



MELBOURNE FRINGE

HOW TO BUDGET FOR YOUR FRINGE EVENT

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FRINGE

Creating a detailed and realistic budget is key to producing a successful Fringe event – you significantly increase your chances of making a profit or breaking even if you are aware of all the money coming in and out.

By planning your budget early on you will avoid nasty surprises along the way, and have a much better idea of what your bottom line may be.

Budgeting is an ongoing process – remember to continuously update your budget as costs come in. If you go over budget on one item, you might need to scale back on another. Or if an item has come in under budget, you might be able to spend a little more on Facebook ads, for example.

One person should be responsible for monitoring all expenses and updating budgets, but everyone involved in the event should have knowledge of the budget constraints.

For more detailed help with all this money business, make sure you come to our FREE Money Info Session.

Info Session: Money

Mon 18 Jun 2018
6.30 PM

The Channel, Arts
Centre Melbourne

This session is Auslan interpreted
and is in an accessible venue

SOME KEY EXPENSES EXPLAINED

Venue Hire: It is essential to have a clearly defined agreement in place with your venue and to understand all the terms of that agreement so that no unexpected expenses bite you later. [Download our venue hire agreement template here.](#)

Public Liability Insurance: It can be wise to consider Public Liability Insurance for your show. If you are looking, Melbourne Fringe runs an umbrella policy. It's not a mandatory requirement that your show have PLI, unless indicated in your venue contract. Some venues cover their artists, some don't – so **it's worth asking your venue first**. Remember if you're presenting your work in the Fringe Hub you must have PLI.

If you create art outside of the Festival period, you may prefer to look at policies that cover you all year round (for example Duck for Cover, AON Performers Insurance etc).

Contingency: Although you may have researched realistic costs and conservatively estimated your income, things can still go wrong. A standard budget contingency figure is 10% of your total expenditure.

Marketing and advertising: Remember to decide on who your target audience is, what kind of people are most likely to buy tickets to your event – this will inform how and where you spend money on marketing and advertising. Tailor your marketing spend to things these potential ticket-buyers are most likely to notice.

Income: We recommend caution in projecting income. It is much better to be conservative and be pleasantly surprised when you exceed your expectations. It is often too late to cut back on costs once you realise your income targets are not going to be met. Don't forget to factor in Melbourne Fringe's inside charges (see page 8).

BRINGING IN MONEY

So you've decided that you need some extra cash, that you don't want to or can't afford to spend your own savings on your art project, or that you've done that for long enough and now it's time to bring in some more support and take your work to the next level. Whatever the reason here are a few things you might want to look for:

Grants

Different Types of Grants:

- Professional development – grants for the development of your artistic career.
- Project development – for helping you create a specific show, event, or idea. These grants can go towards things like rehearsal space, research materials, and paying yourself a wage while you make art.
- Presentation grants – these are for helping you to put on your show or event. The final outcome, rather than the development period. These grants can go towards things like venue and equipment hire, and paying yourself and your team.
- Local Government – every local government has grants, call them to discuss your idea.

The process of applying for a grant is detailed and can be very time-consuming. For independent artists who are working with tight time frames, we recommend ensuring that you are 100% totally eligible for a grant before dedicating time to writing the submission.

Here are some helpful links for finding grants:

www.creativepartnershipsaustralia.org.au

www.business.gov.au/GrantFinder

www.arts.vic.gov.au

www.australiacouncil.gov.au

www.carclew.com.au

www.countryarts.org.au

www.helpmannacademy.com.au

www.myerfoundation.org.au/grants

www.ianpotterculturaltrust.org.au

www.artshub.com.au/grants/list

<http://arts.gov.au/funding>

<https://www.arts.gov.au/funding-and-support/festivals-australia>

<https://www.smartygrants.com.au/>

<http://www.artshub.com.au/grants/list/>

Auspicious Arts – <http://auspicious.com.au/> (join their newsletter!)

Theatre Network Australia – <http://www.tna.org.au/> (join their newsletter!)

Here are some examples of quick response grants you may be eligible for:

Moreland City Council quick response grant (up to \$1000)

<http://www.kingston.vic.gov.au/Community/Community-Grants/Quick-Response-Grants>

City of Kingston quick response grants (up to \$2000)

<http://www.kingston.vic.gov.au/Community/Community-Grants/Quick-Response-Grants>

City of Casey, quick response grant (up to \$1000)

<http://www.casey.vic.gov.au/community-services/community-support/funding-grants/grants-contribution>

City of Greater Geelong quick response grant (up to \$1500)

<https://www.geelongaustralia.com.au/grants/article/item/8d38f990f9c3be4.aspx>

City of Melton Bi-Monthly Responsive Grants (open July 2018)

<http://www.melton.vic.gov.au/Services/Grants-Awards-and-Training/Apply-for-a-grant>

City of Mooney Valley responsive grants (up to \$1000)

<http://www.mvcc.vic.gov.au/about-the-council/community-support/moonee-valley-grants.aspx>

Frankston City (up to \$500)

http://www.frankston.vic.gov.au/Our_Community/Community_Grants/Miscellaneous_Grants

Greater Dandenong City responsive grants (up to \$1000 for groups, \$500 for individuals)

<http://www.greaterdandenong.com/document/7235/community-grants-programs>

Hobsons Bay City Council (up to \$2000 for emerging organisations, up to \$5000 for vibrant community projects)

<http://www.hobsonsbay.vic.gov.au/Community/Community-grants/2018-Quick-Response-Grants>

Yarra City Council Small Project Grants (up to \$1000)

<https://www.yarracity.vic.gov.au/about-us/grants/small-project-grants>

Nillumbik Shire Quick Response Grants

<http://www.nillumbik.vic.gov.au/Living-in/Grants/Community-Grants>

Creative Victoria Music Works Quick Response Grant (\$1,000 – \$5,000 for individuals, \$1,000 – \$15,000 for groups/organisations)

<https://creative.vic.gov.au/funding-and-support/programs/music-works/music-works-grants>

Lord Mayor's Charitable Foundation, Responsive Grants Program

<https://www.lmcf.org.au/apply-grant/responsive-grants>

Fundraising

You might want to consider some short-term fundraising aims and ideas for your upcoming Fringe event. For example, an event, party, or auction. Here are some fundraising Do's and Don'ts to help you plan:

DO:

- Think laterally
- Use resources available to you
- Get things as cheaply as possible
- Call in favours
- Work to a budget
- Consider how much you could make vs. the effort expended

DON'T:

- Spend more than you'll make
- Shift your whole focus to fundraising and forget about your Fringe event
- Do it on your own – get the whole team involved!
- Throw an event the same night as your dress rehearsal/install

Sponsorship

Sponsorship can be tough to get for independent artists, but not impossible. We recommend starting small the first time around and building from there – in other words, it might be difficult to get Apple or Nike to sponsor your first ever Fringe show. It is important to consider how your Fringe event relates to an organisation or business, and what they gain from supporting you.

In-kind sponsorship means that you're given something for free, as opposed to receiving outright cash, and this is the most likely scenario to aim for in the beginning. Go to your immediate community first and use all the connections you can to initiate contact with potential sponsors and partners. Don't forget, you'll need to give something in return – sponsorship is a two-way street. This could be including logos on your posters and free tickets to your event or promoting their wine at your exhibition opening for example.

Take the time to approach them properly. Introduce yourself, talk to the manager, write a really nice email, don't put them on the spot as they might feel obliged to say yes, or no straight away. Give them some time to consider your offer. Follow up, but never nag – move on and find another place to expend your energy.

Remember, your relationship with your sponsors is ongoing – don't just take the money and run! Invite them to the show, keep them updated on the process, make them feel involved, get them to follow your online campaign (which mentions them and their amazing poster design). Make sure you thank them at the end of the process.

Crowd Funding

Check out these amazing resources from the masters of crowdfunding [Pozible](#) for all you need to know about running a successful crowdfunding campaign.

[The Crowdfunding Resource Centre](#)

[Choosing great rewards](#)

[5 tips to choose the right funding goal for you](#)

SETTING TICKET PRICES

Your box office income will probably be your primary source of income, so setting your ticket price is an important decision.

Some key things to consider when setting your ticket price are:

- Your budget and costs – how much do you need to make to break even and pay everyone?
- What will the market accept – how much will someone be happy to pay to see your show or a similar show?
- Fees and charges – what do you pay and what will the customer need to pay? What needs to be included in the ticket price (e.g. per ticket fees and GST) and what will be charged on top of the ticket price?

We suggest using an average of 30% capacity houses over your season as a guide to begin to work out what box office takings you will need in order to break even. In 2017 the average full price ticket was \$24.80 and the average concession ticket was \$20.20. But prices vary widely from free to almost \$100.

Just remember: you set your own ticket prices, so have a think about what your audiences will happily pay. Have a look at [last years' guide](#) and see what similar events were charging.

Don't undersell yourself, \$5 tickets aren't going to help you pay your actors (or your rent) and don't assume that ridiculously cheap tickets will mean sell-out crowds looking for a bargain. Audiences can sometimes interpret low ticket price as low quality. Equally, don't set your prices too high, if your budget says you'll need to charge \$150 to break even, you might need to reconsider your costs.

Fees and Charges

Inside charge – this is the fee charged per ticket to the event producer for tickets sold through Melbourne Fringe's ticketing system. It comes out of your advertised ticket price – for example, if you set your ticket as \$20, you will get \$16.50 after the inside charge is deducted.

- Inside charge for tickets under \$15: \$3.00
- Inside charge for tickets \$15 – \$24.99: \$3.50
- Inside charge for tickets \$25 – \$39.99: \$4.00
- Inside charge for tickets over \$40: \$4.50

Melbourne Fringe doesn't charge you a fee for the tickets you sell at the door (from one hour prior to the performance), but your venue may, so keep this in mind.

Ticketing Price Types

You have a bunch of options in setting your ticket prices.

Standard: you can offer one set of standard prices

- Full / Adult
- Concession: offered to valid concession card holders including students, pensioners, health-care card holders etc. also offered to children if you don't have a separate child price.
- Child: offered to children 16 years and under. Fringe's policy is to offer children under two, who will be sitting on a lap free entry.

Concession and Child prices are optional. You may only want to have one price for all tickets, in which case you can just set a standard full price.

Fri / Sat: if you want you are also able to set different adult, concession and child prices for Friday and Saturday performances. Set higher prices on the weekend to encourage people to attend when it's generally quieter during the week.

Tuesday: Melbourne Fringe has a tradition of Cheap Tuesdays. This price type isn't compulsory (unless you're in the Fringe Hub), but it's often a good way to encourage audiences on what would otherwise be a slow night.

Member: 25% off full price tickets, available to all our Fringe Dwellers.

Preview: a good way to test your show in front of a paying audience and bump up your audiences in the first few nights.

Group: a discount for groups booking more than a set number of tickets, you can choose 4, 6 or 10, set lower than the adult price to encourage people who would usually buy a full price ticket to come in a group. As a guide, Tuesday, Group and Preview ticket prices are usually similar to Concession prices.

Special offers, packages and promo codes: when you register you'll be able to opt in to be part of our 'Early Bird' ticket deal. You can also set up other special offers and promo codes for closer to your event once you know how it's selling.