider making your standard pricing slightly higher over the weekend.

- Full Price
- Concession
- Preview
- Family
- Group 6+

Promotional Pricing:

Add the below price types to your season with thought, they can help to find new audiences and drive ticket sales on traditionally quieter nights.

- Fringe Membership
- BankSA Cardholder Discounts
- Midweek Treat
- Passholder Discount / Passholder Free
- Flash Sale

When adding your pricing, simple is best. If a Full Price ticket is all you need for success, you don't need to make it more complex.

PROMO CODES

Promo Codes are a great marketing tool and a way to promote early ticket sales. Give yourself plenty of time to get your promo codes set up so you can advertise your promo early and get those extra ticket sales!

COMPANION CARDS



It is a condition of your registration that your event supports the Companion Card Scheme. The Companion Card ticket type is added automatically to all events and sessions. Adelaide Fringe does not charge you when a complimentary ticket is issued under this scheme.

Want to get more last minute ticket sales? Consider adding a QR code linking straight to your Adelaide Fringe event listing to all your promotional materials and also at your venue!

COMMUNICATING WITH YOUR AUDIENCE

If you have specific information you need to get to your audience before the show, then the best way to do this is via your online event page. This is where your audience will go to find out everything about your event before they arrive. If you have run out of space for your web copy but you need to squeeze in some important extra info email ticketing@adelaidefringe.com.au. We also offer a space in your AVR registration to include an additional PDF attachment.

Adelaide Fringe will only contact ticket holders on your behalf in the case of a performance time change or cancellation - so make sure you have everything your customers need to know under your event listing on the website.



Gluttony. Photo: Fumika Takagi, 2022

COMP TICKETING

You will process all your comps in ManageMyTix (MMT) and send the e-tickets directly to your guests! There is a 30 cent charge per comp ticket issued, charged at settlement. Read more about reporting and MMT at adlfrin.ge/avr-MMT-resource

NEED ADVICE ON PRICING OR TO MAKE CHANGES ONCE YOU ARE ON SALE?

No worries, we are here to help!

Give the FringeTIX team a call on +61 8 8100 2012 or email ticketing@adelaidefringe.com.au

KEY DATES

- 25 JUL 2022 Artist & Venue Info Session
Artist Fund OPENS
- 3 AUG 2022 Venue Registrations OPEN
- 17 AUG 2022 Artist Fund CLOSES
- 24 AUG 2022 Event Registrations OPEN
- SEP 2022 Meet the Venues Event
(Keep your eyes peeled in your e-news for date and venue)
- 20 OCT 2022 Guide and Full Program
On Sale Deadline
- 1 DEC 2022 BankSA Presale
- 2 DEC 2022 Full Program On Sale

ADELAIDE FRINGE 2023 17 FEB – 19 MAR 2023

A friendly reminder, the Adelaide Fringe staff are working hard all year round to support you, to ensure you have the best Fringe possible. Adelaide Fringe will not tolerate any harassment, or abuse of staff. Adelaide Fringe reserves the right to not accept your event registration, if you do not abide by the [Code of Conduct](#).

Keep an eye out for Issue 2 which will look closely at key audience profile breakdowns and statistics, building your audience, as well as marketing tips, tricks and templates.



The Finest Filth Variety Hour. Photo: Mia Borrello, 2022

COVID ON YOUR MIND?

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Adelaide Fringe will continue to abide by all government and health regulations that are in place at the time. Please continue to have an open dialogue with your venue about their and your responsibilities for artist and audience safety. We will continue to update you in AVR and in e-news with information and what's happening in South Australia as we find it out. As always, give us a call if you are unsure of anything.

BANKSA

As the state's oldest bank and Principal Partner of the Fringe, BankSA has been backing South Australia for almost 175 years and is passionate about supporting the events that contribute to greater prosperity in South Australia.

Each year, Adelaide Fringe brings an array of culture, colours and sounds that generates significant economic benefit and puts South Australia on the world map. BankSA has partnered with Adelaide Fringe for 18 years so that everyone can make the most of their unique Fringe experience. With initiatives like BankSA Support Act, and by offering special BankSA customer prices as a way of giving back to their customers, their aim is to maximise participation and access to Fringe while also providing support to artists. Adelaide Fringe is for everyone and BankSA is proud to be backing this iconic event for the 18th year as Principal Partner – the largest arts festival in Australia.

ADELAIDE FRINGE PARTNERSHIP CONDITION

BankSA is the Principal Partner of Adelaide Fringe. This means registered artists and venues must not actively seek or accept sponsorship from any other financial service provider for their Fringe season. This includes any bank, lender, insurance agencies or broker of any form. Any sponsorship of this nature that conflicts with Adelaide Fringe's relationship with BankSA may result in the withdrawal of your event from the Fringe program. Any registered artists that have an existing and ongoing sponsorship with a bank, lender or broker that may conflict with our Principal Partner, shall not display any logos or make any reference to that sponsorship on any marketing materials (whether printed, online, in advertisements or within any other media form) directly related to their Fringe season. These materials should also always carry the 2023 Adelaide Fringe logo.

For clarification about logo use or sponsorship conditions contact artists@adelaidefringe.com.au