

ADELAIDE FRINGE

Twenty-one February to twenty-three March twenty twenty-five

COUNCIL MAGAZINE

FRINGE ACROSS THE STATE

How you can participate in Adelaide Fringe as a council and provide support to artists and venues, while enriching your wider community.

Each year Adelaide Fringe lights up South Australia for thirty-one magical days and nights across February and March.

IN TWENTY TWENTY-FOUR, FRINGE HAD A WHOPPING...

One thousand, four hundred and eighty-four
REGISTERED SHOWS

Eight thousand, one hundred and thirteen
ARTISTS

Five hundred and forty-six
VENUES

TWENTY TWENTY-FOUR ADELAIDE FRINGE ECONOMIC IMPACT

One hundred and twenty-one million
NEW MONEY TO S A

Thirteen hundred thousand, five hundred and fifty-three
DIRECT AND INDIRECT JOBS CREATED

One point three million to one point four million
VISITORS TO THE CITY EACH WEEK

Four thousand, five hundred and twenty-nine dollars
AVERAGE SPEND PER VISITOR

PARTICIPATION NUMBERS OUTSIDE OF THE C B D

FIFTY-NINE

Council areas with registered Fringe shows outside the C B D

THIRTY-SEVEN PERCENT

Fringe shows held outside of the C B D (Twenty-nine percent suburban and eight percent regional)

THREE HUNDRED AND SEVENTY-EIGHT

Venues outside of the C B D (Two hundred and forty-one suburban and one hundred and thirty-seven regional)

Your level of participation is up to you, and any little bit helps!

HOW MUCH DOES IT COST TO REGISTER A VENUE OR A SHOW?

FREE VENUE REGISTRATION

TWO HUNDRED AND TEN DOLLARS TO THREE HUNDRED AND NINETY-FIVE DOLLARS SHOW
REGISTRATION

While we encourage you to register your council-run venues and program community shows during the festival, this isn't the only way to be involved in Fringe!

HOW TO SUPPORT FRINGE IN YOUR AREA

Councils provide key support to their communities year-round, Fringe just adds an extra dimension for you to explore!

COMMUNITY

Adelaide Fringe is a creative melting pot of artists and other industry professionals. Council encouraging participation in festival can:

- Develop your area's unique character and showcase its local attractions
- Create a legacy that will continue to benefit the community long after the festival ends
- Turn your area into a creative hub, contributing to overall growth and development
- Build a sense of community - supporting your local artists, shows and venues will promote a strong network to draw on year-round.

VENUES

Put the word out to local venues that you're interested in helping activate for the Fringe season. How councils can help local Venues:

- Provide grants to Fringeify local venues - think decals, decorations, and promotional collateral
- Give venues a shout-out via your media and marketing channels
- Put the word out to local venues that you're interested in helping them activate for Fringe season
- Set up an Adelaide Fringe info session for your local council and venues
- Register your council-run venues as Fringe venues!

ARTISTS

Some of the biggest barriers artists face are access to resources, connection to communities, and the cost of putting on a show. How councils can help Artists:

- Waive street performer / busking license fee
- Provide a subsidy for Adelaide Fringe show registration
- Offer free promotion of shows through your channels (e.g. EDM's, Facebook, website, digital and print displays)
- Provide free or discounted venue hire on your council-run venue(s)
- Are you tricky to get to? Consider offering travel and accommodation packages.

WAYS YOU CAN ACTIVATE YOUR COMMUNITY

1. Create a Fringe hub (see page four)
2. Let your residents know that you're helping bring Fringe to them through your communication channels!
3. Create a council-specific program/ Fringe magazine for your area.
4. Do a call out to local venues and artists and let them know you'd love to hear from them.

PROMOTE ADDITIONAL OPPORTUNITIES

Are there other grants and opportunities you could offer or promote? For example:

- City of Burnside provided the opportunity to be involved in a Council pop-up event, What's on in Burnside Fringe twenty twenty-four, that provided a space and time slot for artists to showcase their show.
- City of Charles Sturt offered grants of up to five thousand dollars for selected eligible Performing arts, Visual arts, public art, moving image, Literary arts and Interdisciplinary arts projects.
- Councils promoted the Live and Local grants provided by the S A Government of up to four thousand dollars for eligible creative new music projects and shows, at no cost to local councils.

CREATING A FRINGE HUB IN YOUR AREA

Distributing funding and in-kind support will help the most amount of participants, but here are some easy steps to stimulate your creative economy, bring that little extra sparkle to your residents, and ensure a successful Fringe in your area!

1. GET THE LOCAL COMMUNITY INVOLVED

Talk to your local cafes, bars, hotels, galleries, sporting clubs, and community groups about coming together at Fringe-time. You can also hold information sessions for Fringe, and our team will present on how local businesses and creatives can work together.

2. CREATE A COUNCIL X FRINGE BRAND!

This could include giving your area its own Fringe name (i.e. Murray Bridge Fringe, River Fringe, Fringe in the Vale) for shows/venues to use.

3. CONSIDER LOCAL MAPS/PROGRAMS

Consider creating a printed / digital program or map to distribute to your community. Our Artists & Venues team can provide you with a list of the show details (names, dates, times, venues and ticket prices) in your area. Book a one-on-one meeting with the Artist and Venue team [here](#).

4. ENGAGE LOCAL ARTISTS

Contact the artists registered in your area and tell them you are excited about their participation in Fringe, and ask how Council can help. Don't know how to connect with artists in your area? Make a start by checking out our previous [Printed Adelaide Fringe Guides](#).

5. GET THE MESSAGE OUT!

Use your marketing & communication channels to share the Fringe activities in your area. Use social media, list the shows on your website and events calendar, put up posters, tell your local newspaper or radio station about the shows - you can even get the Mayor to talk about Fringe being in town!

6. NEVER FEAR – FRINGE IS HERE

Lean on the Fringe team! We're available year-round to help, provide advice, and talk out anything you could possibly need to take part in Adelaide Fringe.

TWENTY TWENTY-FIVE KEY DATES

Twenty-four July twenty twenty-four
Venue Registrations OPEN

July to October twenty twenty-four
One on one Support Sessions (online) R S V P [HERE](#)

One August twenty twenty-four
Fringe Fund Grant Applications OPEN

Twenty August twenty twenty-four
Show Registrations OPEN

Ten September twenty twenty-four
Fringe Fund Grant Applications CLOSE

Thirty October twenty twenty-four
Registration Deadline for the Printed Program

Five December twenty twenty-four
Bank S A Pre-Sale

Six December twenty twenty-four
Program Launch

Twenty-one February to twenty-three March twenty twenty-five
Twenty twenty-five Adelaide Fringe

HOW FRINGE CAN HELP

Adelaide Fringe is committed to supporting your council every step of the way and ensuring your success. Here's a taste of what we can do for you:

ARTISTS AND VENUES

- Ongoing support all year round
- AVR support (registration processes and resource navigation)
- [Meet the Venues event](#)
- Professional Development opportunities
- FREE Adelaide Fringe Info Sessions (Bookings required)

TICKETING

- Ongoing support with all things ticketing-related
- Reporting and data collection
- Ticketing resources, and FringeTIX One-O-One

MARKETING

- Phone consultations (bookings required) R S V P [here](#)
- Free Marketing resources, including a Fringe branding pack
- Assistance with Fringe-ifying your buildings / area
- Advertising and digital marketing packages available

CONTACT US

Monday to Friday, Nine A M to Five P M (Seven days during festival season)

Artists and Venues: zero eight eight one zero zero two zero two two
Venues@adelaidefringe.com.au

Ticketing: zero eight eight one zero zero two zero one two
Ticketing@adelaidefringe.com.au

Advertising: zero eight eight one zero zero two zero four five
Ads@adelaidefringe.com.au

Marketing: Marketing@adelaidefringe.com.au

CASE STUDY ONE COUNCIL AREA: CITY OF PORT ADELAIDE ENFIELD

TWENTY-EIGHT FRINGE VENUES

SIXTY-THREE FRINGE SHOWS

SIXTY-THREE SUBSIDIES PROVIDED

The City of Port Adelaide Enfield is an enthusiastic supporter of Adelaide Fringe in their area. To stimulate the twenty twenty-three festival season they provided assistance to artists and venues, and created a bright hub for their residents and visitors to the area to enjoy.

VENUE INFO SESSION:

The City of P A E organised a free Adelaide Fringe information session for local venues via E O I. The session was held at a local venue, Pirate Life Brewing, at the opening of show registrations (September). Three Adelaide Fringe staff attended, presented, and networked with existing and prospective venues to answer questions and provide advice.

SUBSIDY:

Council provided a fifty percent registration fee subsidy to Adelaide Fringe shows held within their area. Artists or venues receiving the registration subsidy were also required to display the City of P A E logo on any relevant printed material.

IN-KIND SUPPORT:

The council created a dedicated City of Port Adelaide Enfield Fringe website featuring all registered shows within the Council area. Shows were also promoted through P A E socials, advertising, and printed materials at local venues, Council's Civic Centre, Visitor Information Centre, libraries and community centres.

CASE STUDY TWO COUNCIL AREA: CITY OF MARION

Twenty twenty-three was the sixth consecutive year that the Marion Cultural Centre from the City of Marion registered as an Adelaide Fringe venue. This council-run venue hosted a program of shows that spans across various genres, encompassing music acts, theatre, comedy, and dance.

SIX FRINGE VENUES

TWENTY-ONE FRINGE SHOWS

SUBSIDY:

The council sent out an E O I to artists and show organiser seeking to perform within the Marion Cultural Centre. They offered to waive venue hire costs, with a fifty-fifty split ticket settlement (show registration was at the artists cost). The City of Marion selected the shows, creating a program that would appeal their residents and visitors to the area.

IN-KIND SUPPORT:

The council provided free promotion through council communication channels, including website and social media, and two totems with Q R link to local Fringe shows (provided by Adelaide Fringe) were displayed within council area. The council's subsidy and in-kind support resulted in twelfth of the twenty-one Fringe shows in the City of Marion being held at the Marion Cultural Centre.