

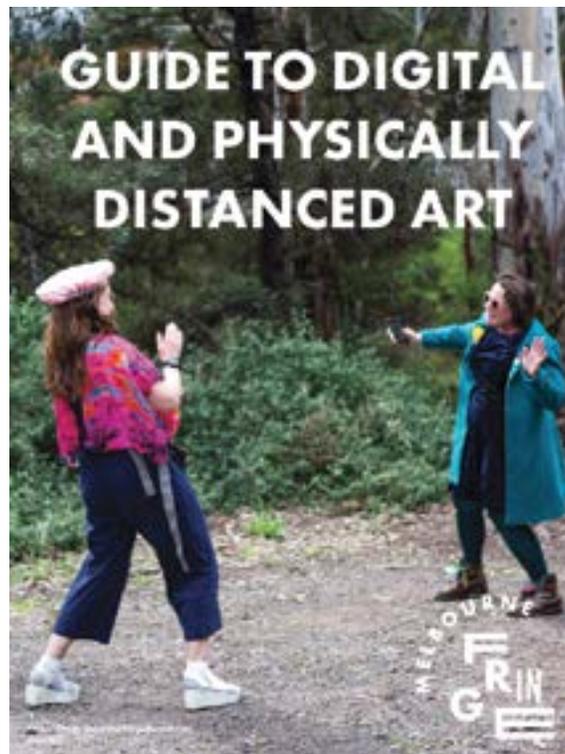
# MELBOURNE FRINGE IN 2020



MELBOURNE  
FRINGE

Well, 2020 sure is one wild ride.

This document is here to help you out with Fringe in 2020. It's part of a set of two! If you're looking for guidelines around **all things digital and physically distanced art**, take a look here:



*click me!*

And **talk to us** – email, phone, Zoom (put your pants on, please) – we're ready and waiting to find out how you rise to the challenge of Melbourne Fringe Festival 2020.

# Melbourne Fringe Festival in 2020

This is Grayson, Melbourne Fringe Festival 2018.  
Photo by Pier Carthew.

2020's really been something, huh?

The world may be turned upside down, the right way up and back again, but one way or another, the Melbourne Fringe Festival is happening from 12 – 29 November, and we're inviting you to be part of it. This year, we're encouraging you to capture the Fringe spirit of discovery, innovation and community – and we're already seeing creativity flourish as artists embrace the digital space. From sweaty live Zoom dance parties to phone art, a lot of us have found a way for the SHOW TO GO ON(LINE).

Want to register an event as part of the Festival in November? Feeling unsure? We don't blame you. But with a record number of microgrants available, plus flexible registration payments and deadlines, and of course the enduring love and support of our Participant Services team, we are aiming to make this process as stress-free as possible for our artists.

Within this guide we cover VERY IMPORTANT STUFF – such as our new timelines and processes for Melbourne Fringe Festival 2020. There is a lot of information in here and in the [Guide to Digital and Physically Distanced Art...](#) so pour yourself a cuppa, put your reading glasses on and settle in. It's going to be a wild ride.

**To be super clear – making and presenting your Melbourne Fringe Festival event should not compromise the safety of you or those around you.**

It is super important that you follow the intention of the restrictions outlined by the Victorian Government, and practice safe social distancing where required. This applies from now until showtime – both while rehearsing and creating your show and putting on your performance later in the year. Finding a loophole (like calling your performance a funeral) might make it legal... but could still put your audience in unnecessary risk. You can keep up to date with the latest government advice here: <https://www.vic.gov.au/coronavirus>.

# How do I get involved?



## There are four ways to get involved this year:

- [Be part of the Trades Hall Festival Hub Program](#) – Apply to be part of the program at Trades Hall. Expressions of Interest for the Festival Hub at Trades Hall open on 1 July and close on 14 July.
- [Be part of an established venue](#) – Apply to be part of one of the many programs hosted at established venues right across Melbourne. Different venues have different flavours and in 2020, they'll have different capacities and availabilities. See our website on 1 July for details.
- [Be part of Digital Fringe](#) – Create a show to be broadcast on our very own virtual venue – Digital Fringe! The Digital Fringe platform allows artists to host and ticket their work online. It will host all kinds of work, from embedded pre-recorded and live-streamed content directly into the platform, to providing a framework for audiences to access and pay for one-on-one interactive events that rely on third party software such as Zoom or Skype.
- [BYO venue](#) – You can go your own way... think outside the proverbial black box to create your own special experience. Art can pop up in your home, in an empty shopfront window, an abandoned warehouse, in bars and broom cupboards, at a hairdresser, on street corners, around the park, in a supermarket aisle, on a rooftop or at any of the hundreds of performances spaces out there that don't run EOI's through our website - anywhere from the Recital Centre to La Mama.

# What's different in 2020?

We have moved our dates to **12-29 November** to buy everyone – artists, venues, audience and staff – more time to adjust to a new way of doing things. We hope that the later dates increase our chance of having a festival in as close to normal as can be – but we are prepared for every eventuality. We're determined to be as flexible, responsive and agile as possible. And we encourage you to be too.

We've thrown out pretty much every one of our plans, systems and processes – and trust us, we have a lot – to re-imagine how our festival can look. Here are a few things that are different for Melbourne Fringe in 2020:

## 1. Event categories

All events in the Melbourne Fringe Festival 2020 will fit into one of two categories of work – “pants off” and “pants on”! This doesn't replace your genre (e.g. Cabaret, Music, Theatre, etc) it's an additional bit of information that lets audience know how they will experience your event.

**Pants off:** The audience member won't see anyone IRL, so what they wear from the waist down is up to them (just remind them to be mindful if their camera is on and they get up for a glass of water during an interactive event). This is content that can be **fully experienced by anyone from the comfort of their home** and could be pre-recorded, live or interactive work. If this sounds like your wild idea – [you can register from 1 June](#).

**Pants on:** The audience member **needs to leave the house and interact with the world to attend your event**, so wearing something from the waist down is probably required... if they want to avoid being arrested for indecent exposure. This is content in theatres, galleries, bars, shop windows and on the street – basically anywhere that requires some covering up down there. If this is more up your alley – [you can register from 1 July](#).

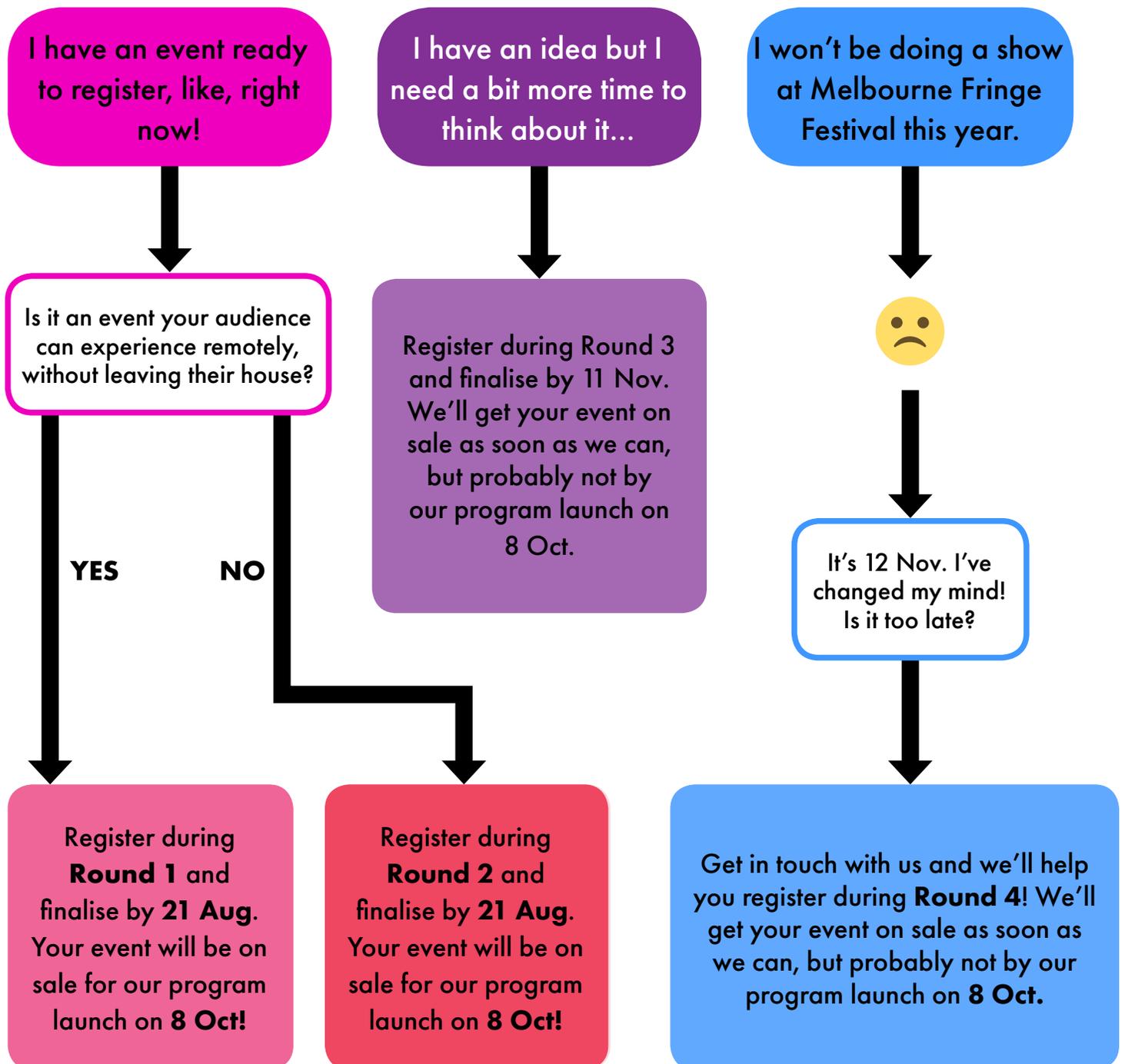
## The main question to ask yourself is:

### Does my event require the audience to leave the house?

If you answered NO, you've got yourself a “**pants off**” event. That means you can register from **1 June**.

If you answered YES, you've got yourself a “**pants on**” event. That means you can register from **1 July**.

For all those visual learners out there, here's a basic flow chart to help you decide when to register your event:





## 2. Registrations

Registrations, just like most things, are working differently this year. Most importantly, **registrations will remain open for all events throughout the Festival** but there are a few key dates to keep in mind if you want to be guaranteed that your show will go on sale by the Festival launch on 8 October:

- Events that can proceed regardless of physical distance regulations (i.e. “pants off” events) can register in **Round 1 from 1 June**.
- All other events (i.e. “pants on” events) can register in **Round 2 from 1 July**.
- The main difference you need to be aware of is that if you do not register in Round 1 or Round 2, we cannot guarantee that your event will go on sale for our program launch on 8 October.
- You will have to contact us at [artists@melbournefringe.com.au](mailto:artists@melbournefringe.com.au) to let us know if you want to register an event in Round 4.

Here’s a handy table which breaks down the key dates for registering an event at Fringe in 2020:

Registration Phase	What can I register?	When will my event be listed on the website?	On sale by program launch?
<b>Round 1</b> 1 Jun > 21 Aug	Can register “pants off” events	Register by 21 August and your event is guaranteed to go on sale for our program launch on 8 October	YES
<b>Round 2</b> 1 Jul > 21 Aug	Can register any events	Register by 21 August and your event is guaranteed to go on sale for our program launch on 8 October	YES
<b>Round 3</b> 1 Sep > 11 Nov	Can register any events	Register after 1 September and your event is NOT guaranteed to be listed on our website for the program launch on 8 October (but we will try our best!)	MAYBE
<b>Round 4</b> 12 Nov > 29 Nov	Can register any events	Register during the Festival and you will have to contact our Participant Services Team at <a href="mailto:artists@melbournefringe.com.au">artists@melbournefringe.com.au</a>	NO

When you're ready to register, you will be able to hop online and register your event using our registration system Eventotron (very space age, we know). You will be required to provide us with a range of information, including:

- An awesome event + Event Title
- A short blurb describing your event – keep it short, sharp and savvy
- A great image – we'll use this on our website so make it pop!
- A physical distance rating
- Your venue (don't forget this year your venue can be Digital Fringe, a street corner, your lounge room... anything goes)
- Dates and times of performances, or exhibition opening hours
- Ticket prices (if applicable)

### **3. Microgrants, payment plans and half-price registration for digital events**

We recognise that this is an extremely difficult and uncertain time for the arts sector. Now more than ever we want to support as many artists as possible, so this is what we are doing to help:

- Our extensive Ralph Mclean Microgrants program, aims to support artists facing financial or structural disadvantage. This year's Ralph Mclean Microgrants offers 25%, 50% or 90% off registration fees. Applications open on **1 June**. See our [Money for Art](#) page for details.
- Registration fees will be payable in instalments with a \$95 deposit required upon registration and the rest of the registration fee upon settlement. Events that do not have a ticket settlement (i.e. free events) will need to pay their final instalment before the Festival.
- Registration fees will be refunded if a change in restrictions means an event cannot proceed, or an artist can choose to transfer their registration to an online event if they prefer.

And for digital-only events...

- Digital events are entitled to a half-price registration.
- For digital events, we'll guarantee against loss by covering the remainder of your registration fee if your ticket sales aren't sufficient. We're confident there's an audience out there ready to pay for digital work, but as it's a new area of engagement we think it's only right that we take on some of the risk for you.

**Digital events  
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## 4. Physical distance ratings

Every event in the Melbourne Fringe Festival 2020 will have to select a physical distance rating in order to be a part of this year's Festival and this will be included in your event listing on our website. This rating is not only important for your audience's safety but it's also important for YOU as it affects the date that you can register your event. Your event may change its Physical Distance Rating closer to the Festival; maybe your event develops into something different, or you discover your venue's seating configuration has changed in response to updated guidelines. Whatever the situation, just keep us updated! Here's a handy table which breaks down how to select a physical distance rating for your event in 2020:

Physical Distance Rating	Pls explain...	Can you give me some examples?	When can I register?
<p><b>Physical Distance Rating 100%</b> Art that is best consumed in your home.</p>	<p>The event is entirely physically distant, with <b>no contact or physical component</b>. The beauty of a 100% physical distance rating is that the event can be fully <b>experienced by anyone, from the comfort of their home</b>.</p>	<p>Some events that might fit into this category are:</p> <ul style="list-style-type: none"> <li>• Digital events</li> <li>• Interactive livestreams</li> <li>• Digital exhibitions</li> <li>• Pre-recorded shows</li> <li>• Online panel discussions and conversations</li> <li>• Text and phone experiences</li> <li>• Pod-plays, video-plays and radio-plays</li> <li>• Home games and home-delivered art</li> <li>• Pervasive theatre experiences (think mystery boxes and letters delivered to your door)</li> <li>• Virtual reality and augmented reality experiences</li> <li>• Interactive activities such as virtual day spas and virtual dining experiences</li> </ul>	<p><b>OPEN ON 1 JUNE</b></p> <p>We are accepting registrations for events with a physical distance rating of 100% on 1 June 2020</p>
<p><b>Physical Distance Rating 75%</b> Art that is best consumed alone.</p>	<p>The event is mostly physically distant, with <b>no contact but some physical component</b>. A 75% physical distance rating means that the audience member is <b>required to leave the house</b> to fully experience the event. Whilst they will not be in contact with others, they may need to interact with the outside world in some way.</p>	<p>Some events that might fit into this category are:</p> <ul style="list-style-type: none"> <li>• Sound walks and audio tours</li> <li>• Projection art in public space</li> <li>• Interactive activities that involve having to leave the house but not going to an indoor venue – e.g. an outdoor immersive boot camp</li> </ul>	<p><b>OPEN ON 1 JULY</b></p> <p>We are accepting registrations for events with a physical distance rating of 75% on 1 July 2020</p>

Physical Distance Rating	Pls explain...	Can you give me some examples?	When can I register?
<p><b>Physical Distance Rating 50%</b></p> <p>Art that is best consumed from a distance.</p>	<p>The event is somewhat physically distant, with <b>no contact but some physically spaced proximity</b> to others.</p> <p>A 50% rating means that your event involves some proximity to others but it <b>complies with physical distancing measures</b> (e.g. 1.5m spacing between seats in a theatre or a silent disco with audiences in physically marked 4sqm zones).</p>	<p>Some ideas of events that might fit into this category are:</p> <ul style="list-style-type: none"> <li>• A performance held onstage where the venue has reduced seating and spaced audiences at an appropriate distance</li> <li>• Gallery exhibitions (with limited capacity to comply with social distancing rules)</li> <li>• A one-person performance taking place in a giant inflatable bubble</li> <li>• A silent disco where audience are in physically marked areas or zones</li> </ul>	<p><b>OPEN ON 1 JULY</b></p> <p>We are accepting registrations for events with a physical distance rating of 50% on 1 July 2020</p> <p>You can start your application on 1 June 2020 but you won't be able to finalise it until registrations open for "pants on" events on 1 July 2020</p>
<p><b>Physical Distance Rating less than 50%</b></p> <p>Art that is best consumed with others.</p>	<p><b>Close proximity is required</b> for full engagement of the event.</p> <p>This kind of art pre-dates the global pandemic and the rules around social distancing. We're talking about all your theatre shows, stand-up comedy, cabaret and interactive performances that are held in an indoor venue with regular seating arrangements.</p> <p>This kind of art pre-dates the pandemic (i.e. sweaty nightclub dancing; sitting directly next to each other in a theatre... and hugs, remember those?)</p>	<p>Some ideas of events that might fit into this category are:</p> <ul style="list-style-type: none"> <li>• Anything and everything!</li> </ul> <p>... in saying that, things are changing rapidly. We don't know when the social distancing restrictions will be lifted by the government. We encourage artists to think about how you could convert your performance to a digital or physically distant realm if required. Be prepared to have to adapt your show to a 50% rating in order to comply with social distancing rules (for example, so that there's 1.5m between seats).</p>	<p><b>OPEN ON 1 JULY</b></p> <p>We are accepting registrations for events with a physical distance rating of less than 50% on 1 July 2020</p> <p>You can start your application on 1 June 2020 but you won't be able to finalise it until registrations open for "pants on" events on 1 July 2020</p>

## 5. No printed event listings

This year, there will be **no event listings in the printed Festival Guide.**

Given the uncertain nature of 2020, we wanted to be as flexible as possible with timelines. One of these firm timelines that is impossible to shift is our printed guide. So, to allow a longer decision-making process and registration period for artists, we decided against printing a full Festival Guide.

Our printed guide will get your potential ticket buyers excited about the range of events in the Festival and direct them to the more comprehensive online event listings. We will still be printing a smaller printed booklet to promote the Festival as a whole, but this **won't have individual show listings**. We will still be providing individual show listing pages for all artists, and have expanded our online advertising campaign to ensure we get as many eyes as possible on your brilliant art.



## 6. Digital Fringe

We've been busy working to create a new online platform for the Melbourne Fringe Festival in 2020 – "Digital Fringe"! At the heart of it, Digital Fringe is about presenting digital projects and events that are accessible in any space by anyone with an internet connection. It's like our very own virtual venue!

The Digital Fringe platform will allow artists to get their pre-recorded shows and live events to us so we can host, promote and sell tickets to their work online. It will host all kinds of work, from embedded pre-recorded and live-streamed content directly into the platform, to providing a framework for audiences to access and pay for one-on-one interactive events that rely on third party software such as Zoom or Skype.

As per usual, you'll be able to register your event through our registration system Eventotron (see more details in [Producer Pack #1: How to Register](#) and [How to Register an Event on Eventotron](#) guide).

If you are presenting a digital work please ensure you follow the steps on Eventotron when you're registering your event and read **Step 5 - Finding a Venue**, "Digital Fringe" to ensure your work is hosted on our new platform!

Here's a few key things you'll need to think about before you register a digital event on our Digital Fringe platform:

### **a) Is your content live-streamed?**

Live-streaming is where you directly broadcast a video to a source such as Youtube Live or Twitch. It's essentially a live transmission of an event over the Internet - from where you are, directly to where the viewer is. Most live streams are delivered on Multicasting. Multiple users can "tune in" to a single stream, so that the audio or video can be delivered to several locations at once.

Live-streaming is single directional, from you to your audience. So if your event requires live feedback from your audience (anything from a comedian asking what job an audience member does to a fully immersive experimental digital theatre performance) then you should select "Interactive Content" instead.

### **b) Is your content pre-recorded?**

Pre-recorded content is recorded content of your event. This is when you create the content entirely in advance of the event screening, so there is no live component. You create your content, get the file or link to us, then put your feet up and relax. Job done.

### **c) Is your content interactive?**

Interactive Content refers to live broadcasts or streaming of your event that allow for an interactive experience from your audience to you (like a Zoom, Skype or Whatsapp performance). This includes webinar style performances.

### **d) If your content is live-streamed or interactive, what external platform will you be using?**

When you're registering your event on Eventotron, you'll be asked whether you want your show to be hosted on Digital Fringe and what medium you'll be using to stream or broadcast your event. Facebook, YouTube, Instagram Live, Vimeo, Zoom, Skype, Whatsapp, Twitch, StreamYard, Discord – the world is your oyster. Don't worry if you don't know yet – you can come back and update your details on Eventotron at a later date!



## 7. Ticketing options for digital events

If you're taking the plunge and registering a digital event as part of our Digital Fringe platform, you'll have 3 options for ticketing:

1. **Choose Your Price** – Your audience can enjoy your art and pay after in our flashy new digital foyer. This encourages audience to take a risk and enjoy your digital content without paying up-front; our research in this area suggests digital events that choose this option will get more ticket profits than a pre-ticketed digital event. If you select “Choose-Your-Price” when you register your digital event, we will use your full price ticket selection as your “suggested price” for viewers. (CYP is our recommendation for streamed or video content)
2. **Pre-ticketed** – Your audience can book as normal and we send them instructions on how to access your art. (For digital events with limited capacity, this is the way to go)
3. **Free** – Your audience can access your art online for FREE, with no expectation to book or pay. (They'll still get to check out the digital foyer after, sans-digital bucket)

## 8. Venues

The Melbourne Fringe Festival remains open-access, which means we do not decide which venues will be operating in November. Many venues are facing some pretty tricky calculations as to whether they need to reduce capacity to comply with current regulations, which is one of the reasons why we're delaying registration for Pants On events until 1 July

We recognise that finding venues is going to be very tricky in 2020... but we are here to help! You can call or email our Participant Services Team on 0434 049 817 or [artists@melbournefringe.com.au](mailto:artists@melbournefringe.com.au) and we will do everything we can to find the perfect home for your idea and help you think outside the box about where your event can take place in November.



## 9. Budgets and box office projections

We understand that box office projections are a little uncertain in 2020. Of course, plans change in a pandemic but it's important to think early about what you can and can't afford for your Fringe event. If you are intending to put your 'pants on' event at an indoor venue, make sure you ask your venue about their audience capacity – including what their capacity will be providing 1.5 metre spacing between audience.

Whilst we would normally recommend that you use an average of 30% capacity houses over your season as a guide to begin to work out what box office takings you will need to break even – this will NOT be the case if your capacity is significantly reduced due to social distancing restrictions.



When drafting your budget, think clearly about your box office income – including how this will be affected by social distancing restrictions. For example, if your audience capacity is reduced to 20 seats and you're confident you could “sell-out” a season – then you could reasonably project using an average of 80% or 90% houses over your season as a guide.

2020 is by no means a normal year. Think clearly about what this means for you and your team when drafting your budget.

See our Guide to Budgets and Money for general tips on how to set ticket prices

See Producers Pack #1 for more information about registration fees and ticketing prices

## 9. Funding

Due to the COVID-19 pandemic, the funding landscape is continuously changing. Please be aware that any dates and grants listed beyond May 2020 are highly subject to change. We advise that you get in touch with the funding body prior to beginning or continuing with your application.

For a list of various stimulus packages, response funds, and grant support for artists during the COVID-19 crisis, visit Auspicious Arts' COVID-19 FUNDING page [here](#). You can also download Auspicious Arts' 2020 funding calendar [here](#).

See our [Guide to Budgets and Money](#) for general tips on writing grants.

# Key dates & contacts



Round 1 Regos Open for Pants Off	<b>Monday 1 June</b>
Round 2 Regos Open for Pants On	<b>Wednesday 1 July</b>
Hub EOIs Open	<b>Wednesday 1 July</b>
Hub EOIs Close	<b>Tuesday 14 July</b>
Round 3 Regos Open	<b>Tuesday 1 September</b>
Media Release Deadline	<b>Monday 7 September</b>
Festival Launch	<b>Thursday 8 October</b>
Round 4 Regos Open	<b>Thursday 12 November</b>
<b>Festival Opens</b>	<b>Thursday 12 November</b>
<b>Festival Closes</b>	<b>Sunday 29 November</b>

Our Participant Services are truly the brains trust of our Festival. They've got the answers (well, most of the time). Jump online to one of our [FAQ sessions](#) for more:

### Rego FAQ 1: Melbourne Fringe in 2020

Tues 9 June 2020 5.30pm – 7pm (Zoom)

### Rego FAQ 2: Festival HUB EOIs + How to register

Tues 7 July 2020 5.30pm – 7pm (Zoom)

### Rego FAQ 3: Meet your match – finding a venue in 2020

Tues 14 July 2020 5.30pm – 7pm (Zoom)

### Rego FAQ 4: Best Practice Access + Money and Budgeting

Tues 4 August 2020 – 5.30pm – 7pm (Zoom)



Got questions? We're here for you. In this time of disconnection, let's connect (virtually... for now).

If you think you may want to put on a show at Melbourne Fringe Festival in 2020 but aren't sure about how or where to start... reach out. Our friendly Participant Services Team are available from 10am to 6pm (Monday to Friday) and are here to answer your questions (big or small!)

Email [artists@melbournefringe.com.au](mailto:artists@melbournefringe.com.au) to start the conversation, or give Anna Nalpantidis, Program Manager (Independent Arts) a call on our remote office number: 0434 019 817.