

NORTHERN
fringe
FESTIVAL



BUDGET TIPS FOR YOUR FRINGE EVENT



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BE SMART & BUDGET!

Creating a detailed and realistic budget is key to having a successful performance and event! By planning your budget from the beginning, you will avoid any unwanted surprises.

Make sure to continually update your budget throughout the planning process and as costs come in to keep on top of your figures.

It is best to have one person in charge of updating the budget to avoid any confusion. However, ensure all members of the planning team are aware of any budget constraints relating to their event area.

EXPENSES EXPLAINED...

Venue Hire

It is best to have a clear agreement (preferably in writing) between you and your venue regarding all the details pertaining to your hire.

To safeguard against nasty surprises, when hiring a venue make sure you understand:

- All the terms and conditions of hiring
- All fees and charges involved in the hire

Public Liability Insurance

Public Liability Insurance (PLI) is an insurance policy that covers the cost of claims made by members of the public for incidents that occur in connection with your performances. PLI covers the cost of compensation for; personal injuries, loss of property and damage to property.

Contingency

Although you may have researched realistic costs and conservatively estimated your budget, things can still go wrong. A standard budget contingency figure is 10% of your total expenditure.



BRINGING IN MONEY

Townsville City Council Grants

Grants for the upcoming Fringe Festival are available through the Townsville City Grants and Partnership program on Council's website. Applicants must apply for these grants online using the Grants portal - SmartyGrants.

Events as part of the Northern Fringe Festival would best be suited to our Social Grant that is offered. The initiative will need to align to a Social priority and this priority is referred to throughout the application.

The most suited Social priorities for Fringe initiatives would be covered under the below:

- Boost Townsville's Art and Cultural Experience
- Support Multicultural Diversity and Community Inclusiveness

You can find the Social Grant Priority factsheet using this link [here](#).

Eligibility criteria for applicants:

- Must be a properly constituted not-for-profit organisation – if you are not, you must be auspiced by an organisation who is a properly constituted not-for-profit.
- Must reside in or primarily provide services within the Townsville Local Government Area (LGA) or demonstrate that the initiative is in the public interest of residents in Townsville LGA.
- Must be free of debt to Council.
- Must have acquitted any previous Townsville City Council grants satisfactorily.
- Must hold a current Public Liability Insurance to the value to \$20,000,000, per claim.

Applicants who are not eligible to apply for funding include:

- Businesses, including sole traders.
- Government agencies.
- Departments of local, state, or federal government.

Values & Assessment Timeframes:

- Grants \$5,000 and under:
 - Apply at any time.
 - Once an application is lodged and is deemed eligible and complete by Council, the assessment time period of four weeks will commence.

- Please note that the initiative you are seeking support for must not commence sooner than two weeks after the stated assessment timeframe.
- Grants \$5,001 to \$25,000:
 - Applications must be submitted by 11:59pm on 31 January 2021 and 25 April 2021.
(Please Note: These dates may change at Councils discretion.)
 - Your application will be assessed within eight weeks of the closing dates listed above.
 - Please note that the initiative you are seeking support for must not commence sooner than two weeks after the stated assessment timeframe.
- Partnerships \$25,001 to \$50,000:
 - Apply at any time.
 - Once an application is lodged and is deemed eligible and complete by Council, the assessment time period of eight weeks will commence.
 - Please note that the initiative you are seeking support for must not commence sooner than two weeks after the stated assessment timeframe

Each Grant value has an associated processing period, during this period, Council will assess and approve/make recommendations to Council on the outcome of your grant application. Your initiative can not commence before the processing time finishes.

Note: the processing time does not commence until the application is deemed complete and eligible by the Grants Team.

Applicants are required to complete the application form, provide evidence of their constituted not-for-profit status, provide quotations for items over \$1,000 (excl GST) you are requesting Council funds for, address the assessment criteria.

All these details can be found in the Grant Guidelines. Applicants can access these Guidelines on Council's website using this link [here](#).

Once an application is received, the Grants Team will check the eligibility of the application, once it is deemed complete and eligible, the application will be assessed by Council Subject Matter Experts and a recommendation will be made. All applicants will receive notification via email from SmartyGrants. Successful applicants will receive a Notification Letter and Funding Agreement via email which need to be returned to Council.

All successful applicants are required to submit an Acquittal using the SmartyGrants portal within 28 days of the completion of their initiative.



If you are interested in applying for a grant, please visit the Townsville City Grants and Partnerships Social page on our Website. If you would like to submit an application, please use this link [here](#).

Other Financial Income

Other avenues for financial income for your Fringe event include:

- State and Federal Art Funds
- In Kind Support
- Commercial Donation from local businesses
- Fundraising

The links below will help you find what you're looking for:

<https://www.arts.gov.au/funding-and-support>

<https://www.artshub.com.au/grants>

<https://creativepartnershipsaustralia.org.au>

<https://visualarts.net.au/nava-grants>

<https://www.australiacouncil.gov.au/funding>

<https://business.gov.au/Grants-and-Programs>

<https://www.helpmannacademy.com.au>

<http://auspicious.com.au>

<https://www.tna.org.au>

<https://australianculturalfund.org.au>

TICKETING

Ticket Sales will be your primary source of income, so it is important to keep this in mind when setting your ticket prices. A few questions you can ask yourself include:

1. Which demographic is my performance suited for e.g. kids, students, adults?





2. How much would someone be happy to pay to see my performance?
3. What ticket fees and charges will the patron need to pay?
4. How much would I need to make on tickets to cover my costs?

Fees & Charges

Each ticketing agency will have their own fees and charges which are charged per ticket sold. Make sure you are aware of what you and your patrons will be charged.

Example – Townsville TicketShop Fees & Charges:

The following fees and charges will be deducted from your gross ticket sales amount at the conclusion of your event when the Box Office Reconciliation report is compiled:

Charge Description	Charge per ticket
<i>Event Creation - single performance</i>	<i>\$91.70</i>
<i>Event Creation - 2 or more performances</i>	<i>\$122.30</i>
<i>Admin Charge</i>	<i>2% of gross sales</i>
<i>Booking Fee - complimentary tickets</i>	<i>\$1.10</i>
<i>Booking Fee - ticket value \$0-\$29.95</i>	<i>\$1.10</i>
<i>Booking Fee - ticket value \$30-\$59.95</i>	<i>\$2.20</i>
<i>Booking Fee - ticket value \$60-\$99.95</i>	<i>\$3.30</i>
<i>Booking Fee - ticket value \$100 and over</i>	<i>\$4.40</i>
<i>Cancellation Fee</i>	<i>\$5.40</i>

Ticketing Categories:

There are many different ticketing options when setting your ticket prices!

Some examples include:

- Child
- Adult
- Student
- VIP/Member
- Group
- Concession



If you choose the concession category, what type of concession will you accept?

- Age Pension
- Disability Pension
- Veteran's Affairs/War Pension
- Carer's Pension
- Full-time Tertiary Student
- State Govt. Senior Card
- National Senior Card
- Senior Health Care Card
- Health Care Card

Deadlines

Most ticketing agencies have strict timeframes and deadlines to be able to build your show and tickets prior to putting them on sale. Make sure you know all deadlines, so you don't miss out!

FINAL BUDGET CHECK

Make sure when setting out your budget above you consider the below:

Over or Under

If you are under your budget, then great work! However, if you are over your budget in the planning stages, you will need to reassess your original plans to a more modest scale.

Tickets

When budgeting, your tickets account for approximately 60% venue capacity sold each performance.

Commissions or % Owing

Make sure to note down any commissions or percentages you need to pay to supporting organisations of your event, such as the Box Office selling your tickets or the venue you are hiring. This is particularly important if you are selling merchandise as most venues will insist on a commission.





TEMPLATE

INCOME

Fundraising	\$
Artist Contribution	\$
Funding/Grants	\$
Tickets	\$
Other	\$
Total Income	\$

DEDUCTIONS

Wages & Fees

Performers	\$
Director	\$
Stage Manager	\$
Production Manager	\$
Writer	\$
Box Office	\$
Front of House/Ushers	\$

Total Wages/Fees \$

Marketing

Print Advertising	\$
Web Advertising	\$
Radio Advertising	\$
Printing (Flyers/Posters)	\$
Photography/Videography	\$
Graphic Design	\$

Total Marketing \$

Production Costs

Venue Hire	\$
Equipment Hire	\$
Lighting	\$
Sound	\$
AV	\$
Costumes/Props	\$
Liquor License	\$
Catering	\$
Cleaning	\$
Transport	\$
Travel & Accommodation	\$

Total Production \$

Overheads

Public Liability Insurance	\$
APRA Fees (Music Licensing)	\$
Ticketing Fees	\$
Contingency	\$

Total Overheads \$

Total Income \$

Total Deductions \$

Profit/Loss \$

