

The Governor Hindmarsh Adelaide Town Hall Adelaide Zoo Grainger Studio SA German Association
 Church of the Trinity Mr V Music Chesser Gallery Red Poles Gallery Paxton Vineyards Lombard Gallery
 Macclesfield Medical Centre
 Eye to Eye Fine ARTLAB
 The Wheatsheaf SA Folk Centre
 Lipson Cafe Caos Cafe
 Cuckoo Cushdy
 The Lion Hotel The Deli
 The Mars Bar Jah'z Lounge
 Ernst and Young Alma Hotel
 The Cavern Club La Boheme
 Garage Bar Arts Theatre
 Duke of York Sugar
 Exeter Hotel Rhino Room
 Royalty Theatre Ayers House
 Mercury Cinema Jade Monkey
 Comix Comedy Adelaide Casino
 Better World Arts Centre International
 Irish Australian Association T'arts Collective Dragonfly Bar SA Water Learning Centre Bridgewater Mill
 Griffins Head Hotel Flightpath Architects Pepper Street Arts Centre Electric Light Hotel Quality Hotel Old Adelaide

Do you have a venue, room or space?

Are you a bit of an entrepreneur?

Want to take part in the 2010
Adelaide Fringe?

Venue registrations
now open!

Adelaide *Fringe* Inc.

PRINCIPAL PARTNER
 **BankSA**

 Government of South Australia
Arts SA

welcome to the 2010 adelaide fringe!

where it all began...

The Adelaide Fringe began in 1960 as an alternative to the Adelaide Festival. As an open access event, the Fringe enabled anyone with ideas and enthusiasm to register and be a part of the program, showcasing their art to a welcoming public.

Adelaide Fringe is renowned for fresh ideas, risk, imagination, spontaneity and fun, from the artists and the audience.

It is the largest arts event of its kind in the southern hemisphere and only rivalled by the Edinburgh Fringe on a worldwide scale. Artists from across the globe participate alongside home-grown talent, in all art forms.

For independent artists, it's an inspirational environment. For audiences, it's an atmosphere that encourages taking a chance on something new.

But in general it is the artists, audiences and the **venues**, who make our Fringe a success!

why take part in adelaide fringe 2010?

Since the first Adelaide Fringe, venues across the city and surrounds have been supporting artists from around Australia and the world by providing or transforming their venues into visual and performing art spaces.

Their reasons for doing so include but are not limited to:

Being an active participant in the second largest Fringe Festival in the world

- Publicity through the printed Fringe Guide, Fringe Website, artists marketing material and word of mouth
- Increased awareness of the venue/business and exposure to new clientele
- For experience in hosting arts events
- To facilitate further links and networks with artists
- To compliment and develop venue programming

These are all valid reasons for taking part in Fringe, however to get the most out of your Fringe experience be clear about *your* reasons for taking part.

Your objectives will become your main reference point to base decisions on during the planning process and the event itself.

who can be a fringe venue?

Due to the variety of artists that register to take part in the Fringe an immense array of venues are needed in order to meet artists individual requirements

Previous and current venues include:

Pubs | Clubs | Hotels | Theatres | Cinemas | Cafes | Restaurants | Multi Arts Complexes | Function Centres |

Schools & Universities | Studio's | Galleries | Retail outlets | Outdoor Streets | Gardens and more

In fact in 2009, over 250 venues opened their doors to Fringe Performing and Visual Artists. The Fringe can assist you to turn the simplest (or weirdest!) of spaces into a theatre, cabaret den or visual arts gallery just to name a few.

The Fringe really is an opportunity for everyone to get involved!

Adelaide Fringe 2010: 19 February – 14 March

www.adelaidefringe.com.au

adelaide fringe 2010

how will artists find out about my venue?

2010 Venue List for Artists

All venues that have expressed interest and are registered to be involved in the Fringe can elect to be listed in the 'Venues List for Artists' and including an individual on-line 'Venue Page' which is viewable to all Fringe registered artists.

The venues list and on-line venue page communicates vital information about your venue to artists. Information includes: capacity and seating style, desired programming style, type of venue and location details.

The on-line venue page displays the same vital information as the venue list however with some valuable additions; artists can view photo's and floor plans of the venue, access your website and make direct email enquiries for further information and booking requests.

Venue assistance

During the registration process a personalised venue assistance service is available to all Fringe registered artists. The Venue Services Coordinator works artists in nutting out the venues list and best matching artists requirements with venues specifications. Therefore the more information you can supply to us about your venue, the more artists will know about your venue and be able to determine if the venue may be suitable for their work.

is the venue guaranteed fringe bookings?

Adelaide Fringe is an open access event where anyone can register, therefore it is impossible to know who is going to register and what type of shows they may bring until registrations close. Each show has individual requirements including; venue style, capacity, location, technical, seating style, indoors, outdoors ...the list goes on.

We wish that artists could utilise all the wonderful venues on our list, but unfortunately year to year due to the variety of specific requirements there are some venues that may not be booked.

However by listing your venue as available to Adelaide Fringe artists you have maximised your chances of being part of the Adelaide Fringe.

things to start thinking about

Signing up to be a Fringe Venue is not as simple as opening the doors and hoping for the best...you will need to consider a wide range of topics from programming choices to legal responsibilities.

Topics to start considering include:

Programming of venue | Venue booking process | Venue facilities and equipment | Dealing with artists | Marketing and Publicity | OHS&W | Insurance | Special licensing conditions | These topics and more are covered in 'The Adelaide Fringe 2010 Venues Handbook'.

You will receive your copy once you have registered your venue.

In the end artists need to organise their own venue and are responsible for negotiating their own event/season dates and times with their venue. All hire agreements and contracts are made between the venue and the artist.

The staff of the Fringe are here to assist both artists and venues but we cannot be involved in any direct agreement between the venue and artist.

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venue registration – step by step

Our on-line registration system will take you through step by step requesting various information from you about your venue(s). Below is a brief summary of the information you will need to enter.

step 1. venue management company details

In the section you will need to enter details of your management company. This will include company name (this may or may not be the same as the venue name) and contact details that will be used by the Adelaide Fringe Inc.

You will also be asked about any facilities and support you can offer to artist, including staff and marketing support.

step 2. venue details

The questions in this section relate specifically to the venue/space/room that is available for artists to book including:

Venue details - Contact, physical location and website address

Programming information - What type of events are you looking for (cabaret, comedy etc.) do you have an intended overall feel for your Fringe season (experimental theatre, musical cabaret, large scale arts installations etc.)

Venue accessibility - You will be asked about the accessibility of your venue to accommodate wheelchair access.

File Upload section - This section allows you to upload a variety of files for artists to view. These may include venue floor plans, technical equipment lists, venue hire agreements and photos. You also have the opportunity of uploading a venue image which will be displayed on our FringeTix website when the site does live in January.

step 3. venue specifications for performing and/or visual arts

This final step will request technical information about the venue.

If your venue is suited to **performing arts events**, questions will include:

Audience capacity, available seating styles, performance area specifications and details on any technical equipment the venue may have.

If your venue is suited to **visual arts events**, questions will include:

Exhibition space dimensions, hanging/display points and details on any technical equipment the venue may have.

need help or have questions...

If you need assistance anywhere along the way please call Carin, Venue Services Coordinator on 08 8100 2046 or email carin@adelaidefringe.com.au.

Thank you for your support and involvement with Adelaide Fringe 2010

a note on sponsorship

BankSA is the Principal Partner of the Adelaide Fringe. This means, any *venue* or *venue management company* wishing to be part of the Fringe must *not* actively seek or accept short-term sponsorship from any other financial service provider for their Fringe Season. This includes any bank, lender or broker of any form. Any sponsorships of this nature that conflicts with Adelaide Fringe Inc.'s relationship with BankSA may result in the withdrawal of your venue from the Fringe program.

Any venue or venue management company that has 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, online, in advertisements or within any other media form) directly related to their Fringe Season. These materials should carry the Adelaide Fringe 2010 logo.

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