

**ADELAIDE FRINGE**  
14 FEBRUARY - 15 MARCH 2020

# ARTIST

# MAGAZINE

Everything you need to  
know to get started!



A Good Catch Photo: Deborah Tucker

Principal Partner Government Partners



## INTRODUCING OUR PRINCIPAL PARTNER BANKSA



BankSA have been the Principal Partner of Adelaide Fringe since 2006 and in 2020 we will be celebrating 15 years of partnership.

BankSA gets behind Adelaide Fringe so that everyone can make more of their Fringe experience. With initiatives like BankSA Support Act (see page 9), and by offering special BankSA customer prices (see page 17 for more info). BankSA endeavours to maximise South Australians' participation and access to Fringe, and provide support to artists.

Adelaide Fringe is for everyone and BankSA is immensely proud to support this iconic event for all artists and audiences.

### ADELAIDE FRINGE EVENT PARTNERSHIP CONDITION

BankSA is the Principal Partner of Adelaide Fringe. This means registered artists 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 2020 Adelaide Fringe logo.

For clarification about the use of logos or sponsorship conditions contact [artists@adelaidefringe.com.au](mailto:artists@adelaidefringe.com.au)

### Disclaimer & Privacy Policy

Information in this publication was correct at the date of publication in July 2019. The Artist Resources in AVR are updated as new information comes to hand. To make sure you have the latest information check AVR regularly and/or contact the Artist & Venue team. This document was created by Adelaide Fringe and may not be reproduced without prior permission.

## DATES FOR YOUR DIARY

### 2019

- 1 AUG Event registrations open  
Fringe Guide advertising bookings open  
Honey Pot registrations open
- 5 AUG Deadline for the first round of on-sale dates
- 7 AUG First round of on-sale
- 21 AUG Second round of on-sale
- 3 SEP Meet The Venues Networking Session
- 4 SEP Third round of on-sale
- 18 SEP Fourth round of on-sale
- 25 SEP Event registrations close
- 2 OCT Fifth round of on-sale
- 12 OCT Fringe Guide advertising bookings close
- 16 OCT Sixth round of on-sale
- 18 OCT Schools Program opt-in closes
- 30 OCT Seventh round of on-sale
- 5 NOV StandOUT – Marketing and Publicity Info Session
- 13 NOV Final round of on-sale
- 26 NOV BankSA Customer exclusive pre-sale  
Rundle Mall box office opens
- 28 NOV Adelaide Fringe full program on sale
- 13 DEC Honey Pot artist registrations close

### 2020

- 5 JAN Printed Fringe Guide released in The Advertiser
- 5-6 JAN Flash Sale
- 10 FEB FringeWORKS opens (daytime only)
- 13 FEB BankSA Fringe Corner box office opens
- 14 FEB Adelaide Fringe Opening Night  
Fringe Club opens
- 15 MAR Fringe Awards and Closing Party



ARTIST & VENUE  
REGISTRATION

Visit [avr.adelaidefringe.com.au](http://avr.adelaidefringe.com.au) to begin your registration!

# WELCOME

*I'm delighted to welcome you once again to this year's Artist Magazine!*

Our priority is to make Adelaide Fringe better for artists in each edition of the festival and I hope this magazine is a good place for us to start in the assistance we offer. Whether you're a Fringe first-timer or a seasoned Fringe performer, this magazine will help you navigate the ins and outs of registration including finding a venue, getting your event registered, marketing and publicising your event and much more.

The Artist Magazine also outlines some of the opportunities offered by Adelaide Fringe to help your event to be as successful as possible, as well as how to make the most of your time in Adelaide at the incredible time of year that is Adelaide Fringe.

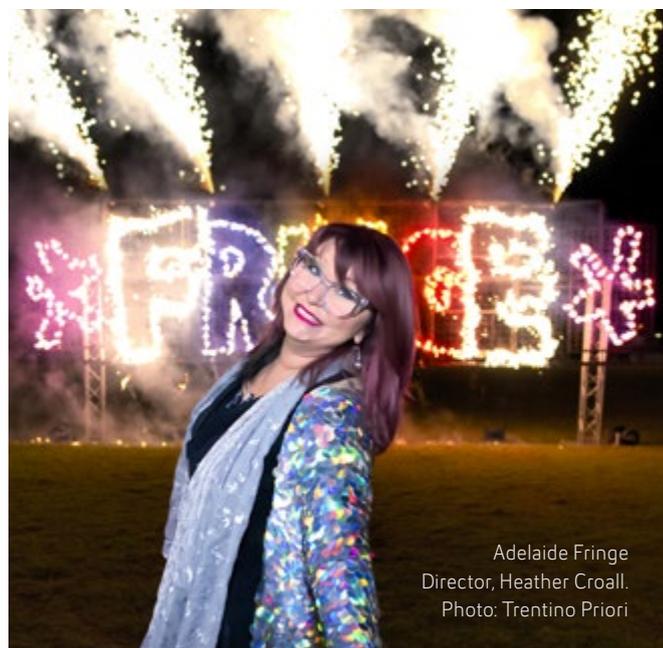
This year we will continue to keep inside fees at zero on tickets under \$35 and the inside fees on tickets over \$35 is set at 4%. Adelaide Fringe aims to put more money into your pockets at the end of your season! There's a lot more detail on how ticketing and fees work in this information filled brochure.

Be sure to make the most of the services our Fringe team offer you whether it is help with your marketing, how to make the most of the Honey Pot Marketplace or how to select the best ticketing brackets for your show.

This year, we are focused on bringing an interstate and international audience to Adelaide for our beloved Fringe and on increasing audiences for all artists at all venues.

Our whole team is here to support you throughout your Fringe journey, we're always just a phone call or email away. We are here to make your dreams become a reality so please call us anytime! I can't wait to see your inspiring, daring, touching and wondrous work at the 2020 Adelaide Fringe.

**Heather Croall,**  
Fringe Director & CEO



Adelaide Fringe  
Director, Heather Croall.  
Photo: Trentino Priori

## CONTENTS

Adelaide Fringe	4
FringeWORKS	6
Fringe Club	7
Honey Pot	8
Opportunities	9
Registering Your Event	10
Your Event Info	11
Securing A Venue	12
Access	14
Ticketing	15
FringeTIX Tips	16
Do A Budget	18
Bring In The Bucks	19
The Adelaide Fringe Campaign	20
Your Marketing	22
Media	24
Keep Your Business In Order	25

## "MARNI NA BUDNI KAURNA YERTA" – GREETINGS TO KAURNA COUNTRY

Adelaide Fringe acknowledges and respects the tribal family clan groups who are the Kurna Nation. The Kurna people are the ancestral custodians whose sacred lands we gather on in Adelaide – Tarndanyangga. We honour the integrity of our first nations and respect their spirit, their cultures and their place.

– Karl 'Winda' Telfer, Senior Custodian of Ceremony

## CONTACT US

[artists@adelaidefringe.com.au](mailto:artists@adelaidefringe.com.au) +61 8 8100 2022

## KEEP UP TO DATE WITH FRINGEWORKS

[facebook.com/adlfringeworks](https://facebook.com/adlfringeworks) We will post important deadlines and other information on this dedicated info page

Garden of Unearthly Delights.  
Photo: Nathaniel Mason

# ADELAIDE FRINGE

The largest and most loved open access arts festival in the Southern Hemisphere, and second largest Fringe in the world.

Spanning over 31 balmy nights during February to March, Adelaide Fringe is an unforgettable experience. The festival transforms Adelaide into an arts wonderland with thousands of local, national and international artists lighting up the city and surrounds.

## OPEN ACCESS

Adelaide Fringe is an open-access festival. This means that we don't program or "choose" artists or venues, you choose us! Adelaide Fringe presents a fantastic opportunity for artists to get involved in one of the largest arts festivals in the world. Whether your event is big and extravagant or quiet and intimate, Adelaide Fringe offers the platform for you to have your work seen.

## NOT FOR PROFIT

Adelaide Fringe is a not-for-profit organisation with a voluntary board. This means we do not operate for profit, personal gain or other benefit of particular people, but seek to work for the good of the greater cause – the Artist. Adelaide Fringe is dedicated to putting more money back into every artist's pocket and will continue to lobby government and work with our partners to promote, invest in and support the Arts.

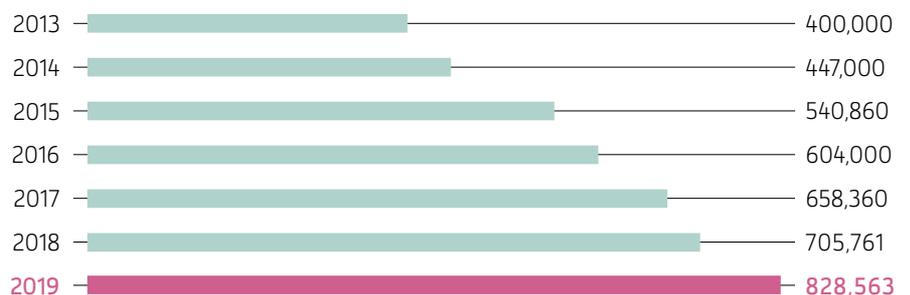
## FUN IN THE SUN

Adelaide boasts some of the best beaches, wineries and food in the world, and the best thing is that most of these are minutes away from the CBD, so it's easy to make the most of your down time.

The Scotsman described Adelaide Fringe as "...a trip to the Edinburgh festival where brollies and waterproofs can be discarded in favour of sunscreen and short sleeves".



## FRINGE TICKET SALES BY YEAR





## WHY FRINGE?

### TOP REASONS WHY ARTISTS PARTICIPATE IN ADELAIDE FRINGE

#### 2019 Artist Survey Results

To perform work to new audiences

To extend and develop your networks

To attract opportunities for future touring and presentation of your work(s)

#### Artist & Venue Team [pg 6](#)

Huge support network throughout registrations and the festival from the FringeWORKS team.

#### Diverse Festival Audience [pg 17](#)

Access to a large audience base.

#### Artist Fund Grants [pg 19](#)

Australian Artists only\*.

#### Professional Development [pg 6](#)

Huge daytime program of workshops, panels and info sessions.

#### Honey Pot [pg 8](#)

Adelaide Fringe's marketplace.

#### Fringe Club [pg 7](#)

Access to the Fringe Club to dance the nights away and unwind throughout Fringe.

## 2019 SNAPSHOT

**\$19.5 MILLION**  
**BOX OFFICE RETURNED TO ARTISTS**  
 (minus ticketing fees)

1318 events

7012 artists

34,921 total overseas/  
 interstate visitors

529 venue spaces

828,523 tickets sold

3.2M attendance

### PLAN AHEAD

If you want to register an event at Adelaide Fringe, the sooner you start planning the better. Think about why you want to present work and what you want to achieve.

Whatever your reason, Adelaide Fringe has a range of services and opportunities to help you achieve your goals and get the most out of your Adelaide Fringe experience.

*"The city's commitment to the arts and willingness to give anything a go is unparalleled. It has an ability to create magic and every year I find myself completely floored and inspired by my experience there".*

**Malia Walsh,**  
 2018 Fringe Artist

### MORE MONEY IN YOUR POCKET FOR ADELAIDE FRINGE 2020

Thanks to \$1.4 million in funding from the State Government, we have abolished the Artist Inside Charge for tickets advertised under \$35.00 and for tickets advertised \$35.01 and over, the Artist Inside Charge is just 4% of your Net Ticket Price.

Government Partners



Government of South Australia



# FRINGEWORKS

## Supporting Artists and Venues

10 February – 15 March

Open every day of Adelaide Fringe.

The FringeWORKS Hub is your all in one office, meeting space, rehearsal area and home away from home. There's plenty of room for everything from rehearsal to an afternoon nap.

This also is where you will find the Artist & Venue team ready to help with information and support.

Use the free computers and WiFi, plug in your laptop and access printing and photocopying services – not to mention handy stationery items like a guillotine and staplers to streamline all your poster and flyer efforts.

To help you get the most out of Fringe, we put together a smashing timetable of events including panels, info sessions, forums and workshops throughout the duration of Fringe:

- Face to face support from your Artist & Venue and Honey Pot teams
- Daily professional development events
- Marketing and Publicity sessions
- Computer, internet and printing facilities
- Collection point for your 2020 Fringe credentials and on-the-ground FringeWORKS Guide
- Free weekly feasts

### THE FRINGEWORKS PODCAST

Learn about how to get the most out of your Fringe experience with the Adelaide Fringe FringeWORKS Podcast. You can listen to panels and interviews with successful Fringe artists, producers and venue operators, as well as hear from our amazing FringeWORKS teams. Make sure you subscribe on iTunes or Spotify! Just search 'Adelaide Fringe FringeWORKS Podcast' or check the AVR Resources.

## NEED A HAND?

The Artist & Venue team are with you every step of the way on your Fringe journey. From registrations, right through to on-the-ground support at FringeWORKS during Fringe. Get in touch, we're here to help.

[artists@adelaidefringe.com.au](mailto:artists@adelaidefringe.com.au)  
+61 8 8100 2022

*"I've always felt incredibly supported by the festival and particularly by the FringeWORKS team. They're always available for advice, help and hugs. Doing festivals as an independently produced artist can be hard, but feeling like the team have your back is great".*

Josh Glanc,  
2018 Adelaide Fringe Artist

## KEEP AN EYE OUT FOR THE FRINGEWORKS GUIDE

Whether you're a local, interstate or international artist, look out for our FringeWORKS guide. This includes information on Fringe, our full program of over 100 FringeWORKS professional development events, artist discounts around town and general must know information about Adelaide.

## KEEP UP TO DATE

### ARTIST & VENUE BULLETINS

Sent regularly during the registration process, the lead up to the festival and during Fringe, they contain useful information, deadlines and opportunities. If you've missed out on any catch up via AVR Resources.

### SOCIAL MEDIA

The FringeWORKS Facebook is a great way to get reminders about important Adelaide Fringe updates and deadlines, as well as other great opportunities from our pals at other festivals and arts organisations. Head to [facebook.com/adlfringeworks](https://facebook.com/adlfringeworks) and hit the like button and turn notifications on!

After registrations close, we also create a private group for 2020 Registered Artists and Venues. This is a great space to connect with fellow Fringe participants and ask questions before arriving to Adelaide. We'll send out the link to join this group in a bulletin, so keep an eye on your inbox.

### FRINGEWORKS INFO SESSIONS AND ROADSHOWS

Throughout the registration period, we'll be holding a number of information sessions in Adelaide and around Australia as part of our roadshows.

They are the perfect opportunity to meet the FringeWORKS team, learn about Adelaide Fringe specific opportunities, how to market your show, network with other artists and get all the tips on how to make the most of your Adelaide Fringe experience.

Stay tuned to our bulletins and Facebook for dates and venues in a city near you.

Some sessions will be recorded for the FringeWORKS podcasts so make sure you subscribe via iTunes or Spotify.



FringeWORKS Artist Hotdesks. Photo: Jack Fenby

# FRINGE CLUB

Your place to party!  
14 February – 15 March

Fringe Club is the beating heart of Adelaide Fringe. Whether you're looking to dance to late night DJs or have a bite to eat, we've got you covered.

You can grab a cheap beer and a meal, thanks to artist discounts on food and drinks. Let your hair down and relax, dance off that post-show energy, and cheer on your peers as they perform nightly. Fringe Club is also where you meet fellow artists, industry guests and Fringe partners from Australia and around the world.

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*"It felt like there was a relaxed yet professional space to be able to have meetings and conversations with industry people... A great job all around to the people who made it happen!"*

Sidney Millar,  
2019 Adelaide Fringe Artist

## FRINGEWORKS DAYTIME PROGRAM

Located at the Fringe Club.  
10 February – 15 March

Want to learn a new skill? Or brush up on your established skills? Ready to discover more about your craft and how to master it from industry experts? Keen to meet fellow artists or just have some fun? We've got you covered! There's a FringeWORKS event for every artist and venue.

The FringeWORKS team present a spectacular series of daytime professional development events at the Fringe Club. Including a wide range of panels, forums, workshops, networking opportunities and info sessions covering a broad range of topics across genres, as well as relaxation activities, fun adventures, connection opportunities and more.

Make your Fringe days productive, meet friends, grab a bite and enjoy a coffee at the Fringe Club, and make sure you collect the FringeWORKS guide from the Artist & Venue team as soon as you hit the ground in Adelaide or download it from AVR Resources.

# HONEY POT

Adelaide Fringe's International Arts Marketplace

Looking for onward opportunities and future bookings?  
Don't miss the chance to converse, connect and collaborate.

## WHAT IS HONEY POT?

Regarded as a valued connecting platform between artists and their projects, with a broad range of national and international industry delegates attending, Honey Pot is Australia's leading Arts Marketplace. Artists in all stages of development and professional engagement opt into the program – are able to present a rich and diverse selection of work.

The Honey Pot program runs alongside the full Fringe dates.

### WHO ARE THE INDUSTRY DELEGATES?

Delegates are venue programmers, festival directors and programmers, producers, event planners, TV producers, media and tourism professionals. In 2019 we attracted record attendance;

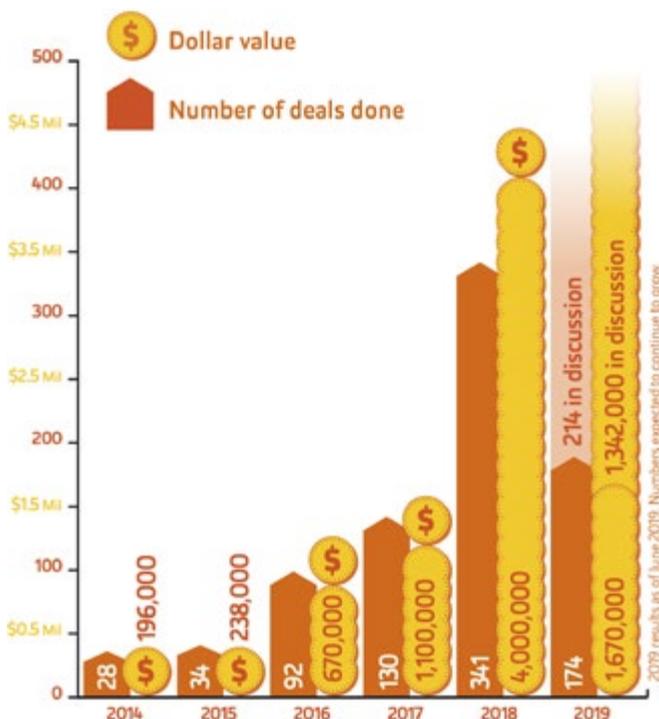
- 256 Total Industry Delegates
- 83 international delegates representing 26 countries

### WHO ARE THE ARTISTS?

Independent to established artists, producers, companies, and artist management make up the Honey Pot Marketplace.

A tiered system of access makes our program inclusive for first timers, through to established producers ready to connect to the world stage.

### 2019 OUTCOMES (AS OF JUNE 2019)



"Honey Pot is quite simply the best Arts Marketing event of its kind in the world."

Darren Lee Cole  
Artistic Director, SoHo Playhouse, USA

## CHOOSE YOUR TIER

When registering, you can sign up to any of the three tier levels of engagement. Each tier has industry program activities that speak to specific development opportunities.

### NEWCOMER

Show is new and in early stage of presentation, trialling a new idea / concept. Looking for professional development and skill sharing opportunities.

### NEXT LEVEL

A tested show / idea / concept.  
Keen to explore producing / presenting partners.

### READY TO GO

An established show – ready to discuss for future programming and bookings. Tour specs and costings considered in preparation for conversation.

## WHAT TO EXPECT?

Taking part in the Honey Pot program provides opportunities for future programming, new commissions, collaborations, professional development and networking. Outcomes often exceed expectations when new works, artists and ideas are explored in a spirit of openness and discovery. Honey Pot has seen the legacy of future presentations grow from \$700,000 to over \$3 million annually in the last four years.

To join Honey Pot 2020 register via **AVR** or visit [adelaidefringe.com.au/honey-pot](http://adelaidefringe.com.au/honey-pot)

"Whether or not artists realise it, Adelaide Fringe is the biggest arts market in Australia. The Honey Pot Program is what facilitates the 'marketplace' side of the festival and makes it successful."

Hannah Cryle  
Producer, Gluttony, SA

"Being a part of the Honey Pot program has allowed me to grow many valuable connections, juicy conversations, and future opportunities."

Leah Shelton, 'Bitch on Heat'  
2019 Adelaide Fringe Artist

# OPPORTUNITIES

Register for these programs via 'Opportunities' in AVR

## \* FRINGE \* MEMBERSHIP

With over 25,000 subscribers within your reach, Fringe Membership is a great way to get more bums on seats! Fringe Membership engages people of all ages throughout the year, offering exclusive access to discounted pricing to participating shows during Adelaide Fringe.

Head to AVR for more information on how Fringe Membership can work for you.

## FRINGE ON TOUR

Adelaide Fringe isn't just about Adelaide, we take Fringe far and wide. Check out Opportunities in AVR and express your interest in performing a spot at our caravan stage as it travels around SA, or maybe consider adding a show in a regional centre to extend your season and develop a new audience.

Remember, if you add a new venue to your show registration you don't pay twice, so it's a win-win for everyone, and some suburban or regional councils may offer subsidies for your registration by taking your show to their area.

## BANKSA SUPPORT ACTS



BankSA Support Act is a BankSA funded initiative that supports selected independent and emerging artists to raise their profile at Adelaide Fringe, sell tickets and encourage audiences to discover something new.

Adelaide Fringe's Principal Partner BankSA subsidises a selection of shows to the public for \$10 and pays the artist the difference between this and the normal ticket price – a great way to generate new audiences. This is all backed up by a dedicated BankSA Support Act marketing campaign.

Head to Opportunities in AVR to apply.



The Schools Program aims to build the next generation of arts enthusiasts and practitioners by engaging young people with events, performances, exhibitions and workshops.

You can be part of the Schools Program if your event is appropriate for ages 2-18 (18+ rating is not suitable).

**To participate, you need to agree to:**

- Nominate a Schools ticket price (this is only available to schools, youth organisations and childcare/preschool centres) that is at least \$1.50 less than your cheapest ticket price
- Provide free teacher tickets as per the DECD ratios (usually around 1 teacher ticket per 10 students)

**And Fringe will:**

- Halve the booking fee to \$1.50 for all Schools price tickets
- List your event in the online and printed Schools Program Guide, and promote the Schools Program to schools and community youth groups
- Provide you with marketing tools and ideas to reach your audience including access to a database of South Australian and Victorian schools
- Offer you the opportunity to post on the Adelaide Fringe Schools Program Facebook group to promote your event to teachers

Apply for the Schools Program through Opportunities in AVR, or for more info email [schools@adelaidefringe.com.au](mailto:schools@adelaidefringe.com.au).

But wait, there's more!  
More opportunities will be announced soon, so make sure to check the OPPORTUNITIES tab in AVR when registering your event and keep an eye on your bulletins!

## GUIDE LAUNCH FLASH SALE

Producing a show at Adelaide Fringe can be a daunting task, especially when so much hangs on ticket sales in a market that buys as late as Adelaide audiences do. The Guide Launch Flash Sale is an initiative implemented by Adelaide Fringe in collaboration with our media partners in order to help you sell more tickets to your show earlier in your season, rather than pinning your hopes on last-minute sales and walk-ups.

The sale will coincide with the official Adelaide Fringe Guide's inclusion in The Advertiser on Jan 5th, prompting audiences to purchase their copy of the newspaper on that day and use the promo code provided to receive \$10 off their Fringe tickets. Thanks to Adelaide Fringe and our dedicated partners, the discounted amount applied to these tickets will be subsidized by Adelaide Fringe and added to your settlement after your season has concluded. Full details and artwork for the promotion will also be given to artists to share across their communication channels and social media.

For more details, visit 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 2020 Program. Weekly awards are announced each Thursday night during Fringe at the Fringe Club and 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 will need to opt in and meet certain eligibility criteria – head to AVR to find out more.

# REGISTERING YOUR EVENT

## FUN FACT

Adelaide Fringe event registration fees haven't changed a single cent for **11** years!

# AVR

## ARTIST & VENUE REGISTRATION

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

### TO START YOUR EVENT 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 2017–2019, you can use your login details to access your user account and reset your password if required. Note that previous event information is not saved.*

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.

### AVR RESOURCES

There is a whole library of helpful resources to discover on AVR. You'll find information about marketing your event, promotion, 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 handy bulletins for your reference.

## REGISTRATION FEES

**\$395**

Performing Arts and Events of 4 sessions or more

**\$330**

Visual Art & Design of 4 sessions or more

**\$210**

All event categories up to and including 3 sessions

## 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 in more than 320,000 printed Fringe Guides
- Your event listed on [adelaidefringe.com.au](http://adelaidefringe.com.au) (over 2.8 million visitors in 2019)
- Access to a whole array of opportunities to help sell tickets and create networks
- Participation in events and programs to promote your work
- Ongoing support and advice including information sessions and access to media lists and other resources
- Access to Fringe Club
- Access to FringeWORKS, including daily professional development events

### WHEN TO PAY:

Registration fees must be received in full by **midnight Wednesday, 25 Sept 2019**.

### CANCELLATIONS:

CANCELLATION DATE	REFUND
Up to 10 Oct 2019	100%
10 Oct - 08 Nov 2019	50%
09 Nov 2019 or later	Nil

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

# YOUR EVENT INFO

## GENRES

You can select from the following genres. This is where your event will be displayed both in the printed guide and on the website.

Genre	% 2019 Program	% Total Sales per Genre
CABARET	10	10.5
CHILDREN'S	6	5.5
CIRCUS & PHYSICAL THEATRE	4	20.8
COMEDY	26	20.9
DANCE	3	1.1
EVENTS	6	0.9
FILM & DIGITAL	0.2	0.05
INTERACTIVE	3	1.1
MAGIC	2	5.5
MUSIC	21	24.3
THEATRE	11	8.75
VISUAL ART & DESIGN	6	0.1
WORKSHOPS & TALKS	2	0.5

## THINGS TO REMEMBER:

- Keep your title snappy
- Use concise language. Make your copy sharp, short and smart
- Use Australian English
- Try not to repeat your title in your copy – if you do, make sure you use single quote marks. E.g. 'Spectacular Charlie' is a...
- When using direct quotes, use double quote marks and source the publication. E.g. "Charlie's humour is second to none" – The Advertiser.
- When quoting multiple sources, separate each with a full stop. E.g. "Fringe Festival pick" – The Advertiser. "Will leave you wanting more" – Fest Mag.
- When using exclamation marks, one is the limit. E.g. "The hit of the Fringe!" NOT "The hit of the Fringe!!!"
- Only use an ampersand (&) when referring to a partnership or collective. E.g. 'Boris & Sergey's Vaudevillian Adventure'. The ampersand should not be used for linking two separate units or to simply replace the word 'and'.
- Website addresses should always be in lowercase and omit the 'www'. E.g. [adelaidefringe.com.au](http://adelaidefringe.com.au) NOT [www.adelaidefringe.com](http://www.adelaidefringe.com)

## FRINGE TIP

Make sure you've read the 2020 Artist Agreement thoroughly before finalising your registration! This will ensure that you are aware of your responsibilities as a Fringe artist and ours as a Fringe festival.

## IMAGE

Your event image should have a clear concept to communicate what your event is without the need for words, please do not include text.

### TOP IMAGE TIPS:

- Your main event image should be clear, bold and stand out
- Less is more. Remember, the image size in the printed Adelaide Fringe guide is only approx. 2.5cm x 2.5cm (similar size to a stamp), so don't overcomplicate it
- Don't include text in your image. All the important info, like the title and location will be right next to the picture anyway
- Try not to include too many people in the image. Due to the print and display size, it will look unclear and messy
- Invest in high quality images that can be used across your whole Fringe marketing campaign

### GOOD IMAGE EXAMPLES (at Fringe Guide actual size)



Alfie Ordinary –  
Help! I Think I Might  
Be Fabulous.  
Photo: Scott Chalmers..



Laurie Black –  
Bad Luck Cabaret.  
Photo: Lauren-Becki  
Rowlands.



Josh Glanc – Karma  
Karma Karma Karma  
Karma Chamedian.  
Photo: Theresa Harrison.



3 Women Of Clay.  
Photo: Christopher  
Sanders.

*"I love coming to Adelaide. I have built many friendships over the 8 years I've been visiting. The festival atmosphere is great."*

**Natalie Bochenski,**  
2019 Adelaide Fringe Artist

# SECURING A VENUE

Securing the right venue for your show, exhibition or event is one of the most important decisions you'll make.

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.

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

## 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 details and information, and if you like what you see, get in touch and start negotiating.

Remember, venues don't need to be on the venues list for you to use them. You can use any venue you like – be proactive and think creatively.

## 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.

## LOOKING TO ATTRACT NEW AUDIENCES?

Whether you're looking for a venue for your entire event or simply adding an extra show 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.

*"There are a number of elements to consider when booking a venue, however the first key aspects I focus on are: capacity and vibe. The venue is a direct reflection on you as an artist. The audience will associate you with the venue they saw you in – for better or worse. So work smartly when choosing your creative performance space!"*

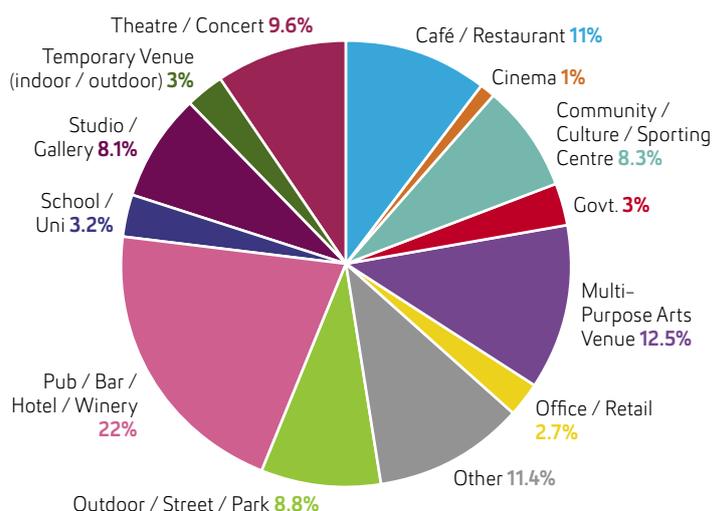
Elska, 2019 Adelaide Fringe Artist

## 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, close to transport, does the venue have an existing audience that suits your event?
- 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?
- Can you hold an exhibition opening?
- What other events are happening or planned at the venue?
- What staffing (box office / front of house / bar) can the venue provide and at what costs?
- Consider the venue's accessibility (see pg 14 for details)
- Cost – what is your budget to spend on a venue?
- What does the hire fee cover? A lower fee may mean that more work is your responsibility (marketing, box office, technical staff), and a higher fee should bring you more benefits and support.

## VENUE SPACE TYPES IN 2019



## FUN FACT

In 2019, 42.8% of tickets were sold in the three outdoor hubs (Garden of Unearthly Delights, Gluttony and RCC). 57.2% of tickets were sold in venues outside of the hubs.

## FUN FACT

In 2019, Adelaide Fringe had 529 registered venue spaces. 247 were in the Adelaide CBD, 282 were outside of the Adelaide CBD.

## COMMON VENUE HIRE STRUCTURES

### STRAIGHT HIRE

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

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). *Ensure that the split is after FringeTIX fees have been taken out.*

### STRAIGHT HIRE / 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). *Ensure that the split is after FringeTIX fees have been taken out.*

### BOX OFFICE SPLIT WITH GUARANTEE

The venue will take 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.

## VISUAL ART AND DESIGN

Look for a venue that suits your work practically, aesthetically and conceptually, with adequate visibility and visitation.

### CAFES / RESTAURANTS / PUBS

Benefits include: good visitation, possible window frontage and a ready-made audience to view your work. Drawbacks can be: limited space, non-negotiable and pre-existing hanging points and your work is exposed. Remember to consider how the venue may assist in promotion and enquire into holding an exhibition opening.

### OUTDOORS, PUBLIC SPACES & FOYERS

The main benefit is the direct access to the public, the drawback is exposure to the elements and the lack of security. If your work is suited to an outdoor space you will need to get the appropriate approvals from the council. Other venues may include empty buildings, shop fronts and public institutions.

### GALLERIES

Many established galleries are programmed up to 12 months in advance. If your work is suited to a gallery it is advised that you contact them as soon as possible. It will help if you have a friend or professional contact that is connected to the gallery or has exhibited there previously.

### SPLIT SETTLEMENT IN AVR

Adelaide Fringe is now offering 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, please leave the percentage as 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 an 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 (Art & Design)
- Hire fees
- Additional fees not included in venue hire
- Technical requirements
- Supply and use of venue equipment
- Who is responsible for venue set up, pack down and cleaning each night
- Storage of props and/or artwork
- Box office and 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 ([artslaw.com.au](http://artslaw.com.au)) has sample contracts, or you can download an example contract from the resources section in AVR.

# ACCESS

Accessibility Partners



Accessibility is very important to consider when planning your Adelaide Fringe event. Think about what accessibility options you can incorporate.

## WHEELCHAIR ACCESSIBLE

Make sure you ask your venue if they are wheelchair accessible – if not, this may impact your audience. Is there accessible parking close to the venue? Be sure to take this into consideration when choosing a venue as it can impact on your audience's experience.



## HEARING LOOP

A hearing loop (sometimes called an audio induction loop) is a special type of sound system for use by people with hearing aids. The hearing loop provides a magnetic, wireless signal that is picked up by the hearing aid when it is set to 'T' (Telecoil) setting. This can be very helpful to the hearing impaired community. You will need to ask if your venue can offer this service.



## AUSLAN INTERPRETATION

Auslan is the sign language of the Australian Deaf community. Many artists will engage an Auslan interpreter for at least one of their sessions within a performance season. It's an excellent way to access a broad audience and can be great for both the artist and the audience.



Auslan interpreters are professionals qualified to interpret your show for people who are deaf or hearing impaired and use sign language to communicate. During an Auslan interpreted performance, an interpreter stands as close to the action

as possible, clearly visible to the audience, and interprets the spoken word, songs, and sound effects for deaf patrons using Auslan.

The cost of the interpreter is paid for by the artist or event producer, Adelaide Fringe does not cover this cost.

## OPEN CAPTIONING

Similar to television subtitles, Open Captioning is a system where spoken words are displayed on a screen, on or next to the stage. Captioning also includes extra information about sound effects and music to assist Deaf patrons to fully experience the art.



## AUDIO DESCRIPTION AND TACTILE TOURS

Audio description is the verbal narration service of visual images of live theatre, visual art and other art forms for people who are blind or vision impaired. It provides an inclusive environment for the blind or vision impaired community, it can also be useful for people with Autism Spectrum Disorders. For live events a verbal description is delivered live in dialogue pauses and scene changes.



You can also consider including tactile or touch tours of theatre sets and exhibitions where describers lead patrons in meeting performers and artists, and discovering key set elements, props, costumes and tactile analogues to enhance the audio description experience.

## RELAXED PERFORMANCE

A Relaxed Performance is intended to be specifically sensitive to, and accepting of, audience members who may benefit from a more relaxed environment such as anyone with sensory or communication disorders or patrons with learning disabilities. Minor modifications are made to sensory elements like lighting and sound to eliminate surprise and reduce anxiety levels. It may also offer accommodations outside of the show itself, such as a relaxation/quiet area, an activity area, family/non-gendered bathrooms etc. Audiences are allowed to move around the space or make noise during performance and bring snacks, toys, and fidgets (objects that can help soothe and focus individuals on the autism spectrum) and are welcome to exit and return to the theatre whenever they need to.



For more information about Auslan, Open Captioning or to book an interpreter for your show we recommend contacting Access2Arts – +61 8 8463 1689, [access2arts.org.au](http://access2arts.org.au), or email [hello@access2arts.org.au](mailto:hello@access2arts.org.au).

You can also find additional info in the Resources section of AVR.



Tom GK: Hearing Loss, The Musical! at The A Club. Photo: Leighton Pearce

# TICKETING

## 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.*

## WE'RE HERE FOR YOU

Want to run a promo code promotion? Need help accessing your sales reports or deciphering who is attending from the Media? The FringeTIX team is here to help.

[ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au)  
+61 8 8100 2012

## ON-SALE TICKETING

Adelaide Fringe is introducing a rolling on-sale for 2020! We are committed to supporting artists where ever possible and this latest initiative is yet another means to do this. Introducing a series of rolling on-sale dates from the beginning of the registration period allows artists to have greater control of the marketing timelines which work best for their events.

Extending the on-sale period will also support Adelaide Fringe in bringing new audiences to Fringe so we are able to exceed our target of 1 million ticket sales by 2022.

For all events that complete and pay in full for their registration by 9am ACST Monday 5 August, the first on sale date will be Wednesday 7 August at midday ACST. Events will then go on sale in fortnightly releases in the order in which artists complete and pay for their event registration in full.

*See the Dates for Your Diary on pg 2 for rolling on-sale dates.*

## LOWDOWN ON FEES & CHARGES

### WHAT DO YOU PAY?

#### ARTIST INSIDE CHARGE

Thanks to funding, we have abolished the Artist Inside Charge for tickets advertised under \$35.00 and for tickets advertised \$35.01 and over, the Artist Inside Charge is just 4% of your Net Ticket Price.

ADVERTISED TICKET PRICE	ARTIST INSIDE CHARGE
Less than \$35.00	\$0.00
\$35.01 and above	4% of Net Ticket Price

#### COMPLIMENTARY TICKETS FEES

Complimentary or papering tickets issued or requested by you incur a fee of \$0.30 per ticket. This amount is charged at settlement. There is no limit to the amount of complimentary tickets you can pull.

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 per ticket issued.

### 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.

#### WEB TRANSACTION FEE

All online transactions will attract a \$1.80 Web Transaction Fee (incl. GST). This fee is to cover website administration costs. Customers can avoid paying this fee if they are buying at the Box Office or over the phone.

### 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.

ADVERTISED TICKET PRICE	LESS CUSTOMER BOOKING FEE	LESS ARTIST INSIDE CHARGE	NET TO ARTIST
\$15.00	- \$3.00	- \$0.00	\$12.00
\$20.00	- \$3.00	- \$0.00	\$17.00
\$40.00	- \$3.00	- \$1.48	\$35.52

## WHERE CAN CUSTOMERS BUY TICKETS?

#### ONLINE

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

#### BY PHONE

1300 621 255 from 28 Nov 2019

#### AT THE BOX OFFICE

Rundle Mall from 28 Nov 2019

BankSA Fringe Corner (Cnr East Tce & Rundle Rd) from 13 Feb 2020

# FRINGETIX TIPS

## PRICING

- Don't sell yourself short. \$30 Full Price (advertised) and \$24.50 Concession (advertised) were average ticket prices for 2019 Adelaide Fringe.
- Keep your pricing consistent across your season and round up to the nearest dollar. It looks neater in the guide and is 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.

### WANT TO OFFER A PROMO CODE DISCOUNT FOR YOUR EVENT?

No problem! Call the FringeTIX team on +61 8 8100 2012 or email [ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au) and 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.

## REPORTS AND SETTLEMENTS

- As soon as your tickets go on sale you will find your login details to access your sales reports, door lists and customer opt-in reports on your AVR homepage.
- Settlement of your sales through FringeTIX will be paid within 15 working days after your last session. 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.

## AUDIENCES

- Know your market. In 2019, over 78% of our customers bought tickets online.
- 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.

## MANAGE MY TIX

ManageMyTIX is your one stop shop to manage tickets for your event! Process your own complimentary tickets, check sales via the reporting suite and edit your own Half TIX. Once your event is on sale we will provide you with your login details, or you can find login details on your AVR homepage, to this little website of ticketing magic.

## MAKING CHANGES TO YOUR EVENT

- 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? Need punters to bring along a prop? 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. [ticketing@adelaidefringe.com.au](mailto:ticketing@adelaidefringe.com.au) +61 8 8100 2012

## PAPERING

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

It's always best to get peoples emails and invite them to RSVP rather than hand out free tickets on the street. Ask a local café, gym, or travel agent if they have a staff list they could forward your email to or contact a community group that might have a large number of volunteers you could invite.

You should never offer free tickets to people who a) you don't think will like your show, b) won't actually turn up, and c) would otherwise buy a ticket.

Adelaide Fringe does not limit the number of complimentary tickets you can pull. Always remember to process your complimentary papering tickets through ManageMyTIX.



Photo: Tony Virgo

## BE BOX OFFICE & E-TICKETING READY

Adelaide Fringe have introduced e-ticketing. 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 in the Resources section of 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.



Sinsational Rita & Mae at Gluttony Masonic Hall. Photo: Daniela Stevkovska

# TAP INTO OUR DATABASES & DISCOVER A NEW AUDIENCE!

Consider offering discounted prices to some of our biggest Fringe fans

### FRINGE MEMBER PRICE

With over 25,000 Fringe Membership subscribers (and counting), Fringe Member priced tickets are a great opportunity to get bums on seats throughout your entire season! This will also generate word of mouth with a dedicated audience of Arts lovers, particularly early in the season. You have the option to offer all Fringe Members the chance to buy tickets to your show at 25% off your Full Price. The offer is limited to two tickets per event, per customer. Apply a Fringe Member price in AVR during registration.

### BANKSA CUSTOMER PRICE

With over 450,000 customers, BankSA Customer priced tickets are very popular and a great opportunity to help fill your venue and generate word of mouth, especially early in your season. You have the option to offer all BankSA customers the chance to buy tickets to your show at 25% off your Full Price. The offer is limited to two tickets per event, per customer. Apply a BankSA Customer price in AVR during registration.

2019 AVERAGE ADVERTISED FULL PRICE TICKET BY GENRE:	
Genre	Full Price (2019)
ALL	\$30.04
CABARET	\$29.09
CHILDREN'S	\$19.63
CIRCUS & PHYSICAL THEATRE	\$32.97
COMEDY	\$25.23
DANCE	\$26.42
EVENTS	\$51.22
FILM & DIGITAL	\$22.17
INTERACTIVE	\$41.64
MAGIC	\$27.10
MUSIC	\$31.48
THEATRE	\$26.81
VISUAL ART & DESIGN	FREE
WORKSHOPS & TALKS	\$30.33

TICKETING

# DO A BUDGET

## 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.

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

Check out the sample budget here to get an idea of possible costs you'll need to factor in.

### INCOME:

Box Office / Sales	
In Kind Support	
Sponsorship	
Fundraising	
Miscellaneous	
<b>INCOME TOTAL</b>	<b>\$</b>

### EXPENDITURE:

<b>WAGES</b>	
Administration	
Marketing	
Producer	
Director	
Designer	
Box Office/Front of House	
Publicist	
Performers Fees	
Production Staff	
Stage Manager	
Workcover	
Other	
<b>WAGES TOTAL</b>	<b>\$</b>

<b>PRODUCTION</b>	
APRA Fees	
Cleaning	
Catering	
Transport	
Lighting	
Venue Hire	
Props	
Signage	
Set	
Sound	
Costumes	
Travel	
Accommodation	
Other	
<b>PRODUCTION TOTAL</b>	<b>\$</b>

<b>MARKETING</b>	
Photos/Video	
Invitations	
Mailouts	
Graphic Design	
Posters	
Flyers	
Distribution	
Print Advertising	
Radio Advertising	
Digital & Social Media Advertising	
Programs	
Fringe Guide Advertising	
Fringe Membership Advertising	
Miscellaneous	
<b>MARKETING TOTAL</b>	<b>\$</b>

<b>ADMINISTRATION</b>	
Registration Fee	
Equipment Hire	
Fees and Licences	
Public Liability Insurance	
Equipment Insurance	
Phone/Fax	
Photocopying	
Postage	
Computer Expenses	
Stationary/Office Supplies	
Vehicle Exp. (petrol etc)	
Other	
<b>ADMINISTRATION TOTAL</b>	<b>\$</b>

<b>EXPENDITURE SUB TOTAL</b>	<b>\$</b>
<b>PLUS 10% CONTINGENCY</b>	<b>\$</b>
<b>EXPENDITURE TOTAL</b>	<b>\$</b>

### TOTAL PROFIT / LOSS:

<b>INCOME TOTAL</b>	<b>\$</b>
<b>MINUS EXPD. TOTAL</b>	<b>\$</b>
<b>PROFIT / LOSS</b>	<b>\$</b>

### TICKET SALES & INCOME PROJECTIONS

Figures show an average of 40% of available tickets to all shows are pre-sold through FringeTIX.

Keep in mind that while some shows sell out, others may struggle to sell 20 tickets to their entire season. Don't set your projections too high for what your sales might be to make your budget look good. If you are new to Adelaide Fringe, be conservative.

### YOUR TICKET PRICE

Your ticket price should be a 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 the opportunities of offering a variety of ticket price types including Fringe Membership, as a way to reach multiple audiences.

View the 2019 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 settlement can take up to 15 working days to be transferred into your nominated bank account following your final performance. 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.

# BRING IN THE BUCKS

## SPONSORS & PARTNERSHIPS

Identify the most useful services or items for your project and go to businesses that deal in this. In-kind sponsorship means that you're given something for free, as opposed to receiving outright cash and this is the most likely scenario to aim for in the beginning.

Go to your immediate community first and use all the connections you can to initiate contact with potential sponsors and partners.

Don't forget, you'll need to give something in return. This could be something like including logos on your posters and free tickets to your event or promoting their wine at your exhibition opening.

## GRANTS & PHILANTHROPY

There are numerous organisations, government funded and otherwise which offer a range of grants that your project may be eligible to apply for.

City and regional councils usually have an arts, culture or community funding program for events to be held in the council area, so get in touch with your local council for information.

Each state has government funding body and the Australia Council is the peak national organisation and a great source of information.

## CROWDFUNDING

Websites like Pozible, Kickstarter, GoFundMe and Indiegogo have become popular vehicles to gather funds from your networks and wider community.

It's important to have a slick online campaign that demonstrates what you're creating and what the money will be used for.

A big part of crowdfunding is the different 'rewards' you offer for people who contribute small or large amounts of money. The more meaningful the exchange you give people the more successful your campaign will be!

## FUNDRAISING EVENT

There's nothing like a good old fashioned quiz night or a raffle to bring in a few bucks!

Look for a venue or location you can use in-kind, entertainment by you and your mates, as well as a silent auction or raffle prizes donated by friendly businesses or groups. Get creative with stalls, BBQs or wine tastings that you can get off the ground for minimal cost.

## HELPFUL LINKS

[artshub.com.au/grants/list](http://artshub.com.au/grants/list)  
[business.gov.au/GrantFinder](http://business.gov.au/GrantFinder)  
[creativepartnershipsaustralia.org.au](http://creativepartnershipsaustralia.org.au)  
[thegrantshub.com.au](http://thegrantshub.com.au)

## CROWDFUNDING

[pozible.com](http://pozible.com)  
[indiegogo.com](http://indiegogo.com)  
[kickstarter.com](http://kickstarter.com)  
[gofundme.com](http://gofundme.com)

## GRANTS

### AUS

[australiacouncil.gov.au](http://australiacouncil.gov.au)  
[countryarts.org.au](http://countryarts.org.au)  
[ianpotterculturaltrust.org.au](http://ianpotterculturaltrust.org.au)  
[myerfoundation.org.au/grants](http://myerfoundation.org.au/grants)

### SA

[arts.sa.gov.au](http://arts.sa.gov.au)  
[helpmannacademy.com.au](http://helpmannacademy.com.au)  
[carclew.com.au](http://carclew.com.au)

### ACT

[arts.act.gov.au](http://arts.act.gov.au)

### NSW

[arts.nsw.gov.au](http://arts.nsw.gov.au)

### NT

[arts.nt.gov.au](http://arts.nt.gov.au)

### QLD

[arts.qld.gov.au](http://arts.qld.gov.au)

### TAS

[arts.tas.gov.au](http://arts.tas.gov.au)

### VIC

[arts.vic.gov.au](http://arts.vic.gov.au)

### WA

[arts.wa.gov.au](http://arts.wa.gov.au)



2019 Recipient, Mama Alto.  
Photo: Jack Fenby.

## ARTIST FUND GRANTS

Artists are the heart of Fringe and the Adelaide Fringe Artist Fund has been purposefully designed to encourage bold ideas and alleviate some of the financial burdens of presenting at Adelaide Fringe.

Australian and Australia-based artists, South Australian producers and/or venue operators can apply for funds to use on items such as travel, development, production, marketing, wages and operations.

For the 2019 Fringe we awarded \$96,000 in project grants, plus a further \$33,756.25 in ticket access for disadvantaged groups of the community. Funds available for Artist Grants have been made possible through the generous public donations to the Artist Fund, and the ongoing support of the Friends of the Artist Fund donors.

Applications have now closed for 2020, but keep an eye out for when applications for the 2021 Adelaide Fringe open.



# THE ADELAIDE FRINGE CAMPAIGN

Adelaide Fringe is the link between artists and audiences.

Adelaide Fringe uses their local knowledge and marketing expertise to let the world know that the festival season has arrived.

As an open access arts festival, all efforts are aligned to sell tickets. Using a winning mix of traditional media and highly targeted digital marketing, the public is surrounded by Fringe from the beginning of the year until the end of the festival.

Check out the marketing resources in AVR, come along to the Stand Out! FringeWORKS Marketing and Media Sessions, or get in contact with our team directly.

Contact our marketing team at [marketing@adelaidefringe.com.au](mailto:marketing@adelaidefringe.com.au)

## THE ADELAIDE FRINGE GUIDE

320,000 copies of the Fringe Guide are distributed across Adelaide and interstate each year.

This is a major source of information for audiences and ticket buyers to browse and choose events, so make sure your image and 350 character description are spot on.

## SOCIAL MEDIA

Adelaide Fringe has the largest social media following of any arts organisation in South Australia.

Make sure to follow and interact with our accounts:

 /ADLfringe     @ADLfringe  
 @ADLfringe    #ADLfringe

Use #ADLfringe to tag us in your own posts, and jump in on the conversation with audiences.

## 2019 SOCIAL MEDIA FOLLOWERS

 <b>93,427</b> ^8% on 2018	 <b>66,401</b> ^3% on 2018
 <b>31,601</b> ^32% on 2018	 <b>124,000</b>

## ADELAIDEFRINGE.COM.AU

Each registered Fringe event has its own event page on our website. Use your specific URL across all your marketing efforts to direct audiences straight to your event to purchase tickets or find out more.

Our website also allows audiences to easily filter the program and search by venue, title, genre, date, accessibility options or even by mood.

*Don't forget to upload your reviews to AVR so we can include them with your event listing on our website.*

2.5M Website Sessions in 2019



## FRINGE TIP

Make sure [adelaidefringe.com.au](http://adelaidefringe.com.au) is included on all of your marketing collateral.

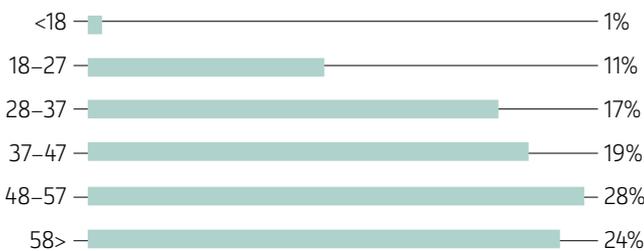
## AUDIENCE PROFILE\*

### WHO ARE OUR AUDIENCE?

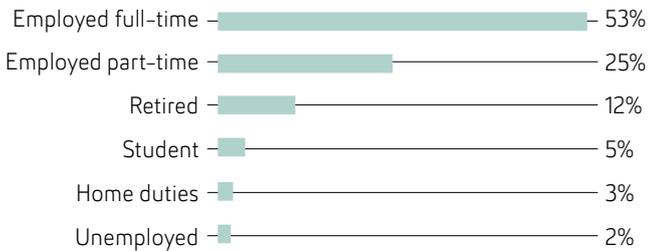
In 2019, 92.5% of audiences said they tried a new event they had not seen before.

32% of tickets were purchased prior to Adelaide Fringe's 2019 opening night, with the remaining 68% purchased during the festival. Traditionally, Adelaide audiences buy late and make spontaneous decisions on shows, make this work in your favour with great marketing!

### AUDIENCE BY AGE (2019)

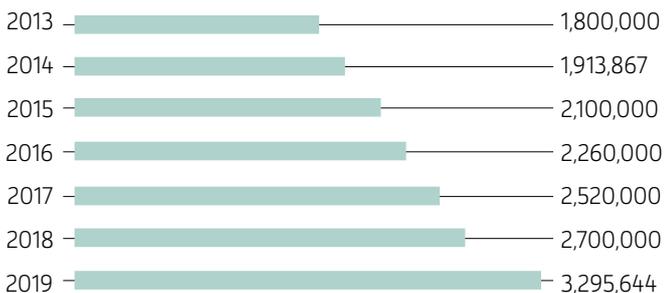


### AUDIENCE EMPLOYMENT (2019)



## AUDIENCE GROWTH

### FRINGE ATTENDANCE BY YEAR



\*Be sure to check AVR for more detailed audience stats.

## ADELAIDE FRINGE ADVERTISING

Advertising with Adelaide Fringe is effective (and cost effective!) in generating interest in your event. Adelaide Fringe offers advertising packages that provide market cut-through to the right audiences with tailoring to suit your event and budget.

### THE FRINGE GUIDE

89% of audiences consult the printed guide, which is released at program launch. We offer display advertising in the Adelaide Fringe Guide and sizes range from Full and Half-pages right through to smaller display sections.

### ADELAIDFRINGE.COM.AU

95% of audiences use the website to browse for FringeTIX. Banner and button advertising is available for purchase and links directly to your event listing. Capture your audience right as they are making their booking decisions!

### ENEWS BANNERS

With a subscriber base of more than 124,000 people, the Adelaide Fringe eNews gets your show promoted directly to the people who are most passionate about Fringe. This is the only Adelaide Fringe direct audience advertising available.

### SUBSIDISED NEWSPAPER ADS

There are a limited number of highlighted listing adverts in Adelaide's largest print publication, The Advertiser, that give artists a cost effective alternative for high-circulation media.

### ADVERTISING OFFERS

Our advertising partners and friends also offer subsidised rates available only to Fringe Artists.

### PACKAGES

Select a package and save when purchasing Fringe Advertising or access additional exclusive services.

### FRINGE MEMBERSHIP ADVERTISING

Reach our dedicated Fringe Membership audience of over 25,000 passionate Fringe goers. Get cut-through with banner advertising in Members dedicated eNews, dedicated social media posts, additional website listings and more! See Resources in AVR for more info.

Purchase your advertising now through the dedicated AVR module. Alternatively head to [adelaidefringe.com.au/advertise-with-us](http://adelaidefringe.com.au/advertise-with-us) or email [ads@adelaidefringe.com.au](mailto:ads@adelaidefringe.com.au) for more info.

# YOUR MARKETING

Promote your event effectively!

## THE BASICS

### UNDERSTAND YOUR AUDIENCE

The best place to start with your marketing plan is to think about who your audience is. When you squint past the spotlight on your opening night, are the chairs going to be filled with families? Young adults? Retirees? Is there a special topic in your show? Once you have an idea of who your audience is and who you want to attract, it will help you to decide on the marketing opportunities available.

### COME UP WITH A PLAN

Once you've got your guide entry sorted it's time to come up with a plan for the rest of your marketing. There's no one-size-fits-all solution for marketing, so you'll have to think about what might work for your production. It's also a good idea to be diverse and not rely too heavily on one medium over another.

### SET A BUDGET

All shows need a marketing budget – the size of your budget should be proportional to the amount of seats you need to fill. You don't have to break the bank, but even the smallest show will need to have a handful of flyers, a decent press image and some targeted boosted posts.

### TOP TIPS

- Have 2-3 great, high resolution images ready to go
- Video gets the most engagement in the online space
- Keep it consistent. Images, colours, even fonts on collateral to create a recognisable brand

## SOCIAL MEDIA

Start to build your audience and online community.

Follow and interact with artists and organisations you think will align well with your event or personal brand. Invite your friends and family to like your page or follow you and ask if they can invite their friends and family to like or follow too. Your content needs to be interesting, relevant and have striking images or video.

Make sure to fill in all of the 'about' fields on your social media accounts completely. Include links to FringeTIX, your website and a description of your event. This will make interaction on your page easier for audiences and assist in building your Google ranking.

Get your images ready to go – resize your high quality images so that they're ready to use across all platforms.

### FACEBOOK

Just as Adelaide's walls are plastered with posters during Fringe time, people's Facebook feeds are bloated during Fringe. Think about innovative and fun ways to gain cut-through.

Have a look through your feed and consider the things you would and wouldn't interact with and try to structure your posts in a similar way. Think about the audiences you're trying to attract and apply that to the timing and style of your posts.

Facebook is also a great platform for online advertising. Facebook advertising or boosted posts let you pinpoint exactly who you want to see your post and you can make a small amount of money go a long way.

Remember you must reference [adelaidefringe.com.au](http://adelaidefringe.com.au) as the direction for ticket purchases on all collateral, including social media ads

### INSTAGRAM

Instagram is the most visual of all the platforms. It has an uncluttered feed so this will be the best platform for your fantastic images. Make sure to keep this in mind when posting, no one wants to see text on images or anything too cluttered, it's all about the aesthetic. Instagram stories are a great place to share behind the scenes shots or short videos.

### TWITTER

Due to its 'instant' nature, tweet regularly and create conversations with other tweeters.

Twitter is also a great place to connect with journalists and media personalities, as it allows for an open dialogue – follow and tweet to them and give them interesting content in the hope that they might retweet it.

### FUN FACT

Did you know over 82% of Adelaide Fringe customers buy tickets online?

## FRINGE TIP

Keep an eye out for any learning opportunities in your Artist & Venue bulletins!

## SOME AREAS TO CONSIDER

### TRADITIONAL ADVERTISING (TV, PRINT AND RADIO)

TV, print and radio advertising can be expensive but it's a great way to reach a lot of people at the same time. Before booking make sure to ask for a 'media kit' or 'rate card' to check their audience matches the type of people you want to attract. Also ask about a package that includes advertising, promotional on-air and street giveaways as well as interviews.

If you can't afford to buy ads alone you can team up with other artists to share a space.

### DIGITAL ADVERTISING (WEBSITE, EDMS AND SOCIAL MEDIA)

Online Advertising is cheaper than print or radio and can be a great way to target your advertising to the people you want to talk to. Even \$20 can go a long way with Facebook advertising, so it's worth investigating what could work for you.

Check out [lynda.com](http://lynda.com) or other free online course sites to buff up your knowledge.

### PRINTED COLLATERAL

Posters and flyers are still a great way to make an impact during Adelaide Fringe. It's very busy on the streets, so make sure to use attention grabbing visuals.

Make sure to include all vital event information like time, dates, venue and the FringeTIX info.

Think about where your posters can be placed to have the most impact and investigate flyering opportunities. Take these things into account when organising how many posters or flyers you need printed.

Consider partnering with a friend or another show at your venue and printing double sided to make the most of printing costs and flyering efforts.

### FLYERING

Flyering is a tricky skill – it's not just about giving out paper as fast as you can. It's about having a real conversation with someone about why they should see your show.

Try to think of your pitch as the thing that makes someone want to attend, the flyer is just something to remind them of the details. Don't be afraid to show your personality and have fun with it.

Find a list of great flyering spots in AVR Resources.

### DISTRIBUTION

In Adelaide, you need approval to place posters inside or outside private property. Without the approval of the owner, your posters will be removed. Postering on poles and walls is illegal.

#### Take the pressure off

Distribution companies have existing relationships with businesses and are able to poster in areas where regular people can't. They aren't very expensive and can help you get some great exposure. Find a list of Distribution companies in AVR Resources.

### OUTDOOR

If you have a big production with a lot of seats to fill, large format outdoor might work for you. E.g. buses, billboards, street banners.

**Make sure to include the 2020 Adelaide Fringe logo and FringeTIX logo on any collateral you produce to let people know your event is part of the Fringe program and how they can get tickets. These logos are provided freely for your promotional use, however they are subject to copyright and must not be altered in any way.**

Find the Style Guide in AVR Resources.

### OTHER IDEAS

- Get creative with your advertising.
- Use ticket promotions through media outlets.
- Contact clubs, associations or groups that have a connection to themes in your show.
- Is your friend doing a show? Why not ask them to recommend your show at the end of theirs.
- Think about the location of your event and what audience might be near you. Your event may be directly across the road from 1,000 office workers who are looking for something to do or see after work.
- If it suits your event, perform at other registered variety and open mic nights during Fringe. This can be a great way to tap into new audiences.
- Do a stunt outdoors, hand out flyers in costume or create a flash-mob.
- Use ticketing promotional prices like Fringe Membership, BankSA Customer and Half TIX to expand your reach.
- Remember to update your material – If you receive a great review and star ratings from media, go and slap a sticker over your posters and flyers and update your online copy in AVR.

**VISIT AVR RESOURCES FOR MORE MARKETING HINTS AND TIPS!**

# MEDIA

Your media kit is the key to your publicity campaign

## FRINGE TIP

Consider engaging an expert. A publicist has contacts and existing relationships they can leverage, which can help gain media cut-through in a saturated market during Fringe time.

Your media kit should be ready to send to media by early December and uploaded to your AVR registration so that accredited Adelaide Fringe media can easily access your information.

Adelaide Fringe accredited media includes a wide range of local, national and international reviewers, journalists, announcers and arts editors, who all have access to media uploaded by registered artists. If they are looking for more information about your event, you will want everything to be available at their fingertips so you don't miss out.

### MAKING NEWS

Think about your story pitch and how it will stand out and set you apart from countless others. It's important to know that the media receive hundreds of emails and phone calls a day, and during Fringe this can increase to thousands.

Journalists are looking for stories that are 'newsworthy' and will run a mile from stories they consider to be overtly promotional. Perhaps your grandfather was a Fringe performer, your mother was a Fringe performer and now you are too. That's a story (and a brilliant photo opportunity too).

Before pitching a story to the media, it's important to consider whether the demographic for a particular media outlet will be suitable for your event. For example, FIVEaa radio tends to have an older audience, whereas NOVA 919 will attract a younger audience. Do some research, it will make your pitches more effective and any publicity more valuable.

### HUMAN FACTOR

When planning or preparing any communication for the media, whether written or verbal, ask yourself the following questions:

- How does your story impact other people?
- Why should they be interested?

By keeping these questions in mind, you will be able to stay more focused on what you are trying to achieve. Remember, a journalist's reason for writing a story will be very different from your reason for wanting a story written.

### POWER OF A GREAT PHOTO

A bright, strong, clear image is a powerful tool. The inclusion and placement of a story is hugely influenced by the pictorial editor of a publication. A great image will also help you better sell your story when you have an initial conversation with a journalist.

As part of your initial story pitch, you should include your current image, but also additional photo options. If your show or event is about wine, you could do a photoshoot at Adelaide's National Wine Centre of Australia – this would help make the story relevant for an Adelaide audience.

### WORKING WITH JOURNALISTS

- **Give them a reason** – why is your story more newsworthy than somebody else's?
- **Make it easy for them** – have good information and a few high resolution images in formats they can use, all ready to go.
- **Be accessible** – Have a dedicated contact who will ALWAYS answer their phone. If they do decide to pick up your story, they'll need the interview, information and images yesterday.
- **Work with their timelines** – often you'll need to set up photo opportunities in the morning to make the next day's paper.
- **Be understanding** – most media are working within impossible timelines and with increasingly fewer resources. If a photo shoot is taking longer than expected, be gracious rather than complaining, as this is the impression you will leave them with. They may not print exactly what you wanted and occasionally they get their facts wrong, but for the sake of your long term media relationships, if they do get it wrong – don't complain.

### TOP 5 PUBLICITY TIPS

1. Get started on your media strategy ASAP
2. Have a professional media release and photo
3. Upload a media kit to the AVR
4. Nail your 'pitch' to get a journalist's attention
5. Do your research

Read more in AVR Resources.

### YOUR MEDIA KIT SHOULD INCLUDE:

- A one page media release that includes all relevant information for your event (venue, session times, dates, ticket prices etc) as well as your contact details.
- A background sheet with biographies for each artist/performer/ writer/director; information about the company and excerpts from past reviews.
- High resolution 300dpi images. AT LEAST one portrait and one landscape option.
- MP3 audio files for a music event.
- Links to a show reel or footage of your event. (Vimeo is great for this)

### MEDIA RESOURCE LIST

In November, Adelaide Fringe will publish a list of media contacts across all media platforms for you to use.

Find the list in AVR Resources.

## FRINGE TIP

Adelaide Fringe is providing artists and events with the opportunity to arrange a split settlement of their box office sales with their venue. Check out page 13 for more info.

# KEEP YOUR BUSINESS IN ORDER

## INSURANCE

Event insurance needs to be addressed early and dealt with carefully. Find a broker who can develop a comprehensive package that avoids 'over insurance'.

## PUBLIC LIABILITY INSURANCE

You should take out Public Liability insurance to cover against a member of the public being injured by a negligent act that is deemed to be your fault. If anything that you are responsible for (performance, set, artwork, lights etc.) causes injury to an audience member (or any other member of the public) you'll be covered for any costs or liability incurred.

## VOLUNTEER INSURANCE

If you use volunteers for your event they are not covered under Workers' Compensation or your Public Liability Insurance. Discuss this with your insurance provider and at the very least, have your volunteers sign a release form indicating that they are responsible for their own insurance in the event of an injury.

## SMOKING REGULATIONS

In South Australia smoking is banned in all enclosed areas, including performance spaces. Visit [tobaccolaws.sa.gov.au](http://tobaccolaws.sa.gov.au) to read how this applies to artistic performances.

## INSURANCE BROKERS

There are many insurance brokers in business. We have listed a few below as a starting point.

City Rural Insurance Brokers  
[cityrural.net.au](http://cityrural.net.au)

Duck for Cover  
[duckforcover.com.au](http://duckforcover.com.au)

AON  
[business-insurance.aon.com.au](http://business-insurance.aon.com.au)  
Offer discounts to APRA members

Do your own research, there may be other providers that suit your requirements.

## WORKCOVER

Public Liability does not cover yourself or any member of your group for injury whilst performing. You may need to look at Personal Accident and Injury insurance or in some cases Work Cover.

For more information on Work Cover, visit [workcover.com](http://workcover.com)

## SAFETY

Artists and Venue Managers have a responsibility to meet WHS guidelines and Building Safety Standards. Artists and Venue Managers will need to ensure that a range of conditions are met. Be aware that venues and shows that don't meet current safety regulations and standards can be closed by Council or SafeWorkSA.

[safework.sa.gov.au](http://safework.sa.gov.au)

## COPYRIGHT

Adelaide Fringe subscribes to the principles of copyright and intellectual property as they apply under Australian law. Fringe artists are obliged to obtain written permission from the owners, copyright holders or originator(s) of any material that they use and pay any relevant fees. Check whether a work is covered under copyright; e.g. Shakespeare's plays are in the Public Domain (free from copyright), but a published interpretation or adaptation of Shakespeare will most likely be protected. If you don't have the right to present the work, your event may be withdrawn from the program.

Check out [copyright.org.au](http://copyright.org.au)

## COPYRIGHT ON YOUTUBE

Any material you post on YouTube is also subject to copyright.

Visit [youtube.com/yt/about/copyright](http://youtube.com/yt/about/copyright) to learn more.

More over the next page...



Tiger Mountain, Exeter Hotel. Photo: Razan Fakhouri

## TAXATION

Under Australian taxation law, artists registering for 2020 Adelaide Fringe and earning income from their events are required to obtain an Australian Business Number (ABN). There are some exceptions to this and it is worth researching what your obligations are (including GST criteria). You will need to either supply your ABN number to Adelaide Fringe or a 'Statement by Supplier' form if you meet the criteria as a 'Hobbyist'.

## BANKING AND FINANCE

As the Principal Partner of Adelaide Fringe, BankSA are able to provide you with a wide range of banking and financial services. Special artist banking services will also be available at the BankSA Rundle Mall branch throughout February and March. For information about the range of services available head to [banksa.com.au](http://banksa.com.au) or call the Rundle Mall branch on (+61) 8 8425 9100.

## GST

Goods and services tax (GST) is a broad-based tax of 10% on most goods, services and other items sold or consumed in Australia. There are a bunch of rules and reasons as to why you may or may not need to register and if your ticket sales are subject to GST. The Australian Tax office website provides some great information on how the system works and whether you need to register.

Head to [ato.gov.au/Business/GST/How-GST-works](http://ato.gov.au/Business/GST/How-GST-works) for more information.

## LETTER OF AGREEMENT

A simple letter of agreement / contract between all relevant parties in your event will avoid any misunderstanding between friends and colleagues. Make sure that it is signed, dated and if possible witnessed by a third party. At the very least, ensure you have an email trail of correspondence to refer back to, just in case.

Discuss:

- Financial obligations
- How will you deal with any financial losses
- How much time each person puts in
- The responsibilities of each person
- Who is the spokesperson or publicity contact
- Who owns the work, how will copyright be shared and credited?

## APRA / AMCOS

APRA (Australasian Performing Rights Association) administers the rights of the world's composers, songwriters and publishers in Australia and New Zealand. If you intend to use copyrighted music (either live or pre-recorded) at your Fringe event you'll need to obtain the appropriate license. Indicate this in AVR during registration.

[apraamcos.com.au](http://apraamcos.com.au)

## LIQUOR LICENSING

If you are planning on selling or supplying alcohol, you may be required to obtain a liquor licence under the Liquor Licensing Act 1997. For more information visit [cbs.sa.gov.au](http://cbs.sa.gov.au).

## REGISTERING A BUSINESS NAME

You may need to register your presenter or production company name. You can trade freely using your birth name, but if you add the word 'Productions' or something similar, you may need to register that as a business name.

Search the National Names Index, [atic.gov.au/for-business/registering-a-business-name](http://atic.gov.au/for-business/registering-a-business-name) to check that the name you want to use is available then register it at your state Office of Consumer and Business Affairs. You'll also need to check that the name is available for use in South Australia. Visit [ocba.sa.gov.au](http://ocba.sa.gov.au) and search for Business Names.

## ACCOMMODATION

Finding accommodation in Adelaide during Fringe is hard with most hotels operating at 98% capacity for the summer festival season. Make sure you lock in your accommodation early.

Adelaide Fringe runs an accommodation campaign where locals can host artists in their spare room. Check AVR for more details.

Other options include: [airbnb.com.au](http://airbnb.com.au) [VRBO.com](http://VRBO.com)

Plus our friends at Nestival are coming down under in 2020 with affordable accommodation options for artists and industry.

[nestival.co.uk](http://nestival.co.uk)



**Disclaimer:** Adelaide Fringe is not a licensed financial advisor and therefore cannot give advice on any specific insurance product or matters. The information on these pages is to be used as a guide only. You need to seek advice from a registered insurance broker before taking out any insurance policy. Adelaide Fringe will not be held liable for any artist insurance issue either directly or vicariously.

# THANKS TO OUR PARTNERS

Principal Partner



GOVERNMENT PARTNERS



PRESENTING PARTNER



MAJOR PARTNERS



NETWORK PARTNER



MEDIA PARTNERS



PRODUCTION PARTNERS



PROGRAM & FESTIVAL PARTNERS



SUPPLY PARTNERS



Accessibility Partner



Accessibility Partner



THANK YOU TO OUR AWARDS PARTNERS ADELAIDE CRITICS CIRCLE ADELAIDE FESTIVAL CENTRE ADELAIDE FRINGE ARTIST FUND ARTS SA BANK SA BEAN BAR CAN:DO GROUP FRANK FORD AM FRINGE WORLD HOLDEN STREET THEATRES JOHN CHATAWAY (IN MEMORIAM) LET'S BE TOGETHER ARTS FESTIVAL MELBOURNE FRINGE MILKE NZ FRINGE WELLINGTON THE SVIGOS AND DIMOND FAMILIES GRAHAM F SMITH PEACE FOUNDATION TOMICH WINES VISUALCOM

THANK YOU TO THE FOLLOWING ORGANISATIONS FOR THEIR SUPPORT AUSWIDE BOLTZ ELECTRICAL COLOUR COSMETICA KATALYST INTERACTIVE MUSICSA RED61CALEDDONIA SCAFFOLDING SERVICES IRS REFRIGERATION PTY LTD GLOBUS AUSTRALIA ACCOMMODATION SERVICES EVENTOVATION MELBOURNE INTERNATIONAL COMEDY FESTIVAL



# Supporting Artists all the way to Fringe 2020.

**BankSA is proud to be the Principal Partner of Adelaide Fringe 2020.**

We are thrilled to support the Fringe and help share this iconic South Australian event with the whole community.

Fringe artists can access exclusive banking services at our Rundle Mall branch\* – come in and say hi to the team.