



ARTIST INFO

NAFA 2022



ACKNOWLEDGEMENT

The North Australian Festival of Arts acknowledges the traditional Owners and Custodians of Townsville - the Wulgurukaba of Gurambilbarra and Yunbenun; and Bindal people. We pay our respects to their cultures, their ancestors and their Elders - past and present - and all future generations.

**TOWNSVILLE'S
PREMIER ARTS
AND CULTURAL
FESTIVAL
IS BACK IN
JUNE 2022.**

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WHAT IS NAFA?

Welcome to NAFA, a hybrid curated and fringe arts and cultural festival and Australian Event Award winner! NAFA has become a signature event held in Townsville, with hundreds of different performances, experiences, and venues for the community to enjoy throughout a month-long celebration of the arts.

In the spirit of Fringe Festivals across the globe – NAFA has an inclusive, organic and open access side that features all forms of art and performance. ‘Open access’ means that unlike most arts festivals, no one is in charge of deciding which shows get to take part. There are no curators, no program directors, no themes or content criteria that artists have to fulfil when registering their show.

The festival is formed around the mantra: anyone with a story to tell and a venue to host it. No matter who you are, where you come from or what artform you represent, everyone is welcome at NAFA. As the festival grows the ‘open’ access definition also extends to the audiences to ensure the removal of any barriers that prevent people from attending, be that physical, societal, financial, or otherwise.

After successfully debuting in 2019, the festivals held in 2020 and 2021 had to adapt and evolve with the ever-changing COVID 19 Pandemic. Although many challenges have been faced, the festival has continued to bring the North Australian community alive throughout the difficult times faced by the arts and culture community.

After all the curveballs and excitement that 2020 and 2021 delivered, planning is already well underway for NAFA 2022, so keep your eyes peeled for upcoming announcements!

WHERE IT ALL BEGAN

Our Story begins with the 2018 Commonwealth Games. Townsville was named one of the four Event Cities alongside the Gold Coast, Brisbane, and Cairns. During the Commonwealth Games, the Queensland Government provided funding for each event city to create and run an arts and cultural festival – and thus Festival 2018 was born.

Each city’s Festival 2018 ran for 12 days to coincide with the Commonwealth Games events. The aim of the festival was to create additional cultural experiences and opportunities for the local communities and to the people visiting the region to attend the supporting events.

Townsville’s Festival 2018 was a roaring success with more than 100, 000 people attending events and performances

across the 12 days. Being situated across 3 locations including Jezzine Barracks, Queens Gardens and Strand Park, the Townsville community was treated to staged performances, concerts, and visual art displays by national and international artists.

The overwhelming response for Festival 2018 from the community really highlighted the need for an annual arts and cultural festival for the northern region. In 2018, Mayor Jenny Hill and the Townsville City Council committed to the creation and continuation of a Townsville festival. From here the two festivals, the North Australian Festival of Arts (NAFA) and the Northern Fringe Festival were founded. These festivals showcase the endless talents and creativeness of the North Australian region.

KEY CHANGES FOR 2022

EACH YEAR THE TEAM STRIVES TO IMPROVE, AND FOR 2022 WE HAVE SOME BIG CHANGES TO IMPLEMENT! WE HAVE LISTENED TO FEEDBACK FROM BOTH THE COMMUNITY AND OUR PEERS AND ARE EXCITED TO CONTINUE TO GROW.

Below are some of the changes, new and ongoing goals, and aspirations for the future.

Including other Communities

- Townsville is the home base of NAFA; however, the intention has always been to expand and encompass the whole of North Australia to bring national and international acts to this amazing region.
- This year the team will continue to work with surrounding communities and other arts festivals to unite more artists to showcase their talent.

Northern Fringe Festival

- In previous years, the Northern Fringe Festival (NFF) has been an additional festival to the NAFA line up and has seen so much local and national talent come to the stage. In 2022, NAFA and the NFF will merge to become one festival.
- The decision to merge the 2 festivals has been made for multiple reasons, including feedback to simplify the registration process and to have one location for all information and contact with the team.
- Although the NFF will no longer be branded separately, NAFA will become an arts and cultural fringe festival that will still be inclusive, organic and be an open access festival featuring all forms of art, culture and performance.

- The bright colours and our mascot Pinocchi from the NFF will move over to NAFA and the festival will continue down this avenue in the future.

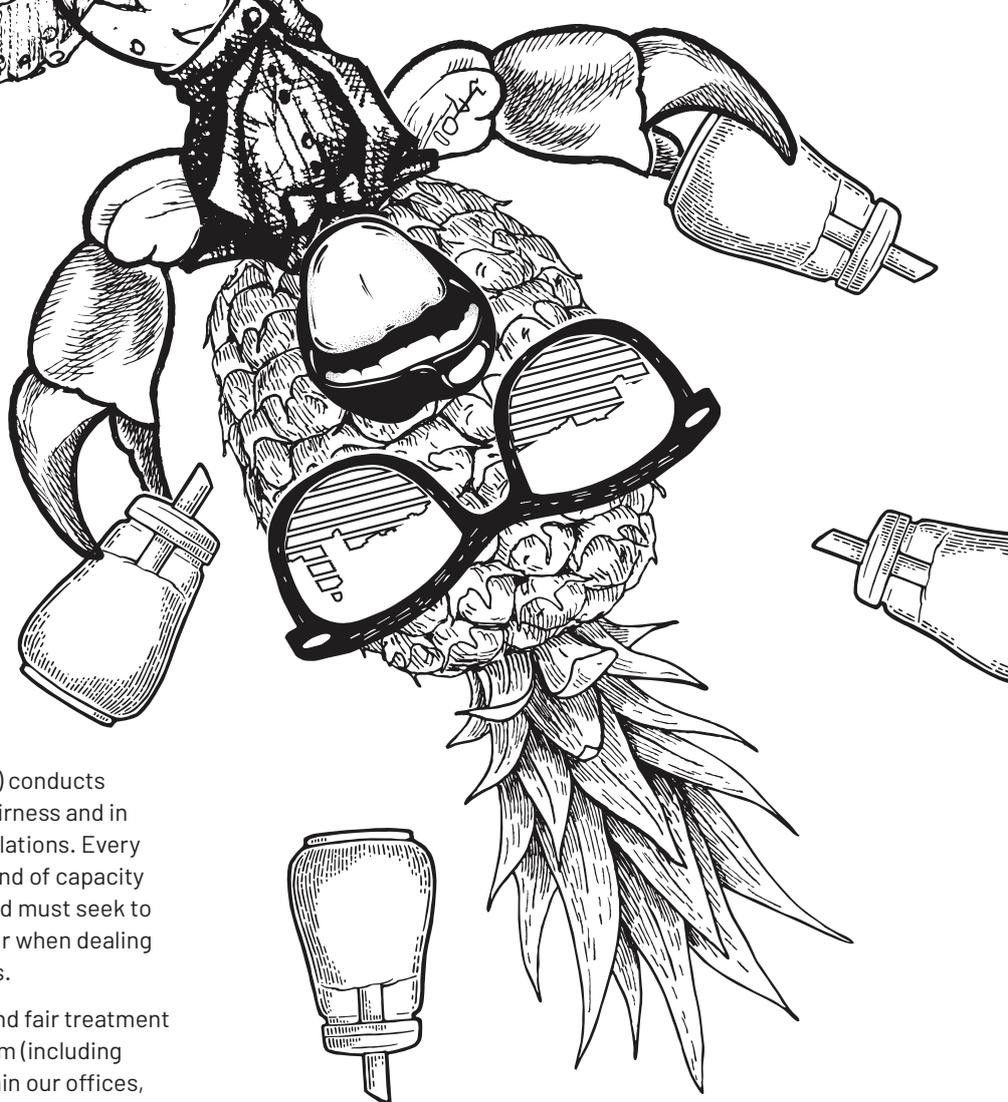
Dates

- NAFA boasts to the nation that North Australia is the place to be in July, where our winter is the perfect summer! The festival spans the entire month of July to include school holidays and other events such as Ephemera and the Australian Festival of Chamber Music (AFCM).
- 2021 showed Townsville as a vibrant city (despite COVID and lockdowns) with so many events, including Supercars, NRL games and the Townsville Show, that it became too much for people to enjoy! This year, we are moving forward into June. This still gives us the perfect weather and school holidays but allows more time and opportunity for the community to enjoy the amazing events on offer.
- The 2022 NAFA Festival will run from 10 June to 10 July.

Location

- Although NAFA spans throughout the entire city, we do have festival hubs with pop-up venues managed by the NAFA team. Previous years we have had several locations set up across Townsville to accommodate the vast number of performances and events. This year the festival is consolidating and moving to a bigger home.
- The new location is being confirmed and will be published once finalised.
- Moving to a bigger location will allow the festival to include more food vendors, market stalls, workshops, and activities throughout the site to provide a new and more exciting experience for the community.

To achieve these goals, we need the support of the arts and cultural community. This document will give you an outline of our processes and how we plan to implement changes to provide a better experience for everyone. If you have any questions, please don't hesitate to contact the team at nafa@townsville.qld.gov.au



CODE OF CONDUCT

The North Australia Festival of Arts (NAFA) conducts its business with integrity, honesty, and fairness and in compliance with all relevant laws and regulations. Every person who is involved with NAFA in any kind of capacity must comply with this Code of Conduct and must seek to achieve the highest standards of behaviour when dealing with customers, artists, and other workers.

NAFA is committed to diversity, equality and fair treatment and will not tolerate harassment in any form (including sexual harassment and cyberbullying) within our offices, venues, or event spaces. You must not behave towards others in a way that could reasonably be perceived as intimidating, harassing, overbearing, or bullying.

Harassment

Harassment whether intentional or unintentional can include but are not limited to:

- abusive, insulting, or offensive language, comments, or actions
- aggressive and intimidating conduct
- belittling or humiliating comments
- practical jokes including initiation or hazing
- unjustified criticism or complaints
- spreading misinformation or malicious rumours
- Cyberbullying - hurtful behaviour carried out using technology such as SMS, email, through social media channels etc.

Sexual Harassment

Sexual harassment is any form of unwelcome attention where the person can feel offended, humiliated, or intimidated.

Sexual Harassment can include but not limited to the following:

- unwelcome touching or other physical contact
- remarks with sexual connotations or smutty jokes
- requests for sexual favours
- unwanted invitations to go out on dates or requests for sex

- intrusive questions about a person's private life or body
- Electronically communicating content of a sexual nature e.g., through social media, SMS, email, blog etc.
- the display of offensive materials such as pictures, posters, or computer graphics.

Violent Behaviour

NAFA has a zero tolerance for violence - anyone found to be demonstrating violent behaviour in any way will be asked to leave site immediately. If required Police will be notified.

Drugs & Alcohol

NAFA has a zero tolerance for illegal drugs. If you are found to be in possession of or under the influence of illegal drugs you will be asked to leave site immediately and the Police will be notified.

Everyone assisting with your bump in and bump out must not be intoxicated at any time.

If intoxicated whilst on a NAFA site, the NAFA team and Security hold the right to request you leave the site if it is deemed that your intoxication has surpassed an acceptable level or your behaviour is deemed unacceptable.

ABOUT THIS DOCUMENT

OUR MANTRA FOR NAFA IS THE 3 P'S - PLAN, PREPARE, PERFORM!

This document has been compiled utilising the 3 P's to assist artists and venues applying to be part of the North Australian Festival of Arts (NAFA).

Please read the whole document before submitting your application, as there is new information throughout.



NAFA PROCESS

1. PLAN YOUR EVENT



2. FIND A VENUE



3. REGISTER YOUR EVENT



4. FEATURE IN THE NAFA PROGRAM AND NAFA WEBSITE



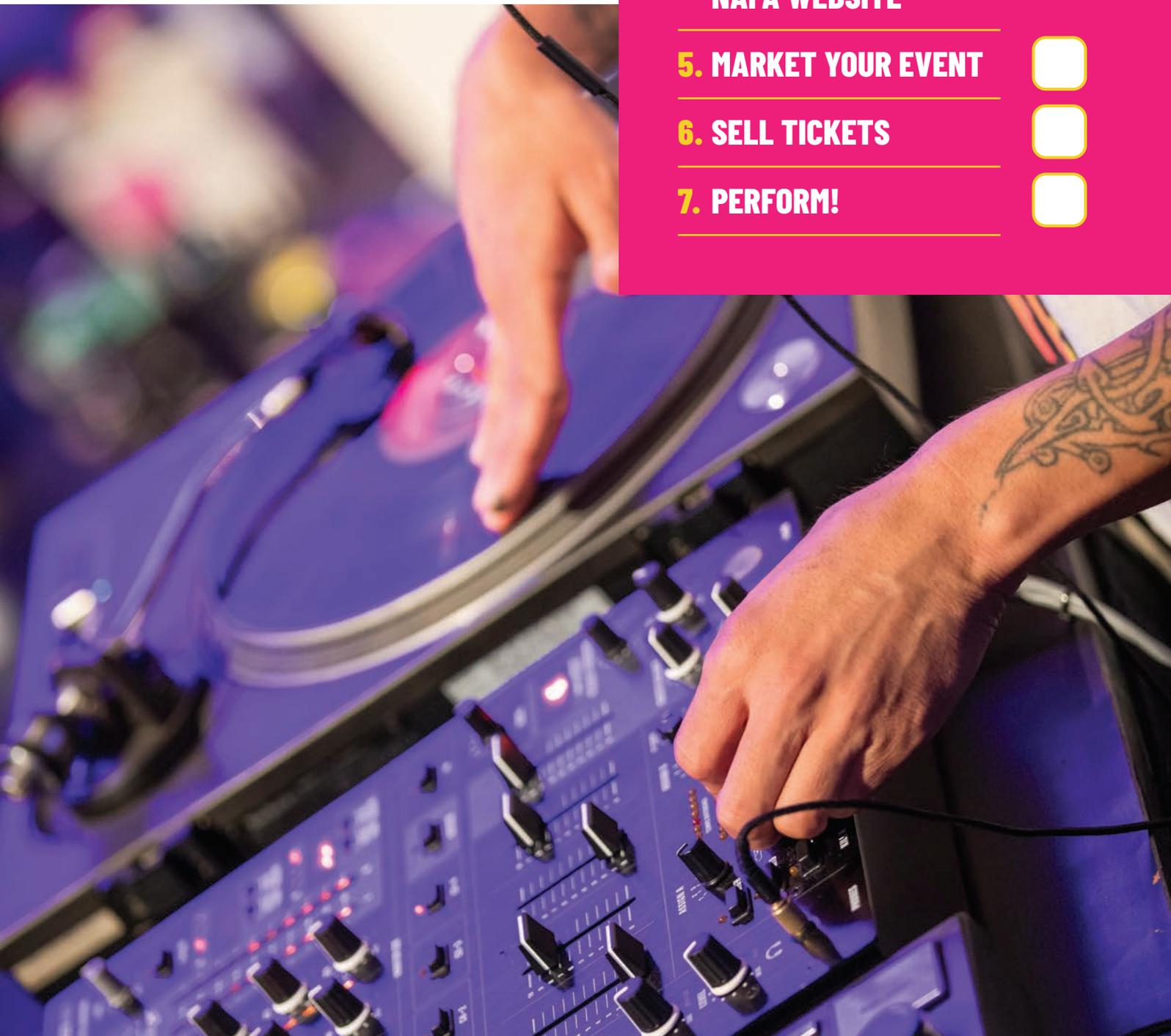
5. MARKET YOUR EVENT



6. SELL TICKETS



7. PERFORM!



1. PLAN

PLANNING CHECKLIST

- Plan your event
- Build a team
- Budget
- Grants and Partnerships
- Sponsorship
- Choose a venue

PLAN YOUR EVENT

The fun part – plan your event! Brainstorm what you would like to do and make a plan of how to make it happen.

Be sure to include:

- Number of performers
- Number of crew required
- Will you need costumes?
- Will you need props or other equipment?
- Length of the event
- How much room will you need to perform?

BUILD YOUR TEAM

Now that you have your event brainstormed – work out who you need to help you put on the event!

You may not need a lot of people to assist with making your event come to life, but here are some common role suggestions below:

- Director/Producer
- Production manager
- Stage manager
- Writer
- Choreographer
- Lighting/sound designer
- Marketing person
- Budget officer
- Costume designer

BUDGET

It is essential to ensure your event budget is viable and will have the best outcome for all.

NAFA has provided a budget template which is available to download from nafa-tsv.com.au.

Important inclusions (if applicable) are marketing costs for registered events, ticketing fees, registration fees, venue hire, artist fees, travel, accommodation, and estimated ticketing income.

Helpful Hint!

Be realistic in your expectations – always underestimate income and overestimate expenses. It is usually suggested you budget your income as selling tickets for 30% of your venue capacity.

GRANTS AND PARTNERSHIPS

Each year all levels of government, Federal, State and Local, have many grants available. Other grants may also be available from local businesses and community organisations.

Grants are available to artists and arts organisations that can assist in producing a performance, event, or art piece. Most grants can be accessed through the ‘Smarty Grants’ portal or can be found online.

If you have any questions or need some assistance with applying for a grant you can contact the Townsville City Council Grants and Partnerships Team who will be more than happy to assist.

For more information, please phone Council Grants and Partnerships Team on 13 48 10 or email communitygrants@townsville.qld.gov.au

SPONSORSHIP

Local, national and international organisations give support to many different types of events. The way in which they provide their support include:

- Financial assistance
- Assist with their services/products
- Promotion and advertising

When a business becomes a sponsor, it gives the business great exposure to the wider community as well as a chance to connect with new clients or customers.

The best way to obtain sponsors is to build relations, and the best way to do this is to set up meetings to have conversations with potential sponsors. Meetings can be face to face or over the phone. Before setting up meetings you should first create a Sponsorship Prospectus outlining your Sponsorship Packages and a Sponsorship Proposal.

Sponsorship Package and Sponsorship Prospectus

Create a sponsorship package that outlines what each sponsor will receive for their financial contribution. For example, for \$500 the sponsor will have their logo featured on your signage and you will display their banner/product at your event.

A Sponsorship Prospectus is a visual overview of your event. This will provide the potential sponsor with the facts they need to make an educated decision about sponsoring the event and possible return on their investment. Information that could be included in a prospectus include:

- Date/s of the event
- Venue
- Organiser names or key staff
- Attendance figures from past events
- Ticket Sales
- Photographs
- Sponsorship packages available

Sponsorship Proposal

Create a Sponsorship proposal to utilise when you meet with prospective sponsors to pitch your event. Things to include in your proposal:

- **Opening Statement** – Introduce your event.
- **Event details** – Explain your event in detail e.g., dates, your performance
- **Statistics** – Include expected attendances or past attendance figures, number of events, social media followers etc.
- **Sponsorship Packages** – Provide a hard copy of your Sponsorship Packages to meeting attendees for future reference.
- **Prospectus material** – Provide a hard copy of your Sponsorship Prospectus to meeting attendees for future reference.

In Kind Support

Some businesses may not be able to offer cash sponsorship, however, may offer your event in kind services or products. For example, a service could include the printing of marketing materials and a product could be chairs for your event etc. This in-kind support will assist your budget as you will not have to allocate funds to those services and products.

VENUE

Finding the right venue to fit your event is very important. As part of the festival, you have 2 options:

1. You can source your own venue to perform in – and yes it can be anything from a portaloos to an alleyway to an auditorium – whatever you wish! You contact the venue of your choosing directly and organise hire of the venue. Then all you and the venue have to do is fill out the required registration form to let the Festival know where your event is happening.
2. The Festival has a few pop-up venues within the festival site located at Jezzine Barracks that will have some performance slots open for Fringe Artists to utilise. You apply for one of these spots on your registration form and the Festival Team will try and allocate you a performance slot in a suitable venue. Each performance slot will be 60 minutes only (excluding bump in and out) so please ensure your performance does not exceed this time limit.

Please note each year there is a high demand for these venues and we do try to fit everyone in but sometimes it is not possible. But don't fret if you don't make it in there is still time for you to source venue to still be apart of the festival.

Venue Suitability

One of the key factors when choosing a suitable venue for your event is noise. If you are performing a spoken piece such as Shakespeare, then a festival hub venue probably won't be suitable.

As much as the festival attempts to minimise noise bleed between the pop-up venues it's not 100% doable. You would be more suited to a stand-alone venue that has no other events happening at the same time as your performance to ensure no interruptions and the best experience possible for your ticketholders.

If you're holding a battle of the bands night you wouldn't go to a church to rock out, would you? NO! You would look for a cool bar or a funky warehouse to hold your event in. Making sure you have a suitable venue is key to a successful event.

Another thing to think about is access to your venue. Is the venue easily accessible to your target audience? Is it

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accessible to those with a disability? Where is the closest parking or public transport?

Ask lots of questions!

Make sure when searching for a venue for your event that you ask lots of questions! Some questions that might be helpful to ask include:

- How much is venue hire?
- How long is the venue hired out for?
- What times would you have access to bump in and out?
- What is included and not included in hire?
- What lighting and sound equipment they offer and if there is any extra cost for using this equipment?
- Are there any other events on at the same venue at the same time?
- Do they have a bar available and the cost to staff it?
- Do they have set dressing rooms?

Storage

Ensure you discuss with your venue if you have any storage requirements.

Due to limited space and number of shows in the Fringe Hub Venues there unfortunately won't be any storage facilities available. Please ensure you make the required arrangements for equipment/props to be transported/delivered to the venue during your bump in period and removed within the bump out time frames.

"It made me proud to be able to show off Townsville's cultural strengths to out-of-town friends and was also a great opportunity and excuse to reconnect with Townsville friends."

Get it in writing!

Make sure that when you have found your venue that you have a written agreement of what you are providing and what the venue is providing, and an outline of the costs involved.

Having this information in writing protects not only you but the venue in the rare case that the agreed upon terms are not met. Having the terms clearly written out also manages the expectations of both parties of what is required for this event.



2.

PREPARE

REGISTER FOR NAFA

SUBMIT YOUR REGISTRATION
FOR THE FESTIVAL!

- 1 When registering your show to be part of NAFA, ensure you have everything ready. Certain fields are mandatory to complete your registration.
- 2 Head to nafa-tsv.com.au and hit the REGISTER NOW button.
- 3 Complete the form and submit! Once received the team will be in contact with you.

Be aware of deadlines

Please see all dates on the NAFA website.

CONTRACT / VENUE AGREEMENT

Complete any required agreements/contracts between you and your venue and return ASAP to secure your booking. Make sure to double check all your details are correct and read the fine print! If you have any questions or are unsure about something, make sure to ask!

REGISTRATION FEE

While NAFA continues to grow, so too does the operational costs. As per other festivals around the world, we are introducing a registration fee for each Fringe event. This fee goes directly to the design and printing of the program, so it's like investing in the marketing of your show!

What you pay for NAFA 2022:

- \$25 per event
- \$20 per event (4 or more)
- Please note - If you are submitting multiple performances/events into NAFA you will need to pay the registration fee for each performance/event.

PREPARE CHECKLIST

- Register for NAFA – submit your registration form to the NAFA team
- Contract / Venue Agreement
- Pay Fees
- COVID
- Insurance
- Marketing Plan
- Licencing
- Safety
- Ticketing

What you receive:

- Individual event listing in the NAFA Printed Program
- Website listing at nafa-tsv.com.au
- Ongoing support, guidance, and advice every step of the way.

Some of you may be familiar with other festivals and their fee's – the team is working hard each year to offer new and exciting opportunities like these long-established festivals. Over the next couple of years NAFA will increase the registration fee but will only do so with the inclusion of new opportunities for artists.

Payment of your registration fee is required by 5pm, Monday 28 March 2022. This will be to secure your spot in the printed program and as a NAFA Fringe Event.

If payment is not received by this deadline, your spot in the printed program will be forfeited, and we cannot guarantee your spot in the online program to coincide with the official launch.

Some things to look forward to in the coming years:

Free entry & discounts with your artist passes

- Discounts to other Fringe shows
- A number of free entries into Fringe shows (if the performance is not sold out)
- Access to discounted advertising through media sponsors

Professional Development

- Access to masterclasses on a range of subjects to make a successful show
- Access to roundtables, meet and greets and forums.

Ticketing

- Management of promotions, with multi-show deals

Venue Brokering

- Advice and assistance in brokering venues and the offer on the table

*Note the above mentioned will not be available in 2022

MUSIC LICENCE

It is a legal requirement under the Copyright Act (1968) that all events that utilise music, recordings and/or music videos require a music licence called a Public Performance Licence. This licence gives event organisers permission from the music and recording creator to utilise their music at an event.

The 2 music licencing organisations in Australia are:

- Australasian Performing Right Association and Australasian Mechanical Copyright Owners Society (APRA AMCOS)
- Phonographic Performance Company of Australia (PPCA)

OneMusic Australia is a joint licencing initiative between APRA AMCOS and PPCA to streamline the music licence application and payment process.

To apply for a Public Performance Licence please visit the OneMusic Australia website www.onemusic.com.au. OneMusic Australia recommends submitting your form a minimum of 8 weeks prior to the event to allow for processing.

For more information please contact OneMusic Australia via phone 1300 162 162 or email hello@onemusic.com.au.



COVID

COVID is the new normal to our everyday lives (as much as we wish it wasn't!). NAFA run their event sites under the advisement of Queensland Health and implement additional COVID Safe measures when such as capacity limits when required. As part of this festival, you may be required to create and submit a COVID Safe plan or checklist for your event. The team will advise if this is necessary.

WORKPLACE HEALTH AND SAFETY

Under the Work Health and Safety Act 2011 you have occupational health and safety obligations to:

- adhere to the workplace health and safety systems that are in place.
- follow reasonable workplace health and safety instructions.
- wear personal protective clothing and equipment where required and use it as instructed.
- not place yourself or others at risk of injury
- ensure that you are in a fit condition to perform work/performance safely
- ensure that you do not attend site with drugs and or alcohol in your system.
- report incidents and hazards to a member of the NAFA team immediately.

USING NAFA ASSETS

NAFA's assets include property, plant, equipment, information systems, computing resources, goods, products, and valuables. You must take good care of assets that are in your possession or use and treat them with the same care and respect with which you would treat your own property. It is an offence to misuse or knowingly allow anyone else to misuse an asset.

PUBLIC LIABILITY INSURANCE

There are different types of insurances which may be required depending on the event and location. It is also the event organisers responsibility to ensure that anyone assisting with the event also have the appropriate insurance to cover themselves.

NAFA requires all performances to have Public Liability Insurance. Public Liability Insurance (PLI) covers any incidents or claims made by members of the public e.g., injuries, loss/theft or damage to property etc. Events held on council-controlled land or in a council-controlled venue requires event organisers to hold a minimum of \$20 million in Public Liability Insurance. A copy of the Insurance Currency Certificate will need to be provided to the festival prior to the event.

TICKETING

Due to COVID and the staffing capacity in 2021, the festival was unable to consolidate all events through one ticketing provider. Feedback provided to the team has shown that many people found this confusing when purchasing tickets to multiple shows.

For NAFA 2022, all performances and events (with the exception of venues that have a contract with a ticketing provider that is non-negotiable) will be ticketed through one ticket provider of NAFA's choice. Several different avenues are currently being explored and once a ticket provider has been finalised the NAFA team will make an announcement.

The team will ensure ticketing for all performances and events are created and will be the contact between artists and the ticketing provider.

Ticketing Prices, Fees & Charges

Ensuring you set your ticket prices to suit your target audience is very important. Setting the right ticket price will make your event accessible to those in the community you want to reach.

When setting the price for your tickets make sure you are aware of any ticketing fees and charges that you or your patrons may need to pay when purchasing tickets to your event. These fees and charges will impact your final Ticket Sales.

Ticket Categories

When setting up your ticketing ensure you set the ticketing categories to match your target audience and venue capacity. The following categories are commonly used in event ticketing:

- General Admission – General admission seating (non-allocated)
- Adult – 18+
- Child – select an age up to 17 years.
- Concession – Pension, Healthcare cards and other Concession Cards
- Groups – you may opt to make a special group ticket price for people to purchase if they have 6 or more people.
- Family – 2 adults, 2 children

Other Tickets

You will need to organise if you need any complimentary tickets or artist tickets set aside prior to your event going on sale.

You may also have the option to set up a member only, early bird or promo code discount for when your tickets go on sale. Discuss these options with the NAFA team.

Accepting cards

The Companion Card is required to be accepted by all events partaking in NAFA. The Companion Card entitles the support person of someone with a disability a ticket at no charge to attend an event.

Other cards you can choose to accept for a discounted ticket price is a Pension Card, Concession Card, DVA Card and specific group memberships such as fan clubs etc.

Ticket Sale Dates and Reports

You will need to advise when you want your tickets to go on sale and when you want them to cease.

You will also need to check how regularly you will receive Sales Reports. The regularity of these reports will be dependant on the ticketing software and facilities available.

MARKETING – SET REQUIREMENTS

With over 400 shows, NAFA unfortunately does not have the ability to provide extensive marketing support for each individual event and performance. So, it is important you make a marketing plan to get the best results for you.

Image

It is important that your image and public photo is eye catchy and an investment of your time and money.

Your image will help sell your show and will be used across multiple different marketing materials. A tip is to have a couple of images ready, not the same but similar. These images can be used on materials like flyers, social media posts and website listings.

When submitting your image for inclusion in the NAFA marketing materials, please ensure you provide the following:

- Program - high resolution image - 300dpi at an A4 page size
- Banner - 1900 x 450 px
- Thumbnail - 650 x 650 px

Blurb

It is important to remember, you only have a few words to make an impact.

- Don't waffle on, short sentences are easier to read and make a better impact
- Make it personal, address the reader with 'you' instead of 'patrons'
- Has anyone seen the show? Do you have reviews? Add these in!

Crediting the Festival

We want people to know you are an official participant of NAFA. As a participant, all your artwork must contain the NAFA logo, which will be provided in your welcome pack.

ADVERTISING

If you have budgeted well, and there is a little extra - we suggest paid advertising! This can extend your reach and can have a big impact on ticket sales.

- NAFA is introducing additional paid advertising opportunities in the program this year. These adverts sit outside your standard listing and are a great opportunity to draw more attention to your show. If you would be interested in purchasing one of these adverts, please email the team at nafa@townsville.qld.gov.au for more information.
- Print publication and digital advertising can also be great resources to invest into. Think on who your target audience is, and what is more likely to reach them. Newspapers, magazines, social channels and ads are all examples where you can further push your show.

Social Media

It is important to know your audience, and whether social media is right for your event. From there, you also need to consider the different channels, the most known/popular being Facebook, Instagram and Twitter.

Keep to a plan! Set out when you want new information to go live so you aren't overloading your followers with everything or repeating the same details.

Media Release

Support Local was a big campaign during COVID, and one of the best ways for you to capitalise on this is with the media. Dealing with you directly, media channels love the personal touch and the avenues they can go down with you.

Writing a media release and sending it out to a distribution list is a great marketing plan and can have great results.

If you do secure media, make sure you have planned what points you want to cover and listen to their ideas as the experts in the field.

HELPFUL TIP: HEAD TO NAFA-TSV.COM TO CHECK OUT OUR FRINGE WEBSERIES

These are nationally renowned Fringe artists and producers providing information and tips on how to plan, market and hold an amazing Fringe Show.

3.

PERFORM

PERFORM CHECKLIST

- Bump In and Out
- Performance Day
- Have Fun
- Sell Your Show
- Evaluation

BUMP IN & OUT

Due to the high volume of shows included in NAFA managed venues it is extremely important that you keep to the bump in and out timeframes that have been scheduled in by the NAFA team. This assists in the festival to run smoothly and on time.

For performances held in other venues please discuss a bump in and out schedule with the venue manager and ensure you stick to it.

PERFORMANCE DAY

All your hard work has paid off, and it is finally time to show everyone what you got! Here are some little reminders so you don't forget anything on the day:

- Signage / banners for display in the venue
- Method to check tickets
- FOH / Ushers (if you are in a Fringe Hub Venue we have this covered)
- Safety equipment checked and in place
- How will you incorporate an acknowledgement to country? If in a Fringe Managed Venue, there are pre-recorded messages available.
- Do you need anything in your dressing room?
- Do you need to provide drinks/food for performers?

SELL YOUR SHOW

It is done! You have wowed the audience and performed an amazing show. Be sure to thank everyone for coming, and spruce your show! Ask everyone to recommend to friends, and let them know of upcoming events you are holding.

Keep it brief though, we don't want to leave a bad taste in their mouth with too much sales.

EVALUATION

Internal Evaluation

Have a sit down with the crew once you have finalised your show and discuss what went right, what went wrong and what new ideas struck. Make sure to take everything into consideration for next time, so you can continue to grow as an artist and producer.

It is important to also look at the finance side of everything, and evaluate where money could have been tighter and where you could have spent more. Be sure to document everything, this will help you in the future.

Festival Evaluation

Post event the NAFA team will release a post event survey. Your feedback is very important to us as we grow and shape the festival. Your feedback also helps the festival with funding applications and the more funding we get the more opportunities we can offer to artists like yourself!

Contacting the team

For all enquiries for the North Australian Festival of Arts please contact the team via the channels below. Please note we are a small team working across over 400 shows so please be patient we will get back to you asap.

Phone: 4417 5127

Email: nafa@townsville.qld.gov.au

Office:

EVENTS Townsville
Level 2, 143 Walker Street
Townsville QLD 4810

Postal:

NAFA Team
PO Box 1268
Townsville QLD 4810

Media Enquiries

13 48 10

Facebook Group

Also don't forget to join our Facebook Group - The Northern Fringe Forum. Here you can connect with other artists, collaborate with like-minded people, and ask questions.

