



# World Fringe Congress 2020

## ADELAIDE PROGRAM

**FRIDAY 14 FEB 4PM - 9PM**

### **COME AND MEET YOUR INTERNATIONAL FRINGE FAMILY**

#### **WORLD FRINGE CONGRESS OFFICIAL MEET AND GREET**

Join us at the Fringe Club for an hour of networking with your fellow Congress attendees in this Valentines-appropriate speed dating-style meet and greet thanks to Social Co. Grab a drink, make some new friends and, who knows, maybe you'll find your Fringe soul mate?

#### **TINDO UTPURNDÉE - SUNSET CEREMONY**

Witness the official opening to Adelaide Fringe 2020 at Tindo Utpurndée – Sunset Ceremony. This unmissable ceremony celebrates the living culture of the original custodians of the Adelaide Plains, the Kurna People, and pays respect to First Nations people past, present and future

**SATURDAY 15 FEB 10AM - 4PM**

### **FRINGE-ING FOR GOOD:**

#### **A DAY OF BIG IDEAS, INSPIRATION, SUSTAINABILITY, INCLUSION & DIVERSITY**

#### **OFFICIAL WORLD CONGRESS WELCOME**

Hear from Adelaide Fringe Director and CEO, Heather Croall, Adelaide Fringe Chairman, David Minear, and the Director of World Fringe, Holly Lombardo, for the opening of World Fringe Congress 2020.

#### **THE POWER OF INCLUSIVE CREATION**

Adelaide Fringe Director and CEO, Heather Croall, will deliver a keynote on the dedication to creating opportunities where all Fringe artists and goers can celebrate creative expression.

The keynote will further cover how we share our passion with the rest of the globe, how we create opportunities for artists and audiences through inclusivity, how inclusivity impacts on organisational, team and individual outcomes, and why we do what we do.



## THE MAKING OF A FRINGE: STRUCTURES & MODELS

Listen to Holly Lombardo, Director of World Fringe, unpack the anatomy of the Fringe. From open access, to lottery, to curated, to 'first in, best dressed', Holly will lead a panel of Fringe professionals to explore the inner workings, structures and business models of Fringes from all over the globe. Expect audience interaction in this one!

## #SUSTAINABLEFRINGE

Christie Anthony, CEO Festivals Adelaide leads a panel on putting on a sustainable and environmentally friendly festival, and striving to reduce waste creation. Christie and the panel will further cover the global environmental denial of climate change and how we can make a difference to global sustainability by educating the public on sustainable practises within festivals.



## BRINGING ACCESS TO YOUR FRINGE

Writer, speaker, and activist, Carly Findlay (Melbourne Fringe), will facilitate a panel discussion around increasing inclusivity and implementing access standards for artists and audiences with adaptive requirements at your Fringe.

Listen to other Fringes and organisations who work to increase accessibility, and heighten your understanding on how to make your Fringe as inclusive as possible: whether that's implementing sign language, increasing wheelchair access, creating sensory reduced spaces, or more.



## INCLUSIVITY LOVES DIVERSITY

Adelaide Fringe's Sonal Patel and a diverse panel of artists, producers and arts workers will speak to inclusion and diversity; true inclusivity is achieved when diverse people of different ages, cultural or ethnic backgrounds, genders, sexualities, religions, identities or abilities feel valued and respected, have equal access to opportunities and resources, and can contribute their talents to improving or impacting upon their community. Creating an inclusive festival is fundamental to maximising diversity and striving towards innovation within the arts. If someone is excluded from the room, we are all worse off for missing out on their perspective and creativity.



**SUNDAY 16 FEB 9:30AM - 4PM**

**A PORTRAIT OF THE FRINGE ARTIST:  
HOW WE CAN CREATE OPPORTUNITIES, DEVELOP AUDIENCES & EASE THE  
EXPERIENCE OF THE CREATIVE PEOPLE OUR FRINGES DEPEND ON**

## FROM 0 TO 10,000: THE MAGIC OF THE FRINGE

Hear from Adelaide-born magician, mentalist, entertainer and comedian, Matt Tarrant—one of Adelaide Fringe's most successful artists. At 27-years-old, Matt left his day job at one of Australia's top four banks to pursue a career as a professional performer. Having experienced the gut-wrenching lows of life as an artist in his first years Matt now sells around 10,000 tickets in his Adelaide seasons alone. This session will recount Matt's career through the lens of what Fringe has done for him and how he now gives back in his own way.



## **YOU'VE GOT A FRIEND IN ME: HOW WE SUPPORT OUR ARTISTS**



Lucy Eveleigh, Executive Director at Toronto Fringe, is passionate about understanding the needs of artists. It's our responsibility as the operators of our festivals to create working environments that are as supportive and stressless as possible. Lucy and a panel of Fringe friends will talk to subjects like venue access and affordability, accommodation, artist visas, and the various services that Fringes can give to their artists to improve their Fringe experience.

## **TO INFINITY AND BEYOND: HOW TO FIND YOUR AUDIENCE AND KEEP ON GROWING**

Fringe would be nothing without its artists – but without audiences, who would the artists have to present their work to? Joined by a panel of arts and Fringe marketers, Adelaide Fringe's Head of Marketing and Business Development, Dean Worthington, speaks to audience development and the importance of understanding where audiences are and what are their motivations. Understand the importance of tailoring and articulating your messages for a range of audiences, how to take advantage of the resources and budgets you have, and how to strengthen your Fringe's unique voice through storytelling and other creative devices.



## **BUT WHAT COMES AFTER FRINGE? GOING GLOBAL WITH MARKETPLACES**

Edinburgh Fringe's Artist Development Manager, Katie Queen, and Adelaide Fringe's Marketplace Manager, Andy Beecroft, present the benefits of offering an international marketplace to your Fringe artists. Using two examples, Adelaide Fringe's 'Honey Pot' and Edinburgh Fringe's 'Fringe Forward', Andy and Katie will present the positive impacts of having an international industry presence that actively seek exciting shows and artists to work with and how best a Fringe can proactively work with both industry and artists to generate the best possible outcomes.



## **WORLD FRINGE FAIR**

Meet the artists! Taking the format of a career fair for artists, this is an opportunity for you to showcase your Fringe to the world and schmooze with Adelaide Fringe talent. Learn a bit about your fellow Fringes, pick up advice, share ideas, and meet some fun people—it's all happening at the World Fringe Fair.



**MONDAY 17 FEB 9:30AM - 4:30PM**

**SHOW US THE MONEY!**

**PHILANTHROPY, SPONSORSHIP & GETTING AHEAD IN A DIGITAL WORLD**

## **HOW WE ENGAGE DISADVANTAGED COMMUNITIES**

Hear from the world's two biggest Fringes as Shona McCarthy and Heather Croall give their keynote presentation on inclusivity, philanthropy and giving Fringe tickets to disadvantaged groups who would otherwise be unable to participate in Fringe.



## **PHILANTHROPY, FUNDRAISING & SPONSORSHIP: HOW TO AFFORD TO FRINGE**

Want to grow your Fringe into a big, blooming, artistic extravaganza? Well, you'll need staff. And they will need to be paid a living wage. Creative Partnerships Australia's James Boyd (State Manager – South Australia & Western Australia) will speak about diversifying revenue streams, reaching out to potential donors and the keys to keeping your Fringe afloat. James will also be joined by a panel of Fringe experts who have proven success in this area.



## **CURATING FESTIVALS IN COLLABORATION WITH CITY COUNCILS**



Kerri Glasscock; CEO & Festival Director, Sydney Fringe talks about building a festival in a big city: where to start, how to plan it, and how to maintain your festival once you have the ball rolling. Hear from Fringes and city councils on how organisations come together to forge strong communities.

## **SELL MORE TICKETS BY THINKING DIGITAL**

The digital world is in constant, ever-evolving flux – mastering digital advertising takes a lot longer than 30 minutes, but this is a great place to start! Hear from digital marketing specialist, consultant and expert, Keith Cluse, who has run the digital campaigns of many Fringe artists to great success through Keith Cluse & Co.

Keith shares his insights into reaching audiences digitally and will give tips on how to focus your digital efforts to maximize your ticket sales.



## **TICKETING! THINK GREEN AND INCLUSIVE**

The world is on fire, so what are we doing about it? We have a responsibility as a festival cohort to aim towards more sustainable and inclusive practices, especially in ticketing.

Join the discussion with our panel on the challenges of implementing e-ticketing in a Fringe environment, what paperless ticketing looks like and how we can make our systems more inclusive for our artists and audiences.



## **POWER YOUR FESTIVAL WITH AVR: ADELAIDE FRINGE'S ARTIST AND VENUE REGISTRATION PLATFORM**

AVR, Adelaide Fringe's bespoke, in-house built Artist and Venue Registration Platform, it can help streamline your Fringe sign-up process by aiding in the collection of venue and event specific information, housing resources, and much more!

Listen to Kieran Kellett, Digital Project Manager, and Karina Bryce, Artists and Venues Manager at Adelaide Fringe, explain the benefits of AVR, what makes it unique, and how it can help you to make your Fringe easier, simpler and more accessible for your participants.



**TUESDAY 18 FEB 10AM - 4PM**

## **GLOBAL CONNECTIONS AND WELLBEING: FOCUS ON MENTAL HEALTH**

### **MENTAL HEALTH AND WELLBEING IN CREATIVE, MEDIA AND MARKETING INDUSTRIES**

Implementing workplace mental health programs are essential to running a productive organisation and improving staff health and wellbeing overall. We all work in the arts—we all know how important it is to be mindful of mental health and burn out. Listen to Elena Terol Sabino from Mindframe and mental health advocate Amy Vee in this insightful, research based keynote on mental health and wellbeing in the media, marketing and creative industries of Australia thanks to Everymind.



## **WORLD FRINGE OPEN SPACE SESSION**

To finish of World Fringe Congress 2020, Holly Lombardo will host a reflective workshop session which will give you the opportunity to come together with your fellow Fringes and discuss what you found most valuable, inspiring and informative from this year's Congress! Share your feedback so that the next Congress can be even better.



**WEDNESDAY 19 FEB 9:30AM - 4:30PM**

## **AN OPTIONAL DAY OUT**

We take you outside of town, to explore local venues, meet new artists and have a fun Fringe day out, while discovering more of Adelaide's arts and cultural hot spots! You don't want to miss out! Location, details and itinerary will be revealed soon.



# **HONEY POT MARKETPLACE**

Looking for those special shows and artists to take back to your festival, or further opportunities to network with international and national industry delegates? If the answer is 'yes', then Honey Pot is for you! Registrations for our international arts marketplace are open via AVR.

Honey Pot's first key event – THE HIVE (networking with artist & industry pitching in a speed dating set up) takes place on Friday 21 Feb.

