



Club Fringe Commission

ABOUT THE OPPORTUNITY

Each year since the beginning of time (or at least for the past decade or so) we have programmed a series of great Club events with the intention of making the Festival Hub come alive well into the night.

In 2022 and 2023 we gave some Fringe artists the funds to run their own Club Fringe event as part of the Festival and we look forward to seeing what \$3k ideas you have up your sleeves for 2024.

Whether you've got an idea for a high concept, arty-party or you have a slick dance-floor-filling event in mind we want to hear from you!

KEY INFORMATION

Funding details

If successful, you will receive:

- **\$3,000** cash from the Fringe Fund to produce, present and market your Club Fringe event;
- **Free venue hire** in Common Rooms, inclusive of lighting and sound technicians, front of house, security, ticketing, and bar; and
- **100% of ticket profits** from the 100 tickets available for pre-sale, and any door sales that occur on the night. Please note, passholders (and guests) receive free entry but must pay if they want to pre-book. Fringe may paper events (on the day) if pre-sales are low, and all entry after midnight is free.
- **Access services** for the event, costs covered by Melbourne Fringe's budget.

Not included in the funding offer (i.e. there is no additional funding, you will need to budget the following items as part of your \$3k / project budget):

- Your Melbourne Fringe Festival registration fee, ticketing charges, insurance and any other costs associated with producing your work;
- All other presentation costs, including performer and DJ fees, marketing, etc

Eligibility

This opportunity is for **mid-career** or **established artists** based in **Victoria**.

It must be a **new Club Fringe idea** that will be premiered during the 2024 Festival.

The event must take place **from 10pm til late**, with draft programming having these commissions programmed for **Saturday 5, Saturday 12, or Saturday 19 October 2024**.

How to apply

Please click on [this link](#) to access the application form.

Applications close at midnight on Sunday 21 April, 2024.

If using JotForm isn't accessible for you, please get in touch so we can better understand how to best accommodate your access needs. We can accept applications submitted as text documents, video or

audio files and are also happy to work with you on other accessible application processes. Please email artists@melbournefringe.com.au to start a conversation.

CONTEXT AND EXPECTATIONS FOR FUNDED ARTISTS

Receiving support through the Fringe Fund isn't quite the same as a grant, but it isn't quite the same as having your work bought by a curated Festival – it falls somewhere in-between. That's because we've raised money from trusts, foundations, government bodies and private donors, and we'll need your help to ensure certain deliverables are met so we can acquit those funds. It's the circle of (funding) life.

If you're successful in your application, you will be asked to sign a contract that requires an understanding of the expectations that we will have from you as a Fringe Fund artist, which are:

1. You will self-produce a professional, high-quality event in the Open Access program.

This means: the Fringe Fund support will help your event proceed, but **you (or your team!) are responsible for all elements of the production**, including:

- managing a creative project plan and schedule that will ensure your project is delivered as a fully realised work, not a work-in-progress
- budgeting for costs responsibly, ensuring you have put aside funds for the Fringe registration fee, inside charges, and access service costs;
- producing the event to a high standard of delivery, and completing administration tasks such as registering the event, etc;
- marketing your season; and
- sourcing any additional funding required through sponsorship, partnerships or grants.

This is quite different to having your work purchased for presentation by a festival that pays an upfront fee, then takes care of all the producing on your behalf! On the other hand, you are presenting your work as an independent season, which means the show profits are retained by you and your team.

2. You will work collaboratively with Melbourne Fringe.

This means: Melbourne Fringe is a key stakeholder in your event, unlike a standard grant where the funder just wants an acquittal report at the end. Because we have a vested interest in the success of your work, we may ask you to **collaborate with Melbourne Fringe** in certain ways while working on your project. We won't encroach on your artistic vision, but we might offer support including:

- dramaturgical advice to help you position the work for a Melbourne Fringe audience;
- advice or feedback for your budget, to help you work towards financial success; or
- inclusion in marketing or publicity opportunities; or
- suggesting the scale of your project might require you to allocate funds towards a producer, production manager or designer to help you achieve your creative vision.

To support you in this way, we will ask that you:

- update us on the creative development of the project, and share your project timeline, budget and marketing plan (once they're ready to share of course!);
- attend occasional meetings to discuss the work's progress and how we can better support you;
- be open and available to listen to our feedback, built on many years of experience.

We don't require a share of the work's intellectual property, but we do ask for permission to film or photograph the event for marketing, promotional and archival purposes. We also ask that you keep us updated on any future seasons of the work, and always credit Melbourne Fringe as an original funder.

APPLICATION & SELECTION PROCESS

As part of your application, you will be asked to provide a **creative pitch** of your project, as well as a **description of the audience's experience** at your event (maximum 200 words each). We want to know **who you are** and **who you plan to work with** on the project, and **how these funds might be used** to make a beautiful, immersive art party experience that is peppered with performances and high energy interventions (100 words for each). Finally, we will ask for you to respond to some **technical and logistical questions** about the event and give you an opportunity to tell us **anything else** you think is important for us to know (maximum 100 words). In selecting the successful project(s) we will consider the following criteria:

- **Concept:** We want to know, does your project put forward exciting ideas and creative thinking? Is the audience's experience something more than just drinking, chatting, and dancing? Does it demonstrate big picture idealism and a creative approach to filling and maintaining dance floor?
- **Capacity:** do you have the skills and the team to present what you want to achieve? Will you be able to deliver a high-quality outcome for your project? Do you have a good understanding of the marketing and programming activities required to fill the room?

FREQUENTLY ASKED QUESTIONS

What are the Festival Dates this year?

Your project must take place at some point during, and as part of, the 2024 Melbourne Fringe Festival, which will be 1 – 20 October this year.

Who owns the work?

The artist owns the work. Melbourne Fringe just has the right to premiere the work as part of the 2024 Melbourne Fringe Festival, and to capture images and/or video of the work for documentation, acquittal and marketing purposes; but the work belongs to the artist.

Can I apply to tour or remount an existing work?

Unfortunately not, as the funds for this stream are committed to commissioning new works – however, we're definitely open to ideas if how you might redevelop an existing work in a new or exciting way. If you have done a development before, or perhaps a work-in-progress showing or season – that's OK! If you're unsure of whether your new ideas would make it a "new work" or not, please just get in touch!

What do you mean by "best practice accessibility and inclusivity"?

We mean that we will be prioritising projects that consider access and inclusion as central to the concept. If you haven't already had a chance to read it, please make sure you check out our [Accessibility Zone](#) for ideas of how to embed access into your early planning.

Why do you ask demographic questions as part of the application process?

We have a commitment to ensuring that events Melbourne Fringe funds collectively represent the breadth of Melbourne's diverse communities, and we have specific quotas and targets of funding allocations towards our communities of focus, which include artists who are: First Nations, People of Colour, culturally and linguistically diverse people, Deaf, Disabled, and LGBTQIA+ people with a separate quota to specifically support transgender artists. Assigning quotas to our funding allocations ensures that we are properly representing lead artists from these communities.

Do you have a question that we haven't answered in this Information Pack? We'd love to chat to you! Please email jason@melbournefringe.com.au or call our office on (03) 9660 9600 (or via the National Relay Service) to have a chat.