

IAF Small Grant Outcome
Dirt by Angus Cameron
Presented by Patrick Livesey

Earlier this year, the premiere season of Dirt by Angus Cameron was presented at Holden Street Theatres for the Adelaide Fringe Festival. This season was possible, in part, due to the financial support of the Independent Arts Foundation. Their small grant program assisted the creative team in bringing this work to life and in reaching a wide audience.

Thanks to the \$1,000 in support from the IAF, Dirt was able to pay for the services of Neil Ward Publicity. Working with Neil allowed us to reach a wide range of audiences through print media, EDM's, giveaways and competitions via local newsletters, multiple radio interviews and features in local broadsheets and The Advertiser. Thanks to this, Dirt sold 1,800 tickets or almost 80% of its entire five-week season. Given the benchmark for independent theatre is 30-40% sales, this was an extraordinary achievement.

On top of this sales success, Dirt received a dozen five-star reviews, two weekly awards (BankSA Best Theatre & The Adelaide Critics Circle Award, both week one) and two Adelaide Fringe awards (The Frank Ford Award & The Adelaide Critics Circle Award). Thanks to the invaluable support of the IAF, Dirt was a smash success at Adelaide Fringe 2021 and on behalf of the entire creative team, we thank you.



Dirt shot by Timothy Smith, 2021