

**SYDNEY  
FRINGE  
UNFOLDED**



**SYDNEY  
FRINGE  
FESTIVAL**

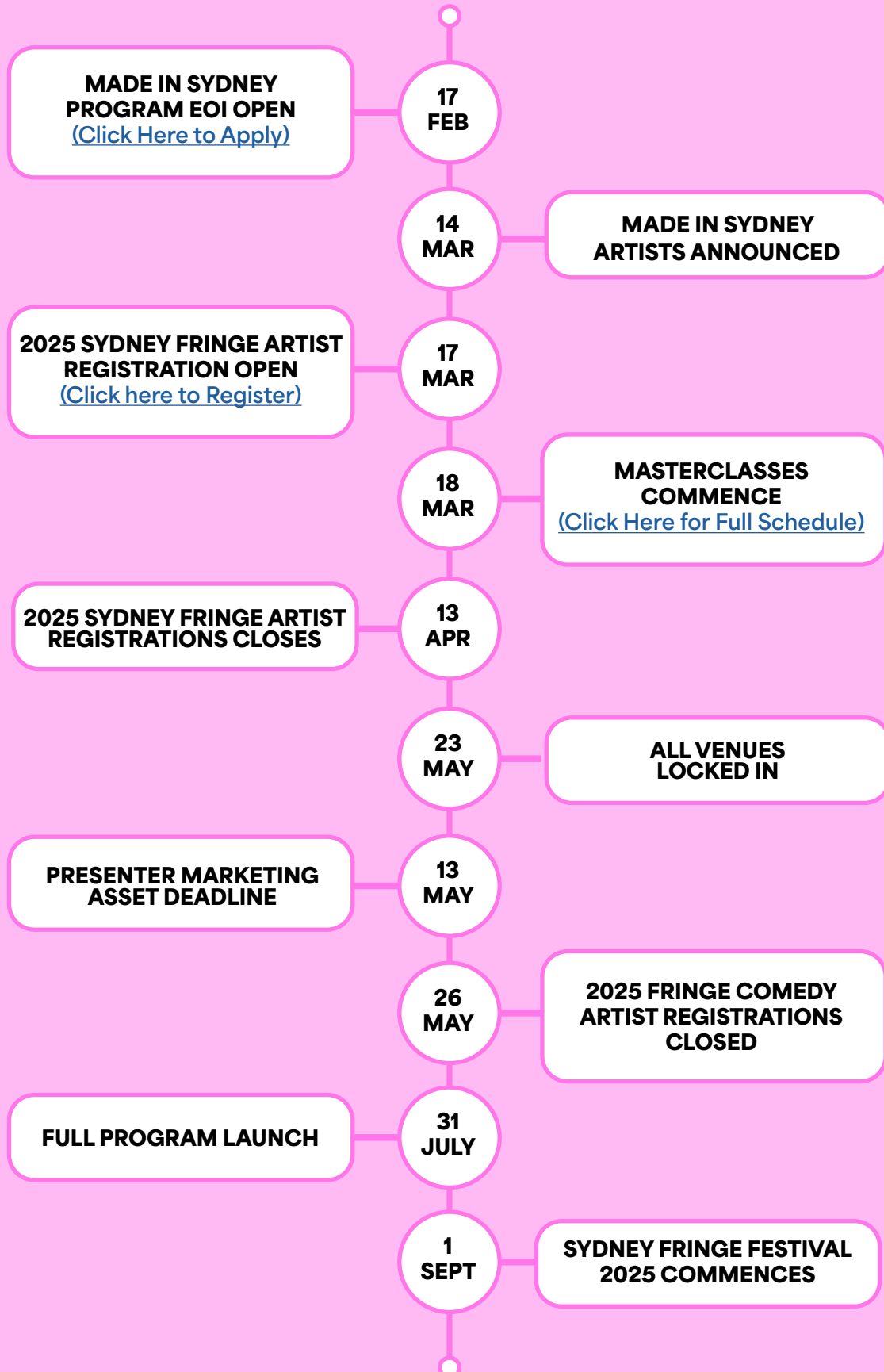
**PRESENTERS GUIDE  
TO SYDNEY FRINGE**

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# 2025 KEY DATES



# KEY DATES CHECKLIST

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## FEBRUARY

17 February

Y/N

Made In Sydney Program EOI OPEN - [Apply Here](#)

## MARCH

14 March

Made in Sydney Artists Announced

17 March

Artist and Venue Registrations OPEN - [Register Here](#)

18 March

Masterclasses Commence - [Masterclass Hub](#)

## APRIL

13 April

Sydney Fringe Artist Registrations CLOSED

## MAY

23 May

Venue Lock Date

26 May

Presenter Marketing Asset Deadline

30 May

Fringe Comedy Artist Registrations CLOSED

## JUNE

6 June

Final Rego Payment Due

30 June

Artist Pass Print Deadline

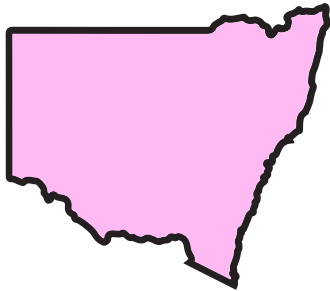
## JULY

31 July

Sydney Fringe Festival Program Launch

**SEPTEMBER 1-30 2025  
SYDNEY FRINGE FESTIVAL**

# WHAT IS SYDNEY FRINGE?



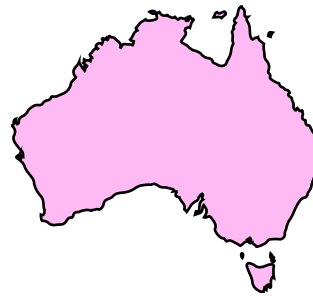
NSW'S LARGEST  
INDEPENDENT ARTS  
FESTIVAL



ANYONE  
AND EVERYONE  
CAN REGISTER  
TO PERFORM



A MONTH OF  
PERFORMANCES  
ALL THROUGH  
SYDNEY



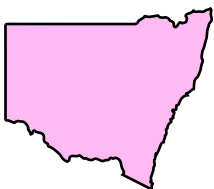
AN OPPORTUNITY  
TO PERFORM  
IN AUSTRALIA'S  
LARGEST CITY

## 2024 SHOWS & ARTISTS

**404** SHOWS

**69** VENUES

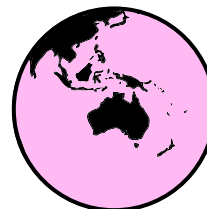
### Show Origin



**294**  
NSW



**100**  
INTERSTATE



**10**  
INTERNATIONAL

### Performer Experience

Emerging (0-5 Years)

46%

Mid Career (6-10 Years)

28%

Established (10+ Years)

26%

# 2024 AUDIENCE DATA

Genre	% of inventory	% of festival tickets issued	Avg House
Events & Parties	1%	1.3%	63.4%
Circus	14.9%	10.6%	35.0%
Spoken Word & Storytelling	1.1%	1.3%	55.1%
Music	22.6%	26.3%	56.9%
Fringe Kids	9.9%	10.5%	51.9%
Comedy	24%	20.5%	41.7%
Theatre	9.5%	11.2%	57.5%
Cabaret & Musical Theatre	13%	13.4%	50.8%
Physical Theatre	1.7%	1.9%	55.7%
Immersive & Interactive	1.3%	1.9%	75.4%
Dance	0.9%	1.0%	53.3%
Talks & Ideas	0.1%	0.1%	44.8%
Film	<0.1%	<0.1%	18.2%

## IS SYDNEY FRINGE FOR ME?

When planning to stage a show at the Sydney Fringe Festival, it's crucial to be aware of the challenges and risks associated with participating in an open access festival.

Understanding the Fringe model—what it can and can't offer—will help you decide if it aligns with your creative goals.

We're here to help you navigate this process.

[Learn more here.](#)

# REGISTRATION

REGISTRATION FEES			
Performances	Total Cost	Deposit <sup>1</sup>	Remaining Payment <sup>2</sup>
1 Performance/Non-Ticketed	\$150	\$150	N/A
2-3 Performances	\$265	\$150	\$115
4-6 Performances	\$450	\$150	\$300
7+ Performances	\$495	\$150	\$345

1. Due at registration of show    2. Due 6th June

## Key Registration Inclusions

- Show listing on [sydneyfringe.com](http://sydneyfringe.com) (with over 2m visitors per festival)
- Show listing in the Sydney Fringe Festival guide (over 30k distributed)
- Full ticketing support from the Sydney Fringe ticketing team, assisting with; sales reports, promotional support, show change requirements, customer service
- Support from our experienced programming team assisting with any production questions you may have regardless of venue
- Access to a multi-part masterclass series for producers and artists, on topics ranging from building your show through to marketing your show
- A wide range of tools and templates exclusively made by Sydney Fringe to help you through your run at the Sydney Fringe Festival
- Inclusion on pop up sales campaigns utilising Sydney Fringe's exclusive databases
- Opportunities to perform at Sydney Fringe line up events through partnership programs
- Access to Sydney Fringe branding, templates and assets to add to your marketing campaign

# SYDNEY FRINGE VENUES

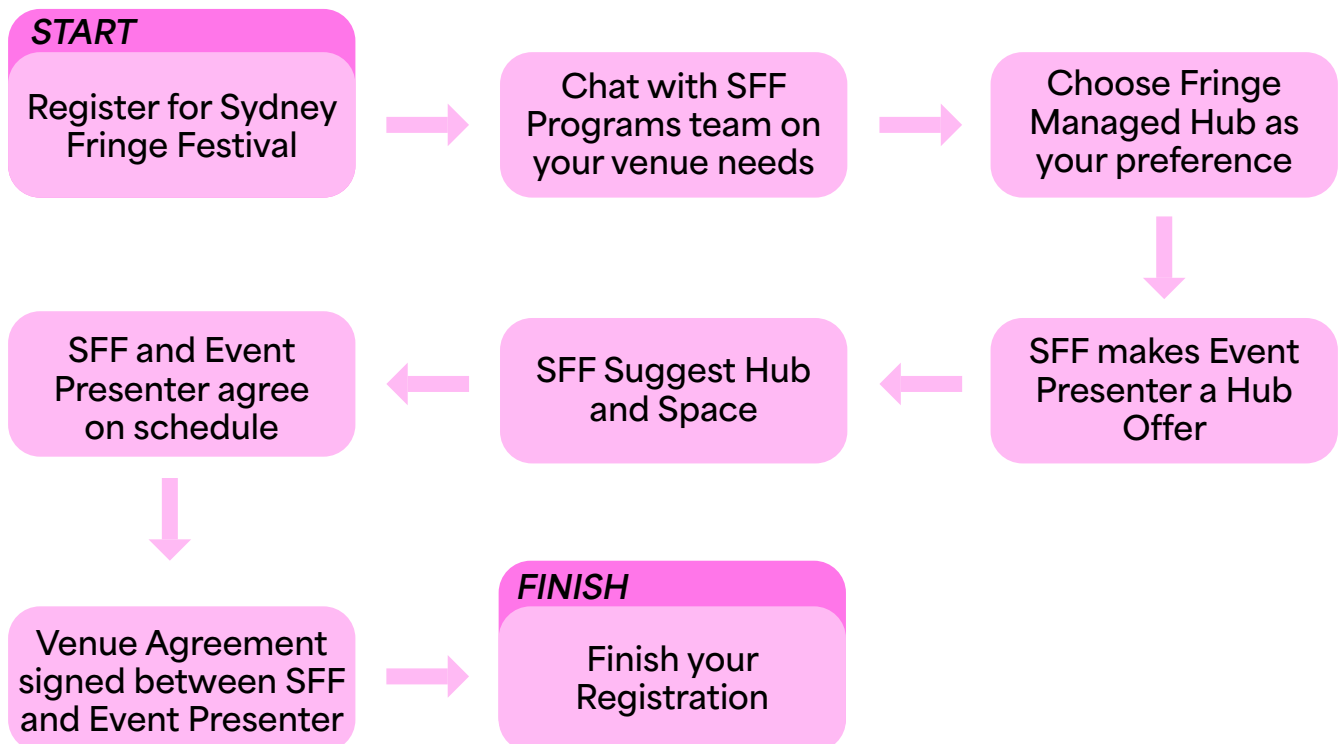
There are three possible avenues when you register for Sydney Fringe Festival to find and secure a venue. To help you understand and choose which is best for you take a look below. Fringe Managed Venue, Fringe Partner Venue and Bring Your Own Venue.

## Fringe Managed Venue

**Fringe Managed Venues** give artists access to spaces that are not accessible at any other time of the year.

The venue hire is subsidised by Sydney Fringe and the agreement is between the Artist/Producer and Sydney Fringe.

Sydney Fringe becomes Venue Manager for your show and all points regarding contracting, operations and productions are with us.





Both of the following options are more dependent on the production itself. Sydney Fringe is dedicated to finding the right space for you and your show even if it is not within the Fringe Managed Venue allocation.

Unlike other fringe festivals Sydney Fringe will recommend and introduce you to the best venue for your festival season.

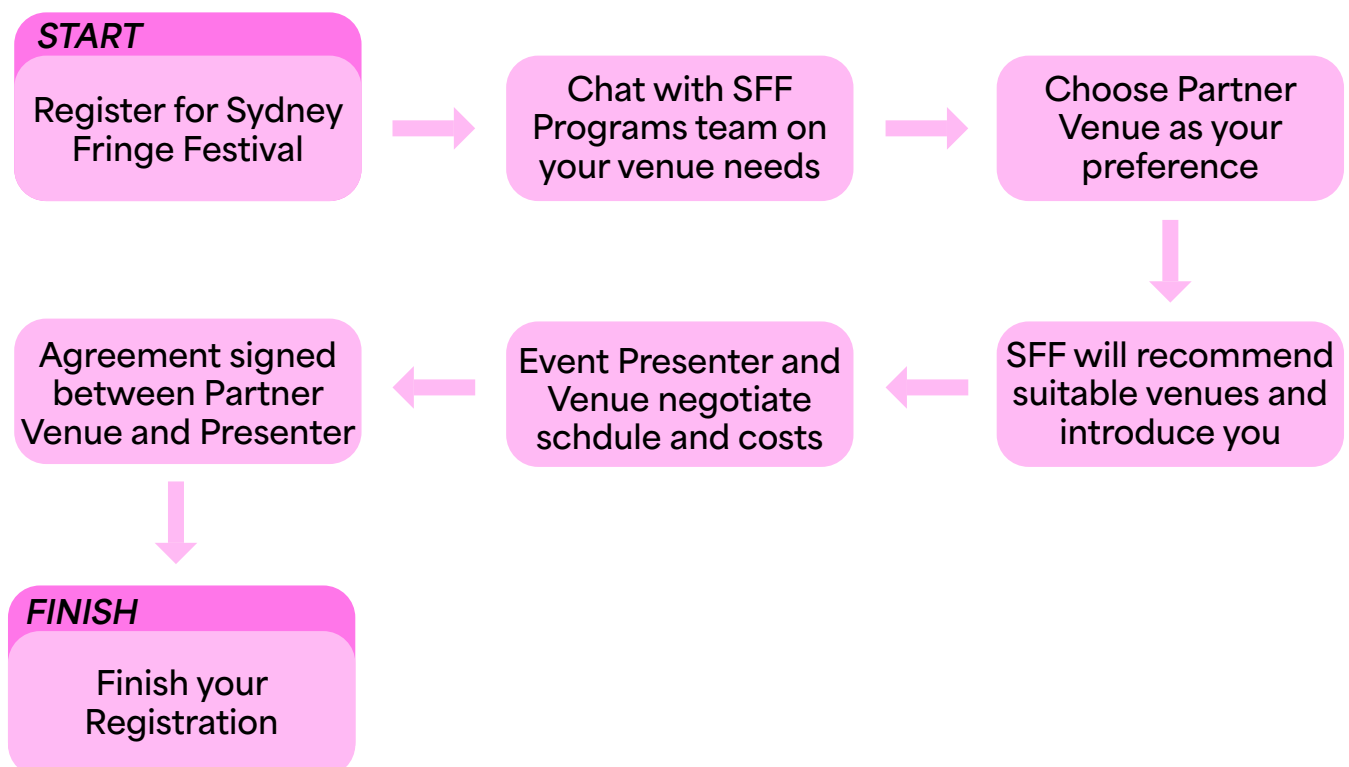
## Fringe Partner Venue

**Fringe Partner Venues** are opportunities for artists looking for venues that suit needs outside the ability of Fringe Managed Venues.

The venue hire is negotiated between the Venue and the Artist/Producer.

Sydney Fringe from this point becomes a point for amazing external support and advice for getting through the festival.

The Venue and Event presenter handle all operation and productions.

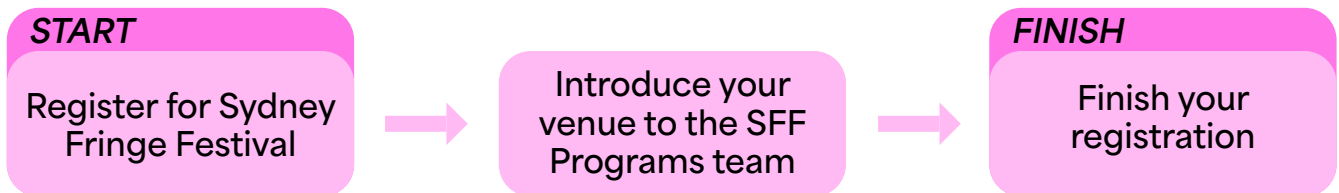


# Bring Your Own Venue

**Bring Your Own Venue** is the process of having a venue agreement in place for the Sydney Fringe Festival without using a Sydney Fringe venue.

This is a way for artists and producers who want to use a specific venue to participate in the festival. This option still includes access to everything offered within the festival (see registration for key inclusions).

Your main point of contact in Bring Your Own Venue is the venue manager.



## 2024 VENUE DATA Excluding Fringe Comedy

Venue Capacity	% of festival inventory	% of festival tickets issued	Avg House
1 - 25	1%	2%	69%
26 - 50	8%	9%	52%
51 - 75	14%	13%	44%
76 - 100	5%	6%	59%
101 - 150	11%	12%	54%
151 - 200	17%	18%	54%
SYDNEY FRINGE OPERATED ZERO VENUES AT 200-300 RANGE IN 2024			
SYDNEY FRINGE RAN CURATED SHOWS IN THE 300-500 RANGE IN 2024 (FESTIVAL GARDENS)			
501+	17%	23%	67%

# TICKETING

Sydney Fringe Festival has a full-service ticketing department, managing the build and administration of all festival events through our provider Ferve Tickets and hosted on our website and Sydney Fringe App.

We will work with artists/producers to set your ticket pricing and advertise this on your dedicated Sydney Fringe Event page ready for your event to go on sale.

Sydney Fringe has a standard ticket setup that artists/producers have to follow, with two price options: full price and Deadly Tix. We can also customise any other concession pricing you need.

## Deadly Tix

Deadly Tix are discounted tickets for Aboriginal, Torres Strait Islander, and other First Nations People. Every artist/producer needs to offer Deadly Tix with at least a 20% discount off the full price.

All ticketing fees for Deadly Tix are locked to \$2.50.

## Fees & Charges

### TICKETING FEES

Ticket Price	<\$10	\$10.01 - \$99.99	\$100.00+
Fee Per Ticket	\$2.50	\$4.00	\$5.50

### SETTING YOUR TICKET PRICE

When setting your ticket price, keep your ticketing fee in mind! The example below is just a guide to help you figure out what works best for your event budget.

### EXAMPLE

Amount Received Per Ticket	+ GST (10%)	+ Ticketing Fee	Ticket Price*
Full Price: \$28	+ \$2.80	+ \$4.00	\$34.80
Deadly Tix: \$22	+ \$2.20	+ \$2.50*	\$26.70

\*All Deadly Tix ticketing fees are locked to \$2.50

# FIRST NATIONS

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TSF is committed to championing our First Nations artists. In 2025, we will continue working with our First Nations Event Presenters to build a First Nations Program of work, Yalgali, that is by mob and for mob.

Our festival staff are here to ensure First Nations work is supported and nurtured. Your first point of contact is Gamillaroi girl and First Nations Coordinator Erica Brennan ([erica@sydneyfringe.com](mailto:erica@sydneyfringe.com)).

## Cultural Consulting on First Nations Material

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We aim to continue fostering good relationships between Indigenous and non-Indigenous people and are here to help all Event Presenters navigate cultural risks and opportunities.

We can provide guidance in acquiring permission for the use of culturally sensitive materials.

# INTERNATIONAL PRODUCERS

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International Producers must be aware of the taxation requirements and laws for performing and earning income in countries where they are not citizens. The Sydney Fringe reserves the right to withhold or deduct tax from the settlement of international producers, in accordance with Australian taxation legislation and international tax agreements.

During the Registration process, you will be required to answer questions relating to your Country of Residence and whether you are carrying on a business in Australia - this will impact the manner in which The Sydney Fringe applies tax to your settlement. We strongly advise that you seek advice on this as early as possible, so that there are no delays in settlement.

Sydney Fringe will charge a fee of \$30.00 per transaction to transfer/make payments into a foreign bank account.

# CONTACT US



If you wish to speak to our Programs and Operations Team about your event and how to register your event please reach out via:

[Artists@sydneyfringe.com](mailto:Artists@sydneyfringe.com)

0402 371 004

02 7813 4527

Monday - Friday, 9 - 5 PM

Rowan Brunt, Programs Manager

If you wish to speak to our First Nations team about your event please reach out via:

[Erica@sydneyfringe.com](mailto:Erica@sydneyfringe.com)

Tuesday & Thursday, 9 - 5 PM

02 7813 4527

Erica Brennan, First Nations Co-ordinator



If you wish to speak to our Access Team about your event please reach out via:

[Access@sydneyfringe.com](mailto:Access@sydneyfringe.com)

02 7813 4527

Tuesday & Thursday, 9 - 5 PM

Alice Terry, Access Co-ordinator

