

W E L L I N G T O N   N Z

# FRINGE

A R T S   F E S T I V A L

2018 NEW ZEALAND  
FRINGE FESTIVAL  
STEP-BY-STEP  
REGISTRATION GUIDE

2 - 24 MARCH 2018





# FAQS

## **Who can register a show in NZ Fringe 2018?**

New Zealand Fringe Festival in Wellington is an open-access, non-programmed festival meaning that anyone at all can enter a show in our programme. As long as it's (basically) legal and you pay your registration fees, you're in!

## **How much does it cost to participate in Fringe 2018?**

The only compulsory cost with Fringe is the registration fee and refundable bond. Beyond that, you could technically do a show on a budget of \$0 - we challenge you! These fees differ depending on the type of event you are presenting. For a ticketed show (you are charging your audience an admission price over \$10.01 per ticket), the fee is \$325 plus a \$50 bond (\$375 total). For a Koha (donation) or under \$10 ticketed show (you are charging your audience koha or under \$10 per ticket), the fee is \$225 plus a \$50 (\$275 total) For a free or show, the fee is \$125 plus a \$50 bond (\$175 total). **PLEASE NOTE: the \$50 bond will be refunded on submission of your artist feedback form at the end of the festival.**

## **What are the benefits of including my show in Fringe 2018?**

As a participant in Fringe your event will be listed in 25,000 copies of our printed programme as well as on the festival website. We'll provide you with a platform to launch your work and a festival atmosphere to wow your audiences. You'll be part of the biggest, longest running, Fringe in New Zealand and the experienced Fringe staff will be here to give you one-on one advice along the way as well as holding a series of free workshops on a range of subjects including production or marketing, budgeting or front of house. You'll also have the chance to win Fringe awards for your outstanding work.

## **How long do I have to register my show?**

Registrations for the 2018 NZ Fringe open 12:00pm Friday 1st September 2017 and close 5.00pm Tuesday 10th October 2017. Between these dates, you can log into FERS (Fringe Event Registration System) as many times as you like to complete your registration. Once registrations have closed, we cannot guarantee that any edits made beyond this date will make it into the printed programme, though they will be made to the website listing (this can be updated at any time)

## **What do I need to register with Fringe 2018?**

In order to complete your registration, you will need to supply us with the following information:

- Production company details
- Bank account for bond refunds and any box office settlements
- Event name
- Image for programme and website
- Event description for programme and website
- Event dates / times
- Ticket prices
- Venue

If, for some reason, you do not have all your details confirmed, we have the option to print "see website for details" in the programme and keep all information up to date on the website. Don't let small details stop you getting involved! If you need any help with any of these aspects, get in touch by emailing [sasha@fringe.co.nz](mailto:sasha@fringe.co.nz) or calling us on +64 4 212 4725.

# INTRODUCING FERS



We are lucky enough to join forces with Australian registration and ticketing gurus, 3dResourcing, creators and managers of FERS (Fringe Event Registration System). FERS is a programme created specifically to manage registrations for Fringe festivals. As well as New Zealand Fringe Festival, FERS is used by various Australian Fringes including Fringe World in Perth. We are really excited to have FERS back on board for NZ Fringe 2018, with the addition of hosting and complete website integration of our ticketing system. This means it will be so much easier for both you (the artist) and Fringe staff to manage ticketing, as well as for audiences to purchase tickets to your shows!

## LET'S BEGIN!

To begin your registration, visit our website, [www.fringe.co.nz](http://www.fringe.co.nz), and click the "REGISTER NOW" button which will take you to the login page of our external FERS system. Remember, you do not need to have all your information confirmed to start a registration. We highly recommend getting it started so we have your details and can get in touch to help you through anything that you are missing or having trouble confirming. Don't let small details stop you getting involved! There are ways around things that have not been confirmed yet so get in touch.

## USER SIGN-UP

Your first step to registering is to create a new USER ACCOUNT. Make sure that you write down your username, password, and the email address was used to register. If you forget your password, you can get a reset link sent to the email you registered with. If you have any problems, email us at [welcome@fringe.co.nz](mailto:welcome@fringe.co.nz), or call +64 4 212 4725.

*Please note: If you registered a show with us in previous years, you will still be required to register again as your details have been reset in our system.*

## PRESENTER HOME PAGE

Once you have created a USER ACCOUNT, you will be taken to the PRESENTER HOMEPAGE. This page lists registration details such as fees, important dates, as well as what you will need to complete your registration. You are able to click on any one of the STEPS in the top menu which will show you what information you need in those steps, however you will be unable to enter any information until the previous step is completed. When you're ready to begin your registration click the "BEGIN MY REGISTRATION" button at the bottom of the page

*PLEASE NOTE: Registrations close at 17:00 on Tuesday 10th October, 2018. After this time, you will not have access to your listing and any changes need to be submitted to Fringe to be made. Any changes made after registrations close cannot be guaranteed to make it into the printed programme but may be able to be made on the website. If you have any questions or concerns about finalising any details, please contact the Fringe team at [welcome@fringe.co.nz](mailto:welcome@fringe.co.nz) or +64 4 212 4725.*



# STEP 1: PRESENTER

The presenter is the company, group, or individual responsible for setting up events in FERS. The presenter is also responsible for all financial transactions (e.g. registration fees and box office settlement payouts). As the presenter of the event(s), you are also responsible for accepting the 2018 NZ Fringe Artist Terms & Conditions when you sign off your Fringe programme listing in STEP 6. You will find a copy of the [Terms & Conditions here](#).

**PLEASE NOTE:** The presenter listed here is for INTERNAL USE ONLY and WILL NOT be listed publicly or listed in the programme.

## **CONTACT DETAILS**

The contact person listed here will also be the main point of contact for Fringe to get in touch regarding anything to do with your registration. It is essential that this person checks their emails regularly during the registration period in case Fringe needs to make contact.

## **VISA ASSISTANCE**

Please indicate if anyone involved in your show is not a holder of a New Zealand or Australian passport and is needing visa assistance.

NZ Fringe does not sponsor visa applications for artists but does hold 'festival status' with Immigration NZ. For more information, see the [International Artist Information sheet](#).

## **FINANCIAL INFORMATION**

Please indicate if you are a New Zealand individual or company and if you are GST (Goods and Services Tax) registered. For more information about GST visit <http://www.ird.govt.nz/gst/>.

## **BANK ACCOUNT PREFERENCE**

Please indicate whether your selected bank account is a New Zealand or international account. PLEASE NOTE: international accounts will incur additional bank and processing fees

## **BANK ACCOUNT DETAILS**

Please supply us with your bank account information so we can pay you out any box office settlement and refund you your \$50 registration bond. Fringe will not process bond refunds or box office settlements as cash payments. When you've finished with this step, click the "SAVE" button at the bottom of the page to continue.

## **FRINGE EXPERIENCE**

In order to tailor our communications to you we will ask you to select one of three options of your level of Fringe experience

*This is my first Fringe*

*I have done Fringe before*

*I have done Fringe in the past but it's been a while*

This way we can make sure we aren't giving you information you may already know, and we can make sure everyone is on the same page.

# STEP 2:

# PROD. COMPANY



The production company is the company, group, or individual producing the event(s).

**PLEASE NOTE:** The name of this production company **WILL** be displayed publicly in the printed programme, on the website, and in any relevant festival marketing material.

## **PRODUCTION COMPANY DETAILS**

Please supply us with your production company name, a website if applicable, and where your production company is based.

## **ADDING MULTIPLE PRODUCTION COMPANIES**

If you are representing multiple production companies who are doing separate events and you want to use the same login, you can add them here. To submit another, click "SAVE AND CONTINUE" and return to STEP 2. Under MAINTAIN PRODUCTION COMPANY you can either "Add another company", "edit this company", or "Delete this company".

## **CONTINUING ON**

When you've finished this step, click the "SAVE AND CONTINUE" button at the bottom of the page.



# STEP 3: EVENT(S)

**PLEASE NOTE:** Your login will time-out after 30 minutes of inactivity and any unsaved information will be lost. We recommend regularly saving the information you have entered.

This step is where you enter all content-related information about your event.

## EVENT DETAILS

Please select one of the three options below. Each of these options will require slightly different information in the following steps. Once an event type has been selected, you will be unable to change the event type so make sure you choose the appropriate one. If, by mistake, you did choose the wrong one, you will have to delete your event and begin again from the start of STEP 3.

### **Ticketed \$10.01 and above**

Select this option if you will be charging more than \$10.01 for tickets and you have a set number of tickets available. Typically this option is used for events in which the audience stays for the duration, e.g. theatre, poetry reading, music performance, etc

### **Koha and ticketed \$10 and under**

Select this option if your event is a koha or you will be charging less than \$10 for your tickets and you have a set number of tickets available. Typically this option is used for events in which the audience stays for the duration, e.g. theatre, poetry reading, music performance, etc.

**PLEASE NOTE:** For Koha events with small capacities there is an option for audience reserve a seat for \$5, select "koha" at the ticket pricing stage.

### **Free**

Select this option if you are not charging an entry fee to your show. This option works best for events that have a longer duration or are something that people can come and go to (i.e. is in a gallery and is accessible during gallery hours or is an installation that is accessible at all times).

If you are unsure of what event type to select, give us a call on +64 4 212 4725 or email us [welcome@fringe.co.nz](mailto:welcome@fringe.co.nz) and we can take a look with you.

## EVENT INFORMATION

Please supply us with the following information:

### **Event name**

This is the name of your show that will be printed in the programme and displayed on the website

### **Event website**

This can either be a specific website for your event or your production company's website. Please do not put your Facebook or other social media address in here. They go in the next fields.

### **Social media accounts**

Please copy and paste the full URL or the link will not work on your website listing (e.g. <http://www.facebook.com/NZFringe>)





# STEP 3: EVENT(S)

## CONTENT INFORMATION

**Genre** These are the categories in which your show will appear in the programme and on the website. You can select between 1 and 3 of these to describe your show. If your show does not fit into any of these genres or a particular genre is not displayed, select OTHER and we'll be in touch to discuss. Please note: these genres are in no means asking you to fit your show to these boxes. If anything, they should be getting you thinking about how you can combine them to create a cross-genre piece of art.

**Guide Category** This is the category in the programme you wish for your event to appear in. We have six different categories, Performance Parts, Wind in Your Bits (outdoor events), Bit dez Internazionale (international events), Naughty Bits (late night, risqué or 18+ events), Family Friendly Fringe, and Eye & Ear Bits (Music, visual art and film events).

**Performance Accessibility** Please indicate in this box if your show or any particular performances of your show will be accessible to deaf or limited sight patrons (e.g. sessions with sign language or audio captioning) or other specific accessibility considerations. At Fringe, we want to provide more opportunities for a wider audience so we encourage you to consider these options.

**Age suitability** Is your show aimed at all ages, specifically children, or is it something that will require an age restriction? Please let us know so we can effectively communicate this to your audience and make sure everyone is safe and happy.

**Content Warning** Please indicate if there is any nudity, coarse language, depictions of violence, strobe lighting, or other types of content that may require us to warn the audience. Any specific notes about these can be made in the box below.

## EVENT DETAILS FOR PROGRAMME

This is the blurb that will appear in the printed programme. The programme is the main source of information for audiences and you will have a maximum of 50 words to sell your show so choose those words carefully! It has proven that a blurb that describes what the show is about and gives the audience a sense of its style is much more effective than those that are ambiguous. You can be mysterious in your blurb without being vague. Draw your audience in; make them want to come to your show! Check out other festival or venue programmes (e.g. BATS Theatre Guano) and think about what makes you want to go to a particular show more than others.

## EVENT DETAILS FOR WEBSITE

Like the programme blurb, this is another way to sell your show but you have more space to do this (up to 500 words). A lot of audiences will be grabbed by a listing in the printed programme and go to the website for more information so this is your chance to expand on what your show is about, potentially give us some cast or crew details, and generally paint a stronger picture of what audiences can expect from your show. Again, check out festival, venue, or ticketing websites (e.g. Eventfinda.co.nz) to get a taste of what works and what doesn't in a show listing.



# STEP 3: EVENT(S)

## WORK HISTORY

Let us know about where your show has been presented previously or if this is a new creation specifically for Fringe. This information is not displayed anywhere, it is used for internal purposes only.

The options you have are:

- My event has been presented overseas before
- My event has been presented in New Zealand before
- My event has been presented in Wellington before
- My event has never been presented before (NZ Fringe 2017 premiere)

## ARTIST PASSES

Every participant in Fringe is entitled to a Fringe Artist Pass. At this point you will be asked to fill in how many cards you will require and who they are for. You will need to attach named photos of each person requiring a card and send them to [sasha@fringe.co.nz](mailto:sasha@fringe.co.nz) these will be made up prior to festival launch in December. A second batch of cards will be made prior to the start of the festival in February, after this no more cards will be made. So make sure you don't miss out!

## CONTINUING ON

Once all the information is entered, click "SAVE AND CONTINUE". The page will save and reload and the options to upload a programme image and add, edit, or delete events will now be available.

## UPLOAD A FRINGE PROGRAMME IMAGE

The image upload section is now available. This is where you upload an image that will be used both in the printed programme and on the website. This is without a doubt the most crucial aspect of your listing. Your show will be one of many in the festival so a striking and creative image will always stand out more from the crowd. Put time and effort into creating an image that is attention-grabbing but also tells a story about your show in itself.

Make sure your image meets the following specifications:

*JPEG Format*

*SQUARE image*

*600 x 600 pixels EXACTLY No larger than 1MB*

*File named in the following format - "Show Name (Production Company)"*

**PLEASE NOTE:** If your image is not these exact specs, FERS will not let you upload it. Please make sure that your image fits with the requirements listed above. If you need to re-size your image you can use a free easy to use program such as [picmonkey.com](http://picmonkey.com) or licensed software such as Adobe Photoshop.

## MAINTAINING EVENTS

Once you save an event, you can return to STEP 3 and the following options will now be available to you:

To add another event, click the "ADD ANOTHER EVENT" button.

To edit an event, click the "EDIT THIS EVENT" button.

To save an event you are editing, click the "update" button at the bottom of this page.

To delete an event, click "DELETE THIS EVENT" button. Please note: in order to delete an event, you must first delete all sessions in STEP 5 and then seasons in STEP 4 associated with this event or an error message will be displayed and it will not allow you to delete it.

# STEP 3: EVENT(S)

## REGISTRATION FEE & BOND PAYMENTS

We require your registration fee and bond to be paid before we can approve your registration. If we have not received your payment by the time registrations close, we will be unable to include you in our printed programme. If you will have any problems paying registration fees, please get in touch to arrange alternative payment options. Don't let money get in the way of you getting involved! Note that we do not need to have received your payment for you to complete your registration online. You can continue onto the next step without paying straight away.

Registration fees for Fringe 2017 are:

Ticketed event over \$10.01	\$375 (\$325 + \$50 refundable bond)
Koha or ticketed under \$10	\$275 (\$225 + \$50 refundable bond)
Free event	\$175 (\$125 + \$50 refundable bond)

There are multiple ways that you can pay this

**Online using a credit card** - there is a link on this page which will take you through to a secure online payment form.

**By cheque** - please make these payable to "*Creative Capital Arts Trust*" and post to:

New Zealand Fringe Festival  
PO Box 6546  
Marion Square  
Wellington 6141

**With cash in person to the Fringe office** (please do not post cash):

Level 1, 107 Cuba Street  
Te Aro  
Wellington

**By bank transfer into the Fringe bank account:**

Please put your event name and production company as references:  
Account name: Creative Capital Arts Trust  
Account number: 06-0513-0284942-00

Please note: We cannot confirm your registration until your fees have been paid. Please make sure you get in touch with us once you make a payment to make sure that we have received it.



STEP 4 is where you enter information about your performance venue.

If you have a venue all lined up and ready to go, click "YES" to "have you found a venue for this event?" which will take you to a dropdown list of venues that are currently loaded into our system. If your venue is already on this list, select it and click "GO".

If your venue is not on our list, you can select "CREATE NEW VENUE" and add in the new venue's details. Creating a new venue will submit it as a CANDIDATE VENUE, meaning that the Fringe team will need to verify your venue details and make sure that the information is correct and displayed in an appropriate manner (this applies particularly to those performing in non-established venues or more out- of-the-box spaces).

If you haven't sorted a performance venue yet, check out our list of Fringe-friendly venues available on our website under ARTIST RESOURCES - [www.fringe.co.nz/artists](http://www.fringe.co.nz/artists)



# STEP 4: SEASON(S)



# STEP 5: SESSIONS(S)

Now you will be required to enter each individual session (or performance) along with date, time, duration, and seating capacity.

If you selected the event type Free in STEP 3, instead of duration, you will be required to enter a start and finish time for that date (e.g. the hours of the gallery).

Once you have added a session, you will be able to add additional sessions by clicking "ADD SINGLE SESSION", "EDIT SELECTED SESSION", "DELETE SELECTED SESSION", or "ADD/MODIFY MULTIPLE SESSIONS".

Once you have entered all session times, you will have to add in your ticket prices by clicking "SESSION PRICES". If your event is a koha performance, then select "koha" as your ticket type this will automatically enter \$5 as the amount. This is a "reserve your seat" price and audiences are encouraged to koha extra on the day

## TICKET TYPES

Please select the appropriate ticket type. You can add as many ticket types per session as needed. If you require a ticket type that is not displayed and unique to your event (e.g. "All day pass", or "Season Pass"), get in touch with us and we can look at entering that ticket type for you.

If you selected the event type Free in STEP 3, the option to enter session/ticket prices will not appear as your event is free.

Our standard ticket types are:

- *Child* For children 12 years and under
- *Concession/student* Includes Gold Card holders (senior citizens) and Community Services Card holders
- *Free/koha* This means no door charge
- *Fringe Addict* A discounted ticket price of at least 30% for Addict Card holders (This one is required by T&Cs)
- *Fringe Artist* A discounted ticket price for your fellow Fringe artists
- *Full* Basic adult ticket price
- *General Admission* Only use this ticket price if it is a "one price fits all" scenario
- *Group* A discounted ticket price for groups of 6 or more
- *Koha* This is set at \$5 for audiences to reserve a place

**PLEASE NOTE:** Make sure you enter your ticket prices into all sessions otherwise audiences will not be able to purchase tickets to those sessions. If your ticket prices are the same for all sessions, you can "COPY MISSING PRICES" or completely "REPLACE PRICES" from a previous session.

## CONTINUING ON

Once your ticket prices are set for all of your sessions, you can continue on to the sixth and final STEP! You're almost there...



# STEP 6: APPROVAL

On STEP 6 you will see an example of your listing details as they have been entered throughout this form.

Please note: This is NOT an example of what your listing will look like in the printed programme. This is just an opportunity for you to check that the content of your listing is correct.

If your listing is complete and you are satisfied that all event details are correct, initial and click "ACCEPT". Once you have submitted your form for approval, you will be unable to make any edits to your registration. If you require edits, please email us at [sasha@fringe.co.nz](mailto:sasha@fringe.co.nz) or call us +64 4 212 4725 and we will unfreeze your application. After you have made those edits, you will be required to initial and click "ACCEPT" once again and re-submit your form.

If you created a new venue in STEP 4, Fringe will need to verify your venue before you can sign off your registration.

## WHAT NOW?

You've submitted your form! If the Fringe team has approved your application, congratulations! You're officially registered in the 2018 NZ Fringe Festival and will appear on our brand spanking new website and 20,000 copies of our printed programme.

Here is a list of bits and bobs to start thinking about:

Getting together your cast and crew	If you haven't got a team together already, perhaps you could join our Fringe Classifieds page on Facebook. Here you can advertise for anything from actors to that pony you need in scene 8 and everything in between.
Get some marketing advice	Our marketing team is here to make sure the world knows about Fringe and while we can't market individual shows we can offer guidance. If you'd like some advice on marketing your show get in touch with the team and discuss your ideas. Contact <a href="mailto:marketing@fringe.co.nz">marketing@fringe.co.nz</a> or call +64 4 212 4725"
2018 Fringe Artist Pack	Once registrations have closed, we will be sending out an Artist Pack which includes information and tips around many aspects of creating a show from budgeting to front of house management. This will be emailed to the address you used to register your event in FERS and will be available from our Artist Resources page <a href="http://fringe.co.nz/artists">fringe.co.nz/artists</a>
Save the dates	Make sure you put in your diaries that the programme launch is on Wednesday 7th December, 2015. This is a chance to mingle with fellow Fringe artists as well as get your show noticed by media. More information about this will be sent to you closer to the time.
Get in touch	Got questions? Get in touch! We are here to help you and give advice. For registration specific questions, email <a href="mailto:sasha@fringe.co.nz">sasha@fringe.co.nz</a> . For general Fringe enquiries, email <a href="mailto:welcome@fringe.co.nz">welcome@fringe.co.nz</a> or call +64 4 212 4725.