VENUE MAGAZINE

OPEN YOUR DOORS TO FRINGE 2021

Think outside the box – registered venues in the past have been anything from theatres, pubs, clubs, churches, vacant buildings, bars, offices to buses, bathrooms, swimming pools and caravans!



Red Poles Art Gallery. Image: Chloe Elizabeth

ADELAIDE FRINGE

19 FEBRUARY – 21 MARCH 2021

Principal Partner bankSA

WHAT IS ADELAIDE FRINGE?

- We were born over 60 years ago (although we don't look a day over 25) and we've grown up to become the Southern Hemisphere's largest open access arts festival!
- Adelaide Fringe completely takes over the CBD, surrounding suburbs and even some regional areas of South Australia for 31 magical days and nights each year. Lock in our 2021 dates: ***19 Feb – 21 March***.
- Featuring 1200+ events, over 6500 artists, 471 venue spaces and over 3.5 million attendees in 2020.

WHAT DOES 'OPEN ACCESS' MEAN?!

We're an ***open access festival*** which means artists, presenters and venues all register to participate in Adelaide Fringe, you choose us! We don't select or curate the program or book artists or shows for you.

Anyone and everyone can be involved in Adelaide Fringe... it doesn't matter how big or small your venue is, whether you've got four walls made from bricks and mortar or you're a completely temporary space, you can register to be involved. Alleyway, pub, concert hall, library, laundromat or double decker bus – YOU can create Fringe magic in whatever shape or form your venue takes on!

"You need to find your own niche and have something unique and special to offer. Rather than be just another "good venue", I think it is important to find an image that makes you different.

Your policy, programming, presentation need to offer something other venues do not have. You need to be diverse but also have a "thread" that goes through the vision."

Shakti Chakravarty,
Producer, Artist, Venue Manager
at The Garage International

Have bands that play at your venue regularly, or do you exhibit visual artwork on your walls? Why not turn these into Fringe events during festival season!

"You don't need to spend a million bucks to setup a venue. If your vibe is good and your fees are reasonable, there will always be artists looking for somewhere to try out a new idea, or take a risk – and that's precisely what Adelaide Fringe is all about."

Tim Watts, General Manager &
Venues Manager at The Mill

WHY BECOME A FRINGE VENUE – WHAT ARE THE PERKS?

- Venue registration is completely ***FREE!***
- Get listed in over 300,000 Adelaide Fringe printed guides and be promoted on the Adelaide Fringe website though a dedicated venues webpage (3.1 million visits in 2020)
- Venues can take advantage of our engaged Fringe Membership audience! Find out more HERE
- Generate more jobs in Adelaide and South Australia.
- Step outside your comfort zone and gain experience and confidence in hosting events and live performance.
- Increased awareness of your venue and exposure to new clientele.
- Be a part of and provide a supportive platform and environment for artists and engage with the wider community of venues, artists and audiences like no other!

WHAT MAKES A GREAT FRINGE VENUE?

1. Find your niche and be willing to think outside the box!
2. Use your strengths, use it to attract artists and promote your venue.
3. Communication is key! Clear communication along with a signed venue agreements (by both parties) eliminates misunderstandings.
4. Be prepared and do your research. Be proactive! Don't sit back and wait for artists to come to you.

   One of the best ways to connect with Artists is to attend our ***Meet The Venues*** speed-dating event for Venues and Artists! Make sure you are signed up to our bulletins to stay in the loop.


Barossa Fringe. Image: Nathaniel Mason

2020 VENUE STATS

SUMMARY OF BREAKDOWN OF CBD, METRO AND REGIONAL VENUES & EVENTS (2020 VS 2019)

VENUES

CBD
*inc North Adelaide
2020: 141 (38%)
2019: 160 (39%)

METRO
2020: 180 (49%)
2019: 189 (46.5%)

TOTAL
2020: 367
2019: 406



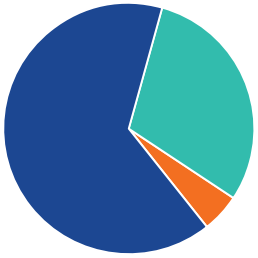
REGIONAL
2020: 46 (12.5%)
2019: 57 (14%)

EVENTS

CBD
*inc North Adelaide
2020: 864 (61%)
2019: 1046 (64%)

METRO
2020: 480 (33%)
2019: 484 (30%)

TOTAL
2020: 1424
2019: 1611



REGIONAL
2020: 80 (5.6%)
2019: 81 (5%)

"Working with artists to create a Fringe hub outside of the CBD has enabled our community, and people further afield, access to high quality and meaningful cultural experiences closer to their homes. The MCC came alive with activity like it had never seen before. The 59 events, workshops and markets almost doubled the 2019 effort.

The community was not daunted by the variety of shows with ticket sales doubling to just above 4000 and about 12,600 people attending one of the many diverse and engaging cultural experiences."

Tyson Brown,
Unit Manager Cultural
Facilities at Marion Cultural
Centre / City of Marion

368 Venues
471 Venue spaces
36 Different council areas

141 (38%) venues located ***within*** the Adelaide City Council area
226 (61%) venues located ***outside*** the Adelaide City Council area

864 (61%) events took place ***within*** the Adelaide City Council
560 (39%) events took place ***outside*** the Adelaide City Council

HOW TO REGISTER – AVR DETAILS

1. Sign up to AVR (Artist and Venue Registration Platform) avr.adelaidefringe.com.au
2. Make yourself familiar with our '***Venue Registrations Process***' document. This will outline all the information you require before you start your registration. This is available online on the AVR Resources page.
3. Familiarise yourself with the AVR, have a play, see what other resources are available for you.
4. During your registration, make sure you opt in to our '***Venue Finder***' tool. This will help artists find your venue and help arrange direct bookings.
5. Make sure you are upfront with what you can deliver. In the registration you will need to detail the logistics and technical specifications of your venue, so don't promise anything you cannot deliver.
6. Think about what audiences you might be able to share or what marketing you can offer to promote events in your venue. Be sure to share this with prospective artists – digital billboards, newsletters and social media support from a venue can be very attractive.
7. Once you are registered, it does not mean you are an official Fringe venue. You still need to book an event/artist in your venue to be classified as an ***Official Adelaide Fringe Venue***. So do not wait for artists to come to you, put yourself out there!
8. Don't forget, Venue Registrations are ***FREE***!
9. Make sure you check out our library of AVR Resources! From 'how to' information on marketing, ticketing and accessibility to budget templates and sustainability info!

"Our main reason for participating in Adelaide Fringe is that it is our best value for money marketing opportunity of the entire year.

We have found that some events are difficult to market outside of Fringe, but the Fringe helps us to tap into niche markets and find our audience and sometimes even sell these events out. For some reason there are people in the community that see an arts event as more legitimate if it is part of the Adelaide Fringe. We have used this to our advantage."

Ceri Hutton, Manager Performing Arts & Events at The Parks Theatres



Lion Arts Factory. Image: Chloe Elizabeth



Adelaide Town Hall. Image: Farhad Noori

"Put every detail of your hire arrangement in writing before the season commences. This includes financial settlements, cancellation, technical provisions, performance space dimensions and backstage policies.

Artists will want to know what you are providing and what their responsibilities are in as much detail as possible. It will ensure expectations are met, money is saved and both parties are protected in the partnership."

Joanne Hartsone, Producer, Artist, Venue Manager at Black Box Theatre

STAY INFORMED

ARTIST & VENUE BULLETINS
Check your emails and stay up to date with all of the latest information by way of our regular EDM's and bulletins.

FACEBOOK GROUP
Like our FringeWORKS – Adelaide Fringe Artists & Venues Facebook page for all industry news, and join the Adelaide Venues Facebook Group to network with other venues.

INFO SESSIONS & ROUNDTABLES
Throughout the registration period we will be holding a number of information sessions, perfect chance to learn more about the opportunities we offer, how to market your show, network with other artists and get hot tips and tricks on how to make the most out of your festival.

These sessions will be delivered via digital online platforms, or if social distancing guidelines allow, in person in Adelaide. All sessions will be recorded.

SPECIAL ARTIST & VENUE EVENTS
Meet the Venues – an Artists and Venues speed dating event to assist programming your venue.
StandOUT – a marketing and PR info session to prepare and make sure we can help you stand out!

TALK TO YOUR LOCAL COUNCIL
What can they do to support you?
Many councils see huge value in lots of Fringe activity in their area and you might be surprised at what they will do for you in ways of marketing and financial support.

2021 KEY DATES

22 JUL 2020
Venue Registrations OPEN
Artist & Venue Info Session

1 SEP 2020
Artist Registrations Open

22 SEP 2020
Meet the Venues Event

4 NOV 2020
Print Registrations CLOSE

9 NOV 2020
StandOUT –
Marketing & PR Event

19 FEB 2021
Adelaide Fringe Opening Night!

Stay tuned to our bulletins and Facebook page for more events and key dates!