

SYDNEY
FRINGE
FESTIVAL

EVENT PRESENTER GUIDE 2023

SYDNEY FRINGE FESTIVAL ACKNOWLEDGES AND IS GUIDED BY THE ALLODIAL OWNERS OF THE LAND THAT WE MEET ON AND PAY RESPECT TO THE 29 CLANS OF THE EORA NATION.

WE RECOGNISE AND PAY OUR RESPECTS TO ALL THE ELDERS PAST AND PRESENT, AND THE FIRST NATIONS' PEOPLE OF AUSTRALIA.

DISCLAIMER

The information in this guide is correct at date of publication. All Artist resources are updated as new information comes to hand. This document was created by Sydney Fringe and may not be reproduced or copied without prior permission.

Full ticketing terms can be found at sydneyfringe.com and represent the most up to date conditions surrounding ticketing and terms.

ARTIST: ALEXANDRA HUDSON
PHOTOGRAPHER: CLARE HAWLEY

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Welcome to the Sydney Fringe Festival 2023. We are the biggest Independent Arts Festival in New South Wales, and we're excited for you to join us in what will be our most fabulous festival yet! This guide gives you an overview of the festival and what you will need to consider before registering to become a Fringe Artist.

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ARTIST: ANA CHAYA SCOTNEY
PHOTOGRAPHER: CLARE HAWLEY

VISION AND WELCOME



We champion the independent cultural sector, placing it at the heart of Sydney.

Sydney Fringe supports and develops the next generation of creative thinkers, community leaders, city builders and participants. A great Global city needs vibrancy, a nimble and robust way of working and an ample supply of talent. No other organisation in Sydney is investing in the next generation in the same way as we are, and no other organisation supports the independent sector on a meaningful scale in the way that we do.

In many ways, 2022 was a transformative year for Sydney Fringe. We were able to access extraordinary support for recovery and given opportunities that may not have been possible had the pandemic not happened. Sydney Fringe embraced our thirteenth festival and first one back post pandemic in larger numbers than ever before, our program of events received critical acclaim and we were able to build new larger partnerships that have set the tone for the coming years. This has enabled us to lay a base of strong new partnerships and test out new ideas that will support our vision for the future.

In 2023, we want to build on this success and deepen the festival's connection to Sydney to ensure that the legacy of tireless work our independent artist community puts into this project annually is returned. We can't wait to work with you to do just that.

KERRI GLASSCOCK
Festival Director / CEO

HOW TO GET IN TOUCH

The Sydney Fringe programming team are here to help you with any questions you may have about your event registration, venue-matching, programming, and marketing.

Our dedicated Access Coordinator and First Nations Coordinator are both here to assist with advice about programs, events and venues related to these key areas.

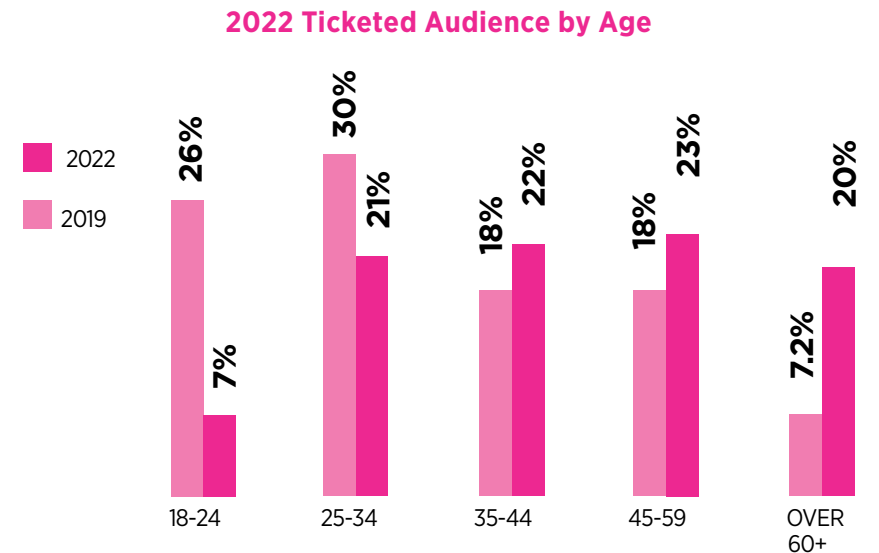
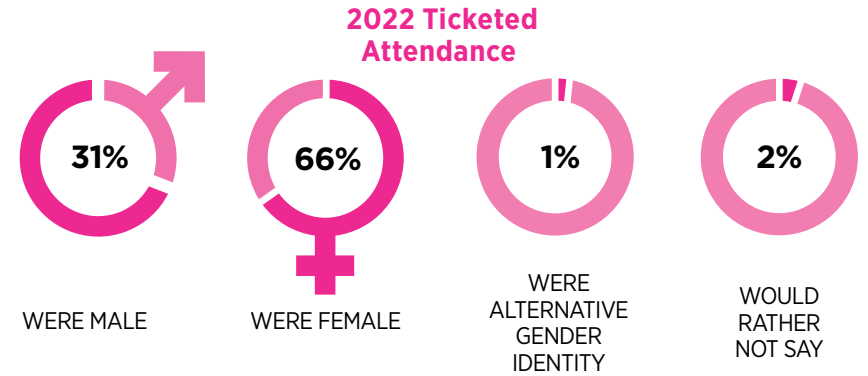
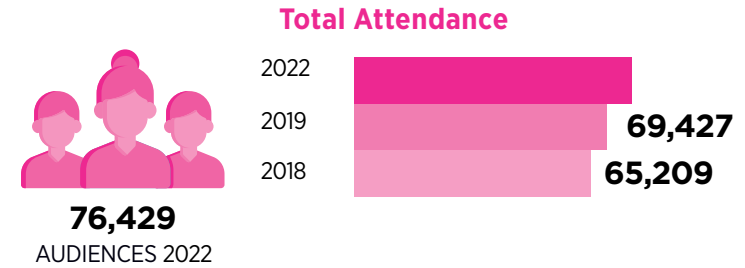
For assistance, please call us on 0402 371 004 or email artists@sydneyfringe.com



ARTIST: ALAYNE DICK
PHOTOGRAPHER: CLARE HAWLEY

A SNAPSHOT OF SYDNEY FRINGE

AUDIENCES



THE SYDNEY FRINGE FESTIVAL IS YOUR FESTIVAL

We are an Open Access arts festival, which means that anyone can put on a show as part of the Sydney Fringe Festival (SFF). The community of artists develops, creates, and produces the shows and events.

The SFF is here to assist you with finding a venue, general marketing of the festival and managing all ticketing. We also provide you with advice and the exposure necessary to make your show a success. The Artist Services Team includes experienced producers as well as a dedicated Access Coordinator and a First Nations Coordinator.

HOWEVER, you will still need to create, produce, manage, and market the work yourself.

WHY YOU SHOULD PARTICIPATE

Sydney Fringe has the highest profile of any independent arts event in New South Wales. In 2022 we reached 40 million pairs of eyes via our PR and marketing campaigns, and almost 70,000 people attended the festival. That's the largest single audience base of any independent arts festival in NSW.

GENRE FLUID AND MULTI-ART FORM

The SFF is genre fluid and a platform for all artforms. We also support the needs of specific genres by creating hubs and types of experiences for audiences.

GUARANTEED ACCESS TO APPROPRIATE AND AFFORDABLE PERFORMANCE SPACE

We activate new, under-used and unused space throughout our city – from the traditional to the site specific. In 2022 we activated 31 unique spaces not available to artists at any other time of the year and brokered free or discounted rent with a range of existing performance spaces. Our venue matching process continues to evolve, providing more diverse performance spaces than ever before.

OUR AUDIENCES LOVE NEW WORK AND NEW EXPERIENCES

The SFF provides a great platform for experimental work or work in development. **45%** of our audience say the main reason they come to the SFF is to see new work, and **43%** say their main reason is to have unique experiences.

CAREER PATHWAYS/DEVELOPMENT

Use the SFF as an opportunity to set goals, push yourself with deadlines, and get in front of local, interstate, and international industry. SFF always attracts new artists from a variety of backgrounds, mediums, and skills and is a great way to increase your network and make new connections with artists and industry professionals. Our growing range of awards bring prestige - every year Fringe directors from around the world visit Sydney specifically to see shows in the SFF program. Additionally, we offer professional development and producer support workshops, supported touring opportunities, industry mentorships and cold hard cash.



ARTIST: ROYMATA HOLMES
PHOTOGRAPHER: CLARE HAWLEY

HOW TO PARTICIPATE

First, you will need to register your event with SFF 2023 and pay the appropriate registration fee.

REGISTRATION PROCESS

Event Registrations will open on Wednesday 15 March. At this time, you will be asked to register your event online with SFF 2023 using the Eventotron Artist and Venue Registration (AVR) system. The information you provide in Phase One of the registration process informs how we work with you during the venue matching process, while the information you provide in Phase Two will be used to populate your event page when the website goes live.

In Phase One, you will be asked to provide the following:

- Event details including a short description and key image
- Any support material you may have such as video links, reviews, or awards
- Audience information such as genre and age suitability
- Preferred performance dates
- Venue requirements including equipment and access needs
- Key contact and company details.

For the full details on how to register your event in Eventotron, see the [Event Presenter Eventotron Handbook](#). If you get stuck on a question, give the Programming team a call on 0402 371 004 or email artists@sydneyfringe.com

**EARLY BIRD REGISTRATIONS CLOSE AT MIDNIGHT ON 10TH APRIL.
ALL REGISTRATIONS MUST CLOSE AT MIDNIGHT ON 30TH APRIL**

You will be required to pay the minimum fee as a deposit when registering your event with the SFF. If you are planning a season of more than 3 performances, the remainder of your registration fee will be taken out upon settlement of your ticket sales (at the end of your Festival season).

THE SFF 2023 REGISTRATION FEES ARE AS FOLLOWS:

Free Events	\$265 (Early Bird \$240)
1-3 Sessions	\$265 (Early Bird \$240)
4 - 6 Sessions	\$450 (Early Bird \$400)
7 + Sessions	\$495 (Early Bird \$450)
A Film Event	\$265 (Early Bird \$240)
A Visual Art Exhibition	\$265 (Early Bird \$240)
A Digital Online Event	\$265 (Early Bird \$240)

REGISTRATION BENEFITS

Sydney Fringe provides all registered events with the following range of services:

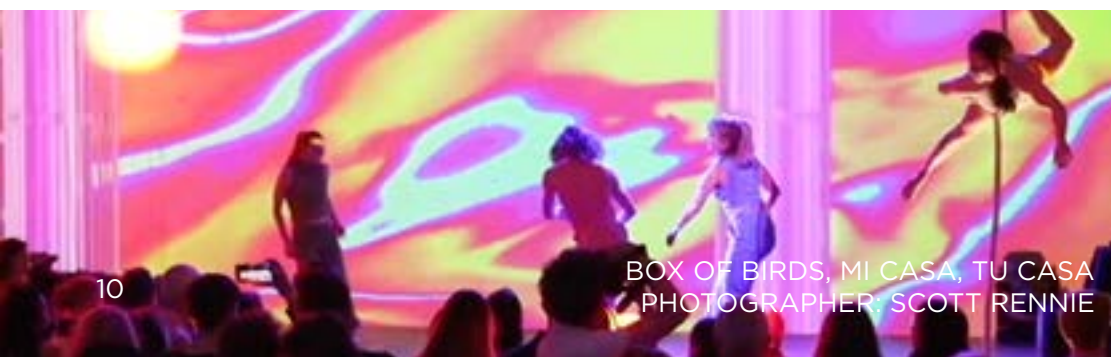
DIRECT MARKETING

Being an SFF event gives you the festival-wide visibility of 40 million plus eyes cast over our press and media (media 'reach' 2022) and the potential to be highlighted in Sydney Fringe features and advertising, in media partner publications and online. Every event in the SFF receives:

- An event listing / image tile in the Sydney Fringe printed guide
- An individual show landing page on the Sydney Fringe Website (sydneyfringe.com) with a direct link to ticketing
- Potential Social media promotions
- Potential EDM inclusions
- Access to partner ticketing programs (Today Tix and Playwave) to increase your reach and audience capacity

ONGOING PRODUCER SUPPORT

The purpose of the Sydney Fringe Programming team during Phase one of our registration process is to ensure that everyone finds a suitable venue and gets their show on. We offer you a bespoke venue matching service during this stage and will assist to broker a relationship and deal with any venues that are of interest. During Phase two of registration, we offer marketing and production advice and assist you by managing all phone and online ticket sales, as well as ticket promotions including multi-show deals and Rush Tix. You'll receive regular bulletins straight to your inbox with key deadlines, new opportunities, and extra support for all those nuts and bolts along the way.



TICKETED EVENTS 2022



525

EVENTS HOSTED
BY SYDNEY FRINGE



3,541

INDIVIDUAL
SESSIONS



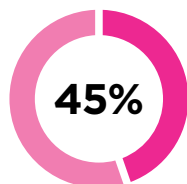
45

DAYS



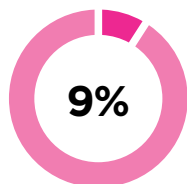
\$2,118,623

BOX OFFICE



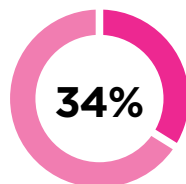
45%

OF AUDIENCE
CAPACITY SOLD



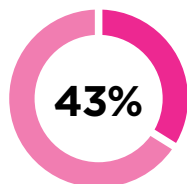
9%

SYDNEY
PREMIERES



34%

WORLD
PREMIERES



43%

AUSTRALIAN
PREMIERES

Primary Genre



COMEDY
39%



THEATRE
17%



VISUAL ART
& FILM
10%



MUSIC
6%



MUSICAL THEATRE
& CABARET
6%



DANCE
5%



FRINGE KIDS
2%



WORKSHOPS
& TALKS
2%



SPECIAL EVENTS
& PARTIES
1%



SPOKEN WORD &
STORYTELLING
1%



PHYSICAL THEATRE
& CIRCUS
1%



IMMERSIVE &
INTERACTIVE
1%



ARTIST: MONSKI MOUSE'S BABY DISCO DANCE HALL
PHOTOGRAPHY: CLARE HAWLEY

PROFESSIONAL DEVELOPMENT

PRE-FESTIVAL

Our free eight-part pre-festival presenter support session series provides detailed hands-on advice to guide you through the registration process to prepare and produce your SFF event. Featuring core members of our Programming, Marketing and Ticketing teams alongside key industry experts, the support sessions are full of important and useful information which align with the SFF task deadlines.

The sessions cover topics such as: production budgets, legal, technical and design considerations, marketing and ticketing strategies and public relations, working with reviewers, social media, making your work accessible and inclusive, cultural safety, sustainable practice and working with other festivals, and will offer you the support you need for tasks such as risk assessment and preparation for the bump-in process.

The 2023 event presenter support sessions will be delivered in-person and will be followed by a chance to network with other artists afterwards. The sessions will be recorded and will be made available later for anyone who is unable to attend. Support materials and other reading materials will be provided with each session for participants to download.

IN-FESTIVAL

All SFF event presenters and artist participants receive free access to four (4) workshops delivered by our In-Festival Professional Development Partner Creative Plus Business, which will take place each Monday night during the festival season. Topics covered include networking strategies, fundraising and philanthropy, social media trends and how to diversify your creative income.

Additionally, you will receive invitations to meet and greet with other Fringe Festival representatives and industry forums as well as other SFF events such as the official launch and closing night.

EXCELLENCE & TOUR READY AWARDS:

Adelaide Fringe Tour Ready Award Melbourne Fringe Tour Ready Award
Brisbane Fringe Tour Ready Award Brighton Fringe Award (UK)
Fringe World (Perth) Tour Ready Award Hollywood Fringe Award (USA)
San Diego International Fringe Festival Touring Award (USA) SYNZ Tour Ready Award (NZ Fringe)

We announce weekly award winners on a rolling basis at the end of each week through the festival giving nominated shows a marketing push, and a great talking point to crow about heading into the weekend.

ARTIST PASS

We saved the best for last - free tickets! If there's an empty seat at a Fringe show, you will be able to fill it for FREE as a Fringe registered artist. This is our way of helping artist to support each other and to experience the work the Fringe artistic community is making. With your Artist Pass, you will also have access to a range of discounts on food and drinks at FMV and partner venues around the city. More details will be provided to artists closer to the start of the festival.





LOVE STREET
PHOTOGRAPHER: DAVID LI

FINDING A VENUE

There are TWO ways to find the perfect space for your show:

BRING YOUR OWN VENUE (BYO)

If you know the venue that you want to perform in, you can contact them directly and book your event. If the venue you want to perform in isn't registered with Sydney Fringe, you can still perform there. However, the venue manager will need to register the venue in the Eventotron system and connect it with Sydney Fringe Festival 2023. It's a quick and easy process that the Artist and Venue Services team can help with - just ask us how!

When you BYO a venue, your main point of contact for anything venue related is the venue manager. Of course, Fringe will support you where it's needed, but your event will be subject to a direct agreement between the artist and the venue regarding venue hire.

VENUE MATCHING

If you're not sure what venue would be best for your event, you want assistance contacting the venue, or you would like your event to be considered for one of our Fringe Managed Venues (FMV), we'll help match you up to a venue! Once you've registered your event, a member of the Sydney Fringe Artists team will be in touch to discuss your venue needs in more detail and figure out the perfect venue for your show or event.



ARTIST: SIX WOMAN STANDING IN FRONT OF A WHITE WALL
PHOTOGRAPHER: CLARE HAWLEY

FINDING A VENUE (CONT.)

SYDNEY FRINGE MANAGED VENUES (OR FMV HUBS)

The Sydney Fringe manages several existing and temporary spaces during the festival. These FMV Hubs are the lifeblood of the festival and anchor the wider Festival Villages we activate in suburbs and precincts around Greater Sydney. These Hubs give artists access to spaces that are not accessible at any other time of the year. FMVs are set up with a Venue Hire agreement that is partially subsidised by Sydney Fringe. You will be required to pay the Venue Hire fee in 2 instalments - the first will be due by 31 May and the second by 30 June. Some of our FMV hubs have a dedicated operator due to the technical set up in the space. The cost of the operator will be charged to the Event Presenter but this will be deducted from your box office at the end of the Festival (to help minimise the up front costs). At an FMV, your contract is with Sydney Fringe, and all venue related conversations are with Sydney Fringe as the manager of that venue.

SYDNEY FRINGE PARTNER VENUES (OR FPV)

The best place for your event might not be in a FMV Hub. Sydney Fringe partners with many existing performances spaces run by other venue managers and we negotiate with these venues on your behalf. During the venue matching process, we will endeavour to broker a deal between your show and one of these existing Fringe Venues to make sure their rent is affordable, and they can provide you with the resources you need. In these cases, once matched to a venue, your event will be subject to a direct agreement between the artist and the venue regarding venue hire. Depending on the venue, several hire structures may exist. Some of these include:

1. Straight Hire - Venues charge a fixed at rental per week or session
2. Box Office Split - artist and venue split the box office takings to account for venue hire
3. Base Hire / Box Office Split - venue charges a cheaper rental fee plus a share of box office (e.g., 10 or 15% of box office)

No Venue Hire - Some might offer you the venue for free. There may still be charges for tech, equipment, staff etc. Some venues will waive venue hire for events they feel will generate other revenue streams e.g., a bar.

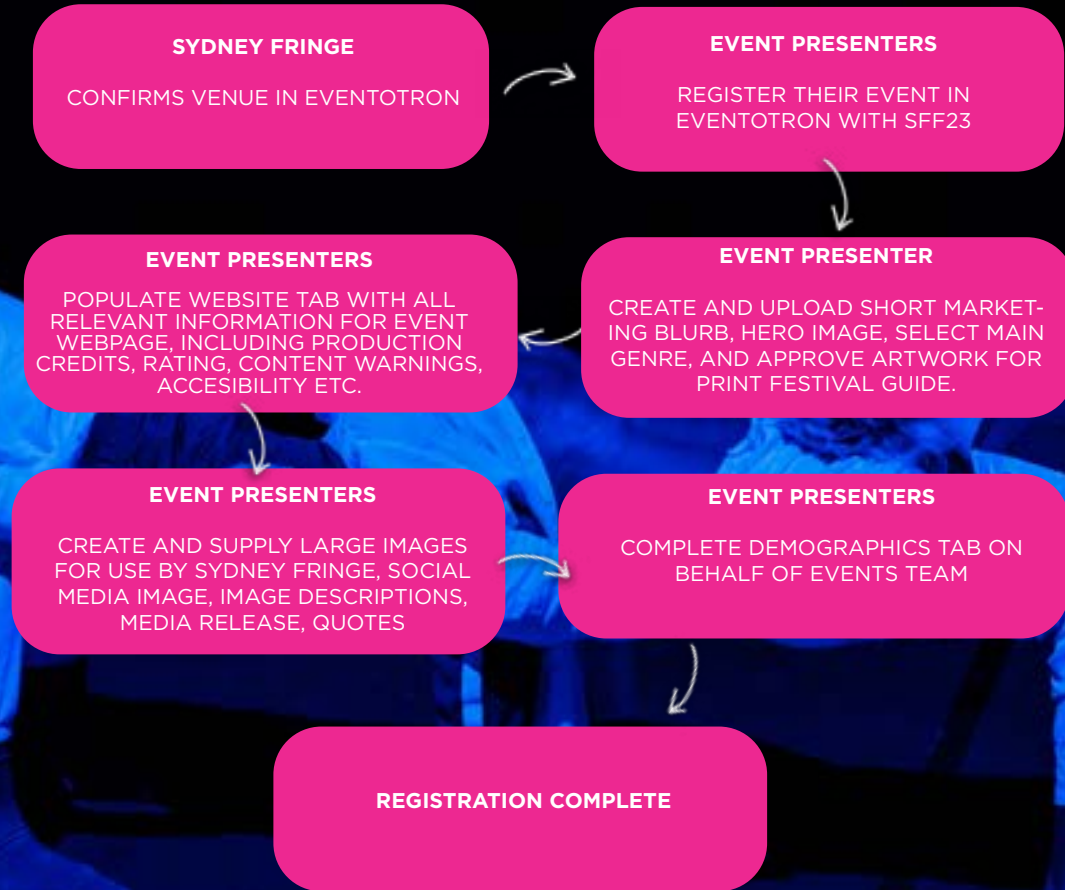


ARTIST: YUMMY ICONIC
PHOTOGRAPHER: CLARE HAWLEY

REGISTRATION OVERVIEW PHASE ONE



REGISTRATION OVERVIEW PHASE TWO



ARTIST: BLACKLUX
PHOTOGRAPHER: CLARE HAWLEY

KEY DATES

ARTIST REGISTRATIONS OPEN	15 MAR
EVENT PRODUCER SUPPORT SESSION 1: PRODUCING 1	27 MAR
EVENT PRODUCER SUPPORT SESSION 2: TICKETING 1	3 APR
EARLY BIRD REGISTRATIONS CLOSE	10 APR
EVENT PRODUCER SUPPORT SESSION 3: MARKETING 1	17 APR
ARTIST REGISTRATIONS CLOSE (GENERAL)	30 APR
EVENT PRODUCER SUPPORT SESSION 4: ACCESS & INCLUSION	1 MAY
ARTIST REGISTRATIONS CLOSE (ACCESS & FIRST NATIONS ARTISTS)	7 MAY
EVENT PRODUCER SUPPORT SESSION 5: PRODUCING 2	15 MAY
FRINGE MANAGED VENUE (FMV) HIRE AGREEMENTS ISSUED	16 MAY
EVENT PRODUCER SUPPORT SESSION 6: TICKETING 2	29 MAY
FRINGE MANAGED VENUE (FMV) DEPOSIT FEES DUE	31 MAY
EVENT PRODUCER SUPPORT SESSION 7: MARKETING 2	12 JUN
PRINTED GUIDE AND WEBSITE COLLATERAL DUE	13 JUN
EVENT PRODUCER SUPPORT SESSION 8: CULTURAL SAFETY	26 JUN
PUBLIC LIABILITY, RISK & COVID SAFETY ASSESSMENTS DUE	13 JUL
FEATURE EVENTS LAUNCH & PRE-SALE	15 JUL
PROGRAM LAUNCH PARTY	28 JUL
PRINTED GUIDE RELEASED AND TICKETS ON SALE	1 AUG
SYDNEY FRINGE BEGINS	29 AUG
IN-FESTIVAL ARTIST DEVELOPMENT WORKSHOP SERIES #1	4 SEPT
IN-FESTIVAL ARTIST DEVELOPMENT WORKSHOP SERIES #2	11 SEPT
IN-FESTIVAL ARTIST DEVELOPMENT WORKSHOP SERIES #3	18 SEPT
IN-FESTIVAL ARTIST DEVELOPMENT WORKSHOP SERIES #4	25 SEPT
SYDNEY FRINGE FESTIVAL ENDS	1 OCT
SYDNEY FRINGE FESTIVAL AWARDS	5 OCT



BOX OF BIRDS: MI CASA TU CASA
 PHOTOGRAPHER: SCOTT RENNIE