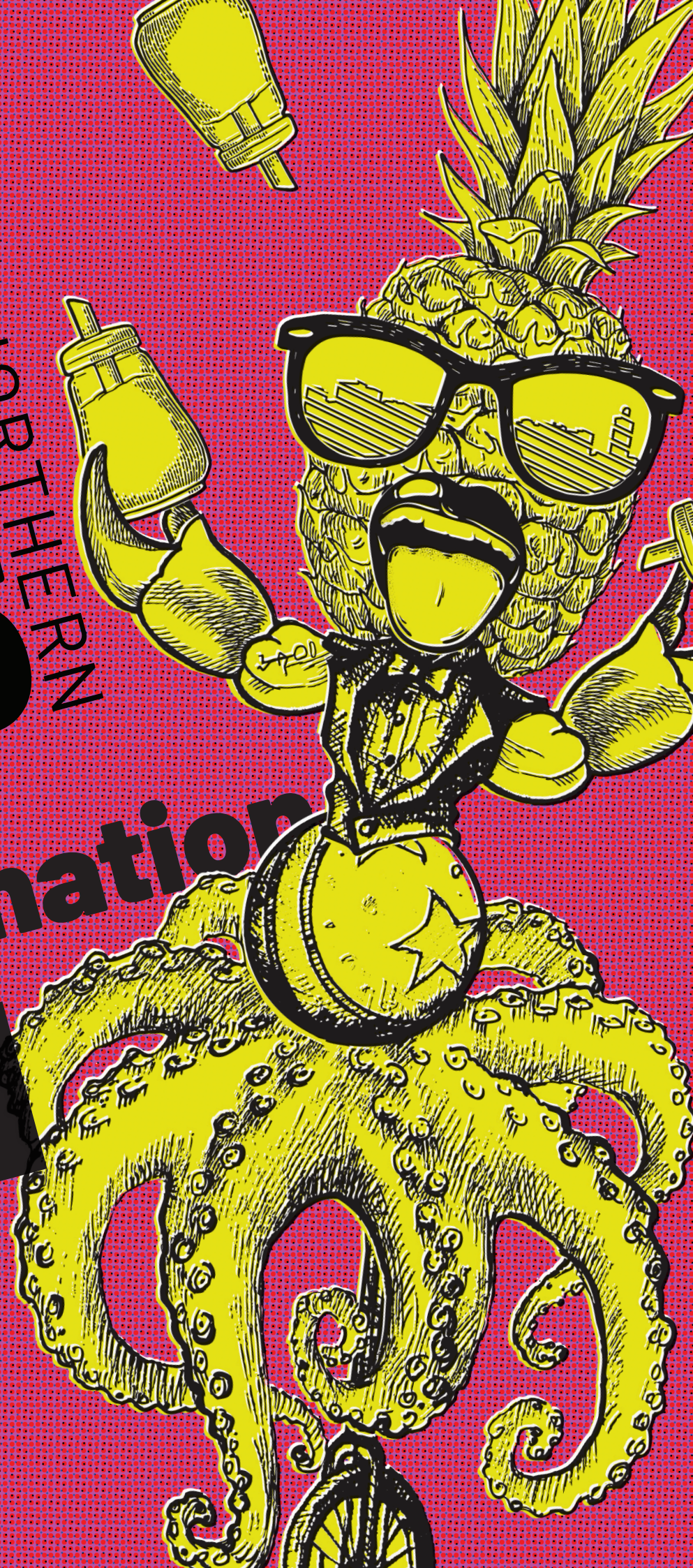


FESTIVAL **Trinidad** NORTHERN

venue information

2 JUL - 1 AUG
2021





Welcome to the second year of the Northern Fringe Festival (NFF), we are glad to be able to present the festival again after the successful participation in the inaugural 2019 event.

The focus of the festival this year is to raise its profile and attract more arts groups to show and provide easier access to quality art, including national and international acts. We look forward to seeing what new and innovative productions register to be part of the 2021 festival.

We thank you in advance for being part of the 2021 Northern Fringe Festival and cannot wait to see Townsville 'COME ALIVE' once again for all to enjoy.

Northern Fringe Festival 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.

Disclaimer Information in this publication was correct and current at the time of printing. for latest updates go to northernfringe.com.au to contact the Fringe team fringe@townsville.qld.gov.au

WELCOME

WHAT IS FRINGE?

'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; 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 the NFF. 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 they physical, societal, financial or otherwise.

**OVER 100,000
PEOPLE ATTENDED
NAFA/FRINGE
EVENTS IN 2019
WITH OVER
\$530,000
IN TICKET SALES**

How does it work

Fringe Venue is an independent venue that is interested in hosting events or programming a series of events that are controlled and programmed independently by the venue. These venues will be listed in the venue listing once their registration is completed for artists to find.

Independent Artist is an artist or event that wants to perform in the festival. They can see the venue on the venue finder (if they don't already have one), contact the venue and negotiate a deal for their show. Once this is complete, they can register their show or event which will link the venue and the artist together and provide the information for the program.

Fringe Hub Venue is a venue that is hosted and programmed by Northern Fringe Festival i.e. The May Wirth, The Empire Theatre and the Wonderland Spiegeltent. Shows programmed in a Fringe Hub Venue will be contracted under a box office split agreement. Please contact the NFF team for more information.

Fringe Hub Artist is an artist/event that has been included in the programming of a Fringe Hub Venue. Artists/events can register to be considered for programming in a Fringe Hub Venue.

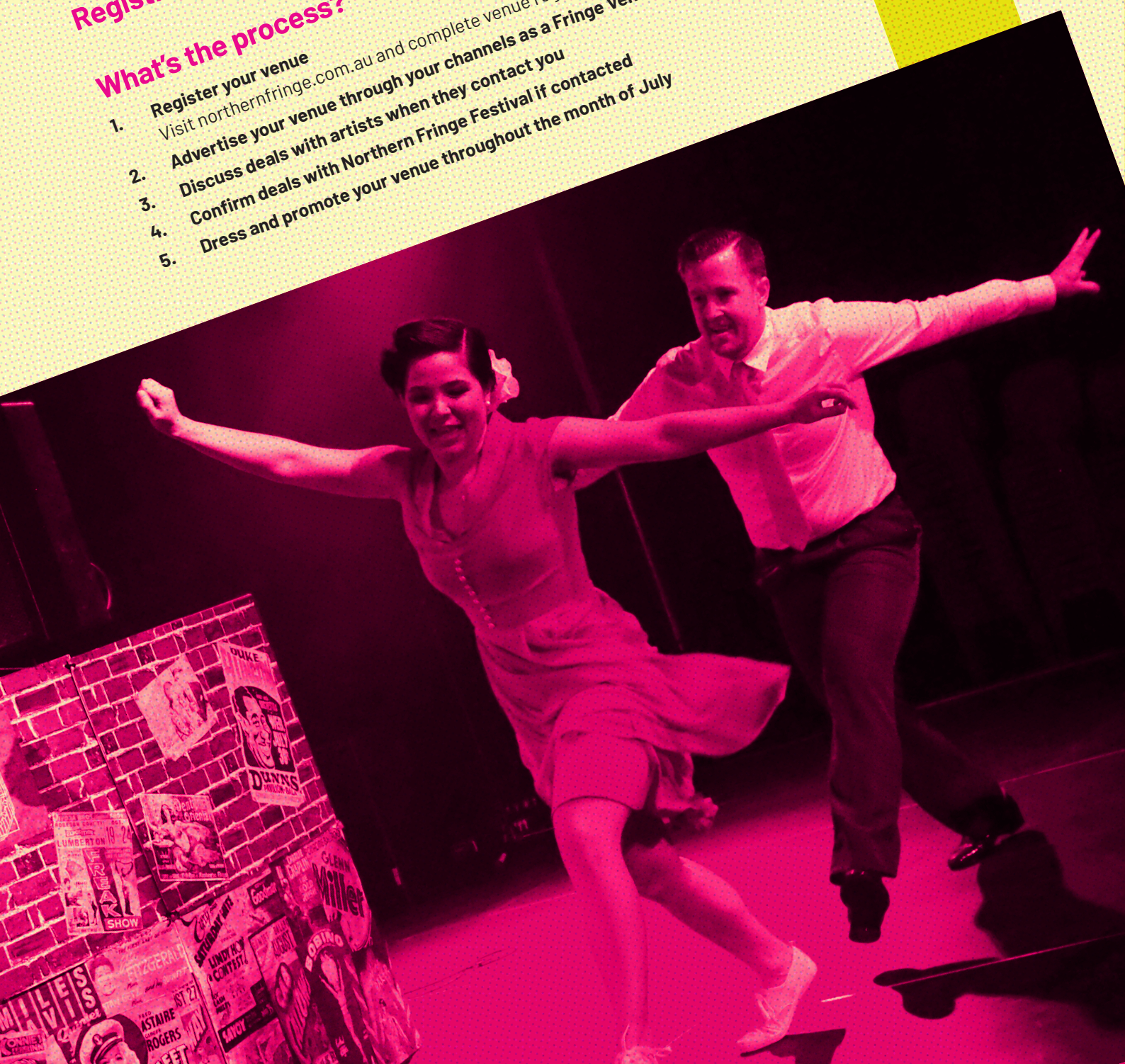


REGISTRATION IN THE NORTHERN FRINGE FESTIVAL IN 2021 IS FREE

Registration Details

What's the process?

1. **Register your venue**
Visit northernfringe.com.au and complete venue registration
2. **Advertise your venue through your channels as a Fringe Venue**
3. **Discuss deals with artists when they contact you**
4. **Confirm deals with Northern Fringe Festival if contacted**
5. **Dress and promote your venue throughout the month of July**





BELOW ARE A FEW KEY CONSIDERATIONS BEFORE REGISTERING YOUR VENUE.

Be Prepared

Know your venue, know your capacity, know your venue limits.

Accessibility

Does your venue have accessibility for the events or artists you are attracting? Things to consider include, pram parking for children's events, Auslan interpreters, wheelchair and walker accessibility.

Offerings

What will your venue offer to events/artists? Some things to consider include, marketing supporting, box office split and/or venue hire fees, food and beverage deals etc.

Marketing

It is important to make your own marketing plan for your venue to attract artists and let people know you are interested in holding Fringe events. Leveraging your own venues profile will be very beneficial to promoting your venue.

Contracting

Any agreements that are made between your venue and artists or events need to be documented correctly to ensure everyone is aware of their requirements. NFF can provide template agreements for these situations if required.



WHAT NORTHERN FRINGE FESTIVAL PROVIDES

Marketing

After registration, your venue will be listed on the Northern Fringe Festival website in the Venue Finder listing.

All Northern Fringe Festival events will have consistent listings in the NFF program. Additional advertising will be available to purchase in the program closer to the event date.

In addition, the Northern Fringe Festival will be mass marketed through Council's partnership with external media agencies.

This includes radio advertising, TV advertising, traditional media and social media. This will enable additional exposure to individual events in your venues.

Support & Advice

Support and advice is provided throughout the festival by our experienced festival team where required.

Join the Fringe Facebook group 'Northern Fringe Forum' to connect with other Fringers and check out the Northern Fringe Web Series that outlines tips and tricks about everything Fringe.

Visit northernfringe.com.au for more details.

Ticketing facilities

The Northern Fringe Festival can assist with ticketing events through TicketShop, if required. This is an agreement between TicketShop and your venue or event, contact the festival team for more details.

Evaluation

NFF will be working with an external company in 2021 to conduct an in-depth evaluation of the festival. There is an expectation that you and your organisation engage in surveying so that we can capture accurate data from the festival.

KEY DATES

Venue Registrations Open
1 October 2020

Information Night
6 October 2020

Artist Registrations Open
1 December 2020

Fringe Hub Artist Registrations Open
1 December 2020

Fringe Hub Artist Registrations Close
22 January 2021

Venue Registrations Close
1 March 2021

Artist Registrations Close
1 March 2021

Program Release
30 April 2021*

Tickets On Sale
4 May 2021

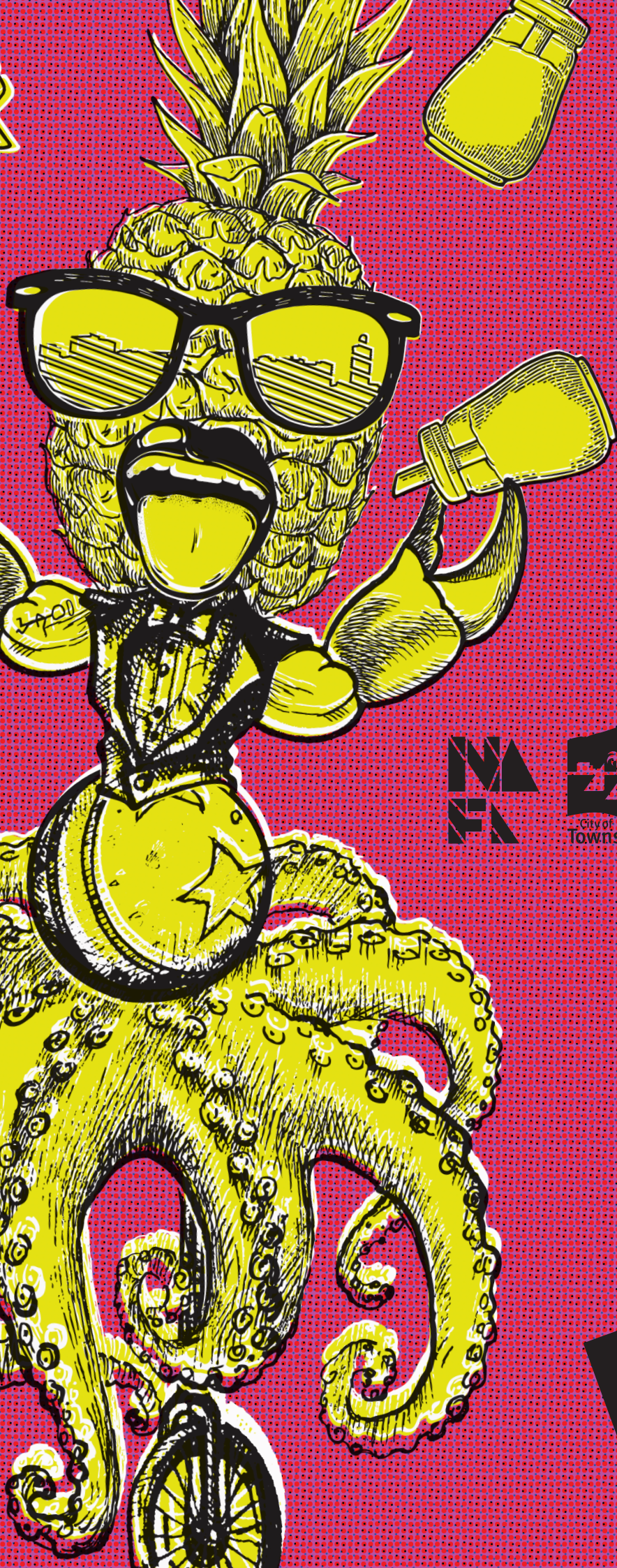
Opening Night
2 July 2021

Closing Night
1 August 2021

*This date is subject to change.

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CONTACT US

(07) 4417 5127

northernfringe.com.au

fringe@townsville.qld.gov.au