

TAKING PART

A GUIDE TO REGISTERING FOR
ADELAIDE FRINGE 2011

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FRINGE2011
TOFFERLEY TOWN

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IN ADELAIDE FRINGE 2011

WELCOME TO THE 2011 ADELAIDE FRINGE!

The Adelaide Fringe is an open access festival, and anyone can be involved. All you have to do is pay a registration fee and enter your event information by the closing date of registrations.

Participating in the Fringe might not make you a millionaire, but it will give you a great opportunity to lift your profile, develop and extend your networks, and to be part of the veritable frenzy of arts activity that takes place in Adelaide every February and March.

Adelaide Fringe Inc. is primarily a service organisation for artists and presenters, providing opportunities to help them make the most of their Fringe experience.

Our website and on-line Fringe Event Registration Site (FERS) have been developed with you, the artist, in mind, to enable immediate communication between you and the Fringe, as well as providing you with access to registration details at any time, from any computer.

Taking Part is a comprehensive booklet where artists can read about all the different opportunities available to them when they register for Adelaide Fringe 2011. It gives an overview of the Fringe Program, outlines all the Artists Services and Assistance, provides information on important things to consider, and looks at the Fringe's ticketing system - FringeTIX.

Welcome and read on... your Fringe journey starts now!



Desert Fringe in Port Augusta

TAKING PART IN ADELAIDE FRINGE 2010

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When you have finished reading Taking Part, why not pass it onto someone else in your group, or keep it for future reference. When the time comes, please recycle or shred and add to compost.

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THE BASICS

So you want to be part of the Fringe? Excellent, we'd love to have you; and before we talk about anything else, here's the basics of what you need to do to get your event into the Fringe:



Registrations are open from **Wed 4 August - Fri 15 October**.

Using the Fringe Event Registration Site at you can enter all details of your event, including description, venue, dates and prices, as well as register for Adelaide Fringe special programs and artist passes. You don't have to enter all your details at once, but the sooner you start, the sooner we'll be ready to help.

If need be, you are also able to register off-line using a hard-copy form.

There are many venues around Adelaide, from pubs, gardens, theatres and studios. While it is your responsibility to book the venue, our Venues Coordinator can assist with ideas for venues to approach for your season.

A Venues List will be available to view via our Fringe Event Registration Site (FERS), with details of venues that have expressed interest in hosting a Fringe event. However, you are not restricted to using only the venues from this list.

The fees are as follows:

- \$395 for performing arts events of 4 sessions or more (\$330 for visual arts)
- \$210 for events of 3 sessions or less.

The fee entitles you to top-notch support and services from the Artist Services team, plus it give you access to Publicity and Marketing staff and much more. Artists are also responsible for all of the presentation and production costs relating to their event(s).

You can complete these steps in any order, but the above is the most efficient way of going about things! More information on each step is available on the next page.

THE BASICS

Fringe Event Registration Site

FERS is an on-line system that has been created with artists in mind. It allows you to update and change your registration details as many times as you need until the close of registrations. Fringe staff are also able to access your registration information, which is really quite handy when it comes to giving you the best assistance possible.

The information you provide in FERS is used to generate information such as your Fringe Guide entry, your listing on FringeTIX and more.

Just go to www.adelaidefringe.com.au and look for the Register Now button.

Off-line Registration

If you struggle with internet access, or if you just can't handle computers, then it is possible to register using a hard-copy form. Just contact the Artist Services Co-ordinator on +61 8 8100 2055 or email eugene@adelaidefringe.com.au.

Venues Assistance

Finding the right venue and securing it as soon as possible is critical, but if you don't have a venue or don't know where to look, don't despair! Here's what to do:

- Consult the Venues List - Available in FERS, this contains detailed information on venues within the CBD and suburbs, from theatres, pubs, galleries, empty spaces and everything in between.
- Contact Venues Co-ordinator, Carin Waterson, on +61 8 8100 2046 or email carin@adelaidefringe.com.au. She'll be able to give you specific advice as to who to approach, based on your particular needs.

If you need assistance in finding a venue, register your event as soon as possible for the best choice. Come 15th October, when artist registrations close, venue availability is extremely limited. If you already have a venue organised - that's great! You can just enter your venue details into FERS when you register your event.

More information about venues is available in *Getting It GOING - Technical and Venue Considerations*. This Fringe produced handbook is only accessible for registered artists and will be available to download soon.

www.adelaidefringe.com.au

Registration Fees

The registration fee covers your event listing in Adelaide Fringe printed Guide; a listing on Adelaide Fringe website; ticket sales (for ticketed events) through FringeTIX - online, through box offices and by phone; advice and support from Fringe staff, plus much more!

Thanks to a private ruling by the Australian Taxation Office our registration fees are GST free. Thanks Taxman!

How & When To Pay

Registration fees must be received in full by 5pm, Friday 15th October 2010.

Please complete the registration fee payment form (which you can download from FERS once you start your registration), and enclose with your payment. Payments can be made by credit card, money order, EFTPOS, cheque (payable to Adelaide Fringe Inc) via mail, telephone or in person. Cash payments can only be received in person, please do not mail any cash to the Fringe office.

Please note, on-line payment of registration fees is not available on the Adelaide Fringe website or through FERS.

Remember... You are not officially registered until the Fringe receives your full registration fee.

Cancellation Fee

If your event is cancelled you may be entitled to a part refund of the registration fee(s) you have paid. **There are no refunds if you cancel your event(s) after the Fringe Guide has gone to print.** In accordance with the policy of Adelaide Fringe Inc, the following cancellation fees apply:

Cancellation Date	Refund
4 August - 31 October 2010	100%
1 November - 30 November 2010	50%
1 December onward	nil

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WHERE DO YOU FIT IN THE SCHEME OF THINGS?

Now that you've started your registration (assuming you have!), there are lots of things to consider. What category does your event fall under? What other Fringe activity can you be part of? The next couple of pages outline just a selection of things that you'll need to think about.

EVENT CATEGORY

Performing Arts & Events

The Performing Arts & Events program is the largest program of the Fringe, and includes (but is not limited to) cabaret, circus, comedy, dance, film & video, music, puppetry, theatre, and writing/poetry.

This category also incorporates community events and autonomous, independent festivals.

Visual Arts

The Visual Arts program welcomes solo and group exhibitions, site specific works and installations of every visual art form. It has a history of vibrant experimental art and attracts enormous attention from the public. Artists take responsibility for the sale of artwork and exhibition issues, including payments with galleries or other venues.

FRINGE EVENT & ARTIST OPPORTUNITIES

Adelaide Fringe produces a range of initiatives for registered artists to take part in. They are designed to give artists access to promotional, networking, skills development and income generating activities. Your event may be suitable for some or all of the following opportunities:

Opening Night Parade

The Opening Night Parade is a hugely popular, iconic event and the hallmark celebration heralding the start of the largest Arts Festival in Australia. Attracting thousands of enthusiastic Fringe supporters, the Parade is a wonderful chance to be seen, be spectacular and get people talking about your Fringe event. Registered artists will be updated with more information about how to get involved in the Fringe's kick-off event via the Artist Bulletins later in the year.



BankSA Support Act

Promoted via the talkfringe.com website, BankSA Support Act benefits both Adelaide Fringe artists as well as audiences. Tickets are purchased by BankSA through FringeTIX at the full price and offered to Fringe audiences at a discounted cost of \$10 each. Participating artists are also profiled through inclusion in print, radio and television advertising campaigns purchased by BankSA. BankSA Support Act is available to local, interstate and international artists across all art forms.

Adelaide Fringe Showcase Stage

Located under the Gawler Place Canopy in Rundle Mall, a 1960's caravan will be converted into an exclusive showcase stage - exposing Fringe artists to the 450,000 people who visit the Mall every week. Artists will have the opportunity to present free previews, snapshots and tasters to promote their work.

A FringeTIX box office will be located directly opposite the showcase stage to generate immediate and increased opportunities for ticket sales. Keep an eye out for more information about guidelines, the application process, dates, times and details via the Artist Bulletins later in the year.

FRINGE EVENT & ARTIST OPPORTUNITIES CONT.

Fringe Awards

The Adelaide Fringe Awards celebrate and recognise outstanding contemporary arts practice. Award winners receive an internationally recognisable symbol of success as determined by a panel of industry peers and professionals. All registered Fringe artists are invited to self-nominate for an award.

Further information on Fringe Awards will be available in future Artist Bulletins and in the FERS Section of our website www.adelaidefringe.com.au.

Adelaide Fringe Art Show

2011 will see the inaugural Adelaide Fringe Art Show, showcasing Fringe registered Visual Artists. No longer confined to the mini art format of previous years, this exhibition will run for the duration of the Fringe and act as a central point for audiences to discover the full visual arts program. More information on the exhibition requirements will be available later in the year.

YEP

The Adelaide Fringe Youth Engagement Program (YEP) promotes suitable registered Fringe events to schools across South Australia and interstate.

If you have a show that is suitable for school-aged audiences, help build the next generation of arts enthusiasts and sell more tickets in the process. Register your interest in participating in the Youth Engagement Program and the YEP Coordinator will contact you to gather more information about your involvement.

Honey Pot

This program is designed to build long term relationships between participating Fringe artists and arts industry professionals, to create a life for works beyond their presentation at Adelaide Fringe.

In 2011, the Fringe will play 'cupid' (of the artistic kind) when we handpick a selection of the finest local, national and international producers, presenters and programmers and individually tailor their festival experience. We will point their arrow toward the artists/companies that match their programming tastes - this could be you! The initiative will provide opportunities for professional development, networking and much more.

If you consider your work to be ready to tour to other festivals and venues (or if this is your goal for the near future) and you are happy to make complimentary tickets available to producers, presenters and programmers, please express your interest and extend the life of your work!

To express your interest in any of the above, just tick the appropriate "yes" box on the Event/Artist Opportunities page when you register in FERS. Some opportunities will require you to complete an application form. Details will be in FERS.

FUSE - Music Industry Conference and Showcase (16th -18th February 2011)

Fuse Festival is the longest running music business event in Australia providing three days of conference panels, masterclasses, artist showcases and networking events. Throw 280 musicians and 50 of the world's leading music industry professionals and buyers into the heart of Adelaide and witness the unique and money-can't-buy opportunities launch new careers. To register and for more information go to www.fusefestival.com.

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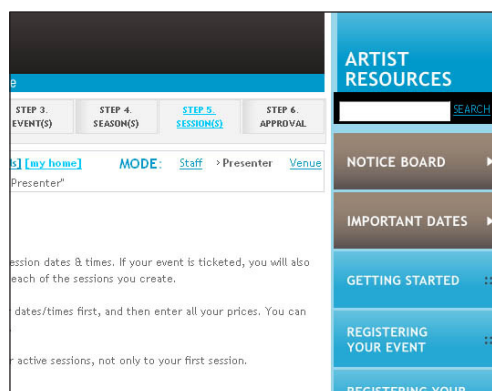
ARTIST RESOURCES SECTION

Where to go for all the info!

FERS is not just the place where you register your event. It is also the gateway to a wealth of resources and information, all found in the Artist Resources Section. The answers to most of your questions will be in there, so USE IT! The individual sections are:

- Noticeboard & Important Dates
- Getting Started
- Registering Your Event
- Venue Information
- Selling Your Tickets
- Attracting an Audience
- Promote Your Event
- Visitor Information
- FAQs

Links to the Artist Resource Section appear on the right hand side of FERS and will be available at every step of your registration. Your Fringe experience will be made much easier with these resources. Updates of new information will be emailed via the Artist Bulletins so you will know when to check in for the latest offerings.



FRINGETIX

Adelaide Fringe runs its own box office, called FringeTIX.

Each event, even if it isn't ticketed, will have its own event page at www.adelaidefringe.com.au. The information on these pages is exactly what you enter into FERS. FringeTIX and FERS are linked dynamically, so any changes that happen in FERS automatically appear on FringeTIX seconds later.

What are the booking fees and charges to artists?

The Fringe charges a booking fee (called an 'inside charge') for each ticket sold through FringeTIX, as per the table below:

Ticket Price	Booking Fee
Complimentary Tickets	\$0.30
\$14.00 or less	\$1.70
\$14.01 - \$20.00	\$1.90
\$20.01 - \$24.00	\$2.30
\$24.01 - \$50.00	\$2.70
\$50.01 and over	\$3.20

A credit card fee of 3.3% is also charged to artists for ticket purchases by credit card.

The ticket buyer also pays a service fee (the 'outside charge') for each ticket sold. That fee is currently set at \$2.75 per ticket. More information regarding fees and charges is available in the Artist Resource Section of FERS, once you have registered an event.

What about special prices or discounts?

Ticket prices and price categories, such as concession and children's prices, are at the artist's discretion. Additionally, in the lead up to and during the event artists have the opportunity to offer special ticket offers, such as \$10 ticket rush deals, BankSA customer price, group bookings or schools prices. More information on FringeTIX can be found in The Artists' Guide to FringeTIX (available soon).

Where will FringeTIX be located?

FringeTIX will have outlets in many locations around the city, including Rundle Mall and Hindley Street. Contact information for FringeTIX will be posted on FERS and will also be sent via the Artist Bulletins.

THE FRINGE GUIDE

The Fringe Guide

Your registration fee entitles you to listing in the Adelaide Fringe 2011 Guide. This includes a 50-word description and an image, plus date, time and ticketing information. The Fringe environment is a competitive one and your entry will be in direct competition with the many other events that are vying for the attention of audiences. Think carefully about your 50 words and the image you choose: they will snare your audience, but could also make them skim over to the next entry.

Fringe Guide Event Listing Acceptance through FERS

FERS enables you to view a sample of how your event listing(s) will appear in the Fringe Guide, and to make changes to the displayed Presenter name if required. Once the entry is complete and correct and any required changes have been made, you'll need to accept the guide entry on-line in FERS.

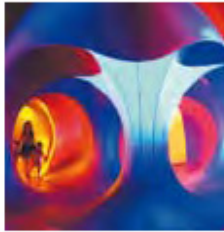
From FERS to the Fringe Guide...

Once registrations close, on Friday 15th October 2010, all event data will then be handed to our graphic design team, who will then lay out the event listings to become the Adelaide Fringe 2011 Fringe Guide.

The Artist Services Team will then spend many long hours proofing the artwork against your sign-off listings to ensure that each entry in the Fringe Guide is exactly what you signed off on. There is a very tight turn around for this, and it is vital that you mark your acceptance of your Guide entry as soon as you complete your registration.

During the proofing period, there will be a small window of opportunity for any typographical errors to be corrected. Any changes to event details must be made by contacting the Artist Services department. Changes relating to formatting, altered wording, event name, company name, presenter name, venue detail, dates, times and prices will not be accepted during this period.

See below for an example of how your event will look in the Fringe Guide (Image taken from Fringe Guide 2010):

AMOCOCO	
PRESENTED BY ADELAIDE FRINGE	UK
	Amococo is an inflatable 'luminarium' of labyrinthine tunnels, soaring domes and cavernous atriums. It's a walk-through sculpture inspired by the beauty of natural geometry, and a most unusual chill-out zone. Come in, recline, and lose yourself in primary-coloured bliss. Suitable all ages. Program Partner: PepinNini Minerals.
RYMILL PARK / MULLAWIRRABURKA CNR EAST TERRACE & RUNDLE RD ADELAIDE 20-21, 24, 26-28 Feb, 3-7, 10-14 Mar at 11am-7pm 23, 25 Feb, 2, 9 Mar at 11am-5pm Door\$2.00	ID 211 Rating GA
19 20 21 22 23 24 25 26 27 28 1 2 3 4 5 6 7 8 9 10 11 12 13 14	

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ARTIST SERVICES & ASSISTANCE

During the registration period and into the lead-up to the Fringe, we produce a number of guides and other services designed to bring you all the info you need to help you maximise your Adelaide Fringe experience.

Getting It TOGETHER guides

A series of four guides available to all registered artists. This series is designed to assist artists across all genres in the production and presentation of their work.

Getting It TOGETHER guides include pre-emptive and trouble-shooting techniques and tips on how to get your event or exhibition up, running and noticed in a competitive Fringe environment. Each guide will be available at designated points over the period of the registration.

Marketing & Media Guide

A comprehensive guide which covers the basics about putting together a marketing campaign, and will also include a separate media contacts list. This will be available in December.

Marketing & Publicity Information Session

Held in Adelaide in December, this session outlines marketing, publicity and sponsorship strategies, and will provide useful tips for putting on a Fringe event.

This is a free session, but due to its popularity artists must register to attend. Information regarding the session will be sent via the Artist Bulletins in the coming months.

Artist Bags & Passes

All production companies will receive one Artist Bag per event, which acts as a useful memento of your Fringe experience. You'll also have the chance to order extra bags when you pay your registration fee (price to be confirmed).

All artists also receive an Artist Pass which can be used to access discounts off a whole range of events, merchandise and services for the duration of the Fringe.

Survival Guide

As the name suggests, this guide is crammed full of tips and tricks to help you get through three weeks of Fringing. From things to do on your days off to adding a rush ticket price, it's all in there.

Artist Bulletins - How We Communicate With You

In the lead up to the Fringe registered artists will receive regular Artist Bulletins via email. Check your email on a regular basis as the information sent in Artist Bulletins will include updates of Fringe news, advising when new information has been posted in the Artist Resource Section for artists to access, reminder of deadlines, and information on artist opportunities.

THE ARTIST BUREAU

Opening two weeks before the Fringe, and every day during, the Artist Bureau is a 'one-stop shop' for Fringe artists. It's where you'll find the Artist Services team, who will be able to assist you in any way they can, and with any of the following:

- Issuing of sales reports
- Booking of complimentary tickets
- Advice from Fringe staff on marketing/publicity
- Internet access
- Printing facilities
- Local information
- Artist networking opportunities and noticeboards
- Artist Bags and Passes
- Discount guides for local services

The Bureau will be located in the main Fringe office at 105 Hindley St. Opening dates and hours will be confirmed at a later date.

FOR ARTISTS FROM ACROSS THE SEAS

Chances are our international friends are going to need a little extra help from the Fringe. This section is just for you...

Putting together a show for the Fringe can be a challenge, but when you're on the other side of the world, can't see any of the venues, have never been to Australia and might not be able to speak the language, then you're going to be struggling. The Artist Services team is here to help you in any way we can. From sourcing a volunteer translator to helping with international visa assistance, we've got the lot.

Visa Assistance

Non-resident artists or companies intending to enter and perform or exhibit in Australia as part of Adelaide Fringe 2011 need to submit an Entertainment Visa application during the registration process. We then liaise with the Immigration Department who assess each case. If your application is approved the Fringe will notify you by email.

You can visit the Australian Department of Immigration and Citizenship (DIAC) website at www.immi.gov.au for further information about visiting Australia from overseas. There will be more information in FERS regarding international artist Entertainment Visas.

If you have any queries regarding international visas please contact Michelle Wigg, Artist Services Manager, at michellew@adelaidefringe.com.au or +61 8 8100 2064.

Taxation Issues

Non-resident artists who earn income through their event in Adelaide Fringe 2011 will need to be aware of their obligations under Australian taxation law as it applies to them.

Please contact Mirella Innocente, Finance Manager, for further information and advice on +61 8 8100 2014 or email mirella@adelaidefringe.com.au.

Travel & Accommodation

February and March can be a busy tourist time in Adelaide. With the Fringe being just one of several events all crammed into a few weeks, finding a bed to rest your head can be tricky business.

It is therefore well worth thinking about your accommodation options as soon as possible, particularly if you have any special requirements.

While it is up to you to arrange your accommodation, we can give you some ideas. The Artist Resources section of FERS contains a Visitor Information section, where you can, amongst other things, browse our Accommodation Guide or view listings on the Rooms Available noticeboard.

Taking the time to work out what type of accommodation you need starting your research early will make locating the perfect place more likely for you. Leave it till the last minute and you could have to compromise.

If you're coming to Adelaide by air, why not get in touch with our friends at Flight Centre. They have assigned two special account managers to deal with the needs of Fringe Artists.

Phone 1300 309 693 or email:

Michael Lewis - michael.lewis@flightcentre.com.au

Shannon Stacey - shannon.stacey@flightcentre.com.au



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MARKETING SUPPORT

We market Adelaide Fringe as a whole and you (with a bit of help from us!) market your individual event.

The Adelaide Fringe marketing department develops an umbrella marketing campaign for the entire Fringe event. Central to this is the Adelaide Fringe Guide, which all registered artists are a part of, provided all information and fees are received by the closing date. The printed version of this becomes the number one publication for Fringe audiences. Subsequently, event listings in the Fringe Guide are the key marketing tool for registered events. Each event listing will also appear on our website, where they can be updated if necessary.

You also have the option of purchasing advertising space in the Fringe Guide (subject to space availability), or on our special iPhone app. Rates will be released in mid-September. Phone +61 8 8100 2002 or email ads@adelaidefringe.com.au for more information.

You market your individual event

With some 600 + expected shows, the Fringe certainly creates a huge buzz but you'll need to do something to stand out from the crowd (and indeed attract a crowd!).

Fringe artists should come up with their own promotional and marketing strategies, from posters, exhibition invites and ticket giveaways to inventive stunts which, so long as they're within the law, are always encouraged!

Registered artists will be able to access the Adelaide Fringe 2011 Marketing & Media Guide and Media Contacts List which have lots of hints to get your campaign started.

To maximise your marketing campaign we recommend you to advertise with the Adelaide Fringe 2011 Media Partners: Network Ten, The Advertiser, Nova 919 and Rip It Up.

On-line Media Access

Registered artists should also upload an on-line media kit, which is attached to the event listing on the FringeTIX website. From early January, when tickets go on sale, accredited members of the media will be able to log in and access:

- Media Releases;
- Biographies; and

- Any additional images that artists upload when registering with FERS.

This is the one area where media will be able to access all the appropriate information for each event. To make the most of this facility it is vital that you provide the as much relevant documentation as possible.

There will be more important detailed information and instructions in FERS regarding the on-line media kit.

Fringe Benefits

Fringe Benefits is a free membership program that aims to encourage 18-30 year-olds to attend arts and live events in Adelaide by giving them discounted tickets.

By offering a Fringe Benefits price for your Adelaide Fringe show, the event will receive a free listing on fringebenefits.com.au, promotion through the program's social networking services and has the potential to be included in the weekly FB newsletter - sent to 12,000 members. The FB price you offer can be concession price or lower. Fringe registered performing and visual artists who have no admission fee will also be given free listings and promotion.

Want to stand out from the crowd? Fringe Benefits also has cheap targeted advertising packages available, including featured event placements, SMS campaigns, newsletters dedicated to your show, newsletter banners and website advertising.

And don't forget, if you're aged 18 - 30, join Fringe Benefits and start getting more bang for your buck. It's free.

Fringe Benefits is made possible through a partnership with Arts SA and Adelaide Fringe.

To find out more check out www.fringebenefits.com.au or contact Lauren Presser, Fringe Benefits Co-ordinator on +61 8 8100 2061 or lauren@adelaidefringe.com.au

SOME IMPORTANT THINGS TO CONSIDER

The section introduces some very important issues that you may not even have been aware of. We call them 'things to consider', but what we really mean is 'things that you need to do or you might get into strife!' We'll keep it as simple as possible.

For more detailed information on any of the following, see *Getting It RIGHT - Your Legal Responsibilities Explained* (available to download in the Artist Resources section of FERS).

APRA | AMCOS

APRA (Australasian Performing Right Association) and AMCOS (Australasian Mechanical Copyright Owners' Society) administer 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. Go to www.apra.com.au for more information.

Copyright

Adelaide Fringe Inc. fully 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.

For more information on copyright, visit The Australian Copyright Council's website - www.copyright.org.au

Australian Taxation Law

Under Australian taxation law, artists registering for the Adelaide Fringe 2011 and earning income from their event(s) are required to obtain an Australian Business Number (ABN). There are exceptions to this in very specific circumstances, and it is worth doing a bit of background research to work out what your obligations are.

Generally speaking, if you are regularly earning an income on an ongoing basis from your art, performance fees or ticket sales, and that income makes up a large proportion of your total income, you should consider obtaining an ABN. On the other hand, if you are employed full time elsewhere and your income from

ticket sales, performance fees or your art is small in proportion, or you don't reasonably expect to make any profit, you may be considered a 'hobbyist' by the Taxation department and may not be required to obtain an ABN. If this is the case then you will need to supply the Fringe with a Statement by Supplier.

If you have any questions regarding ABNs or GST, please contact our Finance Manager, Mirella Innocente for further information on telephone +61 8 8100 2014 or email mirella@adelaidefringe.com.au.

Visit the Australian Taxation Office's (ATO) website: www.ato.gov.au for further information.

Registering a Business Name

Artists operating under their birth name are able to trade using that name. But if you add the word "Productions" or something similar, you will need to register that as a business name.

Why? Because someone else may already own that as their trading name and trading under a name registered to someone else is breaking the law!

We suggest you search the national Names Index, which is on-line at www.search.asic.gov.au/gns001.html, to check that the company name you want to use is available. If it is you'll be able to register it at your state Office of Consumer and Business Affairs. You will also need to check that the name is available for use in South Australia. If it isn't you'll have to choose something else. Visit www.ocba.sa.gov.au, and search for Business Names.

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MORE IMPORTANT THINGS TO CONSIDER

Insurance

The area of insurance needs to be addressed early and dealt with carefully. Try to find a broker who can develop a comprehensive package that avoids costly 'over insurance'. You should consider insuring against the following:

- Public Liability
- Workcover
- Instrument Insurance
- Personal Accident & Injury
- Travel & Health
- Volunteers Insurance
- Cancellation & Abandonment
- Money in Transit
- Vehicles
- Non-Appearance
- Studio & Contents
- Transit & Freight

Insurance Brokers

City Rural Insurance Brokers are very familiar with the insurance requirements of Adelaide Fringe artists. You may request an obligation free quote from their website www.cityrural.net.au.

Public Liability

Although it is not compulsory, all artists should seriously consider taking out public liability insurance. This insurance covers against the risk of a member of public being injured through the action on the artist/company, or an item of your set, exhibition or lighting rig. The venue that you perform/exhibit in should also have their own public liability insurance.

Liquor Licensing

Artists who are planning on selling or supplying alcohol may be required to obtain a liquor licence under the Liquor Licensing Act 1997. If you are intending on holding your opening night in an area that is normally considered a dry zone (that is, where no alcohol consumption is allowed), then you will need to obtain approval for a limited licence. Consent from the local council will also be required in these circumstances.

For more information on limited liquor licences and to download application forms visit the Office of the Liquor & Gambling Commissioner website at www.olg.sa.gov.au.

The Office of the Liquor & Gambling Commissioner advises that limited liquor licence applications must be lodged at least 14 days prior to the function being held. With the number of celebrations taking place around Fringe time we recommend that you allow more time than this to avoid any disappointment.

Greening Your Fringe Event

Adelaide Fringe encourages you to consider the environmental impact of your event, and to investigate ways to reduce this impact. This is something you can do in conjunction with your venue, so why not sit down with them and talk rubbish... and the best way to dispose of it! Most venues will already have some practices in place but there may be other things you can do to be more sustainable.

The following websites contain information and suggestions on how to make your Fringe Greener:

www.juliesbicycle.com/music/venues/take-action-practical-guides

www.sustainableeventguide.com

STILL MORE IMPORTANT THINGS TO CONSIDER

Occupational Health, Safety & Welfare

“I don’t need to worry about that, right?” WRONG!
Artists and Venue Managers have a responsibility to meet OHS&W guidelines and Building Safety Standards, particularly because this concerns your safety while performing or exhibiting in the venue, and the safety of the public who come to see your work. Some standards vary from state to state, and others are national standards that apply Australia-wide.

Because different authorities are responsible for the various standards that apply, in the first instance, you should contact the local council where your venue is located.

Please be aware that venues and shows that don’t meet current safety regulations and standards can be closed by Council or SafeWorkSA. You can visit their website at www.safeworksa.sa.gov.au.

Artists and Venue Managers will need to ensure that a range of conditions are met, including:

- Exit and entrance specifications
- Fire extinguishers located on site
- Electrical safety standards
- Adequate number of toilets and fire exits
- Development applications for non-traditional venue locations

Smoking Regulations

Effective from 1 November 2007, all enclosed areas in liquor licensed premises and public places must be 100% non-smoking. Public areas incorporate cafes, restaurants and non-licensed venues, such as community halls: all these areas are now smoke free. This applies to Fringe events - no smoking is permitted in enclosed areas, including performance stages.

We advise you to check with the venue for information regarding your event, as business operators in violation of the new smoking law can be up for a rather large fine!

For further information visit www.tobaccolaws.sa.gov.au.

www.adelaidefringe.com.au

Venues and Public Safety Guidelines

When using a building for public entertainment in the City of Adelaide area, you are required to adhere to Adelaide City Council and Building Code guidelines.

The Fringe has been notified that Adelaide City Council will actively investigate the use of all venues used by Adelaide Fringe 2011 artists to ensure that public safety guidelines are in place, before and during the dates of the Fringe.

Please be aware that Adelaide City Council representatives may arrive at your venue unannounced and can proceed to shut the venue if they are not satisfied that guidelines have been met.

To clarify venue safety guidelines please contact Adelaide City Council Customer Care Centre who will put you in contact with the relevant department.

Adelaide City Council Customer Centre

25 Pirie Street Adelaide SA 5000

Ph: +61 8 8203 7203

Hours: 8:30am - 5:30pm Mon - Fri

www.adelaidecitycouncil.com



TAKING PART

IN ADELAIDE FRINGE 2011

ONE LAST THING (OR MAYBE TWO)...

... there are a couple of really important things you need to be aware of!

A Note About Sponsorship

BankSA is the Principal Partner of the 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 or broker of any form. Any sponsorship of this nature that conflicts with the 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 carry the Adelaide Fringe 2011 logo.

It's important we all do our bit to ensure we protect and acknowledge BankSA's generous support of the Adelaide Fringe.

For further clarification about the use of logos or sponsorship conditions, please contact Artist Services Co-ordinator, Eugene Suleau, on +61 8 8100 2055 or email eugene@adelaidefringe.com.au.

Use of Adelaide Fringe 2011 Logos

The Fringe 2011 poster and logos will be released at the start of November 2010. These will become the official brand of the festival from that time on until the end of the Fringe in March.

When you eventually get to creating your marketing and promotional materials, it is a good idea to include the Fringe logo as an identifier that your show is officially part of Adelaide Fringe 2011.

The logos will be available to download from the Fringe website as soon as they are released in early November.

The Adelaide Fringe provides the logos freely to artists for their promotional use. But though you can use them freely, their use is subject to Copyright (see page 16).

What this means is that you cannot change or manipulate the logos in any way for your own use. So, while you may use the logos in your poster/flyer advertising or even on your website, you must use them 'as is'. You cannot alter or use any part of the logo in a different creative context other than the one in which it was originally designed. This might include, but is not limited to: adding to the logo; taking a part of the logo and using it in a different context; animating the logo; changing the colour scheme of the logo, etc.

Essentially, if you didn't make it, you don't have the right to change it.

So there you have it... you are now armed with a basic overview of the ins and outs and ups and downs of staging an event for Adelaide Fringe. All you need to do now is take a deep breath, jump in, and enjoy the ride!

TAKING PART SUPER INDEX

There are a lot of things you need to consider when putting on your Fringe event, and sometimes it can be a bit hard to find exactly what you're looking for. So we've put together this super index to direct you straight to where you need to go.

It's not exhaustive and it's not meant to be - the topics below are the ones we feel artists want to know the most about! So if there's anything not on the list that you think needs to be, let us know.

If you're looking for info on...

You'll find it here...

\$10 Rush and other ticket promos	Getting It Out There / FringeTIX Guide
Budgeting	Getting it Started
Business Names	Getting it Right
Complimentary Tickets and Holds	FringeTIX Guide
Copyright (including APRA)	Getting it Right
Door Sales	Getting It Out There / FringeTIX Guide
Flyers and Posters	Getting It Out There
Fringe Awards	Taking Part / Artist Resources in FERS
Front of House Staff and Roles	Getting it Going
Funding and Grants	Getting it Started
Insurance	Getting it Right
Liquor Licenses	Getting it Right
Marketing & Publicity	Getting It Out There / Marketing & Media Guide
Media Kits	Getting It Out There / Marketing & Media Guide
O H & S (Occupational Health & Safety)	Getting it Going
Promoters (Honey Pot)	Taking Part
Registration Fees	Taking Part
Risk Assessment	Getting it Going
Sales Reports/Ticket Collects	Getting It Out There / FringeTIX Guide
Setting Prices and Ticket Categories	Getting It Out There / FringeTIX Guide
Sponsorship	Getting it Started
Taxation: GST and ABNs	Getting it Right
Ticket Fees (inside and outside charges)	Taking Part / FringeTIX Guide
Venues - Sourcing & Hire agreements etc	Getting it Going
Visual Artists	Getting it Up There
YEP (Youth Engagement Program)	Taking Part