



PARTICIPATION IN THE FESTIVAL

October 2023

MELBOURNE
INTERNATIONAL
**COMEDY
FESTIVAL**

COMEDYFESTIVAL.COM.AU

INTRODUCTION

The Melbourne International Comedy Festival aims to discover, develop and showcase great talent for the entertainment and inspiration of a broad-based audience. The Festival values irreverence, inventiveness and creativity, inclusiveness and accessibility, freedom of speech and respect for all.

The Melbourne International Comedy Festival is, alongside the Edinburgh Festival Fringe and Montreal's Just for Laughs Festival, one of the three largest comedy festivals in the world. The Festival takes place over 4 weeks in Melbourne each Autumn with an enormous program of stand-up comedy, cabaret, theatre, street performance, film, television, radio, digital programming and visual arts.

WE DELIVER:

- an open access festival for Australian and NZ resident artists
- a curated program of international artists
- live and broadcast (TV and online) series and special events
- development and education programs, including RAW Comedy, Class Clowns and Deadly Funny
- national and international tours of Australian and international artists

FESTIVAL SNAPSHOT

2022 Festival

- 502 shows, 5,496 individual performances, 92 free performances
- 1,809 artists, 147 venues
- 590,000+ attendance, \$18+ million box office

2023 Festival

- 639 shows, 7,418 individual performances, 93 free performances
- 1,855 artists, 167 venues
- 730,000+ attendance, \$22+ million box office

AUDIENCE

- 59% Female, 40% Male, 1% non-binary/genderfluid
- 82% Melburnians



PARTICIPATION

FINANCIAL

Festival Registration Fees apply.

Staging a show in the open access program requires being able to cash-flow the season expenses and carry the financial risk.

Expenses may include:

- Festival registration
- artist fees
- technical support wages
- venue rental
- box office and/or ticketing staff
- front of house staff
- equipment hires
- travel and accommodation
- marketing and advertising (print/digital)
- publicity
- insurances (Public Liability Insurance is compulsory)
- risk management
- ticketing services: individual shows set their own ticket prices; the Festival reviews these and provides guidance

Income may include:

- Box Office, minus applicable ticketing fees and agreed deductions. (NB: ticketing suppliers who comply with the LPA Ticketing Code of Conduct do not release box office income until after the performance or season).
- Funding, philanthropic support or cash sponsorship.

The Festival operates a ticketing system, Red61 (VIA), available to all shows. See the [Festival's Ticketing Handbook](#).

Financial result:

Ideally, the income from your show will exceed your expenses and generate a profit. In reality, this may not always be the case, especially for early-career artists still building their audience.

It is critical that artists and producers understand the financial risk involved, keep budgets conservative and have resources available should the season result in a deficit.

[A budget template example is here.](#)

THE FESTIVAL ENVIRONMENT

The Festival's environment is packed with opportunities beyond stage time.

As a participant, you have access to:

- Professional development opportunities, e.g. info and panel sessions (digital/live).
- The Festival Club.
- Seeing shows with your Festival Pass (space permitting).
- The opportunity to be considered for awards. The Festival coordinates awards, including Best Newcomer, which is awarded to the most outstanding artist/s presenting their first show.
- The opportunity to gather media reviews. At festival time more journalists are keen to see shows.
- The opportunity to meet with and show your work to festival directors, producers, bookers and agents who visit the Festival from across Australia and internationally.
- Invaluable networking opportunities, and the chance to make lifelong friends and colleagues.

GUIDELINES FOR MATERIAL TO BE PERFORMED UNDER THE BANNER OF THE MELBOURNE INTERNATIONAL COMEDY FESTIVAL

The Melbourne International Comedy Festival values freedom of expression and the Artist's right to be the creator and arbiter of both their subject matter and the ideas they wish to convey in their performance.

The Melbourne International Comedy Festival also values challenging and thought-provoking work and endorses the Artist's freedom to push social, political and creative boundaries. However, no-one who walks through the door of your venue should ever feel victimised or threatened, or indeed get the idea that we think certain behaviour is okay. So, any material that promotes or normalises: domestic violence, violence against women, assault or violence of any kind, racism, misogyny, ableism or homophobia, is not encouraged and will not be supported.

If your work includes material of this nature the Melbourne International Comedy Festival is likely not the right environment for you.

For queries regarding performing at the Melbourne International Comedy Festival contact us at registration@comedyfestival.com.au.

