



2019 Melbourne Fringe Hub Information Pack

You've got an idea for a show, great! You've started to pull together an amazing team of creative minds to help you on your journey, perfect!! Now you're looking for a centrally located professionally run venue to support you on your journey... Welcome to the Fringe Hub.

Each year Melbourne Fringe programs and manages a variety of spaces in a Festival-run venue that aims to represent a broad range of what the Festival has to offer. For the past twenty years we've been running a Fringe Hub at the North Melbourne Town Hall and Lithuanian Club, but as of 2019 **Melbourne Fringe is moving to a brand-new site: Fringe Hub at Trades Hall**. This new Fringe Hub is replacing the old one, and while we're sure you loved the old North Melbourne Hub as much as we did, the new model will have many rooms analogous to the old Hub you know and love, with even better spaces and vibes creating a top-notch Festival experience for artists and audience alike.

The Fringe Hub plays a crucial role in the Festival as an access point for audiences and artists. As well as the nine programmed venues, the Fringe Hub will also be home to our party nights (known collectively as *Club Fringe*), as well as a series of line-up / open mic nights, a large open-plan social area on the ground floor, and three bars throughout the venue (with a building-wide license that allows drinks to be taken into shows).

We anticipate over 150 applications and we will only be able to program around 50 of these. We have a dedicated focus on representing the breadth of the Festival within our programming, and sometimes pretty amazing works aren't programmed in the space because we're looking for variety as much as we are looking for excellence; in addition to this, sometimes a show will apply to the Hub that would do much better in a different venue that has more flexible timing, more traditional facilities or dedicated green rooms, etc. For all these reasons, please keep in mind that there are hundreds of other great venues around Melbourne that might also suit your needs, and we encourage you to check them out as well. You should be making enquiries now, to ensure you have a backup in case your Hub application isn't successful. Melbourne Fringe will provide advice on alternative venues to shows that were not able to be programmed into the Hub and individual show feedback will be provided on request.

A NEW HIRE MODEL FOR A NEW VENUE

Because it's a year of big change for the Fringe Hub, we're taking your suggestions from years of artist feedback and will trial a door split model for all spaces in the new Hub. There will be a very small minimum hire rate for each space, but we expect all artists to easily exceed this minimum hire and instead pay their room rental at **30% of the gross ticket sales** for their show. There is no advance deposit or pre-payment necessary; your room rental will only be owed upon settlement of your ticket sales at the conclusion of the Festival. Keep in mind that other costs of the Festival that are consistent for all artists regardless of the venue they are in (registration fee, public liability insurance, inside ticketing charges, etc.) are separate to your room hire fee; the hire cost is calculated before any other costs or fees are taken out, just like it would be if you were to negotiate a door split deal with any other venue.

What's more, with the new building comes the ability for us to be able to open the Fringe Hub on the first night of the Festival (Thursday 12 September) and stay open until closing night (Sunday 29 September) – this means seasons are able to be a bit longer: 8 nights for a half season, or 16 nights for a full season!

So if you have a bold, exciting, adventurous and creatively invigorating idea along with a clear idea of who you want to see it, then you're perfect for the Fringe Hub. Read on!

FRINGE HUB PROGRAMMING CRITERIA AND VISION

PROGRAM *The Fringe Hub programming vision is:*

To present a unique space and a program of works that engenders **discovery** and **adventure** for both audiences and artists; embraces **diversity**; supports **experimentation**; and fosters **connection and celebration**.

NEW WORK

- We're committed to finding space in the Fringe Hub program for new ideas, under-represented art-forms, work that's experimental and on the edge of current practice.
- We consider innovation in artform alongside quality of work; we will look both at the event being proposed and at the artists' existing body of work in making our programming decisions.
- Preference will be given to work that will have its Victorian premiere at the 2019 Melbourne Fringe Festival. Revised staging of recent work will also be considered, providing there is a clear rationale for a Fringe Hub season (e.g. if it has undergone significant development).
- We have a commitment to diversity in all its forms – in creative diversity, by celebrating different styles and genres across our performance spaces; in diversity of content, by embracing the engagement of new ideas that need a public platform; and in diversity of voice, through a commitment to supporting voices not broadly represented, including artists who are First Nations, culturally and linguistically diverse, queer, Deaf, who experience disability, and/or artists that are committed to creating culturally and socially safe spaces.
- Event concepts that demonstrate a commitment to accessibility will be strongly considered, particularly where accessibility is integrated as part of the work.
- We also program a number of works NOT in traditional spaces. If you have a work that could sit on the Fringe Hub Fringe, we want to hear your ideas!

SUITABILITY FOR THE SPACE

- Shows that are light on infrastructure and able to work with a shared lighting rig are best suited to the multi-show Fringe Hub spaces.
- Shows with technical requirements that suit the space for which they have applied. The sizes of the performance spaces vary, as do the audio and visual equipment.
- Work that can be bumped in/out within a shared 15-minute window (ie. this time is shared with the show preceding and following), or a shared 30-minute window in some spaces
- Viability of the work for the room(s) requested is a big consideration – who is coming, what is your marketing plan, and are you choosing the room with the right capacity? Success is dictated by you – is a sold out 30 seat audience your aim, or a 215 seat venue? EOIs that ask for larger capacity rooms without a proper understanding of their market will be less successful than those that clearly express who their audience is and what their plan is to fill the room requested.

EMPATHY WITH MELBOURNE FRINGE'S GOALS AND PHILOSOPHY

- No work that is racist/sexist/homophobic/transphobic/ableist

KEY DATES

Hub Expressions of Interest due	29 April, 10am
Hub applicants notified of status of application	3 May – 8 May
2019 Melbourne Fringe Festival Registration	15 April – 31 May
Early Bird Registration closes	13 May, 5pm
2019 Melbourne Fringe Festival	12 – 29 September
Melbourne Fringe Hub Opening Night	12 September
Melbourne Fringe Festival Awards Night	29 September

ABOUT THE EOI PROCESS

- If you're considering submitting a Fringe Hub EOI we recommend you call the Fringe Office on **(03) 9660 9600** or email Danny Delahunty (danny@melbournefringe.com.au) or Tom Browne (tom@melbournefringe.com.au) to let us know your idea. Or, if you need a more detailed in-depth meeting, you can make an appointment to come in and discuss it in person [here](#).
- Please do your research. Read this document in full. Talk to someone who has been programmed in the Fringe Hub before. Melbourne Fringe staff are available to answer any questions, so there is no need to guess!
- The more we know about your show and your artistic practice, the more we will be able to assist!
- All applicants should also be researching alternative venues as a backup.
- The main contact person for your show must be contactable during business hours.
- Remember that registration for the 2019 Melbourne Fringe Festival takes place from **15 April – 31 May** and you will need to have finalised all details by this time, including venue, show image, blurbs, ticket prices and dates. Artists programmed in the Fringe Hub still have to complete their registration by May 31.
- Successful applications will be required to sign a venue hire agreement with Melbourne Fringe.

HUB VENUE INFORMATION

SCHEDULING OF SHOWS

- Shows in the Fringe Hub cannot be longer than 60 minutes*
- Bump in and out times are 15 minutes maximum*
- Shows are programmed for either an 8 night or 16 night season, with some exceptions noted below:
 - The **New Ballroom** and the **Old Ballroom** will be programmed more flexibly, with options for anything from a one-off event to a full 16 night season; and
 - The **New Council Chambers** may be programmed for shorter seasons of 4 nights for physically demanding work such as dance or physical theatre, if there is high demand for this option and the programming can work in tandem with another 4-night season; and
 - Seasons in the **Fringe Hub Fringe** are in non-traditional spaces and can be any length.

* We do have capacity to be flexible on this rule in certain situations. The **New Ballroom** or events that are part of the **Fringe Hub Fringe** (i.e. could be performed in alternative spaces) can be more flexible on both show length and bump in / out times as part of their usual programming. For other rooms, it may work out if the stars align; e.g. if you have an idea for an 80-minute event and someone else has a 40-minute event then it's possible for us to program both – please get in touch with us to discuss your ideas!

FOR ALL SHOWS IN THE FRINGE HUB

- All shows are 1 hour earlier on Sundays, and the Fringe Hub is closed on Mondays
- All shows must participate in the following promotional deals to allow for consistent messaging: Early Bird, Fringe Dweller and Fringe Binge (please refer to [Producer Pack Part 1](#) for details). This will allow us to market events in the Hub with campaigns around the promotional deals.
- All shows must allow participant passholders to enter free of charge, if there are seats available, and only once all paid ticket-holders have been seated
- Melbourne Fringe will sell all tickets to shows in the Fringe Hub and Fringe Hub Fringe.
- Your venue hire includes one venue technician for your season, as well as Front of House and Ticketing staff, venue production staff, risk assessment of your event and general support from Hub producing team to help make your event a success.

WHAT IT COSTS TO PRESENT YOUR WORK AT FRINGE IN THE FRINGE HUB

- Venue hire is at a 30% door split.
- Each room has a small minimum fee that is the guarantee for their season. This amount is paid instead of your door split, and *only if 30% of your gross takings is less than the minimum room hire.*
 - The minimum hire is to ensure some of our costs of setting up the room can still be covered.
 - The average show at the Hub last year would easily exceed the minimum hire costs (and so would pay a 30% door split and ignore the minimum hire).
 - These costs are explained in the box below, and the room minimums are listed on page 5.
 - To calculate your total minimum hire: times the “Minimum hire per performance” on p5 by the number of performances in your season (e.g. 8-night half season or 16-night full season).
- No venue hire cost will be owed until after your season (not even a deposit!)
- There is a one-off technical rehearsal fee of \$150 for three hours tech run.
- There is a scaled inside ticketing charge per ticket depending on ticket price, which is the same ticketing charge that all events in the festival pay, regardless of venue (\$3.00/\$3.50/\$4.00/\$4.50).
- Public Liability Insurance is required for all performers/company members and is in addition to venue hire. Melbourne Fringe will secure an umbrella policy that artists can opt into for the Festival period at a low cost. If you are interested in this process, you can nominate your interest during the online registration.
- All Fringe events must pay a registration fee. Registration for events in 2019 will be:

	Early Bird Rate*	Full Rate
If your event is Free	\$ 225	\$ 275
If your event is a One-Off Paid Event	\$ 265	\$ 315
If your event has 2-3 Paid Sessions	\$ 315	\$ 365
If your event has 4+ Paid Sessions	\$ 380	\$ 430

**Early bird registration closes at 5pm on May 13. Events must be fully complete and paid in full by this date to receive the early bird discount.*

DOOR SPLIT AND MINIMUM HIRE EXPLAINED

Instead of having a straight hire fee, the 2019 Fringe Hub will be paid for as a door split, calculated at 30% of your total ticket sales (i.e. gross takings). It is important to be aware that this isn't the same as 30% of your show profit (i.e. net profit), as it might be in a profit share arrangement. A split of gross takings means that *before* any fees, on-charges, additional tech hire costs, production costs or artist fees are taken out, 30% of total sales are owed for room hire to cover costs for the building hire, equipment, staffing and permits.

Your Hub offer will also quote a minimum hire cost for your season, calculated as: **Number of Performances x your room's Minimum Hire Per Performance**. You will be charged whichever is higher out of: 30% of gross sales, or the minimum hire cost for your season.

For example: You are doing a budget to perform in the 41 seat Evatt Room for an 8-night season. Your tickets are an average of \$23 each, and you estimate tickets sold at the industry standard for budgeting (30% of the house). Your budget comes to \$2,254 in gross takings for the 98 tickets sold. You work out that \$676.20 would be owed to the Fringe Hub for your venue hire (an average of \$84.50 per night, which is above the minimum hire of \$80 per night). This means your net takings are budgeted at \$1,577.80 after venue hire, from which you then pay your general show costs (for example, all artists in the Festival pay an Inside Fee for tickets sold, and most also have costs associated with set, props, marketing, insurances, etc). If, unfortunately, you forgot to do any marketing and you only sold 80 tickets to your season (10 per night), then your takings would only be \$1,840. A 30% door split of this would come to \$552, which is below the minimum hire rate for that room (\$80 per night x 8 nights = \$640). So, if this were the case you would pay the \$640 minimum hire *instead of* your \$552 door split.

NB: A 30% house is a conservative budgeting estimate, and many shows make more than this in an ordinary season; the average sales for Fringe Hub shows last year was 54% of the house.

FRINGE HUB ROOMS

When applying you will preference your top three venues. **Venue details and technical specifications are subject to change.** Technical specifications are listed in the [Fringe Hub Tech Specs](#) document.

Room And a brief description	Minimum hire per performance	Seating Capacity
<p>Toy Library</p> <p>Our smallest venue, with a basic set-up. Best suited to stand-up comedy or solo performances without much movement. Some sound bleed from sharing a wall with the Fringe Hub social space.</p>	\$ 70	29
<p>Evatt Room</p> <p>A small capacity venue with more tech options than the Toy Library, but still suited to smaller acts. Great for solo acts or two-handers, particularly without much movement.</p>	\$ 80	41
<p>Old Council Chambers</p> <p>A beautiful heritage room with bench seating and a basic rig best-suited to stand-up comedy or performance without much set or props.</p>	\$ 80	55
<p>Music Room</p> <p>Our most sound-isolated room, in a separate part of the building to the other spaces. Basic tech setup, but decent sound system; best suited to comedy, cabaret or performance work without large lighting requirements.</p>	\$ 90	55
<p>Archive Room</p> <p>Similar to the Evatt room but with more tech options and a larger stage; would be well-suited for plenty of shows, from solo work, two-handers, through to small ensembles.</p>	\$ 120	57
<p>Quilt Room</p> <p>One of our best tech rigs, along with raked seating. This venue is best suited for performance or theatre work with more lighting requirements than our smaller rooms.</p>	\$ 150	60 - 68
<p>Meeting Room</p> <p>One of our best tech rigs, along with raked seating. This venue is best suited for performance, theatre or dance work with more lighting requirements than our smaller rooms.</p>	\$ 150	63 - 73
<p>New Council Chambers</p> <p>Our flexible space, dedicated to ambitious and exciting ideas that might not fit into any of the other rooms. Could be suitable for dance, cross-artform, live-art, in-the-round or promenade theatre type projects. There is no prescribed seating or staging configuration like the other rooms in the Fringe Hub, so capacity is quite variable.</p>	\$ 175	60 - 130
<p>Old Ballroom</p> <p>The heart of the Fringe Hub, this is the old Bella Union space, and has a stellar set-up for live music events. Programming is flexible (i.e. can cater to one-off events). Layout can include either cabaret or theatre style seating, so seating capacity varies depending on set up.</p>	\$ 190	120 - 174
<p>New Ballroom</p> <p>The big one – this is where we hold our biggest Club Fringe nights, and is the largest capacity venue. Programming is flexible (i.e. can cater to one-off events). Best suited to any event with a very strong marketing plan and existing audience.</p>	\$ 375	189 - 213
<p>Fringe Hub Fringe</p> <p>Events presented in a non-traditional spaces – corridors, our bar space, in a car departing from the Hub, a nearby park, etc. See the next section for more details.</p>	Variable	Variable

LOGISTICAL DETAILS

Please note, for all Fringe Hub Rooms:

- There is minimal storage space.
- All electrical equipment must be tested and tagged.
- It is compulsory for all shows to have Public Liability Insurance. We offer an umbrella insurance scheme, which you are able to opt into during registration if you do not have your own cover.

FRINGE HUB FRINGE

We are also taking applications for alternatively staged works as part of **Fringe Hub Fringe**, which could be events in any alternative performance spaces in or nearby Trades Hall, live art events, public space activations, or anything you can think of really! We want to hear your ideas!

Maybe you're looking to activate an unused nook and/or cranny in Trades Hall with live art, or have a show in a campervan parked out the back, or create a choral extravaganza in the chapel next door, or an outdoor theatre piece in the park around the corner... the world is your limit (so long as the world you're creating your event in is within or nearby Trades Hall).

To be a part of Fringe Hub Fringe the project must be innovative and challenging in the way it is presented to the audience, and must *begin* at (or near) the Fringe Hub (but of course, you could walk / drive / fly your audience anywhere once the show begins...!)

To apply to the Fringe Hub Fringe, fill out the Fringe Hub EOI form and select "Fringe Hub Fringe" as your venue preference, along with your ideas for alternative performance spaces.

Putting Together Your Application

SUPPORT MATERIAL

- If providing video support material, limit to a few minutes that best encapsulate the work
- Provide lots of images and details on what you imagine the show to look like
- If you have an idea of your marketing plan then we'd love to see it, but don't worry if you don't, it's enough to hear about your ideas for who your audience are
- We understand that it is hard to present support material for new work; however, every little bit helps!

APPLICATION QUESTIONS (A BIT OF ADVICE)

To apply for the Fringe Hub, you'll need to fill in [the JotForm EOI](#).

It's boring (we know) but you cannot save your Fringe Hub EOI form and return to it at a later date. So here are the key questions you'll need to think about before you fill out your application. Use these to prepare your application before submitting.

GENRE

You'll be able to select a genre for your work.

EVENT DESCRIPTION

Please give us an outline of your idea! Think about content, style or form, number of performers, what you are exploring in the work. What will the audience experience at your event? Don't be afraid to put it simply

and leave the 'art speak' for later! A good plain text description of your work is much stronger than a marketing pitch or waxing lyrical about the themes. (1500 characters max)

WHY THIS EVENT, AND WHY THE FRINGE HUB?

What is the imperative to make this work? What does this event have that makes it perfect for the Fringe Hub? How do you see the presentation of this event fitting into your long term artistic practice? We want to hear about your ideas no matter how complicated, challenging or ambitious. We also want to know why being in the Fringe Hub will help your career. (1500 characters max)

WHAT IS YOUR PREVIOUS EXPERIENCE?

What have you been up to recently? Is this the first season of the event? Have you participated in Fringe, or at other Fringe festivals before with other shows? How about independent seasons outside of a festival context? Please give us a brief rundown of your body of work. (1500 characters max)

WHO IS THE AUDIENCE FOR THIS EVENT? HOW WILL YOU MARKET IT?

What size audiences have you played to in the past for seasons of work? It's important to note that being in the Fringe Hub does not guarantee an audience. Please detail the kinds of audiences you expect to come to your show. Please do not write 'everyone'. Who will you target and how will you get them to come along? Think of the kinds of people who are actually likely to buy a ticket to your show, as well as those who may come if marketed to effectively. If you are applying for a larger capacity room we will need to be confident you have a good idea of your viable market. (1500 characters max)

CAST, CREW AND CREATIVE COLLABORATORS

Please provide very brief biographies of key participants and their involvement in the project (e.g. actor, director, writer, designer). We are aware that not everyone will have come on board with the project at this stage but we'd love to hear who is involved so far. (1500 characters max).

OPTIONAL: SUPPORT MATERIAL

You are welcome to supply images, video or reviews of current or previous work, a draft marketing plan, and/or material of the development of the show you are applying on behalf of. You can upload up to ten images (jpg, jpeg or png), and up to three documents (pdf, doc or docx), and may provide one link to video support material and one link to your artist website or page. We provide a lot of options for your support material, but this is by no means necessary to provide – really, it's your answers to the above questions that are given top priority. If you don't have anything to submit then don't stress about it, and definitely don't go out and make an artist website just for this EO!

TECHNICAL REQUIREMENTS

Technical Requirements of shows are required in as much detail and as early as possible to allow for appropriate hire and resourcing of venues. It can be beneficial for shows to let us know about the following areas: Staging requirements, Audio requirements, Lighting requirements, Audio Visual requirements, Change Room requirement and Electrical Equipment. (Up to 750 characters for each category, and if you don't know the answers yet, please just write that you're unsure). We will program based on the information in this form, so if you decide further down the track that you want to bring in a projector and it's not mentioned here, we may not be able to accommodate your request (e.g. you may have been programmed into a room with no space to rig a projector).

SEASON DETAILS

We will ask you to nominate your preferred performance spaces, and it's important that you refer to the [Fringe Hub Technical Specifications document](#) to choose the room that is right for you – don't just go off capacity, as each room has its own strengths and you need to be making the right choice for your event.

We will also ask you to preference your season length from the following options:

- Block 1: Thu 12 Sep – Fri 20 Sep
- Block 2: Sat 21 Sep – Sun 29 Sep

- Full Season: Thu 12 Sep – Sun 29 Sep

If you are selecting either the Old Ballroom or the New Ballroom you will also get an option to nominate a One-Off Event or Shorter Season and you will need to let us know your proposed season length and available dates. If you are selecting the Fringe Hub Fringe you will need to let us know the space you are considering for your event and when your season is going to be.

We will also ask your event duration, and ask you to order your preference for performance time options.

Questions and Queries

Got questions? Contact our producing team - Danny Delahunty or Tom Browne - on 03 9660 9600 or via email: danny@melbournfringe.com.au and tom@melbournfringe.com.au.

You **MUST** subscribe to the Melbourne Fringe eNews bulletin. You can sign up at melbournfringe.com.au. Important dates, deadlines and all things Fringe will be sent out via the eNews.

Next Steps

Make sure you've had a good read of the [Fringe Hub Tech Specs](#) document, then head on over to [the JotForm EO!](#) to get your application done!