

# \* ADELAIDE \* \* FRINGE \*

16 FEBRUARY - Principal Partner  
17 MARCH 2024 **bankSA**

# IMPACT REPORT 2024



All In' - Design by Rebecca Davis

# NIINA MARNI

Adelaide Fringe acknowledges the Kurna Yerta Miyurna First Nations peoples and their enduring connection to the ancestral lands and waterways upon which Fringe operates. These lands were never ceded and hold immense significance for the living Kurna people today. We extend our respects to Kurna Elders past, present, and emerging, recognising their wisdom and leadership within the community.

## First Nations Stories

### FIRST NATIONS CULTURAL TOURS

To mark the opening of the 2024 Adelaide Fringe, free First Nations Cultural Tours were held at the Adelaide Botanic Gardens on Sunday 11 February. More than 500 attended to learn about the spiritual and cultural connection to Country of First Nations people on an enriching and intimate Aboriginal Cultural Tour, including a smoking ceremony and Welcome to Country before exploring native plants, bush tucker and learning about the social history of Australia's First Peoples.

### ABORIGINAL AND TORRES STRAIT ISLANDER AWARD

Congratulations to 'Trails End' for being awarded the Aboriginal and Torres Strait Islander Award. 'Trails End' is proudly led by a team of Aboriginal creatives, this one-act play explores issues of family and identity, and shares an all-too common experience of cultural dissonance in modern Australia.

### NATURAL WONDERS

Adelaide Fringe's Signature Project, 'Natural Wonders' featured original work 'The Spirit Lives On' by Ngarrindjeri woman, Nicole Gollan.



Robert Taylor at the First Nations Cultural Tours, Adelaide Botanic Garden. Photo: Jack Timberlake, 2024

## Cultural Learning Strategy

In 2023 Adelaide Fringe launched our Cultural Learning Strategy. Adelaide Fringe Aboriginal and Torres Strait Islander Cultural Learning Strategy aims to promote and celebrate the rich and diverse cultures of Australia's First Nations peoples. This strategy acknowledges and respects the sovereignty, history, and ongoing contributions of Aboriginal and Torres Strait Islander communities. By incorporating cultural learning initiatives, Adelaide Fringe aims to foster greater understanding, appreciation, and engagement with Indigenous cultures among staff, volunteers and key stakeholders.

## OUR COMMITMENT TO RECONCILIATION

Adelaide Fringe is committed to amplifying First Nations voices in the Arts. Our vision for Reconciliation is to play our role in advancing a unified, just and respectful nation, through the use of inclusive Art in all its mediums. We are committed to creating space to listen, unlearn, and relearn true Aboriginal and Torres Strait Islander stories. To hear Aboriginal and Torres Strait Islander voices. To pay respect to, celebrate and champion Aboriginal and Torres Strait Islander cultures and customs.

## 88 FIRST NATIONS SHOWS IN THE 2024 FRINGE PROGRAM (6% OF THE PROGRAM)

\$113,800 in grants went to First Nations shows (10.4% of all grants awarded).



# CON TENTS

2 Ticketing

3 Economic Impact

4 Venues

5 Artists & Shows

6 Philanthropy & Awards

7 Honey Pot & Finance

8 Social impact

9 Media Outcomes /  
Partnerships



## ADELAIDE FRINGE 2024 AT A GLANCE

**1484** REGISTERED  
SHOWS

**546** VENUES

**1M**

TICKETS SOLD

**5M**

ATTENDANCES

**\$25.6M**

TOTAL BOX OFFICE VALUE PAID  
OUT TO ARTISTS & VENUES

**\$4,529**

AVERAGE VISITOR SPEND

**\$149M**

TOTAL EXPENDITURE  
GENERATED TO SA

**13,553**

DIRECT AND INDIRECT  
JOBS CREATED

**\$121M** NEW MONEY  
TO SA



**306,318**

VISITOR NIGHTS CREATED

**5M**

WEBSITE  
SESSIONS

**2.3M**

UNIQUE  
WEBSITE  
VISITORS

**\$187M**

TOTAL MEDIA VALUE

**285M**

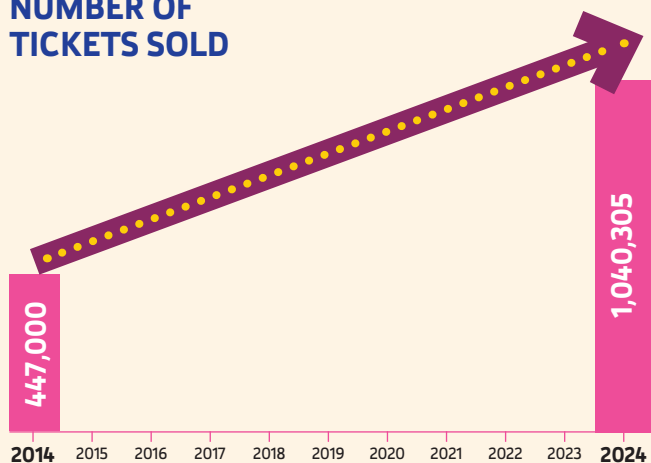
TOTAL MEDIA REACH



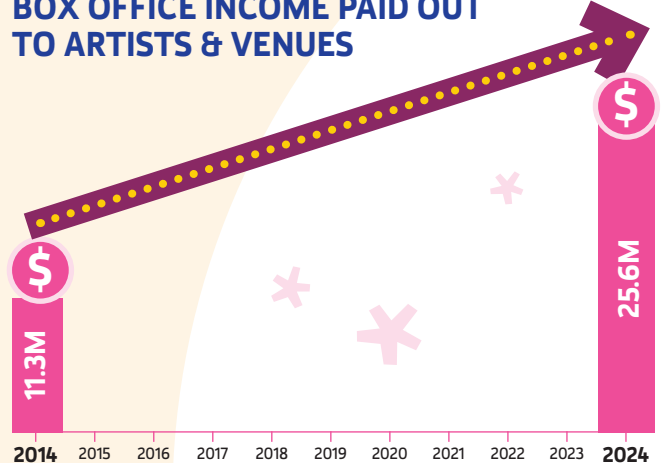
# TICKETING

Ticket sales and box office have more than doubled in the last decade. Box office is not kept by Adelaide Fringe – it is paid out to artists and venues.

## NUMBER OF TICKETS SOLD

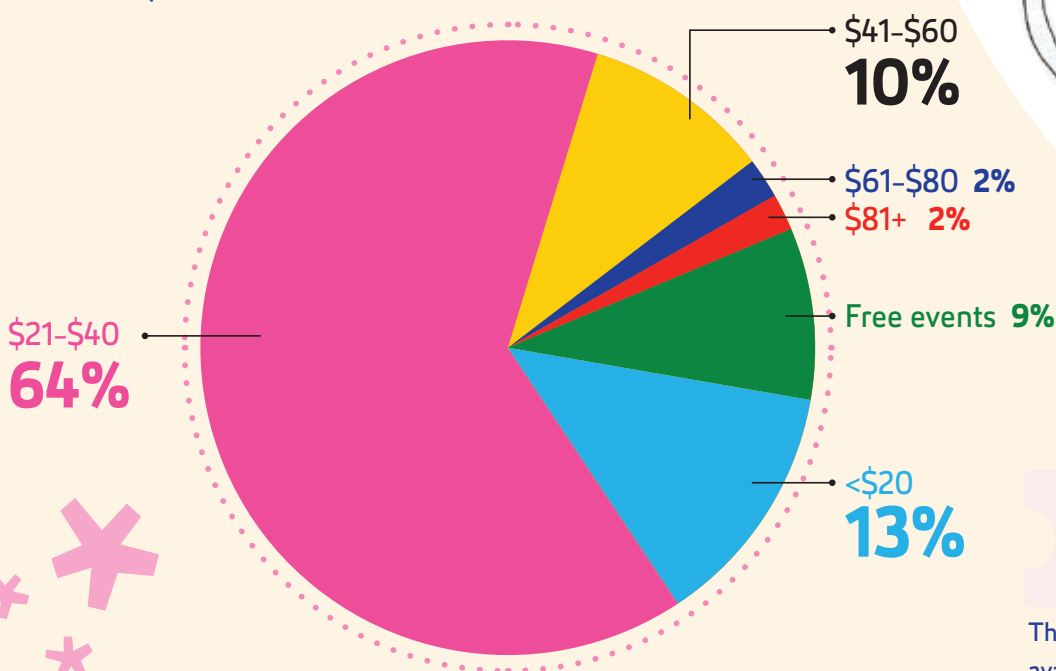
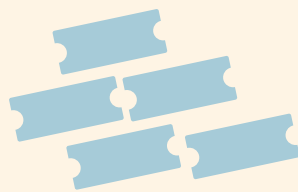


## BOX OFFICE INCOME PAID OUT TO ARTISTS & VENUES



## SHOWS BY PRICE

Adelaide Fringe aims to be the most inclusive festival in the world. Part of that is keeping the ticket price affordable.



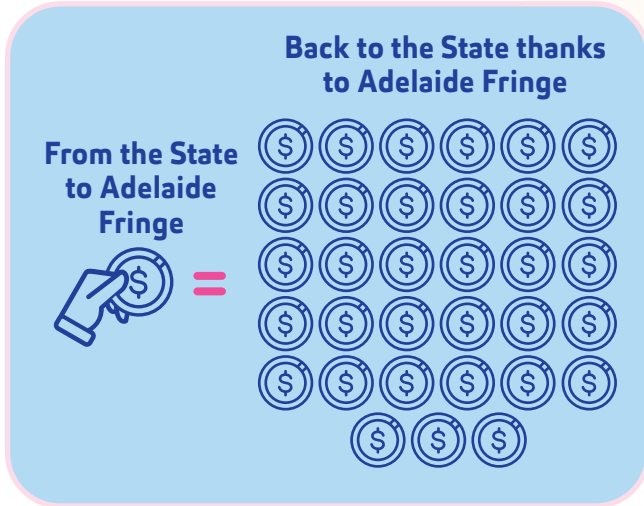
AVERAGE TICKET PRICE **\$32**

The majority of Fringe tickets available are under \$40.

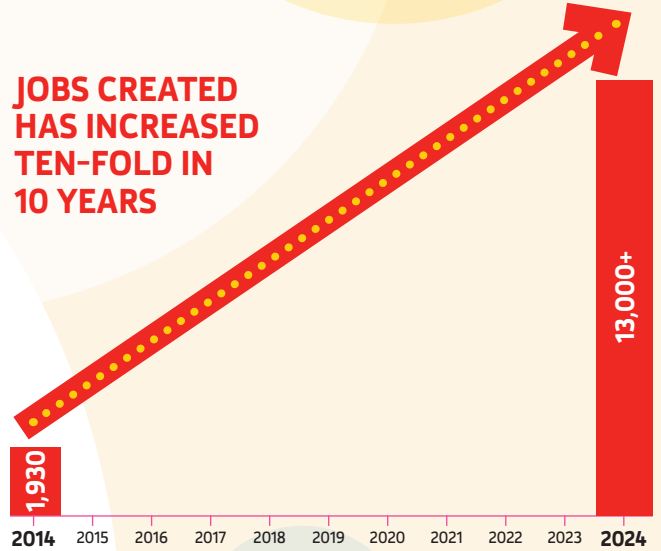
# ECONOMIC IMPACT

TOTAL EXPENDITURE GENERATED TO SA  
**\$149M**

Adelaide Fringe 2024 delivered a return on investment of \$33 for every dollar of funding from the State Government.



**JOBS CREATED HAS INCREASED TEN-FOLD IN 10 YEARS**



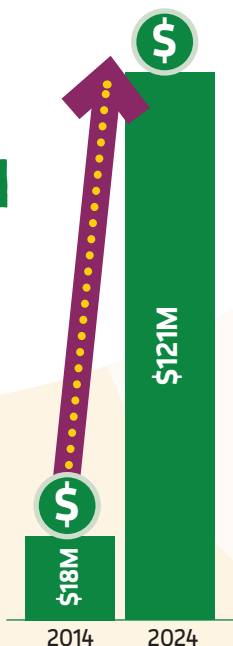
# TOURISTS

Tourists attending Fringe has grown 5-fold in the last 10 years, and visitor nights have increased 5-fold, with new money to the state increasing per year 10-fold.

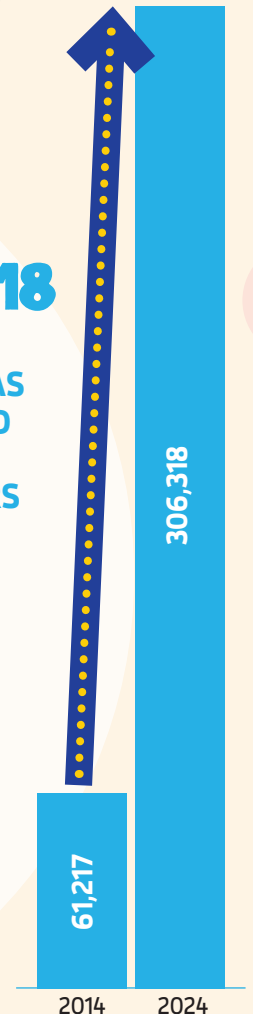
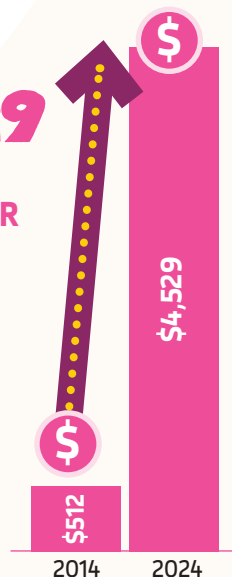
Average stay of tourists at Adelaide Fringe has increased from 2 nights in 2014 to 7 nights in 2024.

**306,318**  
VISITOR NIGHTS HAS INCREASED FIVE-FOLD IN 10 YEARS

**\$121M**  
NEW MONEY TO SA



**\$4,529**  
AVERAGE SPEND PER TOURIST



# VENUES

## CBD

**168**  
VENUES

**1026**  
FRINGE SHOWS

**31%**  
OF  
VENUES

## SUBURBAN (INNER AND OUTER METRO)

**241**  
VENUES

**484**  
FRINGE SHOWS

**44%**  
OF  
VENUES

## REGIONAL

**137**  
VENUES

**172**  
FRINGE SHOWS

**25%**  
OF  
VENUES

COMEDY IN THE  
CAVES at Naracoorte  
Caves. Photo: Kyahm  
Ross, 2024.

## AVERAGE HOUSE SOLD BY CAPACITY OF VENUES

Average house capacity

Venue Capacity	1-50	51-100	101-300	301-500	501-1000	1001+
Average House Sold	66%	48%	41%	45%	46%	60%

**48%**

## CBD SPOTLIGHT

### FOOT TRAFFIC IN DIFFERENT AREAS OF THE CITY

Unique visitors over the weekend compared to 2023.

Source: AEDA

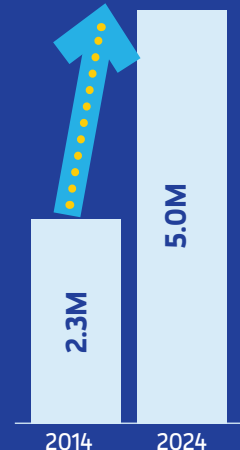
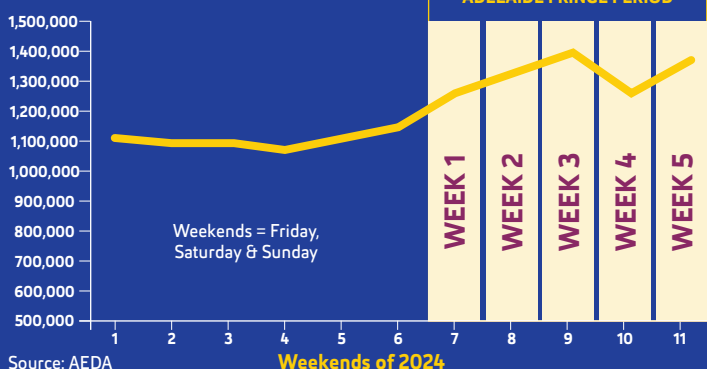
	2024 Fri-Sun	2024 Fri-Sun, 4pm-Midnight
City Wide	<b>+10%</b>	<b>+28%</b>
East End	<b>+31%</b>	<b>+23%</b>
West End	<b>+18%</b>	<b>+26%</b>

**\* \$72.7M** total expenditure generated in the City of Adelaide

## UNIQUE VISITORS TO THE CITY OF ADELAIDE

Dip in week 4 visitors was due to extreme heatwave

## GROWTH OVER TEN YEARS FOR TOTAL ATTENDANCES



Adelaide Fringe saw between **1.3M-1.4M VISITORS** to the city every week during the festival, significantly up on every other week of the year.

East End Opening Night. Photo: Samuel Graves, 2024.

Source: AEDA

# ARTISTS & SHOWS

**1484  
SHOWS**

**962  
PREMIERES**  
Including 366  
world premieres

**SHOW  
ORIGIN:**  
711 SA  
482 Interstate  
291 International

## PROGRAM DIVERSITY – EVENTS FEATURING

Indigenous Performers or Creatives	88	<b>5.9%</b>
LGBTQIA+ Performers or Creatives	474	<b>31.9%</b>
Performers or Creatives With Accessibility Requirements	147	<b>10%</b>
Performers or Creatives from Culturally and Linguistically Diverse Backgrounds	281	<b>20%</b>
More than 50% Female Involvement	594	<b>40%</b>

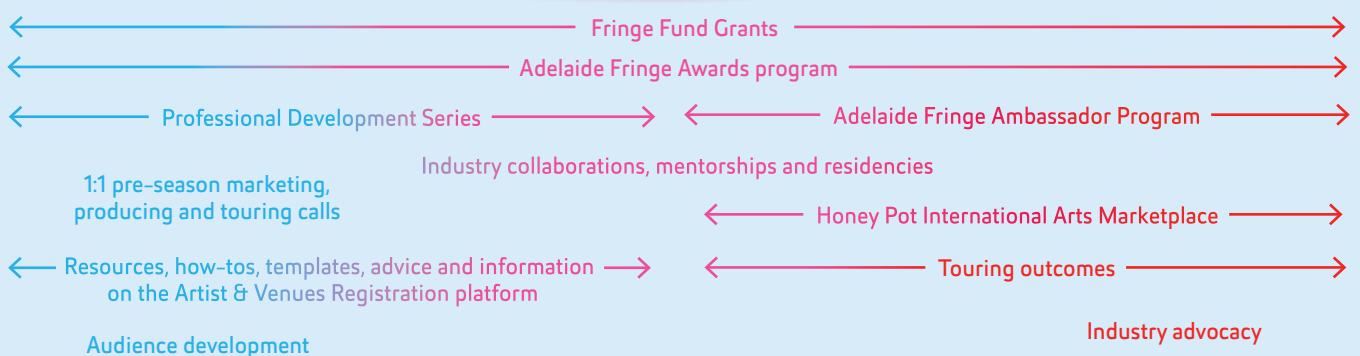
## ARTIST SUPPORT PATHWAY

Adelaide Fringe supports artists in ways that impact beyond box office settlements.

EMERGING ARTISTS <5 YEARS  
**32% OF ADELAIDE  
FRINGE PARTICIPANTS**

MID CAREER ARTISTS 5-10 YEARS  
**45% OF ADELAIDE  
FRINGE PARTICIPANTS**

ESTABLISHED ARTISTS 10+ YEARS  
**23% OF ADELAIDE  
FRINGE PARTICIPANTS**



\* Figures compiled from Participants Survey and Fringe Fund applicant data.

# PHILANTHROPY AT FRINGE

Our vision is to make Adelaide Fringe the most inclusive festival in the world. We raise money to distribute Fringe tickets to communities experiencing disadvantage and provide grant opportunities for artists, producers and venues to reduce barriers for all to participate in Adelaide Fringe. With these opportunities, we aim to elevate diverse voices, and support all forms of expression, which enrich our festival offering. This has been made possible thanks to donations from our Donor Circle, our Giving Day Partners, support from the SA Government and the generosity of our Fringe community.

**\$1,094,106**

worth of grants were dispersed to artists, venues and producers

**269**

Shows in the program were supported by grants

**\$101,000**

WAS RAISED ON OUR SECOND ANNUAL GIVING DAY

**\$129,273**

worth of tickets were purchased for communities and school groups who would otherwise not be able to attend Fringe

**5793**

People supported (tickets)

**68**

schools supported – equity tickets

**52**

organisations supported

Thanks to Fringe Community Partner Lumo Energy SA, Uraidla Hotel & MGA Whittles Community Foundation for matching donations on Giving Day. Special thanks to Lutheran Care for their continued support of the Community Fund, helping us reach more people than ever. Thanks to Novatech for their Arts Innovation Fund to support venues.

**Adelaide Fringe Donor Circle is a community of like-minded individuals who are committed to making arts unlimited. Find out more about the Donor Circle here:**



Walter, a Lutheran Care Emergency Relief & Accommodation client said

**When we were given the Fringe tickets my son shot his hands up in the air in such delight and with such excitement in his eyes, I couldn't help but join in. I haven't seen a happy reaction like that for such a long time. Thank you so much.**

## AWARDS AT FRINGE

**Prize money worth a total of \$283,000 was awarded. Thanks to all of our Award Partners:**

Frank Ford AM | Sarah Rohrsheim | House of Oz | Arts South Australia | BankSA | John Chataway | Kojo | Adelaide Critics Circle | Inspiring SA | Adelaide Festival Centre's inSPACE Development Program | Australian Refugee Association | mindshare | MILKE | Leslie Thompson | Ray & Conrad Henley-Calvert | Matt Tarrant | Svigos and Dimond Families | kwpx | FRINGE WORLD | Melbourne Fringe | NZ Fringe Festival | Sydney Fringe | Fiji Airways & Fiji Fringe | Hollywood Fringe | My Plan Manager | Holden Street Theatres | Visualcom | Lumo Energy SA | the List | Adelaide Comedy | Hither & Yon | IVISION Laser

A full list of Adelaide Fringe Award winners can be found on our website. Scan the QR to see the full list.

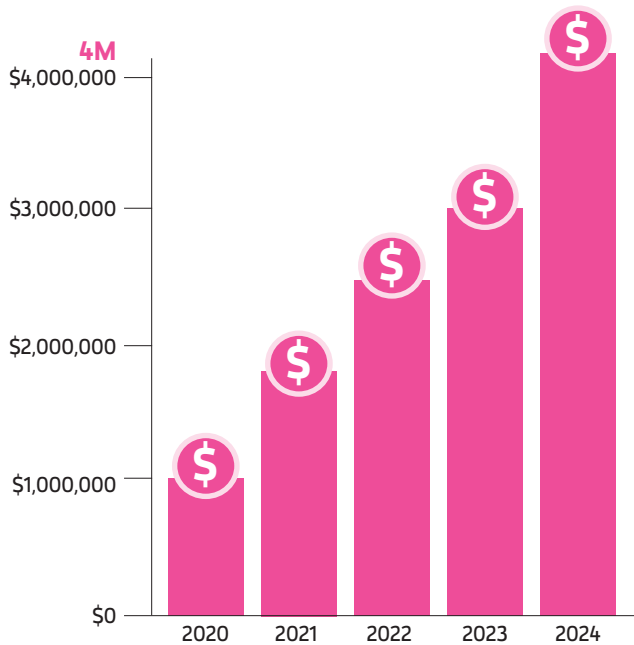




# HONEY POT

In 2024 the Honey Pot International Arts Marketplace generated **400 deals worth more than \$4M**. Touring deals are taking Adelaide Fringe artists across Australia in theatres, on cruise ships, on television, and to more than 30 countries around the world.

## VALUE OF TOURING DEALS DONE IN THE HONEY POT MARKETPLACE FOR ADELAIDE FRINGE ARTISTS



Honey Pot Hive at Adelaide Convention Centre. Photo: Kellie Jantke, 2024.

### 2024 BUYERS/DELEGATES

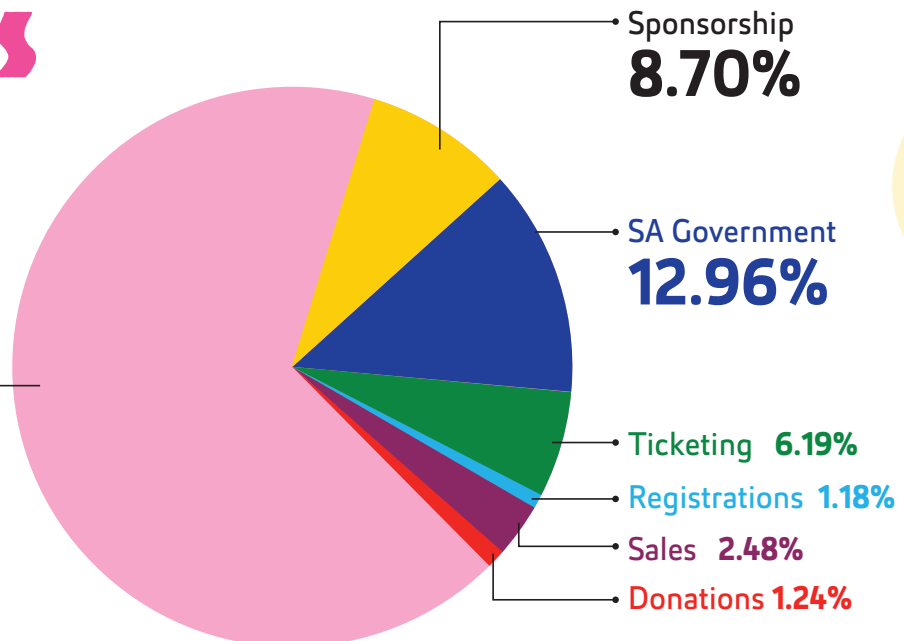
**370**  
DELEGATES **155 WERE INTERNATIONAL**

Honey Pot was supported by The Department of Premier and Cabinet through Arts South Australia, The Australian Government through its arts funding and advisory body Department of Foreign Affairs and Trade - Australia-Korea Foundation and the Canadian Government.

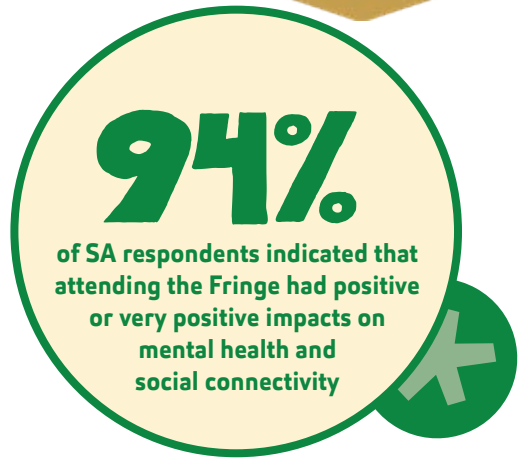
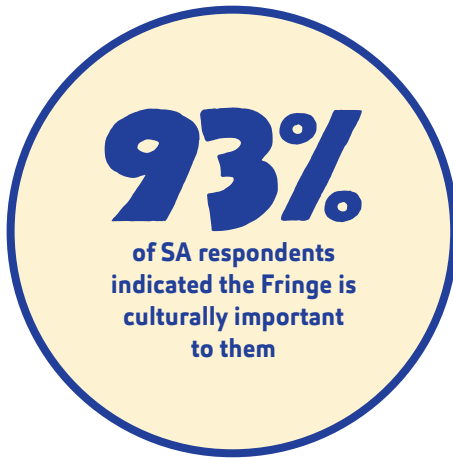
## FINANCES

The income in Adelaide Fringe ecosystem is generated in the following ways:

Box Office Income paid out to artists & venues  
**67.24%**




# SOCIAL IMPACT



## KEY SOCIAL IMPACT ACHIEVEMENTS 2024

**139**  
shows from creatives with a lived experience of **DISABILITY**


**3,000**  
ACCESS GUIDES DISTRIBUTED

 Visual Communication Boards available at Box Office

 Three Deaf Gain commissioned videos to explain how to book shows to Adelaide Fringe

**147**  
shows with **ACCESS PROVISIONS**


**100** VISITORS to the SACARE Carers Lounge

 Hearing loops were available at FringeWORKS and Box Office


 Promotion of Fringe to new international students via Study Adelaide

**3,809**  
COMPANION CARD tickets issued

**3,753**  
VOLUNTEER HOURS CONTRIBUTED

 Culturally and/or Linguistically diverse shows icon introduced

 Promotion of the Australian Film Diversity and Inclusion Foundation Performing Arts Showcase

 Hidden Disabilities Sunflower Members

 Participation in MOSAIC Multicultural Festival

The above activity was made possible by the contribution of our Disability, Access and Inclusion External Advisory Committee and Multicultural Inclusion External Advisory Committee.

# MEDIA OUTCOMES

## SOCIAL MEDIA

**f** FACEBOOK  
**116,000**  
 FOLLOWERS  
 181.7K profile visits  
**2.3M REACH**

**@** INSTAGRAM  
**57,200**  
 FOLLOWERS  
 90.1K profile visits  
**456.7K REACH**

**in** LINKEDIN  
**10,006** 4,662  
 FOLLOWERS page views

**X** x **63,500** FOLLOWERS  
**🎵** TIKTOK **1,339** FOLLOWERS

**\$187M**  
 MEDIA VALUE  
**285M**  
 TOTAL MEDIA REACH

## EMAIL

**180K**  
 TOTAL EMAIL  
 DATABASE

### Fringe eNews

**47.65%** open rate  
**2.98%** click through rate

### Member eNews

**58.25%** open rate  
**8.57%** click through rate

### Industry Benchmark

**41.31%** open rate  
**3.01%** click through rate

## WEBSITE



**5M** WEBSITE  
 SESSIONS

(19% INCREASE ON 2023)

**74%** SA    **20%** Interstate    **6%** International

**2.3M** UNIQUE  
 WEBSITE  
 VISITORS

(11% INCREASE ON 2023)

**67%** SA    **25%** Interstate    **8%** International

# PARTNERSHIPS

Adelaide Fringe Partnerships are true collaborations and are vital to the continued positive impact Fringe has on artists, communities and wider South Australia. Adelaide Fringe aims to provide return on investment for Partners where objectives range from commercial return and community engagement, to stakeholder benefits and networking opportunities.

In a recent Partner survey, Adelaide Fringe Partners returned an average of 83% satisfaction rate.

## 2024 HIGHLIGHTS

Principal Partner **BankSA** celebrated 19 years of Partnership with Adelaide Fringe, following the signing of a new 3-year deal.

Engagement with BankSA cardholders is at an all time high, with 84% more BankSA cardholders purchasing Fringe tickets in 2024 than the previous year.

In its fourth consecutive year as Community Partner, Lumo Energy SA reported that their alignment with Fringe through the Volunteer Program, Lumo Flash Sale & Giving Day matching partner assisted with brand awareness and encouraged brand association with the local community; contributing to Lumo Energy SA's award from Canstar Blue for Most Satisfied Customers 2023 Electricity Providers – SA.

“As an energy retailer, Lumo Energy SA is committed to giving back to the community; empowering and thanking audiences, artists and volunteers who make Adelaide Fringe the biggest arts festival in the Southern Hemisphere. It's inclusive, it's friendly and it's fun. All the things we value as a brand” **MARY BALASSOPOULOS, LUMO ENERGY SA.**

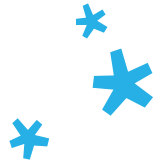
Partner of 11 years, UPark saw a 90% increase in CBD bookings throughout the 5 weeks of Fringe compared to 2023.

In their first year of partnership with Adelaide Fringe, IHG Hotels & Resorts reported a 13.5% increase on room nights booked during the same Fringe period as the previous year.

# THANK YOU

Our Partners share our values, and with their continued support we are able to pursue our mission of being the most inclusive arts festival in the world.

Principal Partner



## GOVERNMENT PARTNERS



## COMMUNITY PARTNER



## INNOVATION PARTNER



## MAJOR PARTNERS



## MEDIA PARTNERS



## ICT PARTNER



## FESTIVAL PARTNERS



## SUPPORTING PARTNERS



## ACCESSIBILITY PARTNERS



## PHILANTHROPY PARTNERS



## AWARD PARTNERS

Frank Ford AM | Sarah Rohrsheim | House of Oz | Arts South Australia | BankSA | John Chataway | Kojo | Adelaide Critics Circle | Inspiring SA | kwpx | Adelaide Festival Centre's inSPACE Development Program | Australian Refugee Association | mindshare | MILKE | Leslie Thompson | Ray & Conrad Henley-Calvert | Matt Tarrant | Svigos and Dimond Families | FRINGE WORLD | Melbourne Fringe | NZ Fringe Festival | Sydney Fringe | Fiji Airways & Fiji Fringe | Hollywood Fringe | My Plan Manager | Holden Street Theatres | Visualcom | Lumo Energy SA | the List | Adelaide Comedy | Hither & Yon | IVISION Laser