

MELBOURNE FRINGE VENUE INFO PACK

HOW TO TAKE PART

MELBOURNE
FRINGE

12 - 29 SEPT 2019



Melbourne Fringe is a celebration of cultural democracy and art for everyone. By embracing diversity and a spirit of independence, we create a unique space for artistic self-expression linked to the life of our great city. That's why Melbourne Fringe is the most adventurous, inclusive, all-encompassing multi-artform festival in Australia.

Every year we feature thousands of artists from every discipline you can name (and a few others besides) performing 400+ events in over 160 venues to an audience of 350,000 people.

Fringe venues are all over Melbourne, from CBD laneways, to the suburbs and beyond. Any space can be a Fringe venue – fully kitted out theatres, galleries, bars, warehouses, shopfronts, caravans, and even laundromats (yes, you heard us right). Basically, if you have space, you can be a Fringe venue!

Psst...It's totally FREE to register your venue for Melbourne Fringe. We don't charge our venues anything to take part.

"Fringe is unlike any other arts festival. It is the highlight of the Melbourne arts and culture calendar celebrating bold ideas and the unconventional."

– Kara Bertoncini, AU Review

What are the benefits of being a Fringe venue?

- Introduce your venue to a new audience
- Connect with our fabulous culture-making, risk-taking, world-shaking artists
- Appear in our printed Festival Guide (50,000 copies distributed) and on our website
- Venue signage pack identifying you as part of Melbourne Fringe
- Dedicated Fringe staff member to manage ticketing
- Participant Services staff available to help at any time

How can my venue become a Melbourne Fringe venue?

There are basically three different ways venues can engage with Fringe:

- **Minimal engagement:** you are a venue for hire, charging regular venue hire costs to the artist. Then the artists register their work in the Festival, but there's minimal involvement from the venue.
- **Medium level engagement:** your venue hosts multiple Fringe events. This option may or may not have a programming role, and the choice is yours as to whether it's a curated program or not.
- **Maximum engagement:** your venue becomes a dedicated 'Fringe Venue' – where there's a specific programmer/venue manager who actively seeks to engage with the Fringe community and will program a full season of works in the Festival. This option means greater investment from you, and potentially being flexible with the way you do things; perhaps instead of one artist having full use of the venue, you split the hire of the space into blocks of time and look at ways artists can share the venue and hire costs. Fringe is able to assist you with creating and promoting an expression of interest process so that you can attract more artists.

Having said all of that, there are no 'set' ways to work with Fringe and it is often a combination of approaches!

Melbourne Fringe maintain an extensive database of brilliant venues of all shapes and sizes – this database is available to all Fringe artists and producers, who will use it to find the perfect home for their show, exhibition or event. If an artist or producer is interested in using your venue they will contact you directly to negotiate. The agreement is always between the artist/producer and the venue, and not between Melbourne Fringe and the venue.



Some key things to consider before diving in:

(we can help you answer these questions if you're unsure, don't worry):

What can you offer artists?

- What spaces do you have on offer and at what cost?
- Do you charge artists a flat rate hire fee or offer a door split (take a % of their box office)?
- What can you offer in terms of technical equipment and staff? The answer may be nothing, and that's ok – just be upfront with your artists from the beginning about what's on offer.
- How can you support artists to help them succeed during the Festival?
- How much time and resources are you able to invest in your Melbourne Fringe season?
- What days and times can you offer to artists over the festival period?

What are you looking for?

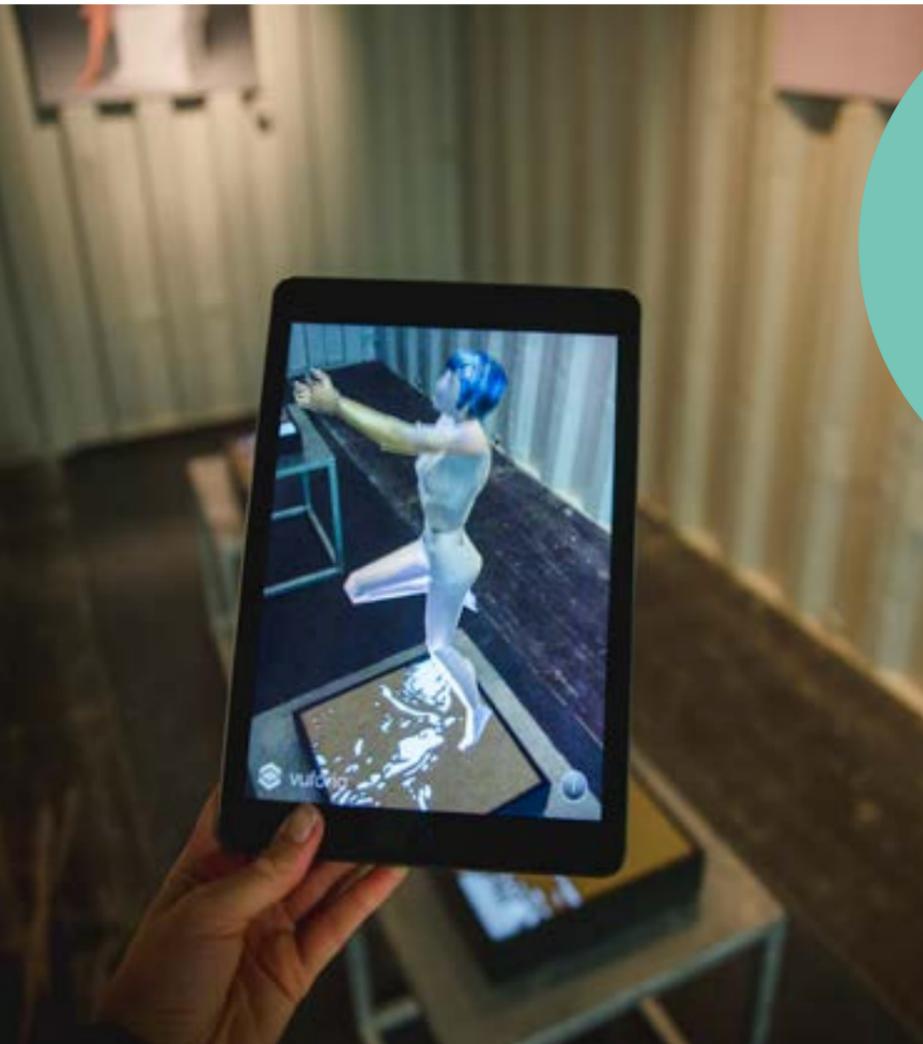
- Do you want to exhibit 2D artworks only? Maybe stand-up comedy? Or perhaps you're keen for artists to come and totally transform your venue? Articulating what you're looking for can help to attract the right kind of artists to your venue.
- Think about your programming and scheduling: do you want to offer one show exclusive use of the space, or have multiple shows in one night with changeovers in between?
- What information do you require from artists to determine whether your venue is a good fit?
We recommend having some questions ready to go in an email, or running an expression of interest process via survey monkey or similar. Get in touch with our Participant Services team if you're unsure and we can help you out – we've got templates galore!

What's the deal with tickets and box office?

Here are some key points to be aware of in terms of tickets, your venue, and Melbourne Fringe:

- **Pre-sales**
Melbourne Fringe manages the sale of all tickets prior to events through our ticketing system. The only tickets venues sell are door sales immediately prior to the event.
- **Door sales**
Venues can offer tickets for sale at the venue from one hour prior to each performance. It's important to agree whether you will be managing door sales as part of the service you provide to artists or whether you will be asking artists to organise the sale of tickets themselves. Make sure this is included in your venue agreement.
- **Ticket Prices**
Door sales should be offered for the same price as tickets available on the Melbourne Fringe website and published in the Festival Guide.
- **Checking Tickets at the Venue**
Will the venue be responsible for providing front of house staff or is this the responsibility of the artist? Either is fine, but communicate this with your artists.
- **Reports**
As a venue you will have access to a variety of reports about the sales that have been made through Melbourne Fringe's ticketing system, including any audience access requirements. Think about how this information will be communicated to front of house or other staff at your venue. Will this be the responsibility of you or the artist? Will it be printed out each day, or will you access it digitally?

Once you have agreed everything with your artists, be sure to get it all in writing and sign a venue agreement (we can help you out with a template if you like).



Have you thought about access?

Melbourne Fringe is committed to ensuring our venues and events are as accessible and inclusive as possible. As part of registering your venue you will be asked a range of questions about the accessibility of your venue, including how Deaf people and people with disability get inside the venue, access the toilet, and experience events.

Fringe staff are more than available to guide you through answering these questions, and to help you make your venue as accessible as it can be. We even have a dedicated Access and Inclusion Coordinator, Carly Findlay, who you can contact via email: carly@melbournefringe.com.au or call her on 03 9660 9600.

To get you started, visit [Arts Access Victoria's Quick Wins](#) guide or email our Access and Inclusion Coordinator to start the conversation.

One of the main questions you will be asked as Fringe venue is to define whether your venue is fully accessible, partially accessible, or not accessible

Fully Accessible: accessible entrance that can be accessed independently, accessible toilet, no steps in venue or a consistently operating lift that can be used independently

Partially Accessible: accessible entrance but no accessible toilet, staff required to guide audience members with access needs, accessible entrance that cannot be accessed independently (e.g. a door needs to be unlocked or a staff member needs to be called to put down a ramp), a few stairs that someone with a walking aid could handle

Not Accessible: stairs on entrance or in venue with no lift, no accessible toilet, not enough room in the venue for a wheelchair to turn around

What's next?

26 March - Venue Registrations open

Once you're ready to register as a Melbourne Fringe Venue, you'll need to register on our registration system Eventotron (very space age, we know). This is where our artists search for a suitable venue using our Venue Browser and register their events as part of the Festival. Download a handy guide on using Eventotron [here](#).

15 April - Artist Registrations open

Artists will start searching through our venues database and contact you about your venue.

13 May - Event Early Bird Registrations close

31 May - Event Registrations close

All details of events in your venue need to be confirmed by this date, including dates, times and prices.

9 August - Melbourne Fringe program launches

Tickets go on sale via Fringe website.

12 - 29 September - Melbourne Fringe Festival 2019

Still got questions?

No problem! Get in touch with our Participant Services team by emailing artists@melbournefringe.com.au or calling 03 9660 9600 and we can chat til the cows come home.

Or if you'd prefer to come in to our office and chat in person, let us know.

