

NORTH  
AUSTRALIAN  
FESTIVAL  
OF ARTS



# NORTH AUSTRALIAN FESTIVAL OF ARTS 2024

## ARTIST REGISTRATION INFORMATION



## **ABOUT THE NORTH AUSTRALIAN FESTIVAL OF ARTS**

The North Australian Festival of Arts or “NAFA” is a hybrid festival with both Fringe and curated events.

Launched in 2019 off the back of Townsville’s Commonwealth Games project, Festival 2018. After a massive success in its first year, Townsville City Council decided to make the festival a part of Townsville’s annual event calendar. Celebrating culture and diversity, NAFA shines a light on Townsville’s creative talent and continues to grow in numbers with over 250,000 attendees, 4000 showcasing artists and 400 event staff, providing a significant annual economic boon injecting more than \$25 million into the Townsville economy since 2019 and taking home the 2022 Best Regional Event at the Australian Event Awards.

In 2024 NAFA will transform Townsville for 18 magical days and nights from Thursday 26th September to Sunday 13th October.

# 2023 NAFA SNAPSHOT



**\$32.50**

AVERAGE TICKET PRICE



**52,340**

ATTENDANCE NUMBERS



**\$425,037**

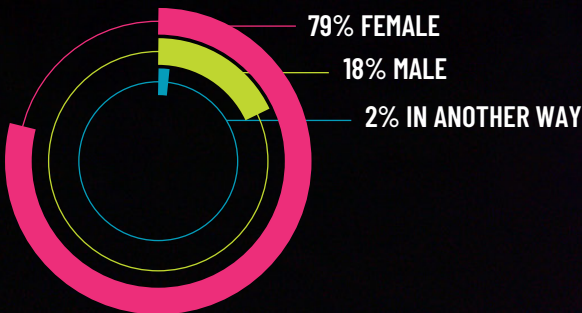
BOX OFFICE SALES



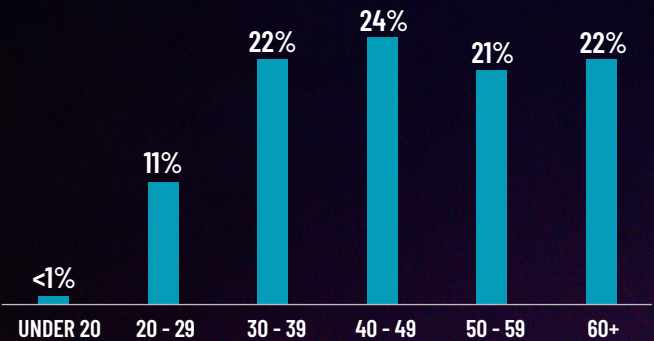
**56.3%**

AVERAGE HOUSE CAPACITY

## GENDER



## AGE



## WHO CAN PARTICIPATE?

YOU! Fringe is open to everyone (as long as it abides by our Terms and Conditions, and the law). If you have been touring for years or are looking to develop work to tour in the future. Fringe is a chance to explore new work, share with a new audience and receive feedback to help you develop it. If you are a brand-new artist and want to feel out the industry, Fringe gives you opportunities to mingle with seasoned Fringe artists from all over the industry, and essentially learn from the best of the best.

## ARTIST KEY DATES

<b>Fringe Registration Open</b>	<b>Wednesday, 10 January 2024</b>
<b>Fringe Registration Closed</b>	<b>Sunday, 24 March 2024</b>
<b>Marketing Deadline</b>	<b>Friday, 10 May 2024</b>
<b>Full Program Release</b>	<b>Thursday, 20 June 2024</b>
<b>Opening Night</b>	<b>Thursday, 26 September 2024</b>
<b>Closing Night</b>	<b>Sunday, 13 October 2024</b>

# ADDITIONAL INFORMATION

## COSTS INVOLVED

Registration is FREE in 2024

## WHAT DOES THE FESTIVAL PROVIDE?

- If your show is programmed within the NAFA festival hub, standard venue and production will be provided.
- Venue and operational staff support, this does not include show-specific staff eg. Stage managers or stage crew.
- Ticketing setup via the NAFA ticketing website and the facilitation of ticket sales.
- Event listing on the NAFA website
- Standard event listing in the NAFA program
- Access to support from the NAFA team

## TICKETING

All shows are required to use the NAFA ticketing system in 2024

If you are bound with any contractual ticketing requirements – please contact our team to discuss.

## FEES AND CHARGES

70% of gross ticket sales go to the artist and 30% to the festival.

## WHAT YOU WILL NEED

### PUBLIC LIABILITY INSURANCE

Events held on council-controlled land or in a council-controlled venue require event organisers (or artist groups) to hold a minimum of \$20 million in Public Liability Insurance. Public Liability Insurance (PLI) covers any incidents or claims made by members of the public.

You will be asked to provide your certificate when registering.

### MARKETING MATERIAL

Once you have registered our team will reach out to request images and a description of your show. If you don't have these or they are not up to date, it's time to get snapping!

## ARTIST INFORMATION

Artist registration information can be found on our website.

For all enquiries about the North Australian Festival of Arts please contact us via Email: [info@nafa-tsv.com.au](mailto:info@nafa-tsv.com.au) or Phone: **0403 105 451**

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