



What you get for your registration?

- General advice, information and support
 - o Melbourne Fringe employees a team who are available to assist you with your registration and event planning
 - o One on one consultation with a team member (by appointment)
 - o E-mail correspondence with up to date Festival information and exclusive offers to artists
- Fringe Resource Publications
 - o 2007 Festpack, full of valuable information for producers and artists
 - o Marketing Handbook
 - o Publicity Handbook
- Fringe Forums
 - o covering topics such as, publicity, marketing, sponsorship, funding, production management
- Festival's Publicists
 - o Advice, information and support
 - o Promotion of the Festival as a whole as well as a central point of contact for the media
 - o Media Kit – containing a Media Release for all registered events and distributed to more than 60 media outlets and journalists
 - o *Please note:* the Festival publicists cannot offer dedicated services to individual events
- Festival Guide listing, including image and blurb (70,000 copies)
- Festival Website listing, including image (391,200 hits during 2006 Festival)

- Souvenir Poster listing, including image and title inserted in *The Age* (300,000 copies)
- Umbrella Festival marketing campaign, including
 - Print media advertising (eg. street press, The Monthly, The Age)
 - Radio advertising
 - Television advertising
 - Outdoor advertising including city banners and ihubs
 - Online advertising (eg. Arts Hub)
 - Yarra Trams advertising
 - Rock posters
 - Cafe posters
 - Festival Mini Guides
 - Dedicated tourism marketing campaign
 - Downloadable Festival logo for flyers and posters
- Invitation to Festival Launch
- Entry into the Fringe Awards (event must run for a min. 3 days to be eligible). In 2006 major prizes included:
 - The Melbourne Airport "I'm off to Edinburgh" Award- financial support to attend the 2007 Edinburgh Fringe Festival
 - Adelaide Fringe Touring Award, event presentation/exhibition at Adelaide Fringe Festival
 - Melbourne International Arts Festival Award, limited mentorship and Professional Development opportunity with Kristy Edmunds and unlimited access to the 2007 MIAF
 - The Wilin Centre Indigenous Artist Award
 - The City of Darebin Performing Arts Award- three weeks venue hire at the Northcote Town Hall
- Participant Passes
 - Free entry to the Fringe Awards Night
 - Free entry to Festival Hub events (space permitting)
 - Discounted drinks in the Club on Sunday Nights

Public Liability Insurance (PLI)

- the registration fee **does not** include PLI
- What is PLI?
 - PLI covers you if a member of the public is injured due to an act or omission of anyone in your event (cast and crew). You are responsible for the public (your audience) in the venue you are staging your event.
 - Don't assume that your event is safe. For example, if an audience members trips over a power cord or a prop accidentally left out, you may have to pay out a fortune.
- No matter what type of event you are staging, Melbourne Fringe recommends you consider PLI as an integral part of your risk management plan.
 - NB If you are presenting an event at the Festival Hub you are required to have PLI
- As part of the on-line registration process you can register your interest to be included (at you own cost) under the umbrella of Melbourne Fringe's PLI policy. Fees will differ from event to event as each event is subject to an assessment by our brokers. This is completed after registering and policies are issued just prior to the Festival opening.
- Alternative PLI options worth investigating are:
 - www.duckforcover.com.au
 - www.communityinsurance.com.au
 - www.rav.net.au

For some events particularly solo shows these policies may prove to be more the most economical.