

WHERE IT ALL BEGAN...

The Adelaide Fringe began in 1960 as an alternative to the Adelaide Festival of Arts.

Both festivals ran side by side, every second year, for over three decades. In 2007 the Fringe went annual and since then it has stood alone as a separate and unique event.

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 Adelaide Fringe a success!

TO TAKE PART, YOU'LL NEED TO...

- **Secure a venue for your event**
 - There are many venues around Adelaide, from pubs, gardens, theatres and studios. In 2011, over 300 venue spaces were used during Adelaide Fringe;
 - While it is your responsibility to book the venue, our Venue Services Co-ordinator 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 taking part. However, you are not restricted to just the venues on this list.

- **Register via the online Fringe Event Registration Site (FERS)**
 - Registrations for 2012 will open in August and close mid-October;
 - In FERS, you can enter all details of your event including description, venue, dates and prices, as well as register for Artist Passes, and Adelaide Fringe special programs;
 - If you need to, you can also complete a registration off-line. Just contact the Artist Services Co-ordinator on 08 8100 2055, or email artists@adelaidefringe.com.au.

- **Pay a registration fee to Adelaide Fringe (figures are for 2011 and are subject to change):**
 - \$395 for Performing Arts events of 4 sessions or more. For Visual Arts events the fee is \$330;
 - \$210 for events of 3 sessions/exhibition days or less;
 - Registration fee covers:
 - Listing in Adelaide Fringe printed Guide (around 350,000 copies distributed);
 - Listing on Adelaide Fringe website, www.adelaidefringe.com.au;
 - Ticket sales (for ticketed events) through FringeTIX - online, through box offices and by phone (1300 FRINGE);
 - Advice and support from Fringe staff, including Artist Services team, Publicity & Marketing;
 - Option to participate in special events and programs, including the Showcase Stage, Adelaide Fringe Awards, Honey Pot Program, Youth Engagement Program (for school bookings), and others - see next page for more info...

For more detailed information read the Taking Part Guide available at www.adelaidefringe.com.au.

ADELAIDE FRINGE PROGRAMS - EVERY ARTIST CAN BE INVOLVED!

Adelaide Fringe runs a series of programs specifically designed to help you promote your event, so you can sell more tickets or get more visitors to your exhibition. When you register via FERS you'll be able to indicate your interest in participating in these programs. **(At the time of preparing this document - April 2011 - the specific details of each program have not yet been determined. The information below is relevant to the 2011 Fringe and is subject to change)**

SHOWCASE STAGE

Situated in the heart of Rundle Mall, the City's premier shopping strip, the Adelaide Fringe Showcase Stage is your chance to promote your event directly to the people who will be buying tickets. You'll have between 5-10 minutes to present a short snippet of your show and you can appear as often as you like. If you're a Visual Artist you'll also have the opportunity to talk about your exhibition.

YOUTH ENGAGEMENT PROGRAM (YEP)

The Adelaide Fringe Youth Engagement Program (YEP) promotes suitable registered Fringe events to schools, education providers and youth community organisations across South Australia and interstate. You're encouraged to participate in YEP if you have an event that is suitable for school-aged audiences. The YEP Co-ordinator will help teachers navigate their way through all the school-friendly performances and events and assist them in booking tickets. YEP can also offer advice and support to artists regarding their school marketing campaigns. So if you've got a show that's suitable for kids, it's worthwhile being part of YEP.

HONEY POT

Honey Pot is Adelaide Fringe's Promoters Program, where we handpick a selection of the finest local, national and international producers, presenters and programmers and individually tailor their festival experience. We will point them towards the artists/companies that match their programming tastes. 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), be part of Honey Pot and extend the shelf life of your work.

STARTING POINT

If you're a visual artist you should register for stARTing Point, Adelaide Fringe's Visual Arts Showcase. Just supply one piece of work from your exhibition and it will be shown (alongside others) at the stARTing Point Showcase. Running for the duration of the Fringe this showcase acts as a starting point for audiences to encourage them to further investigate individual exhibitions.

BANKSA SUPPORT ACT

Adelaide Fringe Principal Partner, BankSA, runs the popular Support Act program with the aim of boosting ticket sales by offering audiences \$10 tickets to a selection of shows. BankSA then subsidises the tickets to provide the presenter with the equivalent value of a full price ticket. Selected artists, both Performing and Visual, are profiled through inclusion in print, radio and television advertising campaigns purchased by BankSA.

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