

ARTIST MAG ONE

HOW TO REGISTER FOR ADELAIDE FRINGE AND PROMOTE YOUR SHOW

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ACKNOWLEDGMENT

Adelaide Fringe recognises Kurna Yerta Meyunna First Nations People and their ancestral lands. The lands were never ceded and remain as important to the living Kurna people today.

We respect the living culture, spirit, and country of the First Peoples. We acknowledge and embrace the significance and diversity of First Nations People's contributions in our Fringe and in the greater arts community.

TWENTY TWENTY-FIVE KEY DATES

- Twenty August: Show Registration Opens
- Twenty-seven August: Meet the Regional Venues (online only)
A networking event to connect artists and venues to chat about regional performance opportunities for Adelaide Fringe twenty twenty-five. R S V P [HERE](#)
- August to October: Registration one-on-one (In Person and Online with our Artists and Venues team) Available to book on Thursdays from August to October. R S V P [HERE](#)
- Three September: Meet The Venues (In Person)
A networking session between artists and venues for the twenty twenty-five Fringe season. R S V P [HERE](#)
- Ten September: Fringe Fund Grant Applications Close
- Thirty October: Registration Deadline for Printed Guide
Registrations never close, but you must be one hundred percent registered by this date to be included in our printed Official Fringe Guide.
- Five December: 'Double Your Fun' Bank S A Presale
Bank S A Cardholders get early access and two for one tickets (subsidised by the Partner) to the full program a day before it goes live to the public.
- Six December: Program Launch
Tickets go on sale to the public.
- Thirty-one January: Lumo Flash Sale
Tap into our biggest ticket-selling day prior to the festival.
- Fifteen January: Artist Pass Print Deadline
Make sure all of your participants are registered in A V R so they receive a printed Artist Pass.
- Eleven February: Meet the Media
Connect with key figures in Adelaide's media landscape and pitch your show to relevant journalists.
- Twenty-one February to twenty-three March: IT'S FRINGE TIME!

WHAT IS ADELAIDE FRINGE?

- The Southern Hemisphere's largest arts festival
- Absolutely anyone can register a Show or Venue
- Thirty-one magical days and nights from twenty-one February to twenty-three March twenty twenty-five
- Stretching across the whole of South Australia

IS ADELAIDE FRINGE FOR ME?

When considering putting on a show at Adelaide Fringe, it's vitally important to be aware of the challenges and risks that come with being part of an open access festival.

It is important to understand the model of Fringe and what it can and can't do for you to determine whether it aligns with your creative pursuits. We can help you figure that out.

Read more [here](#).

TWENTY TWENTY-FOUR SNAPSHOT

ONE THOUSAND FOUR HUNDRED AND EIGHTY-FOUR: REGISTERED SHOWS

FIVE HUNDRED AND FORTY-SIX: VENUES

SHOW ORIGIN

SEVEN HUNDRED AND ELEVEN: S A

FOUR HUNDRED AND EIGHTY-TWO: INTERSTATE

TWO HUNDRED AND NINETY-ONE: INTERNATIONAL

DAILY TICKET SALES

This graph shows the number of ticket sales sold daily from First February to the end of Fringe. The middle two weekends of the Fringe season are most popular - consider this when planning your season.

AUDIENCE PROFILE

Sixty-seven percent tickets sold to South Australians

Thirty-three percent tickets sold to Interstate and Overseas Visitors

Average House Capacity at forty-eight percent

CABARET

Eleven percent of program, ten point four percent of tickets sold, had thirty-nine point nine percent average house

CIRCUS

Thirteen point eight percent of program, eleven point two percent tickets sold, forty-five point five percent average house

COMEDY

Twenty-two percent of program, twenty-six point two percent tickets sold, forty-four percent average house

DANCE

Three point five percent of program, one point nine percent tickets sold, thirty-seven point nine percent average house

EAT AND DRINK

Zero point seven percent of program, zero point six percent tickets sold, sixty-five percent average house

EVENTS

One point two percent of program, two point three percent tickets sold, forty-nine point six percent average house

FILM AND DIGITAL

Zero point nine percent of program, one point three percent tickets sold, fifty-five point six percent average house

INTERACTIVE

Ten point nine percent of program, nine point six percent tickets sold, fifty-five point nine percent average house

KIDS AND FAMILY

Eight percent of program, seven point three percent tickets sold, thirty-eight point nine percent average house

MAGIC

Five percent of program, five point two percent tickets sold, thirty-six percent average house

MUSIC

Fourteen percent of program, fourteen point five percent tickets sold, forty-six point eight percent average house

THEATRE AND PHYSICAL THEATRE

Eight point three percent of program, nine point one percent tickets sold, forty point seven percent average house

VISUAL ART AND DESIGN

Zero point one percent of program, zero point one percent of tickets sold, fifty-one percent average house

WORKSHOPS AND TALKS

Zero point six percent of program, zero point three percent tickets sold, sixty-three percent average house.

TICKET SALES BY LOCATION

CITY

Eighty-four point two percent of tickets sold, eighty-nine percent of total tickets available

SUBURBAN

Fourteen point two percent of tickets sold, nine point five percent of total tickets available

REGIONAL

One point six percent of tickets sold, one point five percent of total tickets available

AVERAGE HOUSE SOLD BY CAPACITY OF VENUES

One to fifty venue capacity: Sixty-six percent average house sold

Fifty-one to one hundred venue capacity: Forty-eight percent average house sold

One hundred and one to three hundred venue capacity: Forty-one percent average house sold

Three hundred and one to five hundred venue capacity: Forty-five percent average house sold

Five hundred and one to one thousand venue capacity: Forty-six percent average house sold

One thousand and one and more venue capacity: Sixty percent average house sold

STARTING YOUR REGISTRATION

REGISTRATION FEES

Three hundred and ninety-five dollars: Performing Arts and Events of four sessions or more

Three hundred and thirty dollars: Visual Art and Design of four sessions or more

Two hundred and ten dollars: All genre categories up to and including three sessions

One hundred percent refund for registration cancellation before thirty October twenty twenty-four, fifty percent refund thirty-one October to four December twenty twenty-four, and no refund from five December twenty twenty-four onwards.

WHAT DOES MY REGISTRATION INCLUDE?

- Show listing in two hundred and eighty thousand copies of printed Official Fringe Guide (if registered by thirty October)
- Show listed on adelaidefringe dot com dot au (two point three million visitors in twenty twenty-four)
- FringeTIX team assistance for ticket sales, show changes, reports, promo opportunities and customer service - all the way through rego to curtain call
- Support from our Marketing team to guide and train you in maximising your sound and finding your audience
- Access to sales campaign initiatives that leverage our programs to help sell tickets and increase your database
- Free participation in the Honey Pot International Arts Marketplace to help you network with industry and secure touring opportunities
- Join our year round professional development series FringePOD and FringeCHAT
- Year-round support, guidance and advice
- Seven day support during the festival
- The chance to participate in events and programs to promote your work, including Program Launch, Schools Program and Meet the Media

GETTING STARTED CHECKLIST

Key information you need to complete your show registration:

- Your show name
- An eye-catching main image
- A great show description
- Printed Guide Copy (two hundred characters with spaces) Web Copy (eight hundred characters)

Who is your audience?

- The age suitability of your show
- Content and trigger warnings
- Any access provisions you have in place to make your show more accessible

Where and When?

- A venue or multiple venues
- Dates and times your season will run
- Ticket pricing

NEW GENRE!

We're introducing a Variety Genre for twenty twenty-five! This is the perfect place for drag, burlesque, shows with changing line-ups, and your talent-rich showcases!

SHOW REGISTRATION STEPS

Create an account on A V R (our Artist and Venue Registration platform). If you've registered a show with us since twenty seventeen, you can sign in to A V R with your existing log in.

PRESENTER OR ARTISTS

Click "My Festival" on the left hand side. In the "Events Overview" section, click on "New Event" *If you're presenting a show at your own venue, read our [Venue Mag](#) and [watch this video](#).

Already secured a Venue?

Sign a mutual agreement between the Venue and Presenter (you can use our [template](#))

Presenters submit the settlement agreement and ticketing details for venue approval

Venues approve settlement agreement and ticketing details

Presenters complete and pay for show registration

YOU'RE REGISTERED! Get ready for Fringe!

Need a little more help? Registration one-on-one with the Artist and Venue team are available to book on Thursdays from August to October (in person or online).

R S V P [HERE](#)

FINDING A VENUE

Join us at Meet the Venues on Three September. R S V P [HERE](#)

Use our [A V R Venue Finder](#) to find a suitable venue for your show. You can filter the type of show spaces, audience setup, sound and equipment through to the specific regions. Consider spreading your show across multiple venues and outside of the C B D; some suburban and regional councils offer support and subsidies during Adelaide Fringe and welcome your participation.

VENUE BREAKDOWN TWENTY TWENTY-FOUR STATS

C B D : Thirty-one percent of venues
One hundred and sixty-eight VENUES
One thousand, twenty-six SHOWS

SUBURBAN (INNER AND OUTER METRO) : Forty-four percent of venues
Two hundred and forty-one VENUES
Four hundred and eighty-four SHOWS

REGIONAL: Twenty-five percent of venues
One hundred and thirty-seven VENUES
One hundred and seventy-two SHOWS

VENUE CHECKLIST FOR ARTISTS

Consider the following when finding a venue. Once you've spoken to the venue, get it in writing.

- Location and audience (is it a good match for your show?)
- Seating or audience capacity
- Does it fit your budget?
- Accessibility for artists and audiences (e.g. is there physical access to the performance or seating area? Is there capability for relaxed sessions?)
- Are there other shows happening at the venue? (Do they complement or compete with your show?)
- What do the venue fees cover?
- Cancellation policy
- Technical specifications of the venue (e.g. is there a regular technician? Are lighting and sound equipment included)?
- Is the venue licensed (e.g. R S A, A P R A, A M C O S, P P C A)?
- What staffing does the venue provide (e.g. box office, front of house, bar)?
- Is there storage available for props/artwork?
- Is there a backstage/back of house area?
- Who is responsible for setup/packdown?
- Payment details and conditions
- Insurance Settlement

Not familiar with Adelaide and need some advice? Contact our Artist and Venue Team, available Monday - Friday, Nine A M to Five P M (A C S T) artists@adelaidefringe.com.au or zero eight, eight one zero zero, two zero two two

ACCESSIBILITY AT FRINGE

MAKING YOUR SHOW MORE ACCESSIBLE

Adelaide Fringe is committed to becoming the most inclusive festival in the world. We want to empower our artists to welcome new audience members to their show regardless of their ability.

There are a number of provisions available that can be easily integrated into one of your performances, or your whole season that will make it possible for people with access needs to experience the joy and wonder of your show.

Our Accessibility Partners have the expertise and services available to help you incorporate accessibility provisions into your show. From audio description, captioning, Auslan interpretation, and relaxed performances, there's multiple ways you can make your show more inclusive.

If you would like to learn more, reach out to one of our Accessibility Partners and tell 'em Fringe sent you!

Access two Arts:

For venue, creative and general access advice, audio description, captioning, and equipment hire

Email: hello@access2arts.org.au

Visit: access2arts.org.au

Call: zero eight, eight four six three, one six eight nine

Autism S A:

For relaxed performances and autism friendly events/venues

Email: contactus@autismsa.org.au

Call: one three zero zero, two eight eight, four seven six

Deaf Connect:

For Auslan interpretation

Email: interpreting@deafconnect.org.au

Visit: deafconnect.org.au

Guide Dogs S A / N T:

For advice on how you can work with your venue to be Guide Dog friendly

Visit: sant.guidedogs.com.au

OPPORTUNITIES

During the show registration process you'll be presented with opportunities you can opt-into to make the most of your Adelaide Fringe experience:

HONEY POT PROGRAM

[Honey Pot](#) is a platform for building connections between artists and industry delegates. Honey Pot creates bespoke itineraries for industry – guiding them to the shows that align with their programming interests.

During the festival, Honey Pot also facilitates networking, panels, discussions and upskilling. We place artists and programmers together through weekly networking and pitching events designed to spark new connections and relationships.

By opting-in, your show(s) will be made available to Honey Pot industry delegates with the ability to program or offer opportunities (including touring) to artists.

ADELAIDE FRINGE AWARDS PROGRAM

The [Adelaide Fringe Awards Program](#) is a celebration of the diverse and wonderful shows presented throughout the festival season. There are weekly awards announced each week of the festival, and overall awards presented at a special in-person ceremony at the end of the festival. Winners are announced on Adelaide Fringe's social media channels and to our Fringe eNews subscribers.

These awards are highly sought after, and the accolades can carry you forward to future projects. You'll need to meet certain eligibility criteria to be considered.

SCHOOLS PROGRAM

If your show is appropriate for young people aged between 2-18 years, consider opting in to the [Schools Program](#).

Your show will be included in the printed Kids and Schools Guide (if signed up before the print deadline) which will be distributed to teachers throughout SA. You will have a dedicated Schools Program Coordinator to help market your show directly to schools and process the bookings for you. All tickets sold through the Schools Program have discounted ticketing fees to encourage bookings.

GRANTS AND FUNDING

The [Adelaide Fringe Fund](#) supports creatives, collectives, producers and venues to make their ambitions a reality. Applications close on Ten September.

Our Fringe Fund Grant program is made possible through donations to Arts Unlimited, the philanthropic arm of the Adelaide Fringe, and the generous support of the South Australian Government (following an election commitment by the Malinauskas Government).

You can also find a list of Grants from external organisations that can support your twenty twenty-five Fringe season on A V R.

SNEAK PEEK WEEK

FOURTEEN TO TWENTY FENRUARY

New in twenty twenty-five, this is a great opportunity to capture more tourists and increase reviews before the Fringe season officially starts! Opt in on A V R.

TICKETING BASICS

WHAT IS FRINGETIX?

FringeTIX is the in-house ticketing service that powers all tickets sold for Adelaide Fringe.

WHAT IS THE FIVE PERCENT INSIDE CHARGE?

Adelaide Fringe retains a five percent inside fee on tickets and that contributes to the costs of the ticketing staff, box offices, call centre and ticketing platform, from back-end building to front-end sales. This fee decreased in twenty twenty-two so we can put more money back in your pocket.

Customers will only pay a Transaction Fee of four dollars and eighty cents at cart check out for all points of purchase including online, at box offices and through the FringeTIX Call Centre. This fee is one of the most competitive prices in the ticketing landscape.

In twenty twenty-four, TWENTY-FIVE POINT SIX MILLION DOLLARS BOX OFFICE was paid out to artists, presenters, producers and venues. Five percent were retained by Fringe H Q.

TICKET SALES BY PRICE TYPE

Full Price: Fifty-eight point seven percent

V I P: One point one percent

Concession: Nine point four percent

Child: One point eight percent

Family: Five point two percent

Bank S A : Four point seven percent

Group Six Plus: Three point six percent

Fringe Member: Four percent

Presenter Comp: Three percent

Promo: Three point two percent

Special Programs (Honey Pot, Media, Awards): Two percent

Schools: Zero point seven percent

Midweek Treat: One point two percent

Family and Friends: One percent

Companion Card: Zero point four percent

TWENTY TWENTY-FOUR AVERAGE TICKET PRICE IS AT THIRTY-TWO DOLLARS

Seventy-seven percent of Fringe tickets available in twenty twenty-four were under forty dollars.

WHAT ARE THE PRICE TYPES?

Take advantage of the different [Ticket Price Types](#) available. While optional, they're beneficial in finding new audiences to drive sales. Fringe has specific marketing strategies that promote these ticket types, so by opting in, your show will be frequently promoted to the wider Fringe audience.

Early Bird (NEW in 2025!)

Opt-in to offer a thirty percent discount in the week following program launch as an incentive to sell more tickets early.

Full Price

This is your main price point and in some cases might be the only price you need. Set this price at what you want an adult to pay.

Full Price This is your main price point aBankSA Cardholder Opt-in to offer a twenty-five percent discount to Bank S A Cardholders, a warm audience who receives dedicated communications.

Fringe Membership

By offering two for one tickets you get access to our most engaged audience who LOVE the arts. The offer is limited to two tickets per show, per Member.

Midweek Treat

Got shows on Wednesdays? Offer a small discount to get those bums on seats and help spread the word ahead of the weekend.

[COMPANION CARD SCHEME](#)

It is a condition of your registration that your show supports the Companion Card Scheme. The Companion Card ticket type is added automatically to all shows and sessions.

Adelaide Fringe does not charge you when a complimentary ticket is issued under this scheme.

Employee Assistance Program (EAP) is available to all Adelaide Fringe twenty twenty-five Artists.

Click [here](#) to find out more.

MARKETING BASICS

Chat with us! Artists Marketing Phone Calls will be available during November to December 2024 and January 2025. BOOK [HERE](#).

WHAT IS A MARKETING STRATEGY?

As much as we hate to say it, your show is not for everyone - and that's okay! Know who your show is for and find your audience. Identify what you set out to achieve and think about the touchpoints to convert someone to buy your tickets. Implement a budget that includes digital, print, distribution and any ad-hoc items that may incur costs.

For example, complimentary tickets to spread word of mouth. Consider engaging the press and media to promote your show. Grow your mailing list with customer data opt-in and remember to use your networks!

Our team has put together a [Marketing Strategy Guide](#) on some handy tips and tools for building your Fringe show.

WHAT ARE SOME HOT TIPS?

- Add ticket types - you'll appear on more pages of the website and we run targeted campaigns to promote these shows
- Work with your venue - work together to maximise your exposure
- Team up with other artists - work together to save on costs

Hear from artists, producers and venue managers from around the world about their journey and what advice they would give to artists at all stages of their careers on our podcast, [FringePOD](#). There are also opportunities for [Professional Development](#) during the festival. These seminars are hosted by multiple industry professionals.

HOW DO I AMPLIFY MY CONTENT?

[Media Kit and Publicity Tips Video](#)

WHAT IS A SOCIAL MEDIA STRATEGY?

[Social Media Strategy Video](#)

HOW CAN I ENHANCE MY SOCIAL MEDIA WITH ANALYTICS?

Add your Meta Pixel and Google Analytics tracking codes in A V R to connect your FringeTIX page to your social accounts using API (Application Programming Interface). Learn how to do this with this [resource](#).

Utilising the Analytics API can:

- Automate ad management with actionable insights
- Personalise audience targeting
- Target efficiency and measurable campaign Return on Investment (R O I)
- Enable advanced analysis to make data-driven decisions.

"Adelaide Fringe is at least two years ahead of other major ticketing platforms and festivals when it comes to data tracking." Stewart Reeve, from 'StandingBy!'

WHAT IS PAID MARKETING?

TWENTY TWENTY-FIVE ADVERTISING KIT
VIEW AND BOOK [HERE](#)

Adelaide Fringe offers advertising opportunities for artists to get in front of people who are already interested in Fringe.

To tailor an advertising package to compliment your existing marketing strategy, contact the Ad Sales team at Ads@adelaidefringe.com

There are so many options to reach your audience and new fans, but we understand budgets are tight. Think about the audiences you can reach organically through your social media and your contact lists, then consider who else you need to bring in to achieve your goals.

Would it be Fringe Members? Local parents groups? Foot traffic around Adelaide?

EMAIL

OVER EIGHT THOUSAND TOTAL MEMBERS

Fringe Member eNewsletter: Some of the biggest Fringe supporters out there! Fringe Members are buying an average of eight tickets across the festival and love to spread the word.

OVER ONE HUNDRED AND TWENTY THOUSAND DATABASE

Fringe eNewsletter: A diverse audience who have signed up to hear more about what's happening across the festival. Great for mass marketing.

Fringe is sitting above the industry benchmark of forty-one point thirty-one percent open rate, and three point zero one percent click through rate for E D M s.

SOCIAL MEDIA

OVER TWO POINT EIGHT MILLION REACH

TWO HUNDRED AND EIGHTY-FIVE MILLION TOTAL MEDIA REACH

Take the stress out of building and managing a social media campaign and tap into Fringe's extensive audience data sets and lookalike audiences through Meta Advertising.

WEBSITE

OVER FIVE MILLION SESSIONS

OVER TWO POINT THREE MILLION UNIQUE VISITORS

FringeTIX is THE portal for ticket buyers to search, filter and click shows that catch their eye.

Attracting more than five million sessions per season, this is a great platform to position your show image to a very captive audience.

PRINT

OVER TWO HUNDRED AND EIGHTY THOUSAND OFFICIAL FRINGE GUIDES

For many Fringe-goers, the Official Fringe Guide is their go-to for scouting new shows and finding old favourites. If your audience is a little traditional and harder to find, consider buying an ad to increase the likelihood of being seen. We also produce an Access Guide and a Kids and Schools Guide that have ad space available.

HOW DO I PLAN MY MARKETING TIMELINE?

OCTOBER

- Outline your [Marketing Strategy](#) and set your budget
- Chat to your venue about how you can help each other sell tickets
- Book your [Fringe Advertising in A V R](#) (F Y I: Ads in the printed Official Fringe Guide need to be submitted by Ten November)
- Research [Other Advertising Opportunities](#), including special packages for artists from Channel Forty-four and GLAM Adelaide

NOVEMBER

- Ensure your customer database is up to date, ready to email
- Post a sneak-peek teaser reel of your show on your socials and start to build anticipation
- If you're not from Adelaide, book your flights for your season
- Upload your [Media Kit](#) to A V R. Ensure images are high resolution, text free and offers a variety of standard sizes for use on social media and articles
- List your show on the [Australian Tourism Data Warehouse](#) (it's FREE!)

DECEMBER

- Attend the Adelaide Fringe Program Launch to secure media coverage and network with other artists for cross promotion
- Shout to your network that your Fringe tickets are on sale
- Acquire new audiences by leveraging on the festive period i.e. Christmas giveaway competition to generate more awareness
- Connect with other artists to build a strategy on how to cross-promote your shows. List each other's shows in the [Artists Recommends](#) section in A V R

JANUARY

- Leverage social media platforms by sharing valuable content and engage with your followers regularly
- Share a photo of your listing in the Fringe Guide and link to your show
- Opted into the Lumo Flash Sale? Share the assets and jump on the trending posts
- Plan for your physical presence in-season - will you have a street team to distribute flyers at suitable locations?
- Reach out actively to local media outlets, journalists, and send press releases for interviews using our Media Contact List

FEBRUARY TO MARCH

- Attend our Meet the Media event
- Ramp up your social media posting and engage with other artists
- Capture content at your shows to implement urgency (F O M O tactics)
- Encourage audiences to give an Audience React on Fringe Feed after your show
- Incentivise word of mouth marketing!
- Drop in at FringeWORKS and chat to the team (location T B C)

POST-SEASON

- Document highlights and challenges from your season to learn for future shows
- Add your customer data from those who opted in and build your mailing list for future seasons

MEET THE TEAM

Adelaide Fringe is committed to supporting venues and artists every step of the way, ensuring success and providing assistance throughout the process. These are the people you'll connect with the most during Fringe season.

Jo: Executive Director Programs and Development
Andy: Honey Pot Marketplace Manager
Lisa: Artist and Venue Manager
Lee: Senior Artist and Venue Coordinator
Aaron: Artist and Venue Coordinator
Sarah: Artist and Venue Coordinator
Connor: Artist and Venue Coordinator
Audrey: Artist and Venue and Marketplace Assistant
Lily: Artist and Venue Administrator
Ella: Executive Director Audience
Kirrilee: Head of Marketing
Georgia: Marketing Manager
Ali: Box Office and Customer Service Manager
Matt: Ticketing Manager
Mathilde: Senior Ticketing Coordinator
Elleni: Schools Program Coordinator

FringeWORKS is your office away from home, a place where we are all together: Artist and Venue and Honey Pot teams will be based at FringeWORKS during season for any artists to connect.

Make sure you are subscribed to the [FringeWORKS eNewsletter](#) to stay in-the-know for everything Fringe twenty twenty-five.

Artist and Venue

Zero eight, eight one zero zero, two zero two two

Artists@adelaidefringe.com.au

Honey Pot

HoneyPot@adelaidefringe.com.au

Finance

Finance@adelaidefringe.com.au

Ticketing

Zero eight, eight one zero zero, two zero one two

Ticketing@adelaidefringe.com.au

Marketing

Marketing@adelaidefringe.com.au

Awards Program

Awards@adelaidefringe.com.au

Advertising

Zero eight, eight one zero zero, two zero four five

Ads@adelaidefringe.com.au

Schools Program

Zero eight, eight one zero zero, two zero zero four

Schools@adelaidefringe.com.au