

FRINGE ACROSS THE STATE

A GUIDE TO REGIONAL TOURING IN SOUTH AUSTRALIA THIS FRINGE



TAKE YOUR SHOW ON THE ROAD!

Kingston. Photo: The Chapel Studio Photography, 2022.



Adelaide Fringe is not just restricted to Adelaide; there's events happening all over the state and regional audiences who LOVE Fringe visiting their town during February and March each year.

Regional touring might not be as complicated as you think. You can add extra venues (as many as you like!)

to your existing Fringe season in the same event registration. Think about adding some regional touring dates before, during or after your season in Adelaide.

We've compiled a document to help artists (as well as producers, venues and councils) to go through the what, why, how and where of regional touring.

65% of Fringe venues were located outside of the CBD in 2022.

There were **138 Fringe shows held across 77 regional venues in 2022.**

Taking your show on the road doesn't require another registration fee if you have four or more sessions already - it's all covered in the first one.



REGIONAL SOUTH AUSTRALIA

Splash Test Dummies, Victor Harbor. Photo City of Victor Harbor, 2021

Here is a list of regional zones in South Australia. You could package up an itinerary in the same zone and hit up a few venues in the same trip!

- ✦ Adelaide Plains
- ✦ Adelaide Hills and Mount Lofty Ranges
- ✦ APY Lands
- ✦ Barossa Valley
- ✦ Clare Valley
- ✦ Eyre Peninsula
- ✦ Far North
- ✦ Far West
- ✦ Fleurieu Peninsula
- ✦ Flinders Ranges
- ✦ Kangaroo Island
- ✦ Limestone Coast
- ✦ Mallee
- ✦ Mid North
- ✦ Murraylands
- ✦ Riverland
- ✦ Yorke Peninsula

GET STARTED RIGHT AWAY!

On AVR we keep a list of councils, venues and local businesses that are looking to bring Fringe to their region. This is a great place to start – check it out:

[Regional Touring Opportunities](#)
[Registration Map](#)

FINDING A REGIONAL VENUE

With our **Venue Finder in AVR**, you can use filters to search for a space just right for your event. Here you can 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.

THINGS TO KEEP IN MIND WHEN CHOOSING A VENUE:

- ✦ Location (does it fit your tour schedule?)
- ✦ Capacity
- ✦ Technical facilities
- ✦ Accessibility
- ✦ Food and drink facilities (if needed)
- ✦ Audience (regular patrons or marketing channels to promote your show)
- ✦ Staff to assist with box office/front of house/bar

REMEMBER:

We are here to give you information on finding a venue, but it's your responsibility to secure the use of a venue and arrange an agreement.





CHAT TO THE LOCAL COUNCIL

The Scotland!, Honey Pot Day Out. Photo: Chloe Elizabeth, 2020.

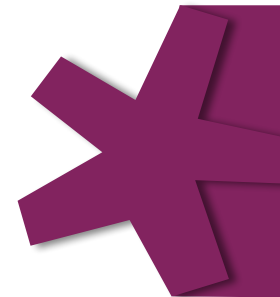
Local councils can provide a wealth of knowledge when it comes to venues, audiences and existing events in their local area. Some venues are even Council-owned, so drop them a line to ask for advice, suggestions, and to find out about their community.

A Council may not know who you are and what you're about - so tell them about your show, why you want to tour their town, and see if they're interested in supporting you. Consider asking if they can:

- ✳ Help cover some costs
- ✳ Help promote the event across their marketing channels and databases
- ✳ Recommend a suitable accommodation option
- ✳ Assist with travel-related expenses
- ✳ Direct you to community members who might volunteer their time to help set up/pack up or act as front of house crew for your show

DID YOU KNOW

In 2022, 44 council areas outside of the Adelaide CBD, hosted Adelaide Fringe events. Fringe events were held on Kurna Country as well as 13 different First Nations' lands.



MARKETING YOUR REGIONAL TOUR

How is your regional audience different to your Adelaide audience? What elements and themes of your show will appeal to a regional audience? Why should they come see your show?

Reach out to the community via local Facebook groups and pages, and hit up local tourism associations who would be excited to hear about your shows – they can tell you what the most effective marketing techniques work in their areas.

Most regions will also have a local radio station and newspaper, ask your venue if they have any connections or use Google to find a contact. We recommend contacting them 6 weeks before your event so they can schedule content, and often they will be very keen to interview Fringe artists.

If you can, visit the towns ahead of your tour to stick up show flyers and posters in supermarkets, cafes, town halls etc – and take the opportunity to introduce yourself to the locals!

Check out our **Artist Mag Issue 2: Find Your Audience** to learn about the best ways to market your Fringe shows, and don't forget our **Marketing Resources section** in **AVR**.

Adelaide Fringe 2023 Ad Kit



BASIC CHECKLIST



The Jack and Annie Show, River Fringe. Photo: Riverland Commercial

TIP: if you register your event(s) by 20 October, it'll be included in the 2023 Adelaide Fringe Printed Guide.

Here's a list of things to get you started:

Research venues and regional locations. Start Now: **Venue Finder in AVR**

Ask your venue what equipment they have and what you need to supply.

Once your venue has been secured, make sure you update AVR with the new show date and venue.

Think about how you will travel to your regional location.

Do you have enough space or will you need to hire a bigger vehicle?

Book your accommodation; check out our **Accommodation Directory** in AVR, which is constantly updated with a range of accommodation options all over SA.

Check that your budget includes all additional costs for regional touring, take a look at our **Budget Templates**.

Save some spending money for additional marketing to reach your new regional audiences. Take a look at our **Marketing Strategy Guide**.

Contact the Artist and Venues Team to chat through your ideas and ask any questions you might have:

artists@adelaidefringe.com.au, or **08 8100 2022**

Remember to check the **Grants and Opportunities** resource on AVR and contact the local council in the area you are touring to see if they have any grants available.

For more handy tips, templates and how-to's, check out our **Resources in AVR**.



Enriching the community's experience

In 2022, The 60 Four took their award-winning 60s-inspired concert across South Australia to locations including Renmark, Kangaroo Island, Whyalla, Mount Gambier, Victor Harbor, Port Pirie, Noarlunga, Elizabeth, and Adelaide.

The group's goal was to create work that is accessible to people in regional areas who might otherwise not be able to attend their shows. Due to the tour's success, The 60 Four has now completed two large-scale state-wide tours.

"Regional audiences are brilliant, and the touring experience has been – whilst challenging – so meaningful. Our passion for locational accessibility continues to grow. If you're looking to take your show across the state, do it. Plan early. And budget firmly. But do it. It is a truly unique experience."

- Ben Francis, The 60 Four

CASE STUDY: THE 60 FOUR

The 60 Four: In Concert. Photo: Jordan Gollan, Adelaide Fringe 2022

CASE STUDY: RISING SUN HOTEL

Identifying gaps to bring vibrancy to the region

Supporting artists and live entertainment has always been part of the community spirit in Auburn, however there was a lack of suitable venue options for artists. The Rising Sun Hotel upgraded their technical equipment and invested in a large marquee to increase their audience capacity, this created a venue space for a wide-range of artists unique to the area.

The Rising Sun Hotel saw a 40% increase in patronage (both locals and patrons travelling to the Clare Valley) since the upgrades and participation in Adelaide Fringe.

"We are overjoyed at the amount of bands contacting us after they've heard what we've done. We are now able to attract many great artists and events and it certainly provides a great variety and vibrancy to our region."

- Mick Guerin, The Rising Sun Hotel





Exploring regional and creating opportunities

South Australian comedian Kel Balnaves has been performing at Adelaide Fringe for years and has toured his comedy shows that appeal to regional audiences, hitting the footy clubs and local pubs.

Kel successfully managed his own solo regional tour, which included driving from place to place, setting up, running the door, performing the show, packing down and building strong relationships with venues along the way. Although he set out on regional tours with goals that weren't financial, it turned out that his tour was profitable which made the whole experience even more amazing.

"You're aiming for fun, not perfection. Enjoy the experience. Once the hard work is done, put it to one side and enjoy each show for what it is. Something unique and fun will happen at every show that makes it memorable."

- Kel Balnaves, Comedian

CASE STUDY: KEL BALNAVES