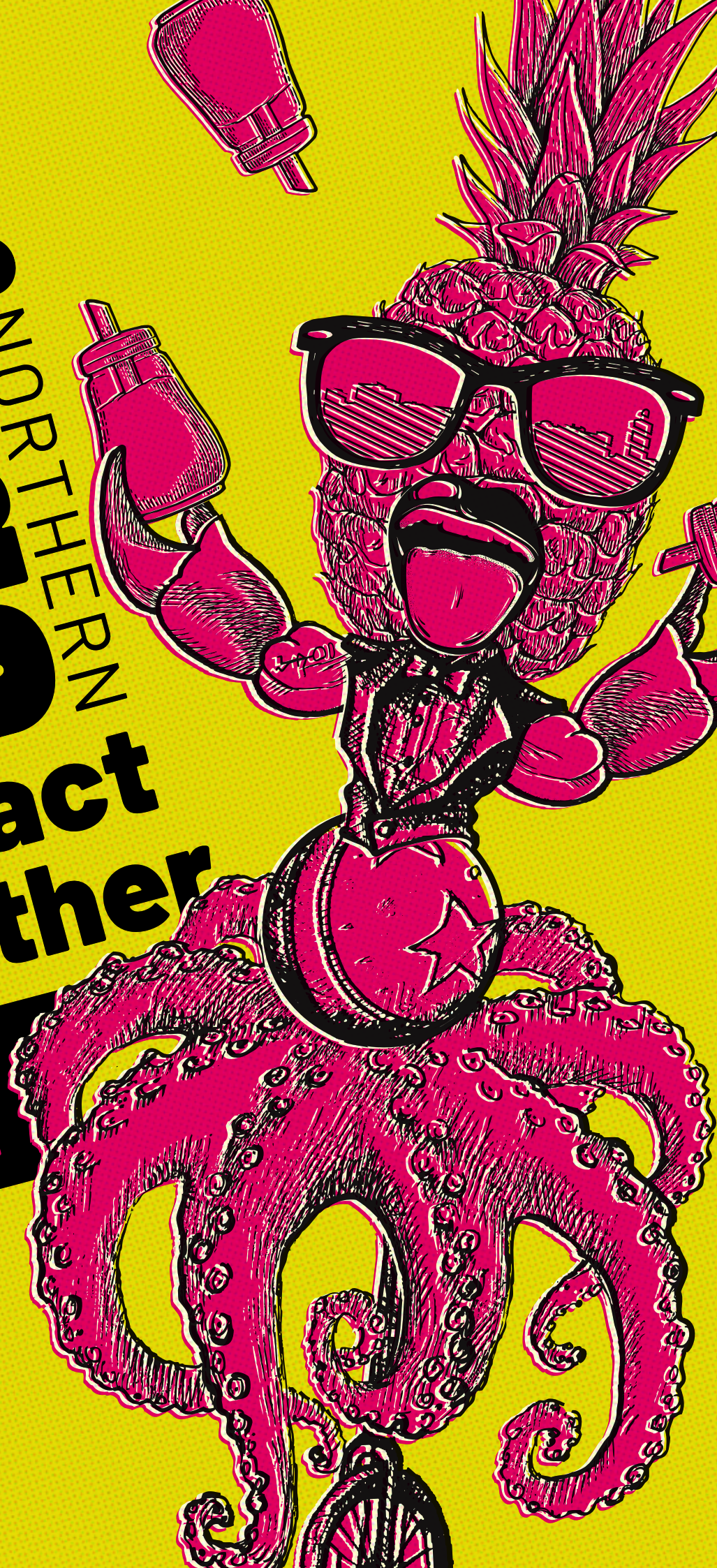


FESTIVAL **trino** NORTHERN

**get
your act
together**

2 JUL - 1 AUG
2021





WELCOME

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 the profile and get 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.

In 2021 we welcome back our mascot Pinocchi - the true incarnation of Fringe in North Queensland with the perfect mix of weather, destination and the bringing together of so many different artforms to create something amazing!

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

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.

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 done, they can register their show or event which will link the venue and the artist 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.

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
19 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.

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

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REGISTRATION IN THE NORTHERN FRINGE FESTIVAL IN 2021 IS **FREE**

Registration - what's the process?

1. **Plan your performance/event**
2. **Choose your venue**
Visit the venue finder at northernfringe.com.au to find one
3. **Confirm your deal with the venue**
4. **Register your event**
Go to northernfringe.com.au to complete your registration
5. **Await confirmation**
You are now part of the Fringe community!
6. **Provide all marketing collateral prior to deadlines**



BELOW ARE A FEW KEY CONSIDERATIONS BEFORE REGISTERING YOUR EVENT.

Venue

Do you have a venue? If yes, ensure your venue is registered as well as your event.

Need a venue? Go to northernfringe.com.au and have a look at the venue finder.

IMPORTANT make sure you have confirmed with your venue prior to registering your event.

Access

Is your venue accessible for your target audience? Things to consider include, pram parking for children's event, Auslan interpreters, wheelchair and walker accessibility.

Budget

It is essential to ensure your event budget is viable and will have the best outcome for all (NFF can provide budget templates). Important inclusions are marketing cost for registered events, ticketing cost, venue cost (if applicable), artist fees, accommodation and ticketing income. Be realistic in your expectations, always underestimate income and overestimate expenses.

Ticketing

It is important to plan how you are going to ticket your event, what is the cost, what fees are involved for you and the audience. At this stage Northern Fringe Festival events can ticket wherever they like, however it is a requirement that Fringe Hub Artists ticket through TicketShop.

Marketing

It is important to make your own marketing plan for your event to complement the NFF marketing. Leveraging your own profile and access will be very beneficial to your event. These include social media, local networks, printing posters/flyers and engaging with your venue to advertise through their channels.

Contracting

Any agreements that are made between venues, artist and events need to be documented correctly to ensure everyone is aware of their requirements (NFF can provide advice for these situations).

WHAT NORTHERN FRINGE FESTIVAL PROVIDES

Marketing

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 your individual events.

Printed Program

All NFF events will have consistent listings in the NFF program as per example below.

EVENT NAME
VENUE NAME, SUBURB
00:00AM, 00 MONTH 0000
Description should include a maximum of three lines of text briefly explaining what the audience can expect from your show.
AGE \$\$ Ticket url

Digital assets

In addition to the printed program, your event will have:

- Website listing at northernfringe.com.au

- Facebook event listing on one of Townsville City Council's social media channels

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

NFF can ticket your event through TicketShop. This is an agreement between TicketShop and your event that can take one stress off your hands.

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.



OTHER IMPORTANT BUSINESS TIPS

GST/ABN

You, as the promotor of your event, may or may not be required to have an Australian Business Number and charge Good and Services Tax (GST). Head to ato.gov.au for more information regarding your situation.

Insurance

You should have Public Liability Insurance (PLI), so you are covered if any members of the public are injured due to a negligent act deemed the fault of your event. In addition, Volunteer as well as Personal Accident and Injury Insurance are also important. There are many insurance brokers available and it is important to research your personal situation.

Safety

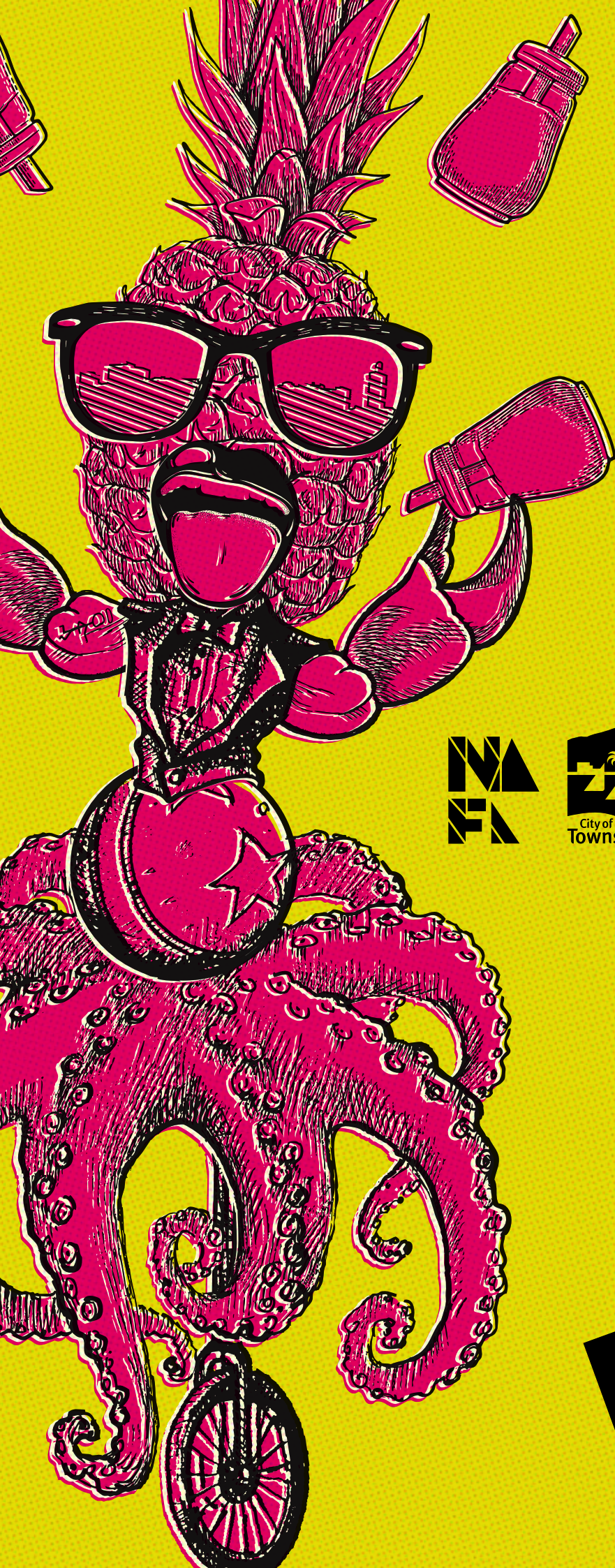
Please be aware that everyone (Artists, Promoters & Venue Managers) have a responsibility to meet WHS guidelines as set out in Queensland and can be held liable if found negligent.

APRA/AMCOS

It is the responsibility of the event promoter (not Northern Fringe Festival) to ensure the correct licence is held from APRA/AMCOS according to the event you are undertaking.

Accommodation

If you have people coming from out of town ensure you book accommodation as soon as possible, to secure availability and to keep costs low. Accommodation discounts are currently being arranged with local hotels.



CONTACT US

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fringe@townsville.qld.gov.au