



THE AGE  
melbOURne  
FRINGE  
festival  
2008

## **2008 FESTPACK**

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Dear Artists, Producers and Venue Managers,

Hark, I hear something approaching, it's kinda creepy and opaque, its form unknown. Could it be? Yes little Johnny, *The Age* 2008 Melbourne Fringe Festival is coming. Quickly, gather around and prepare as best we can.

Firstly let me thank everyone for making the registration period as smooth as a handful of snot. I say it time and time again and it is no lie – outside of the actual Festival the registration period is my favourite part of the year. Getting to meet all of you and finding out about all of the ideas you have planned for Fringe is a massive privilege for us at Fringe HQ. It's also a genuine reward for the months of work we do beforehand, with little idea of the Festival shape and content.

As you may know, this year has been an exceptionally difficult one for Fringe, with ALL staff members except one new to their roles. But it's a great opportunity to reinvigorate the organisation, in fact I start most days by listening to 'Kickstart My Heart' by Motley Crue. And most particularly we really appreciate all of your understanding and efforts in helping us put on the best Festival possible.

This **FestPack** contains vital information designed to make your Festival experience as well informed and successful as possible. There is a lot of important and useful information to take in - please take the time to **read it all**, as it is there to help you.

Other documents that are essential for smooth sailing both in the lead-up and the Festival itself are the 2008 Publicity and Marketing Handbooks - both downloadable from **melbournefringe.com.au**. These documents have been created by our publicity team at Buxton Walker Publicity and are a great source of information as you work towards writing your media release (**due Friday July 25**) and begin planning your marketing campaign. NB Media Releases will be submitted online again this year. See the Publicity section for more information.

Again Melbourne Fringe will be sourcing an umbrella Public Liability Insurance policy that many of you have expressed interest in being a part of. We are currently preparing information and will be in contact in due course.

*The Age* 2008 Melbourne Fringe Festival will be holding our media launch on the morning of 3 September at Trades Hall. The campaign is aimed to capture Melbourne's attention with loads and loads and loads and loads and loads of articles, posters, flags, TV advertisements, postcards, radio ads and strategically placed intergalactic satellites. This is also the date that the printed program guide hits the streets and ticketing goes live. So please join us for the launch and celebrate as the Festival Guide steps out.

The Melbourne Fringe team and I look forward to meeting you and celebrating all your hard work come 24 September. Kick out the jams .....

Beau McCafferty  
Independent Program Producer

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# 1. IMPORTANT DATES & INFORMATION SOURCES

## Dates

Fri 18 July	<b>Artists return proofs to Melbourne Fringe</b>
<b>Fri 25 July</b>	<b>Publicity material due online</b>
Wed 3 Sept	Festival Launch 11:00am Trades Hall Festival tickets go on sale via phone and website
Wed 17 Sept	<b>TBC</b> - Information and Ticketing Centre opens at Federation Square
<b>Wed 24 Sept</b>	<b>The Age 2008 Melbourne Fringe Festival opens</b>
Wed 24 Sept	Fringe Furniture 2008: Launch
Thurs 25 Sept	Fed/Fringe 2008: Launch
Fri 26 Sept	Festival Hub opens (2 for 1 tix offers at Hub)
Sat 4 Oct	Mid Festival Party (2 for 1 tix offers at Hub)
Sat 11 Oct	Festival Hub closing night Fringe Awards Night at the Festival Club
<b>Sun 12 Oct</b>	<b>Festival closes</b>
Fri 7 Nov	Artist Survey due
Wed 12 Nov	Ticket sales payments to artists

## Information Sources

### **CHECKING EMAILS**

Primary, Secondary and Publicity contacts will all be emailed frequently with important information relating to the Festival. Please ensure that all members of your event check their emails regularly and update us if their addresses change.

### **MELBOURNE FRINGE e-NEWSLETTER – The FIX**

If you haven't already subscribed to The FIX through the online registration process, we recommend you subscribe via [melbournefringe.com.au](http://melbournefringe.com.au) to ensure you are informed about the latest Melbourne Fringe news, program events, dates, opportunities and deadlines year-round. During the Festival, The FIX becomes an important source of information with news, gossip, ticket deals and more. Visit [melbournefringe.com.au](http://melbournefringe.com.au) to subscribe online or contact the office for more information.

## 2. FRINGE PRODUCED PROJECTS

Each year, Melbourne Fringe lines up the latest ideas and the hottest people with our team of producers, to make a series of art works that seek to challenge, provoke and encapsulate all that it means to make art 'on the Fringe.' Fringe Produced projects bring together new communities with professional artists working at the cutting-edge of their practice, push art into new territories and new spaces, link up newer artists with more established practitioners, and garner attention for the Melbourne Fringe Festival in challenging, breathtaking and sneaky ways.

The 2008 Festival includes our Outside Eye professional development program and Fringe Furniture 2008 – *make your mark*, looking at our personal engagement with design and the objects that fill our homes. Our presence in Federation Square, the CBD and around Melbourne will be significantly expanded, into all sorts of unexpected and new spaces. These projects are being kept under wraps until the launch on September 3<sup>rd</sup>... look out leopards, it's going to be great.

## 3. FESTIVAL HUB & FESTIVAL CLUB

### **Festival Hub**

2008 will see the Festival Hub in North Melbourne continue to expand with more than 50 events programmed across 12 venues, including North Melbourne Town Hall Arts House, Lithuanian Club, the Meatmarket, Town Hall Hotel and the Czech House.

### **Festival Club**

The Melbourne Fringe Festival Club lives in the Festival Hub in North Melbourne and is THE place to hang out during the Festival. It is one of the most important parts of the Festival as it is in the club that you will get to mix with the other artists, performers, producers, audience and strangers. Some of the best things that you can learn and take with you from the Festival come out of meeting, talking to and often dancing with your fellow artists. Additionally we provide a spectacular array of free entertainment nightly. From sideshow to hip hop and everything in between, the Festival Club is the place to relax, laugh, chat and cavort 'til the wee hours.

### **Entry to the Festival Club is free every night!**

The Opening Night Party on **26 September** and the Mid Festival Madness Party on **4 October** are both 2 for 1 ticket nights to get the art started before the Club cranks it up.

#### **4. *The Age* 2008 MELBOURNE FRINGE FESTIVAL AWARDS**

**Awards Night, Saturday 11 October**  
**Festival Club**  
**Arts House, North Melbourne Town Hall**

In addition to category awards Melbourne Fringe is proud to present professional development awards thanks to a range of partners – some of the organisations involved in 2007 were:

- **Melbourne International Arts Festival**
- **Melbourne Airport**
- **Linden Gallery**
- **Adelaide Fringe**
- **Gasworks Arts Park**

The spoils of these Awards will be a carefully guarded secret, until the announcement on Awards Night, but we can say that each of the awards provides a unique development opportunity - they vary from pro-bono venue hire to mentorship and touring assistance, some may even involve a cash component!

The Judging Team consists of between 60 and 70 industry professionals. The Judges are some of the hardest working volunteers of the Festival. Unfortunately it is not possible for you to invite or gain feedback from Judges. To be eligible for judging your event must be presented a minimum of three times, excluding Special Events and you must have chosen to be eligible for the Awards Program during the online registration.

Judges do have passes, but they also wish to retain a certain amount of anonymity, so you most likely will not know when they are present.

## 5. FESTIVAL LOGO

In previous years Melbourne Fringe has provided an 'artists band' to place on your marketing collateral (any printed materials including posters and flyers). In 2008, similar to 2007 there is just the 2008 Festival logo (below). As per your Festival Participants Agreement you are required to include the 2008 Festival logo on all of your own marketing collateral to identify that you are participating in the Festival. Of course prominent use of the Melbourne Fringe web address and telephone booking number will support sales for your event. The use of the 2008 Festival logo on individual artist promotional materials will instantly link your event to *The Age* 2008 Melbourne Fringe Festival creating a strong Fringe feel right across Melbourne.



The logo is available to download from [melbournefringe.com.au](http://melbournefringe.com.au) and is available in three colours:

**Black** (recommended on white backgrounds)

**Orange** (Pantone – PMS 1235U, cmyk – c 0/ m 29 / y 91/ k 0, Web RGB r 255 / g 204/ b 0 recommended on black or white backgrounds)

**White** (recommended on black or dark backgrounds)

**Please do not: distort, stretch, recreate, exceed the clear space guide.**

The 2008 Festival logo should always appear first in any lists of partner, government, sponsor, funding body logos featured on collateral (eg. first on left, or on top) and should not appear smaller than any accompanying logos (and **never any smaller than 15mm in width**).

If you have any questions regarding the 2008 Festival logo or require a larger logo or different variation than the options provided, please contact Melbourne Fringe on 03 9660 9600 or [info@melbournefringe.com.au](mailto:info@melbournefringe.com.au).

## 6. MARKETING & PUBLICITY

### **Handbooks – available now from [melbournefringe.com.au](http://melbournefringe.com.au)**

The informative 2008 Marketing Handbook and the 2008 Publicity Handbook, specifically prepared by the Festival Publicists Buxton Walker Publicity, are now available from the Melbourne Fringe website in pdf format. If you have trouble downloading or printing the handbooks, please contact the office.

### **General Marketing**

Please remember that presenting your show is not enough - you have to tell people about it. If a lot of people come to your first show, the more likely it is that word-of-mouth will spread. So go out and tell people about it, offer ticket deals, giveaways to the press. Also don't forget to talk to the Melbourne Fringe Information and Ticketing Centre Coordinator and volunteers who are there to sell your show – make sure they know what it's about so they can recommend it and spread the word!

A link from [melbournefringe.com.au](http://melbournefringe.com.au) takes you to the Buxton Walker site, where your media release and support material can be uploaded. **You need to create a new login for this site, it is not the registration website.**

The **DEADLINE** for Media materials: **Friday 25 July**

### **Festival Publicist contact details:**

Jane Davis  
Buxton Walker Publicity  
T 03 9537 7155  
E [jane@buxtonwalker.com](mailto:jane@buxtonwalker.com)

### **FREELANCE PUBLICISTS (for hire)**

FREELANCE PUBLICISTS – Melbourne Fringe 2008

#### **Spiral PR**

##### **Lauren Dale**

Po Box 113, South Yarra Vic 3141  
P: 03 9819 6669  
M: 0412 849 844  
E: [lauren@spiralpr.com.au](mailto:lauren@spiralpr.com.au)  
W: [www.spiralpr.com.au](http://www.spiralpr.com.au)

#### **Bella PR**

Level 1, 58 Lorimer St, Docklands Vic 3008  
Po Box 730 Port Melbourne Vic 3207  
P: 03 96993511  
E: [georgie@bellapr.com.au](mailto:georgie@bellapr.com.au)  
W: [www.bellapr.com.au](http://www.bellapr.com.au)

#### **Annie Johnsson Publicity**

Unit 3/9 roxby st manifold hights vic 3218  
Ph: 03 5221 4848  
Mob: 0403 831 809  
Email: [ajpublicity@bigpond.com](mailto:ajpublicity@bigpond.com)

#### **Sarah Fisher**

##### **Platinum PR**

Mob: 0409 079 559  
Ph: 1300 790 340  
Em: [sarah@platinumpr.com.au](mailto:sarah@platinumpr.com.au)

## **PRINTED MARKETING COLLATERAL**

### **Festival Guide Distribution**

Melbourne Fringe distributes the Festival Guide from the Festival Launch on **3 September** and for the duration of the Festival. You will find the Guides in cafes, bars, bookstores and Festival venues all around Melbourne.

### **Individual distribution of collateral**

We have provided the details of a few distribution agencies if you are looking for some assistance in getting your promotional material out and visible on the streets. Don't be afraid to approach any others you may be familiar with - the main thing is to build your event profile.

### **Information and Ticketing Centre**

Posters and flyers are displayed at the Melbourne Fringe Information and Ticketing Centre at Federation Square. Please provide the Centre with a poster and approximately 50 flyers of your event. You can drop these off to the Centre in person from **17 September (tbc)**. It is a good idea to drop into the Centre during the Festival to replenish flyers.

## **7. FESTIVAL TIX**

### **Festival Ticketing phone room:**

As in previous years, Melbourne Fringe will manage the 'Festival Tix' ticketing system in 2008. Festival Tix covers **all** ticketed events in the Festival.

Melbourne Fringe patrons can view the program and purchase tickets online. Tickets can also be purchased from the Festival Tix phone room, at the Melbourne Fringe Information and Ticketing Centre in Federation Square and at the Festival Hub Box Offices.

The Ticketing Manager will be based in the Melbourne Fringe ticketing phone room at the Melbourne Fringe office from the end of August. The opening hours for the phone room are likely to be:

#### **(3 September to 12 October)**

Monday – Saturday 10am – 6pm

Sunday 11am – 4pm

The Ticket Sales Number is **03 9660 9666**

### **Online ticketing - [melbournefringe.com.au](http://melbournefringe.com.au)**

#### **24 hour a day ticketing**

The online program provides 24 hour access for audience to browse the program and to purchase tickets.

### **Information and Ticketing Centre**

Melbourne Fringe's Information and Ticketing Centre will be located on Flinders Street at Federation Square, adjacent to the Visitor Information Centre. People will be able to buy tickets here with credit cards and cash from **17 September**. The opening hours are likely to be Monday - Sunday 10am - 6pm.

### **Ticket Sales Reports**

The Ticketing Manager comes on board in August and once we are on sale you will be able to access sales reports and updates via your event's unique log in. The Ticketing Manager can be contacted via 03 9660 9600 (NB – do **not** print this number on flyers etc!)

### **Ticket offers**

Ticket offers are a great way to promote your show through word of mouth. Contact the street press (or relevant publications) and radio stations with giveaway offers. Don't forget to let our Ticketing Manager know about any special offers you are planning.

### **Complimentary tickets**

It is one of the conditions of the Participants' Agreement that you extend complimentary tickets to the media, staff, volunteers, awards judges and VIPs (sponsors, government, etc). These people will be carrying the appropriate passes – VIP Pass, Media Pass, Volunteer and Staff Pass – and will be similar in design to the Participant/Artist Pass, which you will pick up from the Melbourne Fringe office. Copies of these passes will be made available to venues in due course, for easy recognition by FOH staff. The holders of these passes know they should book ahead through Melbourne Fringe staff, but if they don't, please give them an easy ride and admit them where possible. Thanks.

### **Keeping updated ?**

If the ticketing information that you have provided to Melbourne Fringe about your event is incorrect this may lead to a loss of sales.

Festival Tix is designed to provide accurate, up-to-date information on all events. It is crucial that you pass on details of any change to your event to the Fringe Ticketing Manager (capacity, dates, times, duration, opening hours, prices, etc), who will make the necessary changes to the ticketing system.

Secondly, contact the Melbourne Fringe office to update changes to contact information, and similarly Buxton Walker for changes to your publicity contacts.

### **Participant/Artist Passes**

Participant/Artist Passes entitle you to free entry to the Awards Night, free entry to events at the Festival Hub (once all paying patrons have entered), free or concession entry to other Festival events and \$1 off drinks at the Festival Club on Sunday evenings – Monday is your day off!

You will be able to collect Passes from the Melbourne Fringe office. We will let you know when they will be ready for collection.

## **8. SPONSORSHIP GUIDELINES**

Whilst Melbourne Fringe will support you as much as possible in your search for sponsorship of your Festival event, there are some guidelines you need to be aware of before making potential sponsors an offer.

The relationship you, as an independent artist participating in Melbourne Fringe Festival, have with your sponsor is between *you* and the *sponsor*... not *Melbourne Fringe* and the *sponsor*. This should be made clear from the outset and is for your benefit – if your sponsor calls us looking for answers, we won't be able to help them.

As stated in the Participants' Agreement, Melbourne Fringe reserves the right to approve sponsorship recognition that any participating artist, producer or venue wishes to display or promote in relation to a registered show. Further disclosure regarding potential or confirmed sponsorship of Festival Hub events is a contractual requirement and is outlined in the venue contract.

Artists programmed at the Festival Hub are contractually obliged to notify Melbourne Fringe of any sponsorship they are attempting to raise or have confirmed as soon as such details are available. Melbourne Fringe retains the right to veto any sponsorship arrangements proposed or entered into if the sponsorship conflicts with Melbourne Fringe's own sponsorship arrangements.

All artists participating in Melbourne Fringe Festival must be aware that you will not be able to offer sponsors of your event the following:

- Any attachment to the Melbourne Fringe name, logo (printed or on websites), or Fringe Produced Projects (e.g. Fringe Furniture). Your sponsor may be acknowledged as a supporter of 'Romeo & Juliet' as part of The Age 2008 Melbourne Fringe Festival, but not as a supporter of *The Age 2008 Melbourne Fringe Festival*.
- Logo placement in any Melbourne Fringe produced marketing material (Festival Guide, posters, flyers)
- Access to any Melbourne Fringe intellectual property (databases, etc)

Artists programmed into the Festival Hub will also be unable to offer sponsors:

- Signage at a Festival Hub venue
- Other typical venue-related sponsor benefits (distribution of sponsors' marketing materials, product sampling, etc.)
- Seat-drops. These are messy, ineffective and not possible due to short bump out times and sharing of venue spaces

You may like to consider inviting your sponsors to the Melbourne Fringe Festival Hub opening (26 September) as this is a public event, however if you do so you'll need to think about how you will service your sponsors at an event you're not running (eg. you might want to pre-purchase drink tokens to give to sponsors)

Artists may offer complimentary tickets to their own shows, however these must not exceed a 10% of the total available tickets overall, and are limited to a maximum of 50% free tickets to any one performance. These limits apply to the entire comp ticket allocation – regardless of whether they are used for sponsors, papering, family and friends, etc. – however when issuing complimentary tickets it's worth keeping in mind that giveaways to performances early in a season are more likely to benefit you with word-of-mouth sales. Opening nights are also a great opportunity to thank your sponsor publicly, allow them to show off in front of their own invited guests, and enjoy a glass of champagne together.

## 9. ADVERTISING

Melbourne Fringe, in association with the following media organisations (next page), is offering special rates for Festival participants. You may consider joining with an event on the same date or venue and create a combined ad - call Melbourne Fringe for relevant details. Share an announcement between two shows on air and halve the cost! Please see below for a list of the 2008 discounted advertising rates and contacts. Full detailed rate cards for most of these advertisers are available on **[melbournefringe.com.au](http://melbournefringe.com.au)**

Due to our partnership with *The Age*, Melbourne Fringe artists will receive special rates for advertising in the Festival Guide (an *Age* publication). Advertising for the Guide is sold directly by *The Age*, who will contact you if you have indicated this preference during the registration process.

Contact details are:

**Stephanie Pottage**

Entertainment Account Executive

The Age

250 Spencer Street Melbourne, Vic, 3000

T 03 9601 2066

[SPottage@theage.com.au](mailto:SPottage@theage.com.au) | [www.theage.com.au](http://www.theage.com.au)

## **PRINT and Media Contacts**

### **Beat Magazine**

#### **Fringe lift-out - Wednesday 24 September**

Contact: Ronnit Sternfein

E [ronnit@beat.com.au](mailto:ronnit@beat.com.au)

T 03 8414 9710

Size / Mono / Spot colour / Full colour

1/8 pg \$160 / \$230 / \$265

1/4 pg \$260 / \$330 / \$350

1/2 pg \$455 / \$525 / \$635

Full pg \$800 / \$930 / \$1060

(free artwork, editorials, reviews, giveaways & image scans apply as part of their booked package & the rates exclude gst & are not agency commissionable).

\* Prices excludes GST

### **Bnews & Melbourne Star**

Contact: Todd Buttery

T 03 9421 4199, ext 13

E [todd@bnews.net.au](mailto:todd@bnews.net.au)

20% off normal rates

Size / Full colour (in Bnews)

1/8 pg \$225

1/4 pg \$450

1/2 pg \$895

Full pg \$1,790

\* Prices include GST

### **Inpress**

#### **Fringe lift-out – Wednesday 24 September**

#### **Ads guarantee editorial space and image**

Contact: Sarah Cross

E: [sales@inpress.com.au](mailto:sales@inpress.com.au)

T: 03 9421 4499

Full colour rates:

1/8 pg \$215

1/4 pg \$310

1/2 pg \$510

Full pg \$850

Mono Rates:

1/8 pg \$135

1/4 pg \$210

1/2 pg \$380

Full pg \$660

Ads guarantee editorial space and image

Artwork assistance free of charge

\*Prices exclude GST

### **MCV**

#### **Fringe feature - Thursday 18 September**

#### **Booking deadline – Friday 12 September**

#### **Artwork by Monday 15 September**

Contact: Marc Whearem

E [mark.whearem@eevolution.com.au](mailto:mark.whearem@eevolution.com.au)

T 9602 2333 ext 111

M 0433015863

Size / Full colour

1/8 pg \$200

1/4 pg \$400

1/2 pg \$600

Full pg \$900

And all are full colour on high quality gloss

- Prices exclude GST
- Artwork services provided free of charge for artwork appearing in MCV

**Trouble – free monthly art & culture mag distributed to over 800 locations across Victoria**  
**Generous 10% discount for Fringe artists**

1/3 page \$200  
1/2 page \$300  
Full page \$450  
Listing \$3.30  
Prices include GST

**RADIO**

**JOY 94.9fm**

Contact: David Hunt  
E [davidh@joy.org.au](mailto:davidh@joy.org.au)  
T 9682 8903

- Package 1: 3 week x 39 spots @ \$12 per spot  
- Package 2: 7 days x 10 spots @ \$35 per spot

Normally \$45! Enjoy great exposure to 200,000 active arts lovers each month! Feel the joy!  
Includes production, script and administration  
Alternative options available – see full rate card at [melbournefringe.com.au](http://melbournefringe.com.au)

**Triple R**

Contact: Olivia Simon  
E [olivias@rrr.org.au](mailto:olivias@rrr.org.au)  
T 9388 1027

10 x 30 sec spots - \$300 +GST  
20 x 30 sec spots - \$600 + GST

**PBS Fm**

THE DIRTY DOZEN DEAL

PBS are willing to help you guys and will give you  
12 x30 second cart for \$300 **inc GST**.

PBS supports the under-represented so please take advantage of this great deal.  
Please contact the Sales Manager:

Courtney Clarke  
[courtneyclarke@pbsfm.org.au](mailto:courtneyclarke@pbsfm.org.au)  
or call her on (03) 8415 1067  
Get on it!!!

**Mr Moto – poster and flyer distribution**

A generous 10% discount is available for Fringe artists.

[www.mrmoto.com.au](http://www.mrmoto.com.au)  
9417 7008

## **10. PRODUCTION ADVICE**

### **THINGS TO THINK ABOUT FOR A HASSLE FREE BUMP IN**

#### **Power and Electrical equipment**

How much (cost)? What power supplies (240v or 3-phase) are required or available? Where is the distribution box, spare fuses etc? Read and understand the venue tech specs. Know which fuse is for what and which power outlets share circuits. **Are all the powered items you bring in (lights/ props/ sound) tested and tagged by a qualified electrician?**

#### **Access**

When can you bump in? What time can you get into the venue each day and what time do you have to be out? Who else has access? Security? Who has keys and how do you contact them? When do you have to bump out? Will there be any storage room available for set and props? Is there a dressing room? Where is the dressing room in relation to the stage? When can you access the dressing room before and after the show?

#### **Venue Sharing**

Does the venue come with a technician? What equipment is to be shared and how? If you are using someone else's equipment agreements must be in place, eg. altering the focus or colour of lights, in other words, do not touch other people's equipment unless there is a prior agreement.

Know what extra equipment you need and see if the cost can be shared with any other show in the venue.

You need to know how long the other production runs, how long does it take to set up and pack up? Who is the stage manager? And is what they are telling you accurate? Will they leave sand, water, rice, wet paint on the stage? Swap contact lists.

#### **Technical Rehearsal (Tech Run)**

The Tech Run is for the technical elements of the performance and is scheduled appropriately and is carried out before the dress rehearsal.

The Tech Run is for solving technical problems, including lighting & sound cues, fine-tuning set & costume changes, etc. This is time for actors to familiarise themselves with the performance space (exits, entrances, etc).

Allow a 4:1 time ratio for the Tech Run (ie. for every hour of the performance running time allow 4 hours tech rehearsal time). This will vary, depending on the level of technical requirements for the show (ie. multiple and/or difficult lighting and sound cues, multi-media, scene changes, etc). Time should be allowed after the technical rehearsal to solve major problems.

A Dress Rehearsal can be run after the Tech Run, but keep in mind that time is usually limited and priority must be given to sorting out technical issues, and that you might not get time to do a full dress.

If you are clear and comprehensive with your technical requirements before bump in, the tech run will go quicker than if you try to sort it out on the day. This will mean more time for Dress Rehearsal and less stress all round!

### **FESTIVAL HUB VENUES ONLY (NORTH MELBOURNE TOWN HALL, LITHUANIAN CLUB.)**

Please contact the Melbourne Fringe Production Manager regarding:

- Venue technical specifications
- Technical and production requirements
- Additional equipment hire (conditions and hire fees apply).
- Combined technical/dress rehearsal time (4 hours per event. Additional time upon request conditions and fees apply).

All Festival Hub venues are supplied with Melbourne Fringe technical stage managers.

Please request / forward information ASAP to: Will Todd, Production Manager,  
[production@melbournefringe.com.au](mailto:production@melbournefringe.com.au)

## 11. PUBLIC LIABILITY INSURANCE

**No matter what type of event you are staging, Melbourne Fringe recommends you consider Public Liability Insurance as an integral part of your risk management plan.** If you are producing an event at the Festival Hub you are required to have Public Liability Insurance.

You should check with your venue regarding the extent of their Public Liability cover to see if you will be covered. **If you are not covered we recommend that you obtain Public Liability Insurance.** For all events held in parks, gardens, streets and other public spaces you should arrange your own Public Liability Insurance cover. The local council you are working with will require their interests be noted on the Certificate of Currency. You should ask your insurance broker to arrange for council and Melbourne Fringe interests to be listed on the policy. For high-risk activities a higher value of Public Liability Insurance may be required.

Remember when planning your event the more risk there is to the general public the less chance you have of obtaining Public Liability Insurance and the more expensive coverage will be.

## 12. RISK MANAGEMENT

**A sample Hazard and Risk Assessment document is available from the Melbourne Fringe website. We recommend you download this document and complete it, if you have not already completed a similar document.**

### **SAFETY STEPS FOR FRINGE EVENT MANAGERS**

#### **Step 1**

Conduct hazard identification of your event or show at the conception stage.

#### **Step 2**

Eliminate or reduce hazards as much as possible.

#### **Step 3**

Conduct a standardised hazard and risk assessment of remaining unavoidable hazards.

#### **Step 4**

Introduce controls to reduce the risk rating to an acceptable level.

#### **Step 5**

Design safety checklists, and a risk management plan which ensure the controls, are all in place and effective.

#### **Step 6**

Use an incident reporting procedure, which creates immediate hazard identification and allows for controls to be put in place.

#### **Step 7**

Appoint capable personnel responsible for administration of your risk management plan

## **Legislative Event Occupational Health and Safety Obligations**

The *Occupational Health & Safety Act 1985* outlines the legislative responsibility for safe work environments.

The Act, at section 21, establishes a general "duty of care" that an employer owes to its employees. This also includes independent contractors and employees of the contractor. Liability arises where a person is "exposed" to the risk of injury to health and safety. This means, it is not necessary for a person to have been actually injured but merely "exposed to risk." **Put in context, event planners must focus their attention on the risk to health and safety rather than the consequences of an offence.**

Melbourne Fringe have, for a number of years, accepted their obligation to conduct a safe festival and they have achieved this with a high degree of success. It is up to each and every one of you to continue this tradition and to assist Melbourne Fringe in their endeavours to conduct a safe festival, not just for Melbourne Fringe but also for the industry as a whole.

For further enquires, contact:

Bill Coleby

Melbourne Fringe Risk Management Consultant

T 03 5422 2098

F 03 5422 2904

[bill@colebyconsulting.com](mailto:bill@colebyconsulting.com)

## **13. ARTS LAW CENTRE OF AUSTRALIA**

The Arts Law Centre of Australia is the national community legal centre for the arts. The Centre provides legal services to artists and arts organisations across all art forms throughout Australia. The Centre gives advice and information on a wide range of arts related matters including contracts, copyright, insurance, defamation, business structures and employment.

Initial telephone advice is free and available to callers outside Sydney on the Centre's toll free number. For ongoing advice and to take advantage of the Centre's services, artists and organisations are encouraged to subscribe. The Arts Law Centre of Australia also has sample agreements, information sheets, checklists and guides for sale – check the website for a full list of publications available.

For further information contact:

Arts Law Centre of Australia

Toll free phone: 1800 221 457

[www.artslaw.com.au](http://www.artslaw.com.au)

## 14. ARTIST RESOURCES

### **ADVICE**

#### **Legal:**

- *Arts Law Centre of Aust.*  
Legal and accounting advice for practitioners in all art forms  
[www.artslaw.com.au](http://www.artslaw.com.au)  
Advice line: 1800 221 457

- *Australasian Performing Right Association (APRA)*  
Deals with responsibilities and payments of royalties in music  
T. 02 9935 7900  
[www.apra.com.au](http://www.apra.com.au)

- *Australasian Music Industry Directory*  
T. 02 9557 7766  
[www.immedia.com.au](http://www.immedia.com.au)

#### **Risk Management & Insur.**

- *Our Community*  
[www.ourcommunity.com.au](http://www.ourcommunity.com.au)

- *Duck for Cover*  
T. Mon-Friday 12-4pm  
03 9439 5991  
[www.duckforcover.com.au](http://www.duckforcover.com.au)

- *Media Entertainment & Arts Alliance (MEAA)*  
T. 9691 7100  
[www.alliance.org.au](http://www.alliance.org.au)

#### **Workcover Authority:**

- *Workcover Advisory Service*  
T. 9641 1444 or 1800 136 089  
[www.workcover.vic.gov.au](http://www.workcover.vic.gov.au)

### **AWARDS**

- *Green Room Award Assoc.*  
Aim is to celebrate, encourage and reward excellence within the performing arts in Melbourne. Register your production on-line at: [www.greenroom.org.au](http://www.greenroom.org.au)

### **PRODUCTION**

- *The Institute of Pataphysical Studies*  
Offers a range of services inc. TV and DVD production for Fringe participants  
Contact: Hernan Palacio  
T. 0419 105 127  
[www.patafisica.net](http://www.patafisica.net)

#### **Video Recording**

*Alex Murray*  
[struthers.murray@gmail.com](mailto:struthers.murray@gmail.com)  
0434 856 449

- *Stephen Peereboom*  
Sound Designer/Engineer  
T. 0401 824 951  
[speereboom@internode.on.net](mailto:speereboom@internode.on.net)

#### **Multimedia Facilities**

- *Open Channel*  
T. 8610 9300  
[www.openchannel.org.au](http://www.openchannel.org.au)

#### **Studio Recording**

STRING FEVER STUDIO is offering 20% discount on all studio services to Melbourne Fringe '08 artists!

Record a CD to sell at your show, get your backing music professionally nipped-and-tucked, or we can compose and create full scores and soundscapes (including our own unique "Virtual String Orchestra")

Contact us on 03 8711 3318, or by email [info@stringfever.com.au](mailto:info@stringfever.com.au) . Click here <http://www.stringfever.com.au/cd.html> to hear our "studio demo" (3 mins).

#### **PHOTOGRAPHY TBC**

- *Full Frame Photography*  
Discounts for Fringe participants  
Contact: Charlie Sublet  
T. 0410 757 202  
[www.charliesublet.com](http://www.charliesublet.com)

- *Performing arts photography*  
Belinda  
[www.artsphotography.net.au](http://www.artsphotography.net.au)  
0402 117537

- *John Sones TBC*  
Discounts for Fringe participants  
T. 0414 697 274  
[info@johnsonesphotography.com.au](mailto:info@johnsonesphotography.com.au)

- *Luisa Shani Moreno*  
T. 0416 432 844  
[www.picturetrail.com/luisashani](http://www.picturetrail.com/luisashani)  
[luisashani@yahoo.com.au](mailto:luisashani@yahoo.com.au)

- *Wayne Quilliam Photography*  
T. 03 9395 1333  
M. 0413 812 222  
[www.waynequilliamphotography.com.au](http://www.waynequilliamphotography.com.au)

## **HIRE**

### **Audio – AV:**

- VCA - School of Production  
T. 9685 9348  
[production@vca.unimelb.edu.au](mailto:production@vca.unimelb.edu.au)

- Pink Noise  
T. 9416 3636  
[www.pinknoise.com.au](http://www.pinknoise.com.au)

- Access AV  
T. 9482 4455

### **Drapes**

- St.Martins Youth Theatre  
Contact: Darren Kowacki  
T. 9867 2477  
[venue@stmartinsyouth.com.au](mailto:venue@stmartinsyouth.com.au)

### **Lighting**

- Premier Lighting  
T. 9646 4522  
[enquiry@premiertechnology.com.au](mailto:enquiry@premiertechnology.com.au)

- Lighting Lab  
Box Hill  
T. 9898 7064  
[www.lightinglab.com.au](http://www.lightinglab.com.au)

- Resolution X  
T. 9701 2411  
[www.resolutionx.com.au](http://www.resolutionx.com.au)

### **Staging / Props:**

- The event hire management  
Event Team 24/7  
Contact: John Moss  
T. 9699 5321  
[johnmoss@eventhire.com.au](mailto:johnmoss@eventhire.com.au)  
[www.eventhire.com.au](http://www.eventhire.com.au)

- onSET arts  
Set and props construction  
T. 9381 1398 F. 9381 2501  
[www.onsetarts.com.au](http://www.onsetarts.com.au)

### **GRAPHIC DESIGN**

- Actual Size  
T. 8415 0000  
[www.actuallysize.com.au](http://www.actuallysize.com.au)

- Nose to Tail  
T. 9421 6457  
[www.nosetotail.com.au](http://www.nosetotail.com.au)

- Pandarosa  
T. 9429 3290  
[www.pandarosa.net](http://www.pandarosa.net)

- Up & Up Design  
T. 9416 2525  
[www.upandup.com.au](http://www.upandup.com.au)

- Yoke Design  
T. 9473 1913  
[www.yokedesign.com.au](http://www.yokedesign.com.au)

### **PRINTING**

- Elephant Print  
T. 9646 8565  
[www.elephantprint.com.au](http://www.elephantprint.com.au)

- Finline  
T. 8791 4200  
[sales@finlineprinting.com.au](mailto:sales@finlineprinting.com.au)

- Whirlwind  
T. 9811 4444  
[www.whirlwind.net.au](http://www.whirlwind.net.au)

### **DISTRIBUTION**

- Avant Card Melbourne  
T. 9388 0488  
F. 9388 0499  
[www.avantcard.com.au](http://www.avantcard.com.au)

- Don't Panic  
T. 9415-6788  
[www.dontpanicmedia.com.au](http://www.dontpanicmedia.com.au)

- Mr Moto  
Contact: Stefanie Carnevale  
T. 9417 7008  
[getit@mrmoto.com.au](mailto:getit@mrmoto.com.au) or  
[joseph.d@mrmoto.com.au](mailto:joseph.d@mrmoto.com.au)

- Step Right Up  
Contact: Karen Russell  
T. 9534 6833  
[info@steprightup.com.au](mailto:info@steprightup.com.au)

### **REHEARSAL SPACE**

Eleventh Hour Theatre  
Fitzroy, T. 9419 5649  
[eleventhhour@netspace.net.au](mailto:eleventhhour@netspace.net.au)

Abbotsford Convent  
St Heliers St, Abbotsford 3067  
T: 9415 3600  
[www.abbotsfordconvent.com.au](http://www.abbotsfordconvent.com.au)

## 15. APRA INFORMATION

**The Australasian Performing Right Association (APRA)** is responsible for administering one of the copyrights contained in recorded and live musical works, namely the 'public performance right'.

If you are using music of any description in your Festival event, you must read these pages, and follow their advice. The unauthorised use of a musical work constitutes an infringement of the owner's copyright for which the owner may take legal action.

### **COPYRIGHT**

As soon as a new musical work is recorded in a material form (eg it is written down on paper or recorded on tape) the composer of the work automatically acquires legal rights under the *Australian Copyright Act 1968* in relations to the use of that work. The works of most foreign composers are also protected in Australia under Australian copyright law as a result of international treaties to which Australia is a party.

Copyright in a musical work lasts from the time the material is created until 50 years after the year of the creator's death. If, before the creator's death, a work has not been published, broadcast or performed in public and recordings of the work have not been offered for sale to the public, then copyright lasts until 50 years after the date on which the first of these events takes place. Copyright protects the intangible products of composer's creativity. It encourages the production of musical works by enabling composers to receive a fair financial reward for the use of those works.

### **COMPOSERS' RIGHTS**

A copyright owner has a number of exclusive rights under the *Copyright Act*. One of these is the right to perform their works in public. This means that no one may perform the work in public without the authority of the copyright owner (who may be the composer or a person to whom the composer has assigned the copyright)

Musical works can be performed in public in various ways. In the theatrical context, there are three broad categories of performance:

***Dramatic Context Performance.*** Performances in conjunction with acting, costumes, scenic accessories and scripted dialogue or other dramatic effects. eg "I Still Call Australia Home" performed as part of the musical "The Boy from Oz"; or as a ballet (A ballet is defined as a choreographic work having a story, plot or abstract idea devised or used for the purpose of interpretation of dancing and/or miming, but does not include country or folk dancing, tap dancing or precision dancing sequences). APRA administers these rights on behalf of the publishers of musical works.

***Grand Rights Performance.*** Operas, operettas, musical plays, revues and ballets (for which the music was originally written), oratorios, and large choral works (exceeding 20 minutes) eg "Phantom of the Opera". If your performance is an exercise of the

grand right, you must contact the appropriate publisher (or their agent) of the musical work to obtain their authority for the performance.

***Small Right Performance.*** Performances which are neither in a dramatic context nor an exercise of a grand right eg "Three Tenors" in concert. You must obtain a licence from APRA if your performance is an exercise of small rights.

### **DRAMATIC CONTEXT LICENCE**

When a piece of music is to be performed in a dramatic context, specific approval must be obtained from the copyright owner. This is because such a performance takes musical works out of the context they were written and places them in a new context.

Copyright owners exercise careful control over the use of works in a dramatic context in order to maintain the integrity of the works. For example, the use of a musical work to accompany a violent scene could be seen by the copyright owner as undermining the integrity of the work and also their professional reputation.

### **SEEKING PERMISSION**

In the first instance you should contact APRA's Dramatic Context licensing staff and give them as much information as you can regarding your performance. You should then complete the necessary details on our application form and send the application to APRA. Permission to publicly perform musical works in a dramatic context must be obtained prior to performance. As this procedure can take sometime, we advise that you **complete your application 6 to 8 weeks before your first performance.**

The unauthorised use of a musical work constitutes an infringement of the owner's copyright for which the owner may take legal action.

### **FEES**

As APRA only acts as an agent for the copyright owner, the fee for dramatic context performances can vary dependent upon the musical work you wish to use. Fees generally range between 0.25% - 6% (+ GST) of gross box office takings, dependent on the value the copyright owner places on his or her musical work. There is a minimum licence fee of \$55

### **DO I NEED ANY MORE LICENCES?**

If you are intending to play sound recordings (eg CDs) as opposed to using live music, or if you want to record or video tape your performance, you will need to obtain permission from the relevant copyright owner(s) or collecting society. Should you require any assistance with this, please contact APRA's Dramatic Context licensing staff.

### **WHAT NEXT?**

You will need to complete an application form and forward it to APRA before your first performance. To obtain a copy of the application form, please call APRA

and it will be posted, faxed or emailed to you immediately. Alternatively you can download one from the APRA website, [www.apra.com.au/htm/licences/dramatc.htm](http://www.apra.com.au/htm/licences/dramatc.htm). If you are still uncertain about any aspect of dramatic context performances, please contact APRA's Dramatic Context licensing staff, or look for more detailed information on the APRA website.

## FAQ'S

### What is APRA?

Established in 1926, APRA is a non-profit organisation representing authors, composers and publishers of musical works. APRA currently has more than 35,000 members in Australia and New Zealand and, through reciprocal arrangements with similar organisations worldwide, represents more than 2,200,000 composers. APRA also acts as an agent for composers and publishers for dramatic context performances.

### Can I Change the Lyrics or Arrange the Music?

Any change to the musical work requires the authority of the copyright owner who holds the exclusive right to adapt the work. If you adapt the words or arrange the musical work without permission, legal action could be taken against you.

### Can I Make a Video of My Performance?

Permission must be sought from all of the copyright owners of the music and lyrics before you can videotape your performance. For further details contact AMCOS (Australasian Mechanical Copyright Owners Society) on 1800 642 634.

### Can I Photocopy the Music?

Copyright can exist in both the musical work and the printed edition. Accordingly, you will need to obtain the relevant copyright owner's authority before you can photocopy any copyright material. If you would like more details, please contact APRA's Print Music and Educational Licensing Department on (02) 9935 7900 or 1800 642 634.

## APRA form

Production Name: \_\_\_\_\_

Venue: \_\_\_\_\_

Seating Capacity: \_\_\_\_\_

Program Running Time (excl interval) \_\_\_\_\_

Anticipated No. of Performances \_\_\_\_\_

Performance Dates \_\_\_\_\_

Ticket Price/s: \_\_\_\_\_

Gross Box Office Estimate: \_\_\_\_\_

Does the Program have: (circle)

Acting Yes / No

Costumes Yes / No

Scenic Accessories Yes / No

Scripted Dialogue Yes / No

Other Dramatic Effects Yes / No

Dance Sequence or Ballet Yes / No

Are you changing any song lyrics? Yes / No

Are you advertising to the public by

Press/Radio/TV? Yes / No

Are you intending to make a profit? Yes / No

Promoter/Promoter Name: \_\_\_\_\_

Promoter Company: \_\_\_\_\_

ABN or ACN: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone No. (business) \_\_\_\_\_

Telephone No.(home) \_\_\_\_\_

Fax No: \_\_\_\_\_

Email: \_\_\_\_\_

Give a brief description of story line (if app.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please attach a list of songs with composer details and song durations to this form. Please format an A4 sheet with four columns, the headings being:

- 1.SONG (musical work)
- 2.COMPOSER(s) (Arranger- If applicable)
- 3.DURATION TO BE USED
- 4.ARTIST (If known)

This form and a list of song titles should be forwarded to Alice Allen on:

T 03 9426 5200

F 03 9426 5211

E aallen@apra.com.au

## **16. MELBOURNE FRINGE CONTACTS**

From everyone in the Melbourne Fringe office, have a great Festival; we look forward to working with you and getting a chance to see the results of all your efforts.

### **MELBOURNE FRINGE STAFF**

General Manager	David Gerrand
Creative Producer	Emily Sexton
Independent Program Producer	Beau McCafferty
Communications Manager	Eloise Hinkley
Administrator	Lucy Day
Production Manager	Will Todd
Fringe Furniture Producer	Kate Spencer
Associate Producer	Meg Hale
Associate Producer	Simone Collins
Associate Producer	Emma Power
Communications Assistant	Jodie Hill
Festival Assistant	Briony Galligan
Events Coordinator	Nick Cain
Interns	Leah Furey
	Bianca Rigoni
	Helene Reveillard

### **CONTRACTORS**

Festival Publicists	Michelle Buxton, Buxton Walker Publicity
Studio Pip and Co	Andrew Ashton
Risk Management	Bill Coleby, Coleby Consulting
Festival Photographer	John Sones
Websites	monkii.com
IT Support	Network Overdrive

### **MELBOURNE FRINGE BOARD**

Richard Watts (Chair)  
Glenn Manton (Deputy Chair)  
Linda Fiscaro (Secretary)  
Suzanne Bell (Treasurer)  
Anni Davey  
John Gillman  
Mary Tobin  
Madeleine Flynn  
Fran Clarke  
Bindi Gove  
Sally Baillieu

### **MELBOURNE FRINGE CONTACTS**

T	+61 9660 9600	PO Box 21278
F	+61 9660 9687	Ltl Lonsdale St Vic 8011
E	<a href="mailto:info@melbournefringe.com.au">info@melbournefringe.com.au</a>	Level 2, 225 Bourke Street
W	<a href="http://melbournefringe.com.au">melbournefringe.com.au</a>	Melbourne, 3001

### **VOLUNTEERING FOR MELBOURNE FRINGE**

Melbourne Fringe is always pleased to welcome more volunteers to the fold, so if you find yourself with time and the inclination, or have any friends that are keen, please grab a Volunteer Form from [melbournefringe.com.au](http://melbournefringe.com.au). The Volunteer Coordinator will be on board early August and we are planning a series of meetings late August and early September. We'd love to hear from you.