

A vibrant night festival scene with people sitting at tables, food stalls, and string lights. The image is overlaid with geometric shapes in shades of red and pink. The text 'For the Future' is in the top right, 'Festival boost' is in a red box on the left, and the South Australian Labor logo is in the bottom right.

For
the
Future

Festival
boost

South
Australian
Labor

GLOBAL BOOST FOR ADELAIDE FRINGE

A Malinauskas Labor Government will support Adelaide's iconic Fringe Festival to go global, becoming a bigger and truly international event.

The Adelaide Fringe is already one of South Australia's greatest successes, the second largest arts festival in the world and the largest in Australia, drawing tens of thousands of tourists from overseas and interstate to Adelaide.

But our ambition is for the Fringe to really raise its profile on the national and international stage and that's why we will commit an additional \$8 million to support the event in:

- ✓ Hosting a headline anchor event each year, such as the highly acclaimed Borealis in 2021.
- ✓ Effectively marketing the event interstate and overseas to bring more visitors and the dollars they spend to South Australia.
- ✓ Boosting the Fringe's grant program to continue to bring new and emerging local artists to the event.

Despite the impact of the pandemic, the month-long event last year created almost 4500 direct and indirect jobs with ticket sales exceeding 630,000.

It attracted more than 26,600 tourists with a boost to the state's economy worth more than \$50 million.

In the last Fringe before the pandemic hit, in 2019, the figures were even more impressive.

2019



TICKETS SOLD

828,563

17% INCREASE ON 2018



BOX OFFICE

\$19.5m



GROSS EXPENDITURE

\$95.1m



NEW MONEY TO SA

\$38.5m



Labor believes the Adelaide Fringe has the capacity to go beyond where it was in 2019 by and deliver an even broader range of programs to attract new and emerging artists, and to draw more domestic and international tourists.

It's been a tough couple of years for the arts sector due to COVID-19.

We want the arts community in this state to know that a Labor Government will back you and support a strong arts and creative industries sector.

A Labor government will also ensure there is a Minister with specific responsibility for the arts and our creative industries at the Cabinet table, not an add-on responsibility for the Premier.

MAKING THE ADELAIDE FILM FESTIVAL ANNUAL

A Malinauskas Labor Government will invest an extra \$2 million in the Adelaide Film Festival (AFF) to support it moving to an annual event from 2023.

AFF has carved out an important niche in the national and international film festival program, but to really raise the profile and ensure the sustainability of the Festival, it needs to be an annual event.

An annual AFF will stamp a permanent presence in the city's events calendar and allow the organisers to attract further sponsors and supporters by providing continuity for their investment.

This world-renowned festival provides a wide range of opportunities for festival goers to be inspired, entertained, and educated, through a unique program of the best of global and national cinema, forums, collaborations, and special events.

In addition to delivering significant economic benefit to the State, the Festival raises the profile of arts and screen culture in South Australia. AFF 2020 was one of a very few film festivals in the world able to deliver to live audiences, attracting significant international attention and interest.

Despite the global pandemic, it was the highest grossing edition in the Festival's history, with 23% growth in sales on the previous edition.

The line-up boasted some 26 world premieres, 32 Australian premieres, 50% female directors, and 200+ screenings with more than 40% of screenings sold out. In 2021, AFF produced the inaugural AFF Youth that included a screening program of the world's best film and TV for young people as well as a major creative industries pathway program.

Film has been, and is, such a core part of our arts ecosystem.

This extra funding for the Adelaide Film Festival will enable the event organisers to build on the success of this festival and stage it every year.

This investment will boost local film making and support local jobs, and it will enable more South Australians to explore their craft and give South Australians a greater opportunity to engage with the arts and all of the benefits that brings

Labor has an impressive record in its investment in the film industry.

Labor Premier Don Dunstan established the South Australian Film Corporation in 1972 supporting a flourishing Australian film industry in the 1970s, producing iconic Australian movies including *Sunday Too Far Away*, *Picnic at Hanging Rock*, *Storm Boy*, *Breaker Morant* and *The Club*.

Labor in government led by Premier Mike Rann, founded the Adelaide Film Festival in 2003, celebrating the 30th anniversary of the South Australian Film Corporation.

Labor also invested almost \$50 million in the redevelopment of the Glenside precinct as a hub for film, providing sound and mixing stages to attract major international productions and resources for local film makers.

South Australia's creative industries are now estimated to be worth more than \$1.2 billion to the SA economy and employ more than 20,000 South Australians.

The funding boost will be \$500,000 per year over the next four years.



Acknowledgment of country.

We acknowledge and respect the Traditional Custodians whose ancestral lands we live and work upon and we pay our respects to their Elders past and present. We acknowledge and respect their deep spiritual connection and the relationship that Aboriginal and Torres Strait Islander people have to Country. We also pay our respects to the cultural authority of Aboriginal and Torres Strait Islander people and their nations in South Australia, as well as those across Australia.

