

# HOW TO REGISTER

Artist Magazine: Issue 2

Look out for the next two parts of the Artist Magazine coming soon:

[Issue 3: Find Your Audience](#)

[Issue 4: Your Festival](#)

Sowetto Gospel Choir. Image: Farhad Noori

**ADELAIDE FRINGE**

**19 FEBRUARY – 21 MARCH** Principal Partner

**2021 bankSA**

# SECURING A VENUE

**Congratulations you've decided to take part in Adelaide Fringe 2021! Now the fun really starts!**

Before you can complete your registration you will need to find yourself a venue. If you already have a venue lined up you are well on your way to finalising your registration. If the venue you have chosen is already registered in AVR you will be able to select it during the registration process. If they aren't registered let us know so we can get in touch and set them up.

**Still looking for the right venue?** Get in contact, we're here to help!

## FUN FACT

*In 2020 Adelaide Fringe had venues registered in 36 different council areas around South Australia!*

## VENUE FINDER

The [Venue Finder](#) is available through AVR. You can search by venue type, location, capacity and access all the information you need to assist with finding the perfect match. These venues are interested in having Fringe events at their location, and want to hear from you. You can view the venue's contact details and information, and if you like what you see, get in touch and start negotiating.

*Venues also 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 – be proactive and think creatively.*

## 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.

## VENUE ASSISTANCE

Access local knowledge and know-how from the team. We can guide you through finding a space from the quirkiest of locations to fully equipped theatres. Email us at [artists@adelaidefringe.com.au](mailto:artists@adelaidefringe.com.au).

If you're considering setting up and operating your own venue or using a vacant space, contact us to find out what you'll need to know.

## THE ESSENTIALS

Once you have your list of potential venues, consider:

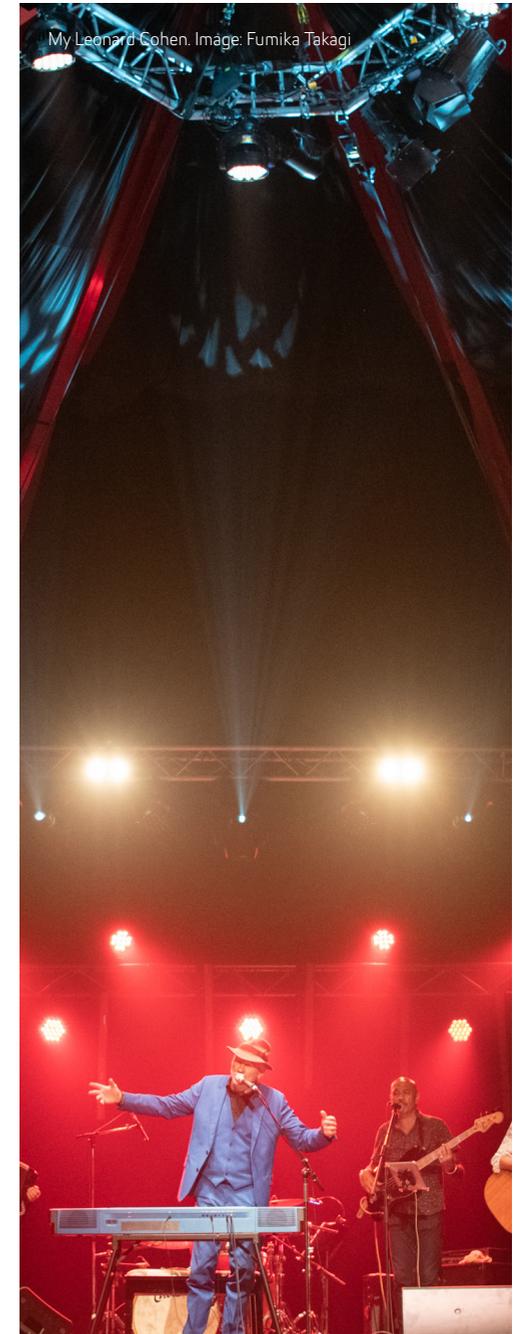
- Capacity – does it meet your needs? If this is your first time to Adelaide Fringe, be realistic in your expectations.
- Location and audience – is it near other Fringe activity or other venues you can collaborate with, close to transport, does the venue have an existing audience that suits your event?
- Visual Artists – can you hold an exhibition opening?
- How is the venue planning to market and publicise Fringe events at the venue?
- 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?
- Consider the venue's accessibility
- Cost – what is your budget to spend on a 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 2020 Adelaide Fringe had 368 registered venues, with 39% located within Adelaide CBD and 61% located outside Adelaide CBD (metropolitan and regional)*



Red Poles Art Gallery. Image: Chloe Elizabeth



My Leonard Cohen. Image: Fumika Takagi



Pre-PC: Songs Before a Time of Political Correctness. Image: Chloe Elizabeth

## SECURING A VENUE (CONT.)

### COMMON VENUE HIRE STRUCTURES

#### Flat Fee

Venues charge a fixed flat rental and the artist keeps 100% of the box office or exhibition sales. This is the most straightforward arrangement. It means the artist takes on all the financial risk.

#### Box Office Split

There is no venue hire fee and the artist and venue split the box office takings. The percentage split will vary depending on the individual agreement. A common share is 70–80% (artist), 30–20% (venue). We suggest that you ensure the split is after FringeTIX fees have been taken out.

#### Flat Fee / Box Office Split

Venues charge a cheaper rental fee plus a share of the box office (e.g. Flat fee plus 10% of box office). We suggest that you ensure the split is after FringeTIX fees have been taken out.

#### Box Office Split with Guarantee

The venue will take a percentage of net ticket sales provided they are over the guaranteed amount. If not, you will need to pay the guaranteed amount as a straight hire fee. Check your agreement carefully.

**No Venue Hire:** The venue is offered at no charge. However, there may be charges for staff, technical equipment etc. This is a popular option with events that bring in other revenue for the venue such as food and beverage sales.

*“We can’t wait to do it all again next year and come back bigger and better than ever!”*

The Hall in Murray Bridge,  
2020 Venue

### SPLIT SETTLEMENT IN AVR

Adelaide Fringe offers the ability to arrange a split settlement with your venue in AVR during registration. Adelaide Fringe will pay the nominated percentage and/ or flat fee individually to each party (Event and Venue) after your season has ended. If you don’t have a split payment arrangement with your venue, your “split” is 100% to the event.

Please be aware Adelaide Fringe can only settle a percentage or flat fee to individual parties. If you have another arrangement with your venue, you will need to settle that directly with your venue outside of Adelaide Fringe. We recommend you discuss split settlement with your venue now and both come to a signed agreement before completing the relevant section in AVR.

### GET IT IN WRITING

Make sure that everything you have negotiated with your venue is in writing. Ensure you understand your financial commitments as well as performance and exhibition commitments – if you are unclear about anything get in touch with us.

Cover the basics:

- Booking details (session dates, time, bump in/out)
- Clear installation and removal dates (Visual Art & Design)
- Hire fees
- Additional fees not included in venue hire
- Technical requirements
- Supply and use of venue equipment
- Storage of props and/ or artwork
- Who is responsible for venue set up, pack down and cleaning each night
- Box office and door sales
- Venue staffing
- Licensing fees (APRA/AMCOS/PPCA)
- Cancellation policy for both the artist and venue
- Payment details and conditions
- Insurance

Consider your options carefully, some factors will be more important to you than others and should steer your decision.

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.

### SAMPLE CONTRACTS

The [Arts Law Centre](#) has sample contracts, or you can download an [example contract](#) from the resources section in AVR.

#### FRINGE TIP!

*If we could recommend only one thing, it would be to ensure that you have a written agreement in place with your venue!*

# REGISTERING YOUR EVENT ON AVR

AVR (Artist & Venue Registration) is your online platform for everything Adelaide Fringe!

It's where you register your event or venue, as well as your place to get access to a whole library of handy resources and opt-in for opportunities!

## TO START YOUR REGISTRATION

Go to [avr.adelaidefringe.com.au](http://avr.adelaidefringe.com.au)

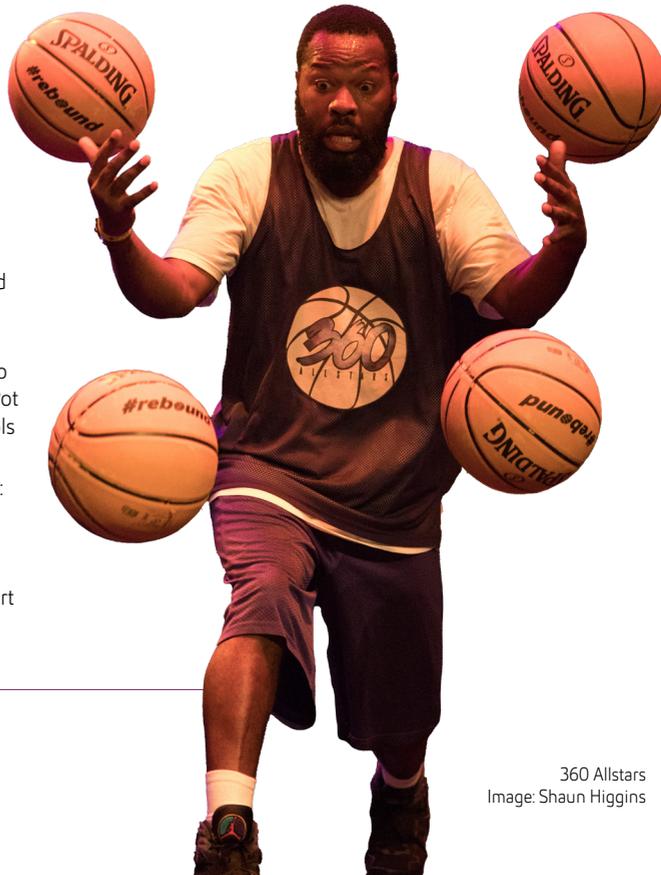
Follow the prompts to create an AVR user account.

- If you were registered for Adelaide Fringe between 2017–2020, you can use your login details to access your user account and reset your password if required.
- You can save updates along the way so you don't have to finish your application all in one sitting.
- We understand you might not have all the information ready at the point of registration. Check AVR Resources for a template of event registration.

## WHAT DOES YOUR FEE COVER?:

Your registration fee doesn't just cover the cost of your listing in the printed Adelaide Fringe Guide. Upon registering you get all of this too:

- Your event listed on [adelaidefringe.com.au](http://adelaidefringe.com.au) (over 3 million visitors in 2020)
- Access to a whole array of opportunities to help sell tickets and create networks, including Fringe Membership, BankSA initiatives, including BankSA Support Acts.
- Access to FringeWORKS, including professional development sessions and events connecting artists, delegates, venues, media and communities.
- Participation in events and programs to promote your work, including Honey Pot (International Arts Marketplace), Schools Program and the Awards program.
- Ongoing support and advice including: information sessions, access to media contacts, expert advice on marketing, resources and templates, connections with councils and guidance and support on every step of the journey.



360 Allstars  
Image: Shaun Higgins



Stand Together. Image: Razan Fakhouri

## REGISTRATION FEES

Event Type	Cost
Performing Arts and Events of 4 sessions or more	\$ 395
Visual Art and Design of 4 sessions or more	\$ 330
All genre categories up to and including 3 sessions	\$ 210

### WHEN TO PAY

Registration fees must be received in full by midnight ACST  
Wednesday 4 November 2020.

### AVR RESOURCES

There is a library of helpful resources to discover on AVR! We implore you to read the resources to help you on your way to a successful Fringe season. Find out more about [AVR Resources](#) on page 8.

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

*"Being a part of the Adelaide Fringe was an incredible opportunity to showcase our work, as well as network with other incredible artists."*

Beautiful, Warra Kattendi  
Fund Recipient

## CANCELLING YOUR REGISTRATION

Date Range	Refund
Up to 18 Nov 2020	100% Refund
19 Nov – 17 Dec 2020	50% Refund
18 Dec 2020 or later	No Refund



[avr.adelaidefringe.com.au](http://avr.adelaidefringe.com.au)



## AVR RESOURCES

We love AVR! And we want you to use it as much as possible. You can see that we refer to the platform a lot in this mag and we want you to use AVR throughout your entire Fringe journey – that’s because it’s the place you will find the answer to almost every question!

You’ll find information about marketing and promoting your event, publicity, opportunities and heaps of other handy topics. There are also key documents like our Media Resource Kit, the Advertising Kit, the Style Guide and more. You can also find all our bulletins jam packed with key tips.

If you can think of it, chances are we’ve answered it in our library of helpful tips and tricks, guides, templates, downloads, resources and how-to’s!

- Can’t remember how to pull a report from ManageMYTIX?
- Need to download logos and social media tiles for your marketing campaign?
- Want a list of the Adelaide and National media to reach out to?
- Need more info on APRA/AMCOS or your Visa responsibilities?
- Want to pick the brains of our expert marketing team?
- Or even want to find some accommodation in Adelaide?

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

*“I found the AVR to be an excellent way to connect with other resources of the Fringe network”*

2020 Artist, Artist Survey

Don’t forget to keep visiting AVR once you have finalised your registration, new opportunities and resources are added weekly so there is always something new to learn or become a part of!



FringeWORKS. Image: Razan Fakhouri

## AVR OPPORTUNITIES

### FRINGE AWARDS

Judged by a panel of arts industry leaders and arts lovers, the Adelaide Fringe Awards celebrates outstanding and ‘must-see’ events presented within the 2021 Program. Weekly awards are announced each Thursday night of Fringe, to over 100,000 Adelaide Fringe eNews subscribers via email and social media. The BankSA Awards are held on the final day of Fringe and are presented to the overall ‘best’ event in each genre with a range of partner awards and prizes offering touring, further production, company development, and mentorship opportunities.

To participate in the awards program, events need to opt-in through AVR Opportunities during registration and meet certain eligibility criteria – head to [AVR](#) to find out more.



Frankenstein  
Image: Missy, Husband



Big Tops & Tiny Tots  
Image: Brianna Dix-Richards

### SCHOOLS PROGRAM

The Adelaide Fringe Schools Program connects artists with youth audiences through the promotion of school-appropriate shows to teachers and schools. Joining the Schools Program will see your event promoted directly to schools and teachers.

You can be part of the Schools Program if your event is appropriate for young people aged 2–18 years (18+ rating is not suitable). We strongly encourage you to schedule sessions during a school day to give your show the optimum chance for school bookings.

Apply through Opportunities in AVR during your registration. Find out more about the Schools Program on [AVR](#) or email [schools@adelaidefringe.com.au](mailto:schools@adelaidefringe.com.au) for more info.

### HONEY POT

Make Honey Pot your business at Adelaide Fringe. Register for the International Arts Marketplace! Honey Pot is a valued connecting platform between artists and their projects, with a broad range of national and international industry delegates who attend the Fringe to see shows and meet artists. Honey Pot places your event in front of industry delegates seeking new work and connections for future programming and opportunities. Honey Pot also runs a tailored industry program that facilitates networking, panels, discussions and upskilling throughout the month of Fringe.

To connect with industry from around the world you will need to register your event with Honey Pot through AVR Opportunities. **Registrations open Wednesday 7 October 2020 and will close on Wednesday 16 December 2020.** Head to [AVR](#) for more details.

*“I loved attending the Honey Pot events. I met so many cool people: industry representatives who were so eager to provide their insight, like-minded artists, and delegates representing festivals I hadn’t even heard of.”*

Millicent Sarre,  
2020 Artist and Award Winner

# TICKETING

*We're here for you!*

Want advice on how you should structure your pricing model?  
Need to know when most Concession Holders attend?  
Want to run a promo code?  
Need help accessing your sales reports or deciphering who is attending from the Media?

The FringeTIX team is here to help. Please reach out! +61 8 8100 2012 [ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au).

## WHAT IS FRINGETIX

FringeTIX is the ticketing service run by Adelaide Fringe and the dedicated team are on hand to support all your ticketing needs. FringeTIX is the one-stop-shop for customers to purchase tickets to all Adelaide Fringe events. The information you enter into AVR will be converted into your event listing in the printed Fringe guide and your online listing on [adelaidefringe.com.au](http://adelaidefringe.com.au).

FringeTIX has exclusive ticketing rights to all Adelaide Fringe events and this is a condition of your registration. This means that you cannot sell any tickets to your Fringe event through any other ticketing agency.



BankSA Fringe Corner. Image: Tony Vingo

## WHERE CAN CUSTOMERS BUY TICKETS?

**Online**  
At [adelaidefringe.com.au](http://adelaidefringe.com.au)

**By Phone**  
1300 621 255  
from 18 Dec 2020

**At The Box Office**  
Rundle Mall  
from 18 Dec 2020

**BankSA Fringe Corner**  
(Cnr East Tce & Rundle Rd)  
from 18 Feb 2021

## LOWDOWN ON FEES & CHARGES

Advertised Ticket Price	\$ 15.00	\$ 20.00	\$ 40.00
Less Customer Booking Fee	-\$ 3.00	-\$ 3.00	-\$ 3.00
Less Artist Inside Charge	-\$ 0.00	-\$ 0.00	-\$ 1.48
<b>Net To Artist</b>	<b>\$ 12.00</b>	<b>\$ 17.00</b>	<b>\$ 35.52</b>

## WHAT DO YOU PAY?

### Artist Inside Charge

Adelaide Fringe has abolished the Artist Inside Charge for all tickets with an advertised price of \$35 or less. The Artist Inside Charge is 4% of the Net Ticket Price for tickets with an advertised price of \$35.01 and over.

### Complimentary Tickets Fees

Complimentary or 'papering' tickets issued or requested by you incur a fee of \$0.30 per ticket. This amount is deducted from settlement. There is no limit to the amount of complimentary tickets you can allocate (unless you have an agreement with your venue).

Tickets issued by Adelaide Fringe as pre-approved by you (including but not limited to Media Review Comp, Honey Pot Comp, Fringe Membership Giveaways and Companion Card) will not incur a \$0.30 fee.

## WHAT DO CUSTOMERS PAY?

### Customer Booking Fee

All tickets sold through FringeTIX are subject to a \$3 customer booking fee (incl. GST), payable by the customer at the point of sale. This customer booking fee is included in the advertised price, and calculated during your registration in AVR. If you opt in for HalfTIX or to sell tickets within the Schools Program, we reduce the booking fee by 50% to \$1.50 for the customer.

### Web Transaction Fee

All online transactions will attract a Web Transaction Fee (incl. GST). This fee is to cover website administration costs. For 2021 the Web Transaction Fee is \$2.70.

### Breaking It Down

When setting up prices in AVR, you must enter the advertised ticket price. Your net ticket price, minus booking fees and any inside charges, is automatically calculated and clearly visible, so make sure you use the net price when budgeting.

# BUDGETS

*It's important to consider every possible outlay to budget effectively, while also exploring all your potential revenue streams.*

Check out the [Budget Template in AVR](#) to get an idea of possible costs you'll need to factor in.

## FRINGE TIP

*Make sure you come out on top. Your expenditure should not exceed your income, unless you're willing to invest in it financially. You shouldn't budget more than 40% of your total season capacity.*

## YOUR TICKET PRICE

Your ticket price should balance between what revenue you need from ticket sales and what audiences will pay to see your work. This is no easy task – look through past Fringe Guides to see what other shows and events are charging, ask around and do your research.

Consider opportunities of offering a variety of price types including Fringe Membership, as a way to reach multiple audiences. View the 2020 Adelaide Fringe Guide at [adelaidefringe.com.au/digital-guide](http://adelaidefringe.com.au/digital-guide)

## OTHER INCOME

Think creatively about what you need, how much time you have, and who you can approach in order to diversify your income as much as possible. A good start is to identify your event's point

of difference, and what you have to offer as an artist or company. Ask yourself why individuals, businesses or organisations should support your project financially. Do some research locally and draw on your existing networks and connections first.

## SETTLEMENT

Be aware that your event can take up to 20 working days to be settled from Adelaide Fringe following your final performance **OR** from the date split settlement is agreed upon in AVR by both artist and venue, whichever is latest.

Make sure you have budgeted enough to sustain you through the festival. Consider generating cash income during Fringe by selling merchandise after your show, running workshops or other creative revenue raising activities.

# FRINGETIX TIPS

## BE BOX OFFICE & E-TICKETING READY

Adelaide Fringe encourages e-ticketing. Some venues and events are now able to scan e-tickets to admit patrons on the venue door. Make sure you have read through our [FAQs Resources](#) in AVR. Chat to your venue to make sure you have a system on how you are admitting customers into your event and how you are selling tickets at the venue box office.

## CONTENT WARNINGS

Show warnings are not just for fun, they ensure the safety and comfort of your valued audiences. Please tell us if any exist. It makes everyone's lives so much easier if we have this information up front and patrons know what they are getting themselves into. Be sure to rate your show realistically to avoid having punters offside with your event. The Live Performance Australia guidelines state that customers can be refunded their ticket if correct warnings are not issued at the time of purchase.

## PRICING

Don't sell yourself short! \$30 Full Price (advertised) and \$25 Concession (advertised) were average ticket prices for 2020 Adelaide Fringe.

Keep your pricing consistent across your season and round up to the nearest dollar. It looks neater in the guide and it's easier for customers to understand.

All marketing materials you produce (posters, flyers, social media, advertisements) need to state the advertised ticket price and should include the words 'includes customer booking fee' or 'Incl. BF'.

As per your Artist Agreement, make sure to include the Adelaide Fringe/FringeTIX logo which contains the correct booking information. Logos will be available to download from October in AVR.

## MAKING EVENT CHANGES

Don't forget to tell us! FringeTIX is the intermediary between you and your audience – if they need to know something, we need to know it first. Cancelling? Running late? Email or call us and we will inform the masses, pronto.

We're here to help – from making changes to your event once tickets are on sale to answering questions about sales reports, holds and general ticketing queries. Contact FringeTIX at +61 8 8100 2012 or [ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au).

## WANT TO OFFER A PROMO CODE DISCOUNT?

Contact the FringeTIX team at [ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au) or +61 8 8100 2012 to speak to one of our lovely staff who can set this up for you. We'll do our best to have the offer up and running for you within 24 hours, but the more organised you are, the earlier we can get it set up and the more effective it will be for you.

## MANAGE MY TIX

ManageMyTIX (MMT) is your one stop shop to manage tickets for your event! Process your own complimentary tickets, check sales via the reporting suite and manage your own HalfTIX. Once your event is on sale, you can find your MMT login details on your AVR My Festival page.

## COMMUNICATING WITH YOUR AUDIENCE

Need to get information to your audience before the show? The best place to do this is via your online event page. This is where your audience will go to find out everything they need to know about your event before they arrive. Want to include even more additional info? We offer a space in your AVR registration to include a PDF attachment! Adelaide Fringe will not be able to send out information for your event on your behalf.

## FUN FACT

*In 2020, over 77% of customers bought tickets online.*

## PAPERING / COMPS

Papering is an industry term used when complimentary tickets are offered to a specific target audience. This audience spread good word of mouth about your show and should be used as a tool to boost bums on seats early in your season.

You should never offer free tickets to people who:

- Are unlikely to turn up
- Would otherwise buy a ticket
- Might not like your show

Adelaide Fringe does not limit the number of complimentary tickets you can issue, however it is worth knowing if there is a Comps limit within your Venue Agreement. Always remember to process your complimentary papering tickets through your ManageMyTIX portal.

## REPORTS AND SETTLEMENTS

As soon as your tickets go on sale you will find your login details to access ManageMyTix reporting suite on the My Festival page of your AVR. This gives you access to your sales reports, door lists and customer opt-in reports.

Settlement of your sales through FringeTIX will be paid within 20 business days after your last session OR from the date split settlement is agreed upon in AVR by both artist and venue, (whichever is latest). You will receive a summary of your total ticket sales, minus applicable charges. Money will be deposited straight into the bank account you entered during the registration process, so make sure we have the correct bank details in AVR.

*Got questions about your settlement? Ask our Finance team!* You can reach them by emailing [finance@adelaidefringe.com.au](mailto:finance@adelaidefringe.com.au).



As the state's oldest bank and Principal Partner, BankSA has been backing South Australia for 172 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 16 years so that everyone can make more of their Fringe experience. With initiatives like BankSA Support Acts, and by offering special BankSA customer prices as 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 – the second largest arts festival in the world.

### Adelaide Fringe Event 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, on-line, in advertisements or within any other media form) directly related to their Fringe season. These materials should also always carry the 2021 Adelaide Fringe logo. For clarification about logo use or sponsorship conditions contact [artists@adelaidefringe.com.au](mailto:artists@adelaidefringe.com.au).

## KEY DATES

22 July 2020	Venue Registrations OPEN
22 July 2020	Artist & Venue Info Session
1 September 2020	Event Registrations OPEN
22 September 2020	Meet the Venues Event
4 November 2020	Print Registrations CLOSE
9 November 2020	StandOUT Marketing & PR Event
19 February 2021	Adelaide Fringe Opening Night!

*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](#).*

### COVID ON YOUR MIND?

Whilst we're planning ahead for 2021, Adelaide Fringe will be abiding by all government and health regulations that are in place at the time. Please continue an open dialogue with your venue about their and your responsibilities for artist and audience safety. We have created a resource in [AVR](#) that we'll keep updated with clear links like [sahealth.sa.gov.au](http://sahealth.sa.gov.au) on what's happening in South Australia in the midst of COVID.

As always, give us a call if you are unsure of anything.

*Keep an eye out in September for Issue 3 which will look closely at key audience profile breakdowns and statistics, building your audience, as well as marketing tips, tricks and templates.*

