

# Artist Registration Pack 2020



FR I

DUNEDIN  
FRINGE  
FESTIVAL

INFO & TICKETS:  
[WWW.DUNEDINFRINGE.NZ](http://WWW.DUNEDINFRINGE.NZ)  
FRINGE HQ, 26 PRINCES ST

N G E



# Nau mai, haere mai!

## Welcome to Dunedin Fringe

### 19 – 29 March 2020

Dunedin Fringe is an annual 11-day festival produced by the Dunedin Fringe Arts Trust, a not-for-profit charitable trust. Dunedin Fringe was established in 2000 and is an open-access festival that welcomes and encourages new contemporary art and performance in all forms by both emerging and established artists.

We're one of the largest fringe festivals in New Zealand but we pride ourselves on

2020 MARCH						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
★	★	★	★	★	★	★
★						

producing an intimate festival experience for both artists and audiences. Dunedin is a beautiful and compact city with an exceptional history arts activity; it is also a UNESCO City of Literature. Hundreds of artists from throughout New Zealand and around the world take part in the Dunedin Fringe each

year and we hope you'll be one of them!

Please read through this Registration Pack as it contains vital information for anyone thinking of taking part.

Ka kite - see you soon!



A1 The No Show, (Dunedin Fringe 2018)  
Photo courtesy of Enterprise Dunedin

**DUNEDIN  
FRINGE  
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**FRINGE**

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Please contact the festival team for advice or further information. If you're based in Dunedin – call into Fringe HQ at 26 Princes Street - just a couple of doors from the Octagon. We are a small team so the office is not always open and emails can't always be responded to immediately.

## FOR ALL REGO ENQUIRIES OR CHANGES TO EVENT DETAILS:

**Please email: [rego@dunedinfringe.nz](mailto:rego@dunedinfringe.nz)**

### **Festival Director: Gareth McMillan**

Cell: +64 21 1072 744

Office: +64 3 477 3350

### **Administrator: Katrina Thomson**

Office: +64 3 477 3350



*A crowd gathers on Princes St to watch a performance in 'The Black Box' @ Fringe HQ*

# Key Dates 2019-20

Monday 12 August	Artist Registrations Open Artist Grant Applications Open Festival Club Applications Open
Friday 6 September	Artist Grant Applications Close (NZ Artists Only)
Friday 20 September	Artist Grant Applications Announced
Friday 27 September	Early Bird Artist Registrations close
Friday 30 November	Artist Registrations Close  Artist Final Withdrawal Date

**Wednesday 18 March** **Opening Night Showcase**

**19 March – 29 March** **Festival Dates**

**Saturday 21 March** **Fringe Street Party**

**Sunday 29 March** **Awards Night**

## **Other Important Dates**

16 Aug 2019	Performing Arts Fund (University of Otago) 2 <sup>nd</sup> Round Closes
27 Sep 2019	DCC Creative Communities Closes DCC Arts Grants Closes DCC Performance Underwriting Closes DCC/CNZ Professional Theatre Fund DCC Community Events Grants
8 Nov 2019	Performing Arts Fund (University of Otago) 3 <sup>rd</sup> Round Closes
17 Feb – 21 Feb 2020	O-Week, University of Otago
23 Mar 2020	Otago Anniversary Day

## **Other Fringe Dates**

17 Jan – 16 Feb	Fringe World (Perth)
14 Feb – 5 Mar	Adelaide Fringe
19 Feb – 1 Mar TBC	Auckland Fringe
28 Feb – 22 Mar	NZ Fringe (Wellington)



*Elemental (Dunedin Fringe 2018)  
Photo courtesy of Cassandra Lynne*

# Registration Overview

There are two types of events at Dunedin Fringe: Artist-produced and Festival-produced.

Artist-produced events make up the majority of the programme (82 in 2019). Dunedin Fringe, like most fringe festivals around the world, is open-access so anyone is welcome (and encouraged!) to register a show and take part.

As the name suggests, artist-produced events are organised entirely by the artist. So you book your venue, set your dates, times, and price and most importantly – find your audience! Artists take 100% of the box office income (less ticketing fees) and pay 100% of the bills.

Festival-produced events are organised by the festival office and are designed to mark significant points in the Festival and help promote artist shows and festival visibility. The biggest and most exciting event we produce is the annual **Opening Night Showcase**, a 2-hour extravaganza featuring 5 minute previews of artists shows from the Fringe. The Showcase happens on the eve of the festival (Wednesday 18 March). We're also celebrating our 20th birthday with a **Street Party** on Saturday 21st March. This is will be a family friendly day event, with both trailer stages and small performance spaces.

## Registration Fees

All shows pay a registration fee to be part of the programme and in return get a listing in our printed guide, on our website and the support of the Fringe team who manage and promote the festival in its entirety, produce showcasing events, and provide overarching infrastructure such as ticketing.

All registration fees include a bond of \$50.00 which is refunded once the artist has completed an online Artist Event Report following the festival. This report is critical to the festival as it provides important data such as attendance figures and artist feedback which helps shape future festivals.

The Artist Final Withdrawal Date is Friday 30 November. If you cancel your event after this date – your registration fee and bond will not be refunded.

If you register and pay the fee before 27 September there is an early bird special price. Be advised that payment of the registration fee also incurs ticketing fees and credit card charges from the ticketing provider.

Dunedin Fringe 2019 Registration Fees:

	Excl. Bond	Incl. Bond
Free Event	\$100	\$150
Koha/Donation Event* (early bird)	\$150	\$200
Ticketed Event (early bird)	\$250	\$300
Koha/Donation Event* (27 Sept - 30 Nov)	\$175	\$225
Ticketed Event (27 Sept - 30 Nov)	\$275	\$325

- \* Koha/donation registration fee is priced in recognition that some events of this nature can generate income comparable to ticketed events.

Please refer to page 9 of this guide for further information about the S.E.A.T. option for koha/donation events. By choosing this, Artists can give their audiences the opportunity to secure guaranteed entry in advance of the performance, while still having the opportunity to make further contributions directly to Artists at the event.

# How to Register

Dunedin Fringe now utilises the Eventotron registration system - which will be familiar to practitioners who have registered an event with one of the many other festivals that also use this system (such as the NZ Fringe). Some of the operational advantages over our previous system include:

- You don't need to complete your registration in one sitting;
- If you are registering your event for another festival that also uses Eventotron, data entry will be considerably faster;
- You can find venues via Eventotron and some will even receive applications directly from the portal;
- Eventotron will automatically generate a preview of your event listing in our printed guide, and you can amend this easily (before 30 November);
- Registration fee payment is linked into the Eventotron system;
- Festival documents and manuals can be accessed via Eventotron.



### EXISTING USERS

**SIGN IN**

[Forgotten or missing password?](#)

### NEW USERS

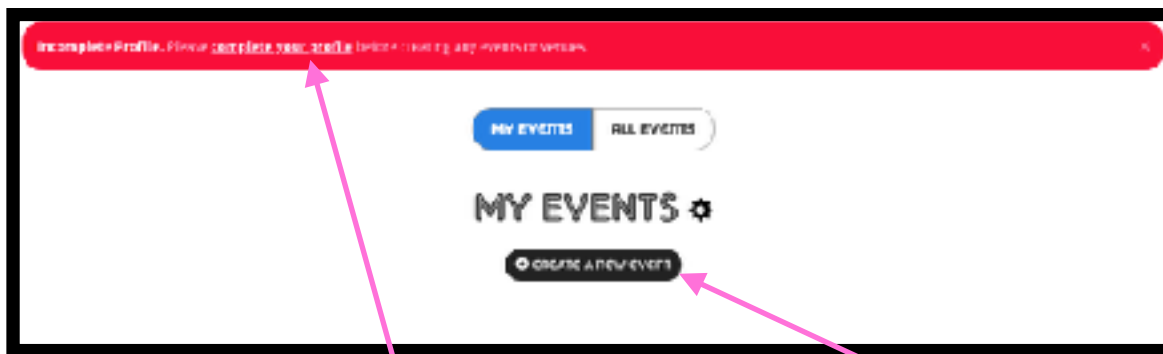
**REGISTER**

By registering, you are agreeing to our [terms and conditions](#) and [privacy policy](#).

Follow these steps:

1. Go to [www.eventotron.com](http://www.eventotron.com). The landing page should look like the above. Existing users sign in; new users will need to create an account (step 2)
2. Enter your email address and a password in the new users section. Eventotron will notify you if this was successful, and you should then be able to sign in using these details in the existing users section.
3. You'll be prompted to complete your profile.
4. Click 'Create event'.
5. You will be prompted to 'apply' to a festival. Select Dunedin Fringe Festival and then enter all fields to complete our registration. You can stop and start as often as you wish - and contact us if you hit a major roadblock.





After creating your account, you'll need to complete your profile.

Then click 'Create a New Event'.

You can navigate through the various sections using the menu on the left - registration does not need to be completed in sequential order.

## Venues (& Eventotron)

Finding the right venue is one of the biggest challenges, especially for those events requiring a professional theatre space. Eventotron can help you identify an existing venue to meet your needs, or if you're the type of practitioner that likes to use found spaces, or something a little bit different, you can also create your own venue.

The venues listed in the venue finder section are by no means the only places you can present your event. The starting point of this database is venues used in 2019 but more will be added to as time goes on. There are three options:

1. Use the venue finder to identify suitable options. If you hit 'More info/Join' you will obtain further info but you'll need to contact them via traditional methods (email/phone) to organise the booking (this is because the venue does not currently have access to the Eventotron system). Once this is confirmed, hit 'join \_\_\_\_' on their listing to enter the details of your booking into Eventotron.
2. Some venues allow applications via Eventotron (because they have access). They are identified by the 'more info/apply' button, which will put you directly in contact with them. You can enter both confirmed or provisional details, with a drop menu to indicate this status.
3. Add your own venue. Use this option if you can't see the venue listed and have 100% confirmation of all details. NB double check the venue isn't listed under another name to ensure you don't duplicate venue listings.

## Fee Payment

Once the progress bar hits 100% you will be able to pay the registration fee. Once this is complete: congratulations you have just successfully registered for the Dunedin Fringe Festival!

**Reminder: You can amend details of your event until SATURDAY 30 NOVEMBER. After this date your listing will be locked.**

## Post Registration Eventotron

Various activities need to be subsequently completed via Eventotron including: uploading your media release; letting us know about your artist passes; uploading reviews; and your post-event survey.

# Ticketing

All tickets must be sold via the festivals ticketing partner. Exceptions are only made for venues that are contracted to use another ticket provider. Your audience will be able to buy advance sale tickets via the Fringe website and at Fringe HQ (26 Princes St.). You (or your venue if it offers this facility) will be responsible for administering door sales (front of house).

## **Audience Ticket Fees**

There is a BOOKING FEE for your audience when they buy online advance ticket sales if the tickets are higher than \$14.00.

Online Purchase Booking Fees:

Ticket Price	Booking Fee
\$1-14.00	\$0 per ticket
\$14.01-24.00	\$1.00 per ticket
\$24.01-49.00	\$2.50 per ticket
\$49.01 +	\$3.00 per ticket

There are also other booking fees detailed below:

- In-Person @ Fringe HQ \$2.50 per ticket (additional to the above)
- Phone Purchase (via Eventfinda) \$8.50 per transaction (plus courier fee)
- All purchases made with a credit card will incur additional credit card fees of 2.5%.

## **Artist Ticket Fees (aka Promoter Fees or insider charges)**

Every ticket sold to your show (except door sales – see below) incurs a ticket fee which will be automatically deducted from your ticket income. The Promoter Fee is \$1.50 per ticket regardless of the ticket price. The remaining amount will be paid to you at the completion of your season or the festival. If you are unsure of any aspect of ticketing – contact us.

## **Advance Sales**

All ticketed events are required to have advance ticket sales. Advance ticket sales close two hours prior to your show start time. Approximately 30 minutes after advance ticket sales have closed – you will be emailed a copy of your advance ticket sales. This includes a list of the people who have bought tickets. You can choose to use this list at the door to your event (for example if someone forgets to bring a printed copy of their ticket – you may choose to check they are on the list and let them into your event).

## **Door Sales**

All events must sell tickets on the door unless tickets have previously sold-out via advance sales. It is your responsibility to manage all aspects of your box office and door sales. This includes checking you have a copy of your advance sales and can work out how many seats you have left to see on the door.



## Artist Passes

All registered events receive a limited number of **Artist Passes** for performers and key personnel. The Artist Pass gives the owner a discount off the full price of all ticketed events – DOOR SALES ONLY.

Events may allow Artist Pass holders free standby entry to any show once all paying members of the public have entered, and only if seats are available. Artists seeking this standby entry must stay well clear of the theatre entrance, be respectful of paying audience members and obey the instructions of box office staff at all times.

## Festival Comps

Every registered event must set aside complimentary tickets to the Festival office to the amount of 10% of each of their first two shows and four tickets to every show thereafter (exceptions will be made for venues with extremely small capacities). The Festival will use these tickets for judges, media, staff and volunteers and festival supporters and sponsors.

## Koha & S.E.A.T Tickets

The Te Reo Māori word 'koha' has many meanings and is used in different ways by different tribes in Aotearoa. A common meaning is the offering of a 'gift' or 'donation' and this use has become a popular one in the context of events and as a way of asking people to make a donation either before or after an event.

Many Dunedin Fringe events use a koha system and feedback from artists suggests it can generate better goodwill and income than a traditional fixed-price ticket. As a result, we introduced a separate registration fee for koha events (see page 5).

For audiences however, koha events can mean they have no guarantee of getting into an event as it is usually first-in, first-served. To help with this issue, artists can select the option of offering a \$3 **'Secured Entry Advance Ticket' (S.E.A.T)**. The kaupapa (idea) behind this ticket option is that it gives an audience member the security of having a ticket (and as a result guaranteed entry) at a very low cost and they can then make their koha or donation at the venue.

Some events have reported that audience who have purchased a S.E.A.T don't understand they should make an additional donation at the event. Although this is stated in our ticketing info you may want to consider your koha collection method to ensure this is understood. Be aware that some koha ticket holders may be Fringe judges, sponsors or supporters who have already made their contribution to your event in another way.

## Concession Tickets

A concession ticket refers to any ticket buyer other than a full-price adult ticket. This often includes students, seniors, unwaged or low income, children, care companions.

*Video Projections by Lady Lazer  
Light (Dunedin Fringe 2019)  
Photo courtesy of Kerry Hodge*



## Venues (continued)

Dunedin is rich in interesting and untraditional spaces such as vacant shops and community facilities. But the city has very few professional venues and hardly any that are set up especially for the Fringe. This has been compounded by the 2018 closure of the city's only professional theatre, The Fortune. If you are coming from outside of Dunedin it can be hard to find a space that comes with infrastructure such as box office and tech although there are various options. Feel free to contact the festival office for further advice - we're here to help.

### Festival Club

The Fringe runs one venue called the Festival Club. The Club was established in 2016 as a venue for artist shows and late-night music events. It a venue for hire with 6pm and 8pm shows daily, and a 10pm show Thursday to Saturday. The club is in high demand and you can apply within Eventotron. Capacity is 120 seated, and it comes with simple tech, technician, bar, and Front of House supplied. The Festival Club is a pop-venue; a converted community gallery space located within the same building as the Fringe Office. There is a private dressing room and bathroom.

### Black Box Pop-Up Space

The Fringe Office also hosts a pop-up performance space known as the Black Box. This is a low-tech, high profile space in a large window located on the main street near the centre of town. Although some performances in the Black Box are not registered Fringe events, it is also a good promotional opportunity for suitable registered events. Contact the Fringe Office for more info, or to apply.

## Artist Funding

Dunedin Fringe has received funding from Creative New Zealand to distribute to New Zealand artists to support the development and presentation of new work and to assist with touring costs. If you meet the eligibility criteria, we encourage you to apply for a **Fringe Grant**.

For the 2020 Fringe we have two funding pools available.

1. General Arts Pool - available to all NZ practitioners working in any art forms.
2. Regional Theatre Pool - available to theatre events with a majority of core personnel based in Otago or Southland. This pool is offered to those most affected by the closure of the Fortune and therefore has a narrower application criteria.

The demand for **Fringe Grants** is always high. **It is crucial that your application shows income from multiple sources – not just Fringe Grants.** We strongly advise artists to apply for funding from several different sources and are happy to provide advice around this. Please see the 'Other Funding' section below.

To check the funding criteria and apply: download the *Fringe Grant Application* form on our [website](http://www.dunedinfringe.nz).

**Applications close FRIDAY 6 SEPTEMBER.**

For more ideas on seeking and raising funds, check out the *Funding Options* doc on our [website](http://www.dunedinfringe.nz).

## Hot Tips

**Choose Your Timing:** Many events are on weekend nights starting at 8pm. Consider an early or late session to give audiences more options. Sunday, Monday, Tuesday and Wednesday nights have less competition. Please ensure all shows are finished by 7pm on the final night of the Festival (Sunday March 29) – as we want to see y'all at the Fringe Awards!

**Pricing:** Set your prices based on your budget and how many people you think will realistically attend your event. Be conservative – many events budget on as little as 30-40% of venue capacity. Fringe prices usually range between \$10 and \$20 and having koha-entry (donation) is an increasingly popular option. Check the ticket section of this pack so you're fully informed about tickets fees and options.

**Promote your event in advance:** Artists who rely on their listing in the Festival programme or a Facebook event don't usually do as well as the artists who put the time into a full promotional campaign. It is your responsibility to promote your event and take the time to develop a strong publicity plan. Do more than just print a poster: consider a mix of printed material, radio, online advertisement, publicity stunts, and social media. Turn up several days prior to your event to network, hand out fliers and conduct media interviews!

**Performance Rights:** If you are using someone else's music, script or artwork, you need to acknowledge and pay for the rights to use it. A couple of helpful websites include:

For music see: <http://www.apra.co.nz/>

For scripts see: [www.playmarket.org.nz](http://www.playmarket.org.nz)



*On Display (Dunedin Fringe 2019)*

*Photo courtesy of Yu-Hsuan Yang*

# Why Dunedin Fringe?

Being part of the Dunedin Fringe brings a wealth of opportunities and creative satisfaction (and the following):

- **Dunedin, Ōtepoti** is a vibrant and compact city nestled amongst NZ's beautiful South Island landscape. The city is rich with culture and enjoys a diverse and supportive arts community.
- **Dunedin Fringe** works hard to provide an intimate and fulfilling festival experience for artists and audiences.
- **Festival Guide** – Your event description and image in thousands of full colour printed Festival Guides distributed locally, regionally and nationally. These guides translate to a combined readership of approximately 30,000.
- **Festival Website** – Your own event page on the Festival website (with your own URL link to promote it). Your audience can search your event and buy tickets to your show direct from your event page.
- **Artist Pass** – You will get an Artist Pass that provides free standby entry to many artist events and discounted entry to all of the others!
- **Promote & Network** – Build new audiences, develop relationships with Dunedin media and network with other event organisers. Make lifelong pals!
- **Festival Events & Venues** – Promote your show at our Festival-produced events including the Opening Night Showcase event. Hang out, recover or find your next collaboration partner at our Festival Club.
- **Be in to win a Festival Award** – Have your hard work recognised by being in the running for a Festival award.
- **Experience** – Whether you're a local or a visitor, there is nothing quite like being part of Dunedin Fringe – the world's southernmost fringe festival!

# More Fringe?

Why stop at one when you can do two or three! Be sure to check in with these other wonderful fringe festivals that happen at a similar time of year:

- Auckland Fringe [aucklandfringe.co.nz](http://aucklandfringe.co.nz)
- NZ Fringe (Wellington) [fringe.co.nz](http://fringe.co.nz)
- Fringe World (Perth) [fringeworld.com.au](http://fringeworld.com.au)
- Adelaide Fringe [adelaidefringe.com.au](http://adelaidefringe.com.au)

# Terms & Conditions

## **Festival Terms & Conditions 2020**

As a participant in the Dunedin Fringe Festival 2020 (the 'Festival') I understand and agree:

### **1. That it is my responsibility to produce the event I have registered and that:**

- a. For my registration to be accepted I must have completed the registration process and paid the appropriate registration fee before 5pm, Saturday 30 November 2019;
- b. The Festival reserves the right to reject late or incomplete artist registrations;
- c. If I withdraw my event from the Festival after the **Artist Final Withdrawal Date** of Saturday 30 November 2019, my registration fee and bond will **not** be refunded;
- d. I am responsible for securing all necessary performance rights or permissions in order to perform at the Festival;
- e. I am entitled to be considered for a Fringe Award;
- f. My event must comply with New Zealand laws and any applicable local council regulations.
- g. The Dunedin Fringe may at its discretion elect to cancel my registration, or the registration of any other participant, at any time at its discretion and in such event the Dunedin Fringe shall not be liable to me for any loss suffered by such cancellation.

### **2. That my event description may be edited and that:**

- a. The Festival reserves the right to crop programme images or to reject images it deems inappropriate. Inappropriate text may also be edited;
- b. My event description, image and publicity material may be used by Festival staff to promote the Festival, including Festival staff passing copies of this material to media outlets;
- c. Images of my event will be kept by the Festival and may be used to promote future Festivals;
- d. I will not promote details of my event prior to the official Festival programme launch event (generally 4 weeks prior to the Festival start date) without the written permission of the Festival Director.

### **3. That all ticketed events agree that:**

- a. The Festival will set up advance ticket sales on Eventfinda for all ticketed events;
- b. The Festival will make all changes to events on Eventfinda;
- c. All ticket sales will incur ticket fees as outlined in the Artist Rego Pack document 2020;
- d. My event tickets will not go on public sale until the official Festival programme launch event;
- e. 10% of the venue capacity of my event's first two nights, and then x 4 tickets for every night thereafter, will be set aside to allow the Festival to distribute complimentary tickets to media, judges, staff, sponsors or other Festival supporters;
- f. Holders of Artist Passes will receive a discount off the full ticket price of my event. These passes can only be used to purchase a discounted ticket 15 minutes prior to the show start time and through door sales only;
- g. Holders of Artist Passes will receive free standby-entry if I have selected this option during registration. Free standby entry will only be available once all paying members of the public have entered and only if seats are available.

### **4. That if I am NOT in an official Festival-run venue I am:**

- a. Responsible for organising my own Front of House staff and door sales to the public;
- b. Responsible for ensuring the health and safety of audience members during my Fringe event;
- c. Responsible for having the appropriate insurance in place for my event.

**5. That I will display the official and correct Dunedin Fringe Festival 2020 logo on all publicity material promoting my event (including posters, catalogues, fliers and advertising) and that:**

- a. It is my responsibility to promote my event to the public including the distribution of posters and fliers;
- b. I will provide the Festival with 4 copies of my event poster;
- c. Unless my permission is expressly withheld, the Festival may document my event via film or photography and use this material to promote the Festival. My event will be credited in any future use.

**6. That artists receiving a *Fringe Grant* will place the Creative NZ logo (as well as the Festival logo) on all event publicity and that:**

- a. They meet the Eligibility Criteria as outlined in the *Fringe Grant Application Form*;
- b. The grant money can only be used for the purposes of the event's presentation at Dunedin Fringe Festival 2020 and that if my event does not take place as part of the Festival I will return the grant money in full;
- c. I will fully complete a *Fringe Grant* report to the Festival via an online form and by the required deadline;

**7. That I will keep Festival staff informed of my current contact details and that:**

- a. I will allow my contact details to be used to subscribe to the Festival newsletter so I can remain informed about changes to the current and future Festival programmes and events;
- b. While the Festival will promote and support my event it is not responsible for my event or liable for any debts, losses or damages incurred by myself or other participants in my event;
- c. The Festival reserves the right to refuse to promote any event or sponsor associated with an artist event that conflicts with sponsorship agreements signed by the Festival;
- d. I do not represent the Dunedin Fringe Festival 2020 and will not enter into any contract with a third party on behalf of the Dunedin Fringe Festival 2020;
- e. That I will complete the online Event Report (and Fringe Grant Report if applicable) by the required deadline and that only then will my event bond be refunded;
- f. This agreement is binding on managers, production and marketing staff, and all participants in my event.



*Opening Night Showcase (Dunedin Fringe 2018)  
Photo courtesy of Enterprise Dunedin*