

MELBOURNE
FRINGE
FESTIVAL '14
17 SEPT – 5 OCT

2014
Festival
Report





Photo Soma Credit Sarah Walker

Greater Than The Sum

In the lead-up to the 2014 Festival, Melbourne Fringe asked its audience what three things they loved most about the annual event. Their answers – **art**, **atmosphere**, and **community** – became the elements used to build what would soon be the **largest ever Festival in Melbourne Fringe history**.

“Though it defies all logic, the rate at which the universe is expanding is only slightly less than the rate at which our own Melbourne Fringe appears to grow...” John Bailey, *The Age*

The 2014 Melbourne Fringe Festival saw more than 6,000 artists take part in our Festival and Artist Development programs, presenting over 400 shows, exhibitions and events. Between 17 September and 5 October, artists and audience members came together to celebrate a thriving independent arts scene in 160 venues and spaces across Melbourne. The Festival’s 2014 Independent Program presented new works from both emerging and established practitioners, highlighting the creative dynamism of local, interstate and international artists.

The Melbourne Fringe Creative Program, a platform to deliver free large-scale public artworks, contributed to this year’s Festival growth, with 10 highly-visible works in City of Melbourne composing the Uncommon Places keynote project, 95 cutting edge design works in the Fringe Furniture exhibition, and 21 screen works presented nightly to patrons of Little Creatures Dining Hall as part of the Fringe Film program.

The convergence of art, atmosphere and community saw this year’s Festival present work to an enthusiastic audience of 320,000 arts lovers, with 96% satisfied with their Festival experience. The Festival’s growth this year reflects the commitment of artists in the independent scene, the openness of audiences to forward-thinking work, the efforts of Melbourne Fringe staff and volunteers, and the continuing support of government and business partners.

Representative of what *The Age*’s John Bailey identifies as “a booming independent scene”, the 2014 Melbourne Fringe Festival captured an exceptional snapshot of the city’s creative life. Its success demonstrates the willingness to create and witness art is stronger than ever. In 2014, Melbourne Fringe provided artists and audiences the opportunity to be part of something big.

“[It’s] wonderful to see new and inspiring artists have a platform to perform.”

Audience Survey Respondent

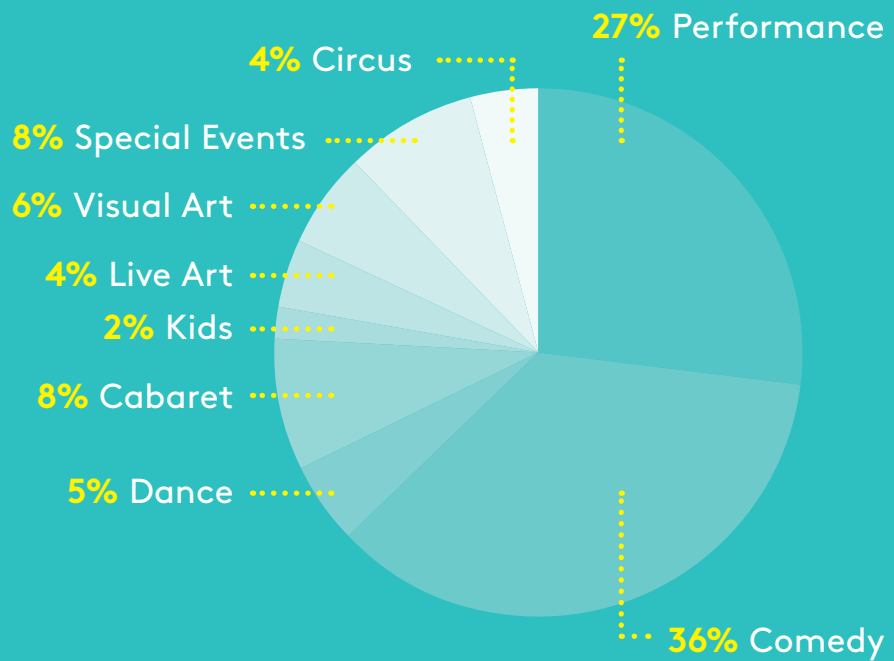
71,995
ATTENDANCE
at Ticketed Events

400
SHOWS
in the Independent
Arts Program

39
MELBOURNE
FRINGE-
PRODUCED
EVENTS

2,278
PERFORMANCES
& EXHIBITION
DAYS

FEATURED GENRES



244 AUSTRALIAN
PREMIERES

310 VICTORIAN
PREMIERES

6,252 ARTISTS AND PARTICIPANTS

4,835 Independent Program 49 Creative Program
1,268 Artist Development

\$ 22.38 AVG
TICKET PRICE

164 PARTICIPATING
VENUES

322,738
ATTENDANCE
at Free & Ticketed Events
39% Increase in ticketed
attendance 2013-2014

Melbourne Fringe Festival Snapshot

90% ARTISTS
would consider participating
in Melbourne Fringe again

AUDIENCE DEMOGRAPHICS

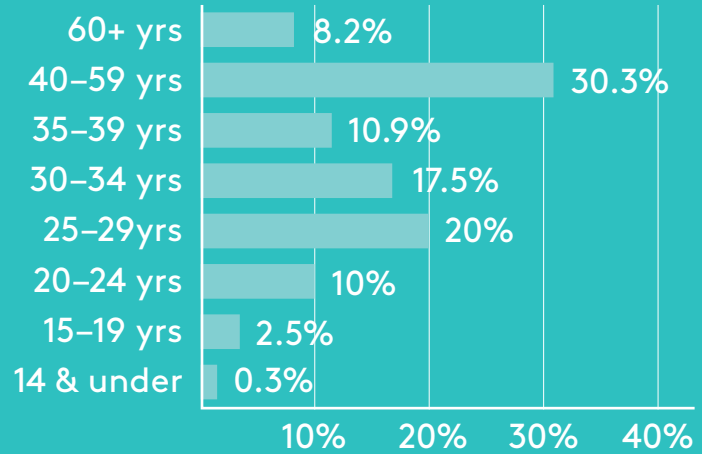
67% Female
33% Male

93% Victorian
54% of interstate and international visitors came specifically for the Festival

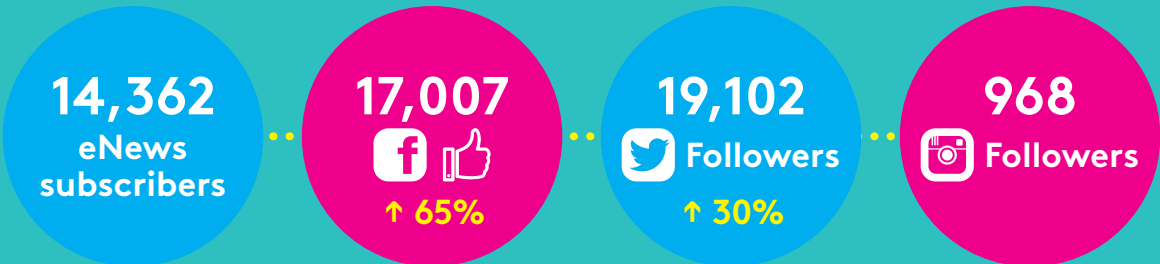
Main Occupations

20.6% Arts & Entertainment
15.3% Education
12.6% Health

Age Range



ONLINE & SOCIAL MEDIA PRESENCE

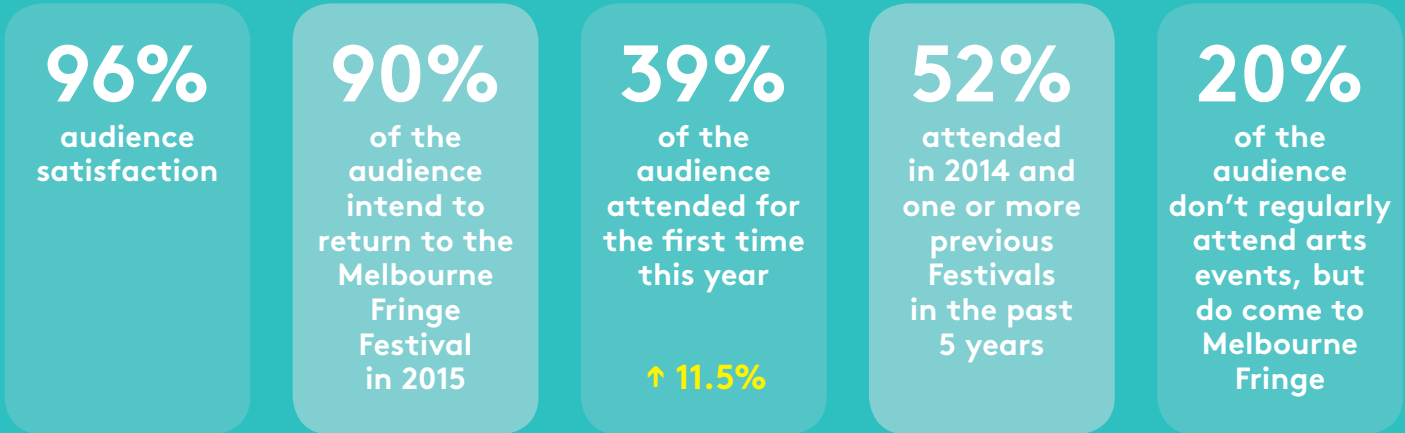


Over 51,000 primary connectors across Melbourne Fringe social media, inc. ↑ 92%

83% Artist engagement level with the Melbourne Fringe online community

916,678 WEBSITE PAGEVIEWS (Oct 2013 – Oct 2014)

People from 183 different countries visited melbournefringe.com.au 58% are new visitors



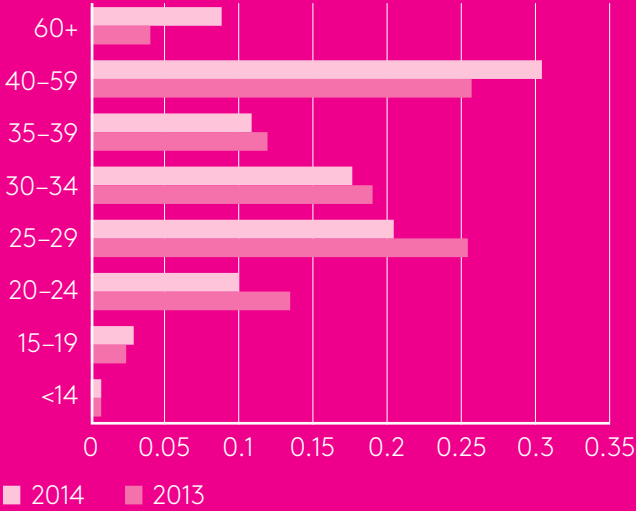
MEDIA VALUE

Over \$12 million of media coverage, reaching an audience of 33,024,356



Audience Profile

The Melbourne Fringe Festival engages with a diverse audience across the full spectrum of age groups. Our core audience is **20-34 (47.5%)**, with **40-59** the next largest group (**30.3%**). 2014 saw growth in both the 40-59 and 60+ age brackets in venues outside of the Fringe Hub precinct, indicating that engagement with the wider Festival is valued by a growing number of audiences beyond the youth demographic often associated with emerging art.



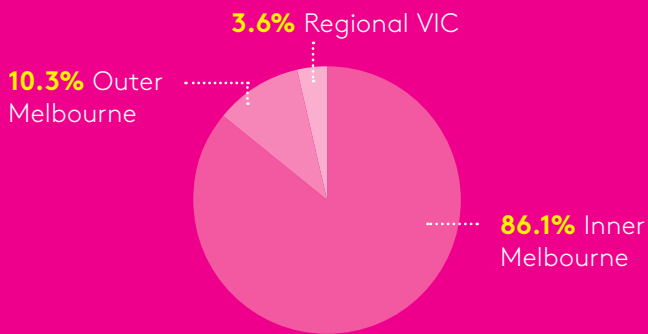
“[We loved] everything – lovely to be in North Melbourne again where my partner and I began our life together. And to bring our daughter back there to see a show in North Melbourne Town Hall was delicious! The show itself was amazing – couldn’t believe the standard of the performance and value for money! Will immerse ourselves next year!”

Audience Survey Respondent

Photo A Four-Eyed Guide to the Galaxy Credit Sarah Walker

92.7% of the Melbourne Fringe Festival audience is Victorian, with interstate and international visitation to the Festival growing to **7.3%** in 2014.

Inner Melbourne residents remain the highest proportion of Festival-goers, although Outer Melbourne and Regional Victorian attendance increased by **3.1%** of the total audience in 2014 – indicating a growing awareness of the Melbourne Fringe brand through activities such as the On Tour Program (see page 19).



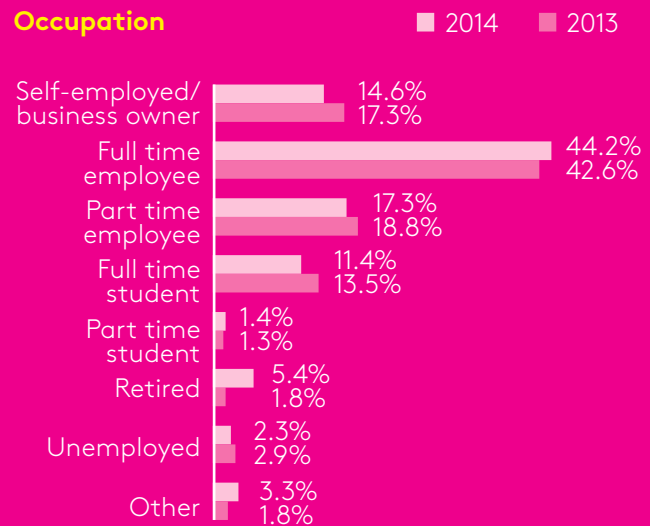
Most Festival-goers are employed full-time, with self-employed, part-time employed and full-time students at similar levels. 2014 saw a slight increase in retirees attending the Festival, in line with the increased Festival attendance of arts audiences aged 40–59 and 60+.

Of those general audience members employed, the majority work in **Arts & Entertainment (20.6%)**, **Education (15.3%)** and **Health (12.7%)**, with Finance, Communications and Government the next most-populated industries. However, a focus on the social nexus of the Fringe Hub and Fringe Club sees the attendance of those working in Arts & Entertainment increase to **32%** – marking the Fringe Hub as a site for peer networking and the generation of creative collaborations.

Audience Size

“This was our first visit but we definitely will consider staying in Melbourne same time next year and for more days so that I can attend more Fringe Festival activities. My grandson also thought it was great, he is 15 years-old and intends to spread the word at his school!”

Audience Survey Respondent (Interstate)

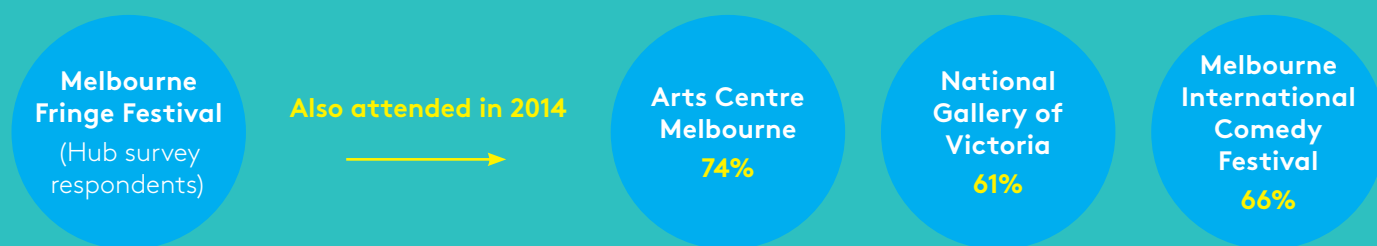


The 2014 Melbourne Fringe Festival presented work to an engaged and active arts audience of **322,738** people, with the total ticketed audience increasing by **39%** to its highest ever level. The result marks 2014 as the Festival’s most successful year for participation, attendance and ticket sales, reflecting a strong public interest in the independent works championed by Melbourne Fringe.

Cultural Visitation in Victoria

Shared Audiences

The Melbourne Fringe Festival audience represents a community highly engaged with the arts and Victoria's cultural institutions. **80%** of audience members regularly attend other arts events during the year, with audience sharing at significant levels for particular Festivals and venues.



The Audience Atlas: Victoria¹ research report, commissioned by Arts Victoria and released in 2014, also found significant crossover with other major cultural events, also found significant crossover with other major cultural events and identified the proportion of those audiences attending Melbourne Fringe.



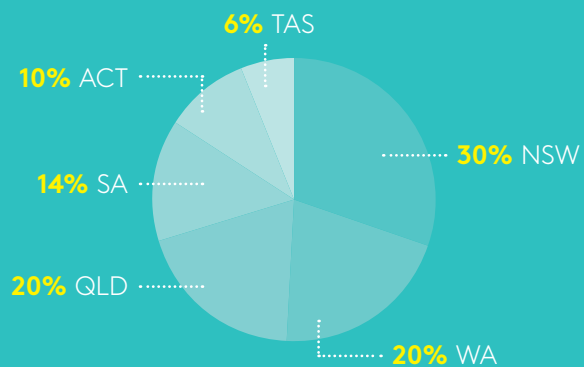
The multi-artform nature of the Melbourne Fringe Festival gives the event broad appeal across a range of audiences interested in different cultural expressions and artistic practices. The level of audience sharing with other Festivals and institutions also suggests pathways for future collaboration, partnerships and audience development.

¹ Morris-Hargreaves Macintyre, Audience Atlas Victoria - Appendix 1: Breakdown By Organisation, Arts Victoria, Victoria, 2014, p.24

Cultural Visitation to Melbourne

Interstate Visitors

The Melbourne Fringe Festival draws arts enthusiasts from across Australia to Melbourne each year, with **54%** of non-Victorian audience members coming specifically for the event. The scope of national visitation sees the largest number coming from New South Wales, but proportions are broadly balanced with one-fifth of attendees travelling from as far as Western Australia.



“Melbourne is my favourite city in all of Australia (and maybe even the world!) and I love to see it at its cultural best during the Fringe Festival”

Kelly, QLD



Photo The Bookbinder Credit Sarah Walker

Fringe Artists

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. The Festival's open-access ethos ensures that artists at all stages of career development have the opportunity to develop, present and promote their work.

The Festival's Independent Program involves a wide spectrum of creative disciplines under the inclusive categories of **Performance, Comedy, Visual Art, Music, Live Art, Cabaret, Circus, and Kids**. Each year, the variety and quality of work presented in the Independent Program showcases the imagination, dedication and skill of artists in the Australian arts community.

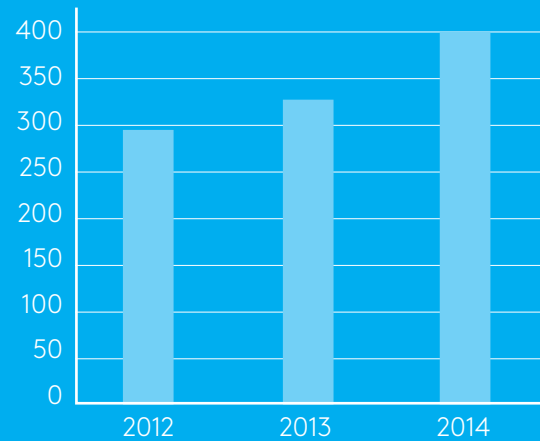
This year's Festival was characterised by significant growth in artist registration for the Independent Program, rising from 321 shows in 2013 to **400** in 2014 – a **25% increase**. Particular presentation categories experienced notable surges in registration, with Comedy (137 shows, up 45%) and Performance (105 shows, up 25%) displaying the strengthening connection Melbourne Fringe has with artists in these communities. The increase in artist registrations also saw the activation of more venues, with the number of locations presenting registered Melbourne Fringe shows growing from 126 in 2013 to **164** in 2014 (**up 30%**). This included unusual places like garden sheds, op shops, train stations, public parks, car parks and laneways playing host to works alongside traditional performance and exhibition spaces.

As well as working with independent venues, this year Melbourne Fringe partnered with a number of key education institutions to present work made by students in the Festival. This included a season of new works created by graduating theatre students from Victorian College of the Arts (VCA) and circus students from the National Institute of Circus Arts (NICA).

With the 2014 Independent Program featuring more artists and venues than any other in the Festival's history, Melbourne Fringe continues to be a vital platform for the support, development and presentation of independent art.

4,835 Independent Program artists
87.3% from Victoria
12.7% Interstate and International

Show Registrations 2012 – 2014



“Melbourne Fringe is consistently one of the most enjoyable festivals I’ve done. It’s so open to new work and genuinely supportive of its artists.”

Gillian Cosgriff, 2014 Festival Artist

“[This is] what the Fringe is all about – experimenting with something different and having a new experience, and a range of artists getting a chance to share their work.”

Audience Survey Respondent

“I always enjoy the Fringe because it gets me out of the house on a weekday and seeing different and unusual things.”

Audience Survey Respondent

Creative Program

Each year the Melbourne Fringe Festival produces a suite of Creative Program projects, designed to bring emerging and established artists together to explore new ground and engage audiences with free works in public spaces. In 2014, over **120,000** people experienced the three strands of the Creative Program – **Uncommon Places**, **Fringe Furniture: Living Traces**, and **Fringe Film: Digital Creatures**.

Uncommon Places

For Uncommon Places, Melbourne Fringe commissioned 10 artists to create visionary site-specific works in 10 locations across the city. This keynote project explored the concept of the *Third Place* – meaning neither home nor the workplace, but social locations where people gather, converse and catch up. *Third Places* are perceived as stitching the fabric of society together, existing as informal sites that foster civic engagement, political thought, multicultural vibrancy and a sense of belonging.

Melbourne Fringe's Uncommon Places artists worked to create artworks that would celebrate *Third Places* within City of Melbourne, sharing the experiences of the communities engaging with them. This resulted in an array of locative video, audio, visual and installation artworks, easily accessible to the public and detailed in the Uncommon Places Map & Guide – made available both as a download and printed leaflet distributed by Melbourne Fringe and Yarra Trams.

Uncommon Places also saw the establishment of the Common Room, a temporary *Third Place* and pop-up hub for the project located in Melbourne's City Square existing as a base for artist talks and special photographic walking tours (arranged with partners FilmNeverDie and Impossible).

“[I loved] Uncommon Places. This was a terrific foray into more visual arts and had a lovely element of exploration (and surprise) enjoyed by the whole family, at their own pace.”

Audience Survey Respondent

Fringe Furniture: Living Traces

Extending into two new exhibition spaces at Abbotsford Convent this year, Fringe Furniture 2014 showcased a collection of 95 individual object, lighting and furniture design works. Setting out to explore the theme of Living Traces – object design as a way of both linking to the past and heralding the future – the exhibition presented cutting edge works by 83 Australian designers and artisans.

Receiving significant media attention and a 41% increase in audience numbers over its 12 public-access days, Fringe Furniture 2014 reinforced the exhibition's critical position in Melbourne's design landscape.

Fringe Film: Digital Creatures

Returning for its second year, Fringe Film showcased Australia's best emerging digital film, video and animation artists in a free nightly screening program at Little Creatures Dining Hall in Fitzroy.

Successfully expanding to 21 registered films this year (up from 12 in 2013), the program provided a unique opportunity for the presentation of new screen works to an audience outside of typical exhibition spaces. Featuring short animations, mini-documentaries, video art, narrative pieces and experimental work, this year's Fringe Film program reflected the diversity and quality of practice found in the Melbourne Fringe Festival.

Uncommon Places Audience **107,417**

Fringe Film Audience **10,960**

Fringe Furniture Visitors **3,067**

The Fringe Hub

The Fringe Hub was once again the epicentre of the Melbourne Fringe Festival, featuring 60 shows across 12 venues in North Melbourne's Errol St precinct. The 2014 Fringe Hub program presented the best and boldest local, national and international artists, with audiences attending to see unforgettable shows, dance the night away in the Fringe Club and meet people with a shared love for Melbourne Fringe.

The 2014 Melbourne Fringe Hub program was the largest to date with every possible space activated by Festival artists. The program showcased work from every category in the Festival, presenting performance, dance, cabaret, live art, music, circus, comedy and special events each night. During the 14 nights of the Fringe Hub, 43,412 people attended venues in the area.



"The Festival Club had a fantastic program this year – something to suit everyone."

Audience Survey Respondent

The Fringe Club

The Fringe Club returned to North Melbourne Town Hall as the beating heart of the Fringe Hub: a 400-capacity space purpose-programmed with 12 nights of free entertainment for all, making it the ideal place for artists, audiences and industry to meet, mingle and celebrate the Festival.

The diversity of programming ensured that a wide cross-section of the Melbourne Fringe audience found something appealing in the Fringe Club, with specific events designed to reach out to new audiences and inspire them to contribute to the strength and relevance of the Festival. This year saw the highest attendance on record with well over 22,000 patrons across the 12 nights and more than 300 performers on the Fringe Club stage.



Photo Glamping With Bobby and the Pins Credit Sarah Walker

The Warren

For audiences looking to escape the action of the Fringe Club, the Warren bar downstairs at North Melbourne Town Hall once again offered an opportunity for conversation, comfort and connection. Besides being an ideal spot for a pre- or post- show drink and Festival debrief, The Warren had two free live artworks and two permanent art installations in the space, including a site-specific installation by an artist from an artist from the Uncommon Places project.

Produced once again in partnership with Little Creatures, 2014 exemplified another successful iteration of The Warren project with increased patronage and an immersive multi-sensory design.



Volunteers

The Melbourne Fringe Volunteers are offered the chance to work across a range of roles and in a range of departments and are provided with a roster of tasks that align with their professional goals and interests in the arts sector. The training volunteers receive extends the value of the program beyond the period of their participation. With volunteering increasingly recognised as a career necessity in the arts, Melbourne Fringe is serious about providing real and practical opportunities and experience.

“Volunteering for the Festival was a stimulating, fulfilling experience. It was also a great opportunity to see some fantastic, innovative, original, funny shows, some of which would not be presented in any other festival.”

Melbourne Fringe Volunteer



Photo Angry Sexx Credit Sarah Walker

Melbourne Fringe Festival 2014 Festival Report

Festival Partners and Sponsors

Principle Partnership: bankmecu

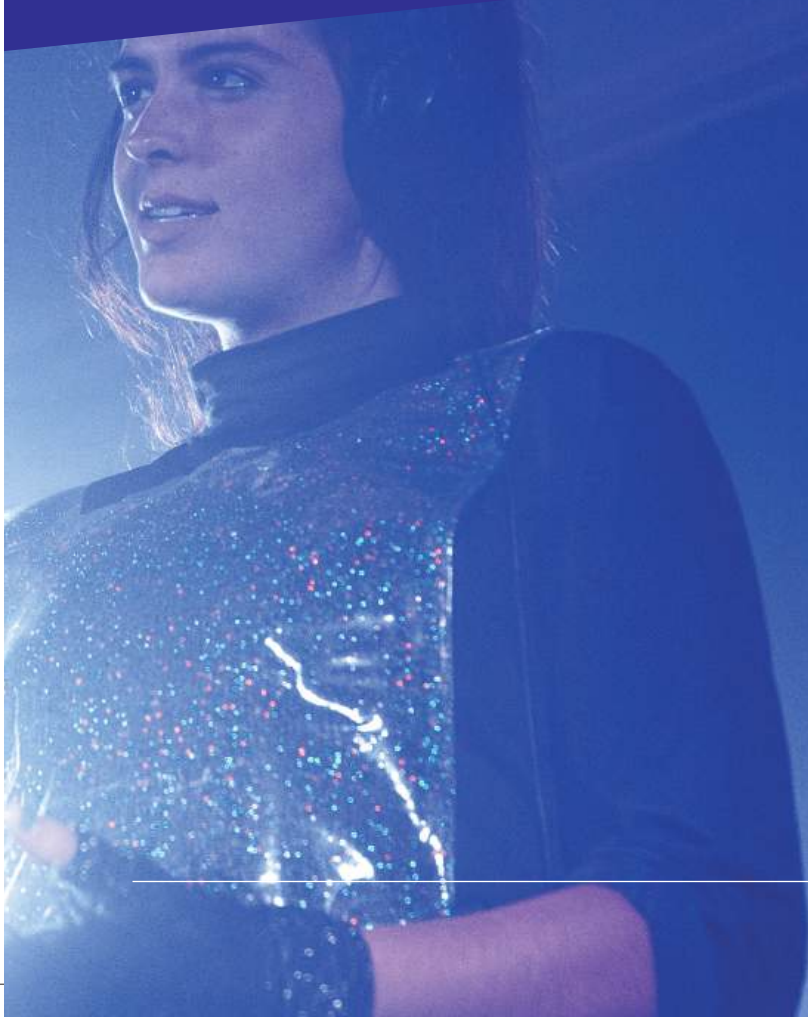
2014 saw the continuing involvement of **bankmecu** as Principal Partner for the Melbourne Fringe Festival. Sharing core values of independence, integrity and community, the Principal Partnership is a rewarding relationship for both organisations. This ongoing partnership provided Melbourne Fringe with the essential support required to implement the framework of the Festival and expanded a dialogue based on shared values.

To promote the partnership, bankmecu developed a specific 'bankmecu loves Melbourne Fringe' campaign. This campaign was vibrant, fun and energetic and allowed both Melbourne Fringe and bankmecu to increase the visibility of the partnership through an extensive leveraged marketing campaign. This campaign crossed a wide range of marketing platforms from print advertising, online, taxi backs and a dedicated 'bankmecu loves Melbourne Fringe' tram travelling through the city in the lead up to and during the festival.

Partners and Sponsors

The Melbourne Fringe partnership program showed high retention in 2014 with 29 partners continuing their commitment from the previous year. Melbourne Fringe reviews its partnerships extensively each year, and this retention rate is evidence that our partnership strategy is effectively engaging partners with long-term vision. Additional to this figure, seven new partners were welcomed to Melbourne Fringe, increasing our total partnership program to 36 partners.

In the same way our programs change each year, so to do many of our project partners. New partners for 2014 included City of Yarra (Fringe Furniture), Besen Family Foundation (Fringe Forums) and Impossible (Uncommon Places). Through Fringe Film, partners such as Little Creatures also continued to support our Creative Program.



Media

In 2014, the media campaign and public relations strategy focused around the message “Get Ready for the Biggest Ever Melbourne Fringe Festival”. This theme highlighted the fact that 2014 Melbourne Fringe Festival was the largest in its history and was set to showcase Victoria and Australia’s diverse arts scene in an unprecedented way.

Over 900 media hits were recorded across all platforms in the lead up to and during the Festival. Television hits included Channel 10 News, Studio 10 Morning Show, The Project Friday night Metro Whip, and Channel 7 News. Radio support and stories were across the sectors including ABC Radio National, ABC 774, 3RRR, Joy FM, SYN FM, My Mp and Vision Radio, broadcasting interviews with artists, producers and Festival staff.

In print media the Melbourne Fringe Festival achieved excellent coverage from The Age, with covers on Short List and M magazine, as well as major features and over 30 reviews. Print editorial support also came from Time Out, The Herald Sun and Melbourne Observer, and through media partnerships with Beat Magazine and The Music.

Online editorial support was by far the largest sector for spreading the Melbourne Fringe message, with more than half all editorials achieved. The main story angles included reviews, interviews, syndication of articles, and tips and suggestions for how to navigate the Festival program.

The Melbourne Fringe Festival’s 2014 Media Campaign generated a total PR value of \$7,120,392 across print, online, TV and radio platforms. This media coverage reached a cumulative potential audience of 33,024,356.

“Melbourne Fringe is an annual promise of the strange and the sublime. Often a testing ground for shows that may appear elsewhere, it’s an opportunity to see a theatre group while they are still developing, a winsome comedian yet to break through, or even a seasoned performer coming back to their roots. This year is no exception.”

Bhakthi Puvanenthiran , The Age



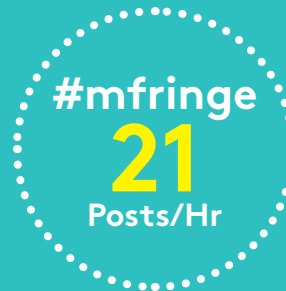
Melbourne Fringe Festival 2014 in the media

Social Media

Acknowledged as a communications cornerstone of the Melbourne Fringe artist community – with 83% (up 5%) of registered artists interacting with Melbourne Fringe platforms during the Festival ticketing period – the 2014 social media campaign was characterised by heightened activity and awareness across all channels.

38% of the Melbourne Fringe audience identify Facebook as a key access point for the Festival, highlighting the significance of the channel and the 65% increase in fans this Festival period to over 17,000. Twitter followers also increased by 30% to over 19,000, with the official #mfringe hashtag trending as high as #12 in Victoria during the Festival period (Trendsmap 17/09).

Melbourne Fringe also maintains an Instagram account, with a new 2014 content strategy generating a 241% increase in followers and expanding its scope for giveaways and special promotions. Melbourne Fringe's Pinterest account saw over 1000 #mfringe-tagged pins added during the Festival campaign and a 98% increase in followers. Rich content was also developed for Melbourne Fringe YouTube channel, including a highlights video of the Program Launch, a trailer for Fringe Film, sharable Festival animations designed by Sweet Creative, and Festival artist interviews produced in partnership with C31.



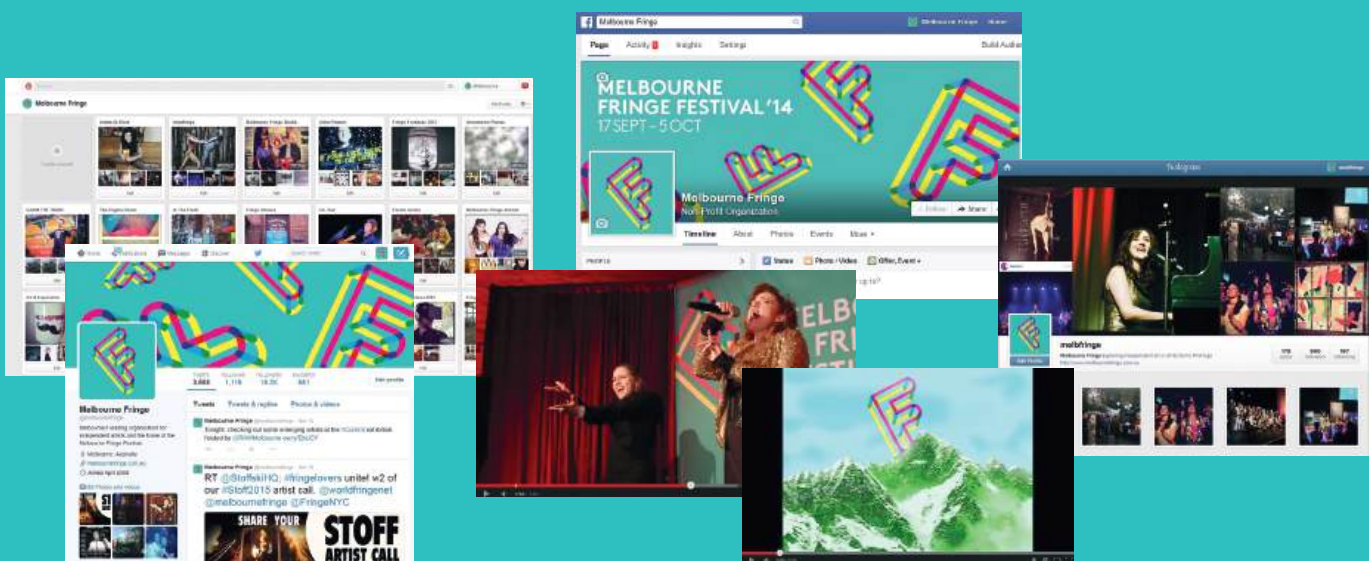
Data from #tagboard
(24 Sept 2014)



Data from Trendsmap
(17 Sept 2014)

Advertising

The Melbourne Fringe marketing strategy included targeted advertising across online, print, outdoor and radio channels, using media outlets with an established history of Festival support and demographic relevance to the core Festival audience.



Melbourne Fringe Festival 2014 on social media

Artist Development

Melbourne Fringe Forums

Supported by the Besen Family Foundation, Melbourne Fringe hosted nine free Fringe Forums in 2014. These Forums were presented monthly in the lead up to the Festival, providing tailored advice for independent artists on topics such as finding a venue, developing networking skills, establishing business partnerships, finding a sponsor, improving writing skills, understanding accessibility, audience development, crowd funding, touring and dealing with the media. Each session was free and open to all artists and producers, not just those presenting work in the Festival.

Project Partners: Besen Family Foundation, Arts Access Victoria, Auspicious Arts Incubator, Express Media, Regional Arts Victoria, SYN FM, Theatre Network Victoria, Victorian Association of Regional Arts Centres (VAPAC), Writers Victoria, Arts Hub, 3RRR, Beat Magazine, The Age Newspaper, Pozible, Creative Partnerships Australia

Total number of Artist Development
program participants

1,268

Tour Ready

The Tour Ready program prepares emerging artists and producers with the tools to develop a sustainable career, extending the life of their show beyond the Melbourne Fringe Festival. The program provides professional skills, increases future market opportunities and expands artists and producers networks outside the Melbourne Fringe Festival, enabling them to take their show on the road.

Presenters from across Victoria, interstate and internationally are invited to attend Melbourne Fringe performances that suit their programming objectives, and are connected with artists through a Presenter Directory prepared by Melbourne Fringe staff, and two facilitated networking sessions. At these sessions artists are introduced to presenters, leading to touring opportunities and expanded networks for artists.

The number of Tour Ready presenters engaging with artists increased from 10 in 2013, to 17 in 2014, travelling from across Australia to participate in the program. Attendance at networking sessions also increased this year, with 56 artists engaging face to face with presenters during the Festival.

Project Partners: Melbourne Comedy Festival, Darwin Festival, Adelaide Fringe, PACT Centre for Emerging Artists, New Zealand Fringe, Fringe World Perth, Brisbane Powerhouse, Darebin Arts, Arts Centre Melbourne, Rock Surfers Theatre Company, Metro Arts, Burrinja Cultural Centre, Frankston Arts Centre, Her Majesty's Ballarat, Karralyka Centre, Kew Courthouse, Shirley Burke Theatre (Kingston Arts), Wangaratta PAC, Regional Arts Victoria, Victorian Association of Performing Arts Centres (VAPAC)

Photo Cannonball Credit Tamaryn Goodyear

Melbourne Fringe Festival 2014 Festival Report

Melbourne Fringe On Tour

The Melbourne Fringe On Tour program was introduced in 2013 to work alongside the Tour Ready program, establishing a year-round engagement with touring networks that sees carefully selected shows from each Melbourne Fringe Festival head out on the road to play one-off engagements at outer metropolitan and regional Victorian venues.

Melbourne Fringe On Tour represents some of the best and most successful tour-ready performance work of the Festival, selected through a consultation process that includes extensive input from regional venue managers, programmers and theatre practitioners. The tour is designed to give outer-metro and regional audiences the chance to experience Melbourne Fringe in their community, and to provide artists with the opportunity to tour regionally and discover what this means for their work.

“I had a great experience with Fringe and On Tour, really appreciate the attention and support I have received and Fringe is doing a great job!”

Emily Taylor, On Tour artist



Melbourne Fringe Awards

The Melbourne Fringe Awards are an opportunity for Melbourne's arts community to celebrate and acknowledge the diversity and professionalism of work in each year's Festival. The Melbourne Fringe judges are a team of anonymous expert industry practitioners, drawn from a diverse range of fields. Melbourne Fringe's judging system is highly regarded throughout the industry for its fairness, integrity and professionalism.

2014 Award Winners

2014 Professional Development Awards Touring Awards

The SA Tour Ready Award
Supported by Adelaide Fringe
Winner: *Womanz*

The WA Tour Ready Award
Supported by Perth Fringe World
Winner: *Womanz*

The Tiki Tour Ready Award
Supported by New Zealand Fringe and Auckland Fringe
Winner: *Bucket's List*

Best Experimental Performance
Supported by PACT Centre for Emerging Artists
Winner: *Summer Bone*

Outstanding Comedy Show
Supported by Brisbane Powerhouse
Winner: *Womanz*

Local Awards

Fringe Film: Best New Work
Supported by Little Creatures
Winner: *Cumulo* by Benjamin Ducroz

Fringe Film: Best Student Work
Supported by Little Creatures
Winner: *Foot Patrol* by Anthony Vita

Best Emerging Producer
Supported by Auspicious Arts Incubator
Winner: Shannon Woodford for *Showstopper*

Best Emerging Circus Performer
Supported by ACAPTA
Winner: Point and Flex Circus for *3 Steps Ahead*

Original New Circus
Supported by Circus Oz
Winner: *My Life in Boxes* by Gravity Dolls

Innovation in Culturally Diverse Practice
Supported by Kultour
Winner: *Chinese Whispers*

The Discovery Award
Supported by Melbourne Festival
Winner: Rachel Perks for *Angry Sexx*

Best Emerging Indigenous Artist
Supported by Melbourne Fringe and 3KND Radio
Winner: Jillie Riley for *7*
Highly Commended: Shakara Montalto for *Total Eclipse*

Best Emerging Writer
Supported by Writers' Victoria, in association with Melbourne Theatre Company
Winner: Fleur Kilpatrick for *The City They Burned*

Best Emerging Visual Artist or Curator
Supported by West Space
Winner: Sophie Gearon for *Kraftwerk: Man Machine*

People's Choice Award
Voted by the Melbourne Fringe audience
Winner: *Left*

2014 Category Awards

Best Cabaret: *Reception: The Musical*
Best Circus: *The BIRDMANN: Momentous Timing*
Best Comedy: *Watson: Who's Afraid of the Dark?*
Best Dance: *Summer Bone*
Best Kids: *April Underhill: Tooth Fairy*
Best Live Art: *Chinese Whispers*
Best Music: *Pete Reid - Songs from the Edge of the World*
Best Performance: *Prehistoric*
Best Venue: *Court House Hotel*
Best Visual Arts: *[Thr]edifice*

Credits

Staff

Creative Director & CEO **Jayne Lovelock**
Development Manager **Janine Eckert**
Marketing Manager **Chris Harms**
Producer, Creative Program and Artist Development
Aneke McCulloch
Producer, Festival and Artist Services **Felix Preval**
Operations Manager **Meghan Bourke**
Artist Services Coordinator **Xanthe Beesley**
Artist Development Coordinator **Wes Snelling**
Associate Producer, Fringe Furniture **Laura Couttie**
Associate Producer, Fringe Film and Uncommon Places
Jessica Morris Payne
Associate Producer, Events **Brian Robertson**
Marketing & Communications Coordinator **Annie Bourke**
Production Manager **Tom Abud**
Production Coordinator **Bart Mangan**
On Tour Coordinator **Nathalie Devilliers**
Ticketing Coordinator **Hadley Agrez**
Volunteer Coordinator **Claire Connors**
Bar Manager **Fred Kiernan**
Venue Coordinator, The Warren **Brogan Walker**
Designer, The Warren **Jess Hill**
Festival Interns **Damian Platt, Hayley Toth**
Plus all our incredible technical staff, crew and volunteers

Consultants

Publicity **Fiona Brook, Zilla & Brook**
Risk Management **Bill Coleby, Coleby Consulting**
Photography **Sarah Walker and Teresa Noble**
IT **Midnight Oil**
Legal **Norton Rose Fullbright**

Board

Chair **Mark Licciardo**
Deputy Chair **Katerina Andronis**
Company Secretary **Juanita Pope**
Treasurer **Liza Gelt**
Directors **Nicky Klempfner, Nicholas Verginis,**
Jennifer Beckman-Wong, Fiona Sweet, Madeleine Flynn

Festival Design

Graphic Design **Sweet Creative**
Web Design **Monkii**

Photo **Womanz Credit Sarah Walker**



Partners

Melbourne Fringe would not be able to achieve what it does without the commitment and generous support of our partners. Thank you.

Principal Partner



Government Partners



Festival Partners



Festival Supporters



Media Partner



Photo Attic Erratic presents Tripped Credit Sarah Walker

Melbourne Fringe Mission, Vision & Values

Mission

Melbourne Fringe is a not-for-profit organisation that presents the annual Melbourne Fringe Festival. We provide artists with the tools to develop, present and promote their work, creating a community of audiences and artists that together represent a National arts network.

The Melbourne Fringe Festival is an open-access event. Each year artists from a wide scope of art-form and experience join our **Independent Arts Program** to develop and present their work as part of the Festival. Through our Independent Arts Program we run the **Festival Hub**, a curated space that offers a cross-section of arts experiences throughout the Festival period including the **Fringe Club**.

Central to each year's Melbourne Fringe Festival is our **Creative Program**, Melbourne Fringe produced projects which bring emerging and established artists together to explore new ways to engage audiences with free works in public spaces. In 2014, our Creative Program will present **Uncommon Places**, **Fringe Furniture** and **Fringe Film**.

The Melbourne Fringe **Artist Development Program** supports our Festival participants and the broader independent arts community. Year-round we deliver a range of programs across all aspects of building a successful and sustainable career in the arts. Our **Artist Development Programs** include mentorships, forums, training and awards.

To present the Festival and support our year-round activities, Melbourne Fringe works with a range of committed and valued partners.

Vision

Melbourne Fringe will play a leading role in the support and presentation of the independent arts by facilitating the development of innovative and diverse arts practices that engage with both artists and audiences.

Values

Participation

As an open-access, multi-arts Festival, Melbourne Fringe actively encourages a diversity of artists and audiences to participate in the arts.

Collaboration

Melbourne Fringe is committed to providing opportunities for collaboration between artists and arts facilitators on a local and National level.

Creativity

Melbourne Fringe supports the creativity of our artists and audiences and continually strives to reflect and respond to this creativity in our own work.

Integrity

Melbourne Fringe values the trust that artists and audiences place in us and understand our responsibility to engage with our community with openness and integrity.



“...the rate at which the universe
is expanding is only slightly less
than the rate at which our own
Melbourne Fringe appears
to grow...” John Bailey, The Age

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