

AFW ASSOCIATED EVENTS PROGRAM



AFW

ADL
FASHION
WEEK

11 — 13
OCTOBER
2024

AFW IS SET TO RETURN
AND TAKE OVER THE CITY.

FRIDAY 11 – SUNDAY
13 OCTOBER.

JOIN THE PROGRAM.



KEY DATES

APPLICATIONS OPEN
FRIDAY 5 JULY 2024

APPLICATIONS CLOSE
FRIDAY 9 AUGUST 2024

Applications submitted after this date may not be considered.

ACCEPTANCE ADVISED
FRIDAY 16 AUGUST 2024

WEBSITE COPY SENT FOR APPROVAL
WEDNESDAY 21 AUGUST 2024

WEBSITE COPY APPROVAL DUE
FRIDAY 23 AUGUST 2024

AFW PROGRAM LAUNCH
WEDNESDAY 28 AUGUST 2024

ADL FASHION WEEK
FRIDAY 11 — SUNDAY 13 OCTOBER 2024

LOOK BACK AT AFW 2023

In 2023, the second annual ADL Fashion Week (AFW) was held 20 - 22 October, featuring a program of events showcasing local boutique favourites, celebrated Australian designers and globally renowned brands, with additional fashion-related experiences or offers throughout the city.

Highlights from AFW 2023 included the public program launch in Rundle Mall with a free live performance by local indie pop artist MANE; six runway shows delivered by AEDA at the newly completed King's Lane space at 60 King William in the Rundle Mall Precinct; and 2KW Bar and Restaurant hosting SA Style Magazine's wrap party.

Over three days, the city hosted a range of pop-ups and experiences, showcasing new-season trends, products and shopping offers, complemented by the AFW Gift With Purchase station rewarding shoppers over the weekend, the AFW Bar presented by 2KW Bar and Restaurant located under the Gawler Place Canopy, and late night shopping and sparkling with Rundle St Up Late presented by Bird in Hand.

HIGHLIGHTS

33 events in the program. 80 additional fashion-related experiences or offers delivered.

Six sell out runway shows in King's Lane at 60 King William.

3,000+ shoppers engaged with the Gift with Purchase activation in Rundle Mall, with over \$1M of sales data captured (61.8% increase from 2022).

The Associated Events Program generated \$44K in ticket sales and reached 78.6% capacity. Several businesses were successful and able to increase their capacity or number of events.

Website traffic increased 451% from last year with the launch of a new festival website.

7.1M views/impressions and 36,700 clicks to the website showcasing city based retailers and designers.

67 media articles generated through PR coverage.

82% of surveyed respondents agreed the festival strengthened Rundle Mall's positioning as a place of fashion.



AFW 2024

AS ADELAIDE'S PREMIER FASHION FESTIVAL, AFW SUPPORTS THE FASHION INDUSTRY AND PROVIDES A PLATFORM FOR THE DIVERSE SCOPE OF BEAUTY, ARTS, FOOD, AND CREATIVE INDUSTRIES.

THE AFW PROGRAM CELEBRATES FASHION AS A CREATIVE EXPRESSION, A DYNAMIC RETAIL SECTOR AND A KEY ECONOMIC CONTRIBUTOR.

In 2024, AFW will be a three-day curated, culturally diverse and inclusive program of events, unique experiences, and innovative activations and collaborations across the city, complemented by shopping offers, prizes, and stylish in-store events.

The city is the pinnacle place to experience some of the best retail shopping, cultural activities and food and drink experiences in South Australia. Shoppers will be invited to experience, shop, and discover.



ABOUT AFW ASSOCIATED EVENTS

The purpose of the Associated Events Program is to bring together businesses, designers, and creatives to collaborate and participate in the festival. It's the perfect time to collaborate with new partners, test a new product or event, partner with a different brand, or showcase a unique space.

WHAT YOU NEED TO KNOW

1. All Associated Events must lead with a fashion focus.
2. Associated Events are independently hosted events that form part of the broader AFW Program. The associated event host determines the ticket price.
3. An Associated Event should be a bespoke event that a consumer would not be able to experience outside of AFW. Unexpected collaborations, behind the scenes insight and future forward-thinking are some of the keys to a successful event.
4. All Associated Events must take place during AFW between Friday 11 and Sunday 13 October 2024.
5. Each event is assessed by the AFW Industry Team – acceptance into the program is not guaranteed but the Team will work with you where possible to provide other opportunities to be involved in the festival.
6. It is free to apply and events will retain all of the proceeds of the ticket sales.

WHAT WE'RE LOOKING FOR

Event concept

- Be creative, interactive, experiential and unparalleled.
- Have a unique selling point.
- Collaborate with others in creative industries.
- Strong focus on arts and creative sectors.
- Hero designers, producers, artists etc.

Previous event examples

- Immersive and impactful fashion and designer-led experiences.
- Intimate luncheons or high teas showcasing fashion, music and arts.
- Hands-on workshops, masterclasses, or demonstrations.
- Runway shows and parades.
- Panels, discussions, and informative conversations with designers and experts, on topics such as upcoming trends, sustainability, or technology.
- Exhibitions, showcases, performances or installations.
- Street or launch parties.

2023 HIGHLIGHTS

Of the 33 events featured in the AFW Program, 21 were part of the inaugural citywide Associated Events Program and leveraged the festival's benefits which extended beyond the festival period.

78% of surveyed respondents said that attending the event would increase their likelihood of shopping in the city, and 83% said it increased their chance of engaging with the SA fashion industry.

Industry participants believed participating increased awareness of their brand (73%) and increased business exposure / publicity (46%).

ABOUT AFW ASSOCIATED EVENTS

HOW YOUR EVENT WILL BE ASSESSED

The AFW Industry Team will assess the applications based on five pillars and key criteria:

CULTURE

AFW acknowledges the cultural tapestry of South Australia. We commit to curate a culturally diverse program and campaign, ensuring events are culturally appropriate and inclusive.

INDUSTRY

AFW adopts a grassroots approach to engage with the industry in 2024, recognising the fluctuating nature of the program annually.

SUSTAINABILITY

In 2024, sustainability plays a pivotal and expanding role in the fashion industry. AFW emphasises sustainability at every stage of the fashion process, starting with education.

INNOVATION & TECHNOLOGY

Innovation and technology are integral to the future of fashion. While we incorporate them into at least one event this year, we explore opportunities for further integration in the years to come.

INCLUSIVITY

Throughout the festival, we prioritise and champion inclusivity, welcoming individuals of all ages, cultural backgrounds, gender identities, and physical appearances in our programming and talent engagement.

The logo for AFW, consisting of the letters 'A', 'F', and 'W' in a tall, thin, serif font. The letters are white and set against a black background.

KEY CRITERIA

- Your event must be creative and arts-focused, including elements such as fashion, music, photography and visual arts.
- Your event should offer a unique experience for consumers.
- Your event needs to be compelling enough to encourage ticket purchases.
- Your event should create buzz across social groups and media.
- You must have demonstrated experience in producing these types of event.
- Your event must take place within the city (postcodes 5000 / 5006).

ABOUT AFW ASSOCIATED EVENTS

BENEFITS OF BEING INVOLVED AS AN ASSOCIATED EVENT

As a participant in the AFW Associated Events Program, you'll receive a range of exclusive benefits:

- Be a part of Adelaide's premier fashion festival.
- Generate revenue through ticket sales.
- Showcase your products and/or services.
- Expose your business or brand to a new or expanded audience.
- A platform to launch a new brand, product, service or experience.
- Engage with a captive fashion-forward audience.
- Opportunity to collaborate with other businesses.
- Inclusion on the AFW website, e-newsletter and social media platforms.
- Dedicated contact person.

WHAT YOU'LL GET

Your Associated Event package includes:

- 100% of ticket sales revenue (excluding booking fees of 5.35% + \$1.19 per sold ticket retained by the ticketing platform).
- Use of the AFW logo on all marketing collateral.
- Professional copywriting services for your event description.
- Co-hosting of your Facebook event page through the AFW Facebook page (for those who create a Facebook event).
- AFW decal to display in your business in the lead up to the festival.
- Event page on ADLFASHIONWEEK.COM and event ticketing platform.
- Minimum one post on the AFW Instagram and Facebook pages in the lead up/during the festival.
- Inclusion in targeted paid advertising.
- One editorial feature in the AFW consumer e-newsletter (50-100 words).
- Premium AFW gift bags, which are restricted to AFW Associated Events only. AFW reserves the right to include content, but it is not guaranteed.
- Provision to request the inclusion of content within AFW gift bags at other Associated Events. AFW reserves the right to decline content, including but not limited to a conflict of interest with a partner or sponsor.

HOW TO DESIGN A GREAT EVENT

CURATING YOUR BRAND EVENT

Think about:

- What are your brand values?
- Your why?
- What do you want to achieve?
 - Sales
 - Brand / product awareness
 - Customer loyalty reward
 - New customer engagement
 - Reward existing customers
- Do you have an allocated budget?
- What existing assets can you use?
- How can you leverage any partners or collaborations you have?



EVENT EXAMPLE

HOTEL ALBA X THE WOLF GANG PRESENT LONG LUNCH

“Step into a Mediterranean-inspired urban retreat at the newly launched Hotel Alba, for a decadent bottomless lunch, accompanied by your exclusive first look at The Wolf Gang’s new Resort ’23 collection.”

ACTIVATION AND ASSETS

There are many ideas you could consider:

- In-store entertainment
- Giveaways
- Events — in-store or external
- Collaborations
- Photo moments
- Branded carts
- Visibility



EVENT EXAMPLE

A SARTORIAL AFFAIR

“Experience an exclusive runway show in heritage listed tunnels, an atelier and party, demonstrating Archives of Zobo and LaMilago’s latest collection. Delve deeper into these collections, with a pop-up atelier, where you can try on pieces and learn more about the brands.

Amidst the glitz of the show featuring caps by Archives of Zobo, and Italian suiting by LaMilago, you will also be treated to a gift bag on arrival and themed drinks, organised by the suave Supper Club Society.”

ABOUT AFW ASSOCIATED EVENTS

ESSENTIAL CRITERIA

Priority for acceptance into the AFW Associated Event Program will be given to individuals and businesses who meet the selection criteria outlined below and listed in the application form.

- All types of businesses and individuals can apply to be a part of the AFW Associated Events Program. Your core business / function does not have to be fashion. We encourage all facets of the industry to apply.
 - Financial assistance from AFW is not available to any individual, group, association or business applying through this application process.
 - An AFW Associated Event is independently hosted, and all events must be hosted in Adelaide CBD (5000) or North Adelaide (5006). Your business may be outside of these postcodes but the event must take place in either of these locations.
 - AFW reserves the right to reject an event, individual, group, association or business where:
 - there is a conflict of interest with AFW objectives, partners or sponsors.
 - there is no adequate evidence to show that the individual, group, association or business will deliver to the quality standard expected by the event.
 - the application does not comply with these Terms and Conditions or requirements of the AFW Program.
 - Higher priority will be given to events that have multiple brands that participate and / or brands that are based in the city (postcode 5000 / 5006).
 - Successful applicants must:
 - create a corresponding Australian Tourism Data Warehouse (ATDW) event listing, as an AEDA requirement. AEDA can provide support with this if necessary.
 - demonstrate AFW branding in event execution (i.e. colour palette, logo, etc), and agree to use the AFW logo (minimum) on all event communications and promotions relating to the participation in the AFW Program.
 - Successful applicants will be provided with an AFW Branding and Social Media Toolkit.
 - be solely responsible for guaranteeing the delivery of a successful event and must encourage ticket sales through their own marketing and social media platforms.
 - participate in official event research conducted by AFW during and post-event, as necessary.
 - supply AFW a minimum of 10 professional photos post-event for marketing and promotional purposes.
 - All Associated Events within the AFW Program must have a minimum capacity of 10 attendees.
 - All tickets will be sold via an event ticketing platform managed by the AFW Team.
 - All ticket revenue from an Associated Event is passed on directly to the event holder, except booking fees and charges, as it will be deducted from the ticketing fee. The AFW Team does not retain any percentage of the ticket sales.
 - All costs associated with running the event remain the event holder's responsibility.
 - Ticket sales revenue will be distributed as per the appropriate ticketing platform terms and conditions. Event holders must provide bank details once their application has been accepted.
- Successful applicants will be issued a letter of acceptance and / or an email confirmation, outlining all event details and requirements associated with the AFW Program.

HOW TO GET INVOLVED

STEP 1

DEVELOP YOUR CONCEPT

The AFW Industry Team can connect you to fashion experts and stylists or venues and businesses that might be looking to collaborate.

STEP 2

SUBMIT ONLINE APPLICATION

Visit [ADLFASHIONWEEK.COM/BE-PART-OF-AFW](https://adlfashionweek.com/be-part-of-afw) for more information and to complete your online application by **Friday 9 August 2024**.

STEP 3

NOTIFICATION OF ACCEPTANCE

The AFW Industry Team will review all applications and advise of acceptance into the program by **Friday 16 August 2024**.

STEP 4

APPROVAL OF YOUR ONLINE EVENT MARKETING

On **Wednesday 21 August 2024** you will be sent your website copy. You will be required to approve this by **Friday 23 August 2024**.

STEP 5

PROGRAM LAUNCH

All Associated Events will launch online on **Wednesday 28 August 2024**.

FREQUENTLY ASKED QUESTIONS

WHAT DOES IT COST TO BE AN ASSOCIATED EVENT?

It is free to apply to be in the Associated Event Program.

DO I HAVE TO USE THE AFW TICKETING SYSTEM?

Yes, the AFW ticketing system is integrated into the festival website, online program and reporting, but don't worry, we'll take care of that for you once acceptance has been advised.

DO I NEED PUBLIC LIABILITY INSURANCE?

Yes. You must provide your own event insurance.

ARE THERE OTHER WAYS FOR MY BRAND OR BUSINESS TO BE INVOLVED IF I DO NOT WANT TO HOST AN EVENT?

Yes, with an experience. Bring the AFW festivities (and shoppers!) into your business. Leverage the festival and create something unique that weekend; fashion-inspired cocktails, exclusive offers or a stylist package.



CONTACT US

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