



MELBOURNE FRINGE

2015 FESTIVAL REPORT

ABOUT US

Melbourne Fringe develops, champions and celebrates the independent arts. We work year-round to provide artists with the tools to create, present and promote their work, building a vibrant community of audiences and artists devoted to artistic discovery.

Through our core values of participation, collaboration, creativity and integrity, Melbourne Fringe provides opportunities to collaborate through our open-access independent arts program, our curated spaces at the Festival Hub and Festival Club, and our creative program. Throughout the year, our artist development program supports festival participants as well as independent artists at all stages of their career.

We provide context so that risks can be taken. We make meaning through our commissioned artworks. We democratise art-making through open-access opportunities. We make lots of noise. We celebrate independence, artistic expression and bravery. We enable discovery.



The 2015
Melbourne Fringe
Festival was
the biggest in
Melbourne Fringe
history – again.

LOOK BETWEEN THE LINES

We sure like a party here at Melbourne Fringe, but don't let that fool you. Beneath the bubbles and the glitter, the coloured tape and the giant inflatable love hearts, a lot of important work is happening which grows and strengthens the arts sector.

In 2015, federal arts funding shenanigans have shaken independent artists to the core. Melbourne Fringe works to advocate, develop and celebrate the work of these artists because they are the innovators who put themselves on the line every day because artistic expression is key to who they are. And because it's worth fighting for.

And that brings me to the 2015 Melbourne Fringe Festival in which we invited audiences to look between the lines. It's something politicians need to do more often. We all do. At Melbourne Fringe, we make it our business to seek out the unknown, to look in the margins, to find out new things and to bring them to the surface so you can make new discoveries.

And that you did. In record numbers. The 2015 Melbourne Fringe Festival was the biggest in Melbourne Fringe history – again.

We received our city's highest accolade when we were recognised as the 2015 Melbourne Awards winner for our work in contributing to the profile of Melbourne by a community organisation. We are thrilled, chuffed, overwhelmed. Thank you Melbourne.

Thanks – as ever – to our amazing partners and supporters, including the Victorian Government through Creative Victoria, the City of Melbourne, Bank Australia, our corporate partners and our individual donors who all help us fight the good fight.

Melbourne Fringe helps you to peel back the layers, peer around the corners and discover something new. Thanks, for taking the plunge.

Simon Abrahams
Creative Director and CEO

2015 MELBOURNE FRINGE FESTIVAL SNAPSHOT



71,287

Attendance at Ticketed Events

\$20.37

Avg Ticket Price

408

Festival Events

56

Melbourne Fringe Produced Events

2,959

Performances & Exhibition Sessions

6,034

Artists and Participants

335,494

Attendance at free and ticketed events

50,329

Attendance at Fringe Hub

5,187 Independent Program
276 Creative Program
571 Artist Development



196

Participating venues



186

Volunteers



3,720

Number of volunteer hours provided



275

Australian Premieres

317

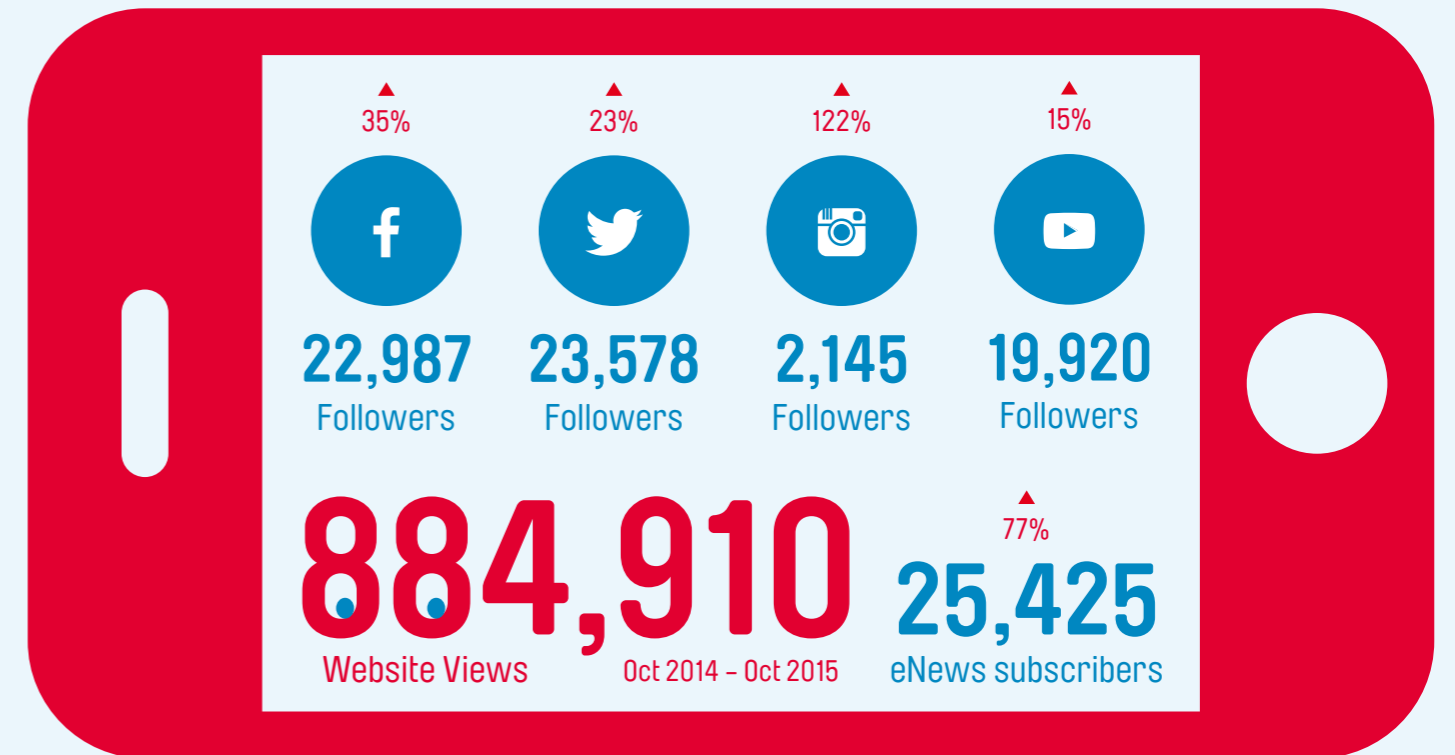
Victorian Premieres



OVERALL ECONOMIC IMPACT

\$14,487,982

ONLINE & SOCIAL MEDIA PRESENCE



AUDIENCE EVALUATION



94%

Audience satisfaction



92%

Of the audience intend to return to the Melbourne Fringe in 2016



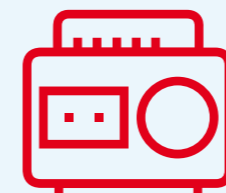
36%

Of the audience attended the Festival for the first time this year



52%

Attended in 2014 and one or more previous Festivals in the past five years



MEDIA VALUE

Total value of media coverage:

\$14,734,812



OUR AUDIENCE

32%

Male

38%

of our interstate and international visitors came specifically for the Melbourne Fringe Festival

50%

of our audience are aged between 19 – 34 years

42%

of our audience are in full-time employment

7%

of our audience are from interstate

17%

identify as GLBTIQ

14%

of our audience speak a language other than English

2%

Other

67%

Female

OUR INDEPENDENT PROGRAM

The Melbourne Fringe Festival is the largest presentation of independent art in Victoria, featuring more artists, creative disciplines and venues than any other cultural event.

Our open-access policy means that our festival is uncurated. Our democratic nature means that everyone can develop, produce and promote their work in every artform: **Performance, Comedy, Visual Art, Dance, Music, Live Art, Cabaret, Circus**, including work for **Kids**.

408

performances, exhibitions and events made this independent program the biggest in the Festival's history.

196

venues across Melbourne participated in this years Festival, including: book shops, open streets, public spaces, empty city lots, libraries, caravans, train yards and a Honda Jazz.

Partner venues provided centralised hubs for genre-specific programming, including circus at Gasworks; cabaret at The Butterfly Club; comedy at The Imperial; theatre at La Mama; and the visual arts and design at Abbotsford Convent. Partnerships with key educational institutions included The Victorian College of the Arts (VCA), Monash University and Melbourne Polytechnic.

CHRISTOPHER DOESN'T LIVE HERE ANYMORE:

“It was my first show—my first self-powered ANYTHING—and it was a huge success. Everything about it was the best. The response from the audiences, the response from critics, the support from Fringe – everything was the best.”

THE MINISTRY

“This Festival presents such a rare and exciting opportunity for both emerging and established artists alike to take risks and present their work to new audiences.”



The Side Part
Presented by Arts House
Credit Gregory Lorenzutti



FRINGE CLUB

Fringe Club is the beating heart of the Festival, featuring a 400-capacity purpose-programmed space with 14 free events for artists, audiences and industry to meet, mingle and celebrate the arts.

A collaborative approach to programming saw rise to three new Club events: the queer, mash-up film extravaganza, *CULT; El Tarro*, an explosion of colour and culture; and *The Side Part* – an evening of contemporary dance and performance program presented in conjunction with Arts House. Fringe Club Underground provided an alternate space for more intimate programming, including Indigenous showcase *Willin Warriors* and storytelling events *The Dad Show* and *Barefaced Stories*.

Across the course of the Festival, **28,000**

patrons watched over **380** performers take to the Fringe Club stages.

FRINGE HUB

With **69** shows, **3** bars and **1** club, the Fringe Hub was the epicentre of the Festival.

Over **14** nights, **15** venues played host to

431 artists who presented work to **50,329** people across the precinct.

FRINGE FAMILIES AT THE HUB

A new Families at Fringe Hub program profiled seven lovingly curated works to feature circus, puppetry, comedy, theatre... and even a lesson in how to be a rock star. The colour, music and dance of Bollywood was celebrated in a special participatory event for kids, presented in partnership with Multicultural Arts Victoria. Having a good time was compulsory.

CREATIVE PROGRAM

2015 was a huge year for the Creative Program, breaking records for artist participation and audience attendance across all programs.

UNCOMMON PLACES

Our Keynote Project, *Uncommon Places* returned for a second year and doubled its footprint to include twice the artists, covering a larger geographic area across the Cities of Melbourne and Stonnington. From invisible sound art to unmissable street art, 18 projects inhabited unusual public spaces – ranging from a barbershop to public parks – to challenge artists and surprise audiences. Guided tours rallied audiences and engaged in conversation about the conceptual rigour behind each commissioned artwork.

Total number of commissioned artists: **24**

FRINGE FILM

In its third year, *Fringe Film* exploded on to the Federation Square Big Screen to thousands across the Festival's opening week. The program received the most submissions yet and showcased short media works including music clips, dance on film, documentary and experimental video art. The Fringe Hub played host to over four hours of short film across more than 46 works.

Total number of films screened: **46**

FRINGE FURNITURE

Fringe Furniture returned to the picturesque Abbotsford Convent with another exhibition highlighting the quality craftsmanship and strength of design that makes the Melbourne industry so renowned. A mentorship program gave six mentees the chance to personally engage with industry professionals, many of whom themselves are Fringe Furniture alumni.

Total number of exhibited works: **120**



2015 ARTIST DEVELOPMENT PROGRAM

Our Artist Development Program supports Festival artists to develop, present and promote their work through artist forums, mentorships and published resources; as well as touring opportunities.

MELBOURNE FRINGE ON TOUR

Melbourne Fringe on Tour delivers a selection of the best independent shows from last year's Festival to outer metropolitan and regional venues throughout Victoria. In 2015 Fringe On Tour took six works from the Melbourne Fringe Festival to audiences in regional Victoria, including Wangaratta, the Ballarat Cabaret Festival and Rosebud.

TOUR READY

Melbourne Fringe invites leading festivals and venues nationally and internationally to see Fringe events with a view to programming independent artists. In 2015 the Tour Ready program expanded to facilitate connections between 164 projects from the Independent Program and 34 presenters from Melbourne, Victoria, interstate and overseas.

BUZZCUTS

Buzzcuts is our partnership with Express Media, which develops and trains the next generation of writers and broadcast journalists in the skill of critical arts reviewing.

THE PRODUCER MENTORSHIP PROGRAM

Our Producer Mentorship Program matches four producers participating in the Festival with four established producers at the forefront of their profession to develop and extend their professional networks and to strengthen their vocational practice.

WINNER 2015 MELBOURNE AWARD

Contribution to Profile
by a Community Organisation



CR ROHAN LEPPERT
CHAIR OF THE ARTS AND CULTURE PORTFOLIO AT THE CITY OF MELBOURNE

“Melbourne Fringe is dearly loved by Melburnians and the festival and its staff are very deserving of this recognition. Melbourne is one of the world’s great arts cities and it is the commitment and passion of organisations such as Melbourne Fringe that makes our City a leader in new, emerging, experimental and innovative arts.”

FESTIVAL PARTNERS

PRINCIPAL PARTNER



GOVERNMENT PARTNERS



FESTIVAL PARTNERS



ARTS HOUSE



Coleby Consulting



flexicar.com.au



NORTON ROSE FULBRIGHT

SWEET



FESTIVAL SUPPORTERS



EvanEvans



JOY94.9

MEAT MARKET

VICTORIAN multicultural commission



Norwest

Pozible



yarra trams



PHILANTHROPIC PARTNER



MEDIA PARTNER



STAFF

Creative Director & CEO Simon Abrahams
(Creative Director & CEO to March, Jayne Lovelock)

Creative Program Producer Dan Koop
Producer, Festival & Artist Services Felix Preval
Associate Producer, Fringe Furniture Vanessa Wright
Artist Development Coordinator Julia Mann
Artist Services Coordinator Xanthe Beesley
Associate Producer, Events Brian Robertson
Associate Producer, Fringe Film & Uncommon Places Lauren Clelland

Development Manager Janine Eckert
Marketing Consultant Luke McKinnon
Marketing Coordinator Daen Kelly

Business & Operations Manager Hadley Agrez
Bar Managers Brogan Walker and Phoebe Taylor
Designer, Fringe Club Marg Horwell
Ticketing Manager Alexina Coad
Volunteer Coordinator Emma Collingwood
Front of House Managers Tash Commons and Stu Jeanfield

Production Manager Tom Abud
Production Coordinator, Creative Program Aaron Cananzi
Production Coordinator, Fringe Hub Bart Mangan

Aaron Cananzi's placement at Melbourne Fringe is made possible by the VCA & MCM Professional Pathways program, supported by the State Government through Creative Victoria.

BOARD

Chair Gideon Obarzanek
(Chair to July, Mark Licciardo)
Deputy Chair Nicholas Verginis
Company Secretary Juanita Pope
Treasurer Liza Gelt

Directors Katerina Andronis, Jennifer Beckman-Wong, Nicky Klempfner, Fiona Sweet.

SUPPORTERS

INSTIGATOR - \$2,500 +
Katerina Andronis

RINGLEADER - \$1,000 +
Sally Browne, Rosemary Forbes and Ian Hocking,
Mark Licciardo, Fiona Sweet

RABBLERouser - \$500 +
Monica and Sam Abrahams, Julian Burnside, Jenny Hayes,
Elizabeth Hollingworth, Nicky Klempfner and Marcus O'Reilly,
Juanita Pope, Jill Smith in honour of Joan Kirner

ACCOMPLICE - \$200 +
Esther Anatolitis, Jennifer Beckman-Wong, Fiona Beckwith,
Jane Bourjau, Meghan Bourke, Richard Chambers, Chris Cheers,
Jason Craig, Heather Forbes, Liza Gelt, P Jansen and M Morse,
Paul Leitinger, Jayne Lovelock and Neal Harvey, Fiona Menzies,
Maggie Maguire, Georgie Meyer, Alice Nash and Nicole Beyer,
Gideon Obarzanek, Josephine Ridge, Megan Scannell,
Nicholas Verginis and Sarah Austin, Angharad Wynne-Jones
and Anonymous (1).

FRINGE COMMUNITY - Up to \$200
We would also like to thank all of our wonderful Fringe Community donors that give so generously. Thank you for your ongoing support.

BEQUEST
Thank you to Mark and Tamara Boldiston for their generous bequest to Melbourne Fringe.

400 EVENTS
6,000 ARTISTS
19 DAYS
100% INDEPENDENT



Principal
Partners



CREATIVE VICTORIA

