

BOWDEN FRINGE ARTIST PACK - 2026 ADELAIDE FRINGE FESTIVAL

Bowden Fringe is a grassroots Adelaide Fringe hub created by artists, for artists and founded by multi-award-winning producer and performer Michelle Pearson, who



continues to manage the program today, alongside a small team.

Just seven minutes from Adelaide's CBD, the hub is based at Plant 4 Bowden and programs an eclectic mix of music, cabaret, comedy, cooking and food, visual arts and family/children's events in a welcoming, accessible setting.

Audiences love the wide range of food and beverages offered by Plant 4 traders, the comfort of real bathrooms (no porta-loos), air conditioning and the thoughtful accessibility provisions that make everyone feel included and comfortable.

With ample public transport options servicing the hub, Bowden Fringe has become a vibrant gathering place where artists are supported to share their work and audiences discover new talent and enjoy quality work in a buzzy neighbourhood atmosphere.

THE AUDIENCE

Bowden Fringe attracts a broad audience, with a strong base of older attendees:

- 37% of the 2025 audience were aged 50–62
- 41% of the 2025 audience were aged 63-75
- 18% of the 2025 audience were aged 32–49
- 4% unable to be calculated

Most shows appealed to older audiences, which is reflected in these figures. Plant 4 Bowden is particularly popular with this demographic thanks to accessible toilets, a lift, ample seating, food and drink options, parking and public transport.

That said, shows like Late to the Party: The ADHD Hour and Bootleg Choir drew significantly younger crowds (16–32). Younger audiences will continue to grow with shows that appeal to this demographic.

QUICK STATS

2024: 22 performances across 4 weekends (mezzanine only)

- 15 shows sold 96% of tickets (many at capacity)
- 7 shows sold 48–73%.

2025: 44 performances across 5 weekends and select Thursday/Tuesday evenings (mezzanine + ground floor) - **5058 tickets were sold**

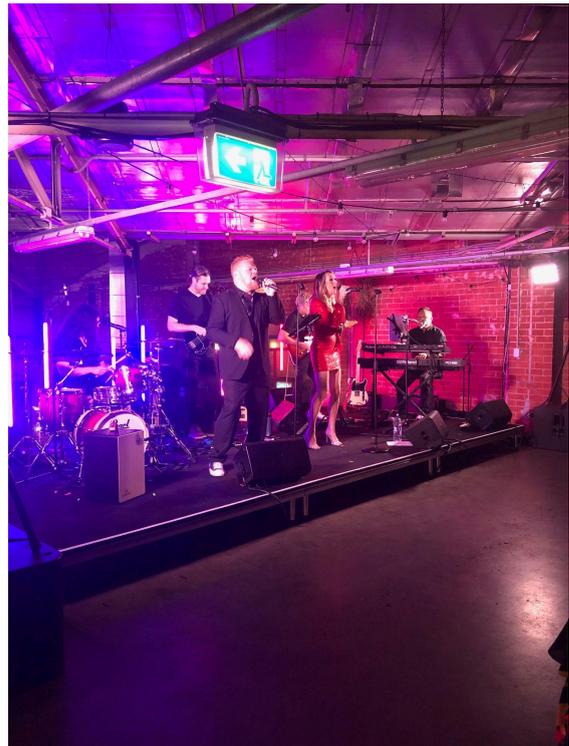
- 18 shows sold 94% of tickets, with 12 at full capacity
- 14 shows sold 73%, and 9 sold 53%

Hosted 32 Fringe **Honeypot** delegates for a spotlight brunch to showcase our artists to industry.

- 85% of artists pitched tour-ready work
- Resulted in 4 shows booked for Australian tours, plus multiple SA bookings and ongoing international interest

Welcomed 22 **Adelaide Fringe Awards judges** in 2025, with 5 Bowden Fringe artists winning awards.

- 12 media/reviewers across the program.
- 16 Honeypot delegates attended shows at the 2025 Bowden Fringe – a number we plan to grow in 2026 with the help of the Adelaide Fringe



HOW WE WORK

Our model isn't for everyone and we understand that, but we work on a buy-in/hire per performance system and artists take 100% of their profits from ticket sales.

Many venues charge a minimum hire and will take 33 to 40% of ticket income – usually taking whatever is greater.

Instead, the Bowden Fringe charges a set hire fee with all marketing, FOH, PR, artist support and tech and AV included.

WE DO THIS BECAUSE...

- We believe that artists should have great tech with zero to minimal sound bleed, experienced and skilled audio operators and affordable opportunities to work with SA based specialists to create a special experience.
- We believe that a successful Fringe season is more than just a great show and to do well in the Adelaide Fringe, artists need support in marketing, PR, strategy and industry support. We offer all of this, and it is at the heart of what we do.
- Because this is an artist-led initiative, we don't have the capital to pay set costs without the commitment from artists. The more artists we can sign up to the program, the more we can spend on marketing, tech and PR. In saying this, we try to only program shows that we feel will work at the Bowden Fringe. We will be honest if we don't think your show is a good fit because if you do well, we all do well – and if you don't, well we don't feel good about it. We will do whatever we can to make your show a success.
- Shows that sell well mean increased patronage across the program, more food and drink sales for Plant 4 Bowden and traders, more opportunities to promote the overall program and more money into artist pockets.
- We strive to work as a group and support each other in the lead up to and during the festival. Producing and presenting a show can be a really rewarding experience but equally stressful.

- We like to see artists recommending other shows (end of show shout outs), helping to promote each other, sharing equipment and backline, tips and tricks and engaging in the community we create at the Bowden Fringe. Artists can see other shows, volunteer as FOH in return for a small discount on hire and other perks and we like to look after our artists with meet ups, showcase opportunities and one on one marketing/producing support.



BOWDEN FRINGE VENUES

- MEZZANINE: \$880 PER PERFORMANCE -

- Capacity 130 (cabaret style seating with tables & bar tables)
- 1x Operator for sound/AV/basic lighting as per spec
- Stage Manager to assist with bump in and strike, pre-show support
- Stage 4.8m (W) × 3m (D), draping behind stage – central step
- 90 min tech rehearsal

TECH SPEC

Pa System	Left, right, sub and delay system capable of 100db
Mixing Console	16 channel mixing console 16 in 12 out stage box
Stage Monitors	3 x LD Stinger 10 A G3 speakers on separate sends
Mics/DIs	2 x radio microphones (handheld wireless) 4 x SM58's 2 x SM 57 4 X ISK Condenser

	4 X Behringer Di 100
Stands	4 x Tall booms 4 x Short booms 2 x Straight stands
Lighting	FLXS24 Lighting console. 4 x Led Bar Back light 4 x led pars – side light 2 x led profiles – front light
Video	1 x 75 inch TV on truss -stage left. 1 x Mac Mini for playback, Audio / video Qlab



- GROUND FLOOR: \$1440 PER PERFORMANCE -



- Capacity 500 (rows, cabaret tables & bar stools; mezzanine overflow available for those preferring a less crowded space)
- Stage 6m (W) 4.8m (D) deep stage with handrails and central step. Draping behind and on sides of stage.
- Stage Manager (bump in/out + pre-show support)
- 1x Operator for audio/AV (optional lighting operator for a cost)
- 90 min tech rehearsal

TECH SPEC	
Pa System	Left right Sub system capable of 100 DB
Mixing Console	16 channel mixing console 16 in 8 out stage box 8 out expander
Stage Monitors	6 x LD Stinger 10 A G3 speakers on separate sends
Mics/DIs	2 x radio microphones 5 x SM58s

	<p>4 x SM 57s</p> <p>5 x ISK Condenser</p> <p>4 x Behringer Di 100</p> <p>Drum mic kit - 3x SM57 with clamps 1 x Beta 52</p>
Stands	<p>8 Tall Booms</p> <p>4 x Short booms</p> <p>2 x Straight stands</p>
Lighting	<p>FLXS48 Lighting console</p> <p>2x moving profiles</p> <p>6 x moving wash</p> <p>6 x led par wash fixtures - side / back light</p> <p>4 x led profiles – front wash.</p> <p>Please note there is no specific lighting operator included in this fee. Lighting requests must be simple states per song unless an operator is requested for an extra fee.</p>
Video	<p>1 x 82-inch TV flown centre rear offstage from truss.</p> <p>1x Mac Mini for playback, Audio / video Qlab</p>



MARKETING AND ARTIST SUPPORT INCLUSIONS

Inclusion in all Bowden Fringe specific signage around the venue. Large format banners, A1 & A0 posters, fence signs.

Your posters and flyers displayed in a specific position at Plant 4 Bowden. This is only available to Bowden Fringe artists. High foot traffic position, staff to replenish flyers and posters as required. In 2026 we will have two poster walls located at entrances to provide more visibility for artists. Some of these installations will be moveable.

Your show advertised on a digital screen at entrance from 1 Feb to the end of the Adelaide Fringe. The screen will feature a rotating presentation during peak service times (market nights, weekends and during the Fringe) advertising all shows as part of the program. This will be supported by signage clearly telling people how to book tickets.

Inclusion in the Bowden Fringe booklet to be printed and distributed in late January 2026. 7000 copies around Adelaide metro suburbs.

Inclusion in The List Magazine (Adelaide Edition). One Page advert promoting the entire program. Advert features your show name and show image.

Opportunities to buy discounted advertising with other websites and publications through our contacts and pre-negotiated discount rates. For example, Fest Mag, Fifty Plus, Note Magazine, Indaily.

Inclusion in all Bowden Fringe specific PR. We will ask for your media kit in case we have an opportunity to promote your show via our media contacts.

Support and assistance with media kits and media releases and advice on where to send these. Michelle Pearson will work with artists to develop these media kits (if required) and provide advice on best practice in this space. Michelle is a qualified PR specialist and started her career as a publicist in arts management and events.

A dedicated post will feature your show image, show copy and dates/times and will be posted on the Plant 4 Bowden social media pages and shared as a story. (Instagram 49K followers & Facebook 45K followers) These posts will roll out from mid Jan to late Jan depending on how many shows there are to post. Schedule provided once programming is confirmed.



Your show will also be included in a weekly 'What's on' round up to be posted every few days once the Adelaide Fringe has begun.

For the 2026 Bowden Fringe, all artists will be invited to take part in producing support offered by Michelle Pearson. This is free for Bowden Fringe artists and will help artists to create a marketing plan, share some tips and tricks around audience development and speak to high level strategies to engage industry. This training is likely to commence in November across 2 or 3 sessions. Online available.

SOME OTHER INFORMATION TO NOTE

The Bowden Fringe will operate on Tuesday, Thursday, Saturday and Sunday evenings. On weeknights shows will likely start at 6:30PM and on weekends they will start at 4PM. Plant 4 Bowden runs weekly markets on Wednesday and Friday evenings and the venue is not available to use at these times.

We are currently looking to program 4 to 5 shows on Saturday's (starting from 4PM) and 4 shows on Sunday's (starting from 4PM) and 1-2 shows on Tuesday's and Thursday's. We may program by rotating our stages but we cannot confirm this until we have received the EOIs.

Due to the nature of the space we are using (Plant 4 is a converted warehouse) we are unable to achieve a blackout in any of our spaces. In the afternoon and early evening the spaces are well lit with natural light and as the evening progresses the natural light fades.

In 2026 we intend to host another Honey-pot spotlight (showcase) with the assistance of the Adelaide Fringe. This spotlight will be exclusively for Bowden Fringe artists that have tour-ready work. Date will be confirmed in late December/early Jan - Adelaide Fringe dependent.

Once you have applied via the online EOI form we will likely get in touch with you to ask some questions so we can get an understanding of your show and your availability. This does not mean your EOI is confirmed or successful - this is simply part of the programming process and we want to ensure your show will be successful in the venue and want to ensure you have a positive experience at the Adelaide Fringe.

The earlier you get your EOI into us, the better! This helps us get an idea of our schedule.

Michelle is available in September to meet with interested artists/producers to show them the venue and discuss their show plans. Please reach out via email info@werallycreative.com to book an in-person meet up or schedule an online appointment.

THE PROCESS

EOI opens 2nd September 2025

EOI closes midnight 2nd October 2025

Official offers sent to artists prior to 10 October 2025. Artists will have 7 days to accept the offer from the day it is received.

30 Oct 2025: Registration deadline for printed Official Fringe Guide (Adelaide Fringe Guide) Once your performance dates/slots are confirmed we will give you instructions on registering your show at the Bowden Fringe.

Deposit invoices sent to artists early November. This deposit is to lock in your place as part of the program. We invoice for 25% of your hire fee. Artists will have 14 days to pay the invoice. Flexible arrangements can be made if required.

Marketing and publicity information will be requested from you in November.

A full tech survey will be sent in November and will need to be completed by 2nd December.

Our design for large format signage, adverts and program booklet is finalised in December so we require all deposits to be paid by this date.

We are proudly supported by the team and the traders at Plant 4 Bowden.

If you're ready to submit your EOI please follow the link and we will be in touch.

[EOI FORM](#)

